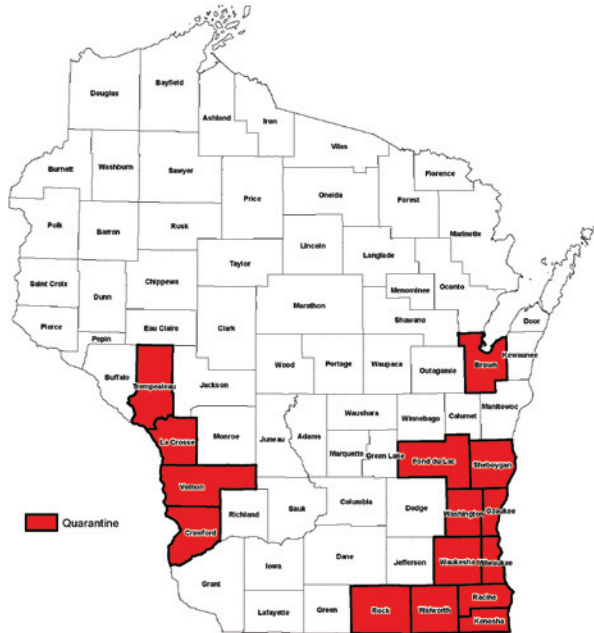




2100 S. Springdale Rd.
New Berlin, WI 53146
262-542-0404
www.atetreecare.com

EMERALD ASH BORER QUARANTINED IN 15 WISCONSIN COUNTIES

Wisconsin EAB Quarantined Counties
February 2013



Intended to help prevent the spread of EAB, a quarantine has been issued for these counties in Wisconsin: Brown, Crawford, Fond du Lac, Kenosha, La Crosse, Milwaukee, Racine, Rock, Sheboygan, Ozaukee, Trempealeau, Vernon, Walworth, Washington and Waukesha. EAB has been confirmed in these counties as of February 2013.

The quarantine bans people from moving any species of hardwood out of the quarantine area. On its own, the emerald ash borer will fly only a few miles. However, the invasive pest is quickly transmitted to new areas when people accidentally move the insect larvae inside infested firewood or nursery stock.

Because the summer is peak emergence for EAB, American Tree Experts recommends you have the health of your ash trees assessed. As professional arborists, we may be able to plan a course of treatment to protect your trees.

2013 Spring/Summer

- THE LEAFLET -



HOW WILL LAST YEAR'S DROUGHT AFFECT THE HEALTH OF YOUR TREES?

Last year's devastating drought may affect the health and vitality of your trees for the next five to seven years! Unfortunately, trees aren't as resilient as one may think. It may pay to have the health of your trees evaluated to ward off problems as the summer season rolls around.

Your trees may already be exhibiting early signs of damage like yellowing, wilting or tattered leaves, premature leaf drop, branch dieback, or various other indications of stress from the drought. Chronic stress leaves trees vulnerable to invasive insects that a healthy tree could normally survive. Additionally, damaged trees

will be more prone to compromised root systems and fungal disease as they struggle to stay alive.

Once a tree begins to exhibit signs of drought stress, immediate action is required to minimize injury or the possibility of premature death. Sometimes the process of a dying tree can be reversed. The professional arborists at American Tree Experts will be able to assess a tree's condition and possible steps to reverse decline.



Assessing the health of your trees throughout the year is an important component of any tree care management plan. Call American Tree Experts for a FREE consultation to have the health of your trees assessed.

WHAT MAKES US EXPERTS?

With Certified Arborists and a Board Certified Master Arborist on our staff, we are an area leader in the art and science of tree care. We follow the outstanding high standards of the International Society of Arboriculture, focusing on the health, safety and beauty of your trees.

FREE EVALUATION

of Trees and Shrubs (\$40 value)
Must be presented at time of service.
Cannot be combined with any other offers.
Offer ends 7/31/13.

Call us today to schedule!
262-542-0404



WATERING WISELY & WELL

WATERING YOUR TREE IS KEY TO KEEPING IT HEALTHY

Water is the single most essential resource for tree survival and growth. How much water do your trees need this season? In general and depending on the texture of your soil, daily temperatures and rainfall amounts, 1-3 inches of water a week should keep an established tree healthy. Here's how to properly water your trees during the growing season.

TREE WATERING TIPS

- Use a rain gauge to monitor rainfall amounts. Trees need one inch of water every week to 10 days. Check the soil before watering. If the soil around your tree feels moist 6-10 inches deep, there is no need to water.
- Water slowly, deeply and infrequently rather than frequent, short waterings. Deep watering encourages deep roots.
- Avoid watering close to the trunk. Instead, water at the edge of the canopy or the "drip line." Think of your tree as an umbrella, and water where rain would drip.
- Water with a soaker, handheld hose or drip irrigation. A sprinkler isn't efficient for watering.
- Mulch around the base of your tree, making sure the mulch does not touch the tree trunk which can lead to decay and pest problems. Mulch helps to keep moisture in the soil.
- Avoid sprinkling tree and shrub leaves with water. Salts in the water can damage foliage.
- Young, newly planted trees need additional watering care. For new trees, concentrate water over the root ball and planting area.
- Water late at night or during early morning. The next best time to water is late afternoons when the potential for evaporation is lower.
- During a drought, give your trees priority over your lawn or other landscape plants. You can turn a lawn around in a single season relatively cheaply, but you can't do that for a tree. Two human generations may be needed before you can recoup the size of a mature tree lost in a drought.



COMPANY NEWS

WELCOME OUR NEWEST EMPLOYEES



Ted Erker, Plant Health Care Technician

We are pleased to have Ted join our team this spring as a plant health care technician. Ted graduated from Washington University in St. Louis with a Bachelor's Degree in Environmental Studies. He is a certified pesticide applicator and is currently designing a tree identification website.

In his spare time, Ted volunteers at the Urban Ecology Center and the Boys & Girls Clubs of Greater Milwaukee. He is an avid camper, biker and rock climber.



Orion Ice Coleman, Crew Leader

Orion has spent seven years in the arboriculture industry, including five in Portland, Oregon. He trained and worked with Ascending the Giants, a non-profit organization that produces ongoing expeditions to climb, document and measure the largest tree of each species. Orion is a Certified Arborist.

Orion moved back to the area to spend more time with family and friends. When not climbing trees, he enjoys climbing rocks, brewing beer and writing music.

FEATURE TREE

Ginkgo

Ginkgo biloba

Height: 25-50'

Spread: 25-35'

Form: Pyramidal with fan-shaped foliage

Growth Rate: Medium

Sun Exposure: Full sun

Soil: Various soils

Zone: 3-8



The Ginkgo is one of the oldest living tree species. Known as a living fossil, the tree is recognizably similar to fossils dating back 270 million years. The fossil record database suggests that massive ginkgo forests once covered North America and Asia. The tree was rediscovered in China in 1691 and brought to this country in the late 1700s.

Gingkos are hardy trees and rarely suffer disease or insect problems. Because of their general beauty and brilliant bronze yellow color in the fall, ginkgos make excellent ornamental trees. The ginkgo is also a popular urban street tree

because of its ability to withstand drought, heat and poor soils.

Individual ginkgo trees may live as long as 3,000 years and the seeds and leaves of the tree are used in medicine throughout the world. Interestingly, the ginkgo is widely used in Europe to treat dementia. A number of studies suggest it may improve cognitive function and offer a positive effect on memory and thinking. The tree is the national tree of China and the official tree of Tokyo.

Consider planting the male of the ginkgo species, because the female produces fruit that is known for its unpleasant odor and mess.

4 MYTHS ABOUT TREES

1. The more mulch the better.
2. Painting wounds helps healing.
3. You can never over-water trees.
4. Trees have a long taproot sprouting downward.



WILL YOUR TREES STAND UP TO STRONG STORMS?

Homeowners should regularly inspect their trees for signs of potential problems and weakness. Carefully examine each tree's trunk, stems, leaves, soil and environment.

TELLTALE SIGNS OF WEAKENED TREES:

- Multiple leaders or trunks
- Leaning trunk position
- Weak branches
- Hollow pockets, cavities and decay
- Cracked trunks / split wood
- Broken or hanging branches
- Deadwood