

## Message from the CEO

### It's never a bad time to start a good business.

I find it hard to believe that 35 years have passed since I began One Step Tree and Lawncare. I often wonder where I found the courage to start this business under the economic conditions that were taking place in 1976, and the conditions which followed the few years after.

It was only weeks before my 21<sup>st</sup> birthday that I decided it was time to begin my own company. With little to lose and a lot of enthusiasm, I decided to give it a go. I was either unaware or naive to the economic conditions that existed in 1976. We had just ended the Vietnam War, inflation was

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rampant, unemployment was rising, taxes were going up, and I had just lost my job with a large retailer who had filed for bankruptcy. Regardless of the current conditions, I had a goal of owning my own company and growing it.

There have been many trying times over the years but we have continued to grow One Step into the largest locally owned lawn care company in the Greater Rochester Area. People often ask how come I was successful in an industry that has seen many companies come and go? The answer is really quite basic. To be successful in business, you have to provide a service or product that people



Bob Ottley

want, deliver it for a fair price, and follow through by listening to your customer after the sale.

While this may sound easy, anyone who has been in business knows that when you are a one-person operation, it is relatively easy to follow these rules, but when you begin to hire people to help provide these goods and services, it becomes a challenge. The next step in success is hiring the right people to help you. My success is due largely in being able to attract and retain the best people. By allowing them to have input, respecting their views, and rewarding them along the way, my employees have made One Step what it is today.

As most of you know, I have taken a lesser role in the day-to-day operation of One Step. Several years ago, Greg Adams took over as President of the company. He has done a stellar job of upholding my beliefs and values, while adding his own touches to the mix. He knows the importance of surrounding himself with great people and listening to the customer. Greg is celebrating his 30<sup>th</sup> year with our company this year, and I expect he has plans to celebrate many more anniversaries with us. I want to personally thank him for his dedication and perseverance. Without Greg and his staff, One Step would not be the leader it is today.

If I had to do it all again, would I have started a new business in bad times? The answer is yes! It's never a bad time to start a good business.



# Turf Times

Spring 2011

## How to Strike Out Snow Mold

Snow Mold is one of turf's toughest rivals. After a long winter, you and your lawn may not want to face such a big slugger, but if you follow the tips below, you'll be sure to strike out Snow Mold.



### STRIKE 1: IDENTIFY SNOW MOLD

Knowing your opponent has its benefits, so take a second to look at your lawn. See those circular patches of whitish-grey matted grass? Yep, that's Snow Mold. Its circles can be anywhere from 3 to 12 inches in diameter. Sometimes, if it's severe enough, the circles can overlap and look like one giant splotchy mass. If you've found Snow Mold in your yard, don't panic. By identifying it, you just threw your first strike!

### STRIKE 2: TREAT SNOW MOLD

Luckily for you, Snow Mold isn't too hard to treat. Start by giving your lawn some time to dry out a bit. Once the snow completely melts and the spring showers lighten up, it's time to grab a rake. Loosen up the matted grass with the rake and fertilize your lawn. If the damage is bad enough, you may have to put some grass seed down. Within a few weeks, you should see improvement. Follow these treatment tips, and SWOOSH! A swing and a miss! Strike 2!

### STRIKE 3: PREVENTION

In order to put Snow Mold in the books for good, you'll have to do some prevention work. Call a

time out to analyze your yard. Do you mow your lawn regularly in the summer and fall? If not, you're asking for Snow Mold to return next season. Snow Mold loves long grass because it's the perfect environment for it to grow and live in. Heavy winter snow sits on top of the long grass and packs everything down. This is a perfect setting for Snow Mold to pop up. The same goes for leaves. In the fall, make sure you rake the leaves in your yard. If not, this just adds another layer for Snow Mold to grow under.

Aside from mowing regularly and raking leaves, try improving your snow handling to help prevent Snow Mold. Instead of shoveling snow into a few huge piles, try spreading out the snow into smaller, lighter piles. If you keep piling snow in the same place, it will only compact the turf underneath. Spreading out the weight of the snow will make it harder for Snow Mold to find a suitable habitat. These prevention methods are the perfect curveball to throw at Snow Mold. It never stood a chance. Strike 3!

Keep following these three steps, and Snow Mold will be too afraid to ever show its face at your home plate again.

For the most up-to-date information on lawns and landscapes, visit our web site  
[www.onestep-treeandlawn.com](http://www.onestep-treeandlawn.com)



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## Military Families

For several years now, One Step has offered free lawn care to active duty military families. One Step realizes these families are under a great deal of stress. To help alleviate some of that stress, we offer complete lawn programs for active duty families free of charge. If you or your family member is an active duty military personnel serving away from home, please call us today. While our troops are serving our country, we'd like to help serve their families.

## Extra, Extra, Read All About It... 24 Hours a Day!

One Step is proud to announce our new and improved website!

It offers information on lawn and tree services, seasonal tips, FAQs, and more. No more waiting for the biannual newsletter to be delivered to your mailbox. Now you can read up on new, up-to-date information, as well as browse past newsletters. So, ride the wave of the web and surf over to [www.onestep-treeandlawn.com](http://www.onestep-treeandlawn.com) to check it out. We think you'll like it!



Here's Your Latest Issue of Turf Times

## Put Our Money Where Your Mouth Is

One Step loves when our customers give good reviews to their friends, families, and neighbors. In fact, we love it so much that we want to pay you for it! All you have to do is make a referral by going to our website or calling our office. Once your referral signs up for a complete program, we'll send you a check for \$20. Get another referral to sign up for a complete program, and we'll send you \$100. So go ahead, gossip about us at the golf course, shoot the breeze while you shoot hoops, run your mouth while you run errands. You'll be happy – and perhaps a bit richer – that you did.



One Step is currently hiring lawn and tree representatives. Individuals must be "self-starters" and able to work independently. Applicants should like working outdoors in whatever weather Mother Nature throws at them. If this sounds like the job for you or someone you know, stop by our office to fill out an application. We look forward to meeting you!

## Question & Answers



### Who are professional applicators?

Professional applicators are people trained to apply or direct the application of pesticides as part of their jobs. These could include lawn care operators, golf course superintendents, indoor pest control operators, and institutional grounds managers, working on sites such as parks, schools, resorts, etc.

### What type of license or certification is required to apply pesticides?

There are two types of pesticides: General use pesticides and restricted use pesticides. General use pesticides are those purchased by the public in retail outlets, which can be applied by homeowners without special training. These are also sometimes applied by professional applicators. Restricted use pesticides, on the other hand, can only be applied by certified applicators, or individuals operating under the supervision of certified applicators. In order to become certified, professional applicators must demonstrate practical knowledge of pests related to the category of certification. They must know how to:

- Accurately identify the pest (insects, diseases, weeds, etc.)
- Select the most effective and efficient control measures
- Determine the necessity of chemical control
- Select the correct pesticide to use
- Apply products safely and responsibly

These minimum standards for certification are established by the U.S. EPA, and each state's lead agency for pesticides is responsible for enforcement. A state may establish more stringent requirements for certification if it wishes.

*Information provided by RISE (Responsible Industry for a Sound Environment).*

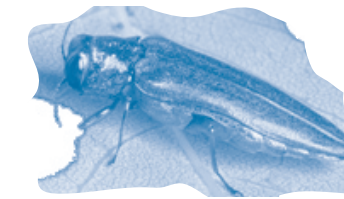
## Hats Off to Our Newest Grads



One Step is proud to announce that Roger Roach, Bill Bates, and Matt Zawadski received their Certified Pesticide Applicators License this past winter. New York State requires this license for lawn care personnel to train, supervise, and apply pesticides. Obtaining this license is no simple task. Individuals must either work in the industry for three years, or pass a challenging state-approved training course. One Step is honored to have these three licensed Certified Pesticide Applicators on its team. Congratulations, Roger, Bill, and Matt!

## Alien Invasion: Is Rochester the Next Roswell?

Rochester is threatened by an alien invasion. No, little green men aren't the problem. It's the little green bugs called Emerald Ash Borers. These metallic green, half-inch long insects are slowly but surely infiltrating Western New York and killing off our ash trees.



It is thought that the Emerald Ash Borer, or EAB, originated in Asia, and came to the U.S. in wood packing material. It then set up base camp in the Midwest. Michigan, Illinois, Indiana, Maryland, Minnesota, Ohio, Pennsylvania, Wisconsin, and Canada have all been invaded by the EAB. Despite efforts to quarantine wood and lumber from these areas, the EAB spread to New York in 2009. It has been documented in Cattaraugus, Steuben, Ulster, Genesee, Livingston, Greene, and yes, even Monroe County.

By now you're probably wondering what the big deal is. After all, they're just little green bugs, not little green men running around abducting people onto their spaceships. But it's important to remember that even though Emerald Ash Borers don't carry laser guns, they are still very lethal to ash trees.

According to the DEC, Emerald Ash Borers are responsible for the destruction of over 50 million ash trees in the United States. So what makes the EAB so deadly? These insects attack and destroy the water and nutrient conducting tissues under the bark of ash trees, causing the trees' canopies to thin and eventually die. Aside from a thinning canopy, look for "D" shaped exit holes in the bark. This is where adult beetles emerge from under the bark in June. Also check for heavy woodpecker damage; woodpeckers love to feast on EAB larva.

If any of your ash trees show these symptoms, don't panic. There IS hope for your trees. Start by giving our office a call at 594-1095. We'll send a tree representative to officially diagnose your tree, and we can then start a proper treatment plan. One Step currently uses a type of insecticide called TREE-age. Milwaukee and Chicago have used it to treat tens of thousands of EAB infected trees. With any luck, Rochester will have the same results. TREE-age works by being injected directly into a tree's vascular system. In addition to treating the vascular system, it also treats the insects under the bark. The antidote is sealed inside the tree, and offers up to two years of protection. For more information on Tree-age, visit [www.arborjet.com](http://www.arborjet.com).



Together we can fight back against this deadly EAB invasion. Feel free to call our office with any questions or concerns, and especially if you think you have an infected tree. Let's keep Rochester safe from an alien invasion!

## UPDATE: 48 Hour Neighbor Notification

As some of you may remember, Monroe County passed the 48 Hour Neighbor Notification Law a few years back. This law requires us to provide written notification to your neighbors at least 48 hours in advance of a liquid pesticide application. One way that One Step cooperates with this law is by placing additional lawn flags in your neighbors' yards when we do your spring visit. These flags are our way of providing notice that your lawn is scheduled for a liquid weed control at a specific date in the future.

Interestingly enough, this law only applies to liquid applications. Granular applications do not require any advance notice. Knowing that, a lot of our customers have asked why we don't just switch to granular. While switching from liquid to granular would make things easier, it would not be the best solution for our customers. As lawn care professionals, we know the use of liquid weed control products is far superior to any granular products available in New York State. Switching to granular is not an option if we want to continue providing the best products and services to our customers. We'd rather spend a little extra time (and money) to put out flags for your neighbors instead of switching to a less-effective product. So, when you see flags in your neighbors' yards, please remember that we will always strive to provide you with the best that we can, no matter what obstacles get in our way.