

# THE Arbor-Nomics® BUGGETTE



## Are Your Trees Ready to Thrive This Spring? Here's How to Tell.

Just like you, your trees should have an annual “physical.” Early spring is the best time to look them over for winter damage and other signs of potential problems. When issues are caught and addressed early in the active growing season, your trees are much more likely to stay healthy, strong, and beautiful.



Here are three areas to assess:

### Base of the Tree

- Mushrooms or conks at the base or along root flares (the part of the root system that's visible above ground)
- Cracked or raised soil on one side of the tree

### Trunk & Branches

- Cracks or breaks along branches or where branches attach to trunk
- Branches growing from the trunk at a narrow angle
- Oozing wounds
- Missing bark
- Hollowing or any kind of cavity in the trunk or limbs
- Large dead or hanging branches

### Foliage

- Uneven leaf distribution
- Unhealthy color
- Stunted leaves

If you find any of these problems, or anything else of concern, the knowledgeable arborists at Arbor-Nomics Tree can help. Call 770-368-0072.

## How Important Is Spring Lawn Aeration? Very!

Your lawn won't reap the full benefits of fertilizers and weed controls if your soil can't absorb them. The combination of Georgia's clay soil and winter frosts leaves soil dense and compacted, making it hard for even air and water to flow freely.

**That's why spring aeration is an essential part of Atlanta area lawn care.** The benefits to your lawn are many:

- Nutrients, water, and air are able to reach the roots, where they're needed
- Fertilizers and weed controls are more effective
- The root system grows stronger
- Grass better withstands heat and drought
- Your lawn grows thicker and healthier

April through May is aeration season, and **if you are not on our Platinum program, now is the time to schedule this service.** Call us today at 770.447.6037 for a FREE aeration estimate and to reserve your slot. Or ask about upgrading to Platinum.



## Bare in Mind

by Josh Bare



Ever since the early days of Arbor-Nomics, when my dad was growing it beyond a one-man operation, he emphasized investing in the people who work here. We'll be building on that legacy by making support of our team a major focus this year. We want to make sure we are doing whatever it takes to keep this great group of folks together.

So I recently talked with three (of many) longtime employees to find out what's

important to them about the company and why they've chosen to stick with us. Along the way, I learned some interesting tidbits about their lives outside of work and thought I'd share with you some glimpses into some of the folks who help make Arbor-Nomics what it is.

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# March - April Lawn Care

## Application #2 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.** We applied the second treatment of the year, pre-emergent and broadleaf weed controls, to all lawns. The pre-emergent blocks the development of crabgrass and many other grassy weeds. (Unfortunately, no treatment is currently available that will target all grassy weeds.) The broadleaf weed control will cause these weeds to yellow and die off over the next two weeks.

**Silver Plus & Gold Plus.** All lawns received an additional grassy-weed treatment that targets nutsedge.

**Platinum.** For lawns that have clump grass (for example, clumps of Fescue growing in a Bermuda lawn), we applied a treatment that minimizes the unwanted grass.

#### Fertilization

**All Programs.** We applied Arbor-Nomics Special Blend fertilizer to nourish turf during the growing season.

#### Fungus Control

**Silver Plus, Gold Plus & Platinum.** We applied a fungicide to help prevent brown patch and dollar spot, two common fungal diseases.

#### Pest Control

**Gold, Gold Plus & Platinum.** We sprayed a protective barrier of our Outdoor Pest Control around your yard and in key breeding areas (such as ground cover) to control ants, fleas, ticks, and spiders.

#### Aeration

**Platinum.** We will be aerating lawns with warm-season grasses in April and May. If you're not on the Platinum program, call for a FREE estimate and to schedule this vital service.

### ORNAMENTAL TREE AND SHRUB TREATMENTS

#### Fungus & Insect Controls

**Gold, Gold Plus & Platinum.** We applied a fungicide to help prevent leaf spot, powdery mildew, and other fungal diseases and an insecticide to control aphids, lace bugs, and leafhoppers.

### WHAT YOU NEED TO DO UNTIL OUR NEXT VISIT

#### Schedule Your Lawn Aeration.

Lawns with warm-season grasses, such as Bermuda and Zoysia, should be aerated each spring. If you're not on our Platinum program, call us for a FREE estimate and to schedule your service.

#### Mow at the Right Height.

Be careful not to remove more than one-third of the grass blade at each cutting. It's safe to mow the same day we treat, and we recommend leaving grass clippings on the lawn. They recycle back into the soil, giving it an extra dose of nutrients.

### 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.



## Myth or Fact? April Showers Bring May Flowers

There's often some grain of truth in most old sayings, and "April showers bring May flowers" is no exception. While April rain won't cause flowers to appear where they aren't already planted, rainwater is more beneficial for flowers – and all plants – than most people think.

**Rainwater is better than tap water.** Rain provides valuable minerals to growing flowers that are not found in water delivered through a sprinkler system. Furthermore, tap water contains fluoride and chlorine, neither of which benefit plants. In fact, nearly all plants are susceptible to chlorine toxicity, which appears as burnt margins on leaves.

**Rain cleanses leaves.** A rain shower is literally a shower for plants, removing debris from leaves and enabling the plants to perform photosynthesis more effectively.

**Rainwater washes away damaging salts.** If a sufficient amount of these salts sink into soil beyond the root zone of the grass, the resulting build-up will inhibit plant growth.

**Want to give your plants the gift of rainwater?** Consider getting some rain barrels. It's the perfect way to conserve water and to give both your indoor and outdoor plants a drink that truly refreshes.

Source: <https://chorbie.com/landscaping/myth-or-fact-do-april-showers-bring-may-flowers/>



## Springtime Mower Maintenance: 5 Must-Do Items

A few spring rainstorms, and the next thing you know, your grass is growing like – dare we say – weeds. It's important not to let grass get too tall before mowing, because when you finally do mow, you'll end up removing much of the rich green section of the grass blade and exposing the paler green (or even brownish) lower portion.

To make sure your mower is ready to keep your lawn looking its best, we put together a spring maintenance checklist with five items all homeowners should do.

**Change the Oil.** This should be done after 50 hours of use or at least once a year (whichever comes first). Running time and seasonal temperature changes cause the oil to degrade, which in turn, reduces the mower's performance and lifespan.

**Replace the Spark Plug.** This should be done after 100 hours of use. A dirty or fouled spark plug can make starting the mower difficult or prevent it from starting at all.

**Check the Air Filter.** Most filters will need to be cleaned or replaced every three months or at the start of each season. Check the manual to see whether your mower uses a

filter that can be cleaned and reused or one that needs to be replaced.

**Clean & Lubricate Moving Parts.** Even if you thoroughly cleaned your mower before winter storage, it's a good idea to check for any debris that you might have missed or that accumulated during storage. Once it's clean, follow the manufacturer's directions for lubricating moving parts.

**Sharpen the Blade.** A dull mower blade tears grass instead of cutting it, which causes the other kind of blade to brown at the tips. If you'd rather not take on this task yourself, you can have it done professionally.

## Helpful Contact Information

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## Congrats to David Gay, Our 2020 Recognition of Excellence Awardee

We feel fortunate to have such a great group of people on the Arbor-Nomics team – folks who care about doing right by our customers and each other. And David Gay, the manager of our Cumming branch, is the embodiment of that spirit.

David joined Arbor-Nomics Turf in 2009 as a Certified Landscape Specialist and worked his way up. Over the years, he's mastered the ins and outs of delivering excellent lawn care – and customer care.

"Without a doubt, David has contributed to the growth and success of our company,"

says Arbor-Nomics VP Doug Cash. "Even through a very challenging year like 2020, we knew we could count on him to be highly productive and always go above and beyond. He's a real team player, and that's why he's so well-liked by both customers and folks in the company."

"I appreciate the recognition," says David, adding that his approach to the job is really pretty simple. "Our office's objective is to provide fair and honest service by knowledgeable lawn care professionals."



***Congratulations, David, on a job well done!***

You might know **Sam Thomas** from the days when he was out taking care of lawns. He was our VP Doug Cash's first hire, back in 1997. He says one big reason he's stayed with us for so long is that he never felt micro-managed. As a spray tech, he appreciated being able to take ownership of his route. My dad always thought it was important to encourage that feeling, and we still strive to do that today.



*Sam Thomas with his wife Celeste and dog Tybee*

After many years of putting his horticulture degree to work in customers' yards, Sam took on the role of manager of our Marietta branch and has flourished with the added responsibilities. He met his wife of 21 years at Arbor-Nomics – a fact that gives extra meaning to his description of the company as “family-based” – and together they've developed an award-winning salsa that they hope to distribute one day. They're currently exploring ways to turn that dream into a business of their own.

Like Sam, **Daniel Sparks** started as a spray technician. That was 11 years ago, and today he is excelling as an operations manager at our Cumming branch. Daniel cites the opportunity to learn and build a career as important reasons for staying at Arbor-Nomics: “There was so much technical knowledge to learn about lawn, tree, and shrub care, and it was rewarding to get my pesticide applicator's license.” (Arbor-Nomics is one of the few lawn care companies where all techs have this license, which makes

a difference not only to the quality of service our customers get but also to how techs feel about their jobs.)



*Daniel Sparks with his daughter Tia (13), wife Tabitha, and older daughter Haley (17)*

When Daniel isn't at work mentoring new technicians and helping to keep our trucks in good working order, he's busy serving as the pastor of a small church up in Dahlonega. Although he doesn't have formal seminary training, he spends a lot of time with the Good Book and draws on his experiences from a period after high school when he lost his way but ultimately found redemption. Occasionally, when he is out servicing a property, some inspiration will hit him and he'll make a quick note to help with his next sermon.



*Daniel at Arbor-Nomics working on a spray rig*

Spray techs are not the only ones who have built careers here. **Katrina Powell** joined us as seasonal office support in 2013. Today she's a senior customer service rep who wears many hats -- mentoring new CSRs, organizing and tracking countless soil samples, providing all manner of office support, and, of course, helping customers who call in.

Why did Katrina choose to put her degree in business administration to work at Arbor-Nomics? An abundance of learning opportunities, strong relationships, and

the feeling that we're all a part of an extended family are just a few of her reasons. “I really do feel genuinely cared about here, and I'm thankful to be a part of the team,” she says.

If you arrive early at our Norcross branch, before too many other folks have shown up, you might be lucky – and thankful – to hear Katrina singing. She comes from a wonderfully talented musical family, the Underwood Singers, who traveled around singing in churches. For a short while, Katrina even did backup vocals for a professional singer named Glenna Sanders. She loves music and gets excited talking about the impact it has made on her family over the generations.

I hope you've enjoyed getting to know these three Arbor-Nomics folks a little better. I consider it a privilege to work alongside them, and, as we as a company focus on investing in the Arbor-Nomics team, I want to make sure we do all we can to keep this a place where folks can have rewarding careers –without sacrificing their outside interests – and, above all, where they feel genuinely cared about.



*Katrina Powell working in our office serving Arbor-Nomics customers*

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***Please let me know any thoughts you might have on this article. I can be reached at 678.313.4568 or Josh@Arbor-Nomics.com.***