

Preventive Maintenance for Trees

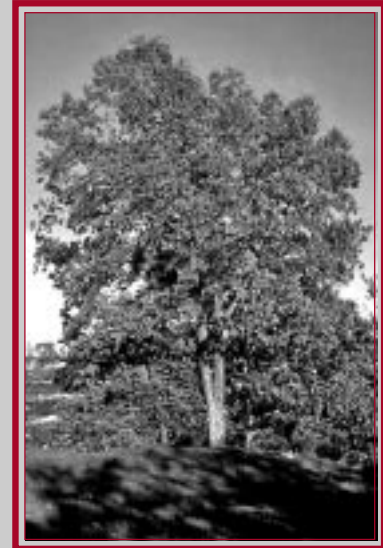
When a landscape is young, more often than not, tree care is included in the landscape maintenance budget. As the landscape matures and the trees become larger, the trees are no longer the responsibility of the landscape maintenance contractor. Unfortunately, trees often get neglected at this time.

This is unfortunate for both the trees and their owners. It is during this period of time that trees may develop many of the weak growth habits that require cabling, or may become vulnerable to disfigurement from storm damage. It is also a time when deep root fertilization can promote strong, healthy growth that helps a tree resist disease and insect infestations that can weaken it later. The longer one waits to begin maintaining trees, the worse the condition of the trees and the higher the cost to rectify the situation. If the trees are properly maintained in the earlier stages of their development, it will be less labor-intensive to work on them in the future than if they are left for a number of years with no attention.

A qualified arborist is able to supply a long-term (3-5 year) budgetary plan so that the future will not hold expensive tree care surprises. Making crisis calls to tree companies can make one feel that trees are an expensive burden. A tree care management plan can be compared to maintaining the engine of a car. Replacing the engine is very expensive, and can often be avoided by adding fluids necessary to keep the car running smoothly. A tree management plan, with small problems taken care of before they reach crisis mode, can prevent large expenses later on. Trees are like anything else that needs maintenance.

Proper budget planning and preventive maintenance is more cost-effective than crisis calls and tree replacements.

It is important to keep in mind that the difference between low and high bids in tree work is a small fraction compared to the long-term investment in the value of your trees. The time used to select a high-quality tree service can mean savings of thousands of dollars annually, even for just a few trees.



Hackberry (*Celtis occidentalis*)

*AWARD WINNING
QUALITY and SERVICE!*

ARBORWELL™
Professional Tree Management

Castro Valley
21638 Redwood Road
San Mateo
1741 Leslie Street
Sacramento
11257 Coloma Road

888.969.8733

www.arborwell.com

In this issue:

- Pg. 1**
Preventive Maintenance for Trees
- Pg. 2**
Letter from the President;
Features Species:
Hackberry; Employee Profile
- Pg. 3**
Hackberry psyllid;
Arborwell Happenings
- Pg. 4**
Sudden Oak Death Update



From the President.....

Well, another year is now into the Arborwell history books. The company finished with an outstanding 25% growth!

Many improvements and advances were accomplished over the past year.

- A new office in Sacramento
- An expanded office in Castro Valley
- A new customized software operating system
- All new computer hardware to run the software!
- A new phone system
- 5 new trucks and chippers

At our year-end dinner celebration I was happy to announce an increase in the company's 401-K contribution, an increase in sales commission, and numerous bonus incentives for employees.

Neil Woolner was promoted to Vice President of Business Development during our year-end dinner. Neil is a consistent producer for the company and always receives positive feedback on his customer service. Congratulations Neil!

These types of added benefits are wonderful for our employees, but the end result

is ultimately designed for you, the customer. Being able to service your needs when you need them, and making sure you are receiving the best communication and service is the ultimate goal.

Having employees who are excited and inspired to do a great job results in taking great care of their customers. **Customer service is our number one priority.**

At Arborwell, we believe that a satisfied customer is the best business strategy of all. If you have any suggestions or comments on how we can improve our customer service, please call us or drop us an e-mail at info@arborwell.com and let us know how we are doing. The only way we can improve, is to hear from you!

NOTICE: In our Spring, 2004 issue, we published an article entitled *Pine Pitch Canker*, but neglected to properly cite the author and other references. That article was condensed from an article entitled *Pine Pitch Canker, a Serious Disease of Pines on California* (© 1997, TREESCAPES, Inc.), by Torrey Young, of TREESCAPES, Inc., in Oakland CA. Used in his research and cited in the original article and various revisions are the following sources: Dallara, Storer, Gordon and Wood, 1995, *Tree Notes*, CA Department of Forestry and Fire Protection; P. Svirha, 1987, *Pitch Canker: New Disease of Pines in California*, Pacific Coast Nurseryman; McCain, Koehler & Tjosvold, 1987, *Pitch Canker Threatens California Pines*, California Agriculture; Sinclair, Wayne A., Johnson, Warren T. and Lyon, Howard H. 1987. *Disease of Trees and Shrubs*, Cornell University Press; Westcott, C.; Horst, R.K. 1979. *Wescott's Plant Disease Handbook*, Van Reinhold Company, Inc. We apologize for the omission.

THE ARBORWELL TIMES
is a Publication of


ARBORWELL™
Professional Tree Management

888-969-TREE
www.arborwell.com
[email:info@arborwell.com](mailto:info@arborwell.com)

Featured Species: Hackberry (*Celtis occidentalis*)

The Hackberry is a deciduous, medium sized landscape tree that can grow to 75-80 feet tall, angular in shape with drooping branches, and often used in place of the similar Elm.

Leaves have serrated edges, are laterate, simple, veined, and are two to five inches long. They turn yellow to yellow-green in the autumn. Flowers are very small, about 1/8", green in color, and produced on stalks



near the twig, appearing in May or June. There is a globe-shaped fruit (drupe) borne on thin, drooping stalks about 3/8" in diameter that turns dark purple when ripe. These mature in September and October. The bark is light brown or gray in color with cork-like ridges, later becoming scaly.



The hackberry in your landscape likes medium dry to moist soil but can withstand heat, drought, wind and alkaline soils. It has a rapid growth habit.

These trees are great for wildlife in your landscape, with edible fruit and nesting branches for birds and squirrels.

Hackberry Gall Psyllid (*Pachypsylla*)

Nicknamed “jumping plant lice,” the hackberry psyllid looks like a tiny cicada. The hind legs are adapted to jumping.

They spend the winter in the crevices of tree bark. The galls or bumps on the leaves of trees are where the insect lives and feeds off the leaf. Usually active in the summer months, the eggs are laid on the leaves and when they hatch, they begin chewing on new buds. Infestations of the psyllid can weaken a tree over time and cause leaf drop, but if trees are generally healthy they can withstand the infestation. They are more of a nuisance than a real problem to the tree.

Preventive measures are destruction of the newly hatched larva before the gall is formed, but this is difficult to achieve. Heavy infestations



can be treated with Merit® (active ingredient -*Imidacloprid*), a broad spectrum systemic insecticide which requires a lesser application rate than most insecticides and safer than other insecticides for the environment.

If the tree appears to be in distress from constant infestation, the best solution would be its removal.

Preventive Maintenance for Trees ... continued from pg. 1.

How does one choose a qualified tree contractor or arborist?

- Ask what type of pruning method they use. Look for words such as “crown reduction,” “crown cleaning,” or “crown restoration,” words that qualified and knowledgeable arborists are familiar with.

- Get proof that the company has liability insurance and a safety plan. Tree trimming can be dangerous work and you should establish in advance that the company is fully covered and has in-house safety training.

- Ask if they are Certified Arborists. The International Society of Arboriculture has a certification program that helps to separate the more qualified pruners from the rest. A membership in the Tree Care Industry Association is an added assurance of a high-quality tree contractor.

- Require a written contract that includes pruning specifications. Many times a contractor will boast about quality pruning and the end result is quite the opposite. A competent and ethical arborist would be more than willing to sign a contract stipulating “no topping,” “no stub cuts,” and adhere to the American National Standards Institute (ANSI) A-300 specifications. Arborwell carries all these qualifications, so give us a call!

Arborwell Happenings!



Our new Intimidator on view at the TCIA Trade Show in Sacramento



BOMA Silicon Valley Associates Night April 8, 2004



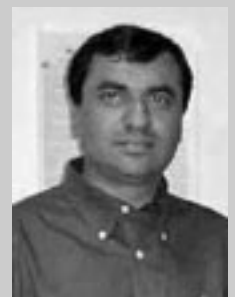
International guests from England were here to learn about our Plant Health Care programs, with Peter Sortwell



Peter Sortwell, President, promoted Neil Woolner to Vice President of Business Development at year-end dinner.

Employee Profile

Saleem Soomro is our Plant Health Care Specialist with an M.Sc. in Agriculture from Sindh Agriculture University in Pakistan and is an Agricultural scientist, specializing in the use of organic products. He worked with Totally Organic Products as a plant health care scientist before coming to Arborwell, as well as tested different pesticides and fertilizers.





ARBORWELL™
Professional Tree Management
21638 Redwood Road
Castro Valley, CA 94546

PRSRT STD
US POSTAGE
PAID
San Leandro, CA
Permit No. 188



ARBORWELL™

Sudden Oak Death Update

There are now close to 30 confirmed species of plants that are hosts to the Sudden Oak Death (*Phytophthora ramorum*) pathogen. In April of this year, the USDA ordered all nurseries in California that ship host plants out of California to be inspected, sampled, and tested for the disease by a USDA official, before shipment.

Also, 15 other states have restrictions on receiving infected nursery stock. This USDA order will be in effect until the USDA amends or cancels the order. Out-of-state nurseries have also discovered infestations.

Over 700,000 plants have been destroyed and over 870,000 are on hold. We will keep you informed of the latest news.