



# THE BUGGETTE



FOLLOW US ON FACEBOOK 



## Bare in Mind by Josh Bare

My Dad turned 70 this year, and I turned 41. I've been thinking a lot about the things I've learned from him and the ways that he's shaped my life. Most obviously, he founded Arbor-Nomics, where I'm following in his footsteps. But while his influence may have started there, those lessons reach much further.

When we were growing up, Dad was always pretty busy, but he found ways to get us involved in whatever task was at hand. From running estimates for potential customers to checking out insect infestations or sick trees, **he taught us how to engage with the details.** He'd show us how to narrow our focus to inspect a tree's trunk and then broaden our perspective to think about the environmental conditions and challenges that tree might be facing. That led to this first nugget of wisdom.

**CONTINUED ON PAGE 4**

## Surprising – and Weird – Winter Facts

**Days grow longer in winter.** It may not feel like it, especially during the dark, cold days of January, but daylight increases every day all winter long. The winter solstice, which is the start of winter (usually Dec. 21), marks the day with the shortest duration of sunlight.

**The earth is closest to the sun in January.** So why does it feel so cold? The Earth's tilt points us folks in the northern hemisphere away from the sun. (Down Under, they're sweating bullets.)

**There's such a thing as snow phobia.** We all know someone who has an intense fear of spiders or heights. But snow? It's called chionophobia, and people who have it believe that snow will cause them serious harm.

**The record for tallest snowman is actually held by a woman... Olympia SnowWoman.** The record setting sculpture stood 11 stories tall and took 13 million pounds of snow to make!

Sources:  
<https://www.kidsplayandcreate.com/what-happens-in-winter-winter-facts-for-kids/>  
<https://www.bethelmaine.com/snow-people>



## It's the Most Wonderful Time of the Year to Give Thanks

All of us at Arbor-Nomics are truly grateful for the trust you place in us all year long. During this season of celebration, we send our thanks to you, along with our wishes for a joyous holiday for you and your family.

## There's No Winter Break for Lawn Care

Year-round care is essential for a healthy lawn. That's why our applications run through winter. The weed controls and other treatments we apply now set the stage for healthy, green grass come spring. We urge you to do your part by removing leaf litter so our treatments can be fully effective.



## A Word About Weeds and Fescue

In case you missed our reminder in the last Buggette, we want to mention again that our customers with Fescue lawns might see some weeds during the rest of the year. That's because it is a best practice in our industry to avoid applying weed controls right after fall aeration and overseeding.

**Rest assured that with the first application of the new year, we will apply a post-emergent weed control to take care of existing broadleaf weeds and a pre-emergent to prevent new ones.**

## Winter Joke

Where do snowmen love to dance?

At a snow ball.



Sources: <https://blog.schoolspecialty.com/18-winter-jokes-kids/>

## Winter TLC for Trees, Shrubs, and Sprinkler Systems



Your ornamental trees and shrubs may be dormant in the winter, but that doesn't mean you can forget about them. If they're going to spring forth with vigor and beauty next season, they need a little wintertime TLC.

**Refresh mulch to protect the root system.** A warm blanket of mulch, about three inches thick, protects the upper portion of root systems from ice and freezing temperatures. The roots that lie deeper down in the ground continue to grow and take in nutrients. But if the segments of these roots that are closer to the surface are damaged by cold, nutrients can't travel easily to the rest of the tree or shrub.

**Continue watering as long as temperatures are consistently above freezing.** Trees and shrubs, as well as grass, benefit from watering even after the heat of summer is gone. **But be careful if you have an in-ground sprinkler system.** You'll want to drain the entire system before freezing temperatures hit in order to prevent pipes from bursting. For more info, see our blog post, "Winterize Your Sprinkler System," at <https://www.arbor-nomics.com/winterize-your-sprinkler-system/>.

**Fertilize now to keep them well fed through the winter.** If you're on our Gold, Gold Plus, or Platinum program, we already fed your trees and shrubs with our slow-release fertilizer.

**If you're on our Silver or Silver Plus program, you can still get tree and shrub fertilization as an add-on service.** A single treatment provides winter-long feeding, making them more resistant to the stress of winter and even more beautiful and healthy come spring and summer. **Call for your free estimate today: 770.447.6037.**

## 6 Winter Holidays Around the World

Take a look at winter holidays around the world, some of which are familiar ones celebrated in unfamiliar ways.



**Christmas** – In Ireland, festivities include the Wren Procession, where it's believed that wrens betrayed Irish soldiers in a battle. So, in the procession, children go from home to home led by someone holding a stick with a (fake) dead wren on it and ask for money to bury the wren. The money typically goes to charity.



**Hanukkah** – The centerpiece of the celebration is the menorah, which holds nine candles. On each of the eight nights of Hanukkah, one candle is lit using the center candle, which commemorates burning one day's worth of oil for eight days in the Holy Temple.



**Kwanzaa** – Kwanzaa, which means "first fruits of the harvest," is based on African harvest festivals and recognizes African struggles, heritage, and unity. Its week-long observation, starting December 26, includes lighting one candle each day and culminates in a celebratory feast and gift-giving.



**New Year's Eve** – In the U.S., we drink champagne and kiss someone at midnight (or bang pots and pans). In Ecuador, families make a list of all their faults and set a straw man, who represents the past year, on fire.



**St. Lucia Day** – To honor the third-century saint, many girls in Sweden dress up as "Lucia brides," wearing long white gowns and a wreath of burning candles on their heads. They greet their families in the morning with coffee and buns called "Lucia cats."



**St. Nicholas Day** – Popular in many European countries, the day honors St. Nicholas of Myra, who gave his money to people in need and was known for his compassion for children. The day is marked with parades, feasts, gift giving, and festivals.

Source: <https://www.learningliff.com/9-winter-holidays-around-the-world/>

## December Care

### Application #7 for all programs.

*Please note: There are times when we may need to modify the treatments we apply due to weather.*

### LAWN TREATMENTS

#### Weed Control

**All Programs.** Weed controls were applied as needed to lawns with warm-season grasses such as Bermuda and Zoysia. (We do not use weed controls on Fescue, a cool-season grass, during December; treatment for weeds will resume with Application #1 in the new year.)

#### Fertilization

**All Programs.** Fescue lawns will be treated with Arbor-Organics, which supports both mature grass and the new growth from seeds laid down during fall aeration and overseeding.

#### Soil pH Control

**All Programs.** We applied a mix of calcium and magnesium to all lawns to help maintain optimal soil pH. Turf grasses do best in neutral soil (5.5 – 6.5 pH); however, natural processes tend to make soil more acidic over time. Today's application reduces acidity to promote healthier, more vigorous turf.

#### Disease Control

**Silver Plus, Gold Plus & Platinum.** Zoysia lawns were treated with a fungicide to control Zoysia patch, a very common fungal disease

**Customers on the Silver or Gold programs:** Fungicide treatments are available as an add-on service. **If you notice discolored patches in your lawn, call us right away for a free estimate.** Zoysia patch and other common fungal diseases can spread very quickly.

### ORNAMENTAL TREE & SHRUB TREATMENTS

#### Pest Control

**Gold, Gold Plus & Platinum.** Dormant oil was applied to trees and shrubs to protect them from destructive insects that make your ornamentals their winter homes. The oil we apply in December, and again with Application #1 in the new year, helps to eliminate pests before they can do harm.

#### What You Need to Do Until Our Next Visit

**Keep Lawns Free of Leaves.** Leaf build-up makes the treatments we apply less effective. It can also smother lawns and promote diseases.

**Mowing.** Once your lawn has been treated, wait until the grass is dry to the touch to mow. Increase the height of your mower about a half-inch for warm-season grasses. Leaving grass a little longer lets it store up more nutrients to help it get through winter and flourish in the spring.

**Questions about our service or your yard?** Contact Customer Service at 770.447.6037, Monday through Friday, from 8 am to 5 pm. If you call after hours, please leave a message and we'll return your call the next business day.

## Helpful Contact Information

### ARBOR-NOMICS TURF, INC.

**770.447.6037**

651 Langford Drive

Norcross, GA 30071

**www.arbor-nomics.com**

### CEO & PRESIDENT

#### Dick Bare

richard@arbor-nomics.com

### VICE PRESIDENT

#### Doug Cash

Cell: 770.596.8388

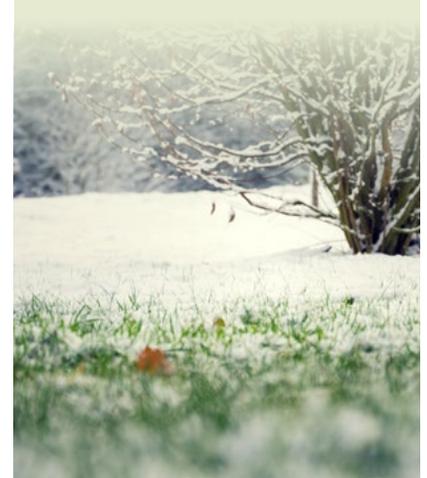
doug@arbor-nomics.com

### CUSTOMER RELATIONS

#### Ward Frost

Cell: 678.638.4556

ward@arbor-nomics.com



## Going, Going, Gone?

**Discount Offer Ends Dec. 31!**

**We'll take 5% off the cost of your 2019 service when you prepay by December 31.** Details of your discount are in the prepay letter we mailed in November. Don't have the letter? Call us now so you don't miss out: **770.447.6037.**



**Dad & his sister, Janet, in Youngstown, OH.**

**Spend time building relationships with family so they'll last.** Dad placed a lot of emphasis on family and the importance of getting along even when our opinions were different. His parents lived hours away in Ohio, but he called them every weekend to see how they were doing and share the news. He and my mom made sure the three of us kids got along – we weren't allowed to fight with

each other, physically or verbally. We had our quarrels, but for the most part we played nicely with each other.

My wife's family shared this idea, which was illustrated most dramatically when her sister's house sprung an interior water leak that caused extensive damage. Everyone in the family pitched in, and we surprised ourselves with how fast the house was rebuilt. That's how I learned my mother-in-law could wire up a house! That story leads to the second lesson learned.

**Be the person who calls 911 and stops to help – don't assume someone else will.** I remember Dad being an early adopter of cell phone technology. It used to cost something like a dollar a minute to talk, and most of the units were permanently mounted in a car. He may have blazed this trail because he was looking for some excitement, but he also genuinely cares about people and would jump at a chance to help.

He has always been quick to stop and make a call or lend a hand. We've picked up hitchhikers, changed flat tires, rescued people from broken-down cars, and stopped at accident scenes to wait for emergency personnel. He knows this can be very dangerous, but that hasn't ever stopped him. And his willingness to help folks out goes beyond immediate emergencies. He'll even stop to help a turtle get across the road – including the grouchy snapping kind!

Another tidbit Dad shared with me is that **every dog has his day and you should make sure you have yours when you're older.** This one is a little more difficult to explain. Have you heard about the marshmallow test? It was actually a series of studies done at Stanford University in the '60s and '70s about delayed gratification. Children were offered one marshmallow but told that, if they could delay eating it, they would be given a second marshmallow later. The results were controversial - not a surprise - but suggested that folks who could delay their gratification were more successful later in life.

I think what my Dad was getting at was the value of pacing yourself. If success came really easily to you at an early stage of life, it would be wise to set aside some of those "winnings" for a rainy day, so to speak. It was also important to stay humble if you achieved any kind of success. Events that look like achievements could easily come from good timing or pure chance rather than as a direct result of something you did. Like so much of his advice, that has served me well through the years.

**If you want to learn something, ask the person who knows.** Dad was never shy about going straight to the top of a business or organization. He likes to tell the story of the time when he was a student at The Ohio State University when he asked to interview the college's president. The administrative gatekeeper person asked him a long series of questions, if he was a representative from a news organization or had some sort of gripe. Dad insisted that he just wanted to learn something from a person who had been so successful. He was finally allowed 15 minutes with the president, whose name was Dr. Novice G. Fawcett. He surprised my Dad by saying he didn't consider himself all that successful because his life passion was to be a writer, and here he was a college president instead. They ended up chatting for over an hour, and Dad picked up all kinds of great tips.

His philosophy is everyone puts on their britches the **same way, and a lot of times leaders really enjoy hearing directly from their customers or students or constituents.** No matter how hard they try, they always end up in a bubble of one kind or another, and talking with regular folks is a great way for them to keep up with what's really going on.

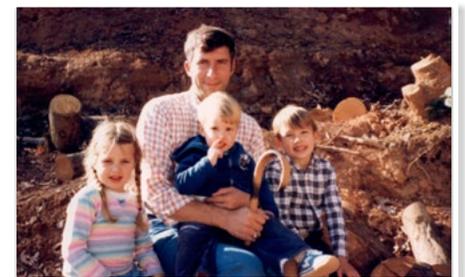


**Dad's first company, Magna-Gro in Columbus, OH.**

I put this lesson into practice when I was trying to buy a house out of foreclosure. The bank would benefit if a new owner got to work on repairs, but we couldn't come to an agreement on the price. I looked up the president of the bank and wrote him an earnest email expressing my interest in the property. Within a day we had an agreement, and everything worked out great!

**The most important lesson Dad taught me is to care about folks and be a good listener.** He has the ability to strike up a conversation with just about anyone. By taking a sincere interest in people, he can build a quick rapport. He follows the golden rule, Jesus's words in Luke 6:31 – Do to others as you would have them do to you.

When he's working, he's always looking for an opportunity to go above and beyond for a customer, rolling an empty trash can up to the house or carrying the daily paper to the doorstep. His businesses prospered from that attention to detail and focus on customers' needs, but his example reaches far beyond the workplace. His genuine interest in people and desire to help them in whatever way he can made him the man I learn from every day.



**Dad with my sister Molly, my brother Andy & Me.**