



877-PUSH-SNOW
Clearing the way for your business.

Monthly Newsletter

SEPTEMBER 2016

ATS WELCOMES NEW TEAM MEMBER: JAY CALLAGHAN



Jay joined the team in 2016 and is responsible for the business development, expansion and retention side of ATS. He brings over 20 years of sales and management experience across multiple industries including automotive repair franchising, equipment finance, and business growth mastery.

Jay is a graduate of Holy Family University and holds BA's in Marketing and Management. When not working Jay enjoys his family which mostly includes being around a ball in one way shape or form with his lovely wife Christy and three children Ryan, Connor, and Nolan.

As part of About Time Snow's ongoing commitment to continuing education, Jay attended Snowfighters Institute in August. While there, among his peers, Jay was awarded "Best Individual Prospecting Presentation."

For more on the ATS team, please visit
www.abouttimesnow.com/the-ats-team

GETTING YOUR LAWN READY FOR WINTER

For many of us, fall is the best time of year. During the day, the sun is still warm, the leaves on the trees are bright and beautiful, and there are no bugs to spoil our outdoor wanderings.

Coincidentally, fall is also your lawn's favorite time of year. After the heat and dryness of the summer, your lawn uses the cool fall days to regenerate itself and get ready for winter. Here are some thoughts on how you can help your lawn be healthy and ready for winter, while making sure it comes up strong and green next spring.

Keep It Trimmed and Clean

A healthy height for grass blades is about 2 1/2 inches. Keep cutting your lawn during the fall as long as it keeps growing. Some people think they should let their lawns grow longer in anticipation of winter, but, in reality, mice and voles love the long grass under the snow. Many experts suggest you actually lower the blades on your mower to about 2" to minimize potential problems.



Don't let leaves pile up on your lawn, waiting until the trees are bare to rake them—a build up of leaves blocks out the sunlight grass blades need to stay healthy. A mower with a mulch setting or a bag attachment makes leaf clean up easier. If you prefer to use the old-fashioned rake method, remember that leaves make great mulches in gardens and also add valuable nutrients to a compost pile, so don't just burn them, or throw them out.

Aerate Your Lawn

Aerating makes holes in your lawn that allow water and nutrients to get right down to the grass roots. You can rent an aerator at most home stores, and aerating your lawn won't take any longer than cutting your lawn—so you only need to rent it for half a day. You could even make lawn aerating a group activity and team up with a few neighbors to share the cost of the rental.

Seeding

Fall is a good time to add seed to your lawn so it grows thick and resists weeds, but don't just grab the first lawn seed you see on sale at the home center. Different grass-seed mixtures are designed for different conditions, such as shade or direct sun.

Read the information on the bags or talk to a knowledgeable person at a garden center to get the right kind of grass seed for your lawn. (You may end up with a couple of different bags of seed but it's a small price to pay for a good-looking lawn.)

When you're applying the seed, use a rotary spreader, and apply the seed at the recommended rate. If your lawn is quite thin, you could even rent a 'slicer seeder' that actually cuts small grooves in the soil, into which the seeds fall. After seeding, give your lawn a good watering so the seeds can get off to a good start.

<http://www.doityourself.com/stry/getting-your-lawn-ready>

ATS SNOW QUOTE

"Autumn, the year's last, loveliest smile"
- William Cullen Bryant

www.abouttimesnow.com