

The BUGGETTE

Volume 18 - Number 155

Application #3/2006

an ARBOR-NOMICS Newsletter

Are You Satisfied?



As an Arbor-Nomics Turf customer, you may have received a call from someone on our behalf asking you to rate various aspects of our service. That's because, as part of our commitment to customer service, we have an outside research company call at least 100 customers each month to find out what they like about our service or what we could do better. So, if you've received one of these calls and gave some feedback, we appreciate it. It only makes us better.

If you've never been called, but would like to speak to someone about a question or issue, just **call us at 770-447-6037, ext. 2** or email one of our customer service reps at **info@arbor-nomics.com.**



Bare In Mind by Dick Bare

Hi Everyone! Hope all is well in your household.

Sometimes you read an article that just hits you because it is so profound and meaningful.

The following commencement speech from Steve Jobs was one such epiphany. It's about failure that's not really a loss in hindsight and also pursuing your passions on a daily basis, (This is easier said than done for all us working stiffs).

Perhaps you are young enough to benefit from this speech or you know a young person who will. If so, please pass it along.

Reprinted from 9/5/05 issue of Fortune:

Commencement addresses tend to be pleasant and forgettable. But the speech that Steve Jobs delivered at Stanford University in June is still being talked about as the summer winds down. In his address, the CEO of Apple Computer and Pixar Animation Studios shared three life lessons, and they struck a powerful chord-not only with Stanford's graduating class but also with tech cognoscenti in Silicon Valley and beyond, who have posted his words on websites, discussed them on blogs, and passed them, e-mail to e-mail, around the globe. In case you missed it, we reprint Jobs' address here, with his permission, in its entirety.

Frequently Asked Questions

Why Do I Have Weeds on My Lawn Even Though I am an Arbor-Nomics Customer ?



While our bi-monthly applications take care of crabgrass and most weeds, there are certain types of weeds and sedges (tufted plants that are different from normal grasses) that require specific herbicides apart from what we normally apply.

One of these “pests” is Nutsedge. It’s a perennial grass or sedge, not a weed. Although it is most common in Bermuda lawns, it can grow in all grasses. Nutsedge grows vertically in single strands. It is a warm-season sedge, so you can expect to see it anytime from April until September. Arbor-Nomics can get rid of Nutsedge with a highly specific herbicide. Please call us if you think you have Nutsedge. We can identify the problem for you and provide an estimate for a special application.

Another common problem in Atlanta is a fungus called Brown Patch Disease. You can easily identify Brown Patch Disease because it appears as brown symmetrical shapes, which can be as large as basketballs or even beach balls. Like Nutsedge, Brown Patch Disease occurs in warm seasons so you can see it anytime from April until September. The reason this problem is so common in Atlanta is that it is caused by humidity, like dew in the morning and afternoon showers, which we often have during the spring and summer. If you think you have Brown Patch Disease, call us at 770-447-6037, ext. 2 and we’ll stop by and provide you with a free estimate.

What is the best height to mow my lawn and how much/how often should I water my lawn?

Here are the answers, according to Walter Reeves, a lifelong Georgian, UGA grad, and host of "Gardening in Georgia" on GPTV and the "Lawn & Garden Show" on 750 WSB-AM.

Mowing Heights - Ideal mowing heights (height of grass after mowing) based on type of grass are listed below. In general, remove no more than one-third of a turf's height at any one mowing. Homeowners usually mow once a week, and this usually causes too much of the blade to be removed, which is why many lawns turn yellow after each mowing. The more frequently you mow, where you can take off less of the blade, the greener your lawn will be. Bermuda, for example, ideally should be mowed every four days.

- Centipede grass:1 to 1.5 inches
- Fescue:2 to 3 inches
- Rye grass:1 to 2 inches
- Seeded Bermuda grass:1 to 2 inches
- Sodded Bermuda grass:0.5 to 1.5 inches
- St. Augustine grass:2 to 3 inches
- Zoysia grass:0.5 to 1.5 inches



Watering - Most lawns need approximately an inch of water per week during their peak growing season; although water restrictions allow watering every other day, lawns should be watered only once a week. The best time to water a lawn is in the morning, preferably before noon. This allows the grass to dry before night-fall, reducing the risk of disease. Remember rain counts towards your one inch per week!

Summer Tree and Shrub Special



Did you know that here, in Atlanta, your trees and shrubs are susceptible to a wide variety of insects like aphids and white flies? These pests can suck the life right out of them as they feed on the green part of your trees and shrubs. You'll start seeing them in May and June and they can stay until the cold weather arrives.



This summer, we are offering a special program for trees and shrubs. Sign up before July 1st and we'll spray your trees and shrubs when we come to treat your lawn over the summer. While it's better to prevent these insects from "setting up shop" in your trees and shrubs by having a year round treatment, a few treatments during the summer can save them from being destroyed by these pests.

Give us a call at 770-447-6037, ext. 2, and we'll inspect your trees and shrubs for free and provide you with an estimate for this special summer program.

<<< continued from page 1

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

The first story is about connecting the dots. I dropped out of Reed College after the first six months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out, they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said, "Of course." My biological mother later found out that my mother had never graduated from college and my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all the money my parents had saved in their entire life. So I decided to drop out and trust that it would all work out okay. It was pretty scary at the time, but looking back, it was one of the best decisions I ever made. The minute I dropped out I could stop taking the

required classes that didn't interest me and begin dropping in on the ones that looked interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms. I returned Coke bottles for the 5-cent deposits to buy food with, and I would walk the seven miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was done in beautiful hand calligraphy. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course, it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backward ten years later.

Again, you can't connect the dots looking forward; you can only connect them looking backward. So you have to trust that the dots will somehow connect in your future. You have to trust in something—your gut, destiny,

life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

My second story is about love and loss. I was lucky I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in ten years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4,000 employees. We had just released our finest creation—the Macintosh—a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge, and eventually we had a falling-out. When we did, our board of directors sided with him. So at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down—that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. It was a very public failure, and I even thought about running away from the Valley. But something slowly began to dawn on me—I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could ever have happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.



<<< continued from page 4

During the next five years, I started a company named NeXT and another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer-animated feature film, *Toy Story*, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful-tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.

My third story is about death. When I was 17, I read a quote that went something like "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself, "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been no for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost

everything-all external expectations, all pride, all fear of embarrassment or failure-these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't even know what a pancreas was. The doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for "Prepare to die." It means to try to tell your kids in just a few months everything you thought you'd have the next ten years to tell them. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy in which they stuck an endoscope down my throat, through my stomach, and into my intestines, put a needle into my pancreas, and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying, because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery, and I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept: No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It is Life's change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually

become the old and be cleared away. Sorry to be so dramatic, but it is quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma-which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication called *The Whole Earth Catalog*, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960s, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: It was idealistic, and overflowing with neat tools and great notions.

Stewart and his team put out several issues of *The Whole Earth Catalog*, and then, when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early-morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much.

“Your time is limited, so don't waste it living someone else's life.”



Thank you for voting us
the best in lawn care in Atlanta,
eight years in a row!



Home Reports™, an independent research firm that conducts interviews with thousands of Atlanta area homeowners to evaluate the performance of home-service providers, voted us **Best Pick** for lawn care in Atlanta eight years running. Since that rating comes directly from Atlanta homeowners, we just want to say **"Thanks."**

We think we do a pretty good job at lawn, tree and shrub care. But when someone else says we do a good job, well... it just doesn't get much better than that.

We work hard to be #1 and intend to stay there by using some of the highest quality products available, by licensing and training all of our technicians, and by following through on customer service.

And to all of our employees, thanks for keeping us on top.

Do you have "good" soil
or "bad" soil?

Did you know that each lawn is it's own little ecosystem? Soil constantly gets moved around when land is cleared and houses are built. Some soil is "better"

than other soil and your soil could be preventing your lawn from looking it's best.

How? It might have a low pH level. Low pH can prevent your grass from getting all of the nutrients it needs to be healthy. So, even though its receiving treatments, it might not be benefiting from them fully. This is easy to fix by having the appropriate amount of lime added to your lawn. But don't add lime unless you've tested your soil. Arbitrarily putting down lime can be a waste of money and have no value for your lawn, and most people tend to put down much less than is needed.



Call us and we'll do a soil test for
only \$25.00

We recommend doing a soil test for every property every 3-5 years so you can put lime down before a problem starts. So if your lawn doesn't look as good as it should or if you have problems with moss forming on your lawn, chances are your soil would fail the soil pH test.

Once we know how much lime your lawn needs, we can get the pH level back to normal in 3-6 months.