



Cherry Lake Tree-Bune

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

Volume 2, Issue 2

Spring 2005

Plant Palette Expanded

by Chloe Sallin

Plentiful & Beautiful:

- 200g Live Oak
- 65g Nellie R. Stevens
- 65g Crape Myrtle Natchez Multi-trunk
- 65g Torulosa Juniper
- 65g Red Maples
- 65g Willow Oak Hightower
- 30g Torulosa Juniper
- 30g Juniper Spartan
- 30g Crape Myrtle Biloxi Single Trunk
- 20g Leyland Cypress

Come for magnolias, leave with palms!

Cherry Lake Tree Farm has opened its plant pallet, bringing you a variety of palms through the Cherry Select program. The program was designed one and a half years ago to provide you with the convenience and ease of sourcing all of your projects' needs from one place: Cherry Lake.



The Medjool Palm holding yard at Cherry Lake Tree Farm has a variety of sizes to choose from.

Cherry Lake has partnered with quality growers to provide you with palms ranging from Cabbage and Washingtonias to unique Medjools and other tropical palms.

Groveland so you can tag your own, and quickly add Medjools to compliment any Cherry Lake order.

Our partnership with a unique Cabbage Palm grower has allowed us to provide our customers with more than 600 Sabals in the past year. We are able to supply large quantities and consistent heights, which has made many projects a success. Sabals are a great option for staggering or just to give your landscape a more vertical feel.

Since beginning our Medjool program in 2004, Cherry Lake has supplied customers with more than 500 specimen Medjool Palms ranging from 6' CT to colossal 30' CT. Hand-picked by us in the fields of Arizona, our Medjools have the clean diamond cut trunks and majestic heads worthy of your most prestigious projects. The program has been such a success that we now have nearly 100 Medjools here at our farm in

We've recently added Washingtonias to our list of available palms, and they are truly beautiful. Ranging in size from 12' OA to 16' OA, they have uniquely large calipers, 30-38", and vigorous heads. For projects that demand taller perspectives, we can have Washingtonias ranging from 20' OA to 36' OA collected. The market demand in Florida is just as high as these palms, and we are pleased to be able to provide them through our preferred palm collector.

(Continued on page 2)

Powerful Percentages

- 50%** Level of noise reduction from urban sounds (sirens, trashcans clanking, traffic) caused by a 100-foot stand of 45-foot tall trees.
- 30%** Amount a windbreak of trees can reduce individual heating bills.
- 20%** Increased value of property landscaped with mature trees.

Source: "Better Living through Forestry" by Sam Boykin. September/October 2003 issue of Sierra.

Featured Project: William's Walk

Just south of Jacksonville, nestled between the St. John's River and the highly traversed Interstate 95, you'll find a quiet treasure known as William's Walk. This 31-acre luxury apartment community is named after William Bartram, a naturalist of the late 1700s who traveled America's southeastern woodlands and recorded vivid descriptions of the plants and animals he saw, as well as the tribes of Native American Indians he encountered. The project's

(Continued on page 3)



The 100g Miss Chloe® Magnolias create a beautiful accent alongside this apartment building.

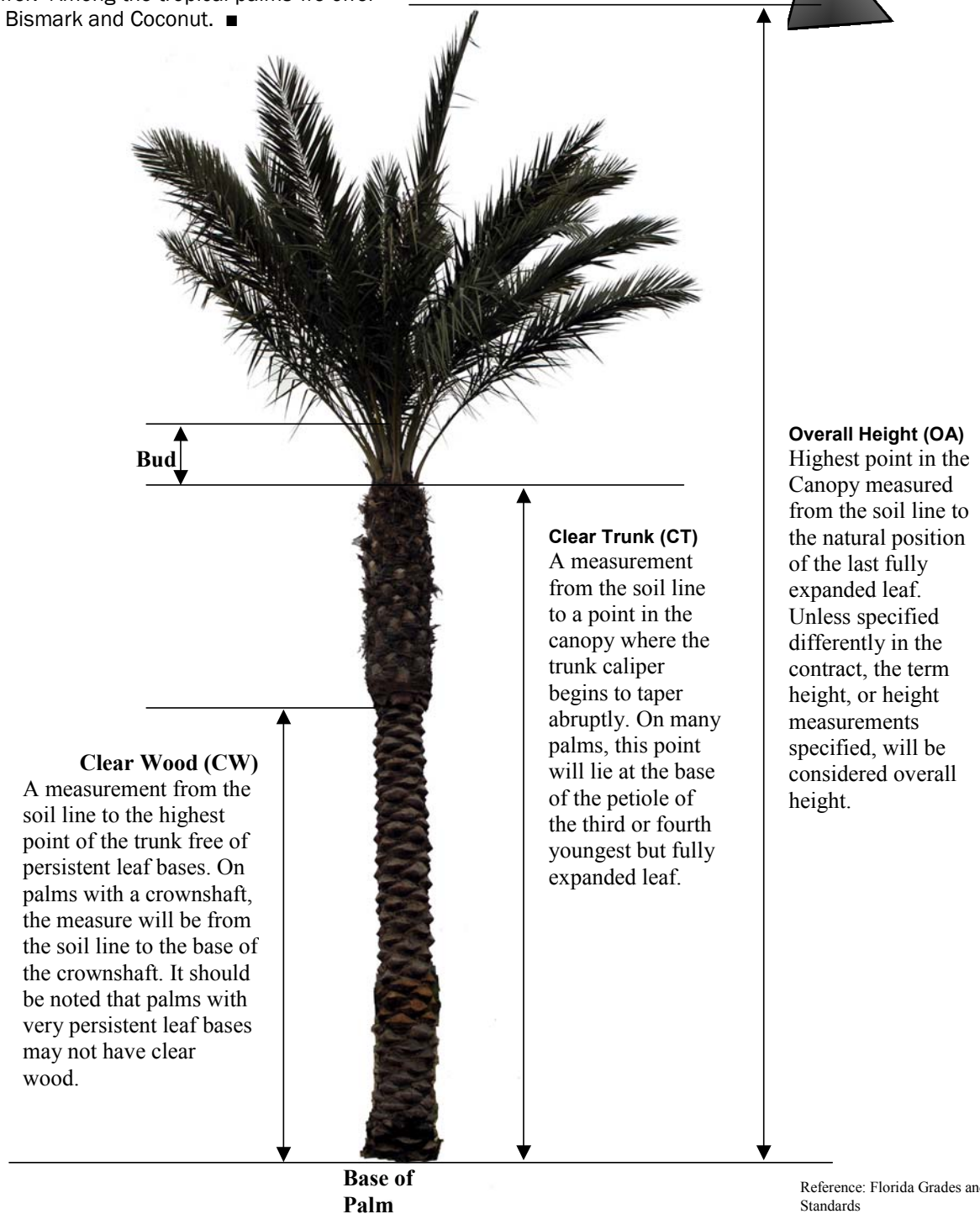
Photo courtesy of Dix Lathrop.

Plant Palette Expanded

(Continued from page 1)

Not all of us are lucky enough to enjoy the weather of the tropical regions, but for those who do, we now offer palms for the Zone 10 region. Our tropical palm availability is expanding through our new partnership with a leading palm grower. Among the tropical palms we offer are Chinese Fan, Bismark and Coconut. ■

Use the handy diagram below to determine what size Medjools you will need to order for your next project.



Featured Project: William's Walk

(Continued from page 1)

developer, ContraVest, and the landscape architect, Dix Lathrop, maintained this connection with nature in the modern-day complex to create the “new frontier in luxury apartment living.”

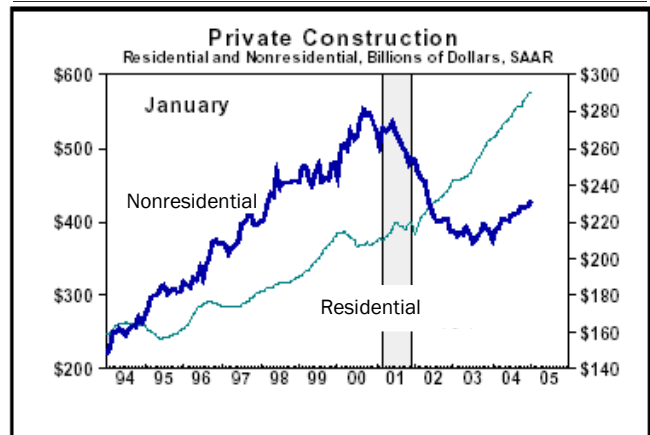
William's Walk was developed with a Tuscan theme, displaying Italian Cypress and Mary Nell Hollies throughout the grounds. Tropical palms were used to decorate the pool area, outdoor spa and hammock cabana. The clubhouse and entryway have an exquisite architectural style that is complemented by the 100-gallon Southern Shade® Live Oaks and Miss Chloe® Magnolias.

Smaller trees, added to the existing ones, complete the William's Walk landscape.

Cherry Lake Tree Farm provided the majority of the trees needed for this intriguing project. Our Outsourcing program enabled sales representative, Mike Smith, to provide a total solution to the landscape contractor, Keller Outdoor, Inc. Offering a convenient supply of high quality landscaping materials was essential in the success of this project, especially since it is in an area where landscaping is considered a key element of success as measured by lease percentage. ■



Industry News: Construction Spending Increases



Construction spending increased 0.7 percent in January, following an upwardly revised December jump of 1.2 percent. Spending on both residential (0.5 percent) and non-residential (0.9 percent) structures increased, as did spending in both the public (0.8 percent) and private (0.6 percent) sectors. Non-residential spending was anticipated to take the torch from residential spending this year, but low interest rates are extending residential housing market strength. Instead, both sectors are forging ahead. ■

Source: www.wachovia.com, 'Construction Spending Increases Across Categories' by Gina Martin

Special Topic: “Trump on Trees”

by Timothee Sallin

The value of landscaping to real estate development projects is often misunderstood and underestimated. Unfortunately, we do not have consistent and reliable data on ROI, appraisal values, absorption rates and other indicators that would quantify the value of landscaping. We can, however, listen to what other successful real estate developers have to say about the importance of quality landscaping to their projects. In his book, *Think Like A Billionaire*, Donald Trump shares his thoughts on the value of landscaping, and how they have contributed to his success.

“Once you have found your home or office, hire a reputable landscape firm to help you. It will add incredible value to the property. Trump Tower is one of the most visited buildings in New York City, and part of the attraction is the trees that decorate the building. If you've never been to New York, Trump Tower should be your first stop. It's breathtaking.

“Landscaping can add value to a building far above the cost of labor and materials.”

most mundane buildings into works of art. Landscaping can add value to a building far above the cost of labor and materials. If you can't afford a landscaper, do it yourself. I always joke that landscaping on your own is a win-win; it's cheap and good for your health.

If you hate physical labor, like I do, you'll hire someone. The trick is finding someone with your taste who can work within your budget and within your schedule. Remember that the cheapest is not always the best. As with contractors, shoddy work will need to be redone or, even worse, corrected, and that can be a disaster. When choosing a landscaper, find a firm with a good reputation by asking your neighbors or other business owners for recommendations.



The Trump Tower on Fifth Avenue at 56th Street in New York City has trees planted on each of the “steps” scaling the side of the building.

It's amazing. Trees, bushes, rocks, and flowers can turn the

(Continued on page 4)



7836 Cherry Lake Road
 Groveland, FL 34736
 Phone: 352-429-2171
 Toll free: 800-429-2171
 Fax: 352-429-4195
 Email: trees@cherrylake.com
 Website: www.cherrylake.com

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.

SALES

Outside Sales Rep—Southwest Territory
 Outside Sales Rep—Mid Atlantic Region

ADMINISTRATION

Accounting Clerk
 Human Resources Assistant

Meet the Team: Mike Diemer

Mike Diemer is a Regional Sales Representative for Cherry Lake Tree Farm. He manages the tree needs of customers along the eastern portion of the Florida peninsula. He works closely with landscape contractors and landscape architects to deliver quality trees to some of the State's most prestigious projects.



Mike Diemer, Regional Sales Representative

Mike has earned an Associate of Science in Plant Production and an Associate of Science in Landscape Construction from Valencia Community College. He started his career in

the green industry as a grower of 30 to 100-gallon container trees. He then worked in both inside and outside sales before joining the Cherry Lake team in 2003.

In his spare time, Mike enjoys saltwater fishing, surfing and gardening. He and his wife, Kirstin, recently celebrated 10 years of marriage.

Mike is proud to be a part of a company who believes in the value of landscaping and improving the environment through the use of quality trees. ■

Special Topic: "Trump on Trees"

(Continued from page 3)

Also, try to visit some sites where the landscaper has previously done work. If the work is shoddy, you'll know right away to find someone else. You can also check on the equipment that the landscaper is using. If the equipment is busted, the service will most likely be busted, too.

And finally, make sure the work that they're doing will last for years with minimal maintenance. No one wants to have to replant every year. A landscaper can do incredible work, but if it looks worn and dead within six months, you will have thrown your money away.

Of course, it helps to have a lot of money and clout. When I'm building and

landscaping golf courses, I love to buy beautiful trees. Sometimes, though, those trees aren't in nurseries; sometimes they are in a person's backyard. I'll be driving down the highway, see a great tree, and ask my limo driver to pull over. I'll knock on the door. Usually, a woman will answer the door, and I'll say, "Hi, lady. I'd love to buy your tree." She'll say, "Oh my god! It's Donald Trump! I can't believe this is happening!" And then I'll tell her that I'm building a golf course nearby, like the one I'm building in Los Angeles right along the Pacific Ocean. Usually, I'll get the tree. I've bought a lot of great trees that way, and those trees can be found all over the country at my golf courses. Money can't buy happiness, but it sure can buy some great trees." ■

Trump: Think Like a Billionaire, by Donald J. Trump with Meredith McIver; Random House 2004. Real Estate Section Pages 36, 37



The Trump World Tower at United Nations Plaza in New York City has elegantly landscaped surroundings that add to the splendor of the building.