

Let's Talk Trees

Ethics Loyalty Integrity Quality of Life



✓ To Do List

Preventative fall care for spring effectiveness

- Systemic injections to control borers, aphids, leafminers
- Fall spray application to control bacterial canker/fungal disease on stone fruits
- Crab grass control in the lawn
- Fall pre-emergent in shrub beds for cool season weeds
- Spider/ant barrier spray
- Fertilizing of fruit trees & other selected species
- Spray Deer repellants/wrap valuable plants with netting

Discover our seasonal discounts online!

Be sure to visit our website for monthly specials including recession busting discounts and freebies.

► No internet? No problem. Just give Anna a call. She'll tell you about the monthly deals.

From Joe...what's new

These days I am constantly reminded of how truly grateful we are for your loyal patronage. With the news media reporting economic gloom and many of our peers experiencing significant business challenges, we continue to be strong and are looking ahead with optimism. We realize that without your generous referrals and the good buzz that you spread about NPHC, none of this would be possible. So thank you, and we will stay focused on delivering expert counsel, the highest quality work, and the best customer service in the industry.

To better serve you on the front end, we have an awesome new administrative assistant, Anna Lutes (see her smiling face at right). She not only has great office skills and experience, but has both education and local work experience in the green industry. Give her a call. She's great to talk to and she has a passion for plants.



We are also excited about this newsletter, as it is the first to sport our new "spiffy" look. We have changed the layout and have added a new column for showcasing some of the finest gardens (and clients) that we have the privilege to care for. Tell us what you think. We are eager to get your feedback and who knows, maybe you'll be the featured garden in the next issue.

We are close to completing our branding refresh with logo, letterhead, e-mail stationary and website completed. Next will be uniforms and truck graphics. Please visit our website www.NorthwestPlantHealthCare.com to discover more cool stuff about NPHC and to find the monthly discount specials, including a chance to win \$600 in free services (see below)!

As always, we appreciate you so much and we look forward to hearing from you this fall. ☺

In care of trees,

Joe Zubaly

Joe Zubaly, President

**WIN \$600
IN FREE
SERVICES!**

**IT'S EASY!
ALL WE NEED IS
YOUR EMAIL ADDRESS.**

Visit our website before September 30, 2009 and sign up for our Preferred Client Club on the Contact Us page. You'll be entered into a drawing for a chance to win \$600 in FREE services. Remember to refer a friend!



Exterior staging for success

by ben kappen

Much like the interior, staging a home's exterior is an important tool for driving the sale of a home in today's buyer's market. With so many houses for sale, just getting someone to drive by can be quite a challenge, so once they get there it is imperative to grab their attention. Exterior staging can help attract potential buyers by increasing interest and maximizing a home's perceived value.

Most buyers are immediately attracted to a landscape where curb appeal is inherent and will be encouraged to visit the interior. But a lack of appeal can have the opposite effect. A plain landscape, or worse, one that is in disrepair, can mean a lot of extra hassle for the buyer and can be a red flag calling into question the overall quality and condition of the entire property. Fortunately, small changes can have a big impact and will improve your competitive edge without breaking the bank.

Here are a few tips:

- Start by de-cluttering the landscape. Mow, water, fertilize and control weeds in the lawn. Rake leaves, prune overgrown trees and shrubs, pull weeds, and remove dead or dying plants and stumps. Be sure to adjust or repair the irrigation system to keep the landscape green and plants looking their best.
- Introduce color by painting trim, doors or other accents to contrast and compliment the house. Colorful plants can create a dramatic focal point from the street or interior views. Plants are great for blending the landscaping with the home or for adding a splash of color or character.
- Add or renovate existing walks to define access to entry points or a patio to create valuable exterior living space. Place fresh mulch around trees and in beds. Define lawn and beds with an edge and create or renovate flower beds near the driveway and front entrance to offer a welcoming touch.

In the end, well planned care on a home's exterior can increase the selling price and decrease time on the market. ↻

Ask the tree care experts

How do I keep my arborvitae from getting damaged in the winter?

The following are a few tips to help those struggling to keep their arborvitae hedges looking good all year long.

1. Prune your arborvitae on a regular basis. Once a year is sufficient in June/July after the seasonal growth flush. Pay attention to limbs that are hanging out of the canopy or are inordinately extended.
2. Tying or wiring individual limbs or plants together to add additional support is also a common practice. This takes a bit of work and it can be difficult if the plants are large, but it is great insurance against plants falling apart during the winter.
3. When the snow and ice does come, spend some time clearing off the plants to decrease the load. A broom or the back side of a leaf rake works well. This is the best and simplest way to avoid damage to the shrubs. ↻



A home with curb appeal increases perceived value for buyers.

*Here is one of Joe's favorites**

Ulmus parvifolia Chinese Elm



Cultivars Athena, Allee or Drake
Height: 30-50 Spread: 35'
Hardiness: -20

Tree with a broadly rounded shape and arching branches.

◀◀ Unique mottled bark offers year round interest.

Flowers inconspicuous, masked by the glossy green leaves, changing to yellowish purple in fall.

Resistant to Dutch Elm Disease and Phloem Necrosis.

Tolerates poor soils and dry or wet conditions making it an excellent selection for urban plantings.

* Approved Class II street tree in City of Spokane. ↻



Q: WHAT DID THE TREE SAY TO THE WIND?

A: LEAF ME ALONE



► Who's hot

George Smith



George is our newest landscape foreman and does an outstanding job for NPHC. He brings with him 4 years experience as a foreman for another local landscape company and 7 years doing grounds maintenance at the Kootenai County Fairgrounds. He can do just about anything we ask of him and he's a hard worker to boot. At the end of the day, George returns to the shop smiling and just as dirty, if not more so, than the rest of the crew. We like that about George.

George lives in Post Falls with his wife Terry, who recently immigrated to the US from Winnipeg, Canada. He has 6 daughters and 4 granddaughters and enjoys spending time with them camping and swimming. ↪

► What's not

Southern Exposure/Freeze Cracking

Southern Exposure/Freeze Cracking has always been an issue in the Inland Northwest. This occurs during the winter/spring exchange when the south side of a tree is frozen at night and then heated during the day. The wood is forced to contract and expand when the temperature changes, causing a split to form on the south side. This problem can be exacerbated by deep planting, girdling roots and drought stress.

The best way to ensure this will not happen to your plant is to first, use proper planting techniques. Look for the root flare of a tree while planting and be sure to pay attention to the nursery mark

Meet George & Shirley

George and Shirley Schneider are two of NPHC's earliest and most cherished clients. Over the years many of our Arborists have had the opportunity to hone their skills at the couple's Spokane Valley property.

Their landscape should be classified as a small arboretum. The western perimeter is lined with a massive row of Armstrong Maples creating a sense of privacy uncommon to the city and is graced with varied and mature trees including Ponderosa Pine, a Birch grove, a manicured Mountain Ash and a small orchard. Specimen quality trees also abound including three large flowering dogwoods, a columnar Copper Beech and two Coral Bark maples. The 27 year old Blue Atlas Cedar and 31 year old Sweetgum are truly magnificent.



NPHC offers many thanks to George and Shirley for their years of patronage and friendship. ↪

Kate says using all the fresh herbs is key!

Fall Stuffed Delight

4 small acorn squash	1 cup peeled and diced fuji apples
2/3 cup currants	1 cup sweet corn kernels
1 c +/- vegetable stock, warm	1 1/2 cup diced hearty bread
1 tbsp canola oil	1 tbsp each chopped fresh basil, thyme, sage, parsley
1 large white onion, diced	1 tsp lemon zest
3 stalks celery, diced	Salt & fresh ground pepper
2 tsp crushed garlic	

Cut squash in half and trim bottoms to level. Place squash in lightly buttered dish and cook at 350 degrees for 30 minutes. Boil currants 10 minutes in stock. Cook onion, celery and garlic in oil on medium heat, about 4 minutes till soft but not brown. Add apple and corn and sauté for 3 more minutes. Mix in bowl with bread, herbs, zest, curren stock, salt & pepper. Mixture should be moist, but not wet. Spoon stuffing into squash, then cook at 375 degrees for 15 minutes until heated through. Serves 8 sides.

► Find more tips and recipes in our newsletter archives online

(most plants will have a painted strip on the north side to indicate planting direction). Second, pick the right tree for the right place (a Certified Arborist can assist you). Third, use tree wrap to keep the ambient temperature around the stem more constant. Wrapping should be applied before freezing and removed after threat of freezing (usually November 1 until May 15th). ↪

by thorin brown

"All of our plants look so good and so much improved since you've been tending to all of them. We surely appreciate your expertise!"

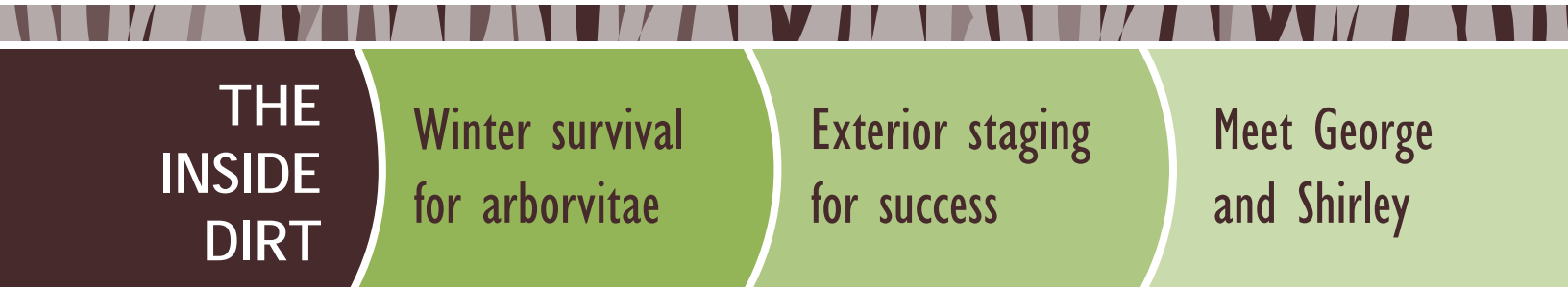
P. K., Spokane, WA



Check out our spiffy new look!

Presorted Standard U.S. POSTAGE PAID SPOKANE, WA PERMIT #28

P.O. Box 1978 Post Falls, ID 83877 509.892.0110 208.687.2884



Street tree ordinance clarified by ben larsen

There has been much confusion and controversy surrounding the pruning, removal and planting of street trees in the Spokane area. Along most roadways is an area known as a city right-of-way. Although the area along the street in a given front yard appears to be fully under home-owners jurisdiction, it is partially controlled by the city. In an effort to protect street trees from improper pruning and unnecessary removal, the city recently released a letter to a number of tree service companies (including NPHC) in hopes of making everyone aware of the Spokane Municipal Code pertaining to trees. The letter articulates some of the key points concerning work on street trees.

The Spokane Municipal Code states that any major pruning performed on street trees requires a permit and must be carried out by an ISA (International Society of Arborists) certified arborist or an ISA certified tree worker. Also, any person wishing to plant a tree in a city right-of-way, parking strip, or public land, must first obtain a permit.

Requiring a permit to plant a tree may seem a bit overzealous at first, but there is

some merit to regulating plantings. The issue of plantings brings up many complex issues regarding maintenance and cleanup to streets and sidewalks, not to mention above ground problems. One has only to drive around Spokane and see all the trees aggressively, yet necessarily pruned back from power lines to realize that some regulations on plantings are warranted.

In order to facilitate proper species planting, the City of Spokane has developed a list of recommended street trees which can be viewed at <http://www.sccd.org/forestry/urbanforestry/spokane.shtml>. If you would like assistance matching a listed tree with your site or if you need help planting a tree this fall, please, let us know. **See one of Joe's favorites on page 2.**

To view the full Spokane Municipal Code (SMC) regarding street tree permits go to <http://www.spokanecity.org/services/documents/smc/?Section=12.02.910&Find=street%20tree%20permit>.

Coeur d'alene and Post Falls also have similar street tree ordinances. You can find out more by visiting http://www.cdavid.org/urban/urbanforestry/why_ordinance.htm.



Did you know NPHC currently has ten certified arborists on staff? Yep, it's true.