

THE BUGGETTE



Bare in Mind by Dick Bare

SAM WALTON: MADE IN AMERICA, CONTINUED

If you didn't catch the first half of my story about Sam Walton, please go to www.arbor-nomicsnashville.com and click on "The Buggette" to read it online.

When I left off last time, Sam had just opened a new variety store in Bentonville, Arkansas. Determined to make good use of his hard-learned lessons from earlier ventures, he rode the bus all night to Minnesota to check out two Ben Franklin stores that didn't use clerks with cash registers around the store, just checkout registers up front.

Sam liked what he saw – the beginnings of a new, self-service model – and incorporated that design into his latest venture. "Sam had a nice big sale by putting barrels of stuff all around the store. He noticed elderly ladies would come in and bend way down over those barrels. Sam

observed that times were hard, and he commented to me that they needed to be real strong in lingerie, as the ladies' undergarments were pretty ragged," remarks Charlie Baum, an early Wal-Mart partner.

I think the way Sam Walton saw it was that by running his store so

efficiently he was enabling folks to buy things at a steep discount. He was not interested in making a lot of money, per se; he was interested in changing people's lives.

Inez Threet, a clerk at Walton's Five and Dime, said, "I guess Mr. Walton just had a personality that drew people in. It was like he brought in business by his being so friendly. He was always thinking up new things to try in the store."

After Sam got quite a few stores going, he felt it was time to get an airplane. So, he bought a two-seater Air Coupe. His brother and business partner, Bud, likened the plane's engine to a washing machine motor, and it was two years before he ever flew in the plane. Sam had his only air failure in that plane, but he managed to land it safely in spite of the engine going out.

Once Sam took to the air, he started opening stores like crazy, until he had over 400. He would fly his two-seater sideways over towns so he could see where to put stores (when he flew right-side up, he couldn't see the ground underneath him). Sam didn't buy a jet until they were at \$40 billion.

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Refer one of your neighbors and **GET \$50!** If any of your neighbors have commented on how good your lawn looks, give them our contact information. If they sign up for our service (by calling us at 329.4151 or visiting our website) you'll receive \$50 towards your account. Just ask them to mention your name when they sign up.

You can feel confident recommending us. In addition to our many awards, we've been treating lawns in the south for over **30 YEARS**. The fact is that the majority of our new customers come from referrals, and that is the greatest compliment you can give us. **THANK YOU!**



What did the big flower say to the small flower?

What's up Bud?



Tree & Shrub Tech Tip

Spring is a favorite time to plant ornamental trees and shrubs for their color and beauty. Since there are more choices at garden centers in the spring than at any other time of year, it's a good time to add to your home's landscape.

There are a few things to keep in mind. The root growth that occurs in ornamentals planted in the fall provides a tremendous advantage over ornamentals planted in the spring, especially if irrigation is not available or if there is drought or extreme heat (common for our summers). Also, a large number of plants are killed between leaving the nursery and being planted because of mishandling. Here are some tips for giving your spring-planted ornamentals a better chance of survival.

- Survey the planting site: Make sure to pick the correct plant for the site. For example – evergreen Azaleas will never thrive in full sun and Leyland Cypress will die in the shade.
- Check the soil for hazards such as rocks, construction debris, poor drainage, tree roots, etc.
- Always select fresh, high quality plants. Container grown plants should have healthy vigorous tops and white feeder roots on the outer edge of the root system. Avoid purchasing pot bound plants.
- Prepare the hole properly. **Never put a ten-dollar plant in a two-dollar hole.** A planting hole twice as large as the root ball encourages rapid root growth and plant establishment. In poorly drained soils, dig the hole 1 to 2 inches shallower than the root ball; this will raise the roots and let water drain away from them. After planting, cover the exposed part of the root ball with soil and then mulch.
- Allow trees and shrubs time to become established before applying a strong fertilizer. A starter fertilizer is fine to use when you first plant your tree or shrub.
- Water plants thoroughly before and immediately after planting to settle soil and eliminate air pockets. Proper watering is especially important during the establishment period; monitor the soil to make sure it's not too wet or too dry.
- Proper application of mulch is very important. Cover an area 3 to 4 times the size of the root-ball with 3 to 4 inches of mulch. This helps conserve moisture, maintain soil temperatures and inhibit weed growth. **Avoid** letting the mulch touch the stem or trunk of the new plant.
- Call the office to discuss systems for securing the trees or shrubs for the first year of growth. Many plants are killed in their formative years from improper guy wiring of the plant.
- Make sure you peel back the cloth burlap and remove plastic burlap completely. Also check for and remove girdling nylon twine as it will kill the plant a few years down the road if not removed.



12 OMG Facts:

- 1 **STEWARDESSES** is the longest word typed with only the left hand. And **LOLLIPOP** is the longest word typed with your right hand.
- 2 **NO** word in the English language rhymes with month, orange, silver, or purple.
- 3 A goldfish has a memory span of **3 seconds**.
- 4 A "jiffy" is an actual unit of time for 1/100th of a second.
- 5 A shark is the only fish that can blink with both eyes.
- 6 A snail can sleep for **3 years**.
- 7 An ostrich's eye is bigger than its brain.
- 8 Babies are born without kneecaps. They don't appear until the child reaches 2 to 6 years of age.
- 9 Peanuts are one of the ingredients of dynamite!
- 10 The microwave was invented after a researcher walked by a radar tube and a chocolate bar melted in his pocket.
- 11 The winter of 1932 was so cold that Niagara Falls froze completely solid.
- 12 All the ants in Africa weigh more than **ALL** the Elephants!



Winter Kill in Warm Season Turfgrass

Every spring we look forward to our dormant lawns greening up. We hope for a beautiful lush, problem-free lawn that's ready to enjoy in nice weather. How quickly our lawns green up depends more on the temperature than on the calendar. Soil temperatures need to reach 65 °F, requiring our daytime highs to reach the 80's. With fluctuating temperatures, the timing of this can be unpredictable. Another issue that we see this time of year is winter kill in warm season turfgrasses. Let's look at several factors that contribute to winter kill.

- **Traffic & Hard Soils:** Turf cannot grow strong roots in compacted soils. Aeration is recommended in the spring for warm season grasses.
- **Improper Watering:** Weather is often very dry and hot from July to October, which can weaken the turfgrass and lead to winter kill.
- **Trees & Shade:** Trees take water out of the soil and shade turfgrass, both of which cause slow green up of turf.
- **Thatch:** Lawns with more than one-half inch of thatch are prone to winter kill.
- **Wet Soils:** Too much moisture can stress lawns as well, leading to turf decline and death.

If you have any of these conditions please notify your Certified Landscape Specialist, so appropriate action can be taken.

Source:
www.omg-facts.com

Application #2

What we did today to your lawn:

1. We applied a pre-emergent and a broadleaf weed control, which we also applied with the first application of the year. The pre-emergent will block the development of the grassy weed root and prevent them from growing. The broadleaf weed control will kill those weeds within two weeks of the treatment.
2. We also applied a potassium fertilizer to enhance the root structure so your grass grows stronger and thicker.
3. Your lawn received an application of nitrogen for growth and color.
4. **Gold** customers received a **FREE** Outdoor Pest Control Application.
5. **Platinum** customers receive a treatment/visit every month so this is application #3 and #4 for them. In addition to the standard lawn, ornamental tree and shrub treatments, they received an Outdoor Pest Control Application and an aeration for warm season grasses. In April these customers will also begin their fungicide program to prevent diseases.

To your trees & shrubs:

(ONLY for Gold & Platinum Customers)

1. A fungicide was applied to control diseases like powdery mildew and leaf spot.
2. An insecticide was applied to help control aphids, lace bugs and leaf hoppers.
3. And finally, a foliar fertilizer was applied for spring color. This fertilizer is great for acid loving plants. This will help your trees and shrubs begin a healthy new life in the spring to keep them strong throughout the summer.

What you need to do until our next visit

1. If you are going to mow your lawn during March and April, do not remove more than 1/3 of the grass blades at each cutting. You don't need to collect clippings as they "recycle" back into the soil providing some extra nutrients. It is safe to mow the same day we've applied our products.
2. Warm season grasses such as **Bermuda** and **Zoysia** should be aerated in the spring to reduce soil compaction and increase the benefits of our applications. Call us for an estimate. 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

What's your pick?

You may not have known that we have three service programs at Arbor-Nomics Turf. The Silver program includes lawn service; the Gold program includes lawn, ornamental tree and shrub services; and the Platinum program includes everything.

Top 5 Reasons to Upgrade from Silver to Gold:

- 1 **4 FREE** Outdoor Pest Control treatments.
- 2 The ornamental tree and shrub care program protects from insect damage and disease.
- 3 The program also makes trees and shrubs more resistant to drought.
- 4 Your ornamental trees and shrubs will have a better look and a stronger color.
- 5 Gold is more valuable than silver!

Top 5 Reasons to Upgrade from Gold to Platinum:

- 1 Monthly visits year-round.
- 2 Includes aeration or overseeding.
- 3 Includes fungicide treatments.
- 4 Includes grassy weed treatments.
- 5 **INCLUDES EVEN MORE.**

Go to www.arbor-nomicsnashville.com to see the full list of services included in the Platinum Program.



Please call us
329.4151
or visit our website
for more information on
our three programs.

Bare in Mind CONTINUED

All these stores were organized as partnerships involving Bud, their dad, Helen's two brothers, and even their kids, who invested their paper route money. John Walton, Sam's oldest son, once remarked, "This is hard to believe, but between the paper route money and the money I made in the Army, both of which I invested in those stores – that investment [was eventually] worth about \$40 million."

Get a load of this: Once Sam was ready with his new store model, he had to figure out what to call the enterprise. He told Bud that he had thought up the name "Wal-Mart," which was similar to other new discounters, such as Mammoth Mart, Fed-Mart and Kmart. He pointed out that the name only had seven letters and that the signs would be cheaper and easier to maintain. The Ben Franklin name was expensive to put up and it was costly to maintain the neon. Sam gave only a few quick thoughts on the name. Here again, it was about creating value for his customers.



Remodeled Walmart

Being so price-conscious perhaps helped Sam and Wal-Mart survive and thrive. "In 1962 the discount industry was fairly young and full of high-living, big spending promoters driving around in Cadillacs", Sam points out. Sam didn't have the deep pockets or the cash flow to support a lavish lifestyle nor would he have lived like that anyway. He was frugal almost to a fault, and this helped build the concept in small towns. If he had a lot of capital, he would have gone straight into the big cities where he would have been up against the likes of Kmart, Woolco and Target. Sam had never dreamed there would be so much business in small towns. But being under-capitalized and under-funded forced him to open only in small towns. In the book, Sam points out this contributed "mightily" to their success.

Another factor that Sam mentions is in their motto, "Satisfaction Guaranteed." When folks thought of Wal-Mart, they thought cheapest prices and guaranteed satisfaction: simple and effective.

Some of Wal-Mart's tricks were learned from store managers. One such man was Phil Green. He and Sam would often prepare a big promotion to run in the weekend newspaper. Sam would get newspapers and cut out competitor's pictures of say, Quaker State Motor Oil, and then paste them into a new ad that he was creating. Then he'd slash the prices, creating a big blow-out sale. They would do this for about 20 items per weekend.

Phil Green, who was sent to open a store in Hot Springs, Arkansas, got a little carried away on a blow-out sale, but it turned out to be a blessing. In working out a laundry detergent promotion, he got the manufacturer to agree to a substantial discount if Phil bought 3,500 cases of detergent. It was an unbelievable amount of soap. It made a display 100 feet long by 12 feet deep and reached the ceiling. Even Sam showed up at his store and commented that maybe he overdid it. But, lo and behold, Phil sold all of it in a week.

Then, Phil did the same thing with 8hp Murray riding mowers. He bought 200 and offered them for ½ off, like he had done with the detergent. The news media caught wind of this and did a piece on it. Phil sold all 200 of them, no problem. This raised the bar on future promotions.

On the home front, Sam had grown up in a somewhat troubled

family. His parents did not get along well, like Helen's. They quarreled incessantly, and his mom even left briefly to work on the west coast in the defense industry. Sam vowed that he would not allow that to happen to him and his family, and he was as much a family man as a businessman.

When he owned the Ben Franklin stores, before Wal-Mart, he took a month off every year for family camping trips. They once spent the whole month traversing Arkansas, which they fell in love with.

Another trip brought them to the east coast, where they pulled into New York City in an old station wagon with a canoe strapped on top and pulling a camper behind.

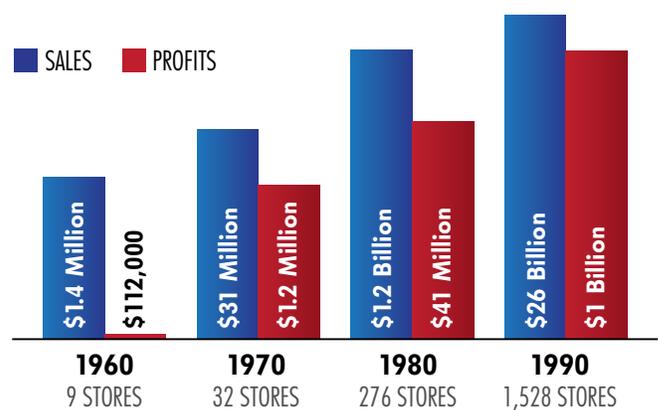
Along the way, Sam would stop and visit stores. If he and the kids were off on a side trip, he would slip in a few store visits to see what his competition was up to. He had a pact with the kids that they wouldn't tell their mom. He never missed a Kmart. And, he always had the proverbial yellow pad to take notes on.

Sam was careful not to push his kids too hard. He felt he was an overachiever, and he didn't expect his kids to turn out like he did. But he did make sure his four children worked in the stores. They also had to shop there. Of course, as I mentioned earlier, they invested in the stores as well. And when the Waltons travelled, Bible study and daily prayer were an important part of the trip.

Sam always worked Saturdays and felt that all his management personnel should, too. He said that retail was weekends. But Helen always felt guilty making the employees work Saturdays or weekends. She felt they should be attending games and such with their families.

In the book, Sam worries about the future generation of Waltons, their not working early in life, having a paper route or milking cows. He understands the incredible wealth that he has created and that it will be nearly impossible for his and Helen's values to be passed down generation after generation. Sam does hope, though, that his grandchildren and great grandchildren look for a cancer cure or perform civic duty that would improve people's lives here or abroad.

Let's take a look at Wal-Mart's growth. The chart below is from the book and it ends in 1990. Sam Walton died in 1992.



I looked up Wal-Mart today and they had about 8,900 stores in 2011, so I imagine they have over 10,000 now. And I'll bet their sales are over half a trillion dollars! They have over two million employees, and are the world's third largest corporation. They are in many countries around the world.

If you own or manage a business, be sure and pick up the book. It is incredible. I think Sam Walton was the Truett Cathy of his time and God really blessed him.