

Love Letter from . . .

Tree Loving Care

Lubbock, Texas (806) 785-8733 • Midland, Texas (432) 620-8733
Spring 2023 • Serving All The West Texas Tree Needs Since 1978

Dear Friends and Fellow Tree Lovers

When we sold the property in Wolfforth on US 62 and moved the business another 5 miles west into Hockley County, little did I know how much it would affect our business. I knew it would be another 5 miles each way for all trips heading east, which is the vast majority. I knew it would be offset with lower taxes and more space, which we needed. However, I didn't adequately think about how it would affect our Google ranking and how important that has become. Long gone are the days of phone books and newspapers.

I have been getting an education about key words and reviews. Google and Yelp reviews (along with who knows how many other search engines) are becoming the new word of mouth. I know that when we are traveling, June always looks for good reviews for restaurants and hotels.

For years I have tried to educate clients on the difference between tree trimming and tree pruning. Both are phrases that people commonly search for on Google. I usually don't use the phrase tree trimming because I know that the word prune is from the same Greek word as clean. Most of our tree pruning is either training young trees or cleaning deadwood out of a tree. So, I tend to use tree pruning instead of tree trimming (notice how I got the term tree pruning vs tree trimming into one paragraph three times). That fact alone makes this letter more searched. And all this time I thought it was because we love trees and that love came out in the way we do things, not in how I write a sentence.

Reviews are another very important factor. I prefer that clients give us a good review. I prefer that our crews give clients ample reason to give us a good review. I have requested many times that if we please you, please tell the world. If we don't, please tell us so we can fix it. So, if we please you, please tell us. One of the best ways is in a Google or Yelp review.

James Tuttle, Certified Arborist TX 0117A

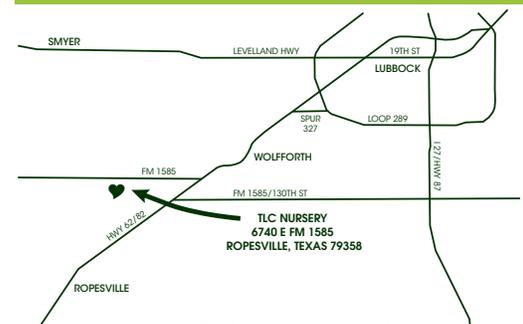
Tree Of The Quarter

Escarpment Live Oak, *Quercus fusiformis*, is the Live Oak in the Hill Country and Cross Timbers, an area from west of Fort Worth to south of San Antonio and west to Abilene. It is one of many Live Oaks in Texas and is one of the better adapted trees for Lubbock and the Permian Basin and beyond.

This tree commonly grows to 45' tall and 80' wide. It is very drought tolerant and casts a pretty dense shade. Give it some room. It is very wide spreading and, like all other wide spreading trees, not the best street tree. Definitely, don't plant it between the sidewalk and street.



Escarpment Live Oak
(*Quercus fusiformis*)



Visit our website at
www.treelovingcare.com



TREE LOVING CARE

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'Tree Talk for Texas' on
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GIVE YOUR TREES TLC

Most of West Texas is back in drought conditions. When you live in or close to the desert, the next drought is just around the corner. Winters are usually our driest period and this winter has certainly been normal. It takes quite a bit of water to unfold a new set of leaves and to flower and fruit, so give your trees a good drink.

Trees are forest organisms. They need organic matter. In forests, there is more organic matter that falls to the forest floor than in a prairie soil. This promotes more life. If someone has raked the leaves in your forest, please put them back. If you don't have any to put back, put your shovel in your pickup and come get all the woodchip mulch you want. If Tree Loving Care loads it for you, there is a small charge. If we haul it, the charge is larger: \$250 for a dump trailer load.

CRITTERS AND CRUDS

Insects tend to emerge when their food source does. That sounds like a simplistic statement, but it needs to be stressed. Tree Loving Care does tree spraying for insects when that is the appropriate method. More often, we apply systemic insecticides and fungicides.

Sometimes these are injected directly into the sap flow, sometimes as a soil drench or injection.

March and April are the best times to control many of these insects. Elm Leaf Beetle is not that difficult to control when applications are done in a timely manner. Call one of our Certified Arborists to assess the needs of your trees.

TLC UPDATE

TLC still has many great trees for sale. Our trees are all well adapted for our area. If tree planting is in your future, please do it soon. We don't warranty balled and burlap trees planted after April.

Visit our website at
www.treelovingcare.com