

Here's Your Latest Issue of Turf Times

President's Message

Text, Twitter, Facebook, Instant Messenger, Skype, E-mail, Cell Phone, Smart Phone, Landline Phone, and if all else fails there is always, at least for now, the old-fashioned Snail Mail. In this ever-changing world of communication, it seems that everyone is in a race to find the newest and best form of communication.

Is one any better than the other? It all depends on your perspective. This is not an indictment of technology. These technologies allow us to communicate and stay in touch with almost anyone, anywhere in the world, almost instantly. As someone who has been called middle-aged, I can honestly say I have embraced some of this technology. I had my first Skype video conference with my daughter just a few nights ago. She recently moved to Texas, and with the aid of Skype, she was able to take her wireless laptop computer and walk around her apartment and show me what it all looked like. Truly amazing. The idea of social networking, however, is an idea that somehow eludes me, and quite frankly will most likely continue to do so.

In attempting to figure out a way to integrate this new

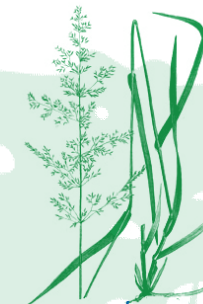
form of communication into a business model, I hope we never lose sight of the importance of one-on-one personal interaction. There is much to be gained by the personal interaction that occurs when people come face-to-face with each other. Every one of us has experienced a service hassle at some point in time. That nameless entity on the other end of the phone, letter or e-mail, simply doesn't understand the problem. Nothing can be more frustrating than not being able to talk to a live person about your problem. At One Step we have always worked to make sure we are visible to our customers. In a service environment we must be careful not to lose the personal interaction that helps to set us apart from the competition. We have a tremendous staff of people who are committed to bringing the best service possible to you each and every day. As business works to find the best form of communication for them and their customers, please know that a warm "Hello", and a "Thank You", never go out of style here at One Step.

Thank You, thank you, thank you, for your continued confidence and trust in One Step.

Greg Adams



BENTGRASS: Don't Get Bent Out of Shape!



Never heard of bentgrass? Well, chances are, you've at least seen it. You know that beautiful, lush, vibrant green grass on golf courses? That's bentgrass.

Bentgrass is a perennial cool season grass that forms a dense mat. It gets its name from its shallow roots that bend beneath the soil's surface. Common yards across the Northeastern United States may have patches of bentgrass, but it is unlikely that a yard consists solely of bentgrass. The reason is that it takes a lot of effort and expense to care for and maintain. Frequent watering, mowing, aeration, dethatching, and high levels of fertilizer application are all required for bentgrass to thrive.

As mentioned above, lots of yards have some bentgrass. It is much more noticeable now, after such a hot and dry summer. Bentgrass is sensitive, and does not bounce back after extreme weather the way other grasses do. You may have patches of brown grass in your yard that haven't greened up yet. There is a good chance that those patches consist of bentgrass. Don't worry too much. As long as your whole yard isn't bentgrass, with a little extra attention, those areas can bounce back to good health, too. See our tips on recovering from drought stress. Try watering, light raking and reseeding, and aeration. Your whole lawn will benefit, not just the areas of bentgrass. Follow those tips, and your yard will be looking sharp once more.

Renew Online!

We're excited to offer online renewals for the first time ever.

See inside for details!

Employee Profile: JAIMIE MADSEN

One Step is excited to officially introduce Jaimie Madsen, our Office Manager. Jaimie joined our team in March of 2010 and has been a great fit right from the start. One of her favorite things about her job is being able to help customers on a daily basis. She also enjoys the family-like atmosphere that our office has.

Jaimie's main goal as Office Manager is providing customers with outstanding customer service. Another goal is to make the transition to our new computer system smooth for both employees and customers.

Outside of the office, Jaimie and her fiancé, Ray, have a three-month-old son named Charlie. Their family also includes Barney, a Cocker Spaniel. Jaimie also enjoys crocheting, reading, and watching movies.



Welcome Jaimie!



UPDATE:

Emerald Ash Borer

Emerald Ash Borers first invaded New York State in the summer of 2009. Since then, Emerald Ash Borers, or EAB, have slowly but surely started to infiltrate the Greater Rochester Area. This is problematic because our community's ash trees are in danger. Not only do adult EAB feast on the leaves of ash trees, but their larvae bore beneath the tree's bark, damaging its ability to transport nutrients throughout the tree. Without a healthy system, a tree will die of thirst and hunger.

It may not seem like a big deal, but a large loss in area ash trees will have an impact on our local landscapes. DEC Foresters estimate that at least 25% of the trees in our area are ash trees. You can very quickly begin to understand the effects this may have here. With fewer ash trees surrounding our homes and businesses protecting us from the sun in the summer and the cold wind in the winter, heating and cooling our homes will become even less cost efficient.

One Step is prepared to battle EAB and is ready to treat infested ash trees. If you have any questions about EAB, or you think one of your ash trees has been invaded, please call our office at 594-1095.



Don't Stress Over Drought Stress:

AERATE!

With plenty of hot temperatures and long spells of rainless days and nights, yards all over Rochester are feeling stressed; drought stressed, that is. Even though we've had some cooler, wetter weather recently, your yard may not have bounced back to its green, lush self. If your grass is still brown in some areas, fall core aeration is the best relief you can provide for your lawn. Think of it like this: Some super-stressed people need acupuncture; some super-stressed lawns need aeration. Instead of sticking needles in skin, we stick probes into soil.

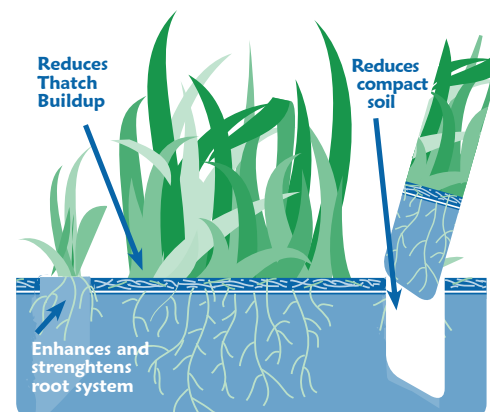
Over time, thatch can build up on the surface of your lawn. Thatch is made up of dead roots and stems that form a thick layer, making it difficult for water, nutrients, fertilizer, and pest controls to reach the roots of the grass.

Compacted soil is another danger that most lawns face. Heavy traffic, rain, and watering can cause soil to pack tightly around grass roots. Soil with clay content, which is prevalent in Rochester, is also easily compacted.

Aeration is an effective way to combat both thatch and compacted soil. During aeration, thousands of soil cores are removed from your lawn and deposited above the thatch layer. These holes catch water and fertilizer, encouraging grass roots to grow towards the holes, getting greener and thicker along the way. The holes also allow the compacted soil to loosen up, so more oxygen can reach the grass roots. Meanwhile, the soil cores above the thatch dissolve during watering and rainfall.

Aeration is an excellent way to restore a drought stressed lawn. It is just as important as mowing, controlling weeds and insects, watering, and fertilizing. Call our office today at 594-1095 to schedule an aeration. Your lawn will feel rejuvenated, and the best part is that it's no extra work for you!

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Some other drought stress tips:

■ WATER

Taking a warm, soapy bubble bath is a wonderful way to unwind after a long day at work. Your yard works just as hard as you do; doesn't it deserve some time in the water, too? If you've been watering all summer, good job! Your yard should be pretty much stress-free. If you have *not* been watering, you probably have patches of brown, dead turf. At this point, watering won't help. Raking and reseeding, along with aeration, will help (see below for details).

For watering a tree, calculate how much water it needs. Try this simple formula: First, measure the diameter of your tree (Measure it at the height of your knee for the best calculation). You should use about ten gallons of water per inch of diameter. So, if your tree's diameter is five inches, you'll need fifty gallons of water. If using a hose, as most people do, remember that it takes five minutes for a hose at medium pressure to pump out ten gallons of water. So, to get our tree the fifty gallons it needs, it would need to be watered for twenty-five minutes. Once you've determined how much and how long to water for, water about three times a month. Remember to apply water under the dripline in several locations, not just at the trunk.

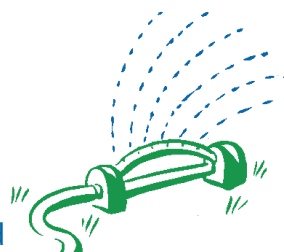
Watering your turf and trees is probably the simplest way to relieve drought stress. If you didn't do it this year, make a commitment to do it next summer. Your yard will thank you for it!

■ MULCH

People pay lots of money for moisturizing face masks at fancy salons. Luckily, you don't need to go broke (or put cucumber slices on your trees) to keep your trees well hydrated. In addition to watering, try putting mulch down. Mulch helps conserve soil moisture. Start by placing mulch around the tree, within the dripline, about two inches deep. Remember to leave a six inch space between the tree trunk and where the mulch starts. Never pile mulch against stems or trunks.

■ RAKE AND RESEED

To help your turf relax from the stress of drought, try raking and reseeding. Think of raking your grass as giving it a mini massage. Start by raking the brown, dead patches of turf. Once the grass has been loosened with the rake, you can put down the grass seed over the damaged areas. The end of summer and early autumn are great times to reseed.



May Your Days Be Merry & Bright



Believe it or not, the holidays are right around the corner. Between shopping, baking, and trimming the tree, who has time to hang lights outdoors? If you're sick of untangling lights, give Christmas Décor by One Step a call. We're welcoming new customers, but call soon! Time is limited and this is a first-come, first-serve offer. Call our office at 594-1095 to schedule your light installation today!

Renew Online!

Fall is right around the corner, and that means it's time to renew for next year. Signing up early will ensure that you receive the best prices for the 2012 season. We're excited to offer online renewals for the first time ever. Just go to www.onesteptreeandlawn.com, click on the Renewals link, fill out the form, and submit. We're working hard to keep up-to-date with our technologically savvy customers, but we always welcome renewals by phone, too. Feel free to call our office at 594-1095 if that is easier for you.

