

THE BUGGETTE



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Bare in Mind by Josh Bare

Hi y'all. This time of year is always a time of reflection and gratitude, celebration and tradition. I'm struck by how much our lives are shaped by the experiences we had while growing up. For me and my siblings – "the three Bares" – lots of experiences and memories have to do with growing up in the lawn care business.

I mean that quite literally. In the early days, our dad, Dick Bare, ran Arbor-Nomics out of our house, and yours truly (the oldest), Molly (the middle child), and Andy (the "baby") were immersed in every aspect. Dad happily took us on service calls and estimates whenever he could. It felt cool to be included in such important matters, and we did our very best to be well behaved while Dad talked with his customers. He used these visits to show us some tricks of the trade, like how to shake a juniper branch over our hands to check for spider mites and how to investigate what's ailing a newly planted shrub. He knew people had a tendency to overwater and drown the root system. More than once, we were treated to a very impressive "sploosh" sound as Dad




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Are You Missing Out?

Email is the quickest, most convenient way to request a free service call, receive service reminders, and get answers to questions about your yard and our service. **Consequently, if we don't have a valid email address for you, you're missing out on important information** about your lawn care treatment, as well as our monthly email with tips on lawn, tree, and shrub care and special offers.

Here are three simple ways to update your contact information:

 Set up a profile with our customer assistance portal by clicking the Pay Your Bill tab at arbor-nomics.com

 Email us at info@arbor-nomics.com

 Call our office at **770-447-6037**

Life can be hectic. We want partnering with us to be easy. Update your email address today!



Fun Fall Facts

Most everyone agrees there's something special about fall. Here are a few facts that might explain why.

- If you were born between September and November, you're more likely to live to 100 than people born in other months.
- Some believe that catching autumn leaves brings good luck. Every leaf caught means a lucky month next year. This is the perfect incentive to get the kids to help with picking up leaves.
- The autumnal equinox marks the start of fall and is the day when we have equal amounts of daylight and darkness.
- Chlorophyll, which is abundant in spring and summer, makes leaves appear to be green but actually masks their true colors.

Source: <https://www.kidoodle.tv/14-fun-fall-facts/>



Winterize Your Trees & Shrubs

Trees and shrubs need care and protection from the cold and ice of winter to stay healthy and produce beautiful foliage in the spring.

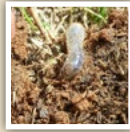
The three most important things you can do are:

- Continue to water them until the ground freezes.
- Provide a warm blanket of mulch to protect the root structure.
- Fertilize to keep them well fed through the winter. Application #6 of our Gold and Platinum programs provides everything they'll need.

If you're on our Silver program, call us now. A single application of our special slow-release fertilizer in the fall will feed ornamental trees and shrubs through winter, promoting resistance to disease and pests and a stronger root system. Come spring, you'll see beautiful, lusher growth.

Changing Up Lawn Care for Fall & Winter

Lawns need year-round care, with some seasonal tweaks, to stay healthy and look great. Our recommendations for fall and winter care will help get you that lush lawn you enjoy in spring and summer.



- ▶ **Zoysia Patch & Grubs:** Fall's the ideal time to get a leg up on these pests. Call us for a free consultation on our preemptive treatments and estimate.



- ▶ **Fall Aeration & Overseeding:** Cool-season Fescue needs some TLC after a hot summer. Aeration enables water, air, and fertilizers to travel down to the grass roots. Overseeding fills in thin and bare spots left behind by summer heat. Call to schedule your aeration and overseeding today.



- ▶ **DIY Overseeding:** Want to tackle those bare spots yourself? Here's how. Rough up bare spots with a rake or small shovel, then seed the areas. Cover the seeds with Fescue straw to protect them and hold in moisture. (If you use common wheat straw, you'll have wheat growing in the spring.) Keep the seeded areas moist until the new grass is well established. It's very important that the seeds never dry out during the first two weeks.



- ▶ **Leave Grass Clippings Behind:** When you mow, leave clippings on the lawn. They will break down and add nutrients to the soil.



- ▶ **Nix Supplemental Fertilizers:** Our fertilization for warm-season grasses allows the lawn to go dormant during winter, which protects it from freezing temperatures. Using additional fertilizer could cause a growth spurt during an early freeze.



- ▶ **Raise Your Mower Blade:** For fall, leave your grass a little longer. Here are the ideal heights for different grasses:

Centipede: 2–2.5 inches	Seeded Bermuda: 2–3 inches
Fescue: 3.5–4.25 inches	Sodded Bermuda: 1.5–2.5 inches
Rye: 2–3 inches	St. Augustine: 3–4 inches



Arbor-Nomics Prepay Special

Take advantage of our prepay special. Look for your prepay letter in the mail in November and **save 5% on your 2018 service when you prepay by 12/31/17.**



Application #6

We reserve the right to modify any of our treatments should the weather require it.

What we did to your lawn today:

1. Warm-season grasses received a pre-emergent to prevent winter weeds and a treatment to get rid of broadleaf weeds. You should see broadleaf weeds die within two weeks. If you don't, email or call the office to let us know.
2. **Fescue** lawns received a granular fertilizer to enhance new seed growth. If you're on our Platinum program, please schedule your aeration and overseeding, if you haven't already. If you're on our Silver or Gold program, call us for a quote on your fall aeration and overseeding.

What we did to your trees and shrubs today:

(ONLY For Gold & Platinum Customers)

1. We applied fertilizer to promote root growth. Strengthening the roots of your trees and shrubs gives them a strong base to last through the winter and thrive in the spring. The nutrients from this fertilizer will still be in the soil in the spring when new growth starts.

What you need to do until our next visit:

1. During fall, all lawns should receive about 1" of water each week from rain or irrigation. Trees and shrubs should receive a thorough watering from rain or irrigation once each month. When the ground is wet about two to three inches down, your trees and shrubs have enough water.
2. **Fescue** lawns should be mowed every five to six days. For optimal appearance, don't remove more than one-third of the grass blades at each cutting.
3. Trim shrubs regularly – it helps them grow better.
4. Remove leaves from your lawn. Leaf buildup not only damages the grass but also can render liquid treatments ineffective. We recommend using a leaf blower rather than a rake.

If you have any questions concerning your lawn, trees, shrubs or our service, please call Customer Service, Monday – Friday, 8 am – 5 pm at **770.447.6037**. If you call after hours, leave a message and we'll return your call the next business day.

FREE Service Calls Between Scheduled Treatments

Concerned that a problem with weeds, pests, or disease might be brewing? Let us know right away. Prompt diagnosis and treatment are critical for a healthy, beautiful landscape.

That's why FREE service calls are part of our treatment programs. Silver covers free service calls for lawn concerns; Gold and Platinum include lawn, ornamental tree and shrub issues. **Your Certified Landscape Specialist or one of our managers will visit ASAP to assess the problem and develop a treatment plan.** We'll even give you a call ahead of time if you like. Between scheduled treatments, you are our eyes on the ground, so please don't hesitate to contact us if you see a need.



Helpful Phone Numbers

ARBOR-NOMICS TURF, INC.

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Norcross, GA 30071

www.arbor-nomics.com

CEO & PRESIDENT

Dick Bare

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VICE PRESIDENT

Doug Cash

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doug@arbor-nomics.com

CUSTOMER RELATIONS

Josh Bare

Cell: 678.313.4568

josh@arbor-nomics.com

Get the Most from Our Customer Assistance Portal

Did you know that you can do more than pay your bill on our customer portal? Once you create an account, you'll be able to:

-  Set up auto-pay or prepay for the year
-  See your treatment and payment history
-  Request an estimate or add a service
-  Refer a friend
-  Contact us with any questions or concerns

Just go to arbor-nomics.com and click the Pay Your Bill tab to access the customer portal. If you need help creating your account, don't hesitate to give us a call.

plucked a sick-looking plant from the ground, revealing a hole halfway full of water. He shared his knowledge of plant identification and of course never missed an opportunity to quiz us on what we had learned.

At home, our role in the business was more hands-on, and we were part of many successful marketing efforts to win the business of folks who had recently moved into town. We stuffed countless envelopes with home-printed flyers. So we wouldn't have to lick the envelopes, each of us was

armed with one of those little water bottles that had a sponge on top. Then we'd stick on an address label – I remember never-ending sheets of labels spewing forth from the dot matrix printer. The final step was using an old Pitney Bowes machine to add postage.

The best part was when Dad – never afraid to innovate – tried out a new approach to direct mail. It entailed putting a flyer and a rock in a bag. From the back of our pickup truck, we'd fling our marketing materials onto people's

driveways. It was thrilling fun for us kids, but needless to say it would not pass muster with OSHA!

When Dad moved operations out of the house, our involvement in the business didn't end. In between climbing on bags of fertilizer and playing with the office cat, we were busy keeping the warehouse clean, mowing the grass, and pitching in with office work. I remember the phone ringing on weekends, when we were closed, and Dad, who was busy with something else, hollering to Molly, "Answer it – we need the business!"

Once we were old enough and Dad knew we could handle it, Andy and I would drive out on our own and treat customers' yards. I'll never forget doing aeration and overseeding jobs with Andy one fall. We were in complete harmony as we worked. It was like we were reading each other's minds, and at every step we were as efficient and effective as you can get. There we were poking holes and spreading seed in people's yards and having the greatest time! I don't think I've worked so perfectly in sync with anyone since then.

The three of us had a great childhood together. We were close as kids and continue to be as adults. I think our

shared experiences in the business and how Dad taught us everything he could has a lot to do with that. It was a kind of "glue" that made us a tight family.

Now things have come full circle, with each of us raising children of our own. Molly is married to George, whose military career has taken them, their three kids, and two dogs to Colorado, at least for now. Andy lives nearby with his wife, Sara, and three kids, and owns Bare Computing, an IT company, which handles the computing needs for Arbor-Nomics. The "glue" will be different for each

of our families, but during this Thanksgiving season, we are so thankful for our wonderful childhood memories and the blessing of experiencing new adventures, big and small, that will give our children their own wonderful memories. Best holiday wishes from our family to yours!

