The Internet can be a tremendous tool, especially when it comes to seeking helpful information. Unfortunately, misinformation is abundant.

Consider this “advice” one website’s contributing writer offered.

“Professional landscapers often apply sod directly over grass. The sod compresses the grass and limits its exposure to sunlight and water. This quickly kills the already existing grass, in much the same way that a brick left on a lawn kills the grass beneath it. When the grass dies, it gives off nutrients that actually benefit the new sod above it. The main nutrient that the dead grass layer provides is nitrogen. Applying sod directly over grass is advantageous because it requires less work. The lawn does not need to be treated with herbicide. Also, you do not need to till your yard.”

Landscape contractors, take note: Turfgrass producers agree laying sod over an existing lawn isn’t acceptable.

“Not a good idea,” says Bob Weerts of Blue Valley Sod Farm in Winnebago, Illinois.

Turfgrass sod experts agree: Installing sod on an existing lawn will create more work in the end.
You can’t grow if you’re not investing in your employees, says Matt Jesson, president and owner of Green Lawn Fertilizing in West Chester, Pa. When you learn he's focused on growing his firm 15 percent to 20 percent a year, you understand why he holds a quarterly cross-training program for all of the company’s 65 employees.

“It gives everyone a better understanding of how their jobs affect the growth of the company and how they’re a part of a great company,” Jesson says.

This year is the first full year he’s held the training sessions, dubbed “rodeos,” on a quarterly basis. They used to be conducted twice a year. The reason for the increase is to keep up with the natural changes that happen in the business every 60 to 90 days.

ON THE SAME PAGE

Quarterly educational “rodeos” keep the team at Green Lawn Fertilizing on the same page.

TEAM BUILDING

The training program also builds relationships among coworkers.

“This is a good chance for our office reps to spend more time with the sales team and the technicians,” Jesson says.

At the fall rodeo, to keep employees engaged, each department leader had 10 gift cards to hand out to employees who stood out during training.

Cross-training employees doesn’t have to be costly or complicated, Jesson says, noting he hosts the sessions in the firm’s on-site training room to keep costs down. Still, it is an investment. Paid three-hour training for 65 employees equates to nearly 200 hours.

Regardless, it will remain a priority for fast-growing Green Lawn Fertilizing. As Jesson says, “Training is the most important thing.”