

Bringing a new tree to market...



Time Frame: 15-50 Years

Above Platanus +/- 20 Years of R&D



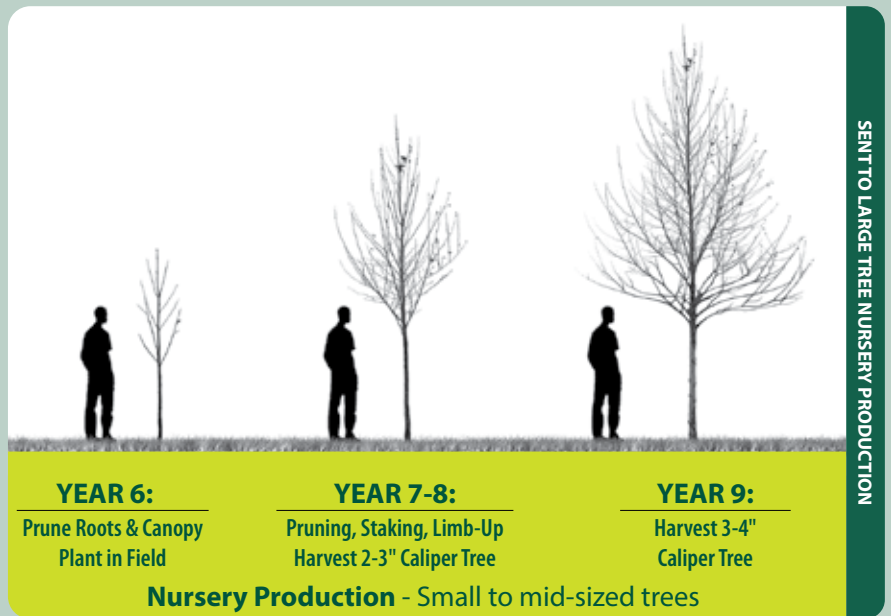
CHICAGOLAND GROWS® INTRODUCTION

Exclamation!® London Planetree
Platanus x acerifolia 'Morton Circle'

Growing trees is an exercise in patience and faith in the future. It takes a long time and many skilled hands to grow beautiful, resilient, durable trees that will cast shade for future generations. Bringing new and improved trees to the marketplace is a collaborative, multi-generational effort that takes even longer.

Our illustration chronicles the creation of the relatively fast-growing Exclamation!® London Planetree. In the early '80's, Dr. George Ware of Morton Arboretum set out to develop *Platanus* cultivars with superior anthracnose resistance. One outstanding hybrid became Exclamation!® and was introduced by Chicagoland Grows®.

This graphic is reprinted from our Reference Guide, available as a PDF download at <http://www.jfschmidt.com/rg>. We are grateful for the tree growth timeline which so elegantly illustrates the time and teamwork it takes to introduce a superior new tree. Created by John Evans, Principal at Hoerr Schaudt Landscape Architects of Chicago, Illinois, and used with permission. © Hoerr Schaudt Landscape Architects



Resources from J. Frank Schmidt & Son Co.

Reference Guide

Our reference guide is available at this link:
<http://www.jfschmidt.com/rg>

New Trees

Trees introduced since the publication of our most recent Reference Guide are available for download at this link: <http://www.jfschmidt.com/newtrees>

PDF Data Sheets

Download informative and colorful PDF data sheets many of our varieties and cultivars at this link: <http://www.jfschmidt.com/pdfs>.

Facebook Page

Become a fan of JFS on Facebook. "Like" us by visiting <http://www.facebook.com/jfstrees> News, events and photos are posted throughout the year.

TreeLocator™

www.treelocator.com connects specifiers of trees with regionally-located growers of new, unusual and underused trees propagated and sold by JFS.

Trees are the Answer

www.TreesAreTheAnswer.info is your go-to resource for helping you and your customers choose, grow and care for trees.

The Tree Book

Superior Selections for Landscapes, Streetscapes, and Gardens

By Michael A. Dirr & Keith S. Warren
Available in bookstores and from online booksellers including Amazon.

<https://amzn.to/2ESyoc0>

Shade Trees in Towns and Cities

Their Selection, Planting, and Care as Applied to the Art of Street Decoration; Their Diseases and Remedies; Their Control and Supervision

By William Solotaroff, John Wiley & Sons, 1911 (Free download)

https://play.google.com/store/books/details/William_Solotaroff_Shade_trees_in_Towns_and_Cities?id=IQwDAAAAYAAJ

Urban Forests

A Natural History of Trees and People in the American Cityscape

By Jill Jonnes, Viking, 2016

<http://jilljonnes.com>

Espresso™ Kentucky Coffee Tree: A Diversity Success Story

The City of Davis, California honors Espresso™ KTC as a Heritage tree via the "Great Tree Search." Dr. Greg McPherson shares its story:

<https://www.davisenterprise.com/features/great-tree-search-cafe-davis/>

Variety Specific Websites

These varieties are presented to the nursery trade and to tree specifiers and buyers via unique marketing campaigns. Photos, testimonials and local sources are featured. Below are links to their respective websites and Facebook pages.

Variety	website	Facebook
Redpointe® Maple	www.redpointemaple.com	facebook.com/redpointe
Crimson Sunset® Maple	www.crimsonsunsetmaple.com	facebook.com/crimsonsunsetmaple
Royal Raindrops® Crabapple	www.royalraindrops.com	facebook.com/royalraindrops
Crimson Spire™ Oak	www.crimsonspire.com	facebook.com/crimsonspire
Emerald Sunshine® Elm	www.emeraldsunshineelm.com	facebook.com/EmeraldSunshineElm

