



- Message from the President -
The tree business is similar to the fashion industry.

It was late August and I went to Nordstrom to buy a new swim suit. It was one of the hottest days of the year and all the swim suits were gone from the racks and in their place were heavy corduroys, and grey flannels. I searched three stores before I finally found what I was looking for in the back corner sale rack.

Here it is September, and we are talking about taking care of your trees now for problems you will not see until March! The difference between the two is that in the fashion industry it is not necessary to buy corduroys in August, in tree management; you must be proactive in order to provide the proper care to tree issues.

Anthracnose control needs to be implemented in the next two months in order to be most effective this spring. The process this year will not involve spraying, it will be cost effective and environmentally safe. Deadwood pruning and crown thinning before winter storms hit the area can save on costly emergency calls and property damage. Smart property managers and concerned home owners will attest to the fact that it is a small price to pay to be prepared.

- From the field...



Arborwell Awards

The East Bay Business Times presented Arborwell with the award of being one the 50 fastest growing private companies in the East Bay in 2004. The prestigious award is given to the 50 fastest growing private companies based on revenue and employee growth. Sue Earl and Neil Woolner (left) accepted the honors for the second year in a row at the

Black Hawk Museum award ceremony in Danville California.

Arborwell donates trees and services to the Baywood Park Home Owners Association

Tree planting and pruning work has begun in San Mateo to restore and beautify the Baywood Park neighborhood islands. This project is part of Arborwell's 2005 "Giving Back to the Community" program.

Employee Profile - David Vega

David Vega is a Foreman on the Arborwell Peninsula team. He has been in the tree and landscaping business for fifteen years and has been employed by Arborwell for the past two years. His positive attitude and safe work practices make David a valued employee. David resides in Redwood City with his wife, Claudia and their daughter Sandra.



-feature article-

**Early fall colors...
a sign of tree distress?**






Changes in the color of a tree's leaves begin in the autumn months when the days grow shorter and temperatures get cooler. This transition in temperature creates a natural stress in trees. The color change in the leaves is a result of this stress. However, *early* changes in a tree's color can be the result of a tree in distress. As autumn approaches it is important to observe this beautiful transition of color on your property while looking out for early or abnormal transitions in your trees. Identifying a problem that is causing early fall color is the important first step to accurately diagnosing if a tree is distressed.

Arborwell knows that factors typically associated with early fall color are root or soil related. The onset of early fall color could be due to drought, nutrient deficiencies, root damage, girdling roots, excess water or an early sign of diseases such as fireblight in pear trees. While the early color change is a symptom that can not be reversed immediately our certified arborists are trained in identifying and treating the cause to these problems.



Photo by Dr. Lakshmi Sridharan, courtesy TCI magazine

Autumn is a time for tree preparation...

-  Maintain good tree upkeep throughout the year. Be sure to do a fall inspection of your trees this year.
-  Branches are more vulnerable to breakage during the winter. Particularly for Eucalyptus trees. Heavy spring rains have put on a large abundance of growth creating heavy limbs susceptible to wind damage. The key to minimizing branch breakage lies, once again, in good fall tree maintenance, particularly pruning.
-  Apply a good fall fertilizer that promotes root growth as apposed to leaf growth. Spread a layer of mulch down around the base of your trees to moderate temperature fluctuations and moisture loss.
-  **Sycamore Anthracnose:** Protect your trees from spring defoliation now! Take advantage of Arborwell's trunk injections that are environmentally safe, quick, easy, economical and support our hurricane relief fund.
-  Early fall is the optimum time to plant trees. Consult our certified arborists when selecting and locating a new tree on your property.



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For more information,
call 888-969-8733 or visit
www.arborwell.com



Arborwell - Santana Row Project - San Jose



Calendar of Events

- September - October:
- Anthracnose Disease Control (Katrina Relief)
 - Fall Fertilization (Katrina Relief)
 - Hazard Reduction Pruning
- November:
- Remember to pre-order your Thanksgiving turkey



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Help Victims of Hurricane Katrina !

This fall season Arborwell is offering a special on Anthracnose Disease Control and Fall Fertilization for your trees. We are extending a chance for our valued customers to help the victims of Hurricane Katrina. As another part of our "Giving Back to the Community" program, Arborwell will be donating 15% of these proceeds to the American Red Cross.

Here is your chance to improve the health of your trees and property while also supporting the relief efforts currently underway in the Gulf states.

15% of all Anthracnose Disease Control and Fall Fertilization Services rendered in September and October will be donated to the American Red Cross in support of Hurricane Katrina victims.

Call 888-969-8733 to schedule an appointment!

<First> <Last>
<Address>
<City>, <State> <Zip>

