



Turf Times

News about your lawn and landscape ■ Published for our friends and customers

Salt and Snow Damage Expected in Spring



Several lawn and landscape problems are expected to be worse than usual this year due to the large amounts of snow and excessively cold temperatures this winter. The likelihood of winter damage is increased by the drier than usual fall. However, by following these tips, most plants should rebound given time and warmer weather.

Overcoming Salt Runoff

As the snow melts, it leaves behind heavy residue in landscape areas near roads, sidewalks and driveways. The salt not only can injure nearby plants, but it can cause the soil to compact. This compaction prevents water, oxygen and other nutrients from reaching the plants.

In areas where runoff is heaviest, flush the grass, shrubs and trees with water. A slow, steady application of two inches over a three-hour period allows for adequate soaking. Repeat this process several days later. If salt spray has reached plants, the foliage and branches should be thoroughly rinsed making sure to wash all surfaces.

As plants begin their growing cycle in early spring, symptoms of salt damage

may become obvious. Regularly inspect new growth to check for marginal scorch, which is a burned effect on the edges of leaves.

If salt is a possible culprit for plant damage, a soil sample may be taken to the Cornell Cooperative Extension in Monroe County at 249 Highland Avenue. Ask for a soluble salts test to determine if a problem is present.

On average, sandy soil soluble salt levels of greater than 1000PPM indicate potential problems. In clay-loam soil, up to 2000PPM is appropriate since this soil has a much higher water-holding capacity to dilute the salt.

Handling Other Snow-Related Damage

If turf is excessively damaged from snow plowing, shoveling, tire tracks or heavy foot traffic, reseeding will likely be necessary in spring. This is especially probable if damaged turf is also in salt runoff areas.

In other areas of the lawn, snow damage might become apparent later in spring. Snow mold is one of the leading causes of turf damage in areas where snow stays on the ground for long periods of time or fallen leaves have smothered grass.

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President's Message



Bob Ottley

I was at a conference this past winter and listened to speakers giving tips on how to operate more efficiently. There were talks on improving bad debt collections, tracking technicians to make them more productive and attracting new customers.

As each presenter spoke, I could not help thinking about how my customers would react if I implemented some of these suggestions. I kept listening and thinking, yes, that would be profitable for now, but how are customers going to feel about my company after we service their property using these suggestions?

The topics and tips were certainly important. I agree that running an efficient business is truly part of providing good service. However, there is a balance that must be maintained at all times. At what point do improved efficiencies result in a decrease in customer service? Cutting corners in an effort to save a

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New Web Site Up and Running

One Step has totally revamped and updated the web site. Now it's easier than ever to get in touch with us online. Please visit the site at www.onestepreeandlawn.com



President's Message

few dollars in the short term is never in the best interest of customers.

In the speakers' zeal to convince us that getting the job done quickly and efficiently is the most important thing, they forgot one key point, "The Customers." They forgot that the person providing the service sometimes needs time to talk to customers. They forgot that customers might have questions about certain problems on their property. They forgot that not all lawns and landscapes are cut from the same cookie cutter, and that they need special care in certain areas from time to time.

We know that customers are first and foremost people. We know that customers are not some unnamed commodity or simple entries on a balance sheet. We know that our customers are going to be loyal for many years if they are taken care of properly.

Our goal at One Step has always been, and will always be, to deliver our services in the most efficient manner that will exceed our customers' expectations. We must never lose sight of the fact that customers are people. As such, customers have unique needs and wants that when properly addressed will result in long-term satisfaction.

This simple philosophy has served me well for the last 27 years, and I am as convinced now as I was when I started One Step, that this will hold true for another 27 years. I look forward to competing against the companies who adhere solely to the suggestions from the speakers I heard.

We look forward to servicing your property this season and for many more to come.

Thank you for entrusting us with your support.

Sincerely,



Salt and Snow Damage Expected in Spring

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Look for rough, circular spots of matted, gray-white turf. Initially the snow mold, which is a fungal infection, causes light, yellow-green spots but it becomes more grayish-white as it lingers. A heavy white band often marks the perimeter of the infected spot.

Once snow mold has occurred, the best procedure is to loosen the discolored, matted grass with a grass rake. Don't dig up the soil. Fertilize the entire lawn and see what happens once good growing weather arrives.

Often snow mold kills only the tops of the plants and they recover with a few weeks of good growing conditions. However, if the turf does not show signs of new growth, it's time to remove the infected patch and plant seed.

Handling Winter Damage to Trees and Shrubs

If ice or snow is still present on trees and shrubs, waiting until it melts before thoroughly inspecting the plants is the best thing to do. Trying to remove potentially damaging substances in winter may actually cause more harm than good.

The only exception to that rule is if snow is so heavily piled on branches that they are sure to break. Using a broom to lightly brush snow away may help relieve some of the plants stress.

Otherwise, when snow and ice have disappeared, inspect all trees and shrubs. If branches have been broken, make a new cut below the wounded area. Prune back to live, green, healthy wood. Prune out dead and damaged wood, leaving healthy branches to manufacture food and grow healthy tissue to heal the wounds.

Pruning also remedies foliage and needle problems that occurred as a result of the exceptionally cold winter temperatures. Evidence of the frigid weather may include brown foliage and discolored needles on evergreen plants.

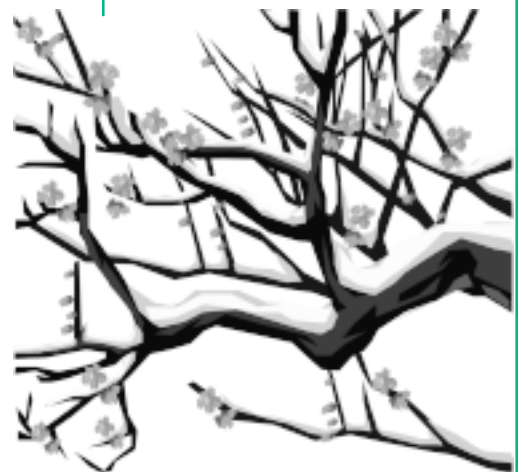
Plants included in this category are Bayberry, Firs, Cedars, Pines, Euonymous, Leatherleaf Viburnum, Mahonia and Privet. Butterfly bushes and roses may also show signs of significant dieback.

If possible, wait to prune until new growth has begun. Prune out only the dead wood where there are no signs of new growth.

Special Summer Care

For all trees, shrubs and turf that have suffered from the winter weather, it's a good idea to keep special watch over them during stressful summer weather ahead. Make sure to properly water, fertilize and mulch them to give the best possible chance of recovering.

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Pesky Critters Cause Winter Damage



All sorts of creatures love burrowing, gnawing and foraging all winter long on otherwise healthy and beautiful lawns, shrubs and trees. New York State is a perfect environment for meadow mice, deer, rabbits and moles...just to name a few. Unfortunately, even the smallest of them can do king-size damage. The good news is that its often easily corrected.

Meadow mice, which normally live in areas protected by foliage and underbrush, come boldly into snow-covered lawns in winter. They make networks of shallow tunnels with compact nests under snow, old boards, grass tufts, or at the end of shallow burrows. They eat mostly grass and herbs, but also bark during the winter.

The first signs of meadow mice damage can be seen in spring. It may be shallow tunnels or chewed grass. This damage is temporary and will disappear with normal horticultural practices in the spring.

However, there may also be signs of girdling. This is where mice, rabbits, deer or other animals have chewed through the bark of trees or shrubs to expose the light colored wood beneath. This damage can be seen at various heights on the trunks since even the smallest critters can stand on top of snow piles and munch away.

Additional damage to trees and shrubs might include severely clipped branches, extensively debarked trunks and chewed side shoots from larger animals such as rabbits and deer. Ornamental shrubs, fruit trees and berry bushes are particularly susceptible to this type of damage.

Girdling and other types of tree and shrub damage need to be treated early for the greatest chance of recovery. Grafting and pruning may help, but the assistance of a professionally trained tree and shrub specialist offers the best hope.

If signs of this type of damage are evident, call one of our Tree and Shrub Experts at 594-1095. They'll be glad to help evaluate the situation and recommend treatment options.

Seeking Nominations for Arbor Day Donation

It has become a One Step tradition to donate and plant a tree at a worthy charitable organization to celebrate Arbor Day. Once again this year we'd like to ask our customers to nominate their favorite charities.

To submit nominations, write a one-page description of the charity's contributions to the community. Be sure to include your name and telephone number as well as a contact name and telephone number at the charity. Send nominations to Rich Nelson at One Step by April 15.

Recipients in previous years were Pathway Houses of Rochester, the Rochester Chapter of the Alzheimers Association and the Churchville Lions Club.



Facts About Pest Controls

Did you know that...

- All pesticides used in the lawn care industry are approved by the U.S. Environmental Protection Agency?
- All pesticides used in the lawn care industry also are approved by the authorities in states where they are used?
- Only one in 20,000 compounds will make it to market?
- Testing for one new compound commonly costs \$50,000,000 or more?
- Commercial lawn care applicators get 10,000 times more potential exposure than customers yet studies show pesticide technicians are among the healthiest people in society?
- Lindane, used for spider mites, is also in shampoo to control body lice?
- Myconasol or Mycotin, used to combat turf fungus, is used for athletes foot?
- Streptomycin and Oxytetracycline for turf diseases are used as antibiotics to control strept throat and tuberculosis?
- Merit, used for subsurface grub larvae, is the same exact ingredient used at nine times the strength for controlling fleas on pets?

Although the use of pest controls is safe and effective on residential landscapes, responsible use means applying them only when a specific problem is present. One Steps Integrated Pest Management Program does just that. When theres a pest causing damage, controls are used to eliminate it.

For more information about pest controls, contact the New York State Lawn Care Association, Box 6, Churchville, NY 14428.

Certified Applicators are Best in the Business



Tree and lawn care workers don't have to be specially trained or certified. It would certainly be cheaper and easier for us to put a rookie out on a lawn care route after riding with an experienced applicator for a few weeks. But, we just don't think our customers would benefit from that type of business practice.

Every winter our technicians are busy studying, taking tests, attending seminars, and earning certifications. This year four One Step employees have successfully completed the requirements to become Certified Pesticide Applicators. Two more representatives are preparing for the final New York State exam, which will be their last requirement for certification.

We'd like to congratulate Scott Mead, Jesse Graham, Tom Nevis and Matt Atkinson for their hard work and encourage the other two technicians in their pursuit of certification. We know our customers appreciate having skillful, expertly trained representatives taking care of their properties.

One Step is Growing... Want to Join Us?



As our company continues to grow, our need for employees continues to grow too. No experience is necessary because we thoroughly train employees to deliver the best possible service in the industry. All you need is a willingness to learn, a love of the great outdoors, the drive to work independently and team spirit.

If that sounds like you or someone you know, call us at 594-1095.

Web Sites of Interest

Here are some of the best green industry web sites available. If our web site doesn't answer all your questions, give these a try.

www.pestfacts.org,

www.schoolpestfacts.com,

www.westnilevirusfacts.org.

Signs of the Times

Thanks to new regulations concerning flag posting when making lawn and tree applications, there will be no doubt when properties have been treated. Instead of the usual two or three notification flags, there will be more like eight or ten depending on the size of the property. So, don't be surprised when flags are flapping on lawns throughout the neighborhood. It's the law.



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