

NATURE'S NOTES

WINTER 2011

"GROWING TOGETHER WITH YOU"

Dear Friends,

It's been just over a year since last I sent a newsletter. With the late winter of 2011 and the oh-so wet spring, writing a letter got past me. I hope this finds you well and anticipating the glory that the holiday season brings to us all. Our work schedule has been full and we are thankful for your relationship with us, business and personal. We welcome back some old friends and very much enjoy new comers to our family of friends. Nature constantly reminds us of who is ultimately in charge on a day-to-day basis, so get outdoors, stay active and choose health.

Best wishes,

Jim

P.S. In 2010 we got two elk, five in 2011!

Weeds - Here Today...

"That weed was not in our lawn last spring when you were here." No, it wasn't and that's because it was an annual weed. This little scenario plays out each year, sometimes to extreme, but here are the A,B,C's of weeds using my thumbnail approach complete with incomplete sentences (for space considerations).

There are 2 Categories of weeds - Annuals (Ragweed) and Perennials (Dandelions). There are 2 basic strategies; the first being a pre-emergent; kill crabgrass before it matures; using products like Dimension. The second, a post-emergent; a topical application put on the maturing annual weed, applied in late summer. Why late summer? All of the herbicides kill desirable grass in the heat of mid-summer (sun angle). Later summer allows safer margins of safety for accidental burning.

We will in 2012, spray an all liquid fertilizer and weed killer during L.C. 4 on lawns with heaviest concentrations of weeds. That same approach worked splendidly this year during L.C. 4 and will yield fewer Dandelions in 2012, and take care of the later growing summer annuals.

Pest Control Expands - Industrial

Once in a while someone lays a challenge at your feet, and ignoring the challenge leaves you wondering. When taken, it often leads to success beyond your belief. Such was the case last November 2010 when a large paper producer asked us to look at their pest control program in a multi-facility complex. Their strategy was to improve

their own accountability, results, and compliance so they could maintain and improve marketability with giant corporate end users. Our challenge was to sell our services to that corporation, in competition with our very formidable pest colleagues, and not lose ourselves or make it overly taxing on our company to maintain quality.

Well, Jimmy saw the importance of engaging this challenge, upgraded the vendors' accountability process to their management and auditors, and has performed at an extremely high level since January 2011. He delivered the quality, guaranteed their accountability by involving site managers and upper management using a reporting system identical at each site. Their performance exceeded minimum standards in all areas during a recent audit - good news for them and us. We want to thank Jimmy for his insight, initiative, and hard work - salute.

Storms - The Need for Ethics

Often, friends and clients say, "You need a good storm to give business a boost." Usually my response is that a good storm can be a bad storm. Am I looking a gift horse in the mouth or am I just a little too cynical? Practically speaking, experience tells me that a storm sets our scheduling back, and interrupts the flow of work accomplishments for our regular clientele. It also, unfortunately, allows others to showcase what is inevitably human nature and that is to gouge customers. That is unprofessional behavior, and an unethical practice which I dislike. That gives all of us in the tree business a bad image.

What I am proud of is my designation as a Certified Arborist thru membership with the International Society of Arboriculture. I studied long and hard and tested in a strict environment to achieve this designation, and have continued the renewal process for more than twenty years. I earn continuing education credits, like many professional careers, and recertify every three years in addition to my New York State DEC license which is separate. My ISA affiliation is strong and is also governed by a Code of Ethics which keeps the client in the most professional light possible and emphasizes conduct beyond reproach. We work diligently to earn and keep our client's respect.

Good behavior, good business, good ethics and good judgment are essential components of a good storm, no matter how bad the storm.

The Farmer Cuts the Cake...

Kudos to Jimmy this season from all of us for his marriage to the love of his life, Naomi Borlang, on September 19, 2011. He and Naomi travelled to Jamaica for their destination wedding in the beauty of the Caribbean amid the tropical splendor offered there. They celebrated among the sand and surf and the underwater beauty of the ocean's reef environment, and stayed at an all inclusive resort.

Jimmy and Naomi live with their two cats, "Peanut" and "Bean" and make their home in South Glens Falls, where we hope they enjoy happiness for many years to come. Please join me and our staff here at the company in welcoming Naomi to our family because after all, we haven't lost a son we've gained a daughter. Congratulations, love, and sincere best wishes from all of us.

Golf with a Cause...

Since high school, I have wondered where so many of the Class of 1970 and others have been and how and what they are doing. As my two children progressed through high school and college I was often reminded of the struggles I witnessed back then from some of my schoolmates. These students' struggles today are called challenges. Early in 2010 I formed the South Glens Falls Alumni Association with a mission to hold a yearly Golf Tournament and reunion to raise scholarship money for students who have overcome their greatest academic challenges. The graduating class of 2011 received two scholarships from the association, and in August 2011 we raised enough money for three more scholarships. The interaction of those many Alumni playing golf and socializing at that event was fantastic and indeed rewarding. We had fun with a purpose.

Our next tournament, open to ANYONE, is August 4, 2012 at Airway Meadows, in Gansevoort, NY. Details to come in my spring 2012 Newsletter. Join us in our great cause of helping students.

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