

# Birch Hill

THE NEWSLETTER OF BIRCH HILL LANDSCAPING, INC.



# NEWS

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## President's Message



Is it me, or are the daffodils more prolific this year? Everywhere I look, splashes of yellow greet me and put a smile on my face. It's spring and time to get my hands into the soil again! Last week there was one of those cleansing rains that makes everything pop. I wandered through my yard to see what specks of green had started to show, marveling at each surprise. The great thing about owning a landscaping business is that I have lots of yards to wander through to see how things have fared through the winter. And that's exactly what I've been doing! Wow — there's so much to do!

These are interesting times we are living in. People are staying closer to home — spending more time with family and friends. This is the year of the Backyard Vacation. Fire up the barbecue, pour a glass of wine and relax in the beauty of your own surroundings. Read on to see some of our tips for this spring on how we can help you increase the value of your property and get more enjoyment out of your yard. Don't wait for me to wander through — give us a call and let Birch Hill and the Garden Path help you with your little corner of the world.

~ Barry Greenberg

## BACKYARD VACATIONS

It's that time of year when we set our sights on the family vacation. Hours are spent online looking for a great deal, a perfect wonderland. Beautiful scenery, a spot to bask in the sun and relax with a good book, or simply a place to play with the kids. But you don't have to go off to see the wizard to find that . . . it's right in your own backyard!



Backyards carefully tailored to your lifestyle are the easiest way to take a vacation every day. A small corner in your yard can become a pond with a flowing waterfall that makes the noise of the street fade away. A low deck fits seamlessly into your yard for a new family room. A raised bed in the sun becomes a place to plant vegetables and gets you in touch with growing your own.

With a little imagination you can turn that view of the neighbor's garage into a thing of beauty, something that can last through all the seasons. No yard is too small, nor is it too big.

Call us to set up an appointment to do a walk through of your yard. Let us help you dream up that perfect backyard getaway.

~ Vincent Novellino





# Spring Has Arrived!!

It's my favorite time of year! Crocuses and daffodils are blooming and the cherry trees are showing a hint of pink — all signs for me of good things to come. One of my seasonal tasks, as a certified arborist, is to perform periodic inspections of my client's properties. It enables me to gain the necessary insight to make adjustments for the coming season.

It's also an excellent opportunity to inventory the trees for dead or broken limbs, allowing me to make recommendations for the pruning of spring and summer flowering shrubs. A common mistake I see made in landscapes is pruning during the wrong season. Some plants bloom on old wood, and

some on new. Now is a good time to plan ahead for the pruning of the spring flowering shrubs, as they require pruning after they bloom and the blossoms fade. Prune too soon, and you risk missing the splendor of your hydrangeas or azaleas!

On the Integrated Plant Management front, we are seeing a serious outbreak of boxwood leaf miner in all service areas. This pest over-winters in between the leaf walls of most varieties of boxwood, then chews its way through the foliage, leaving little behind. Not inspecting for this insect could prove to be devastating to many landscapes. Scale insects and lace bugs are anticipated to have higher than normal populations. These sucking insects cause a "bleached out" appearance to the foliage of broadleaf evergreen shrubs, such as azalea and andromeda. As many of us spend more time closer to home these days, our property becomes our little utopia or sanctuary and we

begin to appreciate the value it presents. In fact, the Gallup Organization has stated landscape can be up to 15% of a home's value. Call now for an inspection and let Birch Hill and SAVATREE/SAVALAWN assist you in your effort to protect your valuable investment and help you avoid more costly endeavors down the road. May you all enjoy the fragrances and colors to come!

~ Scott W. Lamm



Scott Lamm is a Senior Staff Arborist with SAVATREE / SAVALAWN. He is an NJISA Certified Arborist and NJ State Certified Pesticide Applicator. SAVATREE,

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## CLIENT CORNER

We're lucky here at Birch Hill and the Garden Path to be surrounded by a community of great clients, friends, family and business associates. Stay tuned as we feature articles about them and share some of their favorite recipes in our newsletters.

### Profaci Inducted into The Culinary Institute of America Hall of Fame

We're pleased to feature our client Colavita USA Founder **John J. Profaci** in our first ever Client Corner page! Mr. Profaci is considered a pioneer for his role in changing the culinary landscape by introducing genuine Italian Extra Virgin Olive Oil to the North American market.

As difficult as it is to imagine, EVOO was virtually unknown in

the United States in 1980, the year Profaci started marketing the authentic Italian EVOO pressed by the Colavita family in the Moilse region of Italy. Americans were reluctant to trade bland seed oils, processed pomace olive oils, and shortening for the intense flavor and bright green color of EVOO.

Undaunted, Profaci introduced his product to New York City chefs, who welcomed the oil's quality and

versatility and forged alliances with leading specialty food distributors. Through Profaci's perseverance, it wasn't long before Americans came to understand and enjoy the flavor and health benefits of EVOO and demand skyrocketed.



This spring, Profaci's achievements were recognized

when he was inducted into the Hall of Fame at The Culinary Institute of America (CIA), the esteemed college that is also the home of the Colavita Center for Italian Food and Wine. Congratulations, Mr. Profaci!

For more information, including the top ten health benefits of EVOO, visit [www.colavita.com](http://www.colavita.com)



# PERSONAL GARDEN DECORATING



Accessorize, accessorize, accessorize! That's the mantra of the fashion world . . . but more importantly it's how to put the icing on the cake for that beautifully landscaped yard of yours! Barry and I opened the Garden Path back in 1996 for just that purpose. He and his crew had been creating these lovely yards, and it seemed only a natural step for us to help decorate them. Unlike large catalog stores, The Garden Path is unique because we have our "own backyard" outfitted with samplings of what we can offer. We've allowed many of the pieces to weather for years so you can truly see the quality and finish of the furniture you choose.

Whether your taste leans toward traditional, modern or whimsical — we can help you find that perfect piece or arrangement for your deck, patio or yard. It's spring and we've dusted off the cushions and opened up our fish pond. Stop by for some inspiration and see what's new, or make an appointment for me to visit you. There's nothing better than seeing the area you are actually considering for change. I can help you plan your new look, and the crew at Birch Hill can help with the delivery and installation! Now isn't that more fun than getting a box delivered on your door step!?! See you soon! Call 973-912-0022 or visit [www.TheGardenPath.net](http://www.TheGardenPath.net) ~ *Becky Greenberg*

*the*  
**Garden Path**  
*Classic Garden Accessories*



## Award of Excellence to Birch Hill

Roll out the red carpet! We're honored and excited to tell you about Birch Hill and the **2008 NJLCA Landscape Achievement Awards!** We received top honors in two categories:

Residential Design/Build  
\$25,000 - \$100,000

Residential Design/Build  
Over \$100,000

The NJLCA (New Jersey Landscape Contractors Association) is dedicated to advancing the integrity, proficiency and continued growth of the landscape industry. This past year NJLCA selected not just one, but two of our design/build installations for awards in Residential Landscaping. The Achievement Awards program is designed to single out and reward landscape professionals who execute high-quality landscaping projects. Through this awards program, NJLCA strives to increase public awareness of environmental improvement through encouraging landscape contractors to provide thoughtful and consistent use of quality materials and workmanship in their designs.

Spotlight on the Residential Design/Build \$25,000 to \$100,000 Project: This was a complicated landscape construction project in West Orange, N.J., with difficult



elevations and drainage issues. Balancing township zoning requirements with functional design and a customer's dreams, our Landscape Architect, Barry Greenberg, created a design that met all requirements of the township, solved the drainage issues and at the same time created a lovely backyard living space.

We demolished and rebuilt an open porch with custom columns, a tongue-and-groove floor and bead-board ceiling. Final touches included a ceiling fan and lighting. Maximizing the usable space in the backyard, we constructed a retaining wall on two sides of a patio, creating a level area for

entertaining. Curved retaining walls were constructed using concrete block and finished with a stone veneer and bluestone cap. The patio flooring was laid with bluestone and a border of clay brick.

A project of this complexity requires on-point organization and scheduling. Birch Hill Landscaping ran two crews working on opposite ends of the property. We coordinated the efforts of subcontractors to complete the electrical, plumbing and carpentry work. Final touches of landscape plantings, irrigation and lighting made this project a winner!

Call us at 973-376-0538 or visit us at [www.BirchHillinc.com](http://www.BirchHillinc.com)



# Birch Hill Landscaping

380 Millburn Ave., Millburn, NJ 07041

Visit us at our website: [www.BirchHillinc.com](http://www.BirchHillinc.com)  
Call **973.376.0538** to schedule an appointment today

## If Spring is Here, Can Summer Tomatoes Be Far Behind?

**W**ith spring here, we can't help ourselves from already thinking about summer and Jersey Fresh Tomatoes. Whether you grow your own or buy them locally, we think you'll love this recipe Millburn restaurateur Chef **Joe Catalano** of **Semolina** shared with us! Buon appetite!

Chef Catalano says, "This recipe is one of my favorites with market tomatoes and is even better when the tomatoes are from the garden.

It's perfect for a warm afternoon snack or an accompaniment to any barbecue."

### Fresh Tomato Salad

4 large ripe tomatoes cut into wedges

4 cloves of rough chopped garlic

1 Tablespoon dry oregano

½ cup Colavita® Extra Virgin Olive Oil

1 cup ice

Sprinkle with cumin

Sea salt and fresh black pepper to taste

Mix all ingredients together in a bowl and let sit out until ice has melted. Toss again and serve.



*Semolina*  
~Culinary Passion in Every Dish~



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★★★ **New York Times**

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**CATERING FOR ALL OCCASIONS**