

## President's Message



My father was an eternal optimist. No matter what the circumstances were, he was always convinced that things would change for the better. He lived through the Great Depression, fought in World War II, and was a lifelong student of history and politics. Having a pessimistic attitude about anything was a choice he never accepted.

As a businessman in today's economic environment, it would be quite easy to become discouraged at times. The constant doom and gloom about our current economic situation is a daily reminder to anyone who reads the papers or watches the news reports. Are there challenges that lie ahead? Yes, there certainly are. I do believe, however, that there are equally as many opportunities. One of the keys for a company's continued success is the ability to find ways to increase efficiencies without sacrificing the quality of the product or service. At One Step, this continues to be one of our driving goals and objectives.

You may have read earlier in the newsletter about the CSR Dept. These are the good people who call each and every one of you prior to any visit. This

not only makes it more convenient for you, but it also has resulted in improved routing of our service vehicles. We have also begun switching from V-8 engines in our service vans to V-6 engines, which has improved our fuel economy. Many of you have been helpful by recycling our lawn flags. Taking advantage of new technology has allowed us to make better use of the resources we have. We are developing a "continual improvement" mentality here at One Step, with the idea that anything we do to improve our efficiencies will make us successful in the long run. As a company with over 30 years in the Greater Rochester Community, I hope you would agree that we are indeed invested for the long run.

Am I optimistic about the future? Yes. The need for our service continues to be strong. Care and maintenance of our lawns, trees, and shrubs not only makes good environmental sense, but good economic sense as well. With the dedicated members of the One Step team, and you, our loyal customers, there are indeed brighter days ahead.

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

*Greg Adams*

### Get the Latest Online Information

For the most up-to-date information on lawns and landscapes, visit our web site

[www.onestepreeandlawncare.com](http://www.onestepreeandlawncare.com)



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# Turf Times

Fall 2009

## The Emerald Plague: Invasion of the Emerald Ash Borer

Anyone who watches the evening news knows that the world has been plagued by several epidemics in recent years. While pandemics are nothing new in history (think locusts and the Black Plague), the new millennium introduced us to the Bird Flu, SARS, and, most recently, the Swine Flu. Luckily for us Western New Yorkers, infections have been kept to a minimum. However, there is a new threat that is sweeping across the Midwest towards our homes. The Emerald Ash Borer is becoming more and more prevalent in the United States each year. These insects were first reported in 2002 in Michigan and Canada. Since 2002, they have spread to twelve states and two Canadian provinces, killing tens of millions of ash trees. On June 17, 2009, the Emerald Ash Borers' invasion was documented in New York State.



### What are they?

Emerald Ash Borers, who go by the abbreviated moniker EAB, are beetles that destroy ash trees. Adult EAB, named for their metallic green exteriors, feast on the leaves of ash trees. While this may seem detrimental to the tree, it is not nearly as harmful as the EAB larvae. The larvae are the true tree killers. These monstrous creatures bore beneath a tree's bark, creating snake-like tunnels throughout the tree. It is these tunnels that truly damage the tree.

Think back to high school biology. Do the terms xylem and phloem ring a bell? Xylem is the tissue in a plant that moves water and nutrients from the roots up towards the rest of the plant. Phloem is the tissue in a plant that moves nutrients from the leaves to the rest of the plant. Without healthy xylem and phloem, a plant will die. This is what happens when ash trees become infested with EAB. The larvae's serpentine tunnels destroy ash trees' nutrient transportation system. Without a

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## Don't Forget!



With fall right around the corner, don't forget to pick up the leaves in your yard. Leaving fallen foliage all winter can cause snow mold to develop on the grass underneath, and could even kill the turf. With the excitement in the spring when the snow melts, there's nothing worse than finding out your lawn has been damaged. Rake up those leaves and toss them to the curb!



### Annual Renewal & Remembrance Project

One Step's CEO Bob Ottley and Vice President Mark Vander, along with his daughter Sandra, recently joined hundreds of landscape and lawn care professionals from across the nation at Arlington National Cemeteries for the Professional Landcare Network's (PLANET) annual Renewal & Remembrance project. Volunteers spent the day mulching, cabling and installing lightening protection for trees, pruning, liming more than 200 acres, planting, and aerating the soil. This gift is valued at more than \$200,000 in products and services.

One Step has been a supporter of this project since it first began 13 years ago. "We are proud of the fact that we participate in such a worthwhile event each year" said Bob. "For those who have paid the ultimate price for our

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## A Whole Lot of Shakin' Going On!

*See inside for more information!*

Here's Your Latest Issue of Turf Times

## PLANET Annual Renewal & Remembrance Project

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freedom and our country it is the least we can do."

The day began at Arlington National Cemetery with a ceremony featuring a joint color guard and speaker presentations to dedicate the day of work to maintain these hallowed grounds.

On Tuesday, July 14, 2009, PLANET members converged on the Hill to meet with their officials and discuss a wide array of issues impacting the landscape, lawn care, and tree care industries, including health care, immigration, the H-2B guest worker program, and water issues. PLANET partnered with the Tree Care Industry Association (TCIA) on the event.

PLANET, of which One Step has been a member for over 30 yrs, is the association of members who create and maintain the QUALITY OF LIFE in communities across America. With more than 3,500 member companies and affiliates, these firms and their employees represent more than 100,000 green industry professionals.



## Christmas Décor by One Step

Dreading the idea of climbing on a ladder to string those lights again? Why not let the pros at Christmas Decor by One Step handle that chore for you.

**Schedules for holiday lights are filling fast, call today to secure your spot.**

## The Emerald Plague: Invasion of the Emerald Ash Borer

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healthy system, the trees will eventually die of thirst and hunger.

### If they don't harm humans, why should we worry?

At this point, you may be wondering what the big deal is. EAB don't bother humans, right? Our lives are not at risk, so what's the matter? The truth is, even though EAB won't kill humans, they can make our lives difficult and less enjoyable. A large loss in ash trees could lead to temperature changes. If there are less ash trees to protect 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. Air pollution may increase, and birds and mammals will lose their shelter and food source as ash trees are wiped out. If that's not enough to concern you, maybe this will: ash tree lumber is an estimated \$25 billion industry. With the economy already in bad shape, losing our ash trees is one more hit we can't afford to take.

### What can be done?

Now that we have decided that this is a true problem of concern, there are several ways to defend our ash trees from EAB. There are currently four effective treatments being used to put a halt to this plague. They include Soil-Applied Systemic Insecticides, Trunk-Injected Systemic Insecticides, Basal Trunk Sprays, and Protective Cover Sprays.

While Emerald Ash Borers have not made their way to Rochester yet, it is only a matter of time. One Step is prepared and ready to treat infested ash trees. If you have any questions about EAB, or think one of your ash trees has been invaded, please call our office at 594-1095.

You can also visit <http://www.emeraldashborer.info/> and <http://www.emeraldashborer.info/newyorkinfo.cfm> to read more.

## A Glimpse Inside...

### Employee Profile: ROGER VARNER

Roger Varner has been an outstanding member of the One Step team for two years. Roger is a Tree Representative who enjoys working outdoors. He loves the independence the job offers, and likes meeting new and different customers every day.

Before beginning at One Step, Roger was in the military for three years. After serving in the Army, he worked on a dairy farm for four years.

Roger has been married to his wife, Emily, for ten years. They have three children: Joshua, Brandon, and Grace. The Varner family lives in Chili with their dog and two cats. Roger enjoys hunting, fishing, and spending time with his family. Roger also volunteers for the Chili Fire Department.



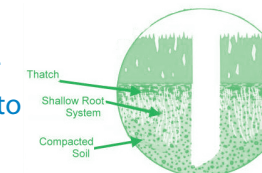
## A Whole Lot of Shakin' Going On

It's that time of year again... time to shake the soil loose, make lots of holes, scatter soil plugs and beef up the grass for the next growing season. Yes, aeration is one of the best tools we have to combat the stresses of summer and help turf get the best possible nourishment to head into winter and thrive next spring.

Aeration is just as important as mowing, controlling weeds and insects, watering and fertilizing. And since aeration complements the other services your lawn receives, the benefits will continue for months to come.

### Why Aerate?

Over time, thatch can build up on the surface of your lawn. These dead roots and stems can accumulate into a thick layer that prevents the proper nutrients from reaching the roots of the grass. It can also inhibit the effectiveness of fertilizers and pest controls. Thatch that exceeds about half an inch can cause additional maintenance and pest problems.



In addition to thatch, soil can become compacted from heavy traffic. Even moderate rain or watering can cause the soil to pack tightly around grass roots. With frequent rains like we have experienced this season, the soil can become compacted, which will decrease the amount of oxygen present in the soil. Soil with substantial clay content also tends to become easily compacted.

### What is Aeration?

Aeration is the process of removing thousands of soil cores from your lawn and depositing them above the thatch layer. The cores are about a half-inch in diameter and two to three inches long. It's a simple procedure, but as soon as it's performed, a lot of good things begin happening to your lawn.



The holes created by aeration catch water and fertilizer. This encourages the grass roots to grow toward the holes, getting greener and thicker along the way. Meanwhile, the soil cores begin to dissolve during watering and rainfall. This soil mixes with the thatch and helps it to decompose, preventing excessive thatch build up.

The compacted soil also loosens up, allowing more oxygen to reach the grass roots. The roots grow deeper without hitting hard soil, so they're sturdier.

### Aeration Means a Greener, Healthier Lawn

The bottom line is that aeration is truly effective in making lawns thicker and greener with less thatch and fewer weed and insect problems. It also helps grass resist hot, dry weather.

Call us today for an estimate and an appointment. We're sure you'll be delighted with the results.

## ONE STEP...

Helping Chili Grow



From left to right: Samantha, Leslie, Ashley, Alyssa, Rachael

## Great Customer Service Thanks to Great Employees!

Since its beginning, One Step has prided itself on its customer service. Customers are the reason we're in business, so keeping you happy is our number one priority. That is why we created Customer Service Representatives, a dedicated group of employees devoted solely for our clients.

Several years ago, we learned that customers appreciate knowing ahead of time when their next lawn treatment is scheduled. Customer Service Representatives, or CSRs, are the team that calls and advises you when your next visit is scheduled. Without them, you'd have no idea when a Lawn Representative would be paying a visit to do an application. We decided it is important to let customers know in advance, for the safety and happiness of themselves, their families, and their pets. We like to work around your schedules, not our own.

We'd like to take a moment to thank all of our CSRs for keeping our customers happy. After all, with everyone's busy schedules, CSRs are sometimes the only One Step employees who get the opportunity to talk with you. With their help we hope to leave a long-lasting good impression.