A Deans Lawn is a Green Lawn!

Get Green and Save Green with Deans’ Lawn Program.

Ty Dean Jones, President

We at Deans Services recognize the value placed on healthy turf. After all, there’s nothing quite like a plush, green lawn to complement and enhance the beauty of your home.

Since our return to lawn fertilization, we’ve been very pleased with the positive customer response and have enjoyed meeting the many new customers who were waiting for an all-in-one company to handle all their pest control needs.

But for any of our current customers who haven’t yet chosen Deans, we’d like to offer a few reasons to make the change.

Affordability. With our new full-service equipment, we’re able to provide most services from just one vehicle—and in just one stop. Not only does this reduction in emissions and fuel consumption help the environment, it also helps you save money with the accompanying Full-Service Discount program!

Ecofriendly Products. We know your lawn means more than just aesthetics. A healthy turf means a comfortable place for your family to gather and enjoy the outdoors. That’s why Deans’ new Lawn & Shrub Care program not only keeps your grass looking its best, but does...
...Now Servicing Lawns!

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so through the use of many ecofriendly products. This means your family (and family pets) can fully enjoy your lawn without worry.

Efficiency. When you use Deans for multiple services, we’re able to build a comprehensive service profile documenting previous pest issues, turf type, environmental factors, and other details regarding your home and property. This service history is used to ensure that you receive a service plan suited to your individual needs. And with only one number to call, any billing or service concerns are addressed quickly and efficiently.

Customer Dedication. Our goal has always been to provide our customers with unrivaled customer service. This initiative has helped us grow from a two-man crew in 1980, to one of the leading pest control companies in the tri-county area.

With so many companies from which to choose, we appreciate having you as one of our current customers, and hope that you’ll keep us in mind if you should require any additional services in the future.

For more information just call or click: 352-787-5300 / www.deansservices.com.

Malaria-Proof Mosquitoes Being Hatched

(CBS News) IRVINE, Calif.

This summer has brought much of the nation record heat and humidity -- and warnings of the possibility of a record number of mosquitoes. Yet, in a lab at the University of California, Irvine, scientists are breeding millions of mosquitoes.

It's the life’s work of Dr. Anthony James, a molecular biologist who hopes to alter their behavior and change their role in world health.

Where most people would see a blood-sucking nuisance, James sees enormous potential. For more than 25 years, James has worked to build a better bug. His team of scientists has figured out a way to change a mosquito's DNA.

Using a tiny needle, they inject its eggs with malaria-resistant genes. As they hatch, this new generation is immune to the disease. Once released, they'll breed offspring that are also malaria-proof.

"It's potentially a tremendously significant development," observes David Bowen, CEO of Malaria No More, an organization dedicated to wiping out malaria in Africa by 2015.

Each year in the U.S., about 100 people die from diseases carried by mosquitoes. In other parts of the world, it's much worse: Parasites for dengue fever and malaria kill one to three million people.

"A child dies every minute of malaria, every single minute of every single hour of every single day," Bowen emphasizes.

James says his mission is to launch his high-tech weapons as allies to conquer one of the world's oldest threats.
Because brown spots are a symptom of many diseases, it’s difficult to pinpoint the cause without a sample, but I can offer a few possible culprits—from least to most common:

**Brown Patch Fungus.** The least likely cause, this fungus becomes active at 73° and is usually only observed from November through May. Infection is triggered by excessive humidity and results in reddish brown patches. To diagnose, look for a very distinct circular pattern, often with apparently healthy grass in the center. For a picture of this (and many other pests), visit our Pest Library online at deansservices.com.

**Grubs.** Grubs are very rare when your lawn is treated preventatively, but if you’re not using Deans and you begin to notice a mosaic-like pattern of dying grass, these underground larvae could be damaging your root system. Confirm their activity by gently pulling on the affected grass. If the roots pull from the soil with little resistance, they’ve likely been weakened by feeding grubs.

**Chinch Bugs.** Like grubs, chinch bugs are rare if Deans handles your lawn fertilization. However, you can confirm their presence by checking the soil under the brown spot. Chinch bugs are tiny, but they’re big enough to be seen crawling on the surface.

**Pets.** The nitrogen found in dog waste will burn your grass, leaving brown spots. These spots tend to vary in size and location. You may need to train your pet (or your neighbor’s pet) to visit a less conspicuous area.

**Irrigation Settings.** It’s true; improper irrigation maintenance is the most common cause of dry, brown areas. Fortunately though, if the grass isn’t too far gone your lawn should bounce back as soon as the needed adjustments are made.

With proper fertilization, pest control, and irrigation maintenance, any of the above issues should be few and far between. But if you should notice any of these symptoms, we’re always just a phone call away.—Joe Tomasiello; Technical Director

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**Got a Question? We’ve Got an Answer!**
Submit your question at deansservices.com/contact

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**Not Using Deans for Lawn Care?**
If you haven’t yet chosen Deans for Lawn Fertilization, we’d love to hear why. Of course, it’s only fair to make it worth your while, so we’re offering a chance to win $50 off your next service. Simply fill out and submit the form below (or email the information to info@deansservices.com) to be entered into our drawing.

____ Unaware Deans offered this service
____ Under contract with another company
____ No interest in lawn fertilization
____ Content with current company
____ Other: __________________________________

Name: _______________________________________
Account Number: ___________________________

Drawing will take place on or about January 7, 2013. Winner will be drawn at random from all entries received by January 7, 2013 at 12:01 am. Multiple and/or incomplete entries will not be entered into drawing. Current lawn customers ineligible for prize. Prize not redeemable for cash and non-refundable with service cancellation. Odds of winning depend upon number of entries received. No additional purchase necessary.
Lawn & Shrub FAQs (Continued from page 3)

**Q: Is Deans still locally-owned and operated?**
A: Yes. Deans has been a family-owned company since we began in Lake County back in 1980, and, as always, we’ll continue to provide you with the personal service that comes along with a locally-owned company.

**Q: Why do I need lawn fertilization?**
A: A healthy lawn means less unsightly pest damage and costly turf-loss. A well-maintained lawn has even been shown to add value to your home.

**Q: Why is Deans a better choice than the competition for lawn fertilization?**
A: Founded by a Master Gardener, Deans has over 30 years in the industry. This means we’ve got the experience needed and the personal service you deserve! And with Deans’ Turf Replacement Guarantee you can be sure we’ll work hard to keep your grass looking great!

**Q: What types of grass do you treat?**
A: We treat St. Augustine, Bermuda, and Zoysia, including nearly all varieties thereof.

**Q: What are the benefits of an All-in-One treatment method?**
A: More eco-friendly: By providing multiple services from one truck, we reduce the emissions produced by the additional vehicles that would be needed.

*More economical:* With lower fuel costs, Deans is able to pass along the savings with All-in-One discounts!

*More valuable:* By bundling your pest control program with your lawn program, you get a more comprehensive application as well as two additional pest applications each year at no extra charge!

**Do you offer free lawn estimates?**
Yes. All our estimates are free, and in most cases, can be given right over the phone!

**Q: Will I get a discount on other services by upgrading to your lawn program?**
A: Yes. By taking advantage of our new all-in-one servicing program, you can enjoy the convenience of one-stop treatments, with the added benefit of a discounted price!

**Q: How do I sign up?**
A: Upgrading your service is easy! Just call Deans today at (352) 787-5300. Our experts are standing by to help you get started!

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**Common Autumn Pests**

**Silverfish**
Though silverfish can be found outdoors, they’ll readily enter homes in response to cool temperatures. Once inside, they hide inside walls and attics where they can damage stored belongings. Deans’ GHP program can easily fish out these pesky pests.

**Grubs**
Though grubs begin feeding on turf roots in the spring, signs of damage becomes most visible as they feed throughout the autumn months. Let Deans take preventive measures to ensure your lawn doesn’t fall prey to these subterranean saboteurs.

**Millipedes**
Each fall, millipedes migrate in great numbers across lawns, driveways, and sometimes even inside homes. Deans’ GHP program helps control them, but because they require a moist environment to live, restricting water during their migration is crucial.

**Rodents**
Rodents are able to enter homes through the smallest of gaps in search of a warm nesting site. Once inside, their gnawing can cause extensive property damage. Fortunately, if you have Deans’ GHP program, rodent eradication is included at no additional charge!

**Love Bugs**
With two swarms each year, love bugs are a spring and autumn pest. While there is no product currently approved to control this pesky fly, you can visit the E-News section of our website and view a previous “Deans Buzz” issue (2010 4th Quarter) for a few helpful tips on “weathering the swarm!”