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Magnolia grandiflora Miss Chloé®
 'CLTF1' P.P.# 11029
 The Miss Chloé Magnolia is a
 cultivar developed by Cherry Lake.

Landscape Architecture News & Notes

Summer is here and so is the heat. Hopefully you are reading this in the shade of a beautiful 670 gallon Live Oak. Cooler temperatures are just one of the countless benefits of landscaping, and on May 6 120 industry professionals gathered at the Magic of Landscaping conference to discuss the many benefits of the places we all help to create. Next month I will be speaking at the Florida ASLA Convention in Orlando, and in October Cherry Lake Tree Farm will be providing continuing education at the National Convention in Fort Lauderdale. I hope to see many of you there! In the meantime, stay cool and keep up the fantastic work.

Timothee Sallin

Continuing Education Schedule

Date/Time	Course	ID #	Credit
September 23, 2005 (registration deadline: August 23)			
9:00 am—10:30 am	Avoiding the Lawyers' Food Chain	0007627	2.5
10:45 am—12:00 pm	Performance After Transplant	0007818	2
12:00 pm—1:00 pm	Lunch		
1:15 pm—4:30 pm	New Varieties and Cultivars	0007629	5

Pricing	ASLA Member	Non-member	Late Registration
Half-Day	\$50	\$60	\$70
Full Day	\$65	\$75	\$95

*July 23: 2005 FL/ASLA Conference in Orlando, FL
Understanding the Tree Market
 2 credits

*October 9: ASLA 2005 Annual Meeting in Fort Lauderdale, FL
Avoiding the Lawyers Food Chain
 2.5 Credits

Magic of Landscaping is a Resounding Success

Groveland, FL, June 23, 2005 – The 3rd annual Magic of Landscaping symposium was held last month during the Epcot International Flower & Garden Festival. The day-long event included exclusive tours of the Festival gardens and Walt Disney World resorts and informative presentations on the value of landscaping. The audience, comprised of landscape architects, land developers, public officials, and academic representatives, also engaged in interactive discussions with the speakers.

Presenters for this year included Dennis Higbie, Director of Walt Disney World Horticulture; Dr. Kathleen Wolf, University of Washington; and Nancy Graham, former strong-mayor of West Palm Beach.

With keen interest, each speaker focused on various aspects of landscape value. Mr. Higbie encouraged landscape architects to consider how long plants in a landscape last, while impressing upon the whole group to think of landscapes as facility assets that need to be maintained and replaced over time.

Dr. Wolf's presentation focused on the importance of green space in communities. Her research and other studies showed the positive



Eric Darden leads group on an exclusive walking tour of Epcot.

effects that landscapes have on real estate, commerce, and individuals' physical and psychological health.

Using the revitalization of downtown West Palm Beach as the backdrop, Ms. Graham, the city's former strong-mayor, talked about the benefits a community can realize when public areas are designed with the residents in mind.

Barry McKently, Director of Horticulture Universal Orlando and member of the Magic of Landscaping committee, hopes this year's attendees "go back with confidence that they are much more prepared to justify investment levels of \$10 per square foot for landscape development versus \$6 per square foot."

About the Magic of Landscaping

Heralding the message that higher quality landscaping is needed, the Magic of Landscaping mission is "to improve quality of life by stimulating investment in quality landscaping through communication, research and education directed at key decision makers in the private and public sectors."

"The Magic of Landscaping message is vitally important at a time when the housing market in Florida has exploded and is expected to remain strong," states Timothée Sallin, Director of Marketing for Cherry Lake Tree Farm. "According to research by the Florida Association of Realtors, some areas of the State have reported a 48 percent jump in home sales from the previous year, while the median home price has increased 75% in the last 5 years. This rapid pace of development makes it vitally important that we educate people about the need for quality landscaping and beautiful green spaces that improve quality of life for our generation and generations to come."

The organization uses their web site, www.magicoflandscaping.com, and events such as the symposium to share valuable information.

The Magic of Landscaping organization is sponsored by Cherry Lake Tree Farm, Groveland, FL; the Florida Nursery, Growers and Landscape Association (FNGLA), Orlando, FL; American Horticultural Society, Alexandria, VA; and the Epcot International Flower & Garden Festival, Lake Buena Vista, FL.



Epcot provides an ideal setting for the day long event



Designing for the Future:

The inside scoop on future inventories

New cultivars now available include the Autumn Gold Bald Cypress and the Cathedral Live Oak. We also have good numbers on 200 gallon and 300 gallon material for the Summer and Fall. For a complete list of availability, please visit our website at www.cherrylake.com or call a sales representative at 800.429.2171.

Size	Item	Quantity	Ready Date
100 gallon	Southern Shade® Live Oak	1250	Now-Oct. 2005
200 gallon	Southern Shade Live Oak	1000	Now
300 gallon	'Highrise®' Live Oak	180	October 2005
100 gallon	'Cathedral' Live Oak	100	September 2005
100 gallon	Laurel Oak	400	Now-Oct. 2005
100 gallon	'Autumn Gold' Bald Cypress	120	September 2005
200 gallon	'Miss Chloé' Magnolia	300	Now
200 gallon	'Bracken's Brown Beauty' Magnolia	200	Now
200 gallon	Blanchard Magnolia	200	Now
300 gallon	Blanchard Magnolia	125	Now
200 gallon	Blanchard Magnolia Clear-Trunk	50	September 2005
15 gallon	Little Gem Espalier Magnolia	700	Now
30 gallon	Little Gem Espalier Magnolia	800	Now
30 gallon	Tuskegee Standard Crape Myrtle	300	November 2005
65 gallon	Tuskegee Standard Crape Myrtle	200	Now
30 gallon	Natchez Standard Crape Myrtle	600	Now-Nov. 2005
30 gallon	Muskogee Standard Crape Myrtle	700	Now-Nov. 2005
65 gallon	East Palatka Holly—FTG and Clear-Trunk	1000	Now-Sept. 2005
45 gallon	Nellie R. Stevens Holly	2000	Now-Nov. 2005
100 gallon	Nellie R. Stevens Holly	300	Now-Sept. 2005
B&B	Medjool Palm 6-30' Clear-Trunk	hundreds	Now

What People are Saying about Cherry Lake



"We are working with Cherry Lake Tree Farm because we are very impressed with their organization and their professionalism. And the level of quality that they deliver not only in the people that we work with, but obviously their plant material."

"When people come into our communities and they see the level of landscaping, it helps us tremendously in the success of our community. Cherry Lake is a very important part of that because they bring in quality landscape material. So it gives us the best presentation to the public that we possibly can have, and that's why when we met them we were very impressed and wanted to have them in our community."

Debra Dremann
Vice President of Operations
Newland Communities Inc.

Our Mission

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

Cherry Lake to Participate in First Ever Eastern Performance Trials

Garden Centers of America (GCA) is launching their very own performance trial on the east coast, unveiling the hottest, new plants for spring 2006 in September of 2005.

From Monday, Sept 19 to Saturday, September 24, the biggest names in industry will present their 2006 plants for review at six locations across the eastern seaboard, from historic nurseries to independent garden centers. The introductions will include flowers, vines, shrubs, trees, foliage and perennials.

"We are going to have a large breadth of plant material and a phenomenal display of super per-

formers," said Clint Albin, Project Manager for the Eastern Performance Trials.

According to Albin, the event is important to the green industry because it will close the marketing loop between cutting-edge products, retailers and consumers.

"By showcasing each company's best plants to the trade and consumer media simultaneously, we hope to create excitement for the 2006 introductions at all levels from garden centers operators to home gardeners."

Cherry Lake Tree Farm will be showcasing new varieties and

cultivars at historic River Farm in Alexandria Virginia; adding large trees to the mix of products on display during the trials.

The 'Princeton' American Elm, 'Miss Chloe' Magnolia, 'Hightower' Willow Oak and 'Oakleaf' Holly, will be some of the exciting selections on display.

After the trials are over Cherry Lake Tree Farm plans on donating the plant material to River Farm, site of the American Horticultural Society and former estate of George Washington.

For more info visit www.gardencentersofamerica.org

**EASTERN
PERFORMANCE
TRIALS**
SEPTEMBER 19-24, 2005

SIX DAYS, SIX LOCATIONS

- CONARD-PYLE
West Grove, PA
- HOMESTEAD GROWERS
Davidsonville, MD
- AMERICAN HORTICULTURAL
SOCIETY AT RIVER FARM
Alexandria, VA
- VIRGINIA GROWERS
Monticello, VA
- WHITE'S NURSERY & GREENHOUSES, INC.
Chesapeake, VA
- MCDONALD GARDEN CENTER
Virginia Beach, VA

fashion in bloom

Firefly Coral Blush Impatiens

THE 2006 COLLECTION