

Voted 'Best DFW Green Industry Newsletter'
 ISA (Society of Arboriculture, Texas Chapter)

Pruning... A Job for Professionals!

Owning a mechanics wrench does not qualify one to be a mechanic. Pruning is understanding the tree to know what to remove how much to remove, when to remove, how to remove, how often to remove and how to treat the tree in other ways to maintain health and safety.

Tree Care personnel must be thoroughly trained in this process. This training is obtained through on-the-job training, continuing training and education through courses offered by organizations such as the International Society of Arboriculture (ISA). Our Arborists are certified by this worldwide organization.

Homeowners and tree stewards should require a copy of Pruning Standards, the National Standard for pruning, ANSI A300. The contract should include the pruning type from this standard. This will insure the Arborist and

client understand and agree on the end result. Know how and why your trees are being pruned.

There is both an art and a science to pruning trees. The science begins early in the life of a tree to establish a good framework. The architecture of the leaf, limb and trunk forms on this frame. On this architecture, the art is applied. It is no secret that no two trees are alike. The variables are countless.

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 The general public has varying or no opinions of what to expect a tree to look like when pruned. Their view of pruning may be influenced by utilities, municipalities or the low bidder. Utili-



ties must maintain adequate clearance, sometimes at the expense of the tree. The municipalities have a commitment to the safety of the general public. The low bidder fits in both categories, as well as one of its own. The low bidder is everywhere. The resulting work gives the impression that topping, branch heading, climbing live trees with the aid of spikes, and drastically raining the canopy are all considered normal. Pruning when performed correctly is done for the benefit of the trees as a whole.

The tree should be looked at and treated as an entire unit. The limbs and leaves treated as individual components to

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Why Fertilize and Soil Aerate Every Year, Three Times a year?

Stress can result from short or long-term exposure to one or more factors, but most trees in our yards are stressed simply because we demand they live in different surroundings than they are adapted to. Healthy trees have a large supply of stored nutrients, which enable them to survive for several years following either continual or intermittent exposure to stressful conditions. Trees that are under stress can be compared to a bank account that has \$10,000 from which the owner removes \$1,000 each year. Generally this is what happens to a tree that is under stress. Each year due to reduced root and leaf activity, there will be less food than there was the year before. In time, there will not be sufficient energy in the tree to force out buds in the spring. During the early years, although the growth rate slowed, the tree appears to be healthy. As the bank account becomes less, the tree begins to show symptoms of decline. Its leaves are smaller, lighter green in color, and there is less and less growth. Practices used to overcome the stress factors are most effective if they are utilized during the early stages of decline. The weaker the tree, the less likely it will respond to treatment. Regular fertilization is "Money in the Bank!"

Spring

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You Will Easily See the Benefits of Deep-Root Feeding

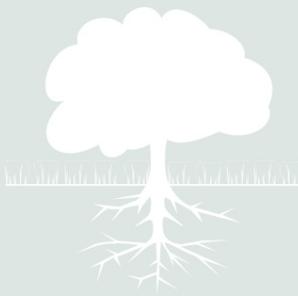
It protects your landscape investment, plus gives you the best-looking yard in the area. It's a sure sale. Feeder roots will naturally seek and grow towards their water source. Fertilizing and watering on the surface gives the roots the message that they should grow towards the surface. Putting the nutrients deep into the soil directs the root growth exactly where you want it to go.

Deep-root feeding will help build a reservoir of nutrients and moisture deep in the soil. Roots will see the bounty of nutrients we have injected there.

The deeper root system will greatly aid in the stability of the tree as well as build more avenues for the tree roots to find untapped sources of water and nutrients already in the soil.

JDavis Tree Care Solutions offers you a complete deep-root feeding program. Our tested and proven heavy-duty injector probe, complete mobile spray systems, and the best organically-based, deep-root fertilizers and root-enhancing hormones available, will put your trees far ahead of devastating environmental problems such as our recent drought. With all this backing you up, you can enjoy your trees with all the confidence in the world.

Call now. The season is upon us. Put your trees properly on display for the year.



Pruning... a Job for Professionals

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exist. If we indiscriminately prune major portions of the tree, it may jeopardize the stability and overall health of the whole tree.

You cannot prune a big tree to make it a small tree no matter how you try. You can keep a small tree a healthy, small tree for a long time by proper pruning. Proper treatment of all living systems will extend the time of high-quality life!

A human surgeon does more than just make the cut. The surgeon must understand the body. We must understand the tree. Then proper pruning will become an art and a science to everyone. And it will be a matter of common sense!

The Cost of a Professional... as told by a fellow arborist

I was out giving bids in an area not too far from my home on a warm summer day. The homeowner met me at the driveway. After basic introductions, I followed him around the house to the backyard to see the "problem tree." As we walked, I noticed that we wouldn't be able to get an aerial back there because of the trees and a large hill.

The problem tree turned out to be an 85-foot-tall white ash with a double trunk starting about 10 feet up. It had a rotten base that had broken near the ground and the tree was now hung up in a group of spindly maple trees. The tree was leaning at a 45-degree-angle toward the neighbor's house and wooden fence. The small maples were bent with the weight of the tree and I was surprised that they managed to stop it at all.

After checking for possible truck access through the neighbor's yard and finding none, I realized that we would

have to take the tree down the hard way. I explained to the homeowner how we would secure ropes near the top of the ash tree to stronger trees in the woods nearby and the steps that we would follow to ensure the safety of the crew and the protection of the property. I explained to him the time involved to do the job properly and gave him what I thought was a very fair price.

He shook his head, gave a quiet laugh and said, "I don't know how you guys get off charging such outrageous prices. It's just one tree! I've got a friend who's got a small skidder who said he would take it down for a case of beer. I don't think I'll be needing your services," he said, and sent me on my way.

About two weeks later, I was out in that same area and drove by the property. As are a lot of us tree guys, I was curious as to whether or not the tree had been cut down. What I

saw from the road pique my curiosity even more. I parked my truck off the road and took a walk to take a look.

The first thing I noticed was the corner of the neighbor's roof was covered with a blue tarp and that two sections of the wooden fence were on the ground. There was sawdust everywhere, but the tree was nowhere to be seen. In the tree owner's backyard, I could see several deep ruts of the kind that a log skidder would make. The ruts had done quite a bit of damage to the lawn, but the worst part of it was where the skidder had apparently gone through the septic tank and left a large gaping hole.

It was now my turn to shake my head and laugh quietly. I hope those guys enjoyed their beer, I thought, as I walked back to my truck.

Darren Bucksa is an ISA Certified Arborist and owner of Bucksaw Tree Service in Colman, Wisconsin.

The Lowest Bidder

"It's unwise to pay too much, but it is worse to pay too little. When you pay too much, you lose a little money—that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot—it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better."

John Ruskin (1819-1900)

Laughter: The Best Medicine

The Cure

A woman went to the doctor's office and was seen by one of the new young doctors. After about four minutes, she started screaming and ran down the hall. An older doctor asked what the problem was, and she told him her story. The older doctor marched down the hallway to where the first doctor was and demanded, "What's the matter with you? Mrs. Terry is 63 years old, she has grown children and grandchildren, and you told her she was pregnant?"

The new doctor continued to write on his clipboard and, without looking up, said, "Does she still have the hiccups?"

"Eating" Your Cake

My neighbor's husband was always telling her that housekeeping would be a snap if she could only organize her time. He had a chance to put his theory into practice while his wife was away.

When I dropped by to see him, he crowed, "I made a cake and frosted it. I washed the kitchen windows and the cupboard doors, scrubbed the floor, the walls and the ceiling and then took a bath." I told him his wife would be impressed.

"Maybe not," he said. "When I made the chocolate frosting, I forgot to turn off the mixer before taking it out of the bowl."



Thanks For All The Kind Words!

Thanks to YOU the word is spreading!

Thanks to all of our wonderful clients and friends who graciously referred us to their friends and neighbors last month!

Our business runs on the positive comments and referrals from people just like you! We couldn't do it without you!

A special thanks to these fine folks...

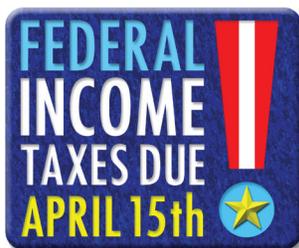
I appreciated the prompt service and attention to my trees. You were so careful of other trees and shrubs when you were working and when you were gone ALL was so clean. You even took a net to the pool. Thanks!
~ Carolyn Hybarger, Bedford

Thank you, for once again doing a great job of caring for our trees! Everyone we spoke with was courteous and helpful. It is especially nice to deal with workers that have a history with J Davis. Jose cut down a large tree and did some other work on our trees the last time we called. The trees look great!
~ Carol Strother, Fort Worth

I wanted to thank your crew for removing the tree in my back yard and the tree in my front yard. Your crew was very professional, efficient and hardworking. Here's an example: Prior to beginning on the backyard tree, they moved all my patio furniture, pots, and grill out of the way. Removed the tree and cleaned up better than they found my yard and then replaced everything on my patio. Your crew was exactly what I needed. Thanks again.
~ Gerald Chessmore, Arlington



"Jeffrey didn't like coming to the playground until he found this Wi-Fi hotspot near the seesaw."



Recipe Corner: Crockpot Ham

Ingredients:

- 1 ham, pre-cooked, bone-in, spiral cut
- 3 cups brown sugar
- 1 can pineapple tidbits, undrained

Step One:

- Cover the bottom of the crockpot with brown sugar.

Step Two:

- Place ham on top of the brown sugar and add the pineapple tidbits with the juice.
- Sprinkle ham with more brown sugar.

Step Three:

- Cover and cook on low 7-8 hours.

Don't go around saying the world owes you a living. The world owes you nothing. It was here first.
— Mark Twain

Dream as if you'll live forever. Live as if you'll die today.
— James Dean



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"You didn't hear me say my prayers because I texted them."

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JDavis shredded wood mulch is guaranteed to contain no nitrogen-stealing recycled pallet wood. Our nitrogen-rich mulch enhances soil fertility as it decomposes, reducing the need for fertilizer applications.

Once you put our mulch down, it stays in place – even during high winds and heavy rains. JDavis Shredded Wood Mulch decomposes 30% slower than shredded bark, so you won't have to replace it as often.

Our premium decorative mulch is available in three colors: Cedar (Red), Brown and Natural (not colored).

We guarantee the colors of our mulch will stay rich and vibrant for 1-year. If it doesn't, we'll replace it for free or give you a full refund of your money!

Save over 60% when compared to garden center bagged mulch!

Colored Landscape Mulch\$26 yd.
Natural Reground Mulch\$14 yd.

Replenish the mulch in your flowerbeds this spring!
Vegetables and flowers thrive with our mulch!

To forgive is to set a prisoner free and discover that the prisoner was you.
– Lewis B. Smedes

MEGA TRIVIA!

Who Wants to Win a \$40 Restaurant Certificate?

Take our Trivia Challenge and you could win, too!

This is one of our favorite parts of the newsletter! Each issue we'll give you a new trivia question. We will draw from the people who submit the correct answer. Three names will win a \$40 restaurant certificate. Enjoy a night out on us with someone special in your life! Remember, your chances of winning are better than you think!

This issue's MegaTrivia Question is...

Who was America's first flapper icon?

*Email answers to cindyvorhees12@gmail.com
or call us at 817-831-TREE (8733)*

Last Newsletter's Trivia Answer was: a clock.

Last Issue's Trivia Winners enjoyed a night out on us! You could be next!

Gary Bedwell, Colleyville
Mark Belken, Mansfield
Carol Hardesty, North Richland Hills

Those who are at war with others are not at peace with themselves.
– William Hazlitt