

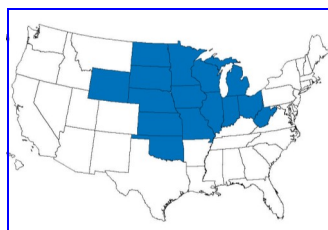
The Feeder Tube by Mauget

January 2010

UPDATES FROM THE FIELD...

THE MIDWEST

BY JIM ROLLINS



The cooler than normal summer weather trend seems to have continued into the fall throughout much of the Midwest. Applicators report that they did not encounter any significant large scale late summer fall insect and disease pressure this year. This is probably due to the unusually cool, dry summer-fall.

Although much of the outside tree work is beginning to wrap up throughout the Midwest, the winter months are an ideal time to finalize your tree care programs for the 2010 year. The winter is also an excellent time to promote your tree care programs to your existing customers as well as new potential customers. We can help provide you with some promotional materials to help maintain your current business and generate "new" business.

I have a busy winter season ahead of me. I plan to attend a number of the state I.S.A. Meetings throughout the Midwest. I will also be working with our distributors, conducting a number of Mauget training seminars. I hope to see you in the "field".

J.J. Mauget Co. Partners with Canada-based BioForest Technologies, Inc.

Mauget is U.S. Distributor of TreeAzin Systemic Bioinsecticide

ARCADIA, Calif. (October 2009) – J.J. Mauget Co., the pioneer and leader in micro-infusion tree care, has announced its partnership with BioForest Technologies, Inc., a Canada-based pest management development and consulting company. Mauget is the sole U.S. distributor of BioForest's TreeAzin systemic bioinsecticide product.



TreeAzin is formulated with azadirachtin, a natural extract of the neem tree seed, and is the only tree-injected neem seed product with an Organic Materials Review Institute (OMRI) listing.

"We're very impressed with the efficacy of BioForest's TreeAzin," said Nate Dodds, president of J.J. Mauget Co. "This is a great product that works against tough pests like gypsy moth and emerald ash borer, and we're proud to distribute TreeAzin throughout the U.S."

TreeAzin is an anti-feedant and growth disruptor labeled for use against defoliating insects, budworms and pests like the gypsy moth. Research has also shown that very low doses of TreeAzin inhibit larval development and prevent adult emergence of emerald ash borer, working best when



used in advance of infestation.



Though Mauget distributes TreeAzin, the product will retain its BioForest Technologies, Inc. label. The product will initially be available in one-liter bottles for use in liquid reloadable injection systems.

To learn more about TreeAzin, visit the BioForest Technologies, Inc. website at www.BioForest.ca, or go to www.Mauget.com.

CALENDAR OF EVENTS

Golf Industry Show

February 10 - 11, 2010
San Diego, CA

*Except for the nine months
before he draws his first
breath, no man manages
his affairs as well as
a tree does.*

-George Bernard Shaw

New Mauget Marketing Disc Available!

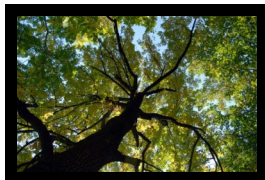
We are happy to now offer a CD containing many helpful marketing pieces for our distributors and anyone who sells Mauget products! The disc contains helpful pieces in PDF form which can be easily printed for your marketing needs!

The Mauget Marketing disc contains bill stuffers, flyers, field notes, research notes, technical sheets, the Mauget product catalog and the Lawn care Operators kit.

To get your Mauget Marketing CD, email Mary Peters at mary@mauget.com today!

TREE CARE IN TODAY'S ECONOMY

By Ann Hope



In today's economy, many people are often asking how they can capitalize on their Mauget business as much as possible. Well whether your clients are Commercial, Residential, Homeowner Associations or Municipalities, there are actually several ways.

Treatment vs. Removal

Consider treatment of an infested or diseased tree versus removal or replacement. Many customers look at their tree problems as giant dollar signs. Often people do not realize that there are alternatives to removal. I recently had a client call me in shock after finding out it would cost \$1500.00 to remove a eucalyptus tree from his property. After a long discussion, he found out that with micro-injection treatments he could not only save his tree, but others that were infested – and for far less than the cost of the removal. But we do realize that not all trees can be restored to full health. Micro-injection treatment can in some instances also sustain a tree for a time, allowing removal to be put off until it is more economically feasible.

Simple Fertilization vs. Comprehensive Treatment

If your client can not afford a full comprehensive plant health care treatment this year, suggest a fertilization application. This will in fact help maintain the trees health, and put a little money in your pocket, without your client going broke to save their trees.

Prevention vs. Procrastination

Benjamin Franklin said, "An ounce of prevention is worth a pound of cure". These words could not be more true in tree care. I often get frantic calls from people in a panic with an emergency tree problem. In most of these situations, the problem could have easily been caught far earlier, reducing the amount of damage to the tree while lowering the cost for treatment. Explain to your clients that preventative applications are always best when a tree exhibits first signs of infection or infestations such as early leaf drop, wilting, or dripping honeydew.

Per Tree Cost vs. Total Bill

Presenting the client with the proposal or bid can be challenging. Some clients are understandably upset when the proposal is let's say \$10,000.00. I would be too. But, when it is explained that the \$10,000.00 figure really means the cost per tree is \$75.00 for a total of 134 trees, the economic advantage is more clear. When this is broken down for your clients, it's a little easier to accept.

In the end, convince your client of the value of their trees and help them imagine their property without them. It is important to make them understand that proper tree care is not an expense but an investment!

**MAUGET
CERTIFIED
APPLICATOR
CARDS NOW
AVAILABLE!**



Mauget is happy to announce that we now offer laminated business card size Certified Applicator Cards! These handy and durable cards make it easy to have proof of your Mauget certification while also providing your clients with the knowledge of the lengths you have gone through to receive extra training in micro-injection technology.

Any applicators wishing to acquire a card must have successfully completed either the Principles of Micro-injection exam by itself or along with the Inject-A-Cide B exam. This can be accomplished either through a seminar or workshop in your area or with the Mauget Self Study Course. Go to www.mauget.com to find a workshop in your area or to purchase the course.

**Mauget's Online Applicator Database
still looking for more submissions before
going live on the website!**

So tell your friends, your coworkers, your boss and any other qualified applicators you know to go to www.mauget.com to submit their information today! Help us bring the business to you!

Start Your Spring Season This Fall

Timing is everything — get a head start on treating spring diseases like Fire Blight and Sycamore Anthracnose with Mauget's ArborFos.

ArborFos has a long carryover that lets you:

- Avoid spring rain delay with fall treatment
- Focus on treatments on your time
- Increase additional fall business
- Free up your spring busy season

Don't delay. Treat with ArborFos now.

The Right Way To Treat A Tree



Learn more at www.mauget.com 5435 Ped Rd Arcadia, CA 91006 800-TREESRx 800-873-3779 © Copyright J.J. Mauget Co.

Mauget Welcomes New Distributor!

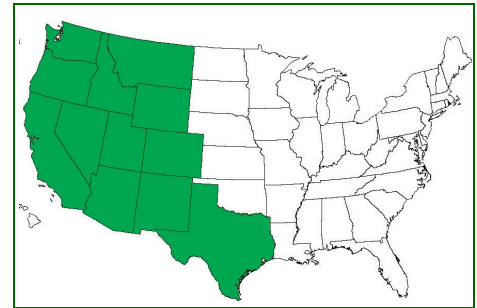
In 2009 Mauget welcomed GrassRoots of Randolph, NJ as a distributor. The company, founded in 1978 by Ken Kubik, focused on serving the golf course market. In 2007 the company expanded into the Lawn, Landscape and Athletic Field management industry. GrassRoots has made a name for themselves with their outstanding customer service and commitment to bringing innovative solutions to their customers.

As a company dedicated to Turfgrass, Ken and his son Keith realized that to succeed in their new market they had to offer solutions for all aspects of landscape and estate care.

Their first year promoting Mauget products has been a hit with customers and their sales people. Several Mauget training sessions have been held at their facility in Randolph and more are planned. Gene Huelster, Manager of the Lawn and Turf division and Keith Sturges, Assistant Manager have taken the lead in promoting Mauget products to their customers. They keep a demonstration log on the front counter where customers can see and actually practice microinjection. The sales representatives for the golf division have also begun promoting Mauget products to their customers. They see this as an opportunity to help superintendents manage the trees on their courses and add that extra bit of service that GrassRoots customers have come to expect.

UPDATES FROM THE FIELD...

THE WEST BY MARIANNE WAINDL



The Pacific Northwest has officially gone into dormancy with the recent onset of seasonal rain and snow. Yet the more southern part of the region continues to make ArborFos applications for next season anthracnose and fireblight diseases.

The most recent pest to infest California coast live oaks, the Golden-spotted oak borer, has migrated to the coast of northern San Diego county. Landscape and golf course managers can make Imicide treatments late into the season as this is an ever-green oak that will retain the chemical into the 2010 season.

DID YOU KNOW?

A well placed tree on your property can help cut energy costs and consumption by decreasing air conditioning costs 10 - 50% and heating costs as much as 4 - 22%?

ONE MAGNIFICENT TREE...

El Árbol del Tule ("The Tule Tree") is an especially large Montezuma cypress (*Taxodium mucronatum*) near the city of Oaxaca, Mexico. This tree has the largest trunk girth at 190 feet (58 m) and trunk diameter at 37 feet (11.3 m). The Tule tree is so thick that people say you don't hug this tree, it hugs you instead!

For a while, detractors argued that it was actually three trees masquerading as one – however, careful DNA analysis confirmed that it is indeed one magnificent tree.

In 1994, the tree (and Mexican pride) were in jeopardy: the leaves were sickly yellow and there were dead branches everywhere- the tree appeared to be dying. When tree "doctors" were called in, they diagnosed the problem as dying of thirst. The prescription? Give it water. Sure enough, the tree soon recovered after a careful watering program was followed.



The Tule Tree Towers over a church next to it
(Image credit: [jubilohaku](#))



Full width of the Tule Tree (Image credit: [Gengiskanhg](#))



Close-up of the tree's gnarled trunk. Local legends say that you can make out animals like jaguars and elephants in the trunk, giving the tree the nickname of "the Tree of Life"
(Image credit: [jvcluis](#))

Carryover Inventory by Jim Rollins

Throughout much of the country the cool, fall weather has brought an end to microinjection for this year. Many applicators have at least a small quantity of Mauget capsules in their inventory to carry over until next season. This frequently generates questions about the shelf life of Mauget products and how to best store unused capsules for future use.

As far as shelf life, with the exception of Inject-A-Cide (MSR - which should always be used in the season purchased and stored in a cool, dry place) we can expect Mauget products to have at least a three year shelf life. While that doesn't mean that you should dispose of products over three years old, it does mean that it is a good idea to minimize keeping products for more than three years. The shelf life of Mauget products can be affected by the conditions under which the products are stored. Ideally, Mauget products should be stored in a cool, (50-60°) dry location away from heat and an open flame. Avoid storing capsules in a location where they will encounter high and low temperature fluctuations. It is also best to avoid letting the capsules freeze. This is especially true with products that contain the active ingredient Debacarb, (Fungisol, Imisol and Abasol). Storing all of your plant health care products in a dedicated area that is kept locked is a good idea.

QI-20 UPDATE

BY CHARLIE DODDS

As the QI-20's have been returning from the Beta Testers, the units have been closely inspected. Based on the returned field reports, necessary changes are being made to these units. All units are disassembled for close inspection and changes. Great care in this part of the process has been taken. In house we are currently evaluating the changes to the systems and re-evaluating some of the procedures in application. Once all these changes have gone through thorough in house evaluations, the systems will be then released for the next round of field testing for fall into the spring.



Ask

Ann:

By Ann Hope



Q. I recently made an application with Inject-a-cide into a pine but the capsule drained really fast. Is it normal to go into the tree that fast?

A. Yes, Yes, Yes! The most important thing to always remember is that Mauget is a passive system so it relies on the tree's own transpiration. If a tree is transpiring well (moving water in its trunk) then the chemical will be taken into the tree very quickly.

But since that doesn't always happen, there are many different techniques to assist in applying Mauget products. If you are having a problem getting material into the tree, call your local Distributor or Regional Mauget Sales Representative. They may have additional tips to help you with the application.

Ann Hope is Mauget's Technical Support Representative for Southern California. Please email any questions to Ann at: ann@mauget.com

MARKETING/PRODUCTION REPORT NOVEMBER 2009

By Nate Dodds

As reported previously 2009 proved to be the most unusual season in recent memory. The orders came in at a dramatically reduced volume but were placed with much greater frequency. We have been pleased that our business has been at a brisk rate with rare exception throughout the country. We ended our fiscal year in almost a dead heat with last year. Under normal circumstances we would not herald such a finish but given today's economy we consider ourselves lucky.

In contacts made with distribution and our customer base at the recent GIE + Expo and TCI Expo trade shows, we learned first hand of the frustration and difficult season experienced by the green industry at large. With that disappointing feedback we also learned that there is more opportunity than ever as supplier ranks have thinned and marginal companies have disappeared. With guarded optimism we are gearing up for a strong resurgence in 2010. We expect to ride the coming wave and pull as many of you along with us as possible. It is clear there are few ways with a minimal investment to dramatically enhance your businesses bottom line as adding or expanding micro injection to your list of plant health care services. Talk with your distributor or one of our regional representatives at your earliest opportunity.

We are continuing expansion of our Liquid Loadable HP line of products with the addition of Arbor Fos, Abacide2 & Mycoject Ultra available in the spring of 2010. We are proud to announce our partnering with Bio Forest technologies with their Azadirachtin (neem) product Tree Azin which is the only injectable product carrying the coveted OMRI certification. We will be offering this product in the spring in 1 Liter containers and later in the Gen II capsule. Learn more about it at our website or Bio Forest's website at www.bioforest.ca

We wish to thank our distribution partners as well as our professional tree care practitioners for their support through this past season.

Production has shifted into winter mode and will be preparing for the next season along with materials for the winter seminar season. Our production team was able to maintain 100% on time order fulfillment with excellent Quality control during the production season.

Information:

5435 Peck Road
Arcadia, CA 91006
(800) 873-3779
(626) 444-1057
Fax (626) 444-7414
mauget@mauget.com

Nate Dodds	Ext. 101
Charlie Dodds	Ext. 103
Ann Hope	Ext. 155
Javier Diaz	Ext. 104
Stephanie Monroe	Ext. 100
Saskia Van Derveen	Ext. 102
Mary Peters	Ext. 115

TECHNICAL SUPPORT

Ann Hope
(800) TREES - RX Ext. 155
(800) 873 - 3779 Ext. 155

REGIONAL SALES REPS

Jim Rollins (419) 360-1189
Midwest Sales Representative

Jeff Hunter (941) 735-0232
Southern Sales Representative

Jean Scott (410) 430-4108
Northeast Sales Representative

Marianne Waindle (916) 717-3009
Western Sales Representative

Please contact Mary Peters—
Newsletter Editor
(mary@mauget.com) with
suggestions or topics you would
like to see in future issues

HAPPY

NEW

YEAR!!!

from **Mauget**