

COMMON SENSE = BEING GREEN

Sustainable landscapes, green building, organic lawn care, recycling, integrated pest management are all catch phrases commonly heard in the marketing media today.

What is Lawn Tech doing for you and the environment? Lawn Tech is up-to-speed with the common catch phrases of today! Lawn Tech has always followed the IPM practice, which is Integrated Pest Management. This means proper diagnosis of your lawn and landscape problems, proper identification of pests, applying appropriate products in a timely manner and taking the client's wishes into account as well to achieve the results you want and are contracting Lawn Tech for.

Lawn Tech and its technicians take great care and pride in our weed and feed service work, our landscape designs and cultural practices such as mowing and core aeration to compliment each other and generate a healthy turf that is practical and functional by today's standards.

We take into consideration at the time of application, to make sure we are applying the appropriate product, current weather factors and working in a timely and safe manner.

If at anytime you would like to review your program, both old and new customers alike, please feel free to contact me for a review or update.

Being green has been around for a long time. Heightened awareness in the public arena has brought both old and new ideas to the forefront. But it has always been a common sense approach for all to do the right thing.



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and Landscape Design
Since 1971**

Specializing in the following services:

Fertilizing • Weed Control • Aerating and Seeding • Mole Baiting • Fungus/Insect Control • Landscape Design/Installation • Lawn Installation and Renovation • Water Features • Retaining Walls • Concrete Paver and Flagstone Patios • Outdoor Lighting • Mowing Service • Tree and Shrub Care • Vegetation Management • Mulching/Topressing of Landscape Beds

Contact us!

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517-627-9669
Since 1971

Winter 2009

THE GREEN INFORMANT

**Specialists in Turfgrass and Landscape Design
Commercial and Residential ■ State Certified Technicians**

(517) 627-9669 ■ Fax (517) 626-2645 ■ www.lawntechofmi.com

GOODBYE WARM...HELLO COLD

ARE YOU A WINNER?

Lawn Tech is awarding our loyal customers by offering a *Landscape Improvement Package*. In each quarterly newsletter, look for your customer number in the prize box. If your customer number is posted you could win an **Outdoor Lighting System** installed by Lawn Tech.

If your customer number is listed, call our office to confirm and your name will be entered into the drawing. Each drawing will have a deadline to call by, so be sure to read every issue. In each newsletter, *Curt's Landscaping Corner* will feature the selected *Landscape Improvement Package* to be given away, detailing all the features and aesthetics of the selected prize.

Congratulations to Harold Soper of Dimondale for winning the fall promotion of 5 Green Mountain Boxwood planted by Lawn Tech.

IN THIS ISSUE . . .

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Usually in my winter editorial I briefly recap the past year's activities and events.

For 2008, as you can imagine, all of us could fill this page with current events affecting us in immeasurable ways. That said, I will not dwell on the past but look forward to 2009!

An array of changes were made in 2008 at Lawn Tech. Many were behind the scenes, in an effort to maintain, if not increase our quality of service and commitment to you. Inner workings such as routing of trucks, equipment upgrades, add-on services and education to name a few.

These changes will also flow into the 2009 season and, as always, we are preparing for next year's services as you read this newsletter.

2009 will bring challenges as every new season does. Lawn Tech spends much time trying to gauge future events such as commodity prices, staffing, workloads and the like. Analyzing past trends, experiences and knowledge of the industry, we typically are able to stay on track without too many surprises.

That said, Lawn Tech is looking to further reward our clients for their

loyalty to Lawn Tech. As most know, we implemented the Landscape Improvement Package contest and will again be repeating that in 2009. We have beefed-up our Customer Referral coupon by now offering a \$20.00/\$10.00 coupon! New for 2009 is our Loyalty Coupon worth \$5.00! You'll find additional details describing these savings and more inside.

Family-owned, family-operated and here to serve you! Turfgrass maintenance and landscape design are our specialties! If you need it done outdoors, Lawn Tech is here to help you or point you in the right direction. The staff and I look forward to being on your lawn this year providing you consistent, quality, professional lawn care.

See you this spring!

Dan Boak

Dan Boak
President

MARK YOUR CALENDAR!
The MSU Home Show is
March 19-22, 2009.
Come see us at Booth #1218.

PREPAY RENEWALS ARE DUE FEBRUARY 28, 2009!
MAIL IT IN TODAY TO SAVE!



P.O. Box 190
Grand Ledge, MI 48837

CURT'S LANDSCAPING CORNER

LIGHTS! LIGHTS! LIGHTS!

Landscape lighting can take your new or mature landscape to a high level of satisfaction. If you have never seen professional lighting done, then this is the time to check it out!

Lighting will make your landscape come alive in the night. From accenting your plant material to illuminating your walkway or driveway. Don't come home to a dark landscape again.

Is it difficult for you to picture lighting in your landscape? If that's the case, give Lawn Tech a call. We can help with our lighting

demonstration kit. Lawn Tech will come and install a demonstration kit so you can experience lighting firsthand. We can set this up for you at any time. Just give us a call.

After seeing a professional lighting system you won't want us to take it away until we install your very own. Check out the lighting details below and go to our website for pictures, information and a specially-priced package.

DON'T GET CAUGHT IN THE DARK!

Curt Boak, Landscape Designer

LAWN TECH PRIZE BOX

If your customer number is posted, call our office by February 28, 2009 to be entered into the drawing for an Outdoor Lighting Package installed by Lawn Tech. Customer numbers:

2300	1847	2165	1756	1810	1369	2308	2495	1378
1943	6210	3949	6363	2714	4634	1142	3731	1059
2334	5455	2097	6195	3725	1102	4636	5162	3176
2012	3151	6255	6158	5122	4794	1568	3618	2586
5613	5379	3371	1753	1096	4535	5146	6152	3508
2301	5211	1020	3919	2258	4269	4518	3321	5240
2221	6176	4650	1083	2113	1859	3156	3904	6089
4744	4210	2019	2507	1282	1654	6166	5257	2954

DO NOT FORGET TO CHECK OUT OUR WEBSITE FOR COMPLETED LANDSCAPE PROJECTS FROM 2008 AND MORE AT WWW.LAWNTECHOFMI.COM

LAWN TECH CAN CUSTOMIZE A LAWN CARE PROGRAM TO FIT YOUR NEEDS AND BUDGET! CALL TODAY TO REVIEW YOUR OPTIONS.

WHAT'S NEW FOR 2009?

- Do you need firewood? Lawn Tech can deliver one face chord of wood to your doorstep for \$119.00. If you would like it stacked, it can be done for an additional \$15.00. One face chord of wood is 4' high x 8' long x 16" wide on average.
- Along with your prepay renewal, you will find our traditional \$20.00 Referral Coupon. However, this year we have put a new spin on it! Not only will you, our valued-customer get \$20.00 for the referral, but your referral, should they take Lawn Tech's service, will get a \$10.00 credit to their account. So pass them out and often. Please call our office should you need more copies.
- Outdoor lighting is the new trend in landscape curb appeal! Why not enjoy your outdoor landscape at night as well as during the day? Uplighting into trees, downlighting from a tree and security reasons are all features that outdoor lighting can provide. Look for more information and special pricing on our website at: www.lawntechofmi.com
- During the 2009 season, be sure to check your remittance each time for a \$5.00 coupon that can be used on any service, application or billing statement that you receive from Lawn Tech. These coupons will be passed out sporadically throughout the season, so keep an eye out!
- So this one is not really new — but it was a popular one in 2008! Perimeter pest control was well received and will be repeated again at the same cost-saving 20% discount! It is charged at a rate of \$31.20 per application on a full four-visit program. Keep those pests out and your family safe!

Lawn Tech is committed to providing you the best quality service and customer satisfaction possible. With the promotions listed above and more on our website, we hope to provide your lawn and landscape the best care in town!

GRUBS EVERYWHERE IN 2008!

With the severity of grubs in 2008, Lawn Tech is recommending that spring and summer grub control be considered in your program in 2009. Spring applications will kill adult grubs and the summer grub control is the preventative. Check the boxes on your prepay renewal and take advantage of a 10% discount if you schedule or prepay for either of these visits.

MOLE DEATH CERTIFICATE

Have moles been causing damage to your lawn and landscape? Lawn Tech is here to help suppress the damage and end the activity. Our mole baiting service can be used anytime you have a flare-up. Simply call our office to schedule or find out more details anytime throughout the season. This coupon is good for one mole application. Offer good for one residential application for the 2009 season.

SAVE \$15.00

CHANGE OF SERVICES

Do not cancel or change your program without calling Lawn Tech first. We have many options and alternatives with your weed and feed program to make sure your turf gets the attention it needs, as well as the attention your budget needs.

We also can work with you on other services that you may have with us. If you have any questions regarding your service, please call Dan, Joe or Curt to review.

\$\$\$ LAWN TECH REFERRAL COUPON \$\$\$

Keep this coupon! When someone asks about your lawn service, complete this coupon and give to your service technician or return by mail. We'll follow up on your lead. For every new customer sold an annual "Weed and Feed Program" by LAWN TECH, we will send you \$20 AND your referral will receive a \$10 credit on their account!

YOUR NAME _____ Acct. No. _____

ADDRESS _____

PROSPECT'S NAME _____ PHONE _____

ADDRESS _____