

LAWN+LEISURE



fall



IN LOVE WITH YOUR LAWN THIS SEASON

What comes to mind when you hear 'fall?' Perhaps it's pumpkins, vibrant colors, cozy sweaters, Thanksgiving, football...the list could be a long one! How about lawn care? More than likely, your lawn drops to the bottom of your priority list at the first sign of changing seasons. While it may be tempting to shift your focus to the cooler days ahead, hang on to that lawn care 'to do' list for just a little bit longer.

To help keep you in a lawn care state of mind, we've pieced together our go-to dos for homeowners looking to prep their lawns for the seasons ahead. Continue to page two for more information.

Rake Leaves + Remove Debris

Like people, lawns need to breathe. A thick layer of leaves will smother your grass and can lead to the development of damaging cooler season diseases. Leaf coverage also prevents your lawn from receiving the sunlight it requires for healthy, active growth. It doesn't hurt that a freshly-raked lawn is a beautiful sight to see (or that the piles of leaves can provide hours of free entertainment for the kids!).

As the winter starts to set in, relocate lawn furniture, continue to rake or mulch fallen leaves and move toys and tools to your garage or shed. Leaving these items on the lawn over the winter will suffocate your turf and cause brown patches to appear on your lawn next spring.

Seed

Bare spots? Thinning grass? If these sound familiar, your lawn is likely feeling the need for seed. Overseeding is a beneficial lawn care treatment that includes sowing additional seed over top of your existing turf. Not only will overseeding encourage the growth of healthy grass come spring, it will also improve your lawn's overall tolerance to disease and drought damage by introducing newer, superior cultivars to your turf.

In some regions, Mechanical Core Aeration is also recommended. Consult with your local Weed Man for more information.

Fertilize

Think of fall fertilization as the refueling of your lawn after an active (and exhausting!) summer. Fall fertilizers provide your lawn with valuable nutrients that will help it endure the tougher seasons ahead. A final feeding of the year will also assist in keeping your lawn's roots healthy and intact.

Mow + Maintain

Once leaves start changing color and temperatures drop, homeowners begin retiring their mowers for the year. However, we have a saying around Weed Man: keep mowing if it's still growing. Mow your lawn regularly until growth ceases. Depending on the type of autumn weather we see this year, active growth could continue well into October or even November. Be sure to mow low for your last cut of the season.

Your mower worked hard this season and it could use a little TLC! In order to make sure it is working its best next spring you should clean any debris off of the mower deck, sharpen the blade, drain any remaining gasoline from the tank or use a fuel stabilizer, check the oil and store it in a dry place. Keeping up with regular maintenance will increase your mower's life span and ensure your turf is getting a good cut!

If applicable to your region, a few weeks before the first frost you will want to make sure that you give your lawn a short cut around 2 ½ inches. Having shorter grass over the winter is ideal because when the grass is cut short, it stands up like a wire brush preventing it from getting matted down and lying flat. This helps reduce the damage caused by ice and snow

throughout the winter months.

Mark the Edges of Your Lawn

During the winter our lawns take a beating. Often in the spring homeowners notice the edges of their lawn are in rough shape. One of the reasons for this is that when your lawn is covered in snow it can be hard to determine where the edges are. This becomes an issue when it comes to snow removal. You may be accidentally damaging the edges of your turf with a snow shovel or snow plow. Make sure to mark the edge of your lawn before the first snow fall. This will help you avoid causing any additional damage.



COME *grow* WITH US!

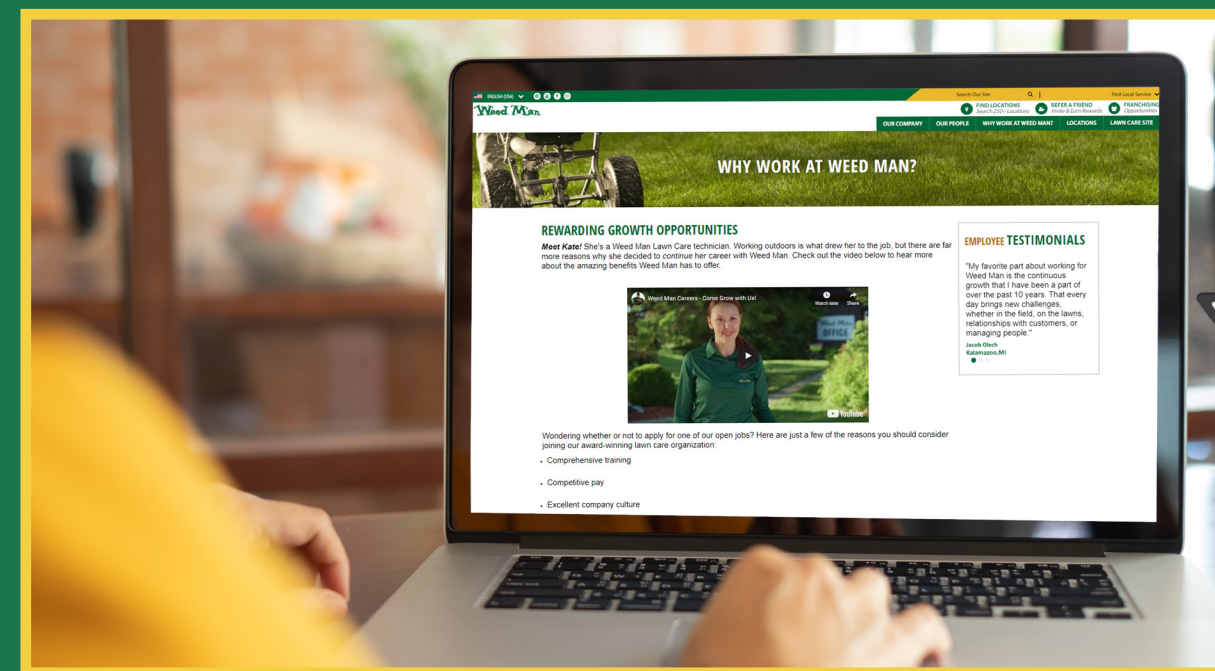
At Weed Man, we treat our employees like family. Our company culture is something we take very seriously. We strive to provide the best employment experience possible. We do this by offering comprehensive training, competitive pay and bonuses, and room for advancement...***but it doesn't stop there!***

Just like we support our customers with their lawn care goals, ***we support our team members through a healthy work culture.*** ***"Let us amaze you"*** is a mission we live by (*on both fronts!*). Our founder, Des Rice, knew that the secret to delivering top-notch service to customers always came down to hiring the best person for the job.

We don't only grow green grass, ***we grow people***, too! When you join the extended Weed Man family, you're not only finding a job - you're starting a career. A career that offers advancement opportunities and unlimited grow potential.

Meet Kate!

She's a Weed Man Lawn Care technician. Working outdoors is what drew her to the job, but there are far more reasons why she decided to continue her career with Weed Man. Listen to her story below to hear more about the amazing benefits Weed Man has to offer.



Know someone who could be our next "Kate?" Visit us online at weedman.com/careers to browse available job vacancies in your area!



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LET'S GET COZY

"Fall-ifying" your home doesn't need to be difficult, nor does it need to cost an arm and a leg. Weed Man is here to help! Cozy up your living space this season with these subtle, yet effective tips.

Who doesn't love a fresh bouquet of flowers? Vibrant flowers can add a nice pop of color to your home - and this time of year, local grocery stores and floral shops are filled with autumn-infused selections. And while you're at it, why not pick up a bunch for a friend, family member or neighbor? It'll brighten their day...which will brighten yours, too!

If a neutral color palette is more your speed, that works too! Incorporating different textures can work wonders, whether that means hanging a fun macrame piece on your wall (we included a DIY tutorial in our last edition), or pulling out some natural wood tones. This combination can help any space transform into a relaxing oasis.

Shop your linen closet (or local home decor store) and switch up your cushion covers. Or add a cozy throw blanket to a chair! Think plaids, fall colors, faux fur, chunky knits. We're feeling cozy just thinking about it!

Typography art is a trend that isn't going anywhere. Hand-lettered signs and seasonal quotes are a nice touch and add a sense of warmth and personality to a space. Whether you want to inspire your guests with a motivational phrase or simply welcome the season with a "Hello Fall," showcasing and layering framed prints on shelves and mantles is never a bad idea.

Get your kids involved! Do a simple Pinterest search for "fall crafts for kids" and let their imaginations run wild. You'll enjoy some quiet time as their hands (and minds) are at work, and you can display their masterpieces around your home, once complete. They'll be so proud to show off their art to guests, too!

Check out the next page for a fun activity the whole family can enjoy.







Before we know it, the holiday season will be here (time flies when you're having fun!). With this in mind, if you're shopping for new items consider purchasing some transitional decor pieces to help you go from one season to the next seamlessly.

What are you thankful for?

While trimming your entire home is certainly fun (and kudos to you for putting in the effort!), this DIY Thankful Tree will be the most celebrated of all. Not only will it add a splash of festivity to your table, but it will also act as a reminder of what this season is all about.

The **THANKFUL TREE** is a simple bouquet of branches with hanging paper leaves or medallions. You can make it an interactive activity with guests, or enjoy with your immediate family prior to guests' arrival. Either way, write down what you're grateful for on a special piece of paper and hang it on the tree for all to see! In the spirit of the holiday season, *happy crafting*.

To get started, you will need:

-  A vase or large Mason jar
-  Ribbon and/or twine (any color)
-  Tree branches cut to your desired size
-  A hole punch
-  Card stock or die cut leaves
-  Scissors

Instructions:

1. Cut several tree branches to your desired height and group together. While many crafters enjoy large, sprawling centerpieces, others prefer smaller bouquets.

2. Place your branches into the Mason jar or vase.

3. Tie twine or ribbon around the vase to add color. **Hint:** this is where you can really get into decorating. Use a variety of colors and styles of ribbons for an eye-catching design.

4. Cut card stock into small circles. Die cut leaves (homemade or from your local craft store) work equally well and look fantastic.

5. Punch a hole in each piece of card stock. Lace a ribbon through so that it becomes a hanging ornament.

6. Disperse paper medallions throughout the tree. Guests will write on these ornaments and hang their tokens of thanks on the tree's branches.



FAQ:

What really happens to my lawn this time of year?

Most people aren't giving much thought to their lawns during the cooler seasons. In some regions, lawns can be covered in snow 3-4 months out of the year, while others only experience a light snow or frost. In the far south, there may not be much of either. Typically, in the winter, your lawn will enter a state of dormancy and in regions with harsh winters, turf will experience some winter damage. Here's what you need to know:

Dormancy

The first thing that happens to your turf...it "goes to sleep." You'll notice in the late fall that your lawn will slowly stop growing. This is because the growing conditions are no longer favorable, with reduced sunlight and cooler temperatures. Your lawn shuts down and turns brown to conserve its water and nutrient levels.

Damage

Once the weather changes, your lawn may be susceptible to common winter damage:

Ice damage occurs as a result of freezing rain or the melting and refreezing of snow, especially in areas with poor drainage. Long durations of ice coverage can result in plant death. Salt can also cause considerable damage.

Winter desiccation occurs when the lawn is in a dormant state and the grass roots are unable to supply the plant with enough water. This often occurs when there is no snow coverage, but dry and windy conditions are present. Without snow coverage, the lawn does not have any moisture or protection from harsh conditions, leaving the turf exposed to the elements.

A WINTER HATER'S GUIDE TO *loving* THE SEASON

We get it! Winter can be a tough time to keep the kids (and adults) entertained. That warm fuzzy feeling of a day off school wears off quickly when it's the third time in two weeks! But winter can be really beautiful and enjoyable if you embrace the season. Here are a few ideas to help keep you and the fam from catching a case of cabin fever this year.



Have a bonfire. While it may be cold outside, a fire can heat you right up, plus there is nothing like s'mores and hot dogs in the middle of winter. Pick a spot you always have a bonfire at in the summer and have a discussion about what the difference between the seasons is. While you are there, you might as well take a nice winter hike... just remember your gloves.



Go on a hike. Weed Man is a huge fan of winter hiking. Hiking on its own is a terrific form of exercise that improves cardio-respiratory fitness, lowers the risk of heart disease and stroke, and burns more than 370 calories per hour. Hiking with a foot of snow on the ground? You'll never get a better workout! Just be sure to wear a solid pair of waterproof boots.



Make some candy with snow (or crushed ice if it doesn't snow where you live!). Heat 1 cup of pure maple syrup and ¼ cup unsalted butter. Slowly heat the two together over medium heat until the mixture is boiling, and continue boiling for five minutes. Remove from heat and let it sit for a minute, then go find yourself a nice clean patch of snow and pour. Let the syrup harden for a minute and then use popsicle sticks to scoop it up and eat.



Bring the outdoors in. Even though it's important to get active and get outside during the winter months, the reality is that sometimes you just do not want to. Instead, try bringing outdoor activities inside. Camp in your living room, plant an indoor garden, have an indoor picnic or roast marshmallow over your living room fire place! Fun for the whole family...and you'll stay nice and warm, too.



Calling all existing Weed Man customers! Have you set up your [Customer Portal](#) account yet? Set up your profile and log in to access your Weed Man account at any time of the day or night. You'll have the option of scheduling a visit, paying a bill, or browsing through the available lawn care options in your area...all with the click of a mouse! Visit customer.weedmanusa.com today to get started.

YOUR *experience* AS A WEED MAN CUSTOMER

At Weed Man, we take our commitment to YOU and your lawn very seriously. That's why we're always working to make your customer experience the best it can possibly be. That means offering you local specials and discounts to save on your annual lawn care program, rewarding you for referring your friends and family to our business, providing you reading material and educational content to help keep your lawn in tip top shape or simply saying *hello* as we're servicing your yard. We're always looking for the next best thing, and that's why we're working behind the scenes to make your experience with Weed Man even better.



We also understand that money doesn't grow on trees (or on your lawn, unfortunately!). Many of our customers are homeowners who have a wide range of expenses to worry about, and we want to ensure that having a green, healthy-looking lawn doesn't break the bank.

We're always looking for ways to save you money on lawn care. We've come up with two tried-and-true ways to help you cut down on the costs associated with creating and maintaining a beautiful yard. Read on below for more details:

Prepayment Discounts

Did you know? You can save money by prepaying for the lawn care season ahead of time. All you have to do is select the lawn care program that is right for you, pay up front at a lower-than-normal price, and then simply sit back, relax, and watch as we make your lawn the greenest on the block. Talk to your local Weed Man about specific discounts for your neighborhood.

Referral Savings

Our referral program provides an easy route toward significant savings. Because we love referrals so much, we strongly believe in giving back to anyone who sends a new client our way. Here's how it works:

- ✓ You refer a friend to Weed Man or send us the contact information of anyone you know who could benefit from our services.
- ✓ Your friend signs up for our basic program.
- ✓ We reward you with lawn care credits and discounts!

Refer a friend by calling into our office or by visiting www.weedman.com (click on "Refer a Friend" at the top of your screen to get started!).

Thanks for trusting us with your lawn care needs!

Your Local Weed Man

Weed Man®
WE CARE FOR YOUR LAWN