

FOR IMMEDIATE RELEASE

**ARBORWELL WELCOMES CINDY KIRKMAN
AS SENIOR HUMAN RESOURCES DIRECTOR
California Tree Care Company Thrilled To
Kirkman Join Executive Team**

Hayward, CA (October 11, 2013) – Arborwell, California’s leading tree management company has officially announced the addition of Cindy Kirkman as the company’s Senior Human Resources Director.



“Cindy has what it takes to bring Arborwell to the next level,” says Andy LaVelle, President of Arborwell. “Her knowledge and experience will be invaluable as our company grows and move forward.”

Kirkman, a seasoned Human Resources professional with over twenty five years of experience, comes to the table with a wealth of knowledge regarding all aspects of HR and employee relations. Kirkman was formerly the Director of Human Resources at Club One where she serviced 2,700 employees in approximately 80 locations across the United States and Canada. She has extensive experience in developing and implementing HR metrics for turnover, unemployment, benefits and workers’ compensation, and has also managed multiple litigation charges, claims, and actions with no trial verdicts pursued.

“What I love about Arborwell the most is that it is a company where everybody cares so deeply about what they do,” says Kirkman. “It is a place where employee growth is fostered and encouraged, where training and transparency are key. I am thrilled to be working for a company whose values match my own.”

About Arborwell

Arborwell is a professional tree management company committed to providing arboricultural services that enhance the beauty, health, safety, and value of trees. Arborwell’s 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 estates. Arborwell serves all of California. For more information, visit www.arborwell.com.