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Message From the President

There is nothing better than the start of the spring season! All those fragrant flowers, green buds and leaves that we take for granted during the summer months are awakening our senses once again.



Now is the time to get your trees and shrubs in a healthy condition before the heat of the summer sets in. This is the perfect time to apply Arborwell's organic fertilizer for healthy and vigorous leaves and apply **pesticide free applications** for harmful insect and disease control.

Putting down a fresh layer of mulch in the garden beds not only improves appearance, but also supplies nutrients by way of decomposition and retaining moisture. Although most of our mulch is transported to a cogeneration plant to supply electricity to the power grid, you can still have some delivered for use in your garden. There is no charge for the mulch material other than the actual delivery charge. Call customer service at **888-969-8733** to get a quote on the delivery charge.

We continue to provide communication and information that is beneficial to our customers. If you have not yet tried our **Client Information Interface**, please go to www.arborwell.com and sign in. Once you receive a password you will be able to see all past and future quotes, work orders and invoices.

Arborwell Event Update

- During the holiday season, Arborwell's Kris Yamaguchi, Kim Alvarado, and Kimberly Taylor delivered gifts to needy families in conjunction with **BOMA Silicon Valley**.
- On January 31st, Arborwell's Ron Eicher volunteered with **Canopy** to plant trees along Palo Alto's California Avenue.

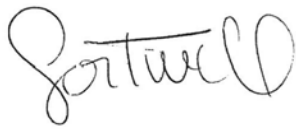


Canopy Tree Planting

Many of you have been contacted by our customer service department to answer questions related to our service and your satisfaction. **Thank you** for responding to this brief survey. It helps us serve you better and lets us know what is important to you.

Our annual year end meeting was held at the Claremont Resort in Berkeley last month. **Ethan Crocket** and **Matt Rhoads** were both promoted to Production Manager positions and Ethan was relocated to our San Diego Region. Congratulations also go out to **Alison Engleman**, who was promoted to Customer Service Supervisor. **Kris Yamaguchi**, **Matt Dickinson** and **Neil Woolner** were all recognized for their superior contributions to the company over the past year.

Our outlook for the season is very optimistic with company growth coming from our new Orange County Region. I wish everyone a prosperous and successful year ahead and thank you for your patronage and dedication to Arborwell



Peter Sortwell
President & CEO

You Think **YOU** live green...

Arborwell's Sacramento location was recently the company's fourth regional branch to start recycling woodchips. Arborwell generates significant quantities of biomass - tree tops, limbs, logs and brush, which we send through a wood chipper to be made into woodchips. We used to send our biomass to populate landfills. We now send the woodchips to a co-generation plant that creates renewable power for the state's electricity grid. **With all of the woodchips that Arborwell has sent to the co-generation plant, we could power one three bedroom house for over 207 years!**



Biomass Plant

Tips for Trees: The Importance of Plant Health Care

Spring is time for plant health care. Insecticides, fungicides, and fertilizers are most effective when applied at the beginning of the growing season. Plant health care treatments increase your tree's vitality and enhance resistance to disease and insect pests. Arborwell has several **organic insecticides** available. Within the last decade, pesticide manufacturers have developed compounds that are less harmful to the environment. There are products available that kill specific pests but preserve beneficial insects. Organic pesticides consist of soaps, oils, and plant derived compounds that are virtually harmless to



- Arborwell sponsored **CREW Silicon Valley's** January Program that featured Luis Belmonte, a veteran of the commercial real estate industry. He provided an insightful economic forecast for the coming year.



Luis Belmonte at
CREW

- Arborwell's crew was featured in the **San Mateo Daily Journal** for cleaning up a fallen tree at Ralston Hall of Notre Dame de Namur University in Belmont. See the article [here](#).

- You may have seen Arborwell's Butch Everett, Kirk Hinshaw, and Mike Ottoson at **CACM's** SoCal Law Seminar, where Arborwell was the lanyard sponsor.



CACM SoCal Law Seminar
Attendees with Arborwell
Lanyards

- In February, Arborwell sponsored **BOMA San Francisco's** Texas Hold 'Em Tournament and provided all the playing cards.

- In February, you

humans but deadly to insects. Arborwell can apply specially formulated fertilizers to correct nutrient deficiencies and encourage beneficial soil microbes. A range of insecticides are available to suppress insects pests such as aphids and scales that produce sticky "honey dew" if left untreated.

[Click here to request a complimentary tree assessment online](#)

Or you can call our Customer Service Department at 888.969.8733.

Arborwell Earns Diamond Certification for Third Consecutive Year

Arborwell has been awarded the prestigious Diamond Certification for the third year in a row after being rated highest in quality in a customer satisfaction rating performed by American Ratings Corporation. In order to earn Diamond Certification, a local service company must apply to be rated by American Ratings Corporation (ARC) and pass each part of its twelve-step rating and certification process. A random selection of 100 customers rates the applicant company on a 1 to 10 scale for quality. A customer satisfaction survey score of greater than 90 on a 100 scale is required. In addition, ARC verifies liability and workers' compensation insurance, state license status, complaint status, business practices, financial stability and legal judgment status. Ongoing customer satisfaction surveys are also conducted to ensure the Diamond Certified company is maintaining the highest level of customer satisfaction. "Earning and keeping your Diamond Certified status is a great achievement," said Jim Stein, Founder and CEO of American Ratings Corporation.



[Click here to read the full press release on Arborwell's Certification](#)

probably saw Arborwell at CACM's NorCal Law Seminar.



Greg Rogers, Matt Dickinson, & Kris Yamaguchi at CACM's NorCal Law Seminar

- Arborwell sponsored BOMA Sacramento's Bowling Night, where attendees socialized, competed, and used Arborwell napkins while they enjoyed their refreshments.

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