



-Message from the President-

It's all about the people!

As I have said many times before, Arborwell is only as good as the people we employ.

I am very excited to have Butch Everett on board with our new office in San Diego. Butch and I worked together many years ago in Southern California and he is a top notch arborist and a joy to work with. Our many mutual customers made the acquisition of Stay Green a perfect fit for Arborwell.

We have made a strategic decision to grow our residential business and we were fortunate to find two great candidates to help us in this endeavor; Matt Rhodes and Ethan Crockett who both graduated from Virginia Tech this past year. Once again, it's all about the people!

Our company continues to grow with our second year of recognition from Inc. Magazines fastest 5000 growing companies (# 3458 nationally with a 95.5% growth rate over the past 3 years), our fourth year on the East Bay Fast 50 and our fourth year on the San Francisco Fast 100. In the six years we have been in business, we have added an average of 15 employees per year!

Our feature article talks about our energy producing resources. I always thought we were a green company because of what we do for a living but when we put some thought into how to better the environment I think we came up with a winner. Also, please help us reduce the number of newsletters we print and distribute.

Please sign up to receive the ArborwellNews via email. We will not abuse or give the information to anyone.

Go to www.arborwell.com/news.asp

Peter Sortwell
President, Certified Arborist # 361

-Feature Article-

Arborwell Now Serving Southern California!

It was only a matter of time before Arborwell's rapid growth expanded the company's reach beyond Northern California. In July, Arborwell completed the acquisition of the tree care division of Stay Green Inc. in San Diego. "This acquisition was a good fit for Arborwell's strategic plan of expansion and coverage of Northern and Southern California. Our complimentary customer list positions Arborwell to become a single source provider of tree care services to many of the leading commercial real estate and property management companies in California," commented Peter Sortwell President of Arborwell. Our company now operates from five California locations including Hayward (head-quarters), Sacramento, San Diego, San Jose and San Mateo. We are conducting a seamless transition of the tree care division, employees and management team of Stay Green Inc.



- California's professional tree management company

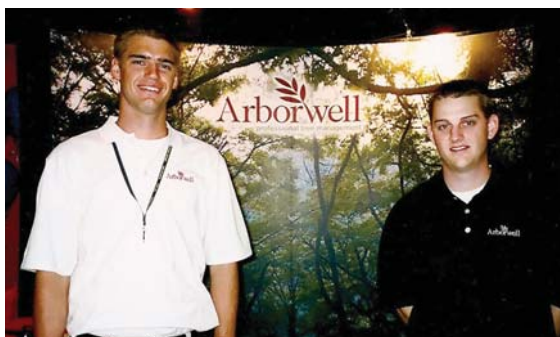
-Employee Highlight-  VirginiaTech

Two Hokie Birds join the Arborwell roost

Arborwell would like to introduce Matt Rhodes and Ethan Crockett our newest recruits from Virginia Tech. Both received their Bachelor of Science in Urban Forestry this past May. This dynamic duo works closely with Bay Area account managers as commercial estimators and in residential sales of arborcultural services to customers.

In March, Arborwell attended the Tree Care Industry Association Expo in Hartford, Connecticut. Matt and Ethan were in attendance and impressed with Arborwell's professionalism, service offerings and opportunities for growth. After a short courtship both accepted positions at Arborwell and moved to the Bay Area shortly after graduation.

Matt, originally from Virginia and an avid hiker has already found the time to climb Mount Tamalpias! Ethan, also an outdoorsman, enjoys volleyball, snow boarding and mountain biking. Both are looking forward to spending sometime up at Lake Tahoe this winter. Please welcome these two Virginia Tech Hoakie birds to their new westcoast home.



-Introducing-

Butch Everett: Managing Partner, San Diego Division



Butch has joined the company as Managing Partner and Vice President of Operations for the company's Southern California division. Everett is a 26 year veteran of the tree and landscape industry and joins Arborwell to manage the transition, integration and management of the company's recent acquisition of Stay Green Inc. of San Diego.

Butch has been instrumental in this acquisition and in facilitating an orderly transition of the business, employees and strategic accounts for the San Diego and Southern California market. Butch is a native Californian, beginning his career in the landscape business in the early 1980's. In 1997 he entered the tree care industry as a successful sales executive. Butch resides in Murrieta, California, with his wife of 17 years and their two children.

-Insider Information-

Ask The Professionals

***We recently relocated an old Japanese Maple in our back yard, is there something we can do to insure the health of the tree overtime?
by Steve & Debbie Kelleher - Residential Customer - San Mateo, CA***

Dear Steve and Debbie,

Unfortunately, the tree has been moved during the summer growing months. This can put the tree into shock and long term stress. A better time to transplant trees is during the late fall and early winter months when the tree is not transpiring as much as the summer months.

The best thing to do now is to be sure the tree stays moist but not drenched. Keep the soil temperature consistent by mulching around the root system. If the tree is in full sun, it should be protected with a temporary shade cloth for the remaining hot months (through October). Do not apply any fertilizer for at least one year.

Arborwell's Notes from the field...



Independently Rated
Highest in Quality

Customers assist Arborwell to become Diamond Certified

Customers may begin to see the Diamond Certified logo on our marketing materials and trucks in the field. The use of this logo represents that Arborwell has gone through an in-depth, independent customer satisfaction rating by the American Ratings Corporation (ARC). In most industries only a handful of companies can qualify for Diamond Certification, but even more important is the fact that the rating was given by our customers who were randomly selected by ARC. This prestigious certification is also an ongoing process with customers being contacted and re-rating our services to ensure we remain at the top of our game. For customers, this means Arborwell's quality of work, licenses, insurance and business practices are second to none in the tree industry. If you don't believe us, simply ask one of our customers.

-Feature Article-

Going green...a way of life for Arborwell

There has been lots of talk these days by companies going green and recycling throughout their business. At Arborwell our business is rooted in being green...literally. Our focus is to improve the health, safety and beauty of trees while conserving and recycling the natural resources of the planet.

So have you ever wondered what happens to all of the wood chips produced by Arborwell's field work?



Whenever possible Arborwell likes to leave mulch at the base of trees on a property for the tree's root system to remain moist and temperate. Then the excess waste is collected centrally at the Hayward yard. Arborwell recycles 100% of wood waste to power homes in California!

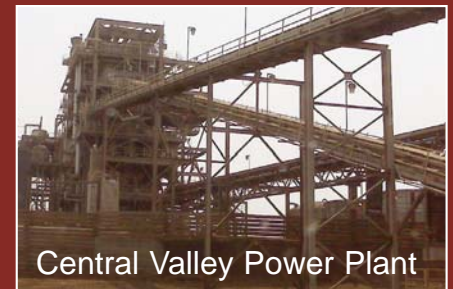
Here is how we do it:

Arborwell's wood chips are loaded up into tractor trailer trucks and transported to a co-generation plant in the Central Valley.



Each of these 100 ton loads are incinerated and turned into enough energy to power a 3 bedroom home for 6 months.

In addition to producing energy, this clean burning process also electrostatically collects all of the soot and ash before it can be dispersed into the atmosphere. This by-product is then collected and used for fertilizer and planting soil.



"The fuel generated from Arborwell's waste recycling program make it one of the cleanest sources of energy produced. Even taking into consideration, the diesel fuel used to load and transport the wood," commented Andy LaVelle, VP of Operations at Arborwell.



For more information,
call 888.969.8733 or visit
www.arborwell.com



September: Pruning of shade trees, Sudden Oak Death prevention, rust, and leaf spot suppression.

October: Rhododendron pruning and dead heading, Sudden Oak Death prevention mulching of soil under tree canopies.

November: Sudden Oak Death Prevention, Safety Pruning, Winter Hazard assessment.



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Rancho Cordova
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www.arborwell.com



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Now Serving Southern California!

Arborwell moves into Southern California market acquires San Diego treecare division of Stay Green Inc.



Read more inside about Arborwell's new San Diego operation. Front row from L to R: Butch Everett, Peter Sortwell, Richard Almaguer.

To speak with an Arborwell Account Manager, please call 888-969-8733. Our team of licensed professionals are ready to help with all your arboricultural needs.

First Name Last Name
 Company Name
 Address
 City, State ZipCode