



Cherry Lake Tree-Bune

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

Volume 1, Issue 1

Summer 2004

Plentiful & Beautiful:
Our top 5 65's this quarter are...

- 65 gallon Nellie R. Stevens
- 65 gallon East Palatka
- 65 gallon 'Flame' Red Maple
- 65 gallon Crape Myrtle (colors)
Tuskegee or Muskogee
- 65 gallon Crape Myrtle (white)
Natchez

Inside this issue:

Air-Pot, a proven success	2
Career Opportunities	2
Tuskegee, a return on investment	3
Epcot Festival, coming again soon	3
Upcoming Events	4
Green News	4

What's New? Outsourcing reaches milestone...

Cherry Lake Tree Farm's Outsourcing Program is nearing its one-year anniversary and we'd like to thank you for making it such a success! The Program is a way for us to better serve you and we hope you are realizing the benefits of a one-stop-shop for your entire tree needs!

The Program is based on providing total tree solutions to customers that consider landscaping a key element of success. The ability to supply you with all of the material required for a job, allows us to provide you with a customized tree solution. These solutions are tailored to your business and are designed to make you more competitive and more efficient. You will save on material costs and recover time spent locating material. You will also benefit from buying all of your material from a single company that prides itself in providing the highest quality landscape material at the lowest cost possible.

'Cherry Select' is our label for outsourced material. This seal of approval certifies that the product was inspected by us and meets our highest standards. Our material is sourced from the highest quality growers in the nation. We have developed privi-



Medjool Date Palm field in Arizona. Medjools are a key element of our Outsourcing Program and compliment our 670g specimens.

leged relationships with our growers, all of whom are customers of our liner division, Total Quality Liners (TQL). As TQL grows, so does our grower network, increasing our tree availability and the possibilities for your project.

If you haven't already been introduced to some of the products we supply through this program, we encourage you to call your sales representative today to learn how we can provide a total solution for your next project. ■

Employee Profile: John White, a team leader

John is the Market Segment Leader for the Public Sector at Cherry Lake Tree Farm. His responsibilities include initiating and developing relationships with professionals in the public realm and developing strategic and tactical planning solutions through resource problem solving and continuing education.

ence in the landscaping and nursery industry, including expertise in landscape construction, maintenance, and business development. He joins us after an eleven-year career at Valley Crest Tree Care where he served as a business developer for the full service arboriculture business in the Central Florida area.

John has nearly twenty years of experi-

(Continued on page 2)

Best Production Practices: Air-Pot, a proven success

The Air-Pot develops a root system that assures Performance After Transplant. Root enhanced trees will transplant without shock and provide instant impact and beauty. They will start growing immediately as the aggressive root system establishes quickly into the native soil. The decreased mortality rate after installation will lead to savings on your tree warranty budget. Your maintenance and replacement costs will be drastically reduced on these healthier trees. Vigorous trees will have greater resistance to pests, diseases, and extreme weather conditions. They will live longer and provide beauty and safety for generations to come.

So, how does the Air-Pot work?

The revolutionary Air-Pot features a three dimensional cone shaped exterior wall with open-ended cusps. As the roots reach the wall of the container, they are funneled through the air slits, exposing the tips to the outside air. The root tips dehydrate and are automatically air-pruned. For each root pruned, many more fibrous roots branch out

from behind the pruning point to compensate for the loss. The new growth dramatically increases the amount of fibrous roots in the root ball. The pruning also stimulates new radial root development from the base of the root stem. The dense root structure roots out the potting mix much faster. It enables the tree to absorb more of the available water and nutrients and provides a remarkable root-to-shoot ratio. Faster growth, faster root out means significant cost savings we can pass on to our customers.

Cherry Lake has completely converted its production to the Air-Pot. Air-Pots are a proven success at Cherry Lake, allowing us to obtain higher quality trees at a lower cost. Air-Pots are an integral part of our best production practices because, as Alan Heinrich, director of production, says, "You need to start with the roots." Alan even predicts that "air-pruning pots will inevitably become the standard of the landscape nursery industry." ■



3 gallon Air-Pot container with fully rooted out potting mix.



Fibrous root ball of a maple grown in a 3 gallon Air-Pot container.

Employee Profile: John White, a team leader

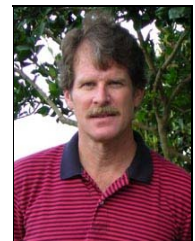
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John is a certified arborist and a consulting arborist. He is active in many green industry organizations, including Florida Urban Forestry Council, International Society of Arboriculture, National Arborists Association and Central Florida Flowering Tree Society. John has a BA from Rollins College in Winter Park and is active with the alumni association. His hobbies include gardening, plant propagation, bicycling, golfing, travel and family activities. He has a 22 year old son, Gordon,

living in Jacksonville and a 20 year old daughter Natalie, who is starting her third year in Tallahassee at Florida State University.

John is working with each member of the team to learn as much as possible about Cherry Lake's role in the industry. He understands that teamwork is important to the success of the overall farm, and is eager to be a part of the team that successfully provides solutions to the public sector. ■

"...teamwork is important to the success of the overall farm."



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 for more information about these positions or contact:

SUSAN KELLY
Professional Staffing and Development
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Groveland, FL 34736
Office: (352) 429-2171 ext 288
Fax: (352) 429-1333
Email: susan.kelly@cherrylake.com

Business Developer - Texas & Northeast Territories

Business Developer TQL - Florida

Customer Service Supervisor

Sales Assistant (3)

Leadership Development Program (2-6)
-new graduate career investment program

Process Documentation - Production
Quality Assurance/Accounting



Contact us today to learn more about joining our team.

Featured Tree: *Lagerstroemia (indica x fauriei)* 'Tuskegee'

'Tuskegee' thrives under diverse cultural conditions and has an expanded geographical range. It is one of the few cultivars suited for the heat of South Florida (Zone 10A) and also proven to withstand temperatures as low as -23° C with no damage (Zone 7A).

The foliage is red tinged when young, turning dark green in summer and then to orange red in autumn. Flower color is dark pink to near red with panicles ranging from 6 to 9" long x 5 to 7" wide. The cultivar's flamboyant flowering display lasts for about 100 days in most years.

Grown as a multi-trunk, 'Tuskegee' becomes a broad spreading small tree capable of reaching a mature size of 20' height x 20' spread. The distinct broad spreading branches that bend in and out create a unique characteristic to the tree's overall

presentation.

Grown as a single trunk, 'Tuskegee' will have the largest trunk caliper size of all the USDA National Arboretum selections. The trunk is uniquely characterized by its handsome fluted grooves. 'The single trunk Tuskegee' has been known to grow from 10' height x 2.5" caliper to 25' height x 10" caliper at 18" from the soil line in six years—a proven return on investment and beauty. ■



(Above) Mature single trunk 'Tuskegee' near Clermont, Florida. (Below) Close up of the fluted grooves of a 'Tuskegee' trunk.



Epcot International Flower & Garden Festival: Coming again soon...

The 11th Annual Epcot International Flower & Garden Festival closed recently, wrapping up 7 weeks of gardening excitement. As many as 70 topiaries, more than 600 containers of flowers and displays of an additional 100,000 bedding plants thrilled and amazed this year's guests. Over 20 different companies and nonprofit organizations supported this year's festival, helping to create 30 unique gardens and displays.

One of the new and exciting gardens featured this year was the Ultimate Backyard Garden sponsored by The Home Depot. Disney's Horticulture Team built a backyard with elements everyone would love to have at their home, including an outdoor kitchen with dining and living areas, a tropical nook, a butterfly garden, a charming garden shed and a small greenhouse surrounded by herbs and vegetables.

Another new garden was The WaterFULL World. Supported by Rainbird and manned by volunteers from the St. Johns and South Florida Water Management Districts, a 100-foot long river surrounded by lovely native plants flowed through a portion of Epcot. Guests had a chance to view the garden and speak with volunteers who shared with them the importance of water to Florida and, more

importantly, show them all of the new irrigation elements available to help them significantly reduce their water use.

The Disney's DogGone Maze, supported by Cherry Lake Tree Farm, was created just for kids and featured topiaries of Disney's favorite canine characters and some innovative new play equipment for young children. The Space Garden was another attraction for kids that featured a 14-foot climbing structure, the SpaceNet, which allowed older children to burn off some energy.

Although there are plenty of beautiful gardens at the Festival, the event is much more than just a display. One of the main goals of the Festival is to show the guests how they can bring a little 'Disney Magic' into their own home. Throughout the Festival, guest speakers, festival participants, and Disney Horticulturists conducted daily seminars to instruct the guests about the specifics of landscaping and gardening.

The 12th Annual Festival will open on April 15, 2005 and run through June 5, 2005. As good as this festival was, next year's will be even better! ■



Mickey was among the many Disney characters displayed in topiary form at the Festival.



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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.

Green News: Cherry Lake is 2004 Grower of the Year!

Cherry Lake Tree Farm was recently selected as the 2004 Grower of the Year by the Florida Nursery, Growers & Landscape Association. A plaque denoting this accomplishment will be presented at the FNGLA Landscape Awards Banquet during FNATS on October 1st. This award is given to the FNGLA mem-

ber firm who has provided the highest quality of plant material and service to the landscape professionals participating in the awards program. Cherry Lake is pleased to be recognized for its accomplishments within the industry. ■

Upcoming Events: Mark Your Calendar

August 12-14

SNA Horticultural Expo
Booth #1042 & 943
Georgia World Congress Center
Atlanta, GA

August 20-22

Nursery/Landscape Expo
Booth #4317-4319
George R. Brown Convention Center
Houston, TX

September 8*

Florida Grades and Standards
Speaker: Alan Heinrich
Miami Dade Extension Office
Homestead, FL

September 10*

Florida Grades and Standards
Speaker: Alan Heinrich
The Gold Club at Cypress Creek
Ruskin, FL

September 30– October 2

FNATS
Booth #241
Orange County Convention Center
Orlando, FL

December 2-3

Great Southern Tree Conference
Hilton UF Conference Center
Gainesville, Florida



Alan Heinrich demonstrates Florida Grades and Standards practices from a 670g Live Oak at Cherry Lake Tree Farm.

* Florida Grades & Standards events are sponsored by FL Chapter ISA and UF IFAS Extension.