

# The BUGGETTE

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an ARBOR-NOMICS NASHVILLE Newsletter

## Happy Holidays!

### Happy Holiday Wishes

As this year comes to a close, we at Arbor-Nomics wish all of you a happy, peaceful holiday season. We hope 2009 has been filled with many blessings and wish the same for you in the year ahead. We also thank you for your business and look forward to serving you in 2010.

Sincerely,

**Dick Bare**  
Owner

**Doug Cash**  
Vice-President

**Joel Holcomb**  
Area Manager



## Bare in Mind

by Dick Bare

Hi Everybody!

Let me continue telling you about our pilgrimage to Israel, where I felt closer to God after a somewhat turbulent 12½-hour airplane ride.

Let's start with Wadi Qelt. It is in the Valley of the Shadow of Death and currently the home for 14 known hermits. Near here (Qumran), in 1947, a shepherd boy from Jerusalem lost a goat. While looking for his goat, he found the first of the Dead Sea Scrolls. More than 800 scrolls were later found in jars in 48 caves. There are more than 1,000 caves in the area, so there may be more scrolls yet to be found. The scrolls are in Hebrew, Aramaic and Greek. Experts tell us that when compared to modern scripture, there are no significant differences (i.e., the translators did the job perfectly down through the years).

Next stop, Jerusalem, which is built on four hills. Mount Moriah, site of the first temple, is now the site of two mosques, the most famous being the Dome of the Rock. Mount Bethesda and Mount Scopus are two more hills, one of which is the site of the Hebrew University. Lastly, there is the Mount of Olives, once covered by olive trees, some of which are still present and

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## Deep Root Fertilization

**Provide your trees with some TLC this fall and winter for 10% off.**

Fall and early winter are the best times to plant and fertilize your trees. That's why we recommend deep root fertilization, which helps establish a stronger root system.

Our deep root fertilization process delivers a solution of high quality nutrients to the root zone of your trees. The materials are applied to the root zone using pressure, which helps aerate, or provide much needed oxygen to the root system. The trees actually store the nutrients for use during the next spring, as they emerge from dormancy.

Roots are opportunistic and develop wherever oxygen, nutrients, and moisture are present. Ongoing deep root fertilization programs improve the oxygen content, microbial activity, and nutrient levels within the soil, leading to improved environmental conditions around and within the root zone.

Deep root fertilization is especially good for urban and landscaped trees, which often have restricted root systems and compete for nutrients with other shrubs, trees and flowers.

Arbor-Nomics is offering 10% off deep root fertilization during November and December. There is a \$100 minimum for this service and it is applicable to trees with a trunk diameter of 8" or less.

Call us at 329-4151 for an estimate.

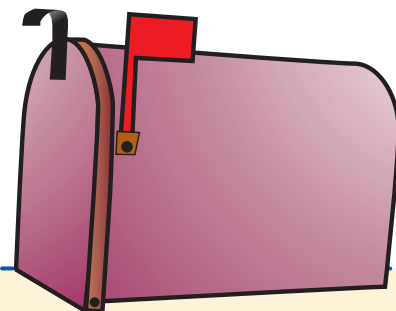
## Arbor-Nomics Turf makes the Inc. 5000 again and again and again.

Arbor-Nomics Turf made the Inc. 5000 list in 2007, 2008, and now again in 2009, ranking 4,300.

Inc. 5000 is an exclusive ranking of the nation's fastest-growing private companies. The list represents one of the most important segments of the economy—America's independent-minded entrepreneurs.

The Inc. 5000 are responsible for creating more than 1 million jobs since their founding, making the list perhaps the best example of the impact private, fast-growing companies can have on the economy. This year's list also offers a preview of the industries that are poised for growth in coming years.

"In times like these, when dollars are tight, people are focused more than ever on ensuring the quality and value of their purchases," said Dick Bare, president and owner of Arbor-Nomics. "We hang our hat on customer service and providing results. It's the 'special sauce' that drives our success."



### It's in the mail

Check your mail in the coming weeks, Arbor-Nomics will be sending out pre-pay letters for 2010 service. It's a convenient, hassle-free way to square away your lawn care needs for the entire year. Go ahead and check it off your list!



### Bare in Mind...

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estimated to be 2500 years old. They were the most amazing small trees, with huge trunks and new growth shooting out of the trunks.

We visited the Church of St. Peter in Gallicante, where Peter denied Christ three times, then the Church of the Holy Sepulcher, the holiest site in the world for Christians (the site of the crucifixion, burial, and resurrection). You know how they show Christ being hung on a cross with two others out on top of a lonely hill? It probably wasn't that way at all, according to our guide Jimmy. People were hung on crosses by the main gate to Jerusalem, so the maximum number of citizens could see them. Same thing for Christ being born in a stable – he was actually born in a cave, as was the custom then. He was, however, buried in a tomb, which we visited. No one, though, is positive as to which tomb. This was often the case: Many sites were estimations of actual places and events.

One more thing about another slightly off story: Jesus' father was Joseph, whose occupation was "Tecton" or craftsman/artisan, not a carpenter, as is commonly believed. The extension of that, then, is that Christ probably took on the same occupation. He could have been a mosaic floor artist, or a leather craftsman or a carpenter – no one knows.

It's kind of like our modern history. No one knows who created the American flag. It was not Betsy Ross – her grandson made up that bedtime story for his children. Same thing for the lone Paul Revere story: Longfellow's poem became the facts, but the truth lies in Wikipedia.

Okay, back to Jerusalem. The biggest attraction, I would say, is the Temple ruins that Solomon

built. Along with the ruins is the Western (Wailing) Wall of the Temple. You had to don a yarmulke (mine kept blowing off, was that a hint?) in order to approach the Wall. Men prayed, studied scripture, and worshiped on the left side of the Wall, women on the right.

Some orthodox Jews had small desks they could stand at and read the Old Testament; others held books in their hands. Some wrote prayer requests on paper and placed the folded notes in the Wall. We were given a pad and pen, but I felt like I was so bad I couldn't even look up.

The other thing that was a site to see in Jerusalem was the market. We got a free afternoon to go around by ourselves and that was fun. There were narrow alleys carved into the belly of the city, which formed a labyrinth of puzzle ways that went all over the city center underground. Each booth had a specialty. One might carry pottery, another olive wood souvenirs; there was a pizza parlor and spices of every kind. If you didn't buy anything, the merchant would follow you down the alley, exhorting you to buy whatever you were looking at, while waving the object excitedly around in the air. Hey, here's something interesting: You know those kiosks at malls here where they sell you Dead Sea salt

and hand and body lotion? They won't hire Americans for those jobs because they are too nice and don't sell near as much product as the Israelis.

You know how we are now all into sanitation, washing our hands 50 times a day, using hand sanitizers 100 times a day, and the like? Everything over there is out in the open. If I were a fly, I would definitely relocate to the market. One booth had liter baskets of processed grain, all out exposed.

The coolest booth though was one that had flat rectangular baskets of chickens. They were in the little yellow-chick stage and ready for someone to buy and raise to adulthood at home. Can you picture going to Perimeter Mall and buying chickens? In fact, as we rode around on the bus, I noticed many storefronts with the carcasses of bulls butchered up and hanging from hooks for sale. Same thing for fish in the different marketplaces, and of course, no refrigeration for any of this. I believe our obsession with sanitation is making us sick; our children will have no immunity to any bugs or pathogens.

The only shopping remotely similar to what we're used to in America was a small mall that was new and modern near one of the entrances to the market.

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## Bare in Mind...

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Otherwise, there were few modern buildings and almost no landscaping. They just don't have the disposable income or inclination to spend money on fancy houses, cars and landscaping; of course, we can't brag, our national flower is the cloverleaf! There is a practical, frugal aura with Israel. Everything is on a smaller scale than here. Land is precious and everything has a useful purpose.

As we toured around the heart of the city – lo and behold – there was a man with a pet camel offering rides. I couldn't resist. The camel is a magnificent animal. It is a miracle to see it get up and down with two people on it. We all got a screaming laugh as the owner unceremoniously picked up our prim and proper American wives Western style and tossed them behind the hump, with us hopping on the back. At the end of the short ride, the camel folded his front legs down first, pitching you forward at a tremendous angle and scaring the heck out of you. Then he hinged his rear legs, folding them twice as his rear end

hunched down. It was a sight to see. As I recall, the camel rides were \$5.00 per person, so he made a nice bit off our group. I asked him how much a camel costs,

and he indicated they were about \$5,000 for a young trained camel. Then he had to board and feed it there in the city, which I'm sure wasn't cheap.

As the group departed to board the bus, I went up and patted the camel's neck. A huge cloud of dust came off of him, and my hand was left with a greasy film on it. Here again, these animals are not cleaned and cared for like the horses I pet up in Ohio at the county fair.

Lastly, the food. It was different. Now I am a steak-and-potatoes guy, so I don't even like European food, but this was unlike anything I have experienced.

We stayed at the beautiful American-style Olive Tree Hotel, and we ate breakfast and dinner there. There were many nationalities at every meal, and it was incredible what some people ate. I would see people at 6:30 a.m. ordering and eating a whole fish – eyes, skin and all. Same thing with snails (I prefer fast food). Very little tasted like it does here, not even the orange juice or soft drinks (except for Coke – it was the same). I saw a beautiful pizza in the Jerusalem market and then I bit into it. It, too, was awful, but I was so hungry I ate it anyway! The more authentic foreign food is, the worse it tastes!

We had no idea how much we love coffee; we really regretted not bringing a small brewer and a few pounds of Dunkin' Donuts' medium blend. The same for wine. We bought cheap wine and it was not like "Two Buck Chuck".

So that was a real disappointment, especially when you are in a group setting. I drink to make other people more interesting. (I've spent 30 years trying to figure out how to drink for a living). I can't die until the federal government finds a safe place to bury my liver!

But, as opposed to Europe, everyone spoke English, so that was a plus for this trip. There were no soldiers standing around carrying AK-47's everywhere, like I thought there would be (I've seen more armed guards in Memphis, Tennessee!). No one scowled at us (like in France), so it's definitely a wonderful place to go.

The most memorable thing from our pilgrimage will be our wonderful experiences and the new friends we made with the other couples on the trip. It was so much fun to eat together, travel on the bus together (with George, our able driver), float in the Dead Sea, and visit all the ancient sites together. I told everyone on the bus, "If you haven't got anything nice to say about anybody, come sit next to me."

One couple we met seemed to fight all the time, so I couldn't help asking them, "You two seem so incompatible, how did you end up marrying?" The wife replied, "Oh, it's like that old saying, opposites attract: My husband wasn't pregnant and I was."

As you can tell by now, my wife and I are spoiled rotten. We were never happier than when we touched down at Hartsfield-Jackson Airport. There is no place like America.

**P.S.** Thanks to Nick and Jeanelle Brown for their valuable outline of the trip, as their notes made the details possible. I used to have a photographic memory but now I'm out of film.

