



## The Acres Way E-News



**Our Customers Are The Focus Of Everything That We Do!**

**Congratulations to Loree King, the 2016 Acres March Madness Tournament of Continuous Color Winner. Shown here receiving her winning bracket card, along with a Dick's Sporting Goods Gift Card. Great job Loree - happy shopping!**



### **MANAGING THROUGH A PERFECT STORM**

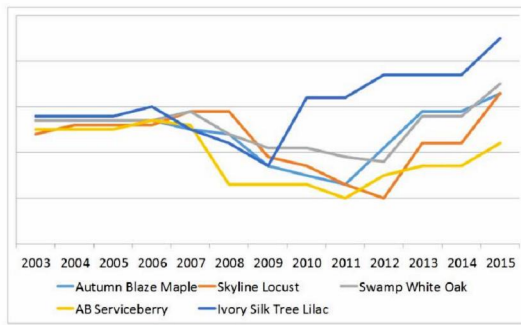
Over the years we have discussed the impact of the recession on our collective businesses. Thankfully we are seeing improvements in the economy and while they are slower than what we would like, they are having a positive impact. Construction and home building are on the rise and demand for goods and services are benefiting.

Unfortunately, during the recession many nurseries went out of business or could not afford to plant their fields with new "liners". Add to the mix the Emerald Ash Borer and diseases affecting common evergreen trees such as Austrian Pine and Colorado Spruce, and we have a perfect storm of high demand and limited supply.

For several years, nurseries were practically giving away trees to maintain some cash flow. Now with low supply and high demand, tree prices are increasing 10-20% per year.

To help manage this situation, we encourage you to consider planting smaller size trees and to be open to species flexibility to replenish your urban forest. Your account representative will be able to help you find the right solution for you. Please find the price comparison graph and three plants of the month as recommended by Illinois Certified Nurseryman, Mike Scheitz.

### Tree Pricing – 10 Year History



### Cornelian Cherry Dogwood



- Great resistance to insect and disease
- Clump form or tree form
- Not salt tolerant
- Plant Golden Glory for narrow areas



### Heritage Oak



- Cross between an English Oak and Bur Oak
- Fast grower but strong
- Beautiful glossy leaves
- Transplants well
- Tolerate high PH, pollution and salt

### Tulip Tree

- Large fast growing shade tree
- Needs room to grow
- Do not use in islands or small park ways
- Yes, it does flower
- Native to Illinois



## Acres Events - Our Motivation

We are proud of our team, grateful to our customers, and motivated to be industry leaders. Complacency is an ugly word to Acres Team Members. Our boots hit the ground every day to do what's right for our clients and company.

In some very meaningful ways, doing what's right means that we follow one of our guiding principles Continuous Improvement Is Critical To Our Success. As a team we need to be active learners, and to that end, continue to pursue our education, job knowledge, and professional certifications.

To be the best, most transparent, contractor for our clients, we want to share our team knowledge with our customers in professional, yet casual interactive formats such as Accredited Acres Expert Seminars, Pre-Season Lawn and Snow Presentations, IP Tour Of The Legendary Gardens of Ball, and even the Kane County Cougar Super Suite Night which showcases an Illinois Landscape Contractors Association Gold Level Landscape Excellence Award Winner - Fifth Third Bank Ballpark.

We hope that you join us at our events, and if you have a topic you would like to learn more about or an opportunity that you would like us to provide an educational experience, we would be happy to welcome those requests. If you would like to discuss, please reach out to your Acres Representative, or call Sherm Fields at 60.61.0.



## Acres VIP Garden Tour & Seminar

August 4, 2016

Event Hours: 3:00 – 7:00 PM (Come for some or stay for all)

Agenda:

Welcome Table Opens 2:15

Opening Remarks 3:00

Water, Soft Drinks, Catered Appetizers Served 3:00 – 6:45

Seminar – "365 Days of Property Pizzazz" (2) CMCA Credits 3:30 – 4:30

Bar Opens 5:00

Seminar – "365 Days of Property Pizzazz" (2) CMCA Credits 5:30 – 6:30

Garden Tours – At Your Leisure 3:15 – 6:45 – Annual & Perennial Experts Will Be Available Throughout The Gardens

Acres Experts Will Be Available For Your Questions: Snow & Ice Management, Turf & Plant Health Care, Irrigation & Fountains, Tree Care & Arboricultural Services

RSVP By 7/29/16 To Char Cobb For The Event & Seminar

Char.cobb@acresgroup.com

815.609.2406

Seminar Selection Is "First Come – First Serve – RSVP"

Dress Is Casual

Event Is Rain or Shine

**You Are Invited!**

**Acres Annual Super Suite Night At Fifth Third Bank Ball Park**  
July 28, 2016  
Who's Invited?  
Acres Group Clients/  
Acres Group Potential Clients  
Along With Their Immediate Family  
Super Suite Tickets Include A  
Parking Pass  
Questions?????????  
Please Call Sherm Fields  
630.461.3087  
Please RSVP To Char Cobb  
815.609.2406  
Char.cobb@acresgroup.com  
Seating Is Limited  
First Come – First Serve

Meet Ozzie In Person!

ILLINOIS LANDSCAPE CONTRACTORS ASSN. 2016 GOLD AWARD WINNER!

**BACK BY POPULAR DEMAND**  
Please join us for our 2<sup>nd</sup> annual snow seminar client & potential client event!  
Preparation is the key to a successful snow season. Please join us for a professional, interactive snow seminar and Q & A session  
Light dinner, soft drinks, water, beer, and wine will be served

Plainfield Facility – August 18, 2016 6:30pm – 8:30pm RSVP date: 8/11/16  
23940 Andrew Road, Plainfield

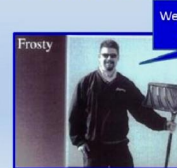
Roselle Facility – August 25, 2016 6:30pm – 8:30pm RSVP date: 8/18/16  
250 N. Garden Avenue, Roselle

Wauconda Facility – September 8, 2016 6:30pm – 8:30pm RSVP date: 9/1/16  
610 W. Liberty Street, Wauconda

Please RSVP to: [char.cobb@acresgroup.com](mailto:char.cobb@acresgroup.com)

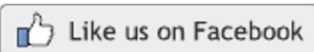


Acres Plainfield – Just Prior To 2015 Event



We are the people to know to remove the snow!

Mike "Frosty" Clark  
Named By Snow  
Magazine As A Top  
5 Person Of Impact  
U.S.A.



### Contact Info

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815.609.2406

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