

ADD-ON SERVICES : MAKING THEM EFFECTIVE

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Add-On Services are those services offered to a customer that are beyond the normal or primary services offered by a company. Some examples are

- Aeration/cultivation
- Annual color enhancement
- Athletic field maintenance
- Athletic field marking
- Christmas decorating
- Dethatching and thatch control
- Incorporating water features
- Interior landscaping and plant care
- Irrigation system adjustment for water conservation and maintenance
- Overseeding, reestablishment, and renovation
- Snow and leaf removal
- Tree and shrub care

The focus of this presentation will be on turfgrass related add-on services and making them effective.

Aeration/Cultivation

1. Benefits
 - enhanced water infiltration, especially on sloped sites
 - potentially greater rooting due to better water relations or reducing soil strength
 - minimal thatch control
2. Avoiding Injuries
 - drought stressed turf and dry/excessively wet soils cause more injury
 - evaluate different types of cultivation equipment for effectiveness versus degree of injury
 - apply supplemental N (to $\frac{1}{2}$ lb N per 1000 ft²) for recovery
 - encourage irrigation before and after treatment
3. Questions
 - what about preemergence herbicide barriers?
 - what about time of year?

Dethatching/Thatch Control

1. Why Dethatch?
 - to control thatch
 - to open up turf for overseeding
2. Avoiding Injuries
 - do not dethatch stressed turf or when the root system is weak
 - use supplemental N and irrigation for recovery
 - adjust severity of treatment to grass condition and objectives
3. Questions and Comments
 - what about assessing the reasons for thatch accumulation?
 - the best thatch control measures are earthworms and topdressing

Irrigation System Operation

Some companies offer periodic adjustment and repair of irrigation systems to homeowners up to city facilities. Services include:

- setting timing and water rates on an periodic basis for water conservation and turf/landscape plant growth
- adjusting or repairing malfunctioning components
- adding irrigation shut-off devices for wet periods
- localized irrigation of trees and shrubs in dry periods