

FOR IMMEDIATE RELEASE

**ARBORWELL WELCOMES BRAD CARSON AS CHIEF FINANCIAL OFFICER**

**California Tree Care Company Elevates Financial Strategy with Addition of New Executive**

*Hayward, CA – January 29, 2014* – Arborwell, California’s leading tree management company is pleased to announce the addition of Brad Carson to the company’s executive team as Chief Financial Officer.



“We are thrilled to have Brad on board,” says Andy LaVelle, President of Arborwell. “With his extensive experience and expertise, he will bring our financial strategy to a whole new level.”

Carson has over twenty years in financial management, during which time he has provided strategic leadership and directed financial, accounting, budgeting, reporting, and credit programs for multiple large companies in the San Francisco Bay Area, including PABCO Building Products, LLC, and most recently for Allied Propane Service, Inc. A graduate with honors from the Master of Business Administration program at Saint Mary’s College, Carson is a Certified Public Accountant in the state of California and received his Bachelor of Science in Business Administration from University of California, Berkeley.

“I am very excited to be joining the Arborwell team,” says Carson. “Arborwell has built their reputation as the premier provider of arboricultural services on the West Coast. I look forward to contributing to the organization and their 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.