



Cherry Lake Tree-Bune

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

Volume 2, Issue 1

Winter 2005

Plentiful & Beautiful:

- 15g Ligustrum
- 20g Leyland Cypress
- 20g Oakleaf Holly
- 65g Bald Cypress
- 65g Hightower® Willow Oak
- 65g Multi-trunk Crape Myrtles
- 65g Flame Red Maple
- 200g Claudia Wannamaker Magnolia
- 15g Little Gem Magnolia

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Upcoming Events:

MANTS Baltimore, MD	January 5-7 Booth #800
Florida Arbor Day events at City of Leesburg events at City of Maitland	January 15 & 16
TREE Fund Winter Meeting Orlando Airport Hyatt Hotel	January 26-28
Central Florida Flowering Tree Society General Meeting Leu Gardens, Orlando	February 16

Lead, Stretch, Learn, Share

by John White

Greetings and Happy New Year to all of you! We are nearly halfway through the first decade of the New Millennium. Indeed, time is moving on. At the Tree Farm, new crops are being shifted; canopies are thinning in response to the short, cool days and chilly nights. It's a time to see some of the subtler, less obvious beauty in trees – branch structure, trunk wood and bark character. We're also gathering seeds for future crops.



Cherry Lake Tree Farm participated in the Farmer's Market in downtown Orlando during October.

In the Green Industry, winter is often a time for planning for the future – for business and personal growth. As we plan, are we and our organizations including service to our Green Industry? Are we doing things to enhance our overall communities where we live, work and play? Are we considering the vast network of customers, colleagues and associates in our calendars for the upcoming year? Are we simply satisfied with what we have accomplished recently? Or are we stretching to learn and share more?

At Cherry Lake Tree Farm, we have a prideful

group of employees who continue to perform significant deeds well after the five o'clock bell rings. We have embarked on an ambitious schedule of continuing education for our employees – our first 'semester' at **Cherry Lake University** is now nearly complete, and we are wiser and better for our efforts.

Cherry Lake University is offering classes ranging from computer software training, understanding Florida's Grades and Standards

and Successful Selling Strategies; we have 11 individuals going through a study class leading up to taking the ISA Certified Arborist exam at the end of January; our ownership and top management is leading several educational sessions on relationship building and internal processes.

All of this from this year's FNGLA Grower of the Year – no we are not resting on our laurels. We are stretching ourselves to continue to be the best, to raise the bar for ourselves, our business partners and our com-

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Featured Project: The Esplanade

The Esplanade at Herman Museum Circle in Houston, Texas demonstrates one of the best uses of landscape space that Cherry Lake Tree Farm has witnessed. The diverse plant palette, especially the use of large containerized trees, achieves an incredible level of instant impact that provides an unforgettable first impression of the Esplanade environment. The careful inte-

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The phenomenal entryway to the apartment complex is lush with mature landscape material.

Lead, Stretch, Learn, Share

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petition.

Here is a listing of just some of the myriad associations and organizations Cherry Lake Tree Farm employees are actively involved in:

- Florida Nurseryman, Growers and Landscapers Association
- International Society of Arborists (Florida and Southern Chapters)
- Urban Forestry Councils (Florida, Georgia and Texas)
- Texas Nursery and Landscape Association
- Southern Nursery Association
- The TREE Fund
- American Society of Consulting Arborists
- International Plant Propagators Association
- American Society of Landscape Architects (Florida Chapter)
- Florida Institute of Park Personnel
- Florida Association of Code Enforcement
- Sterling Institute
- Urban Land Institute
- Give Kids The World Landscape Activity Committee
- Florida Native Plant Society
- Central Florida Flowering Tree Society



Cherry Lake employees and their families planted trees earlier this year at Give Kids the World located at Disney Orlando.

Cherry Lake Tree Farm employees are actively serving on the Executive Boards of many of the organizations mentioned above. This is leadership. Such participation in industry associations helps us be leaders in our own organization. One of the benefits of serving outside the place of business is the valuable information we can glean from other professionals in the industry – their trials and tribulations, innovations and successes.

We're not stopping there either. As part of a commitment to our overall mission of partnering with our valued clients and employees, our **MAGIC OF LANDSCAPING** symposium continues to evolve into a truly world class event. MOL combines the strengths of Cherry Lake Tree Farm, Disney Horticulture, American Horticulture Society and Florida Nurseryman, Growers and Landscapers Association in presenting current trends and initiatives in the Green Industry.

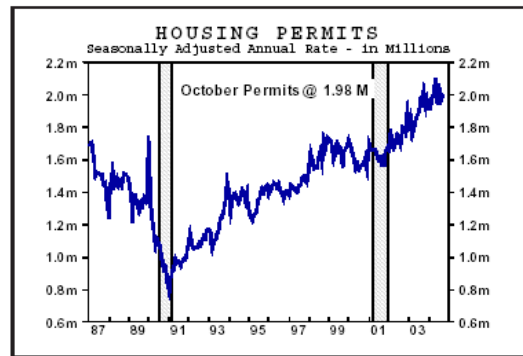
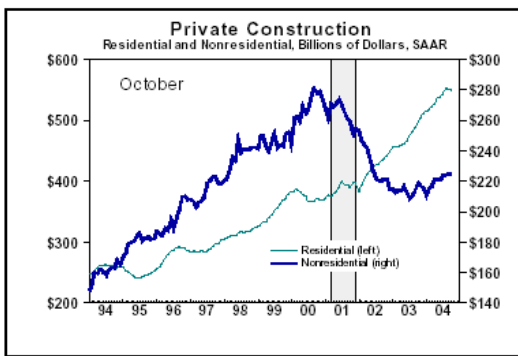
As leaders, we encourage participation and leadership in Green Industry associations. This will only strengthen ourselves, our businesses and our industry. Lead, stretch, learn and share. ■

Industry News: Florida Economic Update

Spending on construction projects has been dominated by residential markets throughout the last few years, but the tide is slowly turning in favor of nonresidential building. Residential construction gains are

likely artificially low presently due to the effects of the hurricanes. Total residential construction fell in October, due entirely to a decline in construction of private residences. We should see these numbers back in the black in the next few months as rebuilding projects gain speed.

Nonresidential construction activity, however, increased during the month of October. We expect spending gains in the coming year to increasingly favor nonresidential projects as rising interest rates start to put a cap on residential market gains.



Although housing starts continued to boom in October as interest rates fell slightly and home sales surged, the story of building

permits is somewhat different. With a seasonally adjusted annual rate of 1.98 million permits issued in October, we see clearly that the demand has waned somewhat. This falling demand for permits is a market reaction to an anticipated future decline in home sales, which will likely accompany expected interest rate hikes. A further slide back in permits will of necessity result in a decline in housing starts and sales in the medium term. ■

Industry News Information is an excerpt from the Economic Indicator Analysis at www.wachovia.com.

Featured Project: The Esplanade

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gration of appropriate plant material and the unique architectural design elements combine to create an inviting and livable space for the tenants of this high-end apartment complex.

The Esplanade has proved to be a flagship project for Archstone-Smith, the owner/developer for the project. Larry Fitzgerald, Project Manager, has recognized that landscaping is of central importance to the firm's sales and marketing efforts. Steve Middendorf of The Preston Partnership in Atlanta, Georgia, provided his landscape architecture design services, while revealing his understanding of quality landscaping as a key element in high profile projects such as this. Bill Roussel and Pat Goulding of Sungrow Landscape Services in Austin, Texas, also incorporated their substantial knowledge of appropriate installation and maintenance practices to help ensure the sustainability of the landscape.

From a design standpoint, the emphasis was placed on us-



Large Multi-Trunk Crape Myrtles line the sides of the buildings leading into the complex.

ing large trees to create an immediate sense of scale and maturity. The Cherry Lake Tree Farm 670 gallon size was used extensively throughout the project to achieve this objective. Of equal importance to the design concept was the selection and use of cultivar varieties, such as the Millennium Oak®, Autumn Gold® Bald Cypress, Miss Chloe® Magnolia, and *Eleaocarpus japonicum*. Here again, Cherry Lake Tree Farm's plant palette and inventory proved to be a valuable asset to the project team, facilitating the sourcing of the entire woody ornamental plant list from a single vendor.

The success of this project can be attributed to the partnership that was formed between the Landscape Architect, the Landscape Contractor and the supplier, Cherry Lake Tree Farm, who came together to provide the owner with an integrated landscape solution. This team effort ensured that only the highest quality material was installed on the site. This unique partnership was a winning solution for all parties involved, making the finished project a resounding success. Archstone-Smith has expressed their enthusiasm and praise for the outcome of the finished product. Each party has enjoyed new business referrals as a result of the exposure from this high profile project. ■

Special Topic: Plant Blindness

by Timothee Sallin

Whenever I tell someone that I sell trees for a living, I get a blank stare in response. Not wanting to offend me they usually say something harmless like "Oh, that's interesting." or "That's sounds nice." What they are really thinking is - "Why would anyone do that for a living?"

People working outside of the green industry do not realize that there is such a thing as "The Green Industry." Never mind that it is the largest agricultural industry in Florida and that agriculture as a whole is second only to tourism in the state; most people take trees and plants for granted.

In fact this attitude is so prevalent that researchers at Louisiana State University and the Science Education Center in South Carolina have given it the name Plant Blindness. This condition is generally defined as "the inability to see or notice the plants in one's own environment, leading to the inability to recognize the importance of plants in the biosphere and in human affairs." Plant Blindness also comprises an "inability to appreciate the aesthetic and unique biological features of plants and the misguided, anthropocentric ranking of plants as inferior to animals, leading to the erroneous conclusion that they are un-

"Most people take trees and plants for granted."



The well-landscaped entrance to Opreyland in Orlando, Florida reveals a true appreciation for the Green Industry on behalf of the owner, developer, and landscape architect.

worthy of human consideration."

So time and time again I find myself explaining to people that trees don't just magically appear in their communities, that there is such a thing as a green industry, and that, yes, you can actually go to college for four years to become a "tree-person" - as they like to call it.

The causes of Plant Blindness are not yet well understood. According to an article by William Allen, some researchers have long concluded that various social and educational biases are responsible. Other researchers have calculated that each second, the eyes generate more than 10 million bits of data for visual processing, but the brain extracts only about 40 bits and fully processes only the 16 bits that reach our conscious attention. How, in confronting this tremendous bottle-

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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.

Career Opportunities: Come Join our Team

Please visit the Employment section of our website, www.cherrylake.com, or call 800-429-2171 for more information on these exciting positions.

TEXAS BUSINESS DEVELOPMENT

We are seeking a creative and cutting-edge individual to develop new business relationships in Texas and Louisiana. Business Developers work with production and customers to define immediate and future product needs. Applicants must demonstrate 3-5 years of solid sales or management experience in the green, real estate or construction industries. The desired candidate should be an assertive

self-starter who is flexible and organized.

SALES

National Sales Manager—TQL
 Inside Sales—TQL

PRODUCTION

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

IT

Systems Administrator

FACILITIES

Electrical Technician

Meet the Team: Shawn Kelly

Shawn Kelly is the Director of Sales and Quality at Cherry Lake Tree Farm. His primary responsibilities are to lead Cherry Lake Tree Farm's sales team, ensure product quality, and provide excellent customer service.

Shawn has been a part of the green industry in Florida for the past six and a half years. During this time, Shawn worked at a major tree farm where he held the positions of Quality Control Manager and Sales Manager.



Shawn Kelly, Director of Sales and Quality

Shawn earned his Bachelor's degree from Penn State's College of Agricultural Sciences. In addition, Shawn is a Certified Arborist with the International Society of Arboriculture.

In his spare time, Shawn enjoys visiting National Parks, canoeing, and playing golf. Shawn is very excited to be a part of the Cherry Lake team and looks forward to meeting and working with all of the valued customers and partners of Cherry Lake Tree Farm. ■

Special Topic: Plant Blindness

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neck, does the brain decide which 16 bits of visual information to focus on? Put simply, it searches for movement, conspicuous colors and patterns, objects that are known, and objects that are potential threats. Since plants are static, blend in with the background, and don't eat humans, they generally don't get visual attention.

So now that we know that Plant Blindness is a real disease - and if you are in the business of selling trees, a real problem - what

can we do about it? The answer seems to me to be in our roles as communicators and educators. Every one of us has a responsibility to our industry, and the entire plant kingdom for that matter, to promote and celebrate the importance of plants in our communities and our lives.

As for me, I have found a simple and convenient way to get the point across. Whenever someone asks me what I do for a living, I don't tell them that I sell trees. I say that I am in the business of providing beauty and quality of life for generations to come. I still get a lot of blank stares. ■



Baldwin Park in Orlando, FL tries to counteract the effects of plant blindness by using large 200g and 300g street trees that stand out in the community environment.