

January, 2003

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Child's Play Welcomes Our New Manager!

With our explosive growth we have experienced over the last two seasons, we are excited to announce that **Brandon Riester** has decided to join Child's Play as General Manager. Brandon is a native of Mishawaka, and brings to us several years experience in the lawn industry. Brandon will be heading up sales and operations, and will be your main contact for services, products and support. We are confident that he will be able to improve our services, and continue the personal and quality support you have come to expect from Child's Play Organic Lawns. Please join us in welcoming Brandon to the Child's Play family!

The new business phone number is (574) 255-7190.



What's New??

WOW! Check out the new services we are offering! After some very successful performance on some selected lawns, Child's Play is now offering lawn rolling, detailed soil testing, organic fungus treatment, natural mole repellent treatment, and natural grub control. All these and our regular services and products are described later in this newsletter.

→NOTE: As of 12/1/02, Indiana sales tax went up to 6%. Child's Play Organic Lawns is now required to collect sales tax on our lawn treatment programs and services. Also, you may notice a small increase in treatment prices this year. Unfortunately, this was necessary to cover rising fuel and corn prices, and for Turf Shield licensing fees.

*****LOOK INSIDE TO FIND MONEY-SAVING COUPONS FOR THE 2003 SEASON!!!*****

Turf Tips

- For those of us without in-ground sprinklers, this last hot summer was brutal on lawns. When temperatures rise into the upper 80's and 90's you may need to leave a hose-supplied sprinkler running for 2 – 3 hours to get water down to the root depth. Also, to prevent lawn disease always water in the early morning or late evening. ***A good thumb rule to remember is to allow grass to be wet no longer than it would be naturally from dew.***
- Along with a variety of other natural products available to replace the non-selective herbicide Roundup®, vinegar and lemon juice work rather well also... Watch out, though, this will kill grass too!!
- Diatomaceous Earth (readily available) is a very effective insecticide...
- Proper mowing, watering and fertilizing practices are more effective against lawn diseases than fungicide.

Dollar Spot Disease – Have you ever found your lawn developing little white spots all over it about 2" – 3" in diameter? This is most likely caused by a fungus called "dollar spot", and it really hit us hard this last summer. When a lawn is under stress (like high heat!) and develops a disease it is like it has a cold. What do we do when we have a cold? Relieve the stress, take some medicine, and drink plenty of fluids. Well, the same thing is true of lawns. Child's Play treats diseased lawns with organic products designed to help relieve the stress and naturally attack the fungus pathogen. BUT...your lawn will need plenty of water while recovering. The process generally takes 3 treatments spaced 7 – 10 days apart. Your lawn will recover nicely, and the damaged turf will fill back in within a few weeks.

Help Michiana kick the habit – LET'S MAKE MICHIANA PESTICIDE FREE! Please feel free to use, copy, and



distribute the coupons on the next page to everyone you know!



FOR YOU ...



...FOR YOUR FRIENDS AND NEIGHBORS

* Refer a friend and **get a free gift!** (Please make sure they give us your name) Remember, what your neighbor puts on his lawn could be coming out your faucet!

Pesticide News You Need to Know...



Declining sperm count: The average man will be infertile within a century. It is crucial to study endocrine disruptors that use more than one mechanism to disrupt normal sperm development and reproduction. Mounting evidence shows plastics, fumes, **pesticides** and metals in food and water cause impaired semen quality.

Centre for Health & Environment Nov-Dec 2002 Newsletter

For more information: <http://www.cseindia.org>

By the time a man is 35, his sperm have naturally degenerated so much that he risks endowing his children with genetic defects, such as malformed teeth or asymmetrical limbs, according to research presented yesterday... Pesticides ... speed along genetic degeneration in sperm cell.

Wednesday, October 16, 2002 - National Post

Organophosphates: A Timebomb Ticking Developed by scientists during the war as a battlefield nerve gas, OPs [like diazaron] do their deadly work by attacking the brain. They make it impossible for some synapses to pass signals from one nerve cell to another. The effect is that the billions of messages sent from the brain cannot jump across the junctions. If you are an insect - or if you are human and exposed to high enough levels of the stuff - you die. Smaller doses might mean, for instance, being unable to concentrate or suffering paralysis or diseases of the heart and respiratory system. The evidence that even low levels of exposure to OPs are harmful to humans has been building over the years.

<http://www.zurichre-na.com/web/converium/converium.nsf/articles/F33A5A3CDC12>

September 24, 2001

Indiana State Rep. David Orentlicher (D-Indianapolis) recently told the *Indianapolis Star* that he may introduce a bill to require signs posted outside a school or day-care center at least 24 hours before the buildings are sprayed with pesticides. The bill also would allow residents to sign up to be notified before a neighborhood is sprayed for mosquitoes. In addition, Rep. Dennis Avery (D-Evansville) told the *Star* he is writing a bill to give the state Pesticide Control Board authority to adopt emergency rules that could be enforced immediately. Orentlicher, a physician who used to practice internal medicine, said he is concerned about escalating rates of childhood asthma, which could be worsened or triggered by pesticides.

"If (laws) help reduce the frequency and severity of asthma attacks for kids, it is a very important thing to do," Orentlicher said in the article. For more information: <http://www.pestcontrolmag.com/pestcontrol/article/articleDetail>

Child's Play Organic Lawns

(574) 255-7190