



**- Message from the President -**

**Wow, we are off to a wild and crazy winter!**  
I returned to the bay area from my vacation over the holidays to find downed trees, limbs in the roads, and homes, cars and property damage. Our emergency services have been busy as bees keeping our customers content with stressful situations.

This morning as I write this message, we have over 14 calls from concerned customers about uncomfortable situations with their tree damage. Calls are treated on a first come first serve basis unless there is a life threatening condition. What continues to amaze me and I talk about it every year; the majority of calls come from properties that have not had tree maintenance for two or more years. Regular arborist inspections and services are the key to preventing stressful and often expensive damage repair.

Having said that, let's discuss a more pleasant topic, Arborwell is proud of our first Tree Care Industry Association Award for our work at Santana Row in San Jose. A national award is a great accomplishment not only for our crews, but more importantly, to recognize our customer's commitment to relocating and preserving beautiful California old growth trees.

Be sure to read our brief but informative articles on how to recognize and prevent tree damage and prepare for the spring!

**- From the field...**

**Arborwell and Santana Row receive a National Tree Award**

The Tree Care Industry Association recognized Arborwell & Santana Row with the 2005 Excellence in Arboriculture Award. This prestigious award was for outstanding preservation design, relocation planning and maintenance of trees during the construction of the Santana Row urban development site. During the initial clearing of the site, Arborwell was able to save fourteen 40-year-old oak trees and twenty-six palm trees from destruction and incorporate them into their new home at Santana Row.

Right, Kathy Finley of Santana Row received the TCIA award from Peter Sortwell (L) and Neil Woolner (R) of Arborwell.



**New Employee Profile - Joannie Semitekol**

Joannie joins Arborwell as the new Business Administrator of the Castro Valley headquarters. She recently moved her family to the East Bay after raising her children for the past 25 years in Foster City. Joannie has over 20 years of business administration experience, most recently as Vice President for Raiser Property Management in San Mateo.



**-feature article-**



## Prepared for stormy weather?

If you take care of your trees in the winter, you'll be rewarded in the spring. Take a look out your window. Do you see a lone young tree exposed to the elements? You wouldn't survive a winter out there without some kind of protection, and your trees might not either. In winter, you need to be thinking about the damage that excessive rain and wind can inflict on your trees. More to the point, here are three things you can do to help them stay alive and healthy till next Spring.

1. Prune your trees. Winter is actually one of the best times to prune because it is easier to see the structure of trees without their leaves.
2. Prevent mechanical injuries. Make sure to have the weak and vulnerable branches pruned by our certified arborists.
3. Pay attention to tree leans and lifting soils as this could be and indication of potential tree failure.

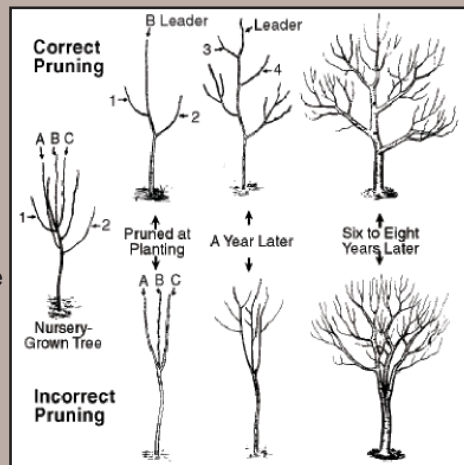
## Dormant winter pruning for fruit trees

by Marianne Waindle of Chase Research Gardens

Winter is the best time to prune backyard fruit trees. Pruning in the winter assures a better distributed fruit load next year while also eliminating some diseases like Fire Blight (caused by *erwinia amylovora*). Keeping your fruit trees in balance improves the overall health of the tree. Helping to keep next season's fruit within reasonable reach and preventing heavy fruit loads from causing breakage and fungal decay.

Young trees especially, should be pruned so they develop the best fruiting branches possible. If young trees are not shaped by pruning in the early stages, the tree produces unbalanced branches that break out within the first 3-5 years.

Don't let this winter season slow you or your fruit trees down, think of the sweet luscious fruit that will be available next summer! Pruning in February & March is best, so call today to schedule your appointment.



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For more information, call 888-969-8733 or visit [www.arborwell.com](http://www.arborwell.com)



**Calendar of Events**

- January: Safety Pruning, Hazard Assessment
- February: Control of Anthracnose, Fireblight, Aphids
- March: Fertilization, Pruning, Insect & Disease Management



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**Preparing For Stormy Weather ...**

Be prepared during the inconvenient winter storm months by having Arborwell's emergency 24-hour service number handy. Our arborists and crews are available when you need them the most.

Winter storm damage caused by trees can be expensive. Preventive maintenance on trees that are safety hazards is the best way to provide the safety you deserve.

**Call our 24-hour emergency service line at 888.969.8733**

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