

## **From Doug & Kathie**

Our son Tom and his wife Tracy gave birth to our third grandchild in October, a girl they've named Kayla. She's a joy to behold and a welcome addition to our family.

With two boys of our own we weren't sure we'd ever see a girl come along... and now we have three—Kayla and Brianna and Bailey, our son Rob and his wife Rachel's two daughters. When it rains it pours!

These girls represent the sixth generation of our family here at the nursery. We hope they grow up as wed to the land as we are.

Nurturing life is so much a part of our lives, the lives of our sons, grandchildren, and certainly our trees. In a real sense, it's hard not to think of our thousands of trees as our children. And we bet we're not the only farmers to feel that way about their crop.

In this issue of the newsletter we've expanded to four pages instead of the two you've received in the past. If you're thinking we must have a lot to say you're right, we do!

We'd especially direct your attention to Dave Sheline's "Plant Now—Or Wait?" article here on page 1, and to the description of our Customer Support Program on page 2.

As always, we'd welcome any comments you might have about this newsletter—or any of our operations.

Doug & Kathie

## **Plant Now—Or Wait?**

**By Dave Sheline**

One of the nurseries in our area had a great quote listed in their catalog. It read: "Twenty years ago was the best time to plant a tree. Today is the second best time!"

Even though we're all constantly reminded of the troubled state of the economy by the media, we're still planting. Why is that?

My answer is that we in the nursery industry are optimists—calculated optimists, but optimists none the less.

I have never worked in an industry that is more optimistic than the nursery business. Think about that for a moment! What business requires us to look two to eight years ahead (or farther) to sell our

product? What will the demand be when our plants come to marketable size? Who will the leader of our country be then? What will our work force look like? What will fuel and electricity cost? Will we have alternative energy sources? Will land prices and taxes be reasonable? How will we market our plants? Who will be our customers? What variety of plants will be in demand? All of these questions and more. Yet we plan, plant, and keep moving ahead.

When the economy improves—and it will—my hope is that we will all be prepared. If we're not, there'll be even more troubling times ahead!

## **Now's The Time To Order**

Now's the time to order to ensure you get the trees you want.

Each year we sell out of one or more popular varieties, and the only way to ensure you don't experience that is to get your order in to us as early as possible.

For a full list of our offerings check out our catalog and availability list online at [www.femrite.com](http://www.femrite.com). Or give us a call at 1-800-547-2161.

## **Winter Trade Show Schedule**

This winter we're planning to attend both the MANTS and CENTS trade shows. We certainly hope you'll stop by our booth to say hello.

The MANTS show in Baltimore is January 7 to 9 this year. We'll be in booth 758. Dave Sheline and Joel & Julie Parlier will be there to greet you.

The CENTS show in Columbus is January 26 to 28. Dave and Tim Newell will be there in booth 6075.

## Our Customer Support Program

By now you should have received the brochure we mailed introducing our Customer Support Program.

As described in the brochure, if you place a new order with us and pay within terms by June 30th 2009 you'll be eligible to receive a variety of marketing products and services

designed to help you grow your business.

These are tough economic times, and marketing is often one of the first items cut from our budgets. Our hope is that with these tools you'll be able to leverage your marketing and keep your name and your

products in front of your customers.

As always, you may visit our website at [www.femrite.com](http://www.femrite.com) to view our current availability list.

Please call if you have any questions about this program. We'll be happy to answer them!

## PROGRAM OVERVIEW

**\$5,000 Order:** Choose any three products in the \$5,000 column

**\$10,000 Order:** Choose any five products in the \$10,000 and \$5,000 column

**\$15,000 Order:** Choose any seven products in any of the columns

Volume and prepayment discounts also apply. See our catalog for details.

	\$5,000	\$10,000	\$15,000
10 Copies Of Our "Practical Guide To Handling & Growing Bareroot Trees" Publication	✓		
10 Copies Of Our "Quality Grown In" Publication	✓		
5 Point-of-Purchase Posters Advertising Your Business	✓		
100 Direct Mail Postcards Advertising Your Business	✓		
Establish Google™ Analytics On Your Website		✓	
\$100 Cash Payout For Print Advertising You Place		✓	
A \$100 Google™ Pay-per-click Account		✓	
100 Large Format (14"x22") Calendars Advertising Your Business			✓
\$250 Cash Payout For Print Advertising You Place			✓
\$500 Cash Payout To Create/Update Your Website			✓

## Technology Corner

By Rob Femrite

Earlier this year we purchased two new electronic pruning shears, Campagnola Tronic Stars, and we're seeing a real improvement in productivity with them versus our manual pruners—up to 100%.

We use the shears for stumping, stock block pruning, and general pruning of thicker material. They can cut branches up to 3/4" in diameter and they've paid for themselves in just this first year alone.

The battery is held in a weight-distributing backpack and the charge lasts for 8 hours. The shears are lightweight, an important consideration in a nursery like ours with thousands of trees. Because of this, we've reduced both operator fatigue and the risk of carpal tunnel syndrome problems.

The shears operate in three modes: manual (where blade opening and closing is progressively controlled by user pressure on the trigger), automatic (where we get a complete opening and closing cycle with one touch of the trigger) and 70% open (which allows smaller branch cutting with greater speed).

We obviously plan to continue using them and to gaining similar productivity gains over time.



## Admiration™, Encore™, Exclamation™

By Lance Lyon

Last January I wrote a letter to those of you who'd purchased Exclamation!™ Planetrees from us explaining that we'd learned that the Exclamation! designation was incorrect. In response the name was changed to Encore™, a sister plant. Subsequently we found that the Encore name was taken and a new name, Admiration™, was selected.

This has been confusing to everybody, including us. But at last it's over.

Kris Bachtell from the Chicago Botanic Gardens and Chad Osborn of Chicagoland Grows visited us in August, did some research on the matter, and determined that the tree we were originally propagating as Exclamation! is indeed Exclamation!. So we'll continue to market it as such.

The tree was originally selected by Dr. George Ware for its uniform upright pyramidal habit and densely branched head, and it

will ultimately reach about 60 ft. high by 30 ft. wide. It is hardy in zones 4-8, shows no frost cracking in the Chicago area, and has a high resistance to Anthracnose.

If you ordered Encore and Admiration was acknowledged you will be re-invoiced as Exclamation!. Even though the name has changed the tree is the same as we have been shipping. If you have any questions please don't hesitate call me, Dave, or Jim.

## About Us

We are an 88-year old family owned bareroot nursery located in Oregon's Willamette Valley. We grow approximately 200 varieties of shade and flowering trees and sell to wholesale growers, retail garden centers, landscapers, and city and counties throughout the United States and abroad.

The nursery was founded in 1920 and moved to its current location in 1975. While we have grown considerably over the years, and technology has improved greatly, our commitment to producing quality trees and providing the best service to our customers hasn't changed.

Please contact us with any questions you might have, or to request any information about our nursery or our trees.

- Doug, Kathie, Rob & Tom Femrite, Owners
- Lance Lyon, General Manager
- Dave Sheline, Sales Manager
- Brenda Padberg, Office Manager
- Jim O'Brien, Quality Control, Inventory, & Shipping



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## Quality Grown In

At our nursery we like to say that "Quality is Grown In."

But what does that mean to you?

What we hope it means is that when you buy a tree from us you know you're getting a quality product, a healthy tree that will serve you and your customers for decades to come.

As we all know, in the nursery industry, as in others, the devil is in the details when it comes to producing quality products. It is the little things that count. The close attention paid to processes, procedures, attitudes, and overall approach represents the essential ingredient in a company's final product, a core competency.

We want you to know that we take a number of labor intensive and costly steps to ensure that

quality is grown into our trees. These range from soil care, seed selection and storage, planting, irrigation, spraying, fertilizing, shielding and staking, budding, cutting off, pruning, and limbing up to sucker removal, pest monitoring, topping, dormancy treatment and, finally, harvesting, storage, and shipping.

Cutting corners at any point in this process can and generally does affect the long-term health and viability of the tree—and the most important quality of a tree is its health.

To ensure healthy trees we start with quality material—seeds and seedlings. We have the right tools too, and most importantly we have capable people, people knowledgeable and experienced in nurturing trees as they grow.

## Dave's Doodles

