



# Grass Roots

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## Turf News: Aeration, Overseeding & the 4th Fertilizer Application

Here we are, the September newsletter in hand with barely a summer behind us. We have been experimenting this fall with our fertilizer crews. During this fourth round of applications, you may have noticed Jon and Mitchell aerating and/or overseeding, if you requested those services, at the same time as your fertilizer application. We are always looking to be more efficient, and a one-man crew is about as efficient as it gets.



Fungus outbreaks occurred in mid-August. Most of it was Dollar Spot. We never like to see it; but when it comes late in the season, it also has a pretty short run. By mid-September,

most turf will recover without much intervention. Aeration and overseeding are the treatment of choice for bare areas.

Irrigation needs have been met more than adequately by the rains we have had. It is still nice to have an irrigation system and not have to use it. For those of you who are overseeding: DO NOT LET THE SEED DRY OUT. Once the seed has germinated, you can slowly move back to your regular irrigation schedule.

We are spraying for grassy weeds again this application. Much like last season, they showed up in late July, leaving us with post-emergent sprays as our only recourse for treatment. We see more and more nutsedge. To treat it, we need your authorization.

Last year at this time, we wrote about the run-away price of fertilizer. I mentioned that we would be looking for ways to minimize the impact on you. Working with our distributor, we were able to make a large fertilizer purchase early in the season for use right now. I mention this because it is our continued growth and the strength of our company that makes it possible to take advantage of these opportunities.

Thanks again for your confidence in us.

## Cholorsis of River Birch

The river birch became a very popular tree selection 10-12 years ago in the Omaha and Lincoln area and now is posing a problem to our tree-lined streets. A very common tree in many landscapes, it is showing signs of not being adaptable to our heavy clay soils which are high in PH. This often will cause chlorosis.



**Chlorosis** is a common problem of shade trees growing throughout the Midwest. This is a chronic condition which slowly decreases a tree's overall vigor and ability to survive. The most visible symptom is yellowing or pale green leaves. As the problem progresses, leaves become smaller and stunted, and dieback will occur on outer branches and twigs. This will kill the tree if left untreated. The main three trees in the Omaha metropolitan area that continue to struggle are **river birch**, **pin oak**, and **silver maple**.

### Cause

A tree's chlorophyll production (green pigment) may be decreased by a deficiency of elements like iron, manganese, zinc or copper. The availability of these micronutrients in soil and the plant's absorption capability is sacrificed when **ph is high** - which our soil is.

### What do you do?

Call our **certified arborists** whom have treated hundreds of chlorotic trees each season with excellent success. **A soil sample is necessary to know that the soil is the issue. We check at the time of the evaluation – no charge. The two-part treatment consisting of a combination of trunk injection in the spring and soil treatment in the fall (with organic matter to lower ph) is recommended – usually between \$80 and \$150 per treatment, depending on the size of the tree.**



## The Rain Gauge

For a normal month of September, your turf should receive approximately 1.0-1.25 inches of precipitation per week. Precipitation per week is the combined amount of Mother Nature's rain plus anything you add to it. Excessive watering will only waste water and promote unhealthy growing conditions in a variety of ways.



## Reminders

1. Schedule fall clean-up.
2. Schedule fall bulb planting.
3. Check the website for sprinkler winterization information.
4. Schedule Christmas light installation.

# Survey update

Thanks to everyone who completed our survey last month. This was our first multi-question survey ever so we were a bit anxious about what we might learn and what, if any, information our clients would share with us. We greatly appreciate all of the feedback we received. Here are just a few of the ideas we'll be implementing in the near future.

- Several of you requested business cards to make it easier to refer us to your family, friends and neighbors. We plan to include these with the May and October statements.
- Magnets were also a popular suggestion. Look for yours with your annual contract renewal in December.
- We'll be updating the staff page of our website to make it easier to provide a list of contacts when you refer us.
- We were surprised that many of our clients were unaware of our referral program. Shame on us for not explaining it more frequently. An explanation of the referral program is included with this month's newsletter, and will soon be added to our website.
- Another website update will be a comprehensive list of services that CM's provides. Like the contact list, this will be an easy to read *and print* document you can share with your friends when referring us.

Again, thank you to everyone who participated in the survey process. Look for more information about the survey in coming newsletters. We hope you realize you don't have to wait for the next survey to tell us how we're doing or suggest ways we improve the service we deliver. Call or e-mail us anytime!



## Refer new clients! Earn credits! Win a free gift!

We would like to thank you for all of the referrals you send our way. To show our appreciation, we will issue a credit to your account for any client you refer who takes at least one of the following services:

- \* Weekly mowing (on a full-time basis)
- \* Landscaping
- \* 6-step fertilizer program
- \* Irrigation Installation

You don't have to do a thing! There are no forms to fill out, no calls to make, no coupons to redeem. We will ask the referred client how they heard about us. If they take any of the above services, we send you a note stating that a credit has been placed on your account and enter your name in our annual drawing for a free gift. On your next invoice you will see a credit. The more clients you refer, the more credits you earn and the more chances you have to win!

Thanks again for all of your referrals.



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