

MARKETING CAMPAIGN



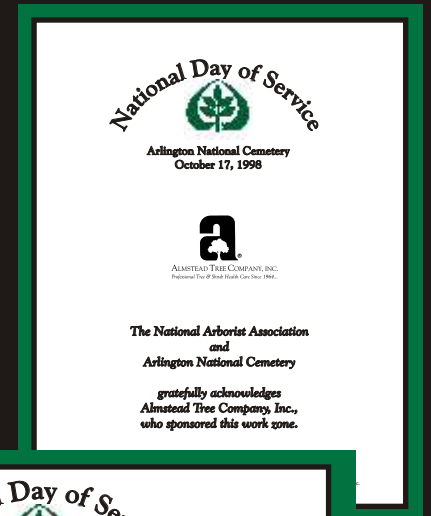
National Day of Service

Tree Care Helps Maintain a Healthy Environment

Tri-fold Brochure



Sponsor Signs



Hats



NAA

Going Out on a Limb for Urban Trees

The National Arborist Association, founded in 1938, is an internationally respected association of tree care companies, whose job it is to provide care and maintenance of urban trees.

The NAA is committed to educating the public about the environmental benefits of tree care through public service events such as the "National Day of Service."

Trees

Mean More Green in Your Pocket

Trees add value to your property.

Strategically planned trees contribute significantly to more livable urban areas and enhance the value of property.

Trees reduce energy use.

In winter, trees act as windbreaks and reduce the amount of energy needed to heat buildings.

It is estimated that the savings in heat energy ranges between four and 22% of the average energy used in buildings and houses.

A Gift ...

National Day of Service



Arlington
National Cemetery

October 17, 1998

You can find an NAA member arborist close to you by calling the National Arborist Association, 1-800-733-2622

or by a zip code search on the NAA's Web Site: www.natlarb.com



established 1938

National Arborist Association

National Arborist Association

Route 101, PO Box 1094, Amherst, NH 03031-1094

WWW.NATLARB.COM

Phone: 800-733-2622 Fax: 603-672-2613



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... to our Country
and Environment

On October 17, 1998, the National Arborist Association will honor over 230,000 people who gave their lives for our nation and are buried at Arlington National Cemetery.



Preservation of existing trees in urban America is critical to our future.

With trees being lost every day to neglect, urbanization and acid rain, the protection of trees in America's "urban forest" has never been of greater importance to help mitigate global climate change.

Maintaining and increasing the health and life span of the existing trees is a challenging task and one that requires expert tree care.

At the forefront of the effort to save the urban trees of America is the National Arborist Association and its member companies.



NAA's "Day of Service" will bring over 500 arborists from around the country to provide tree care to many of the 14,000 trees at one of the nation's most distinguished landmarks.

The event will be held as part of an ongoing volunteer effort by the Association to improve the environment by providing tree care to public and private green spaces.

The arborists will be climbing trees ranging in height from 20 to over 80 feet. They will provide cabling, pruning, fertilization and other preservation and environmental techniques at 25 work zones throughout the cemetery.





These areas will include those near the Women in Military Service Memorial, the grave of President John F. Kennedy and the Tomb of the Unknown Soldier.

You recycle ... Many Americans recycle to do their part for the environment, but they don't recognize that growing trees is also a contribution.

Planting new trees is essential, but it can take too long for new trees to provide the same benefits as mature trees.

Proper tree care will ensure that a tree lives to its fullest potential.

Here are a few tips that will help keep your trees healthy.

-  Look for changes in leaf size or color. Such changes can be symptoms of problems such as insects or disease, or reveal a need for fertilizing or watering.
-  Look for dead or undesirable limbs, such as those over high traffic areas and those that interfere with buildings. Dead limbs are dangerous and should be removed.
-  Be aware of any openings in the trunk or limbs and examine the structure of the tree for a tight "v" shaped appearance. Such conditions are evidence of structural weaknesses which may result in a serious hazard if not corrected.
-  Roots are the support system of a tree and any growths at the base of the tree may indicate root problems. Root conditions can be remedied. Also, protect the root zone around the tree when performing any construction nearby.

... but do you grow trees?