

Arborwell News

professional tree management

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In This Issue:

Event Update
New OC Office
Tips for Trees
Arborwell Honors
Tree Lighting

Message From the President

Welcome to our first electronic newsletter! We hope you can appreciate our efforts to avoid using wood products to deliver our message.



We have been very busy since our last newsletter. **Andy LaVelle** has become the company's Chief Operating Officer, and we have expanded our Southern California operations with new branches in Orange County and the Inland Empire. **Kirk Hinshaw** will be leading the charge in OC as our new Vice President.

Our new Marketing Coordinator **Kimberly Taylor** has been putting together some very special events for our key clients, including a zeppelin tour over the San Francisco Bay Area and a day at the President's Cup golf tournament.

They say there is a slowdown in the economy, and we have surely felt it. This has not stopped us from making the **San Francisco Business Times 'Fast 100'** for the fifth year in a row and the **Inc. 5000** for the third consecutive year. I need to give credit where credit is due and say thank you to our loyal and dedicated customer base for helping to keep our business on an even keel.

Happy holidays,

Peter Sortwell
President & CEO

Arborwell Event Update

Arborwell recently treated some of our top clients to very special VIP events to show appreciation for their business. In September, we treated ten guests to a zeppelin ride around the San Francisco Bay Area. Last month, we enjoyed a day at the President's Cup golf tournament with twelve special guests.



Over the summer, Arborwell sponsored the Summer Jazz Series at Stanford Shopping Center, where our arborists were able to mingle with potential clients while enjoying sensational music. Our arborist Neil Woolner also grilled up a feast for fellow ACREM members at the annual Summer Celebration. His homemade french fries were a hit!

Hinshaw Runs New Orange County Branch

Arborwell recently opened our doors at a new Orange County location. Kirk Hinshaw, an ISA Certified Arborist with over fifteen years experience in the industry, has joined the Arborwell team as Vice President of the Orange County branch. "It is very exciting to see how far the bar has been raised by Arborwell in terms of quality work and unmatched service," said Kirk. "I am looking forward to bringing my customers a new level of professionalism."



[Click Here For Full Press Release on OC Opening](#)



Arborwell employees joined Gachina Landscape at Walks for Breast Cancer in both San Francisco and San Jose. Not only did everyone have an enjoyable time, but we were proud to support a very meaningful cause.

Tips for Trees

Beware of Sudden Oak Death

Sudden oak death is a fungal disorder that manifests in bark tissue and kills trees. The fungus is mobile in water, and can be spread through drip-down, rain, and fog. With the rainy weather upon us, it is much easier for this disease to spread. Your arborist can use a trunk-applied fungicide to help support the trees' immune systems.

What's Happening to Your Redwoods?

Are your redwoods losing needles and looking a little thin? They could have issues with salinity and reclaimed water, or your trees could be experiencing drought stress which could lead to attack from insect and fungal pests. Your arborist will find the best mode of treatment to keep your redwoods in good health.

[Click Here to Request a Complimentary Tree Assessment](#)

Recent Arborwell Honors

Arborwell has been recognized by multiple organizations for its steady growth and exceptional leadership. *The San Francisco Business Times* had Arborwell on their "Fastest Growing Private Companies in the Bay Area" list for the fifth consecutive year. Arborwell was also on the Inc. 5000 for the third year in a row, among 4,999 of the nation's other fastest growing companies. Peter Sortwell has been named by *The San Francisco Business Times* as one of the Most Admired CEO's in a Small Business, and was honored at a celebration in November.



[Click Here to view the full 'Fast 100' Press Release](#)

[Click Here to view the full Inc. 5000 Press Release](#)

Holiday Tree Decorating

Every holiday season, Arborwell puts up tree lighting in cities all over the Bay Area. In San Francisco, Arborwell lights trees at Levi Plaza and the Embarcadero Center. Pictured on the right is the tree at the Bank of America Building, another annual project of the Arborwell team.



From everyone at Arborwell, happy holidays to you and yours!

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