

Q Do I need to water my lawn during the winter?

Absolutely. Just because it's winter, we as humans don't stop drinking water. Neither should the grass. Historically Texas winters are dry. This one is no different. More people lose their grass in the winter than in summer because they can't see it drying out. Yes the grass is dormant, but it is still very much alive.

All you are trying to do in the winter is keep the roots alive until spring when it starts to grow again. It's easy to see when grass is stressed in the growing months and needs water. In the winter you can't see the roots drying out and suffering from lack of water.

If you have a sprinkler system, you really only need to water for about 20 minutes a week in the winter months. If you don't have a sprinkler system, try to water deeply every couple of weeks. Set the sprinkler out for about an hour per section of turf you are trying to water. Dragging hoses around in the winter can be a hassle, but it will be worth it come spring. You'll have good turf to start off with and a head start on choking out the spring weeds.

Unless you have buffalo grass or some type of ground cover for your lawn, most turf grasses do not vary in the amount of water needed to keep them healthy.

Lastly, what time of day you water in the winter is not as important as it is in the summer.

Send your lawn care questions to:
celc@sbcglobal.net



Where Customers Are First—ALWAYS!

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Clippings

A Family Business Grown From the Ground Up

Todd Tindel and the company he owns have literally grown up together. In 1982, when he was a freshman at a northwest Austin high school, Todd bought his first lawn mower at a garage sale for \$25 and officially launched Todd's Lawn Care. His list of satisfied customers grew steadily throughout his years in high school.



Todd and Shelley Tindel (with their son, Wes) are the owners of Cutting Edge Lawn Care.

While he was away as a student at Abilene Christian University, Todd credits his parents, Jerry and Nancy Tindel and his younger brother, Trey, with keeping the business going. "Dad would hire church guys and almost anyone he could to keep the jobs done," Todd says.

Still, Todd didn't exactly plan to come home and resume the reins. "I did not have much of an idea when I went off to college what I wanted to do," Todd confesses, but "Even when I was in Abilene, I managed a man's lawn business."

After graduating from ACU in 1990 with a business management degree under his belt, Todd returned to Austin. That same year, his company had gross sales of \$65,000—enough volume to convince Todd to continue the business he had begun.

In 1992, Todd decided to change the name to Cutting Edge Lawn Care—a move that not only gave him an advantage in the Yellow Pages by moving his company name from the "Ts" to the "Cs," but also better reflected the mission of his company. The Cutting Edge philosophy is "to give more than you get" and to conduct business by the golden rule: "Do to others as you would have them do to you."

From the beginning, Todd's company has been a family business. His brother, Trey, was his first employee, and his parents, Jerry and Nancy Tindel, have helped shaped both who he is and what his company has become. Todd says he acquired his business ethics from his mom and dad. "I just want to give people more for their money than what they ask for," he says. "I think we do a pretty good job of that and try daily to instill those same values into the people we have working for us."

Continued on the other side...

CUTTING EDGE: Family Owned, Family Grown

...continued from the front

Cutting Edge Lawn Care really took off when, in 1993, the following pledge—which remains as the company’s guiding philosophy—appeared in the yellow pages ad:

OUR PLEDGE:

1. *Customers are first—ALWAYS.*
2. *To mow and edge the way YOU want it done—ALWAYS.*
3. *To be dependable—ALWAYS.*
4. *To accept no money unless YOU are satisfied— ALWAYS.*

In 1994, Todd’s father joined the company as business manager. Jerry has many years of experience in marketing, production, accounting, human resources and computers. Presently, Jerry is responsible for all office functions, including answering the phone. Like his son, Jerry enjoys the independence of being involved in a small family business, rather than working for someone else. Of course, “We still answer to our customers,” Todd insists, “because they are our bosses.”

Todd doesn’t spend much time using a lawn mower anymore, unless he’s training a new employee at a job site. “I just found that I had way too many obligations to take care of,” he says. Mainly, those involve, providing quotes to and talking with customers, managing crews and repairing equipment. Todd considers himself as somewhat of an expert in that field now. “We are not big enough for a full-time

mechanic, and I am able to repair whatever breaks—usually the same day,” Todd says.

But he also has many new and more personal obligations to fulfill these days. Four years ago, Todd married a woman he says is “everything I ever dreamed of in a wife and more.” Todd and Shelley had their first child, Wes, about 19 months ago. “He is awesome and makes me laugh and cry.” Todd admits that parenthood can sometimes be a challenge, “but the rewards are far greater that I could have imagined.

Today, at the ripe old age of 35, Todd has more than 22 years of experience in the lawn care business. He manages a staff of about 11 employees in the winter and 17-18 in the growing season. Todd is working to expand the business at a manageable slow and steady pace. He wants to ensure that the company doesn’t “get too big for our boots!”

“So far, I’ve had a great time with the business and my family,” Todd says. “I know I have been blessed, because I have been surrounded by so many wonderful people, family and customers.”

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Basic services:

- Mow
- Edge curbs, walks and driveways
- Blow clippings from hard surfaces

Other services available:

- Apply mulch to beds
- Fertilize lawn and shrubs
- Trim shrubs
- Trim tree limbs away from houses
- Trim low hanging tree limbs
- Clean beds (weeds, trash)
- Bag lawns when leaves are too many to mulch
- Clean out rain gutters and blow off roof
- Power wash walks, driveways and decks
- Repair sprinkler systems
- Check and reset sprinkler system
- Plant colorful annuals in fall & spring
- Plant winter rye grass in fall
- Replace shrubs and beds
- Line beds with steel, vinyl or stone edging

In the winter, we can also:

- Wash outside windows
- Repair privacy fences

Contact us for an estimate anytime at:
835-4144 or celc@sbcglobal.net.

“We do not try things because they are too difficult, but many things are difficult because we do not try them.”