



# Cherry Lake Tree-Bune

*A quarterly newsletter for the friends and customers of Cherry Lake Tree Farm.*

**Volume 1, Issue 2**

**Fall 2004**

### Plentiful & Beautiful:

- 45 gallon Blanchard
- 45 gallon Claudia Wannamaker
- 45 gallon Miss Chloe®
- 100 gallon Bracken Brown
- 670 gallon Blanchard

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## Lessons Learned: Hurricane Revelations

by John White

We're into the last week of September now, with October promising cooler temperatures and shorter days. Hurricane season technically continues until November 30<sup>th</sup>, which means we still have some time to go before we can all breath a collective sigh of relief. This weather season will undoubtedly go down as one to remember.

We have to ask – “What have we learned from all of this?” My answer is we have learned much, and we will continue to learn. From the past six weeks and four storms (Charley, Frances, Ivan and Jeanne), we can make some observations regarding how Florida landscapes have endured the storms. To name a few:

- Many trees in our area performed and survived well – in general. Live oak, bald cypress, magnolia, holly, pine and crape myrtle generally fared well with only minimal damage.
- Palms did well, owing to their basic, monolithic structure and minimal canopy dimensions. The only palms I saw blown over were newly installed – established palms stood intact, with very few exceptions. I did see some palms (mostly Sabals and Washingtonias) that



Magnolias seem to have fared very well during the recent Hurricanes.

had been severed and broken at their main trunks, but this was observed only in wide open areas, near lakes or areas subject to the highest winds.

- Full-to-the-ground and multi-trunk specimen trees fared much better than trees with single clear trunks and large canopies. Magnolias, hollies, multi-trunk crape myrtles, eleaocarpus and full-to-the-ground red cedars stood up very well to the high winds.
- Trees planted in dense groupings fared better than trees standing alone, with

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## Cherry Lake wins FNGLA *Grower of the Year* Award

Cherry Lake Tree Farm was recently honored with the *Grower of the Year* award, presented by the Florida Nursery, Growers, and Landscape Association. This award is presented to the FNGLA member who exemplifies outstanding support for the industry, produces quality plant material, provides sufficient plant availability, is reliable and easy to work with, and is an innovative, out-

of-the-box thinker.

Cherry Lake Tree Farm is one of Florida's leading producers of woody ornamentals. Our commitment to consistently producing the highest quality product at competitive prices has made us a valued supplier to

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## Lessons Learned: Hurricane Revelations

by John White

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little or no protection from the wind, giving some credence to the phrase 'safety in numbers'.

- In urban settings, trees with larger planting areas (root zones) fared better than trees with smaller, more limited planting areas.
- Tree structure – trees with included bark and limbs at severe angles had much more branch and limb failure than trees with good limb-branch structure (single leader tree structure). Thanks to the Florida Grades and Standards revisions we now have better, stronger and safer trees.

In short, we realize that when nature wants to unload its fury, we as people can do little to actually protect our landscapes from the ultimate damage that can be caused. But, we also see that through sound planning and design, combined with sound and excellent

planting and maintenance practices, some damage can be prevented.

Group plantings and use of full-to-the-ground species can be designed into areas prone to windy conditions. When planting large canopy trees with clear trunks, it is essential that staking and guying be done correctly. Maintenance of staking and guying systems and sound irrigation management that allows trees to establish well are key to survivability during windstorms. Most of the tree failures in young landscapes occurred in trees planted within the past 12-18 months. Therefore, it is vital that we learn to protect the newly planted trees and stabilize them so they are able to establish well and, hence, be more able to stand up to high winds. ♦

For more information, please contact John White at Cherry Lake Tree Farm. Phone: 352-429-2171 ext 256 Email: john.white@cherrylake.com.



A dense tree planting protects trees from wind damage.



## Cherry Lake wins FNGLA *Grower of the Year* Award

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many of the State's most important landscape construction firms. Our products can be seen on many of Florida's most prestigious projects, helping to create beautiful landscapes that are sure to leave a lasting legacy in Florida.

Our Mission statement – *to 'beautify our environment for generations to come, while contributing to the success of our valued employees and partners'* – inspires us to go beyond simply producing and selling quality trees. Whether through our research in Best Management Practices, Integrated Pest Management, root enhancement, and new cultivars, or our continuing education programs and active participation in the major trade associations, we are continually seeking to promote our industry and contribute to the future of our trade.

Cherry Lake Tree Farm would like to thank the industry for its support in helping us become the Grower of the Year. The recognition means a lot to our employees, especially our production team who works diligently to ensure that each tree is grown according to

the Florida Grades and Standards practices. Cherry Lake Tree Farm will be formally recognized Friday, October, 1, 2004 at the annual FNGLA Landscape Awards Banquet at the Rosen Plaza Hotel in Orlando, FL. "The quality of entries just keeps getting better each year," says Tommy Aiello, Aiello Landscape Co., Hobe Sound, FL, who serves as Chairman of FNGLA's Landscape Division, which sponsors the Landscape Awards Program. "These awards exemplify the professionalism and excellence that is evident in our industry." ♦



300 gallon Cherry Lake Live Oaks line the streets of Isle Worth.



Residence at Baldwin Park in Orlando, FL with trees supplied by Cherry Lake Tree Farm.



A 200 gallon Millennium@ Live Oak from Cherry Lake is featured at the Sales Center of Tuscany Reserve.

## Featured Tree: *Quercus virginiana* Millennium® Live Oak

<b>Cultivar Name</b>	Millennium® Live Oak
<b>Botanical Name</b>	<i>Quercus virginiana</i> 'CLTF2' P.P.# 11097
<b>Native Habitat</b>	SE Virginia south to S Florida and west to S and Central Texas
<b>Development</b>	Michel Sallin of Cherry Lake Tree Farm in Groveland, Florida
<b>Hardy range</b>	7B to 10B
<b>Height</b>	50' to 75' / 15.2m to 22.7m
<b>Spread</b>	60' to 100' / 18.3m to 30.5m
<b>Growth rate</b>	After 12 years, 29' height x 29' spread x 13" caliper
<b>Form</b>	Rounded and spreading or horizontal
<b>Persistence</b>	semi-evergreen

Millennium® was selected by Cherry Lake Tree Farm in 1996 from a crop of six thousand seedling Live Oaks. The favorable characteristics that distinguished this Live Oak seedling from the other seedlings are the combined attributes of larger dark green leaves, faster growth rate, thicker trunk, branch and stem caliper, and efficient ten-

dencies to maintain a dominant central leader with strong branch attachments.

The parent Millennium® was five years old when planted in the landscape in 1997. Tree dimensions at this time were – 16' tall x 9' wide with a 5" caliper. In 2004, Millennium™ had grown to 29' tall x 29' wide with a caliper of 13" at 12" from the soil-line. The over-all growth habit is indicating the form of the Millennium® at maturity to be very typical of the picturesque and traditional native Live Oak species.

Predictable growth rate and habit that delivers a canopy of abundant sinuous branching ascending upward and outward without drooping, with rich green foliage that personifies vigor, beauty and impact: this is Millennium® the new tree that is reminiscent of the traditional Live Oak species. ♦



(Above) Millennium® parent tree at Cherry Lake Tree Farm.

### Sizes Available at Cherry Lake

65 gal	13-15' x 6-8' x 3-3.5"
100 gal	15-17' x 7-9' x 4-5"
200 gal	17-19' x 10-12' x 5-6"

## The Flowering Tree Society of Central Florida by John Sullivan, Guest Columnist

The Flowering Tree Society of Central Florida was established in 1999 by Landscape Architects, Arborists, Horticulturalists, homeowners, and plant enthusiasts. The Society's mission is the propagation, introduction, and use of flowering trees in Central Florida. The Society provides educational information to the community and assists the plant industry with the introduction and development of new flowering tree species for use in our region. Cherry Lake Tree Farm supports the Flowering Tree Society based on a mutual understanding that their products and services are of value, and that they may help educate the public about the importance of trees in our urban landscapes. Cherry Lake has contributed to our success in many ways since the Society's inception.

Among its many activities, The Flowering Tree Society participates in Leu Gardens' Annual Plant Sale. For the past 5 years, Cherry Lake has donated trees to the sale. Cherry Lake's donations of magnolia and crape myrtle trees have made our booth very popular. Revenue from the annual sale supports our non-profit activities throughout the year, which include community tree plantings, bi-monthly meetings, tours, conferences, public speaking engagements and our seed bank. The Flowering Tree Society

has reached thousands, and with Cherry Lake's help, has shown people the beauty and grace of flowering trees appropriate for our Central Florida communities.

Through both the revenue from the plant sale and from direct tree donations, Cherry Lake's continuing support contributed to several of the Society's Tree Planting Events. Our first tree planting was held at UCF's South Campus in 1999, and the trees are doing wonderfully today. Cherry Lake also contributed to the Society's successful tree planting at Red Barber Park in Sanford. The Flowering Tree Society has done nine community tree plantings with varying numbers of trees during our five year history, with plans to do more. The Society, along with its many supporters, has brought the beauty of flowering trees to many schools and parks across Central Florida, and will continue to do so. We look forward to Cherry Lake Tree Farm's continuing support as we carry out our Society's mission, thereby enriching our communities with more knowledge and flowering trees in our landscapes.

For more information on The Flowering Tree Society, please visit our website: [www.floweringtreesociety.org](http://www.floweringtreesociety.org). ♦



FTS at Leu Garden's Plant Sale, 2004



FTS's Tree Planting at Red Barber Park.



FTS's Tree Planting at UCF.



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### **Cherry Lake Tree Farm Mission:**

*Beautify our environment for generations to come, by providing customized tree solutions for projects where landscaping is a key element, while contributing to the success of our valued employees and partners.*

### **Upcoming Events: Mark Your Calendar**

- FNATS** September 30– October 2  
Booth #141, Orange County Convention Center , Orlando, FL
- ISA FL Chapter Meeting** October 18  
FNGLA Office, Orlando, FL
- Great Southern Tree Conference** December 2-3  
Hilton UF Conference Center, Gainesville, Florida

### **Meet the Team: Blaine Keller**

Blaine is the Cherry Lake Tree Farm Business Developer for South Florida. His primary function is to solicit and develop new business relationships within the real estate development industry. Landscape architectural firms, key landscape contractors, land planners, engineers, and real estate developers are on the top of his list. As an approved instructor for Cherry Lake’s CEU courses, Blaine gives landscape architectural firms the opportunity to hold accredited classes in their own offices. He also provides support and information services to the landscape contractors in his area.

As a south Florida native with over thirty years in the landscape industry, Blaine has a wealth of contacts. His experience includes

owning a landscape construction firm in the 1970s on the Treasure Coast, and management positions with two notable developers – Crocker & Company in Boca Raton, and DiVosta in West Palm Beach. Most recently he opened and managed the North Palm Beach distribution center for Skinner’s Nursery.

Blaine served as chapter president for the Treasure Coast chapter of FNGA two times, sat on several architectural review boards, and served on the Code Enforcement Board for the City of Stuart. Blaine loves to fish, ride his recumbent bicycle, read, and spend time traveling with his wife (especially in his Mini Cooper)! ♦



Blaine Keller, CLTF Business Developer

### **Career Opportunities: Come Join our Team**

Cherry Lake is constantly expanding to better serve the industry. We have several positions available for immediate occupancy. Visit the Employment section of our website, www.cherrylake.com for more information or contact Susan Kelly by calling (352)429-2171 ext 288 or by emailing susan.kelly@cherrylake.com.

#### **LEADERSHIP DEVELOPMENT PROGRAM**

Two to four new graduate career investment positions give the applicant an opportunity to work with professionals in various departments, such as tree and liner production, product selection, transportation, marketing, sales, and finance. Program last 12-18 months before selecting a career path in sale or production.

#### **SALES**

- Sales Manager
- National Sales Manager—TQL Liner & 3-gal Division
- Business Developer - Texas
- Jr. Sales Representative

#### **PRODUCTION**

- Process Documentation
- Product Selection Specialist
- Team Leader—TQL 3-gal Division

#### **IT**

- Systems Administrator

#### **FACILITIES**

- Facilities/Irrigation Team Leader



Contact us today to learn more about working on our beautiful farm in South Lake County.