

Bringing a new tree to market...



Time Frame: 15-50 Years

Above Platanus +/- 20 Years of R&D



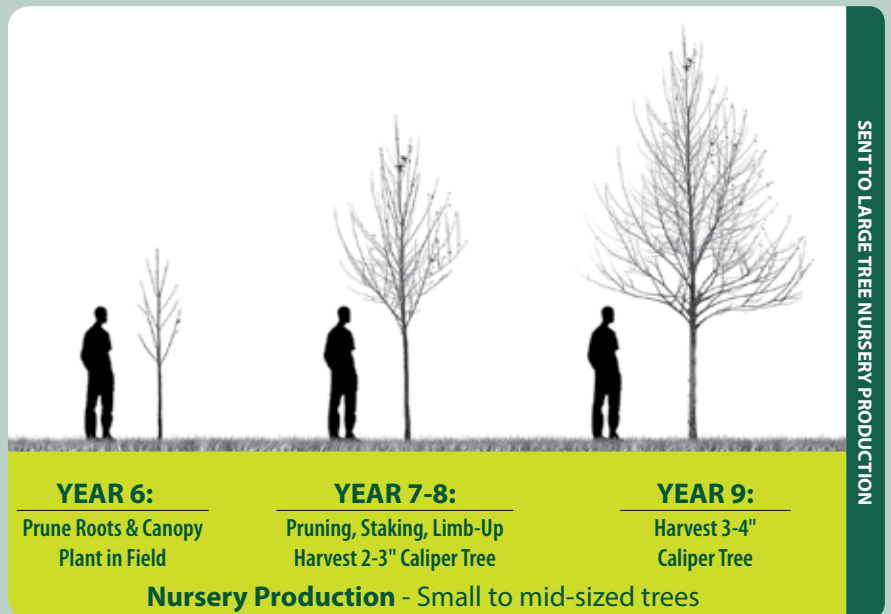
CHICAGOLAND GROWS® INTRODUCTION

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.

Mailing Request

Please request printed materials from us via the order form at this link:
<http://www.jfschmidt.com/webrequest.html>

Trees are the Answer

www.TreesAreTheAnswer.info is your go-to resource for helping you and your customers choose, grow and care for trees. Dozens of links posted here will guide you to sites that will help you leverage the value of trees and give you an inside track to news and information about trees.

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

Climate Change Research/Resources

Climate Change Resource Center (USFS)

<https://www.fs.usda.gov/ccrc/topics/urban-forests-and-climate-change>

Urban Tree Selection in a Changing Climate

https://www.canr.msu.edu/people/bert_cregg

Evaluation of Tree Species for Climate Adaptation

https://www.fs.fed.us/psw/publications/mcpherson/psw_2018_mcpherson001.pdf

Tree Timelines and Future Supplies

The Long and Short of Liner Supply

https://www.jfschmidt.com/clippings/JFS_SA_11112016/JFS_SA_111116a.pdf

Sold Out!

Growers predicted the current tree shortages in the June 2013 issue of LAM

<http://www.jfschmidt.com/articles/ASLA-sold-out/index.html>

Regional Tree Selection Guides

<http://www.jfschmidt.com/treesaretheanswer/select.html>

