

THE arborist ALMANAC



Volume 14, Number 1

winter 2015

“Your guys are *real pros*— each and every one of them. Our several *experiences* with *Arborist* have been *excellent*. *Many Thanks!*”

John & Erika V.
Manheim, PA

Plant Health Care & Lawn C O N T R A C T S

In early 2015, you will receive your plant health care and lawn care contract proposals. Please review them carefully, and feel free to contact your Arborist Representative with any questions.

Two Convenient Options:

- **Advance payment in full:** Pre-pay and receive a 6% discount
- **Pay as you go:** To begin, simply mail the contracts back to us. We will schedule your services at the appropriate time. An invoice will be submitted upon completion of each service.

Whichever payment option you choose, it's important to sign and return the contract by the deadline which you will find in the mailing. Your prompt response helps us arrange the tree, shrub and lawn care that best fits your landscape.

Why a Plant Health Care Contract?

A plant health care contract is an affordable proactive investment to protect your plants from insects, disease and other hazards. An Arborist Enterprises representative will inspect your home's valuable trees and shrubs and create a customized annual contract for your property. Services include evaluation and diagnosis, insect and disease management, and fertilization.

For more information, visit arboristenterprises.com or call us at 717-393-7602.

REMEMBER TO "LIKE" US ON 

 10%
Post Consumer Waste



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

2014 IN REVIEW

WHAT A YEAR!

Those of you who follow us closely know 2014 was a fast, exciting year for Arborist Enterprises. First of all, where does the time go? Here comes winter again we're still shaking our heads at the epic winter of 2013-2014. Three weeks below freezing, double or triple the previous year's snowfall, and a "Polar Vortex" that delivered Arctic air to us almost every day of the winter.

We spent February, March, April and May helping our clients recover from the harshest winter in 30 years. Cleaning up in the aftermath of spring storms kept us busy through mid-summer, then damaging thunderstorms hit in early July with a downburst in Manheim Borough and Rapho Township that rivaled the destructiveness of a tornado.

However, despite the disruptions caused by storm damage, 2014 has been probably our best year ever. We've added key staff members as well as new equipment, and we are still settling into our new facility on Auction Road, where we moved two years ago. With plenty of room for the front office, a sales management area, a production area, a shop for our mechanics and fleet manager, and a large yard for trucks and equipment, we are positioning ourselves to grow in in order to service our clients more efficiently and effectively.

THANK YOU to our loyal customers who understood and accepted our best efforts as we dealt with a great deal of work. Storms affected many of you, and we did our best to deal with the most severe cases first.

Have a **HAPPY NEW YEAR** and a great 2015!

EMPLOYEE SPOTLIGHT:

Welcome

TIM WALSH



Please give a big welcome to Tim Walsh, our new production operations director. In the newly created position, Tim will be responsible for training, managing and directing our crew technicians. Tim previously worked as director of safety operations for Asplundh in Willow Grove.

A Chicago native, Tim has 28 years of experience in the tree industry as well as a dual bachelor's degree in Urban Forestry and Forest Management and a Master of Science in natural resources, urban forestry from the University of Wisconsin. He also earned a Master of Science in ergonomics from the University of Massachusetts.

Recently, Tim was named chair of the International Society of Arboriculture's International Safety Committee.

Tim's interests outside of work include bicycling, martial arts, and reading (he is a beta reader for a New York Times bestselling author.)

"Great crew, worked well together - finished in no time, with great cleanup- my trees are smiling! (So am I!) Thanks John, for the winter discount."

Helene H - Elizabethtown, PA

DID YOU KNOW...

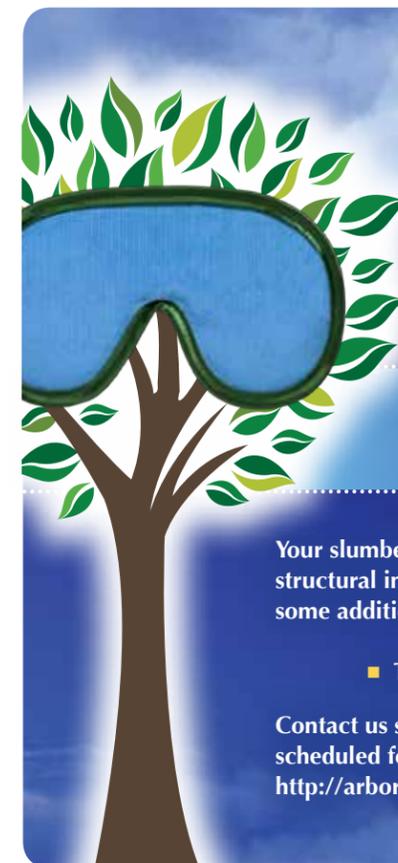
Sometimes tree care is a necessity that just can't wait, whether you have room for it in your budget or not.

We are aware of this need, so in 2014 we began to offer a new financing option to customers who need our help in two areas:

- General tree care
- Landscaping services

Don't delay important work on your property. To apply for financing, go to arboristenterprises.com/financing, or give us a call at (717) 393-7602 or (610) 436-0161.

Financing provided by Wells Fargo Financial National Bank with approved credit.



TREES NEED THEIR

beauty sleep

This is the third year for our popular 10% discount that runs January through March

Your slumbering trees and shrubs will appreciate being pruned while they're dormant to improve their structural integrity, vitality and beauty. But wait-- we do much more in winter than just pruning! Here are some additional services you can have us do to boost your property's value and beautify your world:

- Tree & Shrub Removal
- Stump Removal
- Cabling and Bracing

Contact us soon to reserve your spot on our calendar. You'll receive a ten percent discount on all work scheduled for January, February and March. Schedule service by calling (717) 393-7602 or by going to <http://arboristenterprises.com/request-a-service/>.

Visit arboristenterprises.com to learn more about our full service offerings.

GET YOUR
10% SAVINGS



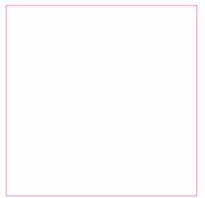
*beauty
sleep*

ON WINTER SERVICES!

Here's your **Winter 2015**
Arborist Enterprises newsletter!



1926 Auction Road, Manheim, PA 17545



LANCASTER COUNTY 717-393-7602 CHESTER COUNTY 610-436-0161

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.

"The crew is a nice group of people. Last time they were here, they did an excellent job shaping our trees. They got way up in the trees to do cabling and bracing. We also have Arborist take care of our lawn."



Congratulations to Mr. Ray Rovers and his wife Nancy, loyal customers since 1992. Ray and Nancy received a \$100 gift card to the Log Cabin restaurant in our survey card drawing.

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

WE'RE PLANNING AHEAD FOR *your lawn*

To get your lawn off on the right foot in 2015, have us come out and evaluate it this winter. No need to wait for spring— in fact, it's best to get plans in place now. We'll take measurements, check for thin or bare spots, and analyze problem areas. The full lawn care program we'll generate from that information derives its strength from properly timed applications, which cumulatively create a healthy, full, green lawn.

Recently, we hired lawn guru Jay Koller to head our lawn care division. He's already been to some of your properties to do aeration and overseeding, but just wait to see what this guy can do for you in 2015!

We'll tell you more about Jay's impressive credentials in an upcoming newsletter. For now we merely want you to understand how seriously we are committed to lawn care. We may have "arborist" in our company's name— but our first-rate lawn care service is a point of pride. If you've only ever thought of us as arborists, give our lawn care a try and see how your lawn responds.



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