

President's Message

Wow...What a season this has been. With increasing material, gas and food prices, many of you no doubt decided to stay a little closer to home. If you were one of those who took advantage of the "Staycation" your wise decision to allow One Step to care for your lawn and landscape provided you with a great green space to enjoy your time. While we can't take credit for the timely rainfall this season, we can tell you that our balanced program of fertilizers and weed controls set the stage for a great green carpet for you and your family to enjoy.

Taking advantage of professional services continues to be growing trend in the residential marketplace. Like you, many homeowners continue to enjoy the economical, environmental and aesthetic benefits of a healthy lawn and landscape without sacrificing their leisure time. As a "Home Grown" company we are pleased to have been here in the Rochester area for over 30 years helping you, our customers, achieve the maximum benefit from your lawn care investment. Listening to you and making sure we deliver exactly the type of service you desire continues to be a central theme of our mission.

No partnership would be complete however without good communication and honest feedback. Enclosed in this issue of Turf Times is a brief survey. I would greatly appreciate it if you would take a few minutes and give us some feedback. Are we on the right track? Are we missing something of great importance? Is there something you wish we could do a better job of? Is there another service we should be offering? Please know your thoughts and comments play a key role in helping us determine the direction for our service. Thank you in advance for your help.

As always your continued confidence and patronage are truly appreciated

Sincerely,

Greg Adams

President



4343 Buffalo Road
North Chili, NY 14514
(585) 594-1095



FALL CLEANUP

Rake, Rake, Rake

Instead of letting leaves continue to pile up on your lawn until they've all fallen, rake and remove them more regularly to keep them from smothering the grass. This also prevents an early snow from sneaking up on you and matting the leaves. In spring these leaf piles can cause unsightly snow mold.

Get the Latest Online

For the most up-to-date information on lawns and landscapes, visit our web site at www.onesteptreeandlawncare.com

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Turf Times

Fall 2008

Beetle Bags

Everyone in Rochester who owns a garden knows about Japanese Beetles. You know, those small, pesky, and downright devastating bugs that chew holes in your plants' leaves and flower petals. While there are several ways to attempt to control Japanese Beetle damage, many people use pheromone traps, also called beetle bags. These traps are not the most effective method of battling beetles, and not our recommended remedy. An important thing to keep in mind about beetle bags is that they *attract* the bugs using a sexual hormone. This can actually result in more beetles in your garden, not just the ones you already have, which is why we do not recommend these bags. If you are determined to use a beetle bag, hang the traps away from your garden, on the perimeter of your property. That way, if they attract more beetles, they will not be as likely to prey on your garden.



For a more effective way to liberate your garden from Japanese Beetles, here are a few suggestions.

You can first try to handpick them off. Knocking them off the plant can encourage them to go elsewhere. You can try to spray them off with a gentle stream of water from a garden hose. Be careful not to spray so hard that you damage the plant or its flowers. If these aren't effective or practical you can treat them with a product designed for Japanese Beetle control.

Remember, these treatments will not prevent Japanese Beetles from settling on your plants, but it will help reduce the amount of feeding damage that they do. For more tips, please call the office at 594-1095.



Core Aeration... Holes for a Healthy Lawn

See inside for more information!

Internet Bugs

No, not computer viruses! A new website has been developed by Cornell to identify pests that harm ornamental trees or shrubs.

The website allows you to search by Pest Name, Plant Name, Insect Category, or Sign or Symptom.



With most searches, the site offers a Web Factsheet, which includes tips on recognizing and dealing with different pests.

It also provides close-up, color pictures to assist with proper identification. Visit the site at http://www.nysipm.cornell.edu/aes_ornamental.asp. As always, if you have any questions or concerns, please call us at 594-1095.

Old Friend Given New Life

Back in October 2007, a Dawn Redwood tree, also known as a Sequoia, needed to be removed from the front yard of our North Chili Office. The tree had grown to be over fifty feet tall, and didn't

continued on page 2

A Glimpse Inside...

EMPLOYEE PROFILES

Lance Pickney



Lance Pickney has been in the lawn care industry for 21 years, and a special member of the One Step family for 11 years. He works in the lawn care division, mainly in Pittsford and Fairport. Lance's favorite part of working at One Step is working outside. He also likes the independence that the job allows, and being able to make up his own work days.

Outside of work, Lance likes to collect sports cards and is an avid Indy car fan. He also likes to read and watch classic movies. He has three step children, two grandchildren, and a cat and dog.



Scott Curtis

Scott Curtis is in this third year working for One Step. While he enjoys many aspects of working here, he loves the independence the job allows, and likes being in charge of his own truck. Scott is married with three kids, ages 8, 13, and 15. He also has two dogs, one rabbit, one bird, and two horses. When Scott is not busy with his family and pets, he likes to golf, fish, and watch his kids play sports.

Old Friend Given New Life

continued from page 1

have ample space for it to live a healthy life. We didn't have the heart to merely cut down the tree and process it into woodchips. The tree, about 35 years old, had been there since One Step's beginnings, and our company grew with the tree. So, we decided to keep it alive in a sense, and turn it into tables to use in our office.



We began by cutting down the tree, contracting with Terry Tree Service, and having a local company, LeWalter Hardwoods, located in Churchville, turn the wood to lumber. We then sent the lumber to North Collins, NY, to a shop called Timberbuilt. Timberbuilt normally specializes in timber frame home building, but decided to take on our special project. Two months later, two tables had been created out of the lumber from the tree. The first, which is about eleven feet long, is used in our conference room. The second, approximately five feet long, is in our lobby. Stop in and see our new tables!



Lawn and Tree Care Renewals

Keep an eye out for renewal information. The information will be left during your fall application. If you are not scheduled for a fall application, we will mail the information to you. Please respond early, as this will help ensure that you will get the best pricing for next year.

Aeration...

Holes for a Healthy Lawn

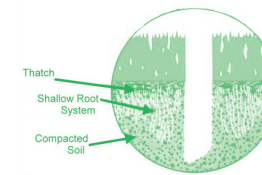
The exceptionally hot summer weather has placed a lot of stress on lawns this year. It couldn't be a better time to give your lawn the extra boost that fall aeration provides.

When we aerate your lawn, you get a lot of bang for your buck. Simply said, core aeration helps your lawn get extra mileage out of all the other materials we apply during the growing season. It also helps your lawn make the most of the natural nutrients in the soil and environment.

Water reaches the roots of the plants more easily after core aeration. Fertilizer penetrates the soil with ease, boosting the health of your root system.

Here's What Happens

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 nutrients from reaching the roots of the grass. Thatch can also inhibit the effectiveness of fertilizers and pest controls, especially if it exceeds about half an inch.



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. Soil with substantial clay content also tends to become easily compacted.

The lawns of new homes can be affected too. It doesn't take more than a couple of years under the right conditions for thatch to build up and compaction to be well on its way. New homes are often built on land where top soil has been removed and the soil underneath is compacted during lot clearing.

A Simple Remedy

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 trap water and fertilizer. This encourages the grass roots to grow toward the holes. Meanwhile, the soil cores

begin to dissolve during watering and mowing. 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.

In addition to these short-term results, the benefits over the long haul are significant if you regularly aerate. You'll notice the improved resistance to stress next summer. You'll also enjoy a more resilient, cushioned lawn that's ideal for playing, walking and relaxing.



Give us a call today!

We'll schedule an aeration visit.
We know you'll be pleased with the results.

In Addition Don't Forget....

Fall is a good time to bolster your trees and shrubs for the winter.

One of the best ways to ensure plant health is to give them deep root fertilizations. If you haven't already scheduled an appointment, give us a call.

