

# BUGS

Vol. 44 No. 279



## LAWN TREATMENT NO. 2

### SERVICE RECAP

#### WEED CONTROL

We treated your lawn to win against weeds. Our pre-emergent helps prevent crabgrass and our post-emergent will kill off broadleaf weeds over the next two weeks.

#### FERTILIZATION

Our Special Blend fertilizer gives your grass needed nourishment for the growing season.

#### FUNGUS CONTROL

*add-on service*

Our fungicide helps your lawn fight fungi like brown patch and dollar spot.

#### PEST CONTROL

*add-on service*

We applied Outdoor Pest Control to key breeding areas to protect against pests like ants, fleas, ticks and spiders.

#### ORNAMENTAL TREE & SHRUB TREATMENTS

*add-on service*

Our fungicide helps hinder leaf spot, powdery mildew and other diseases. Our insecticide helps control aphids, lace bugs and leaf hoppers.

### WHAT YOU GNEED TO GNOW

**PUNCH UP YOUR LAWN** – Spring aeration should be done annually for warm-season grasses like Bermuda and Zoysia. We only aerate in April and May, so call to add it to your schedule if it's not part of your package.

**DON'T MOW TOO LOW** – It's safe to mow after treatments if your lawn is dry to the touch. Keep two-thirds of your grass' length when mowing and leave clippings on your lawn to recycle back into the soil.

**WATER WISELY** – Your lawn needs about an inch of water every week. Early mornings and late afternoons are great times to water to minimize evaporation.

**WEED WATCHOUTS** – Your lawn needs about an inch of water every week. Early mornings and late afternoons are great times to water to minimize evaporation.

### GO FOR THE GOLD

**GET FREE MOSQUITO TREATMENTS FOR A YEAR WHEN YOU UPGRADE TO OUR GOLD PLAN.**

Tree and Shrub Care is also included which can help guard ornamentals from harmful bugs and fungi as the weather warms.

SCAN FOR MORE INFO ABOUT OUR GOLD PLAN



### QUESTIONS ABOUT OUR SERVICE OR YOUR YARD?

CALL CUSTOMER SERVICE AT 770.447.6037, MONDAY-FRIDAY, 8 AM-5 PM. AFTER HOURS, LEAVE A MESSAGE AND WE'LL GET BACK TO YOU THE NEXT BUSINESS DAY OR EMAIL US AT [INFO@ARBOR-NOMICS.COM](mailto:INFO@ARBOR-NOMICS.COM).



# BARE IN MIND



BY JOSH BARE

Since we are in an election year, I thought I'd share a little behind the scenes on my experience in local politics.

In the fall of 2002, I was 25 and decided to run for a seat on the Norcross City Council. To qualify, I just had to live in the town for a year and pay a nominal qualifying fee. Campaigning was a great way to meet my neighbors – I bought signs, put together a flyer, talked to an AJC reporter and was in the local fall festival parade. I didn't win but I was grateful for the connections I made and the opportunity to hear people's concerns and ideas for the community.

The following year, one of the council members called and asked me to run for his seat as he was pursuing a seat on the state legislature. I tried again to get back on the council but, this time, was successful. I was the youngest council member ever elected in Norcross and had a lot to learn. I went to a newly elected class and was thoroughly taught all the things not to do in order to comply with the law – especially the Sunshine Laws about open government.

Back then, Norcross did not have a city manager, so the role of council member meant overseeing some of the day-to-day of each department in the city. I hope I was an effective council member, but was defeated when I came up for re-election. Over the next couple of years, I tried again to get back on the council but was unsuccessful.

Amanda and I had our first child in 2008, followed by two more in 2010 and 2013. In 2014 I asked Amanda if I could try again to serve on the Norcross City Council and she agreed. Again, I qualified and campaigned – this time against an incumbent – and was successful. At 37 I had the benefit of more life lessons learned but

still many more to go. I survived subsequent election cycles up to 2023 when I was up for re-election again – this time for a 4-year term as the city had switched to longer terms.

With Amanda's buy-in I qualified again and also had two neighbors throw their hat in the ring. There was a well-attended debate but no parade. I went door to door hanging flyers and developed a campaign website. I really didn't know what to expect of the will of the voters – maybe after 9 years of me they would want a change. But election day came and I was successful, avoiding a runoff by about 20 votes.

The expectation on turnout was between 1000 and 1200 voters. I agree that number seems low – people don't realize how much local politics affects their everyday lives.

I wanted to share my experiences to encourage readers to get involved in their community. Forgive me for waxing poetic, but I believe things start to go awry when well-intentioned people give up on serving in government. I've lost about as many elections as I've won, so I can share my opinion that, even though we all want to win, losing is still a success. The community is given a choice for their elected officials, people are heard on their concerns and neighbors get to know each other a little better.

If you've ever considered running for local office or served, I'd love to hear from you. I would be thrilled to share more of my experiences and also what the job has been like.

*I'm interested in hearing any thoughts you might have about this article. Feel free to get in touch.*

[josh@arbor-nomics.com](mailto:josh@arbor-nomics.com) | cell: 678.313.4568

## ARBOR-NOMICS<sup>®</sup> TURF, INC.

800 Langford Drive, Suite A  
Norcross, GA 30071  
770.447.6037  
[arbor-nomics.com](http://arbor-nomics.com)

### REGIONAL MANAGERS

**Frankie Rivers**  
Cell: 770.367.1299  
[frankie@arbor-nomics.com](mailto:frankie@arbor-nomics.com)

**David Gay**  
Cell: 404.983.4584  
[david@arbor-nomics.com](mailto:david@arbor-nomics.com)

### DIRECTOR OF CUSTOMER EXPERIENCE

**Will Woods**  
Cell: 678.386.1090  
[will@arbor-nomics.com](mailto:will@arbor-nomics.com)