



GREEN THUMB GAZETTE

Lawn Doctor Newsletter

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Common Lawn Problem: Snow Mold

Snow Mold is extremely common here in Massachusetts as the snow melts away from the lawn. This unsightly disease is actually a fungi that thrives and advances in the wet and cold conditions that a classic New England winter produces.



Snow Mold

Serious Snow Mold infection can lead to crown and root rotting, and preventing it is a team effort. On your end, proper mowing and watering tactics are a must. Frequent and consistent fertilizing is where we come in, and the combination of these factors should result in strong roots and, in turn, thick, healthy, disease-free grass for 2023!

Why Winterize?

You may have heard of winterizing an irrigation system, a boat, or your pool, but have you ever considered winterizing your lawn? Winterizing is the process of adapting and preparing the lawn for the types of severe weather that only an experienced New England resident can understand. What this really means is choosing the right product, time, and method to apply to the lawn before the temperatures drop and snowfall arrives.

So what is lawn winterizer? Lawn Doctor's winterizing fertilizer contains a higher rate of Potassium than other standard winterizers, which is just as important for a lawn as it is for the human body. It plays a major role in keeping cells strong enough to withstand the crazy climates we face here in Massachusetts like extreme drought, below freezing temperatures, and so



Salt Damage

on. Without it, you may see your lawn decline throughout the wintertime, and could face a very slow bounce back once the spring does finally roll around. Homeowners who winterize annually see a much quicker return rate in terms of growth, color, and density in the lawn than those who skip this all-important application.

Aside from applying a winterizing fertilizer, be sure to take extra steps to keep your lawn safe this winter. Put up plow markers to avoid plow damage and watch where you're salting to minimize contact with the grass. To avoid smothering your lawn, keep snow banks off of the grass to the best of your ability. Lastly, the least amount of traffic on the lawn during extreme cold, the better! traffic are all things that you can do at home to give your lawn it's best chance at surviving the wintertime.



Plow Damage



Andy—VP Business Development/GM

Employee Spotlight– Andy

As one of the longest-tenured and most knowledgeable employees in Lawn Doctor of Massachusetts' history, Andy provides immense amount of assistance, wisdom, and laughs throughout the office on a daily basis.

Q: Let's start with an easy one: What do you do at LD?

A: "I direct the things I used to do. Everything from receiving deliveries, sales, customer service, hiring, purchasing, system developing, coaching and mentoring managers and entry level employees. Really just a little bit of everything."

Q. And what would you say the best part of working here is?

A: "Using my creativity on a daily basis to find and develop solutions to any given situation, improve existing systems, or even just maximize efficiency across the organization. I like using my right brain."

Q. What keeps you coming back after all these years?

A: "It's nice to be responsible for so much, both people and practices. It's rewarding to watch people and departments that I was once in the place of or even helped develop grow and succeed."

Q. What about outside of work? What do you like to do?

A: "Hanging out with my wife and son, of course. A good jam-sesh or Rubik's cube race is always fun. I love golfing, but I don't get out there enough. But I'll always find an excuse to spend more time surrounded my grass."

Q. Let's go through some favorites;

1. Favorite Book?

A: "I'd say The Davinci Code, although I am currently reading Traction by Gino Wickman."

2. Favorite Food?

A: "A classic, New York style cheesecake."

3. Favorite Movie?

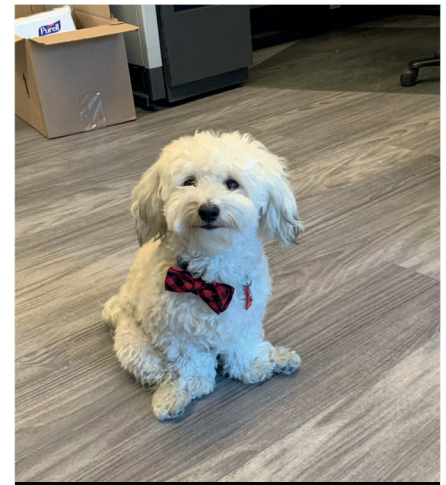
A: "The Last of the Mohicans."



Amanda (Marketing Manager), Andy & Taylor (Marketing Asst.)



LD Exec Team - Meg, Andy, Tom and Ian.



Pico- Andy's family dog (& our office mascot)

Did You Know?

Winter weather can damage more than just lawns, your Evergreens can take a major hit as well if left unprotected! Luckily for you, we offer just the thing: *Anti-Desiccant*.

Anti-Desiccant is a one-time application that takes place in the early-wintertime, most typically in December. This service protects Evergreens against wilting, windburn, and moisture loss that can be otherwise detrimental.



Winter-Damaged Spruce Tree

LD Gives Back

Here at Lawn Doctor of Massachusetts, we feel that community outreach is of utmost importance. In year's past we have driven for blood, food, and more. This year, however, we decided to switch it up and— in the Christmas spirit— made the switch to collecting toys for children in need in our own community!

We are so proud that this holiday season we had the privilege of partnering with Toys For Tots as an official drop site. We accepted hundreds of new, unwrapped toys from our employees and members of our community alike.

Unfortunately at this time we have concluded accepting donations for this season, but working with Toys For Tots was an honor and we have big plans to continue with even more community efforts, not only in 2023 but in all the years to come!



Monthly Payments— Easier Than Ever!

Lawn Doctor is all about making your life simple— and now we're adding paying your bill to that list! We have created a program that takes the sum of your services and divides it into equal, rolling monthly payments. This way, you'll never be surprised by your bill, and since it automatically comes from your card on file, you don't even have to remember to arrange it!



What's New With LD?

Two in One!

This year, we started applying the last two rounds of our lawn care program during the same visit! It may seem like we're only making one application, but we're actually applying our standard Nitrogen-based fertilizer and our winterizing Potassium-based fertilizer simultaneously. We made this switch in order to maximize benefits and save us time to ensure that we aren't faced with putting applications down in those snowy winter months!

Raynham Location

That's right— we have officially acquired a second warehouse. This time it's in Raynham, MA! This will be a major step in the way of optimal efficiency for our service. Not only is it closer to highways than our Hanson office so that we can get to our customers faster, but we will have more room for storing product and machinery, and will be able to grow our fleet size and hire more South Coast locals!. A win-win-win!

Beast of the Week

Customer Service is one of the most crucial departments to our company's operations, and anyone who's worked in this area knows- it is certainly no easy task! Because of this, we have created a new initiative for the team— Beast of the Week. Each week we tally up all the calls our CSRs take, and whoever has the most incoming calls on their list gets a \$25 reward! It's a great mode for a little healthy competition and it's exciting to see who will come out on top each week!





To Our Loyal Customers,

Thank you for choosing Lawn Doctor. I'm fortunate to have such an amazing team who truly cares about our customers and works so hard to continually improve our company. It's also an honor to have such great customers who have put their trust in us for more than three decades.

While approaching the end of our 34th year in business, we focus on the importance of teamwork and community. As the best in our industry, we plan to continue providing local jobs, excellent service and community engagement.

Thank you again for your continued support and we look forward to delivering you our best performance and results ever in 2023.

Sincerely,

Tom Norton

Owner, President

Lawn Doctor Boston, South Shore and Cape Cod

