

**"YOUR CARES are OUR CARES!"™**

For residential customers only. Limit one coupon per household, per residence. This coupon cannot be used in conjunction with any other discounted offer.

Name \_\_\_\_\_ Estimate # \_\_\_\_\_  
Date \_\_\_\_\_

- a walk-through of your property,
- an evaluation report,
- recommendations for your property,
- time to answer any questions you may have.

Our on-site property evaluation includes:

**\*FREE\***

is offering a

Tree & Shrub Care Division of Integrity Tree Services

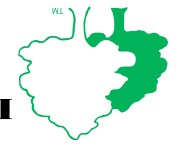
To show appreciation to our loyal customers, the

**Existing Customer Coupon**

Providing Scientific Diagnosis & Treatment Services™

**TREE & SHRUB CARE DIVISION**

**INTEGRITY TREE SERVICES**



If you checked any of the boxes above, contact our Tree & Shrub Care Specialist, Tim Guikema, at (616) 895-9600 or email him at [timg@integritytree.com](mailto:timg@integritytree.com). He will stop out and review your property before any damage occurs.

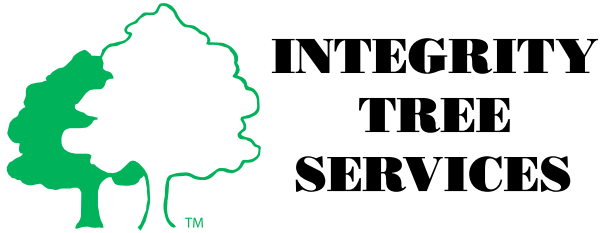
We have solutions for these four types of damage and can help you control it before losing your valuable investment into the landscape. If you're unsure what to look for, please refer to our cover page for an in-depth analysis.

- Wind Burn
- Salt Damage
- Snow and Ice Damage
- Vole/Rabbit Damage

I notice my landscape is affected by:

After the winter months,

## How Do I Stop Winter Damage?



5926 Fillmore Street • Allendale, MI 49401

Winter 2010  
SEASONAL REPORT

"YOUR CARES are OUR CARES!"™



**INTEGRITY  
TREE  
SERVICES**

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**Certified Arborists:**

- Tim Guikema  
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- Chad Herrema  
MI-3798A
- Shane Herrema  
MI-0580A
- Jeff Laansma  
MI-3790A
- Matt Langelier  
MI-0770A
- Armand Lawrence  
MI-3885A
- Pat Morren  
MI-3858A
- Joel Vaughn  
MI-3802AU  
(Certified Utility Specialist)



### Winter is Here!

We experienced a rather warm fall but winter is now upon us. The *Farmer's Almanac* is calling for a cold winter. There are those who get excited at the first sight of the year's snow-fall and others who look forward to spring. The ones who prefer warmer weather are in good company with certain tree species such as White Pine, Holly, Rhododendron, and English Ivy, among other evergreens, which thrive best in mild weather. These tree species often become damaged by "wind burn" due to the very cold, dry winter winds.

**1. Wind Burn:** Evergreens including Holly and Rhododendrons can experience severe damage to their leaves/needles when planted in exposed locations. The frigid dry air will draw more moisture out of the needles than they can replace at this time of year. **Solution:** (1) Apply an anti-desiccant spray to coat the leaves/needles with a wax coating greatly reducing transpiration. (2) Do not fertilize with a high Nitrogen fertilizer as rapid growth will develop a thinner natural wax coating on the leaves.

**2. Salt Damage:** Salt put on sidewalks and spray from nearby roads can cause a great deal of damage to roots and leaves on many plants, even those that are dormant. **Solution:** (1) Use calcium chloride or calcium magnesium acetate to melt ice rather than salt. (2) Erect barriers where salt spray is airborne from passing cars. (3) Try to plant salt-resistant varieties where salt cannot be avoided. (4) Apply Gypsum to bond with the salt in the soil during fall and spring.

**3. Snow and Ice:** Snow and ice can build up on trees and shrubs damaging them beyond repair. Pay special attention to areas where ice builds up from the roof line of buildings. **Solution:** Wrap Arborvitae and other shrubs to hold all limbs together helping the support the entire plant. Brace/tie up long boughs on coniferous trees where practical to prevent them from breaking under load.

**4. Vole/Rabbit Damage:** This is one of the most overlooked problems of the winter. Voles will tunnel under the snow and feed on the bark at the base of trees and shrubs during the winter months. They girdle part or all of the plant causing it to die the following spring. **Solution:** Trap voles/rabbits where populations are high.

**-Mission of Integrity-**  
To be the leading tree service providing expert guidance and superior quality workmanship that demonstrates the highest integrity in exceeding customer expectations.

**(616) 895-9600**  
**WWW.INTEGRITYTREE.COM**

# "Decay Can Cause Hazardous Defects in Trees"

Tree Failure is a major cause of residential property damage as well as the leading cause of power outages. "Homeowners who are worried about the condition of their trees should call a professional arborist for an on site inspection," advises Tchukki Anderson. He notes that trees are designed to withstand strong winds and storms but trees can fail – and defective trees fail sooner than healthy trees. The tree can become potentially dangerous as its woody structure is weakened by one or more defects.

"To a professional arborist, defects are visible signs that the tree has the potential to fail," states Anderson.

Broadly defined, there are seven categories of defects: decayed wood, cracks, root problems, weak branch unions, cankers, poor tree architecture and dead tissue.

## Stress

Healthy, well maintained trees growing on suitable sites will be able to minimize the extent of decay and other defects. Stressed trees have reduced energy reserves, and therefore have less ability to deal with wounds and decay. Most urban trees survive on sites that have altered soils due to construction, subject to soils that are compacted, poorly drained, too high in clay, sand or gravel, and very alkaline. Additionally, many are subjected to chemicals, de-icing salts, herbicides and wrong fertilizers for the site. These along with too much or too little water (by the property owner) all add to cumulative stresses battling against the vitality of your trees.

## Defects and Decay

Professional arborists have an understanding of the factors that create or accelerate the development of defects in trees. They also understand that some species have growth characteristics that make them prone to certain defects. It is also important to note that green leaves do not mean that the tree is structurally okay. This is due to the fact that most vascular movement is right underneath the bark in the xylem and phloem tissues. An example of this is that a tree can be totally hollow and still produce beautiful looking leaves. Structurally, it may be a threat and still look healthy.

Wood decay is an internal process with just a few external indicators, such as mushrooms, conks, rotten or punky wood, cavities, holes, in-rolled cracks, bulges in the wood, or included bark. By doing routine inspections arborist can manage the risk of tree failure. These should be done at a minimum of two- to three-year intervals as

the landscape is not static; it is a dynamic place constantly changing. A tree that looked fine three years ago may be a threat today! Likewise, one that was corrected with cabling or other measures needs to be checked to insure the integrity of the treatment over time.

More great information is available at the TCIA (Tree Care Industry Association) website: [treecaretips.org](http://treecaretips.org)

Our arborists are available to help with any questions you may have on the education material presented in this newsletter.

*Tchukki Anderson, (press release) Tree Care Industry Association*



Typical internal decay from damaged root system. pic 1



Typical internal decay from damaged root system. pic 2



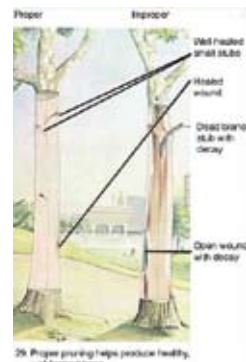
Decay can be serious.



Internal decay given away by mushrooms.



Mushrooms are fruiting bodies from internal decaying fungi.



Wounds can turn into structural decay.

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# WINTER Calendar Chart

Integrity Tree Services provides many additional services not listed in the chart below. If your need is not listed, please contact us.

COMMON SERVICES	Oct	Nov	Dec	Jan	Feb
Frozen ground reduces turf damage when removing large trees					
Mycorrhizal injection to increase root absorption					
Water trees (if there's less than 1" of rain every 7-10 days)					
Corrective and rejuvenation pruning of shrubs					
Inspect evergreens for insect and disease damage					
Spray antidesiccant on evergreens to reduce winter damage					
Deer/rodent spray (30 day intervals)					
Inspect trees for cracked and broken branches					
Best time to prune oak and elm trees					
Tie-up/support trees in danger of snow damage					

\*All dates are approximate and may vary slightly from year-to-year depending on scientific indicators, weather conditions, and treatments. ©2009 Integrity Tree Services. All rights reserved.

## Annual Christmas Party at Carrabba's Italian Grill

To honor our employees, we held our annual Christmas party at Carrabba's the first Saturday in December. The "Men of Integrity" work very hard to uphold our standards in giving our clients the highest quality of workmanship available. Integrity Tree Services has grown as a direct result of all our team members continuing to improve in their area of expertise.

We were pleased to celebrate their growth and success with their spouses and them.

This was our fourth year returning to Carrabba's. We appreciate their friendly staff, cozy atmosphere, and delicious cuisine. Many thanks to Craig and the Carrabba's staff!



## Letter from Shane

*As I reflect over this past year, it has been one of improvement and stability. We have had the greatest improvements internally by focusing on better communication, Human Resources (special thanks to Joel), and smoother running systems (thanks to office and maintenance staff). Our production crews of course continued to shine as they truly stand out in our industry in professionalism, expertise, and efficiency. Way to go team!! You have made 2009 a great year!!*

*We also want to give glory and thanks to our Lord for His provision and protection in keeping everyone safe again this year.*

*Shane Herrema*