

Chesapeake Lawn Science, Inc.
"Your Lawn Nutrition Experts"

P.O. Box 369, Ashton, MD 20861 (301) 625-3232
Maryland Department of Agriculture Applicators License # 25513
Maryland Department of Agriculture Nutrient Management License # MDA-F 0127

Dear Client,

Thank you for your trust in us and for giving us the opportunity to service your lawn in 2017. It has now been over 20 years since we treated our first lawn in 1995, working out of a little Mazda Miata convertible. As hard as it is to believe, that's no joke. I really did somehow manage to start this business with only a Miata for the first 6 months until I was finally able to put a down payment on a stick shift Ford pick-up truck with a short 6' bed. I'm very proud to say that there are still about a dozen of you who still remember that. It has been a real honor to have worked for you folks for 2 decades now, and in 20 more years I look forward to saying the same about dozens more of you. For our seasoned veterans much of this letter contains information that you are already familiar with so reading it word for word may not be necessary. **However, I encourage ALL of you to review the first 2 pages (especially this first page) because there is important information about 2 new optional treatments that we are offering in 2017 that can help take your lawn to the next level and be stronger and look even better than it does now.**

We are offering 2 new optional treatments starting this year. The first is a curative grub control in August. When treating for grubs the goal is to control them preventatively before they are present. In the same way that we treat for crabgrass by killing the seeds with a pre-emergent before the seeds can germinate, we kill the eggs of grubs **before** they can hatch. However, in the same way that weather can affect the longevity of the crabgrass pre-emergent product and a secondary follow-up crabgrass application is often needed, hot temperatures can also break-down the grub control product early, as it did in some cases this past summer. Unfortunately many of us (including myself) experienced grub damage in October. Although there have regularly been a few dozen of you who have seen for yourself just how destructive grub damage can be after a long hot summer, and request that we do the August grub treatment, we are now bringing it to the attention of those of you who may not be aware of the serious potential for damage. If it is in the budget it is wise insurance to purchase. If it is not than please remember to call us right away in August if grubs become a problem, so we can treat for it at that time.

The second optional treatment is something we have wanted to offer for many years but up until now it has not been cost effective. However, finally there is a manufacturing company making a new cost-effective mycorrhizae product that makes it more reasonable to be done. **The word "mycorrhizae" literally means "fungus-roots" and it is estimated that when it attaches to a plants roots that it increases the surface absorbing area of roots up to a shocking 1000 times. Literally, several miles of fungal filaments can be present in only a thimbleful of soil.** Think about that for a minute, although it is a documented scientific fact it is something I am still having difficulty wrapping my head around. It is truly staggering. Mycorrhizae is not a fertilizer but actually a fungus that can best be described as steroids for plants (but unlike human steroids it is legal, ha ha). Plants and mycorrhizal fungi operate as a single working unit in nature. Mycorrhizae exists naturally in our soils but at lower rates than are optimal. One of the main benefits is highly increased drought tolerance, and conversely not having enough of the fungi present on the roots is often the cause of disease and insect problems. Soils are greatly improved by the fungi sending millions of tiny root-threads far out from the plants roots allowing the plant to absorb many times more nutrients and water than it would otherwise. Unlike fertilizer than can be applied on the top of the grass and can leach into soil, mycorrhizae cannot. **It will not move vertically through the soil so it must be get down beneath the surface and make direct contact with the roots. This is why you must core aerate heavily and then put down the mycorrhizae. For this reason it must be done in conjunction with the spring aeration.** If you plan to have us core aerate this spring you should very seriously consider opting for the optional mycorrhizae treatment as well. I encourage you to search online and check out the images of the roots of plants inoculated with mycorrhizae. You'll see why I am so excited that we can finally

offer this treatment to you. When it comes to turf strength, drought resistance, and disease resistance because of the dramatic enhancement of your lawns root structure, mycorrhizae is a game changer.

To better suit the individual needs of each of your lawns, in 2014 we began offering the fungus prevention program for a period of 3, 4, or 5 months, rather than a general “blanket” plan being the only option. The “monthly” option has been a true winner. If you don’t already know what option is best for your lawn, please call us so we can ask you a few questions and figure it out. Another new idea we began offering our clients a few years ago in order to help make incorporating a fungicide program into your lawn’s plan more affordable, was to offer **The Enchillada**. This is primarily for those of you who desire the closest thing you can get to “The Perfect Lawn.” It gives you almost all of the treatments we offer at an additional 5% savings on top of your 5% pre-payment savings, for a total discount of 10%. Over 150 of you signed up on this plan for each of the last few years.

In order for those of you who want to get feed your lawn with our new steroid mycorrhizae mix and take advantage of the new late season grub control as well, starting this year we are offering the biggest discount that we ever have. We are calling this package of lawn treatments **The Enchillada Plus**. It includes **ALL** of the treatments included in the traditional Enchillada along with the new Mycorrhizae and supplemental grub control. With this package you can even save another 5% which will give you a grand total of 15% discount for all of your treatments when you pre-pay.

For those of you who do not choose the pre-payment option our monthly billing that we began a few years ago has been a great success! It allows you to better budget for our program by being billed in equal monthly installments from January – November (no December bill), rather than receiving invoices for varying amounts at sporadic times throughout the year. Many of you set us up on recurring payments via your bank, which saves you time. Your total annual cost will be exactly the same as it would be if we billed you for each application as it is done. If you happen to move or need to cancel service for any other reason, you will be responsible to make a payment for the month in which you alert us to your cancellation. For example: If you cancel on May 5th, you will be responsible to make your monthly payment for the month of May. There can be **NO** exceptions to this policy.

For example :

Say your cost per treatment is \$100

You are billed for 11 treatments during the course of 1 year

Your total annual cost would be \$1100

You would be billed \$100 on or around the 1st of each month from January – November

There is no invoice in December

If crabgrass was a problem at all in 2016, be sure that you elect to have the 2nd pre-emergent done in 2017. Some years, depending upon heat and moisture, the pre-emergent product can break down before the end of summer. This has happened on a fairly large scale some summers because of extreme heat and/or moisture. A second application ensures consistent coverage during the proper time frame.

Something else worth mentioning in this opening section is that we provide an optional surface insecticide treatment for mosquitoes, ticks, fleas, spiders, ants, sod-webworms, crickets, & other pests. Compared to what a pest control company would charge to do this, it is quite a bargain and very effective. Many of you who try it for a season have it done each year after that because it does such a great job of keeping away the nuisance bugs. It controls both warm and cool season pests.

Throughout the year, I am often asked if I know reputable companies that provide other services. I have enclosed a list of companies that I have hired in the past and personally had good luck with. “Good luck” takes into consideration both excellent work and reasonable prices. The list ranges from roofers to mechanics to a great barber with an arsenal of jokes and good humor. The list is based solely on quality and familiarity. I promise you that I do not receive any personal compensation in any form from anyone on the list. It is for your benefit only.

Our program has been in place for over a decade now and is working great. However, due to certain weather conditions, we may have to switch up the timing a little bit on some treatments, as we have in the past. We may do the cool-season weed control over the winter (if it is mild) or do the lime treatment in the summer if it is too cold and/or snowy over the winter. Whatever the timing, the results will be just as effective.

A bit of advice for the summer: spend your money on water instead of seed. This is really by far the best plan for your lawn. Your turf will be much stronger and far more attractive year after year. It takes new seed about 2-3 years to fully mature and produce its maximum root structure. There are some of you who have never seen truly mature grass because it does die out with each summer's drought and we have to regularly re-seed because the turf is not supplied with water when it needs it. I know that there are various reasons why some of you choose not to water and I am not judging you for this - I'm really not. I am simply saying that from a financial / healthy lawn perspective, the money you spend on watering is more than made up for by not needing to seed over and over again each year and by not needing to apply a lot of peatmoss topdressing to allow the seed to germinate. This way your lawn will look stronger and be stronger for the long run.

I sincerely thank you for allowing us the privilege of working for you. For those of you who have been with us for many years, we truly appreciate your loyalty. Many of you have been with us for more than ten years now and as mentioned in the opening paragraph, some of you since our first year in business back in 1995. In a field that can have a large customer turnover rate, it makes me very proud to reflect on the past in such a positive way. Thank you for your business and, in many cases, your friendship. For our new customers, thank you for giving us the chance to prove to you that we really are the best lawn nutrition provider out there. We are still servicing over 1,000 residential homes. I know there is a lot of information in this packet, but it is all pertinent material. Please take a little time to read the full letter describing your lawn nutrition program for 2017.

This packet will cover the following important topics:

1. Our standard lawn nutrition program for 2017.
2. Optional applications/services: surface insecticide, summer fungicides, split pre-emergent crabgrass control apps, multiple treatments for wild violet & ground ivy, spring core aeration service with no seed, mycorrhizae inoculation of your turfs roots, and late summer grub control.
3. A comprehensive list of very good service companies from different fields.
4. ***How you can save 5%, 10%, or 15% on lawn service in 2017.***

1. Our standard lawn nutrition program

The program will consist of three fertilization applications, three weed control applications (1 pre-emergent & 2 post-emergent), two micro-nutrient applications with iron, one sub-surface insecticide application for grubs, a limestone application, and multiple treatments to kill nutsedge. The last few years we have also provided our clients with some additional applications 100% free because the weather allowed us the time to do so. Chances are, we will do the same in 2017. There are actually between 5 -10 additional treatments that should/could be done each season to ensure a 100% perfect lawn throughout the year. However, because these specialty products are more expensive, there comes a point when it is not cost effective or reasonable for the typical homeowner to spend twice as much on their lawn in a year. Because I am in the lawn nutrition business, I do need to have the perfect lawn (or at least close to it). If my lawn is thin and/or full of weeds, then my credibility as a lawn nutrition professional would justifiably be questioned. I mean, I wouldn't really trust a dentist if he had rotten teeth. Would you? I do over 20 applications a year on my lawn, including fertilizations, grub control, lime, insecticide, liquid iron apps., mycorrhizae, micronutrients, fungicides, and spot weed controls as needed. As a result of this intensive application schedule, I can humbly say that my lawn is about as close to perfect as possible. The only exceptions are the areas that don't receive enough sunlight and where my kids walk in the exact same patterns on a daily basis. What can you do?

I used fungicides on my lawn more than ever in the last several years, and even with the high fungus pressure that we had in 2013, 2015, and again last year in 2016, my grass faired quite well. It was not completely disease-free, but came out of the summer with only minor damage. I did have some typical moderate turf discoloration during the peak of the summer but it recuperated very well and no long term damage was done. Since turf disease is the #1 problem in many lawns in the summer, you should seriously consider doing the fungicides (with a free micro-nutrient mix on each visit) over the summer months if warm-season turf decline has been a problem in the past. **However, don't forget that the best way to control fungus in the first place is to mow and water correctly. If you're not sure exactly what "correctly" means, we should talk. Only half of having a nice lawn is what we do. The other half is directly related to getting the water it needs when it needs it and being mowed at 3", being mowed at least every week, and being mowed with a very sharp blade. *Need we say mo'?***

2. Optional applications / services

Summer Insecticide (This is very effective and the 2nd most popular optional treatment we provide)

This application controls mosquitoes, ticks, fleas, spiders, ants, sod-webworms, chinch bugs, turfgrass weevils, bluegrass billbugs, cutworms, clover mites, and other nuisance pests. This application will reduce the mosquito population in your yard but cannot entirely eliminate them because these insects can fly onto your property from other locations. Not only will this application eliminate lawn pests, but it will help to keep the ants & spiders out of your home and keep the ticks and fleas off of your children and pets. Insecticides (just like fungicides) cost a lot more than weed control products or fertilizer, and certain customers may require a more intensive lawn nutrition program while others may not. It is for these two reasons that we offer the insecticide to you on an optional/as needed basis. This way we are not putting unnecessary chemicals onto your yard and you are not spending money each year on applications you may not want. Because this application has a 1-2 month residual, it will be applied from spring – summer. For some of you, this one treatment is enough to get you through the height of the summer. However, those of you with historically high insect populations may need a second treatment in mid - late summer if pests appear again.

At a cost of only 2 1/2 times your regular application rate, this is quite a bargain compared to what a termite or pest control company will charge for this same treatment.

Fungicide treatments (Preventative treatments performed May - September)

Turf disease is a common but extremely complicated issue. Most of you who have been with us for a while now know the benefits of summer fungicides. You also know that because fungicide applications have a relatively short residual, that multiple applications will be needed during the hot and humid months. **For this reason, we now offer them as “monthly protection,” as mentioned at the top of this letter.** Please feel free to call us at 301-625-3232 so we can discuss turf disease in detail over the phone. There is way too much information to include here. Remember that although environmental conditions do play a huge role, an additional **major** cause of turf disease is mowing too low and/or with a dull blade. Those of you who don't know what turf fungus is are the lucky few who must be mowing the right way all the time, watering as needed, and are also lucky enough to have a limited number of disease spores in your soil. If you have a lawn service cutting your grass, you are almost guaranteed to have disease problems during the heat of the summer because the microscopic fungus spores are transferred from one lawn to the next via lawn mowing equipment in the same way in which we can transfer a flu or cold to one another. So don't give your lawn service a hard time. It is not their fault. But, definitely make sure they are mowing at 3 inches, with a very sharp blade, and once per week. If they are not doing that, it is their fault.

If you mow your own lawn at the correct height, sharpen the blade multiple times per season, and water properly as needed, you should be a candidate for a 4 month fungicide program. Some of you who receive just the right amount of sunlight (not too much and not too little) AND have very good soil, can get away with trying the 3 month option. But remember that during times of high disease pressure, even those of us who are not normally very prone to turf disease may require a 4th or 5th treatment. This is why it is so tough to determine what to do ahead of time. Every year will be different. On the other hand, if you have a mowing service cutting your grass, remember that your lawn is being “infected” by your neighbors’ fungus every time the lawn mower comes in contact with your grass blades. The same way you and I will transfer a cold or flu to one another by contact, fungus spores are transferred from one infected lawn to another by lawn mowing equipment. This, in addition to the fact that your lawn will often/sometimes be mowed by a blade not as sharp as would be ideal, and because the lawn will often grow too tall between mowings because of rain or other factors, those of you with a mowing service will definitely require the more intensive 5 month fungicide treatment plan.

One thing for sure is that the more treatments that are done **preventatively (not curatively)**, the better. Just as with getting a flu shot or other vaccination, the protection needs to be in place prior to exposure to the disease. So basically, unlike with fertilizer or weed control treatments, you really are “guessing” to a certain extent how many you will need. Your goal is to attain the maximum benefit possible with the least amount of money invested. This is why we need you to decide how much insurance you want to have to keep your lawn free of summer turf disease. The answer to this question will vary from year to year for all of the reasons mentioned in the preceding pages. Should you pay for only 3 apps and hope the summer temps and humidity are kind to us? Or do you play it safe and go with 5 apps. to greatly increase your lawn’s odds of surviving the summer months? Fungicide treatments are a big investment, but the last thing you want to do is to have to heavily re-seed and apply multiple bales of peatmoss topdressing in the fall if your lawn dies. And don’t forget to factor in the fact that new grass seedlings will take about 3 full seasons to fully mature and be better able to withstand the stress of summer. So, if moderate or severe damage does occur in any given summer, the next few years will almost certainly require an intensive fungicide regime while the grass is still in its weaker state of “infancy.” Just like an infant or young child needs a few years of vaccinations, so too does turf grass when it dies out and is re-seeded.

Split apps. for increased crabgrass control (This should be done if you had any crabgrass in 2016)

The pre-emergent crabgrass application we put down in early spring will provide control for a period of 3-5 months. If the weather is extreme, it will only last for about three months. If summer temperatures are mild & precipitation is average, then it could last for the whole summer. It should be put down from March – April so that it can be effective when the crabgrass starts to grow in May. Crabgrass is a warm season plant that germinates throughout the entire summer. Last summer, we had some crabgrass breakthrough late in the season in some lawns. If you had a problem with this in 2016, the only way to guarantee that the chemical is still active in the soil by the end of the summer in 2017 is to do a second pre-emergent treatment (split app) 4-6 weeks after the first is done. If you don’t recall having any crabgrass breakthrough last summer or if you have a relatively shady lawn, you likely won’t need this treatment. If you were one of the people who had some crabgrass last August or if you have a relatively sunny lawn, you should definitely consider this treatment. The cost of this treatment is the same as your regular application rate.

Multiple weed control treatments for wild violet and other stubborn weeds

Wild violet and creeping ground ivy along with a couple of other hard to kill weeds need a more intensive herbicide treatment plan for a summer or two to eliminate them for good. This is because they have a bulbous root system (similar to that of daffodils and tulips) which makes the root very hard to kill. The other reason is because the surface of their leaves are very waxy and tend to repel the herbicides that are applied in the same manner in which a waxed car will repel raindrops, by causing them to bead and roll off the car. Multiple treatments within a short period of time are needed to totally kill off these weeds. Because we will treat for these weeds on 3 different visits the cost for this service is three times your regular application rate. If you know you have any of the stubborn weeds in your lawn, you should sign up for these applications. Many of our newer clients have these weeds. Once we have correctly treated it for 1-2 summers, they are usually gone and chances of needing to treat for it again for a few years are minimal. The treatments to eradicate them are very effective. Wild violet has a dark green, smooth, & somewhat shiny heart-shaped leaf. The leaves range from 1-2 inches in diameter and the plant will produce purple or white flowers at certain times of the year. Ground ivy has round, 1 inch leaves with scalloped edges. It is light green in color and grows with aggressive rhizomes.

Spring core aeration with no seed (greatly optimizes crabgrass pre-emergent results)

One important advantage of this service is that we will do both the spring fertilizer and the crabgrass pre-emergent control immediately following the coring so that both products fall into the holes and get down deep into the soil. This will make both treatments much more effective. You have the option of pre-paying for this or you can be invoiced after

it is done. Spring core aeration without seeding is 35% cheaper than doing fall aeration and seeding. And in order to fully maximize the benefit of core aeration you should have us do the optional mycorrhizae root inoculation (next on this list) treatment in conjunction with aeration.

Mycorrhizae inoculation of your turfs roots (Steroids for your grass)

Because this is a new treatment we are offering this year, the description of and details about it are on the first page of this packet. **However, simply said, mycorrhizae is just like steroids for plants (only legal, ha ha).** And remember because it needs to get down beneath the surface and make direct contact with the grass roots it can only be done in conjunction with the spring core aeration.

Curative late summer grub control

Like the new mycorrhizae treatment mentioned above this treatment is a new service we are offering this year and you can review the details about it on the first page of this packet.

4. A list of very good service companies from different fields

The following is a random list of companies that I have personally found to be reputable, honest, and offer a fair price for their services. The list is based solely on quality and familiarity. I promise you that I do not receive any personal compensation in any form from anyone on the list. It is for your benefit only. Please feel free to tell them that I referred you to them if you wish.

*Stump Grinding = Larry Kenney 301-774-4839

*Flooring, cabinets, and bathrooms = Rob Pawliske Floor Installation 443-286-0785

*Tree work/Arborist = Bartlett Tree Experts 301-881-8550

*Mechanic =Pitstop Automotive (Kevin Layman) 410-923-1191

*Tires = Radial Tire Company (Sam & Eric) 301-585-2740

*Plumber = Bob Sumner 301-370-1903

*Electrician = Fred Daves (RRF Solutions, LLC) 443-878-2910

*Painting = Frank's Painting Service 240-644-8549

*Barber = Bill Jones 301-384-3180

*CPA / Accountant = Paul Murphy 301-315-8000

*Roofer = Mike Auterburn 240-674-1962

*Guitar lessons = Jeff DeBonis 443-745-6898 (Yes, he is my brother, but he really is awesome)

*Optician = Olney Opticians (Butch & Kim) 301-774-2434

*Event videography = Frank McGuire 202-380-7533

*Landscaping = Call me. We may be able to do the work for you. We have started to do a little more landscaping again over the past few years such as mulching, pachysandra installation, sodding, and pruning. If we cannot do what you need, we can refer you to the appropriate person for the type of work you need done. I know a lot of local guys. A few of them do quality work worthy of a referral to you.

****Music for any event = My kids, "Debo and Izzy". They have their own CDs & will work for food. Seriously!!! ...You can check them out on www.debonismusic.com***

5. Pre-payment and Enchillada savings of 5%-15%

To save both of us time and money, we offer you the option of paying for lawn service in advance for the season. This way you will write only one check and don't have to think about being billed for another full year. Because this will save us time (which we all know is money) by mailing fewer invoices, we will pass this savings on to you. You can save 5% on your annual bill and write fewer checks by pre-paying for 2017 service. If you pre-pay and choose the **Enchillada** you will receive another 5% which will give you a total savings of 10%.

- And if you want it all for the best lawn on the block, and go with the new Enchillada Plus, you can even deduct another 5% off of your total which will save you a huge 15% on all of the services.

Now that's the Whole Enchillada!!!

Although it is encouraged, it is certainly not mandatory that balances be paid in advance for this season. We are asking those of you who have used our service in the past and know us and trust the quality of our work to pay in advance if you feel inclined to do so. If those of you who are new customers do not feel comfortable pre-paying at this time, we will prove to you this year the exceptional quality of our work so that you will have no reservations in the future if you would like to take advantage of the savings.

This statement is our written guarantee to you that if you have paid in advance and wish to cancel for any reason during the 2017 season, we will refund you for ALL remaining pre-paid services

So what do you have to lose?

Thanks a lot for your time,
Rob DeBonis
Owner, Chesapeake Lawn Science, Inc.

Payment Terms and Conditions:

Payments are due upon receipt of invoice. Under Maryland Law, balances that are 30 days delinquent will be charged a late payment fee of the greater of \$5.00 or 10% of charges past due. Collection and/or attorney fees will be your responsibility if legal action is required to collect any unpaid balance. If you elect not to pre-pay for service in 2017, we will invoice you monthly starting January 1st and ending with your November bill.

IMPORTANT--INFORMATION

(Please Read All Of This Page)

We will start applying limestone to your lawn late in December, which is the next treatment on our standard lawn nutrition program. If you are moving or do not need us to service your lawn for any other reason, please call ASAP to alert us of this before this treatment is done. As with any treatment, if we do this app. for you and then you decide to cancel, you will need to pay for it. Every year there seem to be 1 or 2 people who cancel after we have done a treatment and somehow for some reason, think it is reasonable that they not be billed.

On our website, you will find information about the pre-payment option for 2017 and your 5% - 15% discounts for pre-paying. Starting this year, we are offering you 15% off if you sign up and pre-pay for ALL of our optional apps. and our standard program.

In order to save paper and because many of you would rather read the info on your computer, please go to our website at www.chesapeakeawnscience.com to view the annual packet of information about your grass treatments. If you would prefer a paper copy, simply call 301-625-3232 to let us know and we will send one right out to you.

Save your lawn this summer. Control turf disease w/ PREVENTATIVE fungicides. Choose from 3, 4, or 5 months of protection.

We have firewood available. Please call for a delivery!

Please take some time to read our annual letter online or by requesting a printed copy. Although lengthy, I think you'll agree that it is all very important. We look forward to working for you this upcoming year and your business is much appreciated. Contact us if you have any questions about which services your lawn can benefit from. If you have not done so already, be sure to cut your lawn short one final time at 2"-2 1/2" before winter.

www.chesapeakeawnscience.com / 301-625-3232