

LAWN & LEISURE



MAKING *your yard* KID-FRIENDLY

Remember the days when you used to spend hours upon hours outdoors, with nothing but your imagination and a few of your neighborhood friends to entertain you? With spring and summer nearly upon us, it's almost time for kids to head outside and let their imaginations run free.

You already know that when it comes to your home lawn, nothing beats the feel of soft, green grass

underfoot. Investing a bit of time and effort this lawn care season will pay off when your kids opt to turn off the TV and head outside for a game or two on a warm, sunny afternoon.

We give you a few simple tips to help you optimize your lawn for outdoor play.

(continued on page 2)



(continued from page 1)

lawn care 101

The Sky's the Limit! WEED MAN'S NEW CAREER SITE

Since the company's inception in 1970, Weed Man has been about growing people. There's nothing that motivates us more than helping hard-working employees reach their career goals. Our founder, Des Rice, knew that the secret to delivering top-notch service to our customers always comes down to hiring the best person for the job. *Period.*

Come grow with the fastest-growing lawn care franchise in North America - an organization boasting more than 45 years of skills, experience, and training. You'll be glad you did!

Find a career you love today!

Visit: weedmanusa.com/careers

Soften Up

Diving for a football on a rock hard lawn isn't anyone's idea of fun. Unfortunately, lawns often harden over time, especially if there is heavy foot (or play!) traffic. If walking barefoot across your lawn causes you discomfort, it may be time to invest in core aeration. Aeration is an affordable, effective service that loosens compacted soil, allowing water and nutrients to better penetrate the plant's root system. The result? Softer, thicker grass and a safer space for your kids to play.

Create Open Spaces

Small, crowded spaces limit what kids can do outside, while wide open yards provide them with the freedom to get moving. Simply shifting around patio furniture and planters can open up even the smallest of yards. If you have unused items scattered throughout your outdoor space, such as an old swingset or ancient barbecue, consider donating them or simply throwing them away. Not only will it make you feel better, it will also create an improved play surface for your kids!

Design a Play Area

If you're an avid lawn or garden lover and aren't thrilled about the idea of letting your kids have free reign over your yard, create a designated play area. Consider setting a sandbox, badminton net, tetherball pole, or other piece of equipment on a safe part of your home lawn. Note: as an extra precautionary measure, place small fences around your favorite flowers to stave off the odd stray soccer ball.

Keep Pests Away

Nothing can ruin a day spent outside quite like an itchy bite from an unexpected visitor. If you notice a sudden increase in the number of pests on your lawn, contact your local Weed Man professional. Weed Man's technicians have been trained to handle pests quickly and safely, ensuring that your lawn remains in tip top shape.

Water & Mow

Even with the help of Weed Man, your lawn can only look and feel its best when watered and mowed regularly. These practices will ensure that your lawn stays healthy and free of damaging turf diseases. Have your kids help you water the lawn by planning a fun, water-based activity. By taking just a few, inexpensive measures this spring, you'll be creating a soft, safe outdoor haven for the ones who matter the most. Check out 'Lawn Care 101' on the next page for more tips on creating a barefoot-worthy lawn through proper watering and mowing!



Q+A

Is your lawn getting enough TLC? Even as a full program Weed Man customer, your lawn is going to need a little bit of extra attention. Find out what you need to be doing to help supplement our fertilizer and weed control treatments with these tips!

WATERING is one of the biggest challenges that homeowners face when it comes to their lawns is watering. Questions such as "how much should I water?" and "how long do I need to water for?" are common during lawn care season, particularly when the hot, dry months of July and August leave neighborhood lawns looking a little worse for wear.

There's no denying that your lawn needs water to survive. Too much moisture, however, can lead to unwanted turf diseases and create difficult, costly problems that may require extensive renovation. Watering at the wrong time of day can also leave your lawn more vulnerable to turf-damaging fungi. *So how do you find a balance?* We're glad you asked! Check out our handy profile with the "Dos & Don'ts" of watering.

DO	DON'T
Water your lawn in a deep, even soak.	Wet your lawn with several light sprinklings.
Water in the early a.m.	Water in the afternoon or evening.
Only water when your lawn needs it, typically about 1-1.5" / week.	Water for the sake of watering. Overwatering could be detrimental!
Position your irrigation systems so that water reaches your grass.	Point your sprinkler system at the road, fence, driveway or neighbor's yard.
Pay close attention to any changes in your lawn's appearance. When it needs water, it will take on a bluish-gray tint and footprints will make a more visible mark on the grass. When this occurs, water immediately.	Ignore changes in color, consistency or thickness of your lawn.



develop poor cultural care habits that can potentially damage turf grasses of all varieties.

WHAT TO KNOW BEFORE YOU MOW:

A properly mowed lawn is thicker, healthier and better able to withstand stresses like weeds, insects and diseases. Lawns should be mowed regularly, at the proper height and with a sharp mower blade for a clean cut and in order to establish deep roots for your lawn to look its very best. To put it in perspective, imagine that the root system of a grass plant grows proportionately to the blades above the ground. With this in mind, a longer cutting height will result in a stronger, deeper root system.

During the spring and summer seasons, you'll need to keep a close eye on your lawn, as it may require mowing more than once a week during peak growth season. However, during periods of slow growth it may only need to be cut once every 10-14 days.

Q+A

Want a stronger, greener, healthier lawn? Who doesn't!? Keep your lawn in top form with these tips:

- ✓ Mow more often (every 3-4 days) during active growing periods.

- ✓ Alter your mowing patterns each time you cut to keep your grass growing strong and straight.
- ✓ Keep your mower blade sharp for a clean cut.
- ✓ Grasscycle your blades back into your lawn for nutritional value.
- ✓ Mow your lawn when it's dry to avoid slips and falls and to maintain a sharper cut.
- ✓ Never cut more than 1/3 of a blade of grass in one mowing.

Calculate your mower blade height by measuring the distance between the ground and the base of your lawn mower.

GRASS TYPE	MOWING HEIGHT (IN.)
Kentucky Bluegrass	2.5 - 3.5
Bermuda	1.5 - 2.5
Tall Fescue	2.5 - 4.0
St. Augustine	2.5 - 4.0
Zoysia	0.75 - 2.5

For more tips, contact your local Weed Man today!

MOWING your lawn isn't about simply boosting the curb appeal of your home (although a well-groomed lawn is certainly a bonus!). In fact, regular and proper mowing practices actually aid in the health and vitality of the lawn. More often than not, homeowners

GETTING

Creative

ON THE GRILL

{you're welcome}

Our favorite seasons of the year have finally arrived! This year, enjoy the warmer weather and all it has to offer by experimenting with some unique grilling recipes - your taste buds will thank you (*we know ours did!*).

Grilled pizzas are similar in style to those cooked in the oven, but crispy around the edges with just the right amount of charring.

Nachos (*yes, you read that right!*) can be cooked right on the

grill, too! Not only do grilled nachos come out a little crispier, they also take on a yummy smokey taste that provides an extra boost of flavor.

And then there's our famous s'mores...*O-M-G!!* Who says you need a fire pit to make your favorite outdoor snack?! Enjoy these tasty, easy desserts in a matter of minutes by cooking them on your grill. Word of caution though, there's a slight chance you may be swarmed by all of the neighborhood kids!

GRILLED PIZZAS

WHAT YOU'LL NEED:

- Pizza dough
- Your preferred toppings
- Pizza sauce
- Olive oil
- Cheese

PREPARATION:

1. Preheat the grill to around 500-600 degrees F.
2. Prepare pizza dough and brush with olive oil on one side.
3. Place dough on the grill with the olive oil side facing down. Brush the top half with olive oil.
4. Cook, with the lid off, for around 3 minutes.
5. Flip the dough over.
6. Place the sauce, cheese, and toppings on the cooked side of the pizza.
7. Close lid and cook for approximately 5-6 minutes. Pizza is done when the edges are crisp.
8. Serve and enjoy!

NACHOS

WHAT YOU'LL NEED:

- Tortilla chips
- Shredded cheese
- Chopped onion
- Chopped green & red peppers
- Chopped tomato
- Shredded lettuce
- Salsa
- Sour cream
- Heavy duty tinfoil

PREPARATION:

1. Preheat grill to medium-high heat.
2. Using heavy-duty tinfoil, create a large rimmed tray.
3. Spread chips on the bottom of the tray and cover with toppings.
4. Place tray on the center of the grill with burners directly below turned off. Cover and grill for 5-6 minutes.
5. Remove from heat. Sprinkle nachos with tomatoes and shredded lettuce.
6. Serve with chilled salsa and sour cream.

S'MORES

WHAT YOU'LL NEED:

- Graham crackers
- Marshmallows
- Chocolate squares
- Tinfoil

PREPARATION:

1. Preheat grill to medium heat.
2. Create your s'mores by placing a marshmallow and 1-2 pieces of chocolate between 2 graham crackers.
3. Wrap each s'more in tinfoil and place on the grill.
4. Cook for 4-5 minutes.
5. Serve and enjoy!



ARE YOU READY FOR Spring?

As a lawn care lover, you may be chomping at the bit to get started on perfecting your lawn & landscape. When the warmer weather hits, will you be truly ready to take on your winter weary yard? Small efforts over the next several weeks will save you valuable time (and money!) when it really matters. To help you prepare, Weed Man has compiled a list of simple spring lawn care prep tips.

Perform a Quick Inventory

Have a look around your garage or shed to ensure that you will be able to access your lawn care tools this spring. This proactive inventory will give you an opportunity to search for a replacement item at a discounted price in the case that any of your frequently-used tools are damaged or have gone missing. Optimize your hand tools, rakes, shovels, and heavy-duty equipment by giving everything a quick scrub down. To remove rust, simply use an SOS pad and warm water.

Remove Debris from Your Lawn

Make an effort to keep your lawn free of sludge, leaves, and other debris throughout the later winter months. Not only will this save you time when the sun really starts to shine, it will also keep your grass protected from potential diseases during cold and wet spells.

Test Your Power Equipment

Nothing ruins a lawn care project faster than a piece of equipment that won't start or do its job. Check all power equipment to ensure that it is in

working order. Take any broken or damaged equipment in to your local repair shop as soon as possible, as there will likely be a backlog of work orders in peak lawn care season.

Examples of power equipment include:

- Lawn mower
- Weed whacker
- Leaf blower
- Pressure washer
- Brush cutter
- Chainsaw

Have Your Mower Blades Sharpened

Few homeowners realize the importance of sharpening mower blades each lawn care season. A dull blade increases the mower's resistance when cutting the lawn, consuming 22% more fuel than a mower with a sharp blade. A dull mower blade will also tear grass instead of cutting it cleanly, impacting both the appearance and health of your lawn. Poorly cut grass blades are more susceptible to diseases, as they provide multiple entry sites for unwanted pathogens. Take a look at your lawn – do grass blades appear ragged or torn? If so, you need to sharpen your mower blades.

Create a List of Problem Areas (to Relay to Weed Man)

Take note of anything worrisome on your lawn, even if it is from seasons past. Your local Weed Man will help you identify the issue at hand and create a lawn care plan that will get your yard looking its best.

Have you setup your Customer Portal account? This user-friendly online service allows you to access your Weed Man account information at any time of the day or night. Once your account has been activated, you can view service records, pay a bill or view pending payment statuses, or schedule an in-person visit or phone call with one of our Weed Man staff...all with the click of a mouse! Get started at customer.weedmanusa.com.



LEVELS

The number of levels you include in your deck design will depend on your design preferences and entry points into your home. For example, if you want your deck to begin off of the master bedroom, then a multi-level deck might be the most practical use of space. You can begin with a small landing right outside of the bedroom, using a staircase to connect to a larger entertaining space below.

COVERINGS

An open-air deck isn't for everyone. For many, shade is an absolute must in the heat of the summer, particularly when little ones are involved. Weed Man recommends utilizing a retractable fabric canopy, which looks phenomenal and provides ample shade coverage. Another popular option is a pergola. In addition to blocking out the majority of the sun's rays, these built-in structures provide countless opportunities for outdoor décor. You'll be able to add some extra pizzazz to your deck by adorning the pergola with twinkle lights, patio lanterns, or hanging planters.

FLAIR

No matter the size or layout of your deck, adding a few items of flair to the design can make a major statement.

Railings. Many homeowners opt for railings to create an eye-catching border around the deck's perimeter. Common materials include wood, fiberglass, iron, and plastic.

Lighting. Deck lighting can be a real show-stopper. Mount solar light caps onto your deck posts, or have water-safe floor lights put in. The effect can be visually stunning when night rolls around.

Built-in Planters. Wooden planters make a great addition to any outdoor space and are generally very cost-effective. As an added bonus, you'll be able to brighten up your deck using your favorite flowers.

Walls/Shutters. Need more privacy? No problem! Simply accessorize your deck with privacy shutters that can be opened as needed.

THE BEST DECKS FOR YOUR YARD

As you begin thinking about how to enhance your outdoor living space this year, why not consider revamping your current deck or starting from scratch? With so many options to choose from, you and your family will have a blast planning (and possibly building!) this newest addition to your home.

Houses, lawns, and gardens come in all shapes and sizes, which is why there is no "one size fits all" deck design. When considering the layout that will work best for your home and yard, you'll have to make several tough decisions based on the size of your yard, the scope of your project, and – perhaps most importantly – your budget. Don't forget to pay special attention to those special touches that will make your outdoor space completely unique.



Why Weed Man®?

OUR COMMITMENT TO YOU

We Care For Your Lawn

At Weed Man, we are guided by the philosophy "Promises Kept". It's a simple philosophy, but with so many lawn care companies to choose from, we know that we must make a difference in the way we treat you and your lawn.



Superior Products

Weed Man uses an exclusive, golf course quality, 65% slow-release, granular fertilizer – not available elsewhere. It is the best product available on the market... and the only way you can access it is by being a Weed Man customer.

Professional and Courteous Service

Weed Man has an ongoing employee training program that includes a regular schedule of seminars and information updates on turf health care, safety procedures and customer service.

Open Communication

The best partners for Weed Man professionals are knowledgeable customers. For this reason, we provide more than just top quality lawn care services - we give you the information you need to keep your lawn healthy in between our scheduled visits.

Commitment to the Environment

We are stewards of the environment! Weed Man technicians are thoroughly trained in agronomy and in the proper procedures for all products used in the maintenance of healthy lawns.

The Weed Man Guarantee

Weed Man uses only the finest quality products on your lawn applied by the most highly trained, experienced lawn care professionals. When utilizing our complete lawn care program in combination with proper watering and cutting procedures, Weed Man guarantees you a healthier, better looking lawn. If you are not satisfied with our service and promised results, we will visit your home within 48 hours and resolve the situation.

THE WEED MAN FRANCHISE OPPORTUNITY

Is It Time for a Change?

Truly rewarding career opportunities come around once in a lifetime. Are you ready to seize yours?

What started in 1970 as a one-man lawn care company out of the back of a pickup truck has expanded to encompass an award-winning network of locally-owned and operated franchises, growing at an average rate of 15-20% annually. But if steady, double-digit growth doesn't pique your interest, did you know Weed Man was named One of the Best Franchises to Buy by *Forbes* magazine?!

Is Weed Man Right for You?

Whether you're an entrepreneur looking for an affordable investment, a business owner looking to diversify, or simply eager to become your own boss, Weed Man can help you achieve your career aspirations. We've got the systems, training, and years of expertise needed to set you up for success.

Why wait? [Request a consultation](#) or visit our virtual brochure today!

