

FOR IMMEDIATE RELEASE

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Peter Sortwell named Entrepreneur Of The Year By East Bay Business Times

Peter Sortwell, President of Arborwell, a professional tree management company based in Hayward, California was named the 2007 Service Entrepreneur Of The Year by The East Bay Business Times. Sortwell was awarded for his performance, outstanding leadership and business practices in developing Arborwell. Since Arborwell's inception six years ago, the company has: grown in revenues 358%, a staff of 60 full time employees and four office locations to serve Bay Area and Sacramento customers. The award is in recognition of Sortwell's entrepreneurial spirit and vision in guiding the company to its leadership position.

Being an entrepreneur runs in his blood. His career has progressed from a small family business, into working for a national corporation before getting the yearning to start Arborwell. As a certified arborist Sortwell has a love for trees. Like the trees his company cares for Arborwell is all about health and growth. "The company's success is a direct result of my team here at Arborwell. I do not micro manage the organization. On the contrary, I empower the team with freedom to manage their own portion of the business and simply guide them with the goals and vision I have for the organization. I love being an entrepreneur."



Arborwell operates from four Bay Area locations in Hayward, San Mateo, Sacramento, and San Jose. Clients include commercial real estate and property management companies, corporations, landscape and general contractors, golf courses, municipalities and government agencies. Serving the Sacramento and San Francisco Bay Area, Arborwell provides tree relocation and transplanting, specification pruning, plant health care, tree and stump removal, tree inventories, appraisals, hazard assessments, and budgetary management plans. Arborwell offers enhanced service capabilities including 24 hour emergency service, an arsenal of cutting-edge equipment, and customer service representatives who are certified arborists with over 100 years combined experience.

Arborwell Professional Tree Management
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.

Contact Arborwell at:
1.888.969.8733
www.arborwell.com