

Seasonal Reminders

Winter Edition

Now that cooler weather has arrived, it's a great time for a few quick reminders about your lawn and irrigation system.

Timer Adjustments



Lawns are more susceptible to fungal infections during cool weather. To reduce this risk, make sure

to reduce excess moisture in your lawn. The best way to do this is to program your irrigation system to stop watering just before sunrise. As the sun rises, any excess water will be evaporated, thus reducing the chance of fungal growth.

Freeze Preparedness

Though grass growth will slow in the cooler months, watering is still important to prevent your lawn from drying up—that is, until the temperature drops to 45°. In the event of a frost (when ice crystals form on grass blades), be sure to rinse off the grass for about 5 minutes per zone. If a freeze occurs, don't water at all.



Year-Round Fertilization

Fertilization is crucial for a green lawn; but when grass color fades naturally in cool months, nutrients are still required for the less visible parts of your turf, like the root system. By focusing our



fertilization program on this area, Deans not only helps your lawn survive the winter, but ensures a healthy resurgence in spring.

If you're not using a company that fertilizes year-round, consider calling Deans. Not only will you get a well-rounded fertilization program, but you may be eligible for a Multi-Service discount on your current program as well.

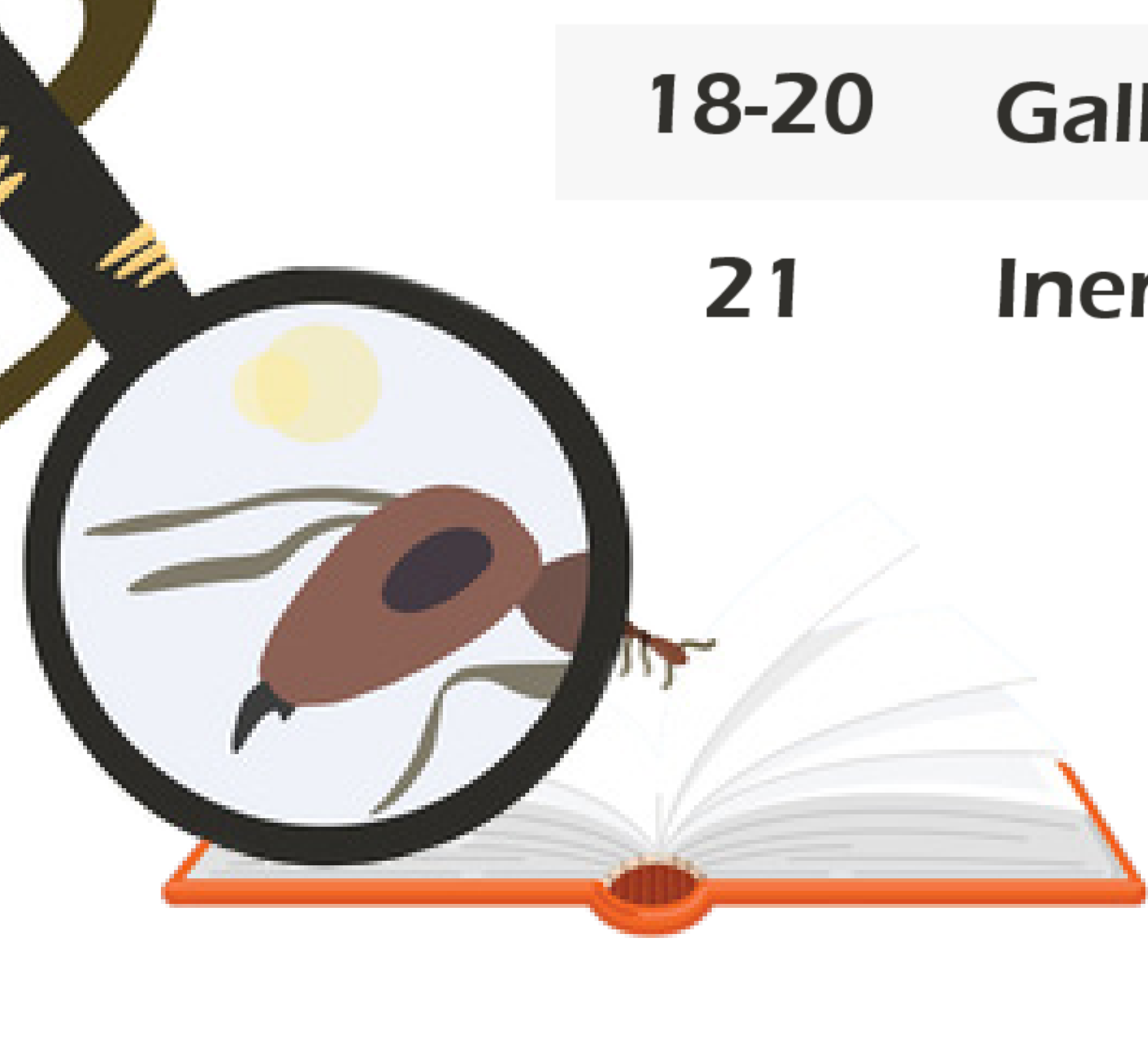


It takes about **100 MONARCH BUTTERFLIES** to add up to a **SINGLE OUNCE!**



The letters A-N-T were spelled consecutively 21 times in our recent article about crazy ants. How discerning was *your* eye?

<11	Flagrant oversights
12-17	Scanty finish
18-20	Gallant effort
21	Inerrant!



THE PATRIOTIC PEST?



Whether it's the majestic bald eagle soaring overhead, the mighty American bison roaming the Midwest plains, or the voracious American alligator silently patrolling the swamplands of the south, there are many animals closely associated with American folklore and history. But there's at least one species – the American *cockroach* – that is lesser known and far less revered.

The American cockroach is the largest pest cockroach in North America, averaging about 1½ inches long.

A native to Africa, this species is American only in name, having been introduced to the United States on ships in the early 1600's.

As one of the most common cockroaches on ships, it eventually spread to become a worldwide pest.



Because they require heat and humidity, American roaches are particularly abundant in the tropical and subtropical areas of the Southeast United States.



While often found outside, heavy rain will drive American cockroaches into homes through pipe runs, drains, and gaps around doors. Garages and sliding doors are especially vulnerable. Stored items often become infested which can spread the roaches to other areas of the home.

One sign of an American roach infestation is the presence of brown, 8mm egg cases. These are often found near items stored in the garage and usually contain about 15 immature roaches each. If you find any such egg cases inside, it's time to begin a pest protection program!



Like many characters of Americana lore, the American roach is an intrepid traveler of the world. But you can rest assured that Deans has the experience to keep these explorers from colonizing your home!

DEANS Customer Questions

“Do Termite Detection K9s Really Work?”

Gregory Towne, Customer Service Manager

They certainly do! When you consider that K9s are trained as rescue dogs and contraband interceptors, it should be no surprise that progressive pest control operators have adopted K9s as well. But how exactly do they work?

Because termites emit a pheromone, dogs can be trained to utilize their incredible sense of smell to detect and alert at the site of infestation. While human inspectors claim an accuracy rate of about 30%, the accuracy rate for a termite-detection K9 is an amazing 97%!

Our K9s undergo extensive training at J&K Canine Academy and receive annual certification from the University of Florida to verify their continued accuracy. Better inspections mean early detection and less potential for damage. Canines are just one part of our termite protection program, which includes a \$1,000,000 Lifetime Warranty.

If you're using a company that doesn't employ detection K9s, ask Deans about our conversion program and perhaps you'll have an opportunity to watch these impressive dogs in action for yourself!

