



THE BUGGETTE

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Bare in Mind by Dick Bare

Hi, everyone,

I hope you had a great holiday season! I got an Apple iPhone for Christmas, and I've got to tell you about it. (For those of you who don't have AT&T, by the way, you can get a Droid. I have heard from some authorities on the subject who say the Droid is an iPhone killer.)

It is so interesting about word of mouth, I have had more people, strangers even, who have been raving about this phone. I have heard of people switching their phone service over to AT&T so they could have the coveted iPhone. I read an article in Consumer Reports about the different cell phone services, and Verizon was at the top and AT&T was pretty much at the bottom due to the Apple phone: So many millions of people have been getting iPhones that it has overwhelmed the AT&T networks.

First of all, let's discuss the deal with the iPhone. It really isn't first and foremost a phone; it is a 32 gigabyte computer that fits in your pocket. I had a Razor before, and it was a lot easier to make a call on. Of course, you can say who you want to call on both phones and that works great. I'm just having to get used to that way of making a call on the iPhone. I had a hands-free system put in my car where I can say "Call Sharon Bare" and it will call my wife. That is almost a necessity with this phone as there are several steps to making a call and they require a lot more attention to detail than a regular cell phone.

When the iPhone first came out, there was a problem with battery life; however, I really haven't noticed it being worse than my previous phone. I charge this one up over the lunch hour just like I did with my Motorola. Auxiliary batteries that attach to the phone are available, too, and fit on nicely.

The thing that convinced me that I had to have this phone is that I was at a meeting of CEOs, and one of them stood and held up his iPhone and said "All of you need to run out tomorrow and get one of these phones. If you don't have AT&T, you need to switch over!" He then said "Watch this!" He spoke into the phone and said "Google." Then he said "unemployment rate in Michigan." The phone replied back "14.3%." Then he said "unemployment in Detroit" and the phone answered

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Employee Spotlight David Sweeting Certified Lawn Technician

If you want a straight answer, go straight to David. Combining a Georgian's love of golf with the efficiency of a New Yorker, he knows good grass and how to achieve great results by analyzing your lawn needs and managing his people. You'll almost never catch him in the office though – he'll be at your house working for you with his team.

David has been with Arbor-Nomics for 9 years and moved to Atlanta from Brockport, NY. The toughest adjustment he had when moving from New York to Atlanta? Traffic!

What customers say they love about David:
He's the Superman of managers. We love his sneaky sense of humor and his obvious enthusiasm for the job.

Special Price: \$39.99

Our Perimeter Pest Control applications begin in March. We'll spray a 30 ft. barrier around your house to keep fire ants, ants, ticks, fleas, and spiders out of your yard and your house.

(if ordered before 3/15/10).



The Gnome Knows

Questions and Answers with Professor Blade, our resident gnome.



I recently purchased a foreclosed home and the lawn has been severely neglected. It's basically covered in kudzu. I want to plant grass this fall, but what should I do about the kudzu beforehand? I've been told to get a goat – a comment always followed by a chuckle. But isn't there a more feasible solution for a city dweller?

Yes, goats are often mentioned as a popular way to eradicate pesky kudzu – they love to feast on it. But I agree that goat ownership in a metro area is somewhat impractical. Plus, your neighbors would probably frown upon it.

However, kudzu does need to be eliminated before you plant any grass because it kills other vegetation.

At Arbor-Nomics we recommend the Vegetation Control treatment before undertaking any type of lawn conversion, such as laying sod or changing from one type of grass to another. This treatment can be applied to lawns or wooded areas all year long and will help you get rid of kudzu as well as underbrush. The number of applications will depend upon the types of vegetation you need treated.

With the kudzu eliminated, you can plant your grass. Keep in mind that in the Atlanta area, fall is the best time to plant fescue, because the root system needs to be strong before the summer heat arrives. The next best time to plant it is late winter or early spring.

To learn more about Arbor-Nomics Vegetation Control treatment call 770-447-6037 ext. 2, or visit our website: www.arbor-nomics.com

The latest water stats

"Metro Atlanta could run out of drinking water in as little as four months according to dire predictions from top water officials on Thursday." Remember reading this headline? It was from October 2009.

Lake Lanier was 13 feet below normal and dropping. Allatoona was 15 feet below normal. Our 2007 yearly rainfall was 31.85". Everyone's car was dirty and lawn was brown unless you used well water. We all conserved where we could.

So where are we now?

We're worried about floods. It's rained over 60" in 2009. Lake Lanier is .36 feet above normal and we are no longer that concerned with what the Army Corps of Engineers is doing with the water up at Lake Lanier.

Chances are we'll see drought conditions again in the future, but what the varying conditions in the past two years have shown us is that we can adjust and overcome.

Compliments to the techs!

Many of our customers never see a technician on their property. However, these guys work hard to keep your landscape looking good year round. Not only do we think that they are the most educated and knowledgeable technicians in the industry (they take ongoing continuing education classes and are pesticide certified), but they are all really nice guys who care about your property and welcome any questions you might have.

If you don't believe us, believe our customers:

"We are so lucky to have Wayne as our tech. He is so helpful in answering all of our questions. I think that we have the prettiest yard in our neighborhood."

– **L. Frick, Loganville**

"Brad does an excellent job. He is very efficient and helpful with any questions." – **L. Quidley, Atlanta**

"Wayne was great! I had not raked my leaves yet, and he cleared the grass area for me. Thanks for everything." – **D. Belknap, Suwanee**

"David is a pleasure to work with and has provided excellent service. Together, we have achieved far more in restoring my lawn than I had ever hoped we could do during this past growing season. Thanks to Arbor-Nomics for the opportunity to work with someone who represents himself and your organization so courteously and professionally." – **R. Baron, Atlanta**

If you have a question for our technicians, please call Customer Service or email Jessica@arbor-nomics.com and she'll make sure they get it.



Application #1

What we did today

To your lawn:

- 1) We applied a pre-emergent crabgrass and broadleaf weed control. We are always working a season ahead and right now the pre-emergent and broadleaf controls we've put on your lawn are going to prevent weeds from springing up this spring. These two products will block the development of the weed root and prevent them from growing. If you see green weeds in your dormant lawn, you should see those weeds die within two weeks of the treatment.
- 2) Potassium Fertilizer: All of the lawns in Atlanta receive the pre-emergent and broadleaf controls. Bermuda, Zoysia and Centipede lawns will also receive a potassium fertilizer to enhance the root structure so your grass grows stronger and thicker.
- 3) Nitrogen: Fescue lawns will receive nitrogen for growth and color.

To your trees and shrubs:

(if you are a tree and shrub customer)

Believe it or not, we have such mild winters in Atlanta that certain bugs live through it. And they like to live in your trees and shrubs. That's why we put "dormant oil" on them. It encapsulates the leaves and stems and smothers the insects until the next time we visit. Protecting your trees and shrubs from bugs will make them stronger and healthier so they can resist disease and drought in the future.

What you need to do until our next visit

- 1) Rake your leaves as often as possible. They'll smother your lawn and damage the grass.
- 2) If you are going to mow your lawn during January and February, do not remove more than 1/3 of the grass blades at each cutting. You don't need to collect clippings as they "recycle" back into the soil providing some extra nutrients. It is safe to mow immediately after we've applied our products.

If you have any questions concerning your lawn, trees, shrubs or our service, please call our Customer Service Department Monday – Friday, 8:00am-5:00pm at 770-447-6037 ext. 2. If you call after hours, please leave a message and your call will be returned the next business day.

Helpful Phone Numbers

www.arbor-nomics.com

Main#: 770-447-6037

Owner/President

Dick Bare:extension 1114
richard@arbor-nomics.com,
cell:..... 770-815-3879

Vice President

Doug Cash:extension 1113
doug@arbor-nomics.com

Customer Service

Winnie Harmelextension 1158
winnie@arbor-nomics.com

Megan Perryextension 1145
megan@arbor-nomics.com

Jessica Raczka extension 1150
jessica@arbor-nomics.com

Deborah Norton extension 1151
deborah@arbor-nomics.com

Betty Spurlock extension 1152
betty@arbor-nomics.com

Tiffany Powell extension 1129
tiffany@arbor-nomics.com

Turfgrass Sales

Brandon Stegall, Sales Manager
..... extension 1154

brandon@arbor-nomics.com
Bob Donnelly, Sales Representative

..... extension 1140
bob@arbor-nomics.com

Look it up

If you hear your teenager or younger co-workers talking and have no idea what they are saying, you might need to go to your nearest online dictionary. Here are some of the new words that have been added to Merriam-Webster's Collegiate Dictionary in 2009:

frenemy: One who pretends to be a friend, but is actually an enemy.

fan fiction: stories involving popular fictional characters that are written by fans and often posted on the Internet –called also fan fic.

sock puppet: a hand puppet made with a sock or a false online identity used for deceptive purposes.

vlog: a blog that contains video material.

green collar: involving actions for protecting the natural environment.

staycation: a vacation spent at home or nearby.

flash mob: a group of people summoned (as by e-mail or text message) to a designated location at a specified time to perform an indicated action before dispersing.



Bare in Mind...

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"28.9%." That was pretty incredible. Good old word-of-mouth!

There are currently over 100,000 apps you can get for the phone. (Predictions are for over one million apps some day: the phone has a Genius bar to automatically notify you of new apps that you would enjoy based on your present selection of apps.) Here are some examples of these apps and their features:

- YouTube, Facebook, Weather Channel, television, iTunes, stock market reports, Google Earth.
- You can program things you need at the store, such as items from Home Depot, grocery lists at the supermarket, and Valentine cards at CVS – when you enter those stores the phone will remind you of the things you need.
- A NASA app that lets you track current and future missions.
- Voice memo for recording conversations that you want to keep.
- A "calc" function that creates new passwords with a random number generator.
- Apptism gives you the tools you need to find and track iPhone apps. This phone holds hundreds of applications and this site will organize them by Recent Activity, Most Active, Popular Apps, Newest Apps, Free Apps, Category, Price, and Activity Type. Apps are selected on the phone by categories such as Games, Entertainment, Utilities, Social Networking, Music, Productivity, Lifestyle, Reference, Travel, Sports, Navigation, Healthcare and Fitness, News, Photography, Finance, Business, Education, Weather, Books, and Medical.
- Apple.com (accessible on your phone, of course) provides even more info on popular apps, such as apps for cooks, for the great outdoors, for work, for students, or even to improve your sex life.
- Maps come standard, but you can pay from \$35 to over \$100 and get TomTom Nav or another navigation system. Some systems are free.
- You can put your location into your phone and it will tell you the crime rate for where you are standing. This is a new app for the city of Atlanta that I saw on the Channel 11 evening news.
- Bar codes: You know how you have to carry around those pesky cards (Kroger, CVS, etc.) with a bar code on them? You can put those in your phone and throw the cards away.

- Compass: It's hard to believe how much you'll use this app to find out which way is north, etc.
- A tracking device allows you to track your phone (like a LoJack for cars) if it is stolen or you just want to see where your husband or wife is.
- A built-in camera takes excellent pictures (I hear the one in the Droid is even better).
- A Megaphone app lets you plug your phone into an FM transmitter and use it as a microphone to give talks, etc.
- You can use your phone to see if something is level; it works horizontally or vertically.
- Lie detector: Lay your phone on the desk when you are interviewing prospective employees and see if they are lying or not.
- A sound level app measures how loud things are so you can sue rock groups for ruining your hearing.
- A jokes app gives you new jokes every day so you can laugh your stress away.
- Flixster tells you where the nearest theater is, what's playing, and at what times. It also can provide reviews of each movie. And it lists upcoming movies with release dates, lets you review movies, and share your opinions with friends. Same thing for gasoline prices.
- The guns and rifles apps are great gadgets to show your children or grandchildren: You can cock a rifle and then shoot it.
- Paper Toss: a great game to play with the kids; it's addictive! Hangman is another; remember that one?
- Healthcare apps include Fevermeds, which uses pictures and other descriptive methods to help new parents give correct meds at the right times and also gives other useful info about children's medications. Another, westsamoconsult.com, is a medical atlas that provides you with a quick text reference of over 50 of the most common childhood diseases including pictures. You can also play gentle "sleep inducing sounds" to rock you or your child to sleep, access short videos on CPR and choking that show you what to do in an emergency, learn

about breastfeeding management, consult the iChart EMR to help with prescriptions, track your bills, read lab reports, and more. And through Kindle for iPhone, you can download over 300,000 titles from Amazon if you need more in-depth information. (Really, the medical apps are worth the price of the phone alone.)

- UrbanSpoon lets you pick and review restaurants in your area or in another part of town that you specify, gives newspaper reviews and blogger opinions, and lets you share dining options with friends.
- Shazam lets you hold your phone up to any radio or TV and it will tell you the name of the song that's playing.
- A breaking news app covers all the major networks, including CNN, Fox, NBC, ABC, etc.
- The Zippo lighter app is a realistic looking lighter.
- Flashlight: This will delight the little ones in your house. Turn off the lights and let the fun begin! A collage of shapes and colors.
- A free turf management app from our friends at the University of Georgia helps you identify weeds in your yard. Simply open up the app and compare the weeds shown to yours and presto you've identified it. Same for diseases. They are going to expand this to include tree and shrub diagnosis, too.

I could go on and on, as this phone is truly revolutionary. For those of you who wish to explore this phone's depths more, go to Barnes & Noble and pick up a copy of iPhone Life, (or visit online at iPhoneLife.com) and have at it. Another publication out of the UK is iPhone: Tips, Tricks, Apps, and Hacks from the Makers of iCreate (Imagine Publishing).

Finally, let's have some fun with this topic. E-mail or call me with some of your unusual or favorite apps and we will publish them, especially the ones that relate to the Green Industry. Dick Bare, 770-815-3879 or richard@arbor-nomics.com.

**(New motto:
an Apple a day
keeps the Blues
at bay.)**

