

BULLETIN BOARD

GREEN INFORMANT SPECIALS

Free Mowing
New customers who sign up for a seasonal contract will get their first cut of the season FREE! Lawn Tech can be your one-stop shop. Have our reliable, conscientious crew take care of your lawn like it is their own. Call today for a free quote! Deadline is March 31, 2010.

Spring Clean-up
Save \$15.00 when you hire Lawn Tech to do your spring clean up! Hourly rates begin at \$155.00 an hour with a one hour minimum. Includes removal of all debris. Call today for a free estimate! Deadline is March 31, 2010.



Specialists in Turfgrass 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!

Lawn Tech
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Proud Members Of:



TURFGRASS & LANDSCAPE DESIGN

517-627-9669
Since 1971

Winter 2010

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

WHAT'S AT STAKE FOR YOU?

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 the first round of weed and feed applied free 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.

Congratulations to Ben Stark of Holt for winning the fall promotion of a holiday wreath delivered by Lawn Tech.

2010 CUSTOMER GIVEAWAYS

- Winter 2010
First round of weed and feed free
- Spring 2010
Lawn Tech cooler packed with summer enjoyment
- Summer 2010
100 Tulip bulbs planted by Lawn Tech
- Fall 2010
Holiday Decoration package

IN THIS ISSUE . . .

- Survey Results
- New Turf Program
- G.I. Specials Board
- Landscaping Corner

It is the end of November as I write this article for our winter renewal campaign for 2010. The phone has been quieter than usual, but understandingly so, given the current marketplace we are dealing with.

As I reflect back, I feel our company is very blessed to have a great customer base, allowing us to continue doing business through the much unknown future, let alone next spring.

The staff worked extremely hard this year completing the workloads with the much heard phrase of "doing more with much, much less" being preached to them by me.

I undoubtedly hope you as a loyal customer of Lawn Tech had a great-looking lawn and a positive service experience with Lawn Tech. We did our best to maintain day-to-day operations, while striving to increase our customer base.

Lawn Tech is gearing up for the 2010 season with much anticipation! Within this newsletter, we are launching a new "Green Program" to compliment the environment and our impact on it, we are collecting emails from our clients to build a list that can be used for in-house

promotions and alerts. In addition, we are working on ways to offer our services at discounted prices. Look for the *Green Informant Specials Board* in each issue. Our Prize Box received great reviews again this year and will continue in 2010 to further patronize our clients. As always, Lawn Tech is looking for new customers, so we will repeat the \$20/\$10 referral coupon in 2010 as well.

Lawn Tech is looking forward to being on your lawn again this upcoming season. If at anytime we can be of service beyond your contract, please call us. We have a variety of lawn programs at different annual costs.; many promotions throughout the year; and we have the experience to answer your questions. We truly want to be a one-stop shop for all your lawn and landscape needs. Call us to discuss any of the services you currently have or do not have and we will work with you to gain your business!

Thanks again for a great 2009 and we will see you on the lawns in 2010.

Have a great winter!

Dan Boak

Dan Boak
President

Prepay deadline is February 28, 2010! Save some green today!



P.O. Box 190
Grand Ledge, MI 48837

CURT'S LANDSCAPING CORNER BUDGET LANDSCAPING

As we enter into the 2010 season, whether you have a large or small project, Lawn Tech needs to be your first call. Even if you are on the fence about getting into a project, a phone consultation may answer your question or a site visit can be scheduled, if needed. Both at no charge for our valued customers. We can construct both small and large projects.

Don't have a huge budget? Listed below is pricing on small projects that can impact your landscape in a huge way.

OUTDOOR LIGHTING SYSTEM: Includes transformer, timer, wire, labor, 3 lights, 10-year-warranty on lights, and lifetime warranty on transformer. Light up your landscape at night. You can also add more lights later! **\$499.00**

WATER FEATURE: A water feature to sit on a deck or in your landscape can give you the sound of

moving water. Self-contained system, pump, and labor included. **\$499.00**

TREES: Planting a tree in your yard or adding one to your landscape. Tree, mulch ring around base, fertilizer stakes at time of planting, labor, and 3-year-warranty included. **\$350.00**

SHRUBS: Replacing or adding shrubs to your landscape can make a big impact on your landscape as well. Your average shrub, labor, and 3-year-warranty included. **\$55.00**

These are a few options for those on a budget but still want to improve their landscape. As always, please give us a call. We can also customize a payment plan for those larger projects as well. We are here to work with you.

Curt Boak
Landscape Designer

LAWN TECH PRIZE BOX

If your customer number is posted, call our office by February 28, 2010 to be entered into the drawing for the **first weed and feed application free from Lawn Tech.** Customer numbers:

3594	2510	4187	4532	11165	1696	4558	4624
5203	2646	4702	1679	3259	4611	2743	2457
11175	5563	4196	4195	1243	4953	6346	2526
3790	3847	6253	4273	3943	4286	2899	11157
6257	4796	6184	4045	3124	4264	4835	4660
5655	5642	5126	5319	5049	5185	5460	6364
4697	11145	2476	4622	4523	5284	2042	5047
5231	6408	5328	5791	6354	6319	6380	4827

THE SURVEY SAYS . . .

All of our clients receive our year-end survey with the last service of the season. Have you ever wondered about the results? For the 2009 season, we received 89 responses out of 800-plus customers. Of those 89 customers, 70% rated Lawn Tech's lawn service a "10," which is the highest on the scale. The remaining results are noted in the chart below. *Thank you for allowing Lawn Tech to serve you!*

Total of 89 Responses:

SCORING	NUMBER OF RESPONDENTS	PERCENTAGE
10	62	70%
9	21	24%
8	1	1%
6	1	1%
5	1	1%
3	1	1%
No rating	2	2%

WANTED

EMAILS WANTED: \$1.00 REWARD!

Lawn Tech wants your email address! Occasionally throughout the year, we will email special promotions for these customers. Lawn Tech will also provide special updates of potential lawn or landscape problems, contact you on account issues and, if you so choose, email your monthly statement. We promise that there will not be a barrage of information sent and your email address will be kept confidential. **If you forward your email to us we will credit your account one dollar!** Only one email per customer will be allowed. As we progress through 2010, we will have some exciting technology-based options for our clients to utilize over the internet as well, so stay tuned or rather "stay linked" as they say now! Forward your email to: dlb@lawntechofmi.com.

Visa, Mastercard and American Express are accepted at Lawn Tech!

SEE US AT THE HOMESHOWS!

February 5-7, 2010
Womans Expo, Lansing Center

March 18-21, 2010
MSU Home & Garden Show, MSU Pavillion

GO GREEN! A NEW TURF PROGRAM GROWS!

Is this the MSU Spartan cheer? Not this time. This time it is a cheer for your lawn. As sound stewards of the environment, Lawn Tech is launching a new lawn care program for 2010. This program is designed to further expand every aspect of being green on the environment. From reducing truck and equipment emissions, reducing fertilizer and pesticide applications, watershed management, to integrated pest management practices and much, much more.

This new program called our "Green Program" will embrace the concepts of minimal fertilizer and pesticide applications, scouting for turf and landscape problems, professional soil testing and all the while still providing a high-quality turf. Your professional lawn care technician will take the time and advise you how to care for your turf and educate you on the cultural practices that can be done to achieve the results you want!

Call Dan to discuss this new program designed to minimize our impact on the environment, yet give you the best looking lawn in the neighborhood.

Go Green with a Green Lawn Care Program from Lawn Tech.

\$\$\$ 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 _____