



FJ LAWN CARE
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Welcome to Fj Lawn Care Newsletter!



Humble beginnings! My son David and I, May 2011.

Finally! At last the newsletter has arrived! We'll be issuing the newsletter monthly to all of our customers. This is the best way to reach out to everyone and let them know what's been going on, prize drawings, recipes, education, etc.

First and foremost, we at Fj Lawn Care would like to thank each and every one of you for your support from the begin-

ning, 9/6/11. We have worked hard to reach out and build relationships with our customers. As you can imagine, holding on to good customers can be challenge in this industry with all the competition out there. We're going to work even harder this year!

Reflecting on the last year, we experienced an increase in our mowing clientele last Spring followed by a slow period through July and August due to the drought, which by the way was marked as the second driest in MN history. Most of our lawns had no irrigation, so mowing went biweekly for some. September things picked up with Fall maintenance (aerating, fertilizing, seeding), followed by Fall clean ups. By the time Fall clean ups arrived my website optimization really picked up reaching a large audience. We were busy daily with clean ups for six solid weeks, between our mowing customers and new clients. Winter brought us our first snow storm 12/09 (13"), followed by a quiet December and January, and a rather busy second half starting 2/1, with five days of Alberta Clippers putting down daily 1" snow falls and then weekly snow removal there after. We eventually added three crews to accommodate our customers for more timely service. Well, here we are 3/24, knocking on the door to Spring, just in time for this news letter. Can't think of a better way to kick things off for our 2013 lawn care season! We'll be seeing you soon!

March Drawing

You Probably don't find a lot of lawn care companies handing out money or great discounts on a monthly basis, but we felt it's much more than just cutting grass or aerating yards. It's about building relationships and we want to show our appreciation for your loyalty and support of what we do for you.

On a monthly basis we will draw 1 name for a \$25 gift card to various establishments in the Metro area. We will also randomly draw 25% off discounts on lawn service.

January Winner \$25 gift card- Tom W. Mpls
February Winner \$25 gift card. Mary T. Mpls
March Winner \$25 gift card. Annette D. Mpls
25% off Spring maint. Cora L. Mpls

At times these prize amounts may increase, but will stay at \$25 and 25% minimum.

Rules: Previous year customers will qualify for drawings through May 2013. Resigning customers or new customers in 2013 will qualify for each month of service. For example, if you

sign up for say seasonal mowing, which is April through October, this would qualify you for 7 months. If you were a Maintenance customer, say 4 fertilizations (4 months), 1 core aeration (1 month), Over seeding(1 month), and say a Fall clean up (1 month), this would qualify you for 7 months of drawings. If you have both services, say mowing and maintenance, and the fertilization fell on the same month as mowing, your name would be entered twice. Once you win the gift prize, you can reenter in 4 months, and discounts in 3 months.

SPECIAL POINTS OF INTEREST:

- ♦ **Monthly Prize Drawing**
- ♦ **Spring Maintenance and Clean ups**
- ♦ **Irrigation Vs No Irrigation**
- ♦ **Recipe's by Yia Yia! Who's Yia Yia? Read on!**



Gutter Cleaning Columbia Hts, MN Fall 2012

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Spring Clean Up and Maintenance



Spring Core Aeration Crystal, MN

When we think of Spring we think cleaning, to fresh'n things up, to make new, right? I always hear my wife Carla mention Spring Cleaning with the house, like cleaning windows, furniture, rugs and such. What a great feeling it is to have a nice clean house as well! Like our homes our lawns also need a cleaning to freshen up from the long winter. Picture it, with the weight of the snow, mold, wetness, dirt, grime, etc. Your yard wants to breathe! What better way to make this happen than a good raking or dethatching. By raking and dethatching you are pulling out the dead material and getting air opening up avenues in which Spring rains can feed our lawns

and get the water, fertilizer and nutrients to the roots. Spring clean up is a very important first step for maintenance to begin. Along with Clean up with the lawn, there is also clean up on the landscape, trimming dead perennials, and top coating mulch. The big one is getting dead leaves off from previous Fall, and I know we've all been guilty of this before, of course some leaves were late droppers anyways.

Spring Maintenance. Once the yard is opened up and breathing, it is absolutely essential to get your first round of fertilizer down with pre emergent herbicide which will for most of the season control a large percentage of weeds in your

yard. **Thicker the grass, the higher percentage of weed control!** Along with fertilization with weed control, it's always good to do a Core Aeration. As mentioned to you when we spoke last Spring, two aerations per year are always good. Remember, decomposition of the soil, deeper root growth, thicker grass. Folks, let me just say, you can never ever go wrong with core aeration!

Irrigation Vs Non Irrigation

Most of the yards we serviced in 2012 had no irrigation. One benefit to aeration or general annual maintenance is developing deeper roots in times of drought or low moisture. I wouldn't say it's always a good thing to let your yards starve of little to no water. Even with the grass that go into dormancy, you can still have lawns die off due to lack of moisture. We saw this last year. The aeration over years DOES create

deeper roots allow it to tap into moisture, and stay healthier longer in times of little to no water. The other thing is proper mowing, which we'll talk more about in the next issue, but keeping grass slightly longer DOES shade the roots and alleviate stress.

Irrigation If there were ever a worse time to get into lawn care on non irrigated yards, it was last year. I say this with all due respect for our customers, but people

wanted results. In order to maintain a healthy lawn, you need around 1" of H₂O per week to maintain a green yard. None of us hand watering were keeping up to this, because most yards were still semi brown. The surest way to keep adequate water on your lawn is through timed, daily irrigation. Still, lawn maintenance with out it WILL increase the health of your grass in drought conditions and stay greener WITH your hand watering.

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Precision Edging
Brooklyn Park, MN

Recipe's by Yia Yia!

Ah, now to the fun stuff! Who's Yia Yia you ask? Yia Yia is Greek for Grandma, and this Yia Yia is my mother Maria. Each month Maria's going to add a new recipe for you to enjoy.

This first recipe which I mentioned to some of you in the past is called ***Chicken Avgolemono*** (***Egg lemon sauce***) soup.

Ingredients:

1 whole chicken
1 cup rice
2 to 3 lemons
5 eggs
3 chicken flavored soup
Stock cubes
Salt and pepper to taste

Cooking instruction: Add cut up whole chicken to half pot of boiling water, and table spoon salt and tablespoon pepper. Boil until chicken becomes tender. Remove chicken from water and set aside to let cool. In a large mixing bowl crack five eggs, and add lemon juice of 2 squeezed lemons, blend this mixture together until mixture becomes frothy, and set aside.

Add two cups of water and chicken flavored cubes to chicken broth and bring broth to a boil, once boiling add 1 cup of rice, and boil 15 minutes, and then cover and set to medium heat. Once chicken is cool enough, remove skin from chicken, meat from bones, and finely cut up the meat. Once the rice is fully cooked, you will be ready for mixing the soup stock and egg mixture together. Bring the egg/lemon mixture over to the stove area. Using a ladle, carefully and slowly add, ladle by ladle the soup stock into the egg/lemon mixture. With the other hand, using a hand held egg beater, constantly mix this soup stock into the egg/lemon mixture, being careful not to add soup too fast or else you'll create egg drop soup, don't worry it hasn't happened to me yet! Once you've filled the bowl $\frac{3}{4}$, switch the process and add this mixture from the bowl back to the large pot, ladle by ladle, and continue mixing with egg beater. Once the soup is all back into the pot and mixed, add the finely cut chicken, and stir this in. It's at this point in the process that I fine tune the taste, most of the time it will taste too bland, so for my taste I will normally add more salt and pepper. If the soup doesn't have enough lemon flavor, squeeze a $\frac{1}{2}$ of lemon, and so on until you find your desired taste. When finished, the soup should have a balanced slightly salty, lemony rich flavor. Finely, bring the soup to a simmer for $\frac{1}{2}$ hour. Spinach pie, Greek salad, and/or French bread goes great with this soup. We make tons of it every year. Next months recipe is Keftedes (Greek meatballs)!



Yia Yia Preparing Keftedes (Greek Meatballs)

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 AND THIS YIA YIA IS
 MY MOTHER MARIA.
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 MARIA'S GOING TO
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Message to our Customers

This concludes our first newsletter publication and we hope you've found it most enjoyable. We'll be publishing these newsletters on a monthly basis for everyone to read.

Remember, going into Spring 2013, the importance of staying the course with proper lawn maintenance, and most customers last year were on their first round of maintenance. Beautiful, thick lawns require years of proper maintenance for great results. We owe it to our selves to baby and

nurture them. Our lawn brings us love and joy, a place to hang out



Owner, Jim Thiewes

with the family, visit with friends, a place to think, and our lawns bring us tranquility!

We'll be reaching out to everyone in the up coming weeks to sign on for the 2013 season and we hope you'll be on board to let us care for your yard.

In conclusion, I would like to thank my guys **Merrill, Scottie, Joe, Kasey, Cody, Dave, Chuck, Mike, and Gary** for all the hard work and support they gave me doing snow removal this season.