

FOR IMMEDIATE RELEASE

**ANDY LAVELLE NAMED PRESIDENT OF ARBORWELL
Tree Care Company Promotes Former Chief Operating Officer**

Hayward, CA – March 12, 2013 – Arborwell, California’s leading tree management company is pleased to announce that Andy LaVelle, formerly Chief Operating Officer, has been named President of the organization. The news comes shortly after the announcement that company founder Peter Sortwell, previously Arborwell’s President and CEO, will forgo his presidential duties and step fully into his role as CEO.



“Over the eight years Andy has been with Arborwell, he has contributed significantly to the exponential growth of our revenue and operations,” says Sortwell. “He understands our culture and our commitment to customer service. I am proud to have him transition into the leadership role.”

An ISA Certified Arborist and TCIA Certified Tree Care Safety Professional, LaVelle is an industry veteran with more than 20 years in the tree and landscape business. He earned his undergraduate degree in Horticulture from Cal Poly San Luis Obispo in 1992, and his MBA from Saint Mary’s College in 2011. In 2012, LaVelle joined the Board of Directors of Students Rising Above, a San Francisco Bay Area charitable organization focused on helping underprivileged children earn a higher education. An athletic outdoorsman, LaVelle is an avid biker cyclist, backpacker, and water polo player.

“I am very proud and excited to take on this new role for a company that I truly love,” says LaVelle. “At Arborwell, we have built a reputation as the premier provider of arboricultural services on the West Coast. I look forward to continuing to grow and strengthen our exemplary team along with our brand.”

About Arborwell

Arborwell is a professional tree management company that provides arboricultural services that enhance the beauty, health, safety, and value of trees. Their team of ISA-certified arborists studies each tree’s overall system to ensure longevity and vitality from the ground up. Arborwell offers tree pruning, removal, preservation, installation, plant health services, and arborist consultations to contractors, commercial property managers, golf courses, municipalities, and residential properties. Arborwell serves all of California.