

THE BUGGETTE



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Bare in Mind by Dick Bare

Hi, everyone! I hope all is well with you and yours! Every week we have a management meeting where we will discuss a particular book we've selected. For example, we might decide to read *The E-Myth* by Michael Gerber and do two chapters every week until we finish it.

We highlight things that we find interesting and sometimes we'll even adopt things from our reading that make great business sense. The book we just finished, **Sam Walton: Made in America**, is an incredible story and chock full of lessons. I'd like to pass along some of the highlights beginning in this newsletter and continuing in the next one.

to Orlando, Florida. There, the elder Walton embarked on several entrepreneurial endeavors, none of which clicked. After a few years he became a broker and joined his uncle's mortgage firm in Missouri.

Sam exhibited a strong work ethic from the beginning. While in eighth grade in Shelbina, Missouri, he became the youngest Eagle Scout in the state's history. During the Depression, the family settled in Columbia, Missouri, where Sam delivered newspapers, sold magazine subscriptions, milked cows, and did other chores to help the family income. Upon graduating high school, Sam attended the University of Missouri on an ROTC scholarship, waiting tables and performing other odd jobs to help finance his education. He graduated in 1940 with a degree in economics.

Three days after graduating college, Sam joined JCPenney® as a management trainee. He was paid \$75 a month and worked there about 18 months, with the highlight of his stint

Sam Walton was born in Kingfisher, Oklahoma, on March 29, 1918. He came from nothing: His father, a farmer, decided that he could not make enough money farming, so in 1923 he picked up and moved the family (now with two boys)



Sam Walton, 1936

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WINTER Plant Tip

Plants continue to need water during the winter. Following sound irrigation practices is essential to maintaining healthy, cold-hardy plants. Prior to a predicted cold snap, you should make sure your plants have enough water. Moist soil absorbs more heat, helping to maintain an elevated temperature around the plants. Mulching the base of plants helps retain moisture.





Winter Care For Your Trees, Shrubs & Lawn

Here are a few tips for taking care of your yard this winter:



1 If you're mowing your lawn in the winter, don't go too short, as scalping can kill a lawn in extreme conditions.

2 Winter is a good time to prune your trees and shrubs and prepare them for new growth in the spring. The wounds from cuts will close quicker, and you won't have to worry about insect infestation. Call us and we can refer you to arborists in your area.



3 Apply mulch around trees and shrubs to protect the roots from the cold and to provide nutrients to the plant. Don't over-mulch the area, and don't let the mulch touch tree trunks. Leaves make a good mulch but should be composted if possible.



4 It is important to keep the leaves off your lawn, so that the grass has a chance to breathe. Extreme cold weather can cause browning in some fescue lawns also. If you are raking your fescue, be careful not to rake it too hard or you will rip out some of the young grass.

If you have any questions about winter tree, shrub or lawn care, please call us at 329-4151.



What can I do about deer, moles and gophers?

Deer – Determined Eaters

As foliage becomes harder for deer to find this winter, they will often eat your plants and grass. Although there are many suggestions for preventing deer from eating your landscape, most do not work or require continuous application. Here is a review of the most commonly tried tactics, along with a surefire way to protect your yard this winter.

- Contrary to popular belief, planting deer-proof plants is not really an option. Deer will eat any green plant, especially in the winter, when other food is scarce.
- A dog who stays in the yard will usually keep it free of deer. A larger dog will be a better deterrent than a smaller one — unless you have a large, friendly dog that makes friends with the deer.
- Deer repellents, which you can purchase online or at garden supply stores, have to be reapplied frequently, and they only keep the deer away from the areas where it is applied.
- The only surefire way to keep deer out of your yard is to build a fence that either is too high for them to jump over (about 7 ft) or blocks their view of your yard. Deer won't jump over a structure if they can't see where they will land.

While deer are beautiful, gentle animals, they are, in deed, very determined feeders and can eat their way through your landscape.

Moles and Gophers – Underground Excavators

Moles and gophers may be two very different animals, but they share some very similar behaviors. Both are expert excavators, tunneling underground in pursuit of grubs and earthworms. It's easy to spot the damage they cause by the telltale mounds of dirt and grass they leave on your lawn.

Some of our customers have experienced extensive mole and gopher damage this past year. Arbor-Nomics doesn't trap moles or gophers, but we can check for and eliminate grubs, one of their main food sources. We don't recommend eliminating earthworms, however, since they help keep your soil healthy. You can call us for an estimate or if you're a do-it-yourselfer, you might want to consider a product called Gopher Gasser. It contains a mixture of potassium nitrate, carbon, sulfur (all components of gunpowder) and dextrin (a polysaccharide), which when used sparingly, is not harmful to soils. The toxic gas it produces fills the tunnels and exterminates or repels the pests. Please follow directions carefully when using this.



Arbor-Nomics wins 2012 Angie's List Super Service Award

For the second year in a row, Arbor-Nomics has won the Angie's List Super Service Award.



The Super Service Award is the highest honor given annually to companies by Angie's List, and it goes only to those who have achieved and maintained a superior service rating on Angie's List throughout the past year. There is no fee to accept the award and be considered a winner.

service rating. According to Dick Bare, founder and owner of Arbor-Nomics, the secret to his success is because "We concentrate on finding great people to grow our business, we train them well, then we send them out to help our customers grow great landscapes."

Super Service Award winners are preferred among Angie's List members because less than 5% of companies on Angie's List meet the eligibility requirements of a superior



Thank you to those who have made this award possible by posting your positive comments and experiences online. We are proud to have received this award for another year.

Application #1

What we did today to your lawn:

1. We applied a pre-emergent for grassy weeds (which includes crabgrass) and a broadleaf weed control. The pre-emergent is a preventative and will prevent grassy weeds from springing up this spring. The broadleaf weed control will take care of the broadleaf weeds that have germinated. If you see green broadleaf weeds in your dormant lawn, you should see those weeds start to die within two weeks of the treatment.

2. **Bermuda** and **Zoysia** lawns will also receive a potassium fertilizer to enhance the root structure so your grass grows stronger and thicker.



3. **To your trees and shrubs:** (if you are a tree and shrub customer) Believe it or not, we have such mild winters in Nashville 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. Remove 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 cut it too short or scalp it. 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, 7:00am-4:00pm at **329.4151**. If you call after hours, please leave a message and your call will be returned the next business day.



Helpful Phone Numbers

MAIN NUMBER

329.4151

www.arbor-nomicsnashville.com

OWNER/PRESIDENT

Dick Bare, 678.638.4550

cell: 770.815.3879

richard@arbor-nomics.com

VICE PRESIDENT

Doug Cash, 678.638.4548

doug@arbor-nomics.com

AREA MANAGER

Joel Holcomb, ext 1127

cell: 615.336.2114

joel@arbor-nomics.com

Winter Trivia Quiz

1. Which of the following is not affected by wind chill?

- a person
- dog
- car radiator
- bird

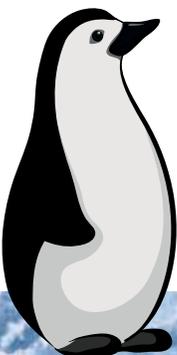


2. What is the coldest temperature ever recorded in Tennessee?

- 10°F
- 32°F
- 0°F
- 15°F

3. What is the difference between sleet, hail, and freezing rain?

4. True or False. It must be 32°F or colder for it to snow.



5. On the average, one inch of rain is equivalent to how many inches of snow?

- 10 inches
- 1 inch
- 5 inches
- a foot

6. What was the world record for the most snowfall in a 24-hour period?

7. The largest iceberg ever recorded worldwide was 207 miles long and 62 miles wide. Where was it found?

8. Which US state has the most ski areas?

9. Can it snow from clear skies?

10. What is more hazardous to trees and power lines?

- One inch of wet snow
- One inch of ice



1. (c) Wind chill has no effect on cars or other objects.
 2. (b) On December 30, 1917, the temperature dipped to -32°F.
 3. Hail is a chunk or stone of ice dropped from a thunderstorm. Sleet is frozen rain. Freezing rain is liquid rain that freezes to a surface such as the road or a tree.
 4. (False) It has been known to snow with temperatures in the mid 40's. Temperatures are below 32°F up in the clouds where the snow is forming.
 5. (a) 10 inches of snow melts down to about an inch of liquid rain.
 6. The record for the most snowfall in a 24-hour period was set in Silver Lake, Colorado, where 76 inches of snow fell on April 14 and 15, 1921.
 7. In the Antarctic, off the Ross Ice Shelf.
 8. New York
 9. Yes. Ice crystals sometimes fall from clear skies when temperatures are in the single digits or colder.
 10. (b) An inch of ice is heavier than wet snow and is hazardous enough to cause power lines and trees to come down.

ANSWERS

Bare in Mind CONTINUED

being the chance to meet James Cash Penney himself! Penney taught him how to wrap merchandise and tie it up using very little twine and wrapping paper.

Penney's lessons appealed to Sam's innate sense of frugality, one of the many qualities that made him something of a poster boy for an earlier America. Regarding Sam's legendary frugality, David Glass, CEO of Walmart in later years, tells a story of being with Sam at an airport. While Sam was inside filing the flight plan, David threw a nickel on the runway to see if Sam would pick it up upon his return. Sam was due to get some pictures taken before boarding the company jet, so he pointed over at the nickel and asked David, "Am I supposed to stand on that nickel?" (I'll have more on this in the second installment.)

Sam resigned from JCPenney® in anticipation of being drafted into World War II. When he didn't get drafted, he instead enlisted and became a supervisor of security personnel at aircraft plants and POW camps. He served at Fort Douglas in Salt Lake City, Utah, finally being discharged with the rank of captain in 1945 at the age of 26.

Sam and his wife, Helen, were trying to decide where to settle down. They had saved \$5,000 and could potentially borrow \$20,000 from L.S. Robson, Helen's father. Robson was a prominent lawyer, banker, and rancher in Claremore, Oklahoma, and he wanted them to settle there as well. But in what is a key part of the book, Helen insists on going elsewhere because she didn't want Sam to become "Robson's son-in-law"; she wanted him to make a name for himself the old fashioned way: by working hard for it.

Sam teamed up with an old friend of his, Tom Bates, and they identified a location for a franchise of Butler Brothers, a Ben Franklin "five and dime" store, in St. Louis. But Helen didn't like the idea of settling in a big city, and she was also uncomfortable with the idea of taking on a partner. So Sam went on his own to the folks at Ben Franklin and asked them what else they had, preferably in a small town, and was told of an opportunity in Newport, Arkansas, a cotton and railroad town of about 7,000 people.



Walton's Five and Dime Store - Bentonville, Arkansas

The Newport store belonged to a man from St. Louis and Sam bought it for \$25,000. It was in terrible shape and because Sam didn't know a thing about acquisitions, he made several critical mistakes when taking over the troubled store, including not taking out a long-term lease on the property. As he recalls in the book, the store "had sales of about \$72,000 a year, and the rent was 5% of sales, an unheard of amount for variety store retailing. On top of that, there was a strong retailer across the street, a Sterling store. The owner, John Dunham, was doing more than \$150,000 in sales, double mine."

Nonetheless, Sam plowed ahead and dug his heels in. Butler Brothers sent him to Arkadelphia, Arkansas, for two weeks of

training, and he opened the store on September 1, 1945. It was 50 feet wide and 100 feet deep, a typical old variety store. There was no self-serve in those days: Clerks manned cash registers and showed buyers everything.

Sam reflects that it turned out to be a blessing he was so green and ignorant. "It was from that experience that I learned a lesson which has stuck with me all through the years: You can learn from everybody." He continues, "I didn't just learn from reading every retail publication I could get my hands on; I probably learned most from studying what John Dunham was doing across the street."

Helen observes, "It turns out there was a lot to learn about running a store. And, of course, what really drove Sam was that competition across the street – John Duhham over at the Sterling store. Sam was always over there checking on John. Always. Looking at his prices, displays, looking at what was going on. He was constantly looking for a way to do a better job."



Walmart in Kingfisher, Oklahoma

Sam paid the \$20,000 back to his father-in-law in 2½ years. The store was doing well, and in about three years it surpassed the Sterling store. Not only that, but Sam also had opened a small department store next door. After five years in Newport, Sam's store was doing \$250,000 a year in sales and turning a profit of \$30,000-\$40,000. It was the No. 1 Ben Franklin store, for sales or profit, not only in Arkansas but in its whole six-state region.

But Sam's earlier inexperience caught up with him. His lease was only for five years, and his landlord owned a competing department store. The landlord would not renew the lease at any price and so Sam was forced out of town. This was a stinging rebuke for him and Helen. They had four boys now, belonged to a great church, and Sam was active in many local organizations and president of the local Chamber of Commerce.

However, here again, as he looks back, being forced out of Newport was a good thing in Sam's eyes. Bruised as his ego was, he had \$50,000 from selling his store to the landlord. Now, also realizing he had been something of a "sucker" for Butler Brothers, he could make a fresh start in Bentonville, a city Helen and he decided on in order to be closer to Helen's family as well as to some great hunting territories for avid sportsman Sam.

Bentonville had three variety stores when one would have been sufficient: The population was only 3,000, less than half of Newport's. Sam bought one of the stores and set about doubling its size. His lesson learned, he also got a 99-year lease. Sam and his brother Bud remodeled the store and turned it into a self-service model, a new concept at the time.

TO BE CONTINUED Next visit: Sam creates the model for Walmart, buys an airplane, and hits a billion dollars in sales.