

FOR IMMEDIATE RELEASE

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**PETER SORTWELL NOMINATED AS 2017 CHAIRMAN FOR TREE CARE
INDUSTRY ASSOCIATION
CEO of Arborwell to Lead Key Industry Organization**

Arborwell, Inc. the West Coast's leading professional tree management company, is proud to announce that their Founder and CEO, Peter Sortwell, has been elected as the Chairman of the Board for the Tree Care Industry Association in 2017.

"We have a bright future ahead of us, both as an organization and as an industry," says Sortwell. "I am excited to help guide the Tree Care Industry Association into our next chapter of development and success."

Sortwell has been involved in the tree and landscape business for over 35 years, 11 of which have been spent as a Board Member for TCIA. He served on the Board of Directors from 1993 to 1998, and then again from 2012 until the present. During his tenure, Sortwell has been witness to TCIA's development of the Accreditation Program, Certified Tree Care Professional Program, Tree Care Academy, Outreach Coordinators Program, Arborist Safety Training Institute, a Peer-to-Peer Group, the organization's own Washington lobbyist and Work Force Development Program.

A native of Beverly Farms, Massachusetts, Sortwell got his start in the tree care industry working for his family's company, S&S Tree and Landscape Service. After running S&S for ten years, Sortwell moved to the San Francisco Bay Area where he worked for The Davey Tree Expert Company as the District Manager. In 1986, he went to work for Valley Crest of Calabasas, California (now BrightView) with the sole purpose of opening a tree care division for the largest landscape maintenance company in the country. In 2001, Sortwell founded Arborwell, Inc., where he serves as CEO today. His company has been recognized by the San Francisco Business Times and Inc. Magazine as one of the nation's fastest growing companies. The San Francisco Business Times also awarded Sortwell with the Bay Area's "Most Admired CEO" Award in 2009.

Sortwell has been a Certified Arborist with the International Society of Arboriculture for nearly 30 years. While serving on the National Arborist Association Board, he received the "Presidents Award" for his work on the design and development of the "Excellence in Arboriculture Awards" program.

About the Tree Care Industry Association (TCIA)

Founded in 1938, TCIA is a public and professional resource on trees and arboriculture. It has more than 2,000 member companies who recognize stringent safety and performance standards and who are required to carry liability insurance. TCIA also has the nation's only Accreditation program that helps consumers find tree care companies that adhere to industry standards for quality and safety; maintain trained, professional staff; and are dedicated to ethical and professional business practices. With access to the latest and best safety standards and training, the typical TCIA member company has 50% fewer accidents than a typical non-member.

About Arborwell

Arborwell is a professional tree management company committed to providing arboricultural services that enhance the beauty, health, safety and value of trees. They value their customers, employees, and community while contributing to and saving a healthy, sustainable environment through the proper management of trees. Arborwell offers tree pruning, removal, preservation, installation, tree wellness services, and arborist consultations to commercial and apartment property managers, corporate campuses, contractors, golf courses, and municipalities. Arborwell serves all of California and Washington State.



Peter Sortwell
CEO, Arborwell