



THE LEAFLET



YOUR SOURCE FOR TREE HEALTH & ARBORICULTURAL NEWS

2009 Spring/Summer

Feature Tree: European Beech



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Economic Benefits of Trees

The economic difficulties facing our country is causing many people to look for ways to save money and protect their assets. Trees within our landscapes and communities provide many economic benefits and should be something every property owner is aware of.

This article highlights research and statistics that reveal the economic benefits we receive from trees, which are listed below:

- Landscaping, especially with trees, can significantly increase property values. Here is one example: A value of 9% (\$15,000) was determined in a U.S. Tax Court case for the loss of a large black oak on a property valued at \$164,500. (1)
- Research shows that shoppers in well landscaped business districts are willing to pay more for parking and up to 12% more for goods and

services.(2)

- The net cooling effect of a young, healthy tree is equivalent to 10 room-size air conditioners operating 20 hours a day.(3)
- Trees properly placed around buildings as windbreaks can save up to 25% on winter heating costs.(4)
- As few as three trees properly positioned can save the average household between \$100 and \$250 annually in energy costs.(5)
- Fifty million shade trees planted in strategic, energy-saving locations could eliminate the need for seven 100-megawatt power plants.(6)
- Shade from two large trees on the west side of a house and one on the east side can save up to 30% of a typical residence's annual air conditioning costs.(7)
- Rows of trees reduce wind speed by up to about 85%, with maximum reductions increasing in proportion to visual density. Because even a single row of dense conifers can cause large reductions in wind speed, effective windbreaks can be planted on relatively small house lots. Compared with an open area, a good windbreak that does not shade the house will save about 15% of the heat energy used in a typical home.(8)



References

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How To Buy A Healthy Tree



“By purchasing from a reputable nursery and following these steps you can be sure you are buying a healthy tree.”

After you have chosen the type of tree that will do well in your planting location you are ready to begin shopping. Purchasing smaller trees will save you money and be easier to transport and handle. They will not have the immediate impact that a larger tree will have but they typically catch up in size within a couple of years because there is less shock from transplanting.

You can find smaller trees sold in pots, while the larger trees will be balled and burlapped (B&B). If purchasing a B&B tree, make sure the root ball

is fairly flat on top with tapering sides and the burlap is intact.

When inspecting a nursery tree, you can start at the top by looking to see if there is a strong leader or a straight stem that runs all the way to the top. If the tree splits into two main stems at the top it still may be okay to purchase, but one stem will need to be pruned off. There will be some exceptions to this rule, such as when purchasing a weeping tree or small ornamentals.

The next thing you should do is to look at the foliage. Watch for signs of insects or dis-

eases. If the leaves are brown near the edges and tips, chances are there has been considerable root damage or the roots have become too dry at some point.

Now look at the trunk and branches, make sure there are no gashes or other visible injuries. Many trees are grafted, which forms a knobby area near the soil surface. Make sure this has smoothly sealed over and that there are no sprouts coming from it.

By purchasing from a reputable nursery and following these steps, you can be sure you are buying a healthy tree.

Services Donated to Preserve Landmark Oak on V.A. Grounds



Construction damage has put a very prominent white oak along the 50th block of National Avenue, in serious danger. This 48 inch diameter oak, which is on the Veterans Administration grounds, suffered major root loss when roots were cut on three sides to construct a

new parking lot in 2005. The soil was also severely compacted, making it even more difficult for this tree to survive.

The V.A. hired American Tree Experts to evaluate and preserve this tree. In 2005 we applied cambistat, which is a growth regulator used to stimulate

root growth and stabilize weakened trees. We also removed dead and declining limbs during the winter months.

Last fall American Tree Experts donated its services to perform a second application of cambistat. We are pleased to announce this tree is doing well.

\$100 Gift Certificate to Bartolotta's Restaurants

Guess how many homeruns the Brewers will hit by July 6th and you will be entered into our contest to win a \$100 gift certificate to Bartolotta's Restaurant.

Only the people receiving our newsletter will have the opportunity to win. You can enter the contest by visiting www.atetreecare.com/contest beginning on May 9th. Only the first 100 entries will be taken.

GOOD LUCK!



Company News

American Tree Experts is Re-Accredited by the Tree Care Industry Association.

Accredited companies must re-apply every three years so that their practices can be reviewed and the continuation of best business practices can be verified. To achieve Accreditation, businesses undergo an extensive review of professional practices aimed at safeguarding consumers, including:

- ▶ Consumer satisfaction
- ▶ Best business practices
- ▶ Formal employee training
- ▶ Compliance with industry standards
- ▶ Adherence to safety and quality standards
- ▶ Insurance coverage



Certified Arborist and Certified Tree Care Safety Professional

Congratulations to Ben Richards and John Kluck for becoming certified arborists. Congratulations to Ben Richards for becoming a Certified Tree Care Safety Professional.

Improved Website

We have a new look! Come check us out online at www.atetreecare.com. Our improved website will keep you informed about current arboricultural issues facing southeastern Wisconsin. Through this website we hope to educate and improve communication with all of our clients.



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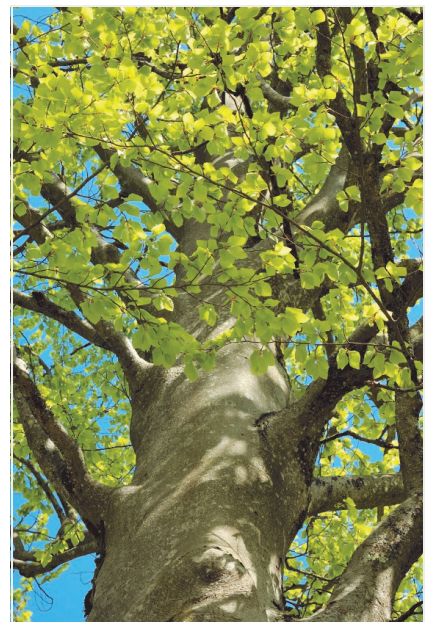
Feature Tree: European Beech

Fagus Sylvatica

Height:	50-75 Feet
Spread:	40-60 Feet
Form:	Pyramidal to oval
Growth Rate:	Slow to moderate
Flower Color:	Greenish-yellow
Sun Exposure:	Full sun - partial shade
Soil:	Moist, well drained
Fall Color:	Yellow to russet-brown

The European beech is a highly prized and very attractive tree grown in large areas such as parks, lawns, and golf courses. It's attractive form, branch pattern, smooth, gray bark, and edible nuts make it an excellent specimen tree. There are many different cultivars including purple-leaved and bronze-leaved trees.

This tree is intolerant to drought, poorly drained soils, soil compaction, and road salt. Transplanting is difficult and should be done in the spring.



\$100 GIFT CERTIFICATE

FREE

Bartolotta's Restaurant

Look inside to win!