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ARBORWELL'S PETER SORTWELL HONORED AS MOST ADMIRABLE CEO IN A SMALL BUSINESS BY SAN FRANCISCO BUSINESS TIMES

Sortwell Joined Thirteen Other Honorees At Gala



Peter Sortwell
President & CEO

The San Francisco Business Times has named Peter Sortwell, President and CEO of Arborwell Professional Tree Management, as one of the Bay Area's Most Admired CEOs in a Small Business. Sortwell was honored among thirteen other accomplished CEOs at the *Business Times*' Awards Gala on Thursday, November 19th.

Sortwell was joined by fellow award winners Peter Darbee, Chairman, CEO, & President of PG&E Corporation; John Chen, Chairman, CEO & President of Sybase Inc.; David Cush, President & CEO of Virgin America; and Robert Corrigan, President of San Francisco State University, among other well-respected Bay Area leaders. Sharing the "Small Business" category with Sortwell was Paul Levitan, President & CEO of Galaxy Desserts.

"I am honored and humbled to be recognized and associated with such a prestigious group of CEOs," said Sortwell.

Sortwell was recognized by the *San Francisco Business Times* for his outstanding leadership as a CEO. As an innovative entrepreneur, a talented salesman, and a dedicated boss, Sortwell has made Arborwell a force to be reckoned with in the world of tree care. Utilizing his vast experience and entrepreneurial skills, Sortwell has brought Arborwell from six employees and \$500,000 in annual sales in 2001 to eighty-five employees, over \$12,000,000 in sales, and two new branches in 2009. Sortwell has been able to grow a successful company by hiring an outstanding staff, developing a strategic, relationship-based marketing approach, and by consistently looking towards the future of his industry.

Arborwell Professional Tree Management

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 residential properties. Arborwell serves the San Francisco Bay Area, Sacramento, Orange County, Inland Empire, and San Diego communities.

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