



-Message from the President-

Who Ya Gonna Call?

At Arborwell we see change as progress and there has been lots of progress around here as of late. We have increased our workforce by 24% in 2007 over 2006 and increased volume by 23%. That amounts

to a lot more data flowing through the air waves, a lot more paper to push and a lot more employees to take care of. In order to ensure that our clients' needs are taken care of in a timely and efficient manner and our internal needs are met, we have done some major revamping in the office.

How does this affect you? The support staff in the office is here to serve you, our valued customer, as well as provide direct support to your Arborwell Account Manager. There are two departments of support – the Accounting Department and the Customer Service Department. New at the helm of both departments is **Julie Young**, Controller. Julie has swept in and streamlined procedures, added specialized staff and increased accountability. **Joannie Semitekol**, previously our Business Administrator, is now dedicated to Human Resources and Marketing.

Jenn Hoppel and **Monica Gonzalez** in Customer Support will be able to field many of your inquiries on the spot and are in constant contact with the Account Managers. **Kim Alvarado** and **Elizabeth Woborny**, the newest members of our team, can assist with all billing and payroll inquiries. We are fortunate to have such a dedicated and inspiring staff in the office.

QUICK REFERENCE LIST – WHO TO CALL - 1.888.969.8733

Customer Service

Jenn Hoppel - Peninsula & South Bay
Monica Gonzales - East Bay & Sacramento
Marisol Gonzalez - Receptionist

Accounting

Julie Young – Controller
Kim Alvarado – Billing & A/R
Michelle Rubio – A/P & Purchasing
Elizabeth Woborny - Payroll

-Feature Article-

STORMY STORIES

Picture this. It's a dark and stormy night in Pacifica. Wind howling. Driving rain. Streets flooded. Trees down. The power's out all over town. Great night to be cozy at home by the warmth of the fireplace and the glow of candles.

Not for **Neil Woolner**. You could find him with his Arborwell truck parked at an irregular angle over the curb straining to supply his crew with sufficient illumination to guide their chain saws through two cypress trees that were felled in the storm. Flashlight in hand, sheets of water cascading off his rain gear, he held steady to help get the job done for **Sea-Pointe Apartments, a Woodmont Real Estate Services** property.

It's now 10pm and over in the east bay **Matt Dickinson** fields an emergency call from **Penny Davis** of **BRE Properties** for **Sun Pointe Village**. An enormous acacia has toppled blocking cars and carports. By 10:30pm **David Vega** and **Luis Zavala** were on the job and had the area cleared before dawn.

(continued on page 3)



From left to right: Julie Young, Monica Gonzales, Jenn Hoppel, Marisol Gonzalez, Kim Alvarado, Elizabeth Woborny, Michelle Rubio



Spring 2008

- Northern California's
professional tree management company

-Employee Highlight-

Meet the Professionals - Wendell Cox : Production Manger, San Jose

We are excited to welcome Wendell Cox to our staff. I am sure he is not a new face to many in the industry. Wendell comes to us with over 15 years of experience in the field of Arboriculture. He is an expert in his field – a Certified Arborist, a specialist in plant health care with a Qualified Applicator License, and a heavy equipment operator. Wendell will be right at home, being born and raised in San Jose, operating out of the South Bay branch as Production Manager to Kris Yamaguchi's team. When not in the trees, you can find Wendell resting up in the Gold Country on his boat communing with the trout.



-Insider Information-

Ask The Professionals - Questions and Answers

1. 'I have a very large tree that hangs over the house, the pool and power lines. How can that possibly be removed without damaging our property?'



Assessment by a Certified Arborist, use of appropriate equipment and specially trained crews are the answer. The most common method of tree removal is rigging, in which a climber must cut the limbs and lower them with ropes. Cranes are used when rigging alone is not an option. Limbs are still roped but then controlled by the crane and safely lowered to the ground. Jobs of this nature are very challenging and can be dangerous if approached incorrectly. Pictured here is an example of the use of Arborwell's bucket truck, 15-ton crane and log truck working in unison to safely remove a dangerous overhanging tree from a residence in the South Bay.

2. 'How do I report an emergency and when can I expect a response?'

We try to make it as easy for you as possible to contact Arborwell after hours. Just call our regular office number 888-969-8733. A recording will direct you to leave a message with the specifics of your emergency and your callback number. Our emergency contact for your area will return your call within 15 minutes, assess the situation and have emergency personnel on site when you need it - whether it is at night, on the weekend or the following business day.

Customers often have specific questions regarding tree and plant health care. For the convenience of our customers, Arborwell's certified arborists will address questions in each issue of the Arborwell News. If you have questions that you would like featured please submit them to info@arborwell.com

Arborwell's Notes from the field...



Biofuel

People ask us what happens to our waste product (wood chips) when we leave the job. In the past, our only recourse was to treat it as waste and bring our loads to a landfill. Today, the chips are considered a fuel resource. The bulk of our chips are loaded into 18-wheeler trucks and transported to Biofuel centers located throughout the state.

One load of our chips can supply enough energy to run a three bedroom house for 7 to 8 months! This is an integral part of Arborwell's "Green Initiative" to supply energy sources and reduce landfill.

Alternatively, some of our chips get reused in the landscape as mulch. Mulch is an important component to healthy trees. It controls temperature, supplies nutrients and reduces weeds and dust.

-Feature Article-

Stormy Stories (continued from page 1)



When Penny arrived the following morning to assess the damage, the tree was gone and she received no complaint calls, a property manager's dream. A poorly eroded root system was to blame for the tree failure.

In addition to being ready to assist our old friends, we found the opportunity to find new friends as well. An off-site property manager was in crisis when a property tree fell on a neighboring house. She called and called other tree companies and couldn't find anyone to come out even though water was pouring into the home. When the Arborwell crew responded the storm felt "like a hurricane", but they persevered and were able to mobilize our crane, safely remove that tree as well as another that was about to fall. We have since prepared a plan to maintain the property's trees to restore their health and safety.

The Sacramento area was especially hard hit with sustained high winds during the early January storms. **Greg Rogers**, Regional Vice President for Arborwell, estimates that they received over 75 calls in one day reporting trees on roof tops, cars, and carports blocking entryways. Arborwell crews worked throughout that weekend and arduously for the following two weeks prioritizing until they accomplished all the requests. Unfortunately, that equated to the removal of 200 downed or damaged trees and over 125 stumps!

Although some of the damage caused by this season's uncharacteristically severe storms could not have been predicted, many tree failures can be prevented through regular assessment by an Arborwell Certified Arborist and by following a regularly scheduled maintenance program.



April: Sudden Oak Death (SOD) preventative
April: Insect pest suppression
May: Fruit control (olive, plum & liquidambar)
May: Fertilization
June: Tussock Moth control (oak & plum)
 Fresh mulch



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 Redwood City
 E. Bayshore Road
 San Jose
 Budd Ave

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Arborwell Website Wins National Award

Arborwell.com was awarded The Tree Care Industry Association's (TCIA) Professional Communications Award that honors marketing and communication excellence for the tree care industry. Please visit our award winning site at your earliest convenience.



First Name Last Name
 Company Name
 Address
 City, State ZipCode