

QUALITY QUARTERLY

Winter 2003

Quality:

1. A distinguishing element or characteristic.
2. Superiority of kind.
3. Degree or grade of excellence.

Need a Speaker?

Give us a call. We have several interesting topics. We'd be happy to send out one of our Certified Arborists.

Dates to Remember:

February 2

Groundhog Day

February 14

Valentine's Day

February 17

President's Day

March 7

TN ARBOR DAY

March 17

St. Patrick's Day

March 21

First Day of Spring

Celebrating Our 20th Year !!!

WELCOME . . . to our first official Newsletter! You are receiving this because you have been a part of our world during the last 20 years. Thanks for being there!

We have been providing tree care in the Nashville and surrounding areas since 1983. In the beginning, Quality Tree Surgery was a one man operation - me. Our first employee, Rick Carpenter, came along a year later in 1984, never to be forgotten.

As we stand today, we are a team of fifteen full-time and two part-time personnel. Six of the fifteen are I.S.A. certified arborists. One of our certified arborist, Kim Cross, is a member of the ASCA (American Society of Consulting Arborist).

As you can tell, we have grown over the past 20 years and continue to strive to provide you with the best in tree care. We offer all the usual services you would expect from a tree care company along with an assortment of other more specialized

tree and plant care services such as tree appraisals. New to our company is also a full landscaping department caring for lawns, shrubs, and flowering beds.

No one has said it better than one of our fellow arborist, George Phetteplace, when he leaves out in the morning saying, "come on boys, lets go have fun, help trees and make money!"

-Ruel Jones, President



What was Happening 20 Years Ago (1983)

- Sally Ride is the first American woman to go into space
- 216 Marines are killed when terrorist blow up their base in Beirut
- The "internet" is born
- Dr. Barney Clark receives first artificial heart implant
- Final episode of M*A*S*H airs
- Madonna releases first record album
- U.S. invades Grenada to rescue 1,000 Americans on the island
- Cabbage Patch Kids are the best selling toy of the year
- MOVIES: Terms of Endearment, Flashdance
- Goodbye to: Muddy Waters & Karen Carpenter (US musicians); Gloria Swanson (US actress)



***“Reputation
is what
you are
perceived
to be.
Character
is what
you are.”***

-John Wooden

Most people are aware that trees and other living plants are valuable. They provide beauty to our properties, manufacture oxygen, reduce rainfall runoff, provide sound barriers, and help us save energy by providing shade in the summer and wind reduction in the winter. In addition, trees and other landscape plants are a part of the property that have a dollar value that can be measured by competent plant appraisers. Trees and plants in the landscape may constitute as much as 20% of the total value of your property.

If you have trees or shrubs that have been damaged or destroyed, you may be able to recapture your loss through insurance claims, litigation, or as a deduction from your income tax. The extent of damage and how the damage occurred will determine which avenues are available to you to recapture the lost value. If you have a

portion of your property condemned for right of ways, utility easements or other condemnation proceedings, the value of any trees and shrubs on that portion of your property should be considered in determining your compensation for the loss of that property.

There are four factors that should be taken into account for a professional evaluation of the value of trees and shrubs. These factors are size, classification (specie), condition and location within the landscape.

All these factors can be measured to determine in dollars and cents the value of trees and shrubs, whether for insurance purposes, court testimony in lawsuits, or for tax deductions.

These are steps to be taken that will enhance the value of your trees and prevent financial loss if they should be damaged or destroyed:

1. Plan your landscaping for both beauty and functional value.
2. Protect and preserve to maintain the value.
3. Periodically take pictures of trees and other landscape plants. This will make “before and after” comparisons easier and will expedite the process of insurance or IRS claims should you have a loss.
4. Check your insurance to see what type claims are covered.
5. Keep accurate records of landscape or real estate appraisals for any losses.
6. Consult a competent consulting arborist at every stage in the life of your landscape - planning, planting, care, and to make sure you do not suffer needless financial loss when a casualty strikes.

Information in this article was taken from the brochure, *Tree Values*, available from the International Society of Arboriculture.■

Happy Birthday !!!



Jan 20	Walt Harris	Feb 6	Robert Cothorn
Jan 22	Jack Hancock	Mar 4	William Bass
Jan 31	Mrs. James Knight Mary Brown		

Call and let us know when your special day is so we can add you to our Birthday list !

So What Time of Year Should I Plant?

Gary Claiborne

How many of you have heard this statement: "Fall is a good time for planting trees and shrubs." Ever wonder why? Let's discuss a few of the most common reasons the Nursery Industry recommends the fall season for planting.

The main benefit to fall/winter planting is that container and ball-and-burlapped plants are less stressed when transplanted during cool, moist weather. The shorter days of these months also trigger plants to slow down and terminate bud growth. During this time the metabolic processes of the plant slow down and the plant goes into a dormant state above ground. That's right, above ground! What about below ground?

Below ground the roots are taking on a more important role and becoming the plant's main focus. Root growth continues to take place below ground, even though the shoot and leaf production has ceased

above ground. This continued root growth is another reason for transplanting plants during the fall and winter months. Most people assume that because deciduous trees and shrubs lose their leaves that they are in a complete dormant state. Not true! A plant's roots can still actively grow year round. How is this possible when it is so cold outside? We first need to understand that soil temperatures tend to lag behind air temperatures. The soil is holding heat that has been building up during spring and summer. So even though we may feel the chilly air temps outside, the soil around the plant is nice and warm. The plant roots are still growing and storing energy for the upcoming spring workload.

Plants transplanted during the fall/winter months require less time and care. A thorough watering after planting is all the water plants will require until shoot growth appears in

the Spring. Placing a blanket of mulch 2 to 4 inches in depth around your plants will also help keep the roots warmer and more productive during the cooler weather. Use good mulching materials such as shredded pine bark, bark chips, or pine needles. Be sure to keep the mulch a few inches away from the trunk of the plant. These two simple steps are all the plant care required until spring arrives.

So what time of the year should you plant? Anytime in our area is good for planting as the soil temperatures rarely dip below levels for root growth; however, as we have seen, plants are stressed less and the plant caretakers have fewer duties to perform when plants are installed during the fall/winter months. This is a GREAT time for planting ball-and-burlapped and containerized trees and shrubs!■



"If opportunity doesn't knock, build a door."

-Henry Ford

Our New Landscaping Division ~Customer Comments

To Whom it May Concern,

I would like to express to you the wonderful job that Gary, Randall, and Angel had done. The landscape is absolutely beautiful!! They were very pleasant to have working at our home. I would highly recommend them for any landscaping job!

*Thank you very much,
The Hudson Family*

Dear Ruel:

"... We found Gary and his crew to be friendly, reliable, timely, and best of all, to do what they said they would do when they said they would do it. The plants Gary chose for us are all healthy and thriving, and our new landscape is the envy of our neighbors and something you would be proud of."

Sincerely,
Carrie Nobles



When is the
Last Frost?
April 11



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ADDRESS CHANGE?
Please call and update us!



“Celebrating 20 years of
uncompromising
Quality.”



Safe at Sixty Feet

Jason Kenney

Over the past years, I've worked with quite a few of Nashville's tree companies. Through tenacity, I finally got hired by Quality Tree Inc. One of my main concerns with past companies was their lack of any type of safety program. Let's face it, climbing sixty feet off the ground on a half inch diameter rope and operating a chainsaw at a distance no greater than arms length from that rope is not a natural act. Quality Tree has a safety program that not only protects my coworkers and I, but our customers as well.

I can still remember sitting in study hall during high school saying to myself "I'll never use ANY of this stuff later in life!" One day, about two years ago, I found myself at the top of a Sugar Maple over

someone's house and patio contemplating the stress of the rigging, the angle of my rope, and how to explain my actions to my ground man who spoke no English at all. To perform tree care successfully, a climber needs to have a working knowledge of tree biology, physics, geometry and sometimes even Spanish.

Quality Tree has a safety program that meets every other week. During these meetings we discuss topics such as tree physiology, rigging techniques, chainsaw operations and even how to back down the driveway without slaying the homeowner's garden gnomes. Every Quality Tree employee's financial status is adjusted according to what they are willing to learn.

How does this benefit the customer? To begin with, you're guaranteed that the person performing the work on your living investment is a highly trained and proficient arborist. This dramatically reduces the risk of damage to the tree or your property. Where the rubber truly meets the road on this topic is when storm damage occurs or other more hazardous tasks present themselves. I've seen quite a few tree companies driving around town passionately declaring that they are "fully insured for your protection." We insure ourselves here at Quality Tree as well. However, we do take it a step further. We seek the knowledge and training it takes to prevent the accident from happening in the first place. ■