



LAWN GEEKZ CORP

"Exceeding clients expectations one cut at a time!"

Volume 1, Issue 2

July, 2011

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Thought for the month....

"Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything."

—[Napoleon Hill](#)

i phone, you tube.



The Lawn Geek

Monthly Newsletter From Your Friends at Lawn Geekz

Lawn Geekz are on a mission to protect the Gopher Tortoise

The Gopher Tortoise. A name that has become very familiar to the staff at Lawn Geekz Corp this month. Recently, we discovered a dozen or more burrows (gopher Tortoise homes) on a vacant property that we manage

in Bonita Springs, Florida. These Gopher Tortoises are a state protected species because of their threatened habitat in Florida and state laws are regulated to keep their existence from becoming more endangered. The property owners and Lawn Geekz have teamed up to make sure the family of Gopher Tortoises will remain safe on



(Above) President of Lawn Geekz Corp's Jason Meixel identifying the Gopher Tortoise Burrows

the property while we perform our standard landscape maintenance services. We have always maintained compassion for the environment, eco-system and concern for our clients needs. Whatever it takes to protect the tortoises and ensure their safe existence while performing our service is our main priority. Since the Gopher Tortoise usually doesn't reach maturity until about 50 years of age, there are decreased opportunities for the them to hatch new babies. Florida's new residential and commercial development is also increasing, providing them with less space to occupy and causing them to migrate which threatens their existence. Animals such as wild dogs and hawks are the biggest enemies of the Gopher tortoise and humans are identified as the largest threat because we are occupying their environment. This is why it is extremely important for Lawn Geekz to educate our clients, crews and employees about the tortoise and their habitat. The city of Bonita Springs requires that we survey and stake the burrows in order to identify their existence and mow the vacant lot areas. **.(Continued on pg. 2)**

JULY SPECIAL

10% Off your next Irrigation Upgrade or Repair

I'd Love To Hear From You!!

Whether you'd like to discuss your property or additional services or just want to stop by and say "Hi," we'd love to hear from you...

Roy Gregory II
Landscape Division Director
Lawn Geekz Corp.
Fort Myers, FL 33909
1-877-345-4762
roy@lawngeekz.com
www.lawngeekz.com

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Do you have a rain sensor?

Most watering and irrigation systems should be equipped with a rain sensor to help conserve water and prevent over-watering during the rainy season. Rain sensors are easily installed and are a valuable asset to your landscape. If you don't have a rain sensor and are interested, give us a call today and receive the July discount on installation!

A Bit of Laughter...

A Horse goes into a bar and the bartender says "Hey buddy, Why the Long Face"

(Continued from pg. 1)

....Our crews are very compassionate about the tortoise's safety and the work that they perform as well. Staking the burrows ensures that we will not run over them and collapse them or accidentally injure a tortoise. Jason Meixel, President of Lawn Geekz Corp has personally become involved in promoting a safe, sustainable future for these reptiles and treating each and every client with the same approach.

"We must show compassion and an increasing concern for Florida's wildlife, eco-system and for the clients that exist in Florida's Natural, Beautiful habitat." -Jason Meixel, President of Lawn Geekz Corp.

For more information on Gopher Tortoises visit Florida wildlife Conservation at <http://myfwc.com/wildlifehabitats/managed/gopher-tortoise/>

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Thanks For The Kind Words

Annika Matos from The Manors at Morton Grove asks....

"Could it truly be a professional company willing to do it right without complaining about time, cost and difficulty while respecting our budget constraints?"

.....YES ANNIKA, WE WOULDN'T HAVE IT ANY OTHER WAY!

Is your Contractor BMP certified?

Proper fertilization is very important for sustaining a healthy lawn. Fertilization and other cultural practices influence the overall health and quality of the lawn and reduce its vulnerability to numerous stresses, including weeds, insects, and disease. It is very important that anyone fertilizing their lawn be familiar with and follow the Florida-Friendly Landscaping™ Best Management Practices (BMPs). These practices are designed to maintain healthy lawns and reduce any potential nonpoint source pollution of water resources that might result from lawn and landscape fertilization and other cultural practices. There are now state and local regulations that cover lawn fertilization, so be aware of city and county guidelines and always follow the directions on the fertilizer bag.

For more information on BMPs, please refer to ENH979, *Homeowner Best Management Practices for the Home Lawn* (<http://edis.ifas.ufl.edu/ep236>).

JULY SPECIAL
10% off your next irrigation upgrade or repair

Congratulations To Our Client Of The Month!

Every month, we choose a very special Client of the Month. It's my way of acknowledging good friends and saying "thanks" to those who support Lawn Geekz with referrals, word of mouth and repeat business. Watch for your name here in an upcoming month - you might be the next Client of the Month! This month's Client of the Month is:

Ben Hillesheim, Hampton Inn & Suites Fort Myers Beach

Thank You! Thank You! Thank You!

Thanks to YOU our business is growing! There's no better compliment we can receive than a positive referral from a valued client. We are truly grateful for the trust and confidence that so many of you have expressed. If you know a friend, neighbor, or family member who may be considering the services we offer - it would be the highest compliment to refer them to us. I'll make sure they get extra special attention and care. Or, if there're any additional services that we may provide for you, please let us know. Instead of growing our business from the outside, we prefer to pay closer attention to our existing clients and their referrals.

Plant of The Month



"Ixora "Nora Grant"

Do You Have A Question You Want Answered?

I love hearing from all my good friends and clients who enjoy reading my monthly letter. And I'm always looking to answer pressing questions you might have about anything relating to landscaping. If you have a question, please give us a call.

Perhaps I'll feature you in a future issue!



LAWN GEEKZ CORP

6181 Metro Plantation Rd.
Ft. Myers, Florida 33966

Phone: 1-877-345-4762
Email: roy@lawngeekz.com

We're On the Web!

www.lawngeekz.com

JULY SPECIAL

**10% off your next irrigation upgrade
or repair**

Offer not valid after July 31st

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