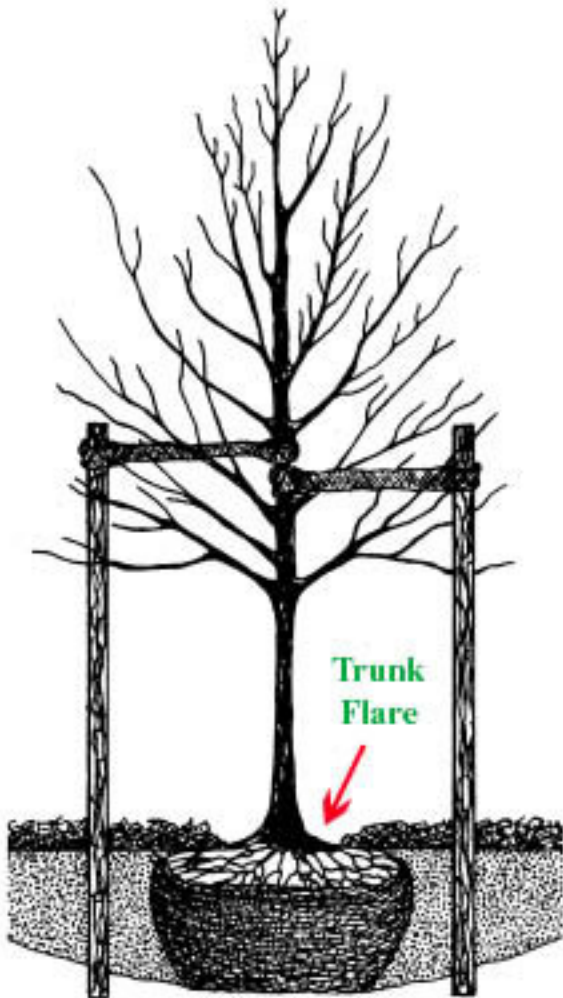


# Plant Right!

Proper Planting = Success



Courtesy New Tree Planting Brochure, International Society of Arboriculture, 1999.

- Dig a hole wide, but not deep.
- Plant with trunk flare at or above ground level.
- Mulch wide, not deep; keep away from trunk.
- If staked, remove after one year.



# Water, Water, Water



Trees need **EXTRA** water in the summer!



Turf watering alone is usually not adequate to meet the tree's water needs. Provide a minimum of 5 gallons of water per inch of trunk diameter each week to the root area of new trees.



Trees may need adjustments in the amount or frequency of watering depending on the weather and soil type. Watch the tree's "body language," drooping leaves mean more water is needed.

## Watering Techniques

- Install a drip irrigation system.
- Use a soaker hose around the drip line and run for several hours until soil is moist several inches deep.
- Place 5-gallon buckets with several small ( $\frac{1}{16}$ " inch) holes in them at the base of the tree over the roots.

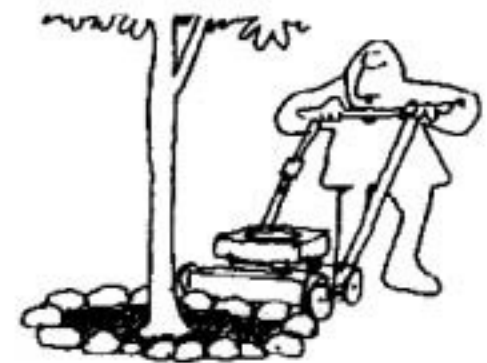


# Protect Your Investment

Keep power equipment away from trees!



Lawn mowers and string trimmers cut through live bark destroying a tree's ability to transport water and nutrients. This may eventually kill the tree.



A mulch ring keeps grass, weeds and equipment away from the tree, simplifying maintenance and preventing damage. It also helps retain soil moisture and insulate the soil.

Courtesy Tree City USA Bulletin No. 14 - National Arbor Day Foundation



## Trees At Your Business

- Attract customers
- Lower utility costs
- Keep parking lots cool
- Increase property value
- Stimulate economic development
- Increase tourism
- Ease stress
- Reduce air pollution
- Minimize storm water runoff and erosion
- Improve ground water quality

*"Trees are good for business! A recent study confirms that consumers respond positively to shopping environments having a healthy urban forest. ...Healthy and well-maintained trees send positive messages about the appeal of a district, the quality of products there and what customer service a shopper can expect. They are an important component of any program to attract shoppers and visitors. ...Research results suggest that investing in trees is good for the business bottom line!"*

Wolf, K. L. (1998). Trees in Business Districts: Positive Effects on Consumer Behavior! Fact sheet 5. Center for Urban Horticulture, College of Forest Resources, University of Washington.

More information about using trees to attract customers to your business is available at:  
<http://www.cfr.washington.edu/research.envmind/>



Community Canopy is a partnership program between the cities of Post Falls, Hayden and Coeur d'Alene in cooperation with the University of Idaho Extension Service. This program is made possible by a grant from the Idaho Department of Lands Community Forestry Program in cooperation with the USDA Forest Service, and WAL-MART.

The United States Department of Agriculture prohibits discrimination in all of its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs orientation, and marital or family status. To file a complaint, call (202)720-5964.

- Please seek assistance from a professional arborist about how to properly care for your trees.
- Please check your city ordinances before planting, maintaining or removing trees.
- Call 1-800-428-4950 (2 working days before you dig)

For further information, please contact:

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# Trees are Great for Business



Learn how trees, properly cared for, can benefit and enhance your business.