



# *Jump Start Lawncare, Inc. News*

*Summer is Finally Here !!!*

## *SUMMER 2010 NEWSLETTER*

*FROM THE DESK OF  
BILL HODGE*

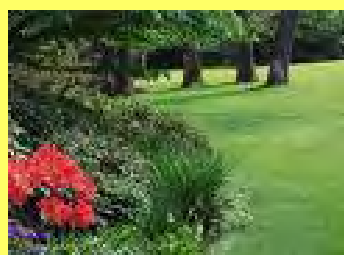


### *SUMMER DAYS ARE HERE AGAIN !!!*

**SUMMER LAWN TIPS:**

Please read the following tips to aid in the beautification of your lawn. If you do your part in taking care of your lawn, I will do my part to make your lawn the

best it can be! Call Bill Hodge at Jump Start Lawncare, Inc. at (440)235-9694 for any additional questions or concerns about your lawn.



### *WHAT DOES YOUR LAWN NEED NOW?*

**SUMMER LAWN TIPS:** - Parts taken from "The Science Behind Mowing" by Parwinder Grewall, Ph. D

**Mowing:** The cutting of grass is one of the most important cultural practices in lawn maintenance. It has been demonstrated that higher mowing heights promote the development of deeper root systems. Lower mowing heights leads to low tolerance in grass plants. Improper mowing practices can have a negative effect on the resistance of lawn grasses to insects. Lawns mowed at 3-inches or higher had increased amounts of insect defensive components than those mowed at 1 or 2 inch heights. Lawns mowed at 3-inches or higher remained cooler and required less watering. Therefore we recommend that you raise the mowing deck to the highest possible setting.

**Watering:** Do not wait until your lawn turns brown to begin a watering routine. The first sign of drought is loss of springiness and a general dull, wilting appearance. Water deeply to a soil depth of 2" to 3" at least once per week. Water in the early morning before 8:00am, so that the water can have a chance to get down into the soil before the sun evaporates it. Do not water late at night or in the afternoon. Remember that if you do not water your lawn and it turns brown, it is very difficult to determine if your lawn is brown from lack of water or that it has a disease or insect problem.

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## *WHAT DOES YOUR LAWN NEED NOW?*



**Diseases:** There are numerous reasons why lawns get a disease problem. The most common reasons are the specific grass variety, thatch build-up and mowing with a dull blade. If you have a disease on your lawn, you should:

- 1) Sharpen your mower blade
- 2) Raise your mower height
- 3) Bag your lawn clippings
- 4) Water your lawn in the morning only and allow it to dry out two days before watering again.
- 5) If conditions get worse after a week or two, a disease control may be needed.

**Chinch Bugs:** Last year we had a lot of problems because of the hot, dry conditions. We still recommend at least one application of surface insect control. Chinch bugs love sunny areas, so if you have shaded grass you should not have any problems.

**Grubs:** Are active in lawns from mid August until October. Watch for any areas that turn brown right away and grass that lifts up like a carpet.

Summer can have hot dry periods with weeks without rain. Turf usually shows drought symptoms before trees and shrubs. Turf will turn brown and lack springiness when you walk on it. There are some common myths about managing turf through drought conditions. First do not give up on fertilizing during low water conditions. Fertilizing is beneficial when using a slow release fertilizer. It reduces burn potential and then when it does rain, the fertilizer is there when you need it.

Next it is okay to mow your lawn as long as you do not mow off more than one third of the grass blade, which would stress the plant. Do not mow during the hottest part of the day and always use a sharp mower blade. Another misconception is that a brown lawn is a dead lawn. Turf will turn brown when it goes into dormancy to reduce water consumption. A lawn can die if it does not receive at least one inch of water during a two to three week period.

## *WE APPRECIATE YOUR REFERRALS!*

Referrals are a great way to let us know you appreciate our work! Please refer to a fertilizing customer and receive 50% off a core aeration or \$15 off one fertilizing application. Thank you for your referrals!

Now offering deep root fertilization for trees and shrubs, call for free estimate.

**NOW IS THE TIME TO SCHEDULE YOUR SHRUB PRUNING AND TRIMMING  
ALSO BED MAINTENANCE.** Call for estimate.

**PLEASE NOTE THAT PAYMENT IS APPRECIATED WITHIN 30 DAYS OF SERVICE. THANK YOU!**

Be sure to visit us on our website at [www.jumpstartlawncare.com](http://www.jumpstartlawncare.com)

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