



# THE BUGGETTE

APPLICATION #1, 2010 • VOL. 2, NO. 8



## Bare in Mind by Dick Bare

Hi, everyone,

I hope you had a great holiday season! I got an Apple iPhone for Christmas, and I've got to tell you about it. (For those of you who don't have AT&T, by the way, you can get a Droid. I have heard from some authorities on the subject who say the Droid is an iPhone killer.)

It is so interesting about word of mouth, I have had more people, strangers even, who have been raving about this phone. I have heard of people switching their phone service over to AT&T so they could have the coveted iPhone. I read an article in Consumer Reports about the different cell phone services, and Verizon was at the top and AT&T was pretty much at the bottom due to the Apple phone: So many millions of people have been getting iPhones that it has overwhelmed the AT&T networks.

First of all, let's discuss the deal with the iPhone. It really isn't first and foremost a phone; it is a 32 gigabyte computer that fits in your pocket. I had a Razr before, and it was a lot easier to make a call on. Of course, you can say who you want to call on both phones and that works great. I'm just having to get used to that way of making a call on the iPhone. I had a hands-free system put in my car where I can say "Call Sharon Bare" and it will call my wife. That is almost a necessity with this phone as there are several steps to making a call and they require a lot more attention to detail than a regular cell phone.

When the iPhone first came out, there was a problem with battery life; however, I really haven't noticed it being worse than my previous phone. I charge this one up over the lunch hour just like I did with my Motorola. Auxiliary batteries that attach to the phone are available, too, and fit on nicely.

The thing that convinced me that I had to have this phone is that I was at a meeting of CEOs, and one of them stood and held up his iPhone and said "All of you need to run out tomorrow and get one of these phones. If you don't have AT&T, you need to switch over!" He then said "Watch this!" He spoke into the phone and said "Google." Then he said "unemployment rate in Michigan." The phone replied back "14.3%." Then he said "unemployment in Detroit" and the phone answered "28.9%." That was pretty incredible. Good old word-of-mouth!

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### Special Price: \$39.99

Our Perimeter Pest Control applications begin in March. We'll spray a 30 ft. barrier around your house to keep fire ants, ants, ticks, fleas, and spiders out of your yard and your house.

(if ordered before 3/15/10).

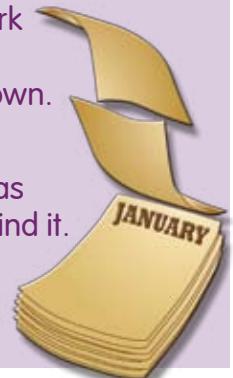


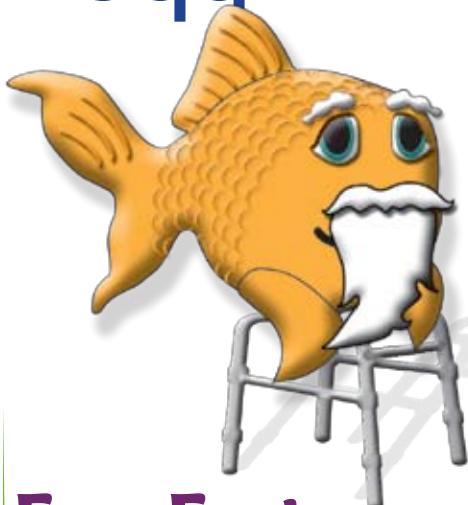
### Resolutions you might be able to keep

In honor of those of you who are trying to stay true to your New Year's resolutions, here are a few that you may be able to keep:

- Just for today, I will not sit in my living room all day in my nightdress. Instead, I will move my computer into the bedroom.
- I will no longer waste my time reliving the past; instead, I will spend it worrying about the future.
- I will not bore my boss with the same excuse for taking leaves. I will think of some more excuses.
- I will do less laundry and use more deodorant.
- I will give up chocolates totally. 100%. Completely. Honestly....
- I resolve to work with neglected children - my own.
- I will read the manual... just as soon as I can find it.

Source:  
Unknown





## Fun Facts

The lifespan of the common goldfish is over 20 years.

Your hair grows faster in the morning than at any other time of day.

A pound of potato chips costs 200 times more than a pound of potatoes.

In the movie, "The Wizard of Oz" Toto the dog's salary was \$125 per week, while Judy Garland's was \$500.

There was no punctuation until the 15th century.

The Atlantic Ocean is saltier than the Pacific Ocean.

Coffee beans aren't beans – they're fruit pits.



## Reasons to take care of your lawn

Just in case you needed a few more reasons to take care of your landscaping, did you know that:

- A Gallup survey reported that 62% of all homeowners in the United States felt that investments in lawn and landscaping were as good, or better, than other home improvements. Proper and well-maintained landscaping and lawns add 15% to a home's value according to buyers.
- The investment recovery rate is 100% to 200% for a landscape improvement, while adding a deck or patio recovers 40% to 70% their cost.



## Compliments to the techs!

Many of our customers never see a technician on their property. However, these guys work hard to keep your landscape looking good year round. Not only do we think that they are the most educated and knowledgeable technicians in the industry (they take ongoing continuing education classes and are pesticide certified), but they are all really nice guys who care about your property and welcome any questions you might have.

If you don't believe us, believe our customers:

"Your service is outstanding versus my previous lawn care company. You are quick to respond, your rates are very reasonable and I know when you're coming to treat my property. Overall, great communication."

– D. Griffen  
Deer Way



## Application #1

### What we did today

#### To your lawn:

- 1) We applied a pre-emergent crabgrass and broadleaf weed control. We are always working a season ahead and right now the pre-emergent and broadleaf controls we've put on your lawn are going to prevent weeds from springing up this spring. These two products will block the development of the weed root and prevent them from growing. If you see green weeds in your dormant lawn, you should see those weeds die within two weeks of the treatment.
- 2) Potassium Fertilizer: All of the lawns receive the pre-emergent and broadleaf controls. Bermuda, Zoysia and Centipede lawns will also receive a potassium fertilizer to enhance the root structure so your grass grows stronger and thicker.
- 3) Nitrogen: Fescue lawns will receive nitrogen for growth and color.

#### To your trees and shrubs:

(if you are a tree and shrub customer)

Believe it or not, we have such mild winters in Atlanta 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) Rake 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 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 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, 8:00am-5:00pm at 770-447-6037 ext. 2. If you call after hours, please leave a message and your call will be returned the next business day.

## Look it up . . . . .

If you hear your teenager or younger co-workers talking and have no idea what they are saying, you might need to go to your nearest online dictionary. Here are some of the new words that have been added to Merriam-Webster's Collegiate Dictionary in 2009:

**frenemy:** One who pretends to be a friend, but is actually an enemy.

**fan fiction:** stories involving popular fictional characters that are written by fans and often posted on the Internet —called also fan fic.

**sock puppet:** a hand puppet made with a sock or a false online identity used for deceptive purposes.

**vlog:** a blog that contains video material.

**Helpful Phone Numbers**  
[www.arbor-nomicsnashville.com](http://www.arbor-nomicsnashville.com)

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## Meaty Fruit

Avocados have more protein than any other fruit.

**green collar:** involving actions for protecting the natural environment.

**staycation:** a vacation spent at home or nearby.

**flash mob:** a group of people summoned (as by e-mail or text message) to a designated location at a specified time to perform an indicated action before dispersing.



## Bare in Mind...

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There are currently over 100,000 apps you can get for the phone. (Predictions are for over one million apps some day: the phone has a Genius bar to automatically notify you of new apps that you would enjoy based on your present selection of apps.) Here are some examples of these apps and their features:

- YouTube, Facebook, Weather Channel, television, iTunes, stock market reports, Google Earth.

- You can program things you need at the store, such as items from Home Depot, grocery lists at the supermarket, and Valentine cards at CVS – when you enter those stores the phone will remind you of the things you need.

- A NASA app that lets you track current and future missions.

- Voice memo for recording conversations that you want to keep.

- A "calc" function that creates new passwords with a random number generator.

- Apptism gives you the tools you need to find and track iPhone apps. This phone holds hundreds of applications and this site will organize them by Recent Activity, Most Active, Popular Apps, Newest Apps, Free Apps, Category, Price, and Activity Type. Apps are selected on the phone by categories such as Games, Entertainment, Utilities, Social Networking, Music, Productivity, Lifestyle, Reference, Travel, Sports, Navigation, Healthcare and Fitness, News, Photography, Finance, Business, Education, Weather, Books, and Medical.

- Apple.com (accessible on your phone, of course) provides even more info on popular apps, such as apps for cooks, for the great outdoors, for work, for students, or even to improve your sex life.

- Maps come standard, but you can pay from \$35 to over \$100 and get TomTom Nav or another navigation system. Some systems are free.

- You can put your location into your phone and it will tell you the crime rate for where you are standing. This is a new app for the city of Atlanta that I saw on the Channel 11 evening news.

- Bar codes: You know how you have to carry around those pesky cards (Kroger, CVS, etc.) with a bar code on them? You can put those in your phone and throw the cards away.

- Compass:

It's hard to believe how much you'll use this app to find out which way is north, etc.

- A tracking device allows you to track your phone (like a LoJack for cars) if it is stolen or you just want to see where your husband or wife is.
- A built-in camera takes excellent pictures (I hear the one in the Droid is even better).
- A Megaphone app lets you plug your phone into an FM transmitter and use it as a microphone to give talks, etc.
- You can use your phone to see if something is level; it works horizontally or vertically.
- Lie detector: Lay your phone on the desk when you are interviewing prospective employees and see if they are lying or not.
- A sound level app measures how loud things are so you can sue rock groups for ruining your hearing.
- A jokes app gives you new jokes every day so you can laugh your stress away.
- Flixster tells you where the nearest theater is, what's playing, and at what times. It also can provide reviews of each movie. And it lists upcoming movies with release dates, lets you review movies, and share your opinions with friends. Same thing for gasoline prices.
- The guns and rifles apps are great gadgets to show your children or grandchildren: You can cock a rifle and then shoot it.
- Paper Toss: a great game to play with the kids; it's addictive! Hangman is another; remember that one?

- Healthcare apps include Fevermeds, which uses pictures and other descriptive methods to help new parents give correct meds at the right times and also gives other useful info about children's medications. Another, westsamoaconsult.com, is a medical atlas that provides you with a quick text reference of over 50 of the most common childhood diseases including pictures. You can also play gentle "sleep inducing sounds" to rock you or your child to sleep, access short videos on CPR and choking that show you what to do in an emergency, learn about

breastfeeding management, consult the iChart EMR to help with prescriptions, track your bills, read lab reports, and more. And through Kindle for iPhone, you can download over 300,000 titles from Amazon if you need more in-depth information. (Really, the medical apps are worth the price of the phone alone.)

- UrbanSpoon lets you pick and review restaurants in your area or in another part of town that you specify, gives newspaper reviews and blogger opinions, and lets you share dining options with friends.

- Shazam lets you hold your phone up to any radio or TV and it will tell you the name of the song that's playing.

- A breaking news app covers all the major networks, including CNN, Fox, NBC, ABC, etc.

- The Zippo lighter app is a realistic looking lighter.

- Flashlight: This will delight the little ones in your house. Turn off the lights and let the fun begin! A collage of shapes and colors.

- A free turf management app from our friends at the University of Georgia helps you identify weeds in your yard. Simply open up the app and compare the weeds shown to yours and presto you've identified it. Same for diseases. They are going to expand this to include tree and shrub diagnosis, too.

I could go on and on, as this phone is truly revolutionary. For those of you who wish to explore this phone's depths more, go to Barnes & Noble and pick up a copy of iPhone Life, (or visit online at iPhoneLife.com) and have at it. Another publication out of the UK is iPhone: Tips, Tricks, Apps, and Hacks from the Makers of iCreate (Imagine Publishing).

Finally, let's have some fun with this topic. E-mail or call me with some of your unusual or favorite apps and we will publish them, especially the ones that relate to the Green Industry. Dick Bare, 770-815-3879 or richard@arboronomics.com.

**(New motto:  
an Apple a day  
keeps the Blues  
at bay.)**