

Summer 2005

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Let's Talk Trees

A newsletter from North West Plant Health Care, Inc.

What's New

We were recently invited to join the Better Business Bureau and are glad to be new members. We have always strived to uphold and go beyond proper business practices to exceed clients' quality and service expectations. The BBB's goal of self-regulation really appeals to us. The tree care industry has a very low rate of companies that even respond to a complaint processed through the BBB. The BBB representative said that he solicited our company because of our respected reputation and because the BBB had not received a single complaint about NPHC, Inc. in ten years of business. We have always wanted to be the kind of company that every client wanted to refer to their friends or family and are proud to have a staff of dedicated professionals who share that goal.

We are glad to announce that we now have six Certified Arborists on staff and another to be certified soon. Practicing proper tree care on every property and keeping up to date with the best care available are what really separate us from the rest. You can see our Certified Arborists in action caring for trees out on your properties, not just behind a desk or mentioned in an advertisement.

We are happy to be experiencing growth so we can keep our arborists challenged and growing. Your feedback on how we meet your needs will always be our benchmark of success, so never hesitate to pick up the phone (or as some of you have come to prefer, pull out the keyboard) and let us know your thoughts.



ISA Certified Arborists

We appreciate that there is a market for the best tree care available and are glad to prove to an industry that honest, caring businesses do thrive.

In Care of Trees,
Joe Zubaly
President



To Do Now:

- If planning on fertilizing, be sure to do it soon before it gets too hot to avoid "burning" plants
- Get ahead of aphids now because as the temperature increases, the reproductive cycles get closer together
- Prune your trees and shrubs that recently flowered before the blooms for next season

"This is way beyond my expectations"

(Viewing her newly created landscape project)

L.Y. Spokane, WA

Mark your

WSU Master Gardeners Classes:

Container Gardening: July 7th

Ornamental Shrubs: July 21st

222 N. Havana St. **6-8 pm**

Call: 509-477-2048 to sign up

"A Garden Serenade"

Coeur d' Alene Garden Club Tour

July 10th 10am - 4pm

Eight beautiful Coeur d'Alene gardens
\$10 tickets ahead at nurseries or 7/10:gardens
Benefits local charities

"Spokane In Bloom Tour"

The Inland Empire Gardeners Club

July 16th 10am - 5pm

Features five gardens in Valley and West side
\$7 tickets ahead at nurseries or 7/16:gardens

What to look for in a service...

Attending many Home & Garden shows and similar events, we often get asked how to compare various services available for maintaining your landscape. There are two main types of service available. These services may be marketed under various names. Utilizing the chart below will assist in sorting out what type of service you are purchasing.

COMPARE:	PLANT HEALTH CARE MANAGEMENT	SPRAY COMPANIES
FOCUS	Focus is on the <u>plants</u> ; purpose is to increase their health and vigor while also controlling pest populations that decrease vigor.	Focus is on eradicating the <u>pests</u> which attack the plants.
ACTION	Proactive improvement of the plants' cultural environment and deficiencies so they are more resistant to pests or diseases.	Reactively deal with a pest or disease. This often is a secondary issue because pests are attracted to a plant in a weakened state.
TARGET	Primarily use narrow spectrum or bio-rational products which preserve natural insect predators that help to suppress pest populations.	Almost exclusively utilize a broad-spectrum pesticide, or combinations of such products, to control outbreak populations.
PROCEDURE	Monitoring visits are timed for anticipated pest problems. Specific plants needing attention are targeted with a customized product for their issue, avoiding overuse of unneeded pesticides.	Use "cover sprays" to spray a large variety of plants in order to control a large variety of different pests with a standard mixture of products used for most properties.
RESULTS	Client's observe their healthy, vigorous, aesthetically pleasing plants. Relevant information empowers clients.	Clients pay year after year for multiple chemical applications against the same pests. Information typically is limited to line items on invoices.

A Cool Crowd

The Coeur d' Alene Garden Club is a group of avid gardeners who meet for informational programs or tours of member's gardens on a monthly basis. They often couple their meetings with a social time. Whether you are an experienced gardener or someone brand new to gardening, you'd enjoy this group that gears their topics toward the best techniques to use in our specific area. Membership exceeds 50 people from Coeur d' Alene and the surrounding area. This friendly group welcomes new members! For more information, Call: Jean Klein, President at # 665-9930

Ben's Bistro

Ben's loves to use the freshest ingredients to fit his seasonal menus.

Chop Chop Salad **Serves 6**

This popular, hearty salad is great before a light entree' or as a meal in itself.

Dressing:

- ½ cup red wine vinegar
- 2 tablespoons freshly squeezed lemon juice
- 1 tablespoon Dijon mustard
- 3 medium cloves of garlic, minced
- 2 teaspoons dried oregano
- 1 teaspoon freshly ground black pepper
- ½ teaspoon salt & ½ teaspoon sugar
- 1 cup olive oil

Combine all ingredients except olive oil in a food processor and puree while drizzling olive oil in slowly. Blend until emulsified.

Salad:

In order to obtain a consistent texture, it is important to chop all salad ingredients by hand.

- 1 head romaine lettuce (often served with iceberg), fine chop
- 4 roma tomatoes, seeded and fine chop
- 1 red bell pepper seeded and diced
- 1 cup each, diced dry Italian salami, mozzarella cheese, smoked turkey breast
- 1 cup canned garbanzo beans, drained
- ½ cup green onions, thinly sliced

Combine all ingredients in an extra large bowl, stir in dressing, mixing thoroughly. Garnish with a lemon wedge and chopped parsley. Serve immediately.

“Ask The

Q: I have a shady spot where I want to put an ornamental conifer, what do you recommend?

A: One of my favorite conifers is a Mountain Hemlock.
(*Tsuga mertensiana*)



Native to North America, it does very well in our hardiness zone of 5a. It has a beautiful blue hue and is soft looking with a pyramidal shape. It is a slow grower which fits in small to medium size sites. It prefers a moist, well drained soil but is quite adaptable. This attractive plant grows best in partial shade and should not be planted in competition with turf.



Who's
hot

BEN KAPPEN

an ISA Certified Arborist, has done extensive studies in plant biology and soil science. Ben's love of trees and plants makes him a dedicated professional and leader. He has been drawn to the study of landscape design and the thrill of creating many landscape plans that capture exactly what clients desire. His in-depth knowledge for diagnosing tree and shrub diseases and identifying pests allows him to provide clients with treatment options that are effective and practical. His management and client service skills

regularly earn compliments. He and his wife, Glenda, enjoy bonsai gardening, hiking, cycling and skiing.



Q: What should I be doing in my landscape to conserve water but keep my plants healthy too?

A: Converting your existing spray heads to drip irrigation is an excellent way to make an impact. You can save as much as 75 % in water usage and get specific results for each plant. Mulching is another way. It holds in the water you are using. It allows the water to seep further into the root system instead of being evaporated. A mulch ring will also add nutrients and keep lawn herbicides and weed wackers away from your trunk.

what's Not...

Aphids!

Aphids are worse this year due to the mild winter and lack of late frost to kill them off. They also became active earlier because warm weather arrived earlier.

Generally, aphids don't kill a plant. However, if left untreated, aphids will excrete an unpleasant sticky substance. Aphids can decrease a plant's vigor and aesthetics by causing droopiness and even defoliation.

There are a variety of treatments for aphid problems. They are:

- a preventative Merit application in the form of an injection or drench
- a dormant oil application in the early spring to kill over wintering aphids
- an insecticidal spray once they are present

The insecticides are designed to be ingested by the adult aphids therefore disposing of them prior to multiplication. If you are spraying for aphid control, you will see three to five week residual of the product. Because we expect to see many generations of Aphids due to their early start, you may need an additional application to achieve season-long control.

We are always glad to answer any of your questions. Feel free to call and get scheduled in for a preventative Merit application in the

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Ben's Bistro!

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What's New

A Cool Crowd

Ask The Tree Care

Experts: Q & A

Who's Hot?

What's Not?

This issue:

Maintenance Services

Planting Series:

The Right Choice

Feel free to submit us a question for our next newsletter. We'd be glad to mail our newsletter to anyone. Contact us with a subscriber's address or any comments or questions at: nphc@icehouse.net Editor: Kate Zubaly

Planting Series: The right Choice

There are three major steps to planting trees: planning, selecting and proper planting technique. This article will cover the basics of planning which trees will work on your property.

Planting the right tree in the right place is the number one key to vigorous long-term success. Function and culture are the two most important factors when considering a specific tree for a specific site. Trees have a variety of functions that are of different importance to you based on your location and your objectives. Criteria are shade, wind break, privacy, a spacious feeling, tree size at maturity and a certain visual effect.



Functional and cultural aspects are key

Matching the cultural requirements of the plant with its site can often be the difference between thriving or barely surviving.

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Consider these points closely when planning for tree placement: available water, sun exposure, cold hardiness (5a), soil type & drainage and susceptibility to insect & disease activity. Look at the trees that perform well in your area as a good rule of thumb. To obtain more specific local information, contact an experienced certified arborist, nurseryman or master gardener at your extension office. Sustainable landscaping is growing in popularity because it decreases maintenance by conserving water and choosing native or adapted plants. If you have a favorite tree that does not thrive in your site, you are better off substituting a tree that has similar characteristics but also meets your site's requirements.