

THE arborist

A L M A N A C

summer | 2014

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“Courteous,
cordial...
done in no time
and cleaned
up beautifully.
John and this team
are always my
“cavalry coming
over the hill.”

... Helene H. – Elizabethtown, PA

5 Things to Remember When a Storm Damages Your Trees



1. DON'T THINK DO-IT-YOURSELF FIRST.

There are unseen forces that can be released by cutting damaged trees. And being off the ground with a running chainsaw multiplies the danger.

2. BE PICKY WHEN YOU HIRE A PROFESSIONAL.

When damaging storms hit, suddenly everyone is in the tree service business. To sort the pros from the cons, look for TCIA accreditation and Certified Arborist credentials.

3. BE PATIENT AND THEY WILL COME.

Qualified tree care professionals are in constant demand, but they're well worth waiting for. Book them as soon after a storm as you can, but understand they'll help their hardest-hit customers first.

4. AFTER CLEANUP, LET THE ARBORIST PRUNE YOUR TREE.

Neglected or improperly pruned branch stubs invite complications including insects, disease and rot. A carefully pruned tree has the best chance to recover from damage.

5. PLAN AHEAD TO THE NEXT STORM.

An arborist will be able to determine what can be done now to prevent weather-caused damage. Proper pruning, cabling bracing, fertilization and even complete removal may be recommended.

For a longer version of this article, go to arboristenterprises.com/5thingstoknow.

A green business, keeping your world green

A business that depends on cars, trucks and equipment has a responsibility to think about efficient use of fuel, and that's why Arborist Enterprises operates a fleet of hybrid cars and diesel trucks.

Burning one gallon of gasoline, which weighs about six pounds, produces 19 lbs. of carbon, an odd result based on the fact that most of the CO₂'s weight comes from oxygen molecules in the air. This leads to the startling conclusion that the average vehicle generates more tons of carbon in a year than it weighs.

We love little tidbits of information like that, because they help us appreciate trees even more than we already do. Trees, as we all know, counteract air pollution by absorbing carbon dioxide and generating oxygen.

Like trees too? Call us today at (717) 393-7602 or (610) 436-0161 and we'll take care of yours!



FIND US ON



10%
Post Consumer Waste



We are accredited by the Tree Care Industry Association.
Visit arboristenterprises.com for more information about our firm.

How to water a *tree*

Your newly transplanted trees depend on you for frequent watering because the majority of fine water-absorbing roots have been severed. During the first growing season, the tree may have fewer than 10% of its pre-transplant ability to support its crown. Root recovery continues through the second season and sometimes into the third. Here are some guidelines to keep your young tree from gradually morphing into a firewood sculpture:

1 Begin by watering daily with one gallon per inch of trunk caliper (diameter measured 6 inches above the ground line). So, a tree with a 3-inch trunk would get three gallons. (You can get a rough idea of gallons per minute through your hose by filling a container of known size and timing it.)

2 Create a raised ring of soil the same diameter as the root ball to guide water to the right place.

3 Learn to check the soil's moisture level to prevent overwatering. Make a narrow 2-inch trench with a garden trowel, and stick your finger in. Moist is good; soggy is too much.

We know that sometimes general guidelines are just not enough. Give us a call if you'd like to schedule a complementary evaluation of your trees.



Five Emerald Ash Borer Myths Busted

MYTH NO. 1:
MYTH: Removing trees is less costly than treating trees

A backyard tree can be safely treated for 20 years or more for the same cost as cutting and replacing. And that doesn't take into account loss of shade that means higher energy bills in the summer.

MYTH NO. 2:
EAB can be contained if we cut quickly

EAB achieves near 100% infestation in a few years whether you remove infested trees or not. The Society of Municipal Arborists says removal of healthy ash trees in good growing locations is an irresponsible approach.

MYTH NO. 3:
Treatment isn't effective

The science has been clear for several years that EAB can be controlled preventively and when infestations are treated at an early stage. Trees with more than 50% of their canopy lost are not good candidates for treatment.

Myth No. 4:
Our local government is on this, we can relax

Municipalities only look after trees on public land such as parkways, parks and schools (and only if budgets permit). The majority of ash trees are growing on private property.

Myth No. 5:
Ok, we're doomed

Only if you ignore the issue. Consult an arborist and evaluate the EAB problem that affects your property. If you plan to remain in your home and have ash trees, there's a good chance that you can make a small investment and avoid paying thousand of dollars to have your ash trees removed and replaced.



Source: Muscatine Journal - <http://goo.gl/ClpHSy>
For more information on Emerald Ash Borer, visit savemytreesfromeab.com or call us at (717) 393-7602 or (610) 436-0161.

“Service is very good, appreciate the advanced phone calls and communication. Great attitude of service tech.”

Nils P. – Lancaster, PA

EMPLOYEE SPOTLIGHT:

Chad Mader

Welcome

Our newest Arborist Representative, Chad Mader, joined us in April. We're happy to welcome Chad to our staff! He's an ISA-certified arborist, and he is already hard at work recommending tree, shrub and lawn care services for our residential and commercial customers.

Chad's no couch potato on his off hours, either. "I really enjoy rock climbing, going to the park with my family, and hiking with my family," he says. Chad and his wife Kristi have a 2-year-old daughter and a boy on the way.

Chad is a Pennsylvania native, but most recently worked as a plant health care specialist and office safety coordinator for Bartlett Tree Experts in Maryland. Besides his ISA arborist certification, Chad is an ISA qualified tree risk assessor, certified tree care safety professional and a licensed pesticide applicator



LIVEN UP *your* LANDSCAPE in 2015

Summer is not over yet, but it's a good time to lay the groundwork for healthy trees, shrubs and lawn next year.

1 FERTILIZATION - TREES, SHRUBS, AND LAWN

Fertilizing in the fall strengthens roots without the excess top growth that accompanies spring fertilization. This provides a basis for better winter survival and spring growth, and the benefits last all year.

2 AERATION & OVERSEEDING - LAWN

Overseeding revitalizes your lawn because reproduction naturally slows down over time, and thin grass invites weed invasion. Aeration before overseeding not only allows water and oxygen into the soil, but provides places for seeds to germinate more easily. Fall is the best time to do this.

3 PEST CONTROL - TREES AND SHRUBS

Insects don't want you to know this, but a window of control opens in September and October. Eggs are hatching and spraying is most effective at this time. Sap-sucking scale insects are tremendously prolific, with one female laying from hundreds to thousands of eggs. Dormant oils, which are applied in the non-growing season, are effective against these pests.

Here's your summer 2014 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 started about ten years ago with small jobs like broken branches after storms. Since then we've used Arborist Enterprises for all our tree care and lawn care, including all our bushes and shrubs. Even though John is the only guy we know by name, we've always been impressed by your entire staff: knowledgeable, helpful, friendly, cooperative, and very professional."

Congratulations to Mr. David Sperry and his wife Heather, ten-year customers from Manheim Township who received a \$100 gift card to the Log Cabin restaurant in our survey card drawing.

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.

ARBORIST SPOTLIGHT:

**TOUR DES TREES
RAISES MONEY FOR TREE
RESEARCH & EDUCATION**



In late July and early August, Ben Tresselt III, president of Arborist Enterprises, will be back in the saddle for the fifth time at the 2014 STIHL Tour des Trees, pedaling 585 miles through beautiful Wisconsin in America's largest fundraiser for tree research. Ben took 2013 off due to the time demands of being chairman of the Tree Care Industry Association board, but was looking forward to getting back to his favorite fund-raiser.

Since 1992 the Tour des Trees has raised more than \$6.6 million for scientific and education programs supporting arboriculture, and urban forestry. You can read more about it and view a route map at stihltourdestrees.org.



Always-welcome VIP Mark Garvin (left), president of the Tree Care Industry Association, spent a day with us recently. The following day, Mark and Ben Tresselt III, president of Arborist Enterprises, traveled together to visit another TCIA-accredited company.

