



The American Lawn

Important news for our Customers and Friends

March 2016

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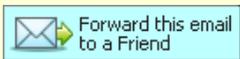
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Come See Us at the Home Show this Weekend



This will be my 28th Tulsa HBA Home Show to be in later this week. While they are a lot of work, it's fun also to visit with customers and to meet and sell new customers. There's always lot's to see and learn at the Tulsa Homeshow,

so come on out later this week.

If you are one of our existing customers, stop by our booth on the main drag running east and west on the upper level and we'll give you a special gift of a coupon good for \$40 savings off any new optional service.

You can choose from aeration, flea & tick control, perimeter pest, fescue seeding, and others such as Buzz Off! our new [Mosquito Control Program](#). Come have your picture made with Big Jake, our 9' tall LawnAmerica dude, and post it on your Facebook. We wore out our existing Big Jake, so this will be the first home show for our new "rookie". Hope you can stop by to make him feel welcome and visit with us.



Green Bermudagrass in Early March?

Where was winter? Our snow plows hardly got

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Green Bermudagrass along a south-facing curb

With the warmer than normal weather, we are seeing green bermudagrass, especially along warmer south facing exposures and next to concrete. This is fine, and even some green-up into late March and early April is usually fine. The concern is that if bermudagrass greens up too much, and then Mother Nature throws us a curveball with one of those late spring arctic cold fronts, even freezing temperatures in the high 20's will damage bermudagrass to the extent of [winterkill](#) even.

Don't scalp your bermudagrass until after the frost date--which is April 15th in Oklahoma. And if the soil dries out, irrigate your lawn some, which will help your root system and prevent the soil from becoming as cold.

Another problem with the soil warming up too soon with these warm temperatures will be an earlier germination of crabgrass. [Crabgrass](#) typically germinates when the 4" soil temperature stays at 56 degrees for 4 consecutive nights. We are not there yet, so there is still time to have good success with our [Barricade pre-emergent](#). However, unless we get a cold spell, expect to see some germination by later in March in some areas. Once that occurs, we switch to a product named Dimension, which not only is a good pre-emergent, but also will control early 1 and 2 leaf stage of crabgrass that has already germinated. So we can provide good control well into early April



Invasion of the Purple Weeds

A sure sign that spring is here are the lawns that suddenly turn purple with an explosion of purple flowers in their lawn. This weed is a winter annual weed named Henbit, a member of the mint family. If you rub it in your fingers, you'll notice the stems are square and with a minty smell to it. These weeds, along with chickweed, annual bluegrass and others, germinate in the



TULSA METRO CHAMBER
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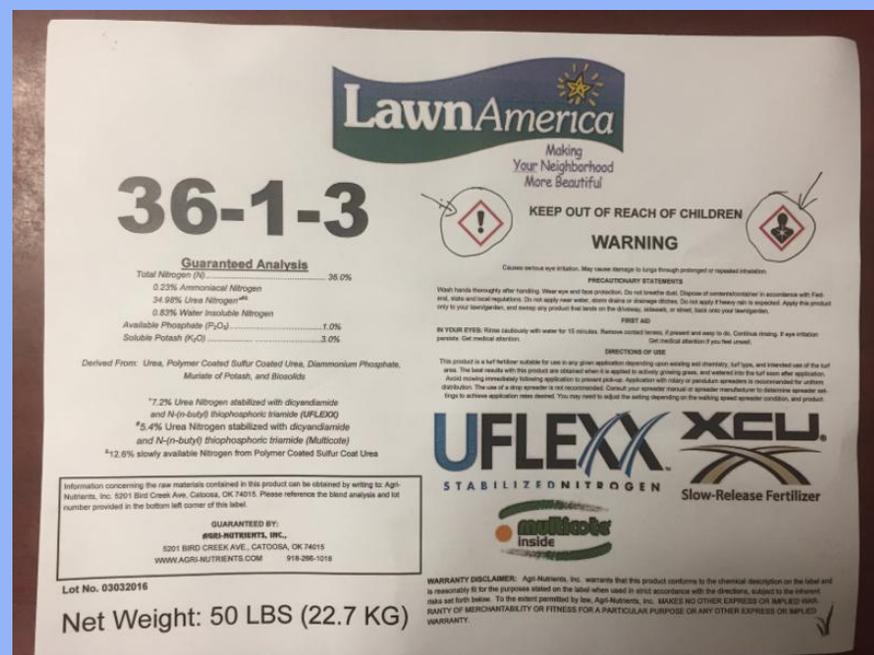
fall, but really don't show themselves much until the first warm days of early spring. Left unchecked, like all weeds, they can choke out healthy turf and look bad in the process.

The best means of control for henbit and other winter annual weeds is to apply a [pre-emergent](#) in the fall, which nips them in the bud before they even germinate. Without this, these weeds can take over a lawn. At this time of the season, if a lawn has been properly treated in the fall, bermudagrass and zoysiagrass should be clean, brown, and dormant still. Fescue lawns are starting to green up a little with warmer weather, and being green, tend to mask the weeds somewhat. But they are still there. At this point, the best means of control is the application of a liquid post-emergent herbicide such as Trimec, which is what we use at LawnAmerica. It's safe to use as long as label instructions are followed and applied at the proper rates.

It will take time though for the [henbit](#) to totally die out. **If you mow down the dying weeds about 5 days or so after treating, that will speed up the weed's dying, and you'll be removing much of the dead vegetation so that you lawn will look nicer.** We aren't using some type of magic juice that makes the weeds just disappear after they are sprayed. Mother Nature has to slowly allow them to die and then decompose into the soil, and that takes time.

So while one can spray henbit and other early spring weeds, preventing them in the first place is much better. By maintaining a thick, healthy turf and applying timely fall pre-emergents this season, your lawn won't be invaded by these purple monsters next spring.

What's in a Label?



We received our first truckload of fertilizer in this week, as we'll be starting to apply it with our Round 2 for our existing customers later this month. The delivery guy showed me on the label where due to EPA regulations now, the little warning label box, which is on all labels, needs to be red now. Not black, but red. Therefore, they had to go ahead and print full color labels, which are more expensive than black. So another one of many new government regulations, with questionable value, leading to more cost for businesses, which eventually get passed to the consumer.

It can be frustrating as a business owner, but then again, we still live in the greatest country, with the most freedoms in the world. We have so much to be thankful for in America, and in Oklahoma. Regulations, while necessary, have gotten a little out of hand in some cases. And how do we fix that in this political environment.....well don't ask, as that's a difficult question these days. So like most small business owners, I'll just keep working hard and try to do the right things for our employees and customers.

And when it comes to the right way to fertilize, there is a story on this 36-1-3 label also. 75% of the Nitrogen (18 pounds in a 50 lb. bag) consists of a blend of three types of quality [slow-release Nitrogen](#)....Uflexx, XCU, and Multi-coat. By using a much higher percentage of slow-release Nitrogen compared to everyone else, we're able to apply more at one time and earlier in the season, since most of the Nitrogen will not be released until later in spring as the soil temperatures warm. The Nitrogen will be released for plant use more slowly, and for a longer period of time, which is more efficient and better for the turf. And there is less Nitrogen loss to the environment with the use of more slow-release Nitrogen, with

more of it being absorbed by the plants, again leading to more efficient nitrogen fertilizer utilization.

The only down side is the cost, as it's more expensive than regular quick-release Nitrogen sources. **But it's the right way to fertilize, and at LawnAmerica, we strive to do what's right, not what's the easiest or the cheapest.** And that's one of the many reasons why more people choose LawnAmerica to help care for their lawn than any other locally-owned company in Oklahoma. For that, we are very grateful.

I appreciate your business,
Brad Johnson
LawnAmerica Inc.



One FREE Mosquito Control Treatment

Our new LawnAmerica Mosquito Control Program, *Buzz Off!* is up and running. Subscribe to Buzz Off! this season and you'll receive one free treatment, so that's 4 treatments while only paying for 3. Our customers had great results from this program last year, so for more information, visit the link below on our website.



[Click here for more information and to order.](#)