



-message from the president-

We have been polishing up our image as of late! Our logo has slightly changed with a new font to give it a cleaner appearance. Our newsletter has a new layout. It is more condensed, easier to read, and it's in color! All of our marketing material will have a similar look and feel.

I would like to thank my good friend Greg Goldman President of Relevance Marketing Solutions for all his hard work putting our new look and format together.

The New Year brings many things to think about in regards to your trees and landscape. Please be sure to read "Calendar of Events" below. The "Calendar of Events" is a good reminder of time sensitive applications for specific disease and insect infestations that can develop on specific trees and shrubs. "From the field" highlights Arborwell's sponsorship of the Northern California Golf Course Superintendents Association Academy held in Bodega Bay. This was a great educational format that will help all of the attendees better understand trees and their management. We were pleased to be able to fund this educational format.

Our new web site is up and running and if you have a free moment, I encourage you to take a look. It is very colorful and you can see the seasonal change in the trees at a rapid pace!

-feature articles-

Choosing a Landscape Tree

Almost any species of tree can make a huge difference in the look and feel of your landscape, and a large shade tree can be a dramatic focal point. Trees set the stage for other plantings in the landscape and are the most permanent fixture in it. But choosing the right one that will respond well in growth and vigor requires a bit of thought as to the planting location, the soil conditions, the amount of sunlight it receives, and the drainage it gets. These qualifications can make a great deal of difference to its overall health. The benefits of planting trees in the landscape are numerous, trees can:

- Reduce heating and cooling costs, both indoors and out, can reduce electricity usage by as much as 25%!
- Drop temperatures under their canopies in summer by as much as 10 degrees.
- Attract and sustain wildlife.
- Convert carbon dioxide to oxygen.
- Help prevent soil erosion.
- Reduce heat reflected from paved sidewalks & driveways.
- Increase your property value.



From the field...

Mark Morgan of Arborwell and Larry Costello, U.C Extension Agent for San Mateo, chat at the 2004 GCCSANC Academy gathering sponsored by Arborwell. Speakers for the event included Larry Costello, Barry Coate of Barry Coate and Associates, Jim Clark of Hortscience, and Peter Sortwell, President of Arborwell. The topic of the meeting was tree care for golf courses.



Employee Profile - Jonathan Cardenas

Jonathan grew up in the landscape business working for his father's company, Crystal Springs Landscape. He then worked for three years with Arbor Essence. He became a Certified Arborist and has been working with Arborwell since 2001. He maintains numerous peninsula based residential and commercial accounts.

Arborwell Calendar of Events

January: Merit injections for the control of aphids and other sucking insects

Dormant oil applications for the scale and aphids

February: Control of Sycamore Anthracnose & leaf spot diseases

March: Control of powdery mildew and monitor of fertility deficiencies.

Oak Moth and Tussock Moth control

Late January and February is the perfect time to inject Merit for the control of aphids and sucking insects. The product is safely injected into the root zone and is then systemically absorbed through the root system and into the new leaves protecting them from insect infestation. Plants to consider for this application are: Tulip, Maytens, and Hackberry trees as well as roses. Preventing aphid infestation will control "sooty mold", the black sticky substance that spots cars and stains walkways.

Dormant oil applications are also beneficial for controlling aphids and scale. This product is environmentally safe, and works by suffocating overwintering eggs before they hatch.



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Arborwell is a customer driven, professional tree management company; committed to providing flawless execution of Arboricultural services that enhance the beauty, health, safety and value of trees. It values customers, employees and its community while contributing to and saving a healthy sustainable environment through the management of trees.



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We stand behind our work, guaranteed

At Arborwell, our top priority is service. Regardless of the scope of the project, our experienced professionals are ready to help every step of the way. Look to Arborwell for:

- Unmatched customer service
- Licensed, ISA-certified arborists
- Tree management tailored to your needs
- Environmentally safe methodology
- 24-hour emergency response
- Our unconditional satisfaction guarantee

Contact Us

To speak with an Arborwell account manager, please call 888-969-8733. Our team of certified arborist professionals is ready to help with all your arboricultural needs.

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