

THE BUGGETTE



Bare in Mind by Josh Bare

We're big readers at Arbor-Nomics. We've drawn inspiration from stories about Nordstrom's, Starbucks and Walmart, as well as classics like *How to Win Friends and Influence People* and *The Fred Factor*. Our latest read was *Traction*, by Gino Wickman. In short, Wickman stresses that for a business model to be successful, a company needs to identify its core values.

So we set out to identify Arbor-Nomics' core values. After a good bit of brainstorming, we decided on five that Arbor-Nomics should embody: integrity, knowledge, love, accountability and ownership. I thought I'd share some real-life stories inspired by each of these values.

INTEGRITY – Most of our work is residential, but we do service a few commercial properties. One, in particular, is a very large account that we bill about

\$5,000 a month. One payment we received, however, was a bit too large – the check was for \$50,000.

We called about the extra zero right away, and our accounts payable contact went into a panic. She said she was retiring soon and

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Four Fun Facts About Summer

School's almost out. Vacation planning is in the works. The weather is changing, and you can already start feeling the warmth of summer. Whether your plans include staying close to home, going on a vacation, or taking a road trip, there's probably a lot of cool and fun things you might not have known about the warmest season of the year. Hopefully, these fun facts will help get you in the spirit of the season:

- 1 The first day of summer is between June 20th and June 22nd every year. The first day of summer is called the summer solstice, and the day varies due to the Earth's rotation not exactly reflecting our calendar year. The last day of summer is September 20th.
- 2 Frisbees were invented in the 1870's as a pie plate, but in the 1940's, college students began throwing them around. They have since stopped being used as pie plates and are now a summertime staple.
- 3 Watermelon is one of the summer's best treats. Did you know that watermelons are not a fruit, but a vegetable instead? They belong to the cucumber family of vegetables.
- 4 The first women's bathing suit was created in the 1800's. It came with a pair of bloomers.

Source: <https://blog.vitalchek.com/vital-records/20-fun-facts-about-summer/>

Watch Our New Video: The Little Gnome and the Mighty Turf War

For decades, Arbor-Nomics techs have successfully battled wicked weeds, evil fungi, and devilish diseases so that Atlanta gnomes have only the best of homes. Visit arbor-nomics.com to see how we're armed with the knowledge that keeps customers' yards looking their best and Atlanta gnomes their happiest.



Don't Let Mosquitoes Spoil Your Summer



Backyard parties, relaxing under a favorite shade tree – summer's the time to enjoy your yard.

Our new mosquito treatment targets these annoying pests, which also carry the Zika and West Nile viruses. Safe for children and pets, but deadly to mosquitoes and their larvae, the once-a-month treatment is available from May – October.

Call us today for your free estimate!



Summer Bloom

Landscape and curb appeal is at its best when summer shrubs and plants are in full bloom. The variety of colors can brighten anyone's day and make them take a second look. Planting a beautiful array of summer flowers doesn't have to be hard. Some flowers – such as peonies, pincushions, blanket flowers and asters – require very little maintenance.



- The **peony** (*paenonia*) is a very long-lived perennial flower that forms 2-to-4-foot-tall clumps in shrub-like bunches. Its numerous varieties offer a wide range of colors in almost every shade except blue. Its blooming period is from late spring to early summer.
- **Pincushion flower** (*scabiosa*) serves up dainty blue perennial flowers all summer and into fall, making it one of the longest-lasting bloomers in the perennial bed. It likes sun or partial shade and is best at the front of the bed. The foot-tall variety 'Blue Butterfly' stands up to heat the best.
- **Blanket flower** (*gaillardia*) is a drought- and heat-tolerant perennial wildflower that provides long-lasting color in a sunny border with poor soil. In red, gold or brown, its daisy-like, 3-inch wide, single or double perennial flowers bloom through the summer and into the fall.



Three Things to Remember During the Atlanta Heat

Water: Pay attention to hanging baskets and containers because they dry out more quickly with the warmer temperatures. Irrigate plants at dawn and dusk to reduce water loss from evaporation. As you make additions to your garden, you will need to water them more than established areas.

Houseplants: Place houseplants outside in a shady location so they can enjoy the fresh air and rejuvenate. Water regularly and feed with an all-purpose (20-20-20) water-soluble fertilizer to encourage growth.

Mulch: Apply extra pine straw or shredded bark mulch around newly planted trees and shrubs to better transition these plants into your garden. The extra mulch will reduce water loss and heat stress to the new roots.

Source: <http://www.southernliving.com/marketplace/garden-lawn-care-checklist>

Look Out For Summer Lawn Diseases

When the weather warms up, the potential for lawn fungus increases. If you have dead or brown patches in your lawn, you may be dealing with a fungus. Brown patch and Zoysia patch are two fungi you need to be on the lookout for. A stubborn weed that pops up frequently on Atlanta lawns is nutsedge.



BROWN PATCH: Watch for large, unsightly symmetrical patches, ranging in diameter from a few inches to a few feet.



ZOYSIA PATCH: Attacks zoysia grass, causing blades to take on a tan-orange color in small, 2-inch patches. These patches can quickly expand to 20 feet or so in diameter, so taking care of it promptly is essential for the health of your lawn.



NUTSEGE: This is known for its three-sided stems and star-like flower petals.

Call us at 770.447.6037 if any of these appear so that we can give you an estimate and "nip it in the bud" before it spreads.

Application #3

What we did today to your lawn:

1. Different lawns have different needs:
 - **BERMUDA, FESCUE & ZOYSIA** lawns received a treatment of Arbor-Organics fertilizer. This fertilizer will provide nourishment to the grass plants until our next visit.
 - **BERMUDA, FESCUE & ZOYSIA** lawns received a blanket application of three kinds of herbicides for broadleaf weeds.
 - This time of year, brown patch fungus is active and causes havoc on **FESCUE** lawns. If you see brown circular patches, call our office to set up an inspection and quote for a fungicide application.
 - Cut **FESCUE** lawns at the highest setting on your mower. This will help to lower the soil temperature for this cool-season grass.
2. Some weeds, such as **Virginia Buttonweed, Nutsedge** and **Wild Violets**, are difficult to control and require an additional application. Please call our office to arrange for an inspection and quote.
3. **Gold** customers also received a **FREE Outdoor Pest Control** application.
4. **Platinum** customers also received a fungicide to prevent fungi, an application of Outdoor Pest Control and a nutsedge/grassy weed application as needed.

Note: Mosquito treatment customers received their first application.

To your trees & shrubs: (ONLY for Gold & Platinum Customers)

1. Today we applied an insecticide to your trees and shrubs to help prevent bugs like lace bugs and aphids from settling into your trees and shrubs.
2. A fungicide was applied to control diseases like powdery mildew and leaf spot.

What you need to do until our next visit:

1. You don't need to collect clippings after mowing, as they "recycle" back into the soil and provide some extra nutrients. It is safe to mow once the application is dry.
2. Keep an eye out for **BROWN PATCH FUNGUS** on Fescue lawns.
3. Routine trimming will help your shrubs grow better.

If you have any questions concerning your lawn, trees, shrubs or our service, please call our Customer Service Department Monday – Friday, 8:00 a.m. – 5:00 p.m. at **770.447.6037**. If you call after hours, please leave a message and your call will be returned the next business day.

Please note that our office is extremely busy during the summer months and there are times when we will have to put you on hold. If you do not want to wait to speak with a Customer Service Representative, please email us your question/concern at info@arbor-nomics.com.

Mowing Tips

Mowing the same day treatment is performed is no problem as long as any application that goes on wet has dried. It's also okay to mow after an application that goes on dry, even if you bag your clippings. While we recommend frequent mowing, we also recommend letting the clippings go back into the soil. It provides nutrients, shades the soil and helps maintain the thatch layer.

Here are some recommended mowing heights given by the UGA Center for Urban Agriculture.

Mowing Height for Lawn Grasses in GA

Turf Type	Cutting Heights (in.)
Tall Fescue	Cut to the tallest height on your mower – 3" minimum.
Common Bermuda Grass	1 – 2
Hybrid Bermuda Grass	0.5 – 1.5
Zoysia Grass	0.5 – 1.5



Helpful Phone Numbers

ARBOR-NOMICS TURF, INC.
770.447.6037

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josh@arbor-nomics.com



Memorial Day Tribute

The Arbor-Nomics team would like to remember our fallen soldiers this Memorial Day. We appreciate the bravery, commitment and service of each member of the United States Armed Forces. We celebrate and honor their sacrifice and will be forever grateful. May the lives of those lost continue to be celebrated for many years to come.

Bare in Mind CONTINUED

couldn't have this kind of blemish on her record. She begged us to keep the money, explaining that at a company this size, the mistake would vanish into a huge pool of rounding errors. Of course, keeping the money wasn't an option, but we didn't relish getting this woman in trouble either. The solution? We simply didn't bill them for the next nine months of service. They never asked us why, and as far as we know, the woman was able to retire in good standing.

KNOWLEDGE — Growing up my dad was always trying to teach me plant identification and horticultural best practices. He would wax poetic about the proper way to move large bushes and trees — skills he learned growing up in the nursery business. He would quiz me on the Latin name for a dogwood (*Cornus florida*) and how to diagnose lace bug and spider mite infestations.



I recall one instance, however, when all his experience didn't quite pan out. It was Christmastime, and I decided I wanted to adorn my room with a tree of my own. Venturing into the woods behind our house, I found a little white pine. I dug it up, planted it in a bucket, and brought it into the warmth of my room, where I delighted in decking it with tinsel and lights.

Once the season was over, I replanted it at the edge of the woods. My dad proclaimed there was no way this little pine would survive. With all the stress I had put it through, it was no match for the pine borers that saw it as a tasty snack. But year after year that pine faithfully added new growth and reached new heights. Last I checked, it was still going strong some 30 years later. The moral of the story is that while my dad had sound horticultural knowledge on his side, every once in a while nature will throw you a pleasant surprise.

LOVE — *This story comes from Krissy, who works at our Cumming branch.*

I moved in to my new place on a very cold February night. After unloading the last of the boxes at about 1 a.m., I was exhausted and went to sleep. An hour and a half later, my dogs were frantically licking my face and I awoke to an orange, opaque glow. They were letting me know that our new home was engulfed in flames.

I needed to get my dogs outside.

I needed my car keys, my phone, my purse, and some clothes. Barefoot, in shorts, a hoodie, and a motorcycle jacket, I stood and watched everything I had accomplished over 46 years be destroyed in five minutes. That's all it took — five minutes, and I was left cold, penniless, homeless, and pretty much hopeless.

At least I had a job, even though I would be living in my car. Monday morning, I went straight to the office and cleaned myself up. When everyone arrived, I explained why I was wearing slippers and pajama pants. As the news spread through the office, so did the generosity. Folks gathered up clothing, blankets, and towels. The techs all donated one of their sweatshirts. Winnie bought me a pair of boots, and her mother supplied me with nonperishable food.

The hopelessness, however, was still there. I was still homeless. I was living paycheck to paycheck and needed to replace my basic necessities — glasses, medications, everything. I couldn't see a light at the end of the tunnel.

Later that week, Doug Cash, Vice President at Arbor-Nomics, visited the office and some of my hopelessness faded. Not because Doug handed me money or the keys to a new home. But because he gave me a hug, a hug that was filled with compassion, with warmth, caring and empathy. That hug assured me I was part of a family who cared about my welfare, who cared about me as a human being, and that someday everything would once again be OK.

ACCOUNTABILITY — Ricky Queen, from the Cumming branch, recounted an event that happened because our customers hold us accountable to apply our products responsibly. It's pretty common for there to be things in our customers' yards that we don't want to get fertilizer or weed controls on, especially toys that pets or kids will be playing with. So every once in a while we need to do a little backyard cleanup before we begin spraying.



That's what Ricky was doing when he picked up a toy sword. For whatever reason, the sword spoke to Ricky's inner child. Instead of simply carrying it away from the spray zone, he brandished it like a knight worthy of King Arthur's court. Boldly hacking and slashing away, Ricky parried assaults from invisible attackers. King Arthur may not have been there to witness Ricky's vigorous swordsmanship, but the customers were. When Ricky looked toward the back door he saw them doubled over laughing at the unexpected entertainment. We aim to please!

OWNERSHIP — David Gay, one of our branch managers, was enjoying the early morning quiet as he made his first stop of the day. He parked in front of the customer's yard, as close to the lawn as possible. Circling the truck to pull out the hose, he happened to notice some water running down the road. When he finished treating the property and returned to the truck, he noticed the water was spreading.



There must be some sort of leak in the yard. What he discovered, however, dashed any hopes of heroism. Apparently, he had ruptured an improperly installed water line when he pulled up to the property. David got the water department to come out right away to shut the water off at the curb, and at that point, he could have washed his hands of the problem. It wasn't his fault or responsibility that the line had been mislaid. Instead, he called a plumber, and the line was patched before the customer got home. By taking ownership of the problem, David knew he had done the right thing.

These five values: Integrity, Knowledge, Love, Accountability and Ownership, are just a few of the attributes that make us who we are at Arbor-Nomics and who we want to be for our customers.