

# The Family Tree

WINTER 2013

## HERITAGE NAMES **TOM BECHTEL** CHIEF EXECUTIVE OFFICER

**We are excited** to announce that on November 1, 2013, Tom Bechtel was named Chief Executive Officer for Heritage Lawn & Landscape Care. Tom was the General Manager and Sales Manager since he co-founded the Company in 2002. This new position enables Tom to follow his passion for designing exceptional customer experiences across every client interaction.

Tom has over 30 years of professional experience in the landscape industry. He has an impressive track record of enhancing operations and building strong customer relationships. He is an exceptional leader whose background and experience are well suited for his new role.

Prior to founding Heritage Lawn & Landscape Care, Mr. Bechtel spent nine years as an Operations Manager for Ehrlich Green Team; nine years at TruGreen Chemlawn as a Lawn & Tree Technician, Commercial Technician, and Senior Technician; and three years for the U.S. Forest Service as a Technician and Crew Leader. He holds a B.S. degree in Forest Science from The Pennsylvania State University and is an ISA Certified Arborist and a Certified Pesticide Applicator in the state of Pennsylvania.

*Please join us in congratulating Tom on his success.*



Tom Bechtel is named  
Chief Executive Officer.

# EPA REPORT CONCLUDES HEALTHY LAWNS MAKE A HEALTHY BAY



If you've always wanted a lush, green lawn but have steered clear from fertilizing because you heard it would contribute to polluting local streams and the Chesapeake Bay, we've got GREAT news for you!

In 2012, the U.S. Environmental Protection Agency's Chesapeake Bay program consulted a panel of experts to assess the impact lawn care has on streams, rivers, and the Chesapeake Bay. Their conclusion based on the scientific research done on the topic: "dense vegetative cover of turf grass" reduces runoff and pollution.

For years, fertilizing lawns was thought to contribute to the problem of pollution in the Bay, but EPA findings have dispelled that myth. The healthier, more lush the lawn, the better it can prevent harmful chemicals from entering the waterways. That means you can not only reap the curb-appeal benefits of a

healthy, fertilized lawn—you'll also have peace of mind knowing you're helping the environment.

At Heritage Lawn & Landscape Care, we've always been conscious about preserving the natural balance around us. More than six years ago, we removed phosphorous from many of our fertilizer products. We were also proactive in introducing natural and organic products to give property owners more eco-friendly solutions for treating their lawns. For example, we offer Holganix™ and Humic acid, which are organic solutions that enable plants to utilize nutrients more efficiently, thereby reducing the need for chemical fertilizers and herbicides.

If you're looking for ways to make your lawn healthier using the most environmentally conscious methods available, call us. We're happy to share advice and to continue to do our part to help you do yours in preserving our ecosystem!



**World-class care.  
Right in your backyard.**

Follow us to  
get valuable  
information  
and timely  
expert advice.



## **WANT TO SAVE SOME GREEN WHILE GOING GREEN WITH YOUR LAWN CARE?**

Ask about our Organic-Based Total Lawn Care service plan. It's a great way to save on "greener" lawn care treatments year-round.

### P R E S I D E N T ' S M E S S A G E

#### **Dear Heritage Customers,**

For the past 11 years, I have served Heritage Lawn & Landscape Care as Co-Founder, General Manager, and Sales Manager. It is my pleasure to now serve you, as well as my team and the community, as Chief Executive Officer.

We have some very exciting opportunities planned for the upcoming year as we focus our efforts on expanding our product and service offering, finding compelling ways to serve and connect with you (our customers), and working to be stewards and educators of the communities we serve.

I believe that each day becomes truly remarkable when we are able to remember "why" we are here to serve you. As CEO, it is my mission to make sure we plan our day, our conversations, and our work with the reason we are in business.

We would like to thank you for your loyalty and look forward to your continued patronage for many years to come. Please feel free to contact me anytime if you have ideas, suggestions, questions, or comments.

In the meantime, we hope you enjoy the newest edition of The FamilyTree, our quarterly newsletter designed to share what's new at Heritage Lawn & Landscape Care and to deliver information about our latest services, useful tips, exciting trends, upcoming events, and special offers.

Thank you for allowing us to serve you.

Warm Regards,

Tom Bechtel, CEO

*To learn more, visit our website at [HeritageLawnAndLandscape.com](http://HeritageLawnAndLandscape.com).*

EAB is about ½-inch long and has a metallic green color and a flat back.



## THE THREAT CONTINUES

The Emerald Ash Borer (**EAB**) is a destructive, deadly beetle that is wreaking havoc on Ash trees in forests and on homeowners' landscapes across the United States. Since **EAB** was identified in Michigan in 2002, the pest has killed tens of millions of Ash trees from the Midwest to the East Coast. In Pennsylvania, **EAB** was discovered in 2007. As of August 2007, the Pennsylvania Department of Agriculture has been confirmed **EAB** populations in 28 Pennsylvania counties. We're on our guard—and you should be too.

## WHY WORRY?

**EAB** takes no prisoners when it attacks Ash trees. The adult beetles feed on the leaves at the tops of Ash trees and then deposit their eggs into the crevices of the trees' bark. After the eggs hatch, the larvae (the borer) chew their way into the inner bark and phloem of the tree, disrupting the flow of water and nutrients the tree needs to survive. Almost always undetected until it's too late, the damage done by **EAB** destines the tree to die.

## WHAT ARE SIGNS OF EAB TROUBLE?

- You see **EAB** beetles (see image above).
- Your tree's canopy (uppermost layer of leaves/branches) dies.
- Your tree grows sprouts that shoot out from the roots and trunk.

## WHAT CAN YOU DO TO PROTECT YOUR ASH TREES?

Thankfully, it's possible to prevent **EAB** from attacking your Ash trees. Property owners can choose from treatments that offer either one-year or two-year protection. At Heritage Lawn & Landscape Care, we encourage people to consider a proactive approach to protecting their Ash trees. **EAB** treatments have even been successful in saving trees that were up to 40% infected by **EAB**.

Please call our trusted team of eight certified arborists if you have any questions about **EAB** or want to know more about the protective treatments we offer.

Leaflets from an Ash tree.

GET THE LATEST DETAILS AT  
[WWW.EMERALDASHBORER.INFO](http://WWW.EMERALDASHBORER.INFO)

# IS YOUR LAWN WINTER-READY?

## Ready or not, here it comes!

Winter is almost upon us, so now's the time to take action and prepare your lawn for the big freeze.

Did you know that mid-October through late November is one of the best times to fertilize your lawn? At this time of year, your grass shifts from its "top growth" mode to growing its root system instead. It's busy taking nitrogen into its roots so it can survive the freeze of the winter. This nitrogen is then stored in the root system which aids in an early spring green-up. That's why you'll get a lot of bang for your buck if you apply a high-nitrogen fertilizer to your grass during the fall season before the winter freeze takes over.

Besides fertilizing, a simple change in your mowing habits can also help prepare your grass for the winter months. When mowing your lawn for the very last time of the year, lower your mower's blade a notch or two so your grass is cut about an inch shorter than normal. The benefits?

- Fallen leaves won't as easily get caught on your lawn and cover your grass.
- Shorter-cut lawns turn green earlier in the spring because more sunlight reaches the entire plant.
- Shorter-cut lawns resist snow mold (a fungus that can infect grass when moisture levels are high).

As always, the Heritage team is just a phone call away if you have any questions or need help winterizing your lawn.



## THINK SPRING! NOW'S THE TIME.

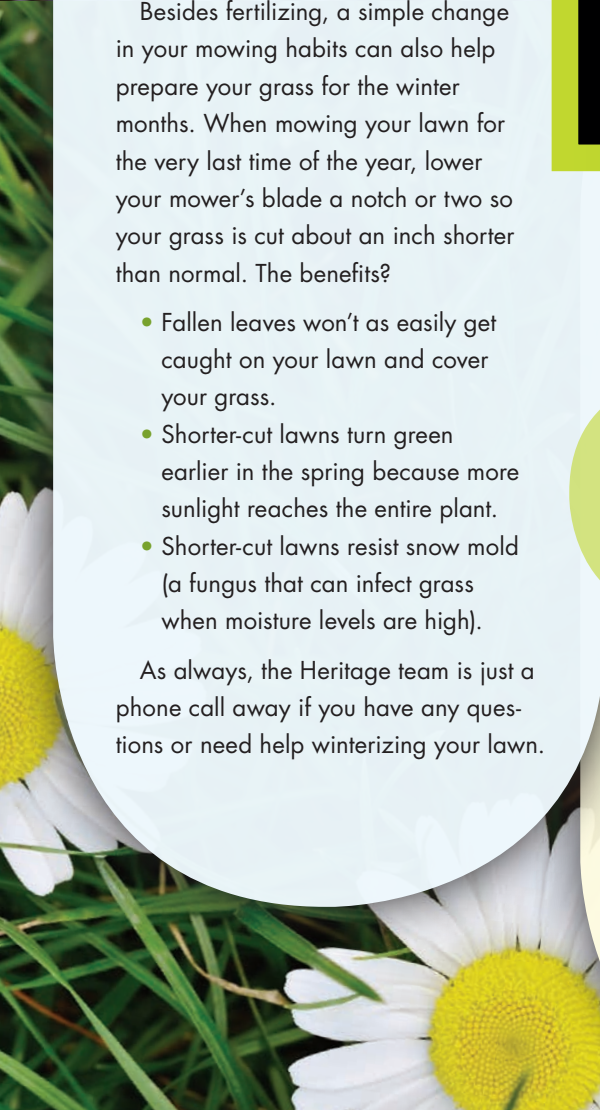
**While spring** may seem like a long way away, it's never too early to get a jump on ways to make your lawn and landscape the best it can be.

### TAKE NOTE:

LATE FALL IS THE PERFECT TIME TO TAKE INVENTORY OF WHAT YOUR PROPERTY NEEDS.

Observe the condition of your trees and ornamental shrubs. If they'd look better thinned out or are rubbing against your home, a pruning before winter is probably in order.

What about your lawn? If you see patches of dead grass, you'll most likely need seeding or aerating in the early spring.



Let's grow a beautiful neighborhood together.

PROFESSIONAL SERVICE | LOCAL EXPERTISE | GUARANTEED SATISFACTION

# The FamilyTree

WINTER 2013

## A special offer for you and your neighbors!

### CURRENT CUSTOMER OFFER

### NEW CUSTOMER OFFER

# 50% off your next treatment.\*

Simply let us know who you are and hand this form to a friend or neighbor.

\_\_\_\_\_  
CURRENT CUSTOMER NAME

\_\_\_\_\_  
CURRENT CUSTOMER PHONE NUMBER

\_\_\_\_\_  
CURRENT CUSTOMER ADDRESS

\*Up to \$50 with new customer's purchase of a program only. Offer subject to change. Call for details.

# 50% off your first treatment.\*

Simply call us for a free estimate and hand this form to our representative.

\_\_\_\_\_  
NEW CUSTOMER NAME

\_\_\_\_\_  
NEW CUSTOMER PHONE NUMBER

\_\_\_\_\_  
NEW CUSTOMER ADDRESS

\*Up to \$50 with program purchase only. Offer subject to change. Call for details.

The FamilyTree is a publication of Heritage Lawn & Landscape Care.

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Right in your backyard.**