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2011 Winter Letter & Preauthorization Form

Thanks for another great year! We greatly value your trust and appreciate the opportunity to care for your trees.

2010 was a quiet year for weather. The usual spring rains, a mercifully moist then dry summer and a few storms, but nothing we could not handle with our able employees.

Scott, Chad, Ryan and Keith did their usual great job on pruning and removals. They are not only knowledgeable and experienced professionals but also remarkable as artists, athletes, and surgical technicians that enjoy doing their jobs. Samantha continued her development of our Progressive Plant Management Program (PPM) and continues to be a valuable asset to our tree and shrub health care program. We will continue to expand and improve our 2011 treatments including Emerald Ash Borer treatments, low toxicity sprays, dormant oil, trunk injections/implants, biological controls, fertilization, cultural pest controls, recommendations and PPM inspection programs.

This year we have invested in new spray and fertilization equipment. We will be using our multi-tank unit to improve our service response time, efficiency and ability to treat multiple pest problems.

The Emerald Ash Borer (EAB) continues its march across Ohio. The evidence of its widespread presence in Franklin and Delaware Counties was a shock to us in 2010. We are bracing for devastation in 2011 and the years to follow. This year was our chance to witness the extent of the insect damage to the tree first hand. The larval stage of this pest eats every inch of the cambium layer, right down to the ground. This is heartbreaking for all of us. Ash is one of the dominant species of our forests and landscapes. This year we were also able to witness firsthand the effectiveness of pesticide treatments that we have been using and seeing little to no damage in trees that we have been treating. We strongly advise those of you with ash trees to call us for a consult on treatment options. Timing for optimal uptake can vary, so early authorization is recommended. If we have been treating your ash trees, you can call or email to see if your EAB treatment is due this year. If you are on our continuous maintenance program, we will schedule at the appropriate times.

We are proud to announce that again we have received the "Angie's List Super Service Award" for the 10th consecutive year. This helps to show our commitment to your complete satisfaction in the work we do and the professionals that we employ.

Please take advantage of our Early Authorization Program (on reverse). This program gives you the opportunity to receive up to a **10% discount** for early authorization. You may contact our office at **614-847-4040** or send an email to brad@phoenixtreecare.net or sam@phoenixtreecare.net for program details or questions. We will be happy to discuss your 2011 tree & shrub program with you. You may also visit our website at www.phoenixtreecare.net.

We hope you have a happy and productive winter.....See you in the spring!

Sincerely,

Brad Kitchen
Certified & Consulting Arborist