The Wood River Valley experienced two powerful storms last year that caused significant damage to landscapes and property alike. During the early spring, a powerful storm with high winds caused downed trees and branches throughout the valley. Even more damaging was the snowstorm we received the first week of October. Hailey and Bellevue were hit the hardest with up to 8 inches of wet snow accumulating on branches overnight. The storm was particularly devastating to many deciduous tree species still holding their leaves such as green ash, boxelder, elms, crabapples, aspen, and maples.

The moisture content of the snow and its untimely arrival had a huge impact on the damage that was caused. When wet snow falls during winter, there aren’t leaves on the branches and thus most plants are able to withstand damage fairly well. However, receiving that same wet snow in early fall, when trees are filled with leaves, caused an insupportable and devastating weight translating to many branch and tree failures throughout the valley.

Nature’s wrath caused considerable damage to valuable trees and shrubs in the south part of our valley. The sheer weight of the snow and ice bowed, broke, and split branches and even uprooted entire trees. The extent of the damage depended on the species, form, and structure of the tree. Most injuries resulted in aesthetic changes in addition to an increased susceptibility to insect and disease attacks. It’s important that the casualties are properly treated in a timely fashion to maintain the health of the tree. Depending upon the severity of the damage, the remedy consists of light pruning/shaping, or removal of the entire tree or shrub. The sooner damaged trees and shrubs are taken care of, the better chance they have of recovery. Hiring an ISA Certified Arborist is recommended in order to make proper repairs and reduce potential hazards. Injured plants should be closely observed over the next growing season to determine the need for additional pruning or fertilization to encourage vigorous growth. You can rely on ArborCare Resources, Inc. to provide the care your plants require after these and future storms.
Dear valued customers and friends,

As I sit here on a gorgeous sunny day enjoying the beauty of a few inches of fresh snow, I am fortunate enough to be able to reflect on last season and anticipate the upcoming year. At the beginning of last year, we were all greatly concerned about the economy. At ArborCare Resources, Inc., we all worked very hard to provide and increase communication, quality, and efficiency. I am extremely proud of the quality of work we completed last year. Our “we can do it better” attitude, our passion for trees and the environment, along with our commitment to professional and honest business practices helped guide us through challenging economic times. I am grateful that these sound business fundamentals allowed us to have a successful year. The fact that most of our business falls within the maintenance aspect of landscaping as opposed to construction was also a key factor to our continued success.

I have always said that our talented staff is our most valuable asset. I am pleased to say that we were able keep all of our people employed and busy throughout the entire season. We currently boast a professional staff of 5 ISA Certified Arborists, a Certified Public Accountant in charge of “the Business” side of things, and a team of excellent technicians. Our staff is composed of great individuals who are also very passionate about the environment, trees, and the community. During the 2009 season, we had several employees volunteer many hours to give back to the community by providing free arboricultural services to good causes and by giving educational presentations.

For the coming year, my number one goal in the midst of a tough economy is to focus on providing the highest quality of service to you, our customer, by making smart decisions in every aspect of the business. Our dedication to preserving and protecting your growing investment in the most professional manner is a mission we take very seriously. I realize the investment involved in maintaining a landscape’s value and as our clients, you also know the importance of our services. Routine maintenance and pest management will continue to be needed, especially after last season’s storms, and unfortunately for future waves of insect outbreaks. Communication, best recommended practices, keeping up with and being a leader in the industry are important principles to me and ArborCare Resources, Inc. We look forward to providing our growing range of services to the Wood River Valley, and beyond.

See you soon,
Bill Josey

Protecting Your Landscape: What’s Bugging Us?

Let’s first look at the history of trees in our valley. Times are changing and so has the local flora. Take a look at some old photos of the surrounding Wood River Valley 50+ years ago. The landscape today is world class and quite different from the sagebrush valley floor from the past. This manmade landscape requires irrigation and consists mainly of two species of trees, aspen and spruce. This evolution of the valley’s natural features has created some unique issues, especially with damaging insects and diseases. These outbreaks are occurring because we have little species variance, free space is diminishing between homes and neighborhoods, and we have little natural control of pests such as parasitic insects. The maintenance and control applications we conduct are very important and necessary to keep these new complexities in check.

With these existing pest concerns, we do not expect any issue to ever be totally eradicated from the valley. Therefore, varying degrees of treatment will be needed at different times to control flare-ups. We expect to see increases in control due to more people becoming aware of the issues and better access to many new and more effective treatment options.

Making good decisions requires accurate information and this is why we are such advocates of site inspections and our Plant Health Care Programs. In business, We truly believe the best way to combat complex evaluation and a

landscape issues is with on-site
dynamic approach to management.
keeping up to date on industry

This starts with standards and information, and our focus on being a leader in the field.

Presently, we are seeing many new and different products being registered with the EPA. The current trend is for innovative chemistries that are more user-friendly and safer for the environment. We are in full support of the industry’s advances to protect our environment; therefore we use the most up to date products and methodologies to get the best results. For example, there are new and exciting systemic products that adsorb through the foliage, roots, and even the bark. Fortunately, these new types of products are reducing the need for overhead spraying. As these better alternatives develop, we are progressively working toward eliminating overhead spraying and we look forward to the day when we can do our job effectively without it.

When ArborCare Resources, Inc. was founded, we considered sub-contracting our pest and disease management work because it is so complex and challenging. We rapidly came to the conclusion that if we were going to provide the absolute best service to our clients that we must provide this service ourselves to ensure quality control. We truly believe that our methodology and product selection combined with accurate timing is the only way to provide the quality of service for insect and disease control that our clients deserve. We look forward to providing a solution to whatever is bugging you!
What is Mulch? Mulch refers to the placement of any material on the ground around plants. More specifically, mulch is a protective covering of various organic and inorganic materials that is spread over the soil surface to regulate moisture and improve soil conditions. The base of the trunk and root crown are exposed and air flows freely. DO NOT apply more than 4 inches of mulch! If mulch is present, check the depth and do not add mulch if the layer is sufficient! Because roots of healthy trees grow well beyond the drip line, extending the mulch ring as far as possible will have the greatest benefits to the tree’s health. So remember, mulch wide, not deep!

Aside from the all benefits of mulch, improper application can have many detrimental effects on plants. Most species are negatively affected by mulch placed against the trunk or a depth greater than 4 inches because it leads to excessive moisture in the root zone causing rot, disease, and insect problems.

Deciding which mulch is best for your landscape will depend on your purpose, preferences and related costs. You can trust that we have the expertise and access to the highest quality materials to take care of your next mulching applications. Call us today for a free estimate!

For more information about trees, please visit the International Society of Arboriculture’s consumer web site @ treesaregood.com

Benefits of Proper Mulching:
- maintains soil moisture & reduces evaporation
- maintains soil temperature
- reduces soil erosion & runoff
- improves soil aeration, structure, & drainage
- increases soil fertility
- controls weeds
- reduces damage by weed whackers & mowers
- protects existing roots from traffic & compaction
- improves the landscape’s overall aesthetics

Proper and improper use of mulch

Spread 2-4 inches of mulch at least to the tree’s drip line and beyond if possible. AVOID placing the mulch against the trunk by pulling it back several inches so that

What is Your Landscape Worth?

Almost everyone knows that trees and other living plants are valuable because of the many aesthetic and environmental benefits they provide. However, many property owners don’t realize that plants have a dollar value of their own that can be measured by competent plant appraisers. If your trees or landscape are damaged or destroyed, you may be able to recoup your loss through an insurance claim or a federal income tax deduction. Landscapes are appraised based on a set of industry guidelines that consider four factors: size, species, condition, and location. All of the factors can be measured in dollars and cents and can determine value for insurance purposes, court testimony in lawsuits, and tax deductions. If you suffer damage to your trees or landscape, please contact us for more information about our wide range of consulting services or to schedule a proactive inspection of your investment.
**Tree Care News**

You Can Use

**Starting @ $35/site visit & Starting @ $200/Full season (April-October)**

Call today to schedule an inspection with one of our 5 ISA certified arborists!

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**Plant Health Care (PHC)**

The objective of Plant Health Care is to maintain or improve the landscape’s appearance, vitality, and safety, using the most cost effective and environmentally sensitive practices and treatments available. PHC involves a strong commitment to working closely with you, the landscape owner. Our PHC programs initially involve regular site visits by an ISA Certified Arborist to inspect and monitor tree, shrub, lawn, and overall landscape health. Secondly, if problems or potential problems are detected during a site visit, we will recommend solutions. Finally, based on your specific program, we will make necessary treatments that address your concerns, goals, and budget. Individualized programs and flexibility are at the heart of PHC and range from an hourly rate to weekly visits per season. You will find that having ArborCare Resources, Inc. on site will lead to a healthier and happier landscape.

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**Certified Arborist Consulting**

We also offer a wide range of consulting services for private and commercial accounts. Bill Josey, owner, is a recognized ISA Certified Tree Risk Assessor and a member of the American Society of Consulting Arborists. Call us today about all of your consulting needs!

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**ArborCare Resources, Inc. Disclosure Statement**

Arborists are tree specialists who use their education, knowledge, training and experience to examine trees, recommend measures to enhance the beauty and health of trees, and attempt to reduce the risk of living near trees. Clients may choose to accept or disregard the recommendations of the arborists, or to seek additional advice. Regular site visits by Certified Arborists included in our Plant Health Care programs do not guarantee the safety of trees. Arborists cannot detect every condition that could possibly lead to the structural failure of a tree. Trees are living organisms that fail in ways we do not fully understand. Conditions are often hidden within trees and below ground. Arborists cannot guarantee that a tree will be healthy or safe under all circumstances, or for a specified period of time. Likewise, remedial treatments, like any medicine, cannot be guaranteed. Treatment, pruning and removal of trees may involve considerations beyond the scope of the arborist’s services such as property boundaries, property ownership, site lines, disputes between neighbors, and other issues. Arborists cannot take such considerations into account unless complete and accurate information is disclosed to the arborist. An arborist should then be expected to reasonably rely upon the completeness and accuracy of the information provided. Trees can be managed, but they cannot be controlled. To live near trees is to accept some degree of risk. The only way to eliminate all risk associated with trees is to eliminate all trees.