

The Family Tree

AUTUMN 2014

WHAT 'GREEN' MEANS

At Heritage, **having a green mindset means more than applying "green" products.** It means putting environmentally friendly business practices in place.

OUR GREEN MINDSET INCLUDES:

- Doing soil sampling as part of our programs. By detecting the specific deficiencies and acidity problems in your soil, we know exactly what it needs. We apply only what's necessary. The result: as minimal impact as possible to the environment.

- Conditioning soil with organic humic acid so it can better release the nutrients it naturally holds.
- Using slow-release fertilizers so lawns don't have to be treated as often.
- Eliminating phosphorous (unless soil is deficient) to ensure treatments don't affect the Chesapeake Bay.
- Having state-certified pesticide applicators and certified arborists on staff who know how to target pests without harming beneficial insects.



- Recommending native plants, which are less disease prone.
- Never installing trees too close to your home where they might upset your house's foundation or cause pest infestations.
- Using tractors with vegetable oil as the hydraulic fluid.

Above all, our **green** mindset involves personalized care. The same technicians will work with you every time. They'll know exactly what has been done and what needs to be done to give your property the best care possible.

BUYER BEWARE

QUESTIONS TO ASK ABOUT ORGANIC LAWN AND LANDSCAPE CARE

Organic sounds good, right?

But lots of misconceptions exist about organic lawn and landscape care. Before you sign up for a program, ask your provider some questions.

IS THE TREATMENT 100% ORGANIC OR ORGANIC-BASED?

Organic treatments are wholly natural. Organic-based treatments contain a blend of natural and synthetic compounds. Is the company delivering what they're advertising?

HOW EFFECTIVE WILL THEIR ORGANIC PROGRAM BE?

Most wholly organic programs need to build up for years before they're effective. Are the promised results unrealistic?

WHAT KIND OF TRACK RECORD DOES THE COMPANY'S ORGANIC TREATMENT PROGRAM HAVE WITH CUSTOMERS?

One hundred percent organic programs are typically more expen-

sive and less effective than organic-based or synthetic treatments. Ask for references and find out if it will be worth the cost.

At Heritage, our organic programs contain only plant byproducts and solid waste, making them more effective than many other organic programs.

Our organic-based programs have organic elements carefully blended with some degree of synthetic ingredients so they provide superior results without adversely affecting the environment.

And rest assured, even our regular programs are done with consideration of the environment.

Feel free to ask us about any of our programs. You can count on straight answers!



Follow us to get valuable information and timely expert advice.



EMERALD ASH BORER INVADES YORK COUNTY



The ash tree–destroying Emerald Ash Borer (EAB) was first discovered in Michigan in 2002, and it appeared in Pennsylvania in June 2007.

It hasn't been a problem for our area—until now. **On August 7, experts confirmed EAB on a homeowner's ash tree in Dillsburg. That marks York County's first official report of EAB.**

WHY SHOULD YOU BE WORRIED?

EAB wreaks havoc on ash trees. The adults lay eggs in the crevices of the tree's bark, and when the larvae hatch, they feast on the inner bark and phloem of the trunk. That disrupts the flow of water and nutrients the tree needs to survive. While other boring insects go after weak trees, EAB is an equal-opportunity pest; it attacks healthy trees, too.

WHAT SIGNS SHOULD YOU LOOK FOR?

- The top of your ash tree appears unhealthy and has started to die back.
- Epicormic shoots (sprouts) emerging from the trunk.
- Woodpeckers visiting the tree (to eat the EAB larvae).
- D-shaped holes in the tree's trunk. (After EAB larvae turn into adults, they leave those holes when exiting the tree.)

HOW WORRIED SHOULD YOU BE?

While EAB isn't here in epidemic proportions right now, it could be in a few years if preventive measures aren't taken.

Fortunately for homeowners, protective treatments exist that can be applied by state-licensed arborists. Anticipating EAB's arrival, Heritage has been treating ash trees as a precaution for some time.

PREVENTIVE TREATMENT OPTIONS INCLUDE:

- Insecticide applied into the ground and absorbed by the tree's roots (one-year protection).
- Insecticide sprayed on and absorbed by the bark (one-year protection).
- Liquid insecticide injected into the base of the tree with a needle (two-year protection).

Remember, there's **cause for concern but not for panic. Keep calm and give us a call to talk about these preventive options.**



TREE OF THE QUARTER OCTOBER GLORY RED MAPLE

Commonly known as the "Red Maple" (and sometimes called "October Glory"), the Glory Red Maple makes a stunning addition to local landscapes.

During spring and summer, it shimmers with its tiny red flower blooms and shiny dark green leaves. In the fall, the Glory Red Maple's vibrantly colored oval crown dazzles with crimson and orange-red leaves.

This medium- to fast-growing tree is native to the East Coast and can survive in several climate zones. If you're a nature lover, you'll especially want to consider this tree for your landscape; it attracts birds, squirrels, and other small wildlife.



PRESIDENT'S MESSAGE

Dear Heritage Customers,

Can you believe the 2014 growing season is winding down already? In just a few weeks, we will likely see our first frost, and (dare I mention) snowfall might not be far behind.

The team at Heritage remains vigilant in our efforts to work and train hard. We make constantly expanding our expertise a priority. To deliver outstanding results, we recognize the importance of using the best, most up-to-date methods and practices.

I'm proud of our team not only for their commitment to being the best at what we do, but also for having a mindset of caring about people less fortunate than us. That sense of community responsibility is a core value within our Mission.

We have several co-workers who volunteer faithfully—as emergency responders and firefighters, on mission trips, and as participants in local service projects.

We also have several veterans of military service on board. I'm very proud of their commitment to serving our great country.

It's an honor to know and work with them.

Sincerely,

Tom Bechtel Tom Bechtel, CEO



A WINNING TEAM

Teamwork means everything. You could view a New York Revolution baseball team that we sponsor. A team needs players who need to work well together to satisfy fans. Our roster includes 33 full-time and part-time professionals most other companies don't have. ■ **9 ISA-certified Arborists** | **3 Pesticide Applicators** | **21 Certified Commercial Pesticide Applicators** | **1 Certified Landscaper** | **1 Wall Installer** ■ Our entire team is proud to serve you and help you enjoy your landscape.



HERITAGE LAWN & LANDSCAPE CARE TEAM: 1. Scotty Bowman; 2. Lonny Eisenhuth; 3. Jared Miller; 4. Taylor... 13. Phil Tomb; 14. Mark Spangenberg; 15. Tony Neiderer; 16. Tom Bechtel; 17. Steve Cook; 18. Brian Brzezinski; 19. 27. Cambra Howell; 28. Rachele Davis; 29. Laura Lehigh; 30. Traci Jones; 31. Scott Everett; 32. Matt Blake; 33. Blair...



**World-class care.
Right in your backyard.**

Our Heritage team members regularly volunteer their time and talents to serve those in need. Heritage employees lend a hand to replace a roof on a hurricane-battered home along the Gulf Coast of Mississippi.



Our team helps schoolchildren honor Arbor Day by planting a tree to beautify their neighborhood's landscape.

Our staff in much the same way you would the bring well-honed skills to the field—and they and 14 part-time employees, many with credentials. **1 Pennsylvania Certified Horticulturists | 1 Landscape Technician | 2 Certified Retaining** by a winning lawn and landscape!

LANDSCAPE LIGHTING: MORE THAN JUST A PRETTY FACE



Landscape lighting can bring out the best of a landscape in the evening hours. By illuminating particular plants, trees, and other features, landscape lighting accentuates and enhances the aesthetic appeal of your property. But it does so much more than that. **Landscape lighting makes your home safer, too.** A well-lit property is less appealing to home intruders, and illuminated walkways reduce the risks of tripping and falling. **At Heritage, we carry FX Luminaire® brand lighting. Some notable features include:**

- Control panel that can be accessed through your smartphone.
- Ability to adjust the brightness and the time lights turn on and turn off.
- Ability to control lights individually in all areas of your property.
- Energy- and cost-efficiency. LED landscape lights use less electricity and are less expensive to replace.

Talk with us about landscape lighting for your home.



7. Mitchel; 8. Jordan Tolman; 9. Isaac Burke; 10. Jay Escobar; 11. Justin Aldinger; 12. Tom Snyder; 13. Josh Bechtel; 14. Rob Smith; 15. Larry Belluscio; 16. Bill Roesch; 17. Mark Justice; 18. Brad Alfano; 19. Bill Lemire; 20. Bob Wilttrout; 21. Chris Tolman; 22. Steve Bechtel; 23. Sue McCulloch; 24. Atherholt; 25. Brandon McCulloch; 26. Mike Shaffer; 27. Dalton Shaffer; 28. Dennis Rothrock


There's no better time than **NOW**
to add a new tree to your landscape.

You choose. We'll plant.
You get \$25 off.

\$25 off

Fall Tree Planting Service*

Call 717.292.9994 for details!

Connect with us on Facebook! 

**Must select a tree from our nursery by
11/15/2014 and schedule us to plant it by
12/31/2014. One-year replacement guarantee.*

Some restrictions apply. Offer subject to change.

HeritageLawnAndLandscape.com

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