

## Alabama Before & After Project Photos of Select *SustainablePlus* Trees

### Select *SustainablePlus* Palatial® Dawn Redwood



2 years







## Select *SustainablePlus* Highbeam® Overcup Oak



2 years



Madison Hospital - Huntsville, AL





## Princeton American Elm



Madison Hospital - Huntsville, AL





## Select *SustainablePlus* Sangria® Nuttall Oak



2013 - 4.5" Trunk Diameter

2 years



2015 - 5.5" Trunk Diameter

University of Alabama: Huntsville - Huntsville, AL





## Select *SustainablePlus* Esplanade® Nuttall Oak



2013 - 5.5" Trunk Diameter

3 years



2016 - 9" Trunk Diameter

Governor's Park Drive - Huntsville, AL

*"Increasing tree cover by adding three trees per building could reduce total energy use for heating and cooling by 5 to 10 percent."* - **Nowak**

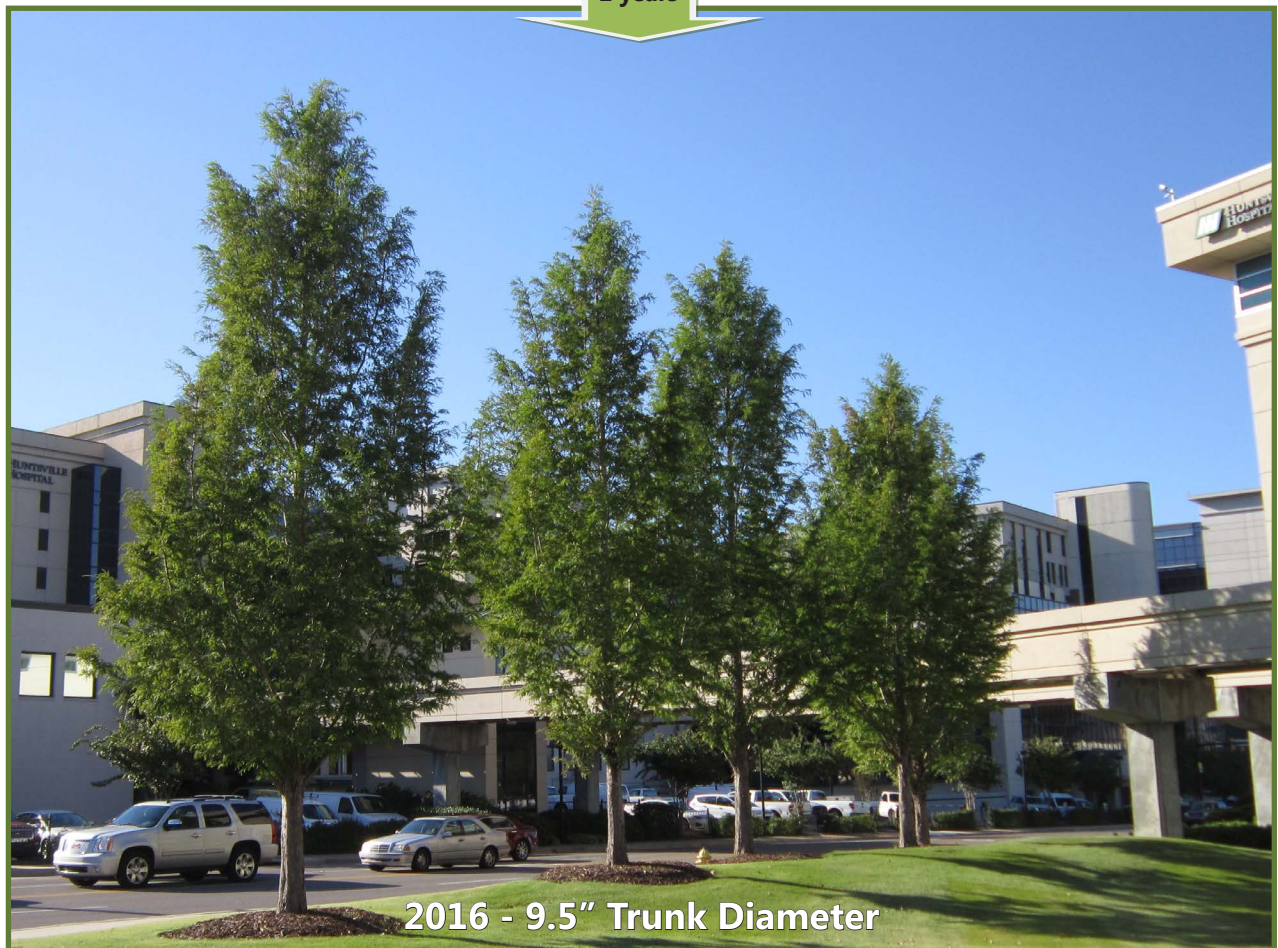




## Select *SustainablePlus* Palatial® Dawn Redwood



2 years



Governor's Park Drive - Huntsville, AL





## Select *SustainablePlus* Esplanade® Nuttall Oak



2015 - 5.5" Trunk Diameter

1 year



2016 - 6.5" Trunk Diameter

Huntsville Hospital Women and Children Parking - Huntsville, AL





## Select *SustainablePlus* Highbeam® Overcup Oak



1 year



Private Residence - Huntsville, AL





## Dr. Michael Dirr



- Distinguished UGA professor and researcher
  - World renowned Champion of Tree Selection and Evaluation
- Inspirational Mentor and Cooperator for shaping Tree Introductions and Select Trees as industry leaders



*"Some people want it to happen, some people wish it would happen, others make it happen." - **Michael Jordan***





DR. MICHAEL A. DIRR  
1040 Power Ridge Place  
Bogart, GA 30622

To whom it may concern:

When in the course of biological events, a momentous, seismic shift occurs, it impacts the future. Such was the situation when Select Trees made a quantum leap of faith and committed significant resources to the development of own-root clonal oaks. Zero to scant cutting propagation research had been conducted on *Quercus* species. In the late 1980's, John Drew, MS, under my supervision, assessed rootability of 10 important oak species and proved that *Q. phellos*, *Q. virginiana*, and *Q. lyrata* could be rooted, while *Q. alba* was recalcitrant. Species footprints were established for oaks and the window to commercial production opened wider.

Enter Mike Glenn and Tim Patterson (principals, Select Trees), and the University research morphed into commercial reality. Oak cutting propagation is never guaranteed and rooting percentages circa 50% are considered good, sometimes excellent. Continued greenhouse modifications, rooting growth regulator manipulations, timing, and over-wintering studies, at infinitum, sharpened and honed the process.

While propagation was being refined, the process of superior oak selections continued unabated and, to this day, drives Select Trees to discover superior oaks. In the oak improvement process, good is the enemy of great. Select Trees, along with sister company Tree Introductions, have now introduced 12 oaks including the following:

|   |                                    |
|---|------------------------------------|
| Hightower® Willow Oak (PP# 13677)         | Highbeam® Overcup Oak (PP# 13470)  |
| Highpoint® Nuttall Oak (PP# 13524)        | Highrise® Live Oak (PP# 11219)     |
| Panache® Shumard Oak (PP# 14424)          | Prominence® Shumard Oak (PP#19854) |
| Arcade® Red Leaf Nuttall Oak (PP# 19858)  | Esplanade® Nuttall Oak (PP# i6401} |
| Sangria® Red Leaf Nuttall Oak (PP# 16254) | Ascendor® Willow Oak (PP# 19922)   |
| Promenade® Red Oak (P.P.AF)               | Shiraz® Willow Oak (P.P.A.F.)      |

To walk and view blocks of clonal willow, nuttall, overcup, and live oaks at Select Trees is to realize that anything is possible with persistence and savvy.

In essence, this oak selection process introduces superior genetics to the urban landscape. These trees possess an inherent sustainability quotient with superior insect and disease resistant foliage, ability to fix carbon dioxide at higher rates, thus developing much faster in harsh landscape situations. Mike Glenn and I walked blocks of thousands of *Q. phellos* seedlings in 1994. Trees of the same age (approx. 5 years) ranged from one-inch to 3-4 inches (trunk diameter); some with bedraggled foliage, mite infestations, crooked leaders, and hopeless futures. We selected the best, 30 or so, and tested them for rootability, overwinter survival, and production idiosyncrasies with Hightower® Willow Oak crossing the finish line first. This was Select Trees' first sustainable oak and continues to be the runaway leader and classic by which other willow oaks will be judged.

Truly amazing what belief in the future can produce when coupled with passion, knowledge, and persistence. Over 20 years past, Mike Glenn, myself, and the Select Tree Team walked among all seedling oaks at their nursery. Now, traveling the same ground, every oak we pass is clonal and on its own roots.

The investment in these sustainable oaks guarantees performance and increased biological perpetuity. Oaks are one of the major climax genera in eastern and southeastern American forests. They continue to perpetuate themselves in their native state. Now Select Trees has given them extended life in the human-altered landscape.

I consider it an honor to proffer this missive as I have been there since the beginning. I take great joy in watching these Noble Oaks, with magnificent defined characteristics, become a part of the green fabric of our Nation.

Sincerely,

Dr. Michael A. Dirr

Professor (Retired)

Horticulture

University of Georgia





## What Distinguishes Select Trees Group From the Competition?

- We are passionate about long-lived healthy trees. We aim to provide excellence first, and profit will follow.
- **WE DO IT RIGHT THE FIRST TIME**, and that has many benefits:
  - Legacy for our children and their children—mature healthy shade trees
  - Increased quality of life for millions of people in the urban environment
  - Less expensive maintenance, and less risk that you will have to replace trees within a few years
  - Many positive environmental benefits like air quality that are not attained at the same level with small trees, or with trees that only live 7-10 years.
- We have developed trees that will thrive in the toughest urban environments.
- With the help of many good advisors and customers, over the past 25 years we have developed a five step common sense RECIPE FOR LONG-LIVED SUSTAINABLE TREES.



- This recipe is similar to the recipe for a good cake and reminds us of the following:
  - "Have you ever eaten a spoonful of lard? What about a cup of sifted flour or a cup of sugar? Or maybe a couple of raw eggs? Probably not, but everybody has enjoyed a delicious cake—the result of mixing those ingredients together in the right proportion and baking them."

- **Truett Cathy, Founder, Chick-Fil-A**
- **WE DO IT RIGHT THE FIRST TIME.**
- When project owners purchase trees directly, we guarantee our trees for 5 years. Most competitors will not even guarantee trees for one year.
- We are most motivated by the opportunity to leave a legacy of long lived healthy sustainable shade trees.
- We don't work on commission, but are motivated by long term relationships, repeat business, and long term value and profit.
- All our staff are important partners in STG. We are investing sweat equity in future ownership and/or profit based incentives.
- We have been blessed with incredibly valuable advisors and mentors.

## Select Trees Group Goals

- I. To create a legacy of sustainable trees that will have significant positive effects on the environment.
- II. To do such an outstanding job of selecting, growing , and servicing that our trees will be preferred to all others.
- III. To create and maintain a growth environment that gives each partner the opportunity to develop their potential and do their best work.
- IV. To develop alert, progressive, leadership in all areas.
- V. To dedicate ourselves to continuous growth and to building a business dedicated to 'EXCELLENCE IN ALL THINGS.'