

# LAWN TREATMENT NO. 3

## SERVICE RECAP

### WEED CONTROL

We treated for dandelions and broadleaf weeds but watch out for wild violets and Virginia buttonweed. These weedy rivals require a specific herbicide, so call for a free estimate for treatment.

### FERTILIZATION

Warm-season Zoysia and Bermuda lawns got a growth-season boost from our special-blend fertilizer.

### DISEASE CONTROL

*add-on service*

Fungicide was applied to defend your home turf against brown patch and dollar spot.

### ORNAMENTAL TREE & SHRUB TREATMENTS

*add-on service*

Trees and shrubs were treated to fend off powdery mildew, leafspot, and fungal diseases along with pesky aphids, lace bugs, and leafhoppers.

### OUTDOOR PEST & MOSQUITO CONTROL

*add-on service*

Insecticide was applied to thwart the invasion of fire ants, fleas, ticks, and spiders. Those signed up for our mosquito plan received their third of eight treatments.

## WARM WEATHER WATCH OUTS

Your lawn's competition rises with the heat and humidity. Keep an eye out for these issues to maintain your homefield advantage:

**WATER WISELY** – Give your lawn a deep watering once or twice a week, preferably in the morning.

**SPOT THE SPOTS** – Discolored patches can be signs of disease. Check weekly for trouble spots and let us know as soon as you find any.

**BEAT THE BEETLES** – These invaders wreak havoc on your lawn, trees, and shrubs. Study up on their signs of damage and call us if you notice any.

**GUARD AGAINST GRUBS** – Grubs lead to dead spots and birds may flock to your lawn for a feeding frenzy. Keep us posted if you notice these signs.

## WHAT YOU GNEED TO GNOW

**NO PENALTY FOR CLIPPINGS** – Leave grass clippings behind after mowing. They'll recycle into the soil to score extra nutrients for your lawn.

**RAISE THE BLADE** – Don't mow cool-season Fescue lawns too short (ideal length is about 3.5 to 4 inches.) Longer grass lowers soil temperatures, which is good for yardage.

**SHEAR THOSE SHRUBS** – Routine trimming and pruning help shrubs grow fuller.

# BUGS

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GO FOR  
THE GOLD

### SCAN TO EXPLORE OUR PLANS.

Go for our Gold Plan and get the pro-level lawn care treatments and coaching to gain unbeatable yardage.



## 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

In early February, we went to a meeting in South Florida with a handful of lawn care companies from all over the country. My dad and I went, along with my wife and kids. Excited by the prospect of warm weather, we decided to add a little family vacation to the end of our business trip. After a day and a half of meetings, we drove down to Key Largo to spend three nights. On one of our vacation days, we made the two-hour drive to Key West. Amanda and I hadn't been to Key West since 2007, and we figured it'd be a cool place to take the kids.

Our first stop in Key West was the Mel Fisher Maritime Museum on Greene St. The museum tells the story of Mel Fisher and his team finding the 1622 shipwreck of the Spanish treasure galleon The Atocha. The ship sunk with nearly half a billion dollars of treasure on board! In 1985, Mel Fisher and his team found The Atocha 20 miles west of Key West near the Marquesas Keys. The wreckage had been scattered over the years by hurricanes and was found at a depth of 56 feet. It was interesting to learn the reef along the Florida Keys is the third largest in the world and experts believe it caused shipwrecks of at least 1,000 vessels!

What inspired me the most in the museum wasn't the glitter of the gold and silver, but rather Mel Fisher's vision and commitment to his mission. He and his team searched for The Atocha's treasure for nearly 16 years, which is a long time to pursue a goal and keep a team working in unison. His pursuit was not without

setbacks, however. Six years into the search, Mel's son, daughter-in-law, and another diver drowned in their sleep when their boat capsized. It proved to me some people are willing to pay the ultimate price to achieve their goals and that our oceans have always been fraught with danger.

We also learned Mel Fisher was driven by the phrase, "Today's the Day!" This saying became his mantra, proclaimed every morning to inspire his crew. Eventually, after a much longer period than most would have stayed committed, "Today's the Day" finally happened for Mel and his crew on July 20, 1985.

In an interesting paradox, a homemade boat named The Mariana was sitting outside of the museum. The Mariana was made from welded-together gallon drums and powered by an old pickup truck engine. I was amazed to learn this homemade craft carried 24 people from Cuba to the shores of Florida in August 2015. These folks risked their lives to escape a communist government in the pursuit of freedom and the hope of a better future. They crossed 111 miles of treacherous ocean in something that looked as seaworthy as a life raft.

Regardless of the differing opinions on immigration, it's hard not to admire the commitment, courage, and determination these Cuban refugees showed in their journey to America. I imagine it wasn't a decision they took lightly and that they held onto the dream of a better life for quite some time. Their leap of faith also embodied the phrase "Today's the Day!"

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

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