

FOR IMMEDIATE RELEASE

**KIMBERLY TAYLOR NAMED AS ARBORWELL'S DIRECTOR
OF MARKETING & BUSINESS DEVELOPMENT**
**Tree Care Company Promotes Director of Marketing to
Spearhead Growth Initiatives**

Hayward, CA – April 22, 2015 – Arborwell, California's leading tree management company is pleased to announce that Kimberly Taylor, formerly Director of Marketing, has been promoted to become Arborwell's Director of Marketing and Business Development. Her new position will not only oversee all of Arborwell's Marketing efforts, but will also focus on developing new business across California and beyond.



"Given Kimberly's talents, her growth in to this new position was inevitable," says Andy LaVelle, President of Arborwell. "We are all thrilled about her potential to develop this role further and to lead expansion in new and existing markets."

Kimberly's tenure at Arborwell has spanned over six years, during which she developed the company's marketing program from the ground up. Her creation and cultivation of Arborwell's client appreciation and education initiatives, web presence, ad campaigns and overall marketing strategy has helped to elevate the Arborwell brand across the state and double the company's annual revenue. She is currently serving her third year on the Board of Directors for Commercial Real Estate Women (CREW) Silicon Valley, who also honored her in 2013 with their Rising Star Award for her commitment to the organization and her promise as a future industry leader. Kimberly graduated from University of California, Davis with Bachelor of Arts degrees in Sociology and Communication, and completed her Certificate of Marketing at the University of California, Berkeley Extension in 2013. Passionate about giving back to her community through education, she is also a mentor with the organization Students Rising Above.

"I could not be more excited about this opportunity to help Arborwell take it to the next level," says Kimberly. "It has been an honor and a pleasure to be part of our company's growth over the past six years – I cannot wait to see what the future brings."

About Arborwell

Arborwell is a professional tree management company committed to providing arboricultural services that enhance the beauty, health, safety and value of trees. They value their customers, employees, and community while contributing to and saving a healthy, sustainable environment through the proper management of trees. Arborwell offers tree pruning, removal, preservation, installation, tree wellness services, and arborist consultations to commercial and apartment property managers, homeowners' association managers, contractors, golf courses, and municipalities.