

# THE arborist ALMANAC



Volume 13, Number 2

spring :: 2013

“I can’t remember the work ever being done without an *excellent result*. Not only is everything shaped attractively but the *clean-up is wonderful*.”

... Betty S. – Litz

## TREES THREATENED – *Significant Health and Financial Impact Warning*

Since the Emerald Ash Borer (EAB) landed in Michigan 11 years ago, numerous studies have been conducted on the financial impact of this devastating insect. EAB damage costs municipalities, home owners, green industry businesses (i.e. nurseries, forest products, etc.) tens of millions of dollars.

Until recently only the financial impact has been tracked and researched. In 2013, USDA Forest Service released a research study analyzing 18 years of data from 1,296 counties in 15 states. Researchers found “that Americans living in areas infested by the emerald ash borer, a beetle that kills ash trees, suffered from **an additional 15,000 deaths from cardiovascular disease and 6,000 more deaths from lower respiratory disease when compared to uninfested areas**. When emerald ash borer comes into a community, city streets lined with ash trees become treeless”.<sup>1</sup>

Our intent for sharing this information is to let our valued clients know the risk associated with EAB. In Pennsylvania, experts identified EAB in 28 out of 67 counties - creeping and crawling from the western counties eastward.

**The dangerous and devastating EAB has been identified in southeastern PA – your immediate action is required to protect the investment in your property, the health of your trees, and the beauty of your landscaping.**

Please contact us if:

- You have an ash tree(s) and would like to protect them
- You think you may have an ash tree(s) and would like us to check

The threat to your Ash tree is so significant that we created a dedicated web site for EAB.

Visit [savemytreesfromeab.com](http://savemytreesfromeab.com) for more details, as well as see the stages of destruction.



FIND US ON



<sup>1</sup>USDA Forest Service - Pacific Northwest Research Station. “Tree and human health may be linked.” ScienceDaily, 16 Jan. 2013. Web. 25 Feb. 2013.



We are accredited by the Tree Care Industry Association.  
Visit [www.arboristenterprises.com](http://www.arboristenterprises.com) for more information about our firm.

## Benjamin G. Tresselt III Appointed New Chair of National Trade Association

*It is such an honor for us to share this announcement*

The Tree Care Industry Association (TCIA), the national trade association for commercial and utility tree care companies, proudly announced the installation of Tresselt as chair of Board of Directors. For our valued clients, participating and leading national organizations enables us to provide you with the latest developments in the green industry as we care for your part of the world.

TCIA's Board is elected by the members to set policy and the strategic direction of the association, which provides safety and educational programs, meetings, publications and guidelines for tree care companies.

*“Ben is an enthusiastic and active member of the industry and TCIA is thrilled to welcome such a professional and passionate leader as Chair of our Board of Directors,” said Mark Garvin, president and CEO of TCIA.”*



## HOW OFTEN SHOULD I HAVE *my trees* PRUNED?

We hear this question a lot in the field and over the phone from clients. Here's a good rule of thumb: every 3-5 years on average for mature trees, sooner for smaller trees and annually for most shrubs and ground cover. Wind or storm events may also cause damage that needs to be addressed on an as need basis and possibly much sooner than the natural pruning cycle.

Tree pruning is extremely important to help a tree develop proper branch structure so that it is less likely to suffer damage or a failure in the future. Proper pruning can also help manage potential insect or disease issues.

Lastly, please keep in mind your safety when evaluating a tree that needs pruned. Leave the chainsaws and ladders to us. If it is necessary to use a chainsaw and/or leave the ground to prune a tree, no matter what the circumstances, you are in way over your head (pun intended). Our experienced, well trained and properly equipped technicians are fully prepared to safely and properly care for all your tree care needs.

**To learn more or schedule an evaluation call us at 717-393-7602 or email us at [contact@arboristenterprises.com](mailto:contact@arboristenterprises.com).**



## WANT THE *best lawn* ON THE BLOCK?

We're proud to offer, our clients the peace-of-mind that comes with knowing one company monitors all aspects of their landscape and lawn health.

- Trained and licensed technicians to meet the needs of each lawn and client with exceptional service
- Customized plan and product line for your lawn
- Peace-of-mind knowing one company handles your lawn, tree & shrub care needs

For lawn care, timing is critical-particularly for crabgrass which begins to germinate when temperatures regularly reach at least 60 degrees.

**Learn more at [www.arboristenterprises.com](http://www.arboristenterprises.com)**



### Lawn Care Services:

- Crabgrass Prevention
- Lawn Renovation
- Broad Leaf Weed Control
- Aerating and Overseeding
- Insect and Disease Control
- Lawn Fertilization

## Celebrate **ARBOR DAY** ~ Friday, April 27th

Planting a tree is a lasting and personal way to celebrate the life of a loved one, new home or special occasion. Visit the Arbor Day Foundation at [www.arborday.org](http://www.arborday.org) for more ideas and to learn more about this special holiday.



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# ARBORIST

ENTERPRISES

CARING FOR YOUR PART  
OF THE WORLD

Lancaster: 717-393-7602 Chester County: 610-436-0161

Here's your **spring 2013** Arborist Enterprises newsletter!

**THANK**  
*you!*

## Survey Card *dinner winner*

*From all of us at Arborist Enterprises, thank you for your valuable feedback. Hearing from our clients helps us continuously improve and provide the highest-quality service.*

*"We have been relying on Ben and his staff for the care and maintenance of our trees and shrubs for many years. They are very knowledgeable in explaining any questions or concerns we have. We have recommended Arborists to anyone inquiring as to who does our work"*

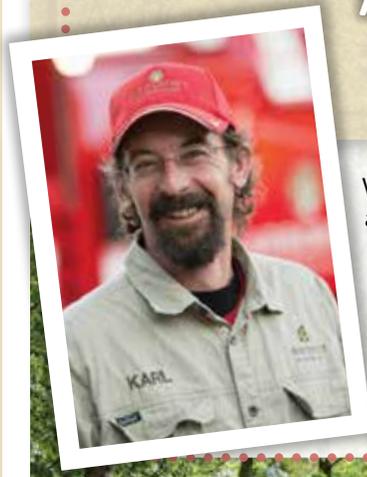


Congratulations to Mr. and Mrs. Fred Dochat. They received a \$100 gift card to Hayden Zug's restaurant.

After your next experience with us, fill out a yellow survey card to be eligible to win a \$100 gift card to a local fine dining restaurant.

### EMPLOYEE SPOTLIGHT:

*meet...*



## Karl Weaver – Operations/Fleet Manager

We take a lot of pride in our incredible management and technician teams. In this issue, meet Karl Weaver, Operations/Fleet Manager. Karl joined Arborist Enterprises 10 years ago as a general tree care technician. In 2012, Karl earned a promotion to Operations/Fleet Manager overseeing a team of technicians in both general tree and plant health care. Thank you, Karl for your dedication to our clients and the team at Arborist Enterprises.

*"Your crew is excellent; John Brewer is great, too. For what they have to do—the danger involved [with this work]—I was very impressed. You could videotape their work as a model for other companies to follow, not just in the tree care industry."*

Greg H. – Palmyra

## Did You Know? Arborist Enterprises offers the following services:

- Arboricultural consultation
- Cabling and bracing
- Construction damage prevention
- Disease management
- Fertilization
- Insect management
- Lawn care
- Lightning protection systems
- Root collar excavation
- Root zone therapy
- Shrub pruning
- Storm damage preservation
- Stump removal
- Tree pruning
- Tree and shrub removal
- Vegetation management

