



-Message from the President-

Why Do We Maintain Trees?

I often get the question, "why do I need to maintain my tree, it seems to be doing fine all by itself"?

Trees are a valuable asset to any property. They may look "fine" from a distance or to the untrained eye, yet in the urban environment there can be many detrimental issues that can cause significant damage over time.

Water, or the lack of, is the most common problem we see in the bay area. Trees in lawn areas are often receiving too much water causing roots to suffocate and decay. Trees with improper irrigation systems may only be receiving water to a low percentage of the root system resulting in dehydration. Water problems put a tree in stress and a tree in stress creates secondary problems in regards to disease and/or insect related damage. As stated earlier, more often than not, these issues go unnoticed to the untrained eye until the damage is irreversible.

Understanding a trees requirement for proper nutrients is all part of a well rounded maintenance program. Biostimulants, beneficial bacteria, humic acid and organic nutrients are essential to tree health in our urban environment.

Cultural conditions that mimic the natural forest are critical to a trees long term health. Mulch applied under the tree canopy provides insulation from excessive hot or cold conditions, reduces unwanted weed development, retains moisture and provides a natural decomposition for compost.

There is also the liability issue in regards to a trees safety. Trees growing in "target" areas (areas of high activity such as homes, driveways and play areas) need regular inspection of structural integrity. Limb reduction, cables and support systems may be necessary to provide piece of mind that your property is secure.

These are just a few of the reasons of why we maintain trees. An Arborwell Arborist can help you and your trees live a happy and healthy coexistence.

Peter Sortwell
President, Certified Arborist # 361

-Feature Article-

Moving on up... Our New Headquarters

In June we completed another task of our strategic plan. We relocated our Headquarters from Castro Valley to a new 23,000 square foot multi-use facility located at 2337 American Ave in Hayward California.

The new facility will serve as the company's headquarters and hub for Arborwell's East Bay field operations. The new facility is equipped with office space for executive and administrative staff, conference rooms as well as yard space to house 10 of our 25 service vehicles for the East Bay operations. The facility was also customized to include a full mechanic shop and recycling center for wood waste.

"The facility was really a perfect fit for Arborwell's expansion plan. We were able to build out the space to suit our operational needs and better serve our growing Bay Area customer base from a more central location," commented Joannie Semitekol, Business Administrator at Arborwell.



-Northern California's
professional tree management company

-Employee Highlight-

Meet the Professionals

Arborwell would like to introduce the members of our staff and Certified Arborist team. They hold certifications and/or degrees in forestry, horticulture and arboriculture. More importantly they are well trained in customer service and are eager to assist you in your tree and plant health care needs. For further information please review the Arborwell Profile/Team page on our website. Individual appointments can be scheduled with your local representative by calling our toll free number at 888.969.TREE (8733).

-Introducing-

KRIS YAMAGUCHI: Account Manger, San Jose



Let us introduce you to Kris Yamaguchi our newest account manager who will be covering the South Bay for Arborwell. Kris will be expanding Arborwell's Bay Area coverage by opening the San Jose branch of our operations. He is a 1995 graduate of California Polytechnic State University with a degree in Forestry and Resource Management and a perfect

compliment to Arborwell's certified arborist account team. We would like to be very clear that our Kris Yamaguchi is in **no** way related to the Bay Area's Kristy Yamaguchi of Olympic and professional skating fame. Our Kris can not do a triple Lutz-triple toeloop, but he is very passionate about his work in tree care and the environment. Prior to joining Arborwell, Kris spent the past 10 years as a Consulting Arborist with TruGreen LandCare covering the South Bay, San Jose area.

-Insider Information-

Ask The Professionals



Customers often have specific quest regarding tree and plant health care. For the convenience of our customers, Arborwell's certified arborists will address questions in each issue of the Arborwell News. If you have questions that you would like featured please submit them to info@arborwell.com

Questions and Answers

1. How can I protect my trees and shrubs in hot summer conditions? *by Dale Green, Sleepy Hollow Management Company*

Keep roots moist but do not over water (soil should remain flaky to the touch; not mushy). A 4" to 6" layer of mulch under the canopy will keep the soil moist, temperature consistent and weeds down. The decomposition of the mulch will supply nutrients. Do not plant trees or shrubs next to reflective glass as the reflection will burn the leaves.

2. How can the Giants be so bad?

by Scott Pritchett, Woodmont Property Management

Well Scott, like forest management, the team needs to plant and nurture seedlings to grow. You can not sustain and old growth forest without bringing in fresh new life. Like the Giants, old growth forests are very fragile and have many physical ailments. These ailments must be addressed with long term plan and proper tree management if they want to thrive into the future.

Arborwell's Notes from the field...



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

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.

"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."

-Feature Article-

Safety Is No Accident

At Arborwell customers can rest assured that safety always comes first. We have created a company culture that is focused on the safety of our employees and the safety of our customers and their properties. One of the goals of Arborwell is to eliminate work-related illnesses and injuries as well as their associated costs.

Arborwell has had a safety program in place since the company was incorporated and recent advances in employee education and equipment technology have had a significant impact in field safety. Our company reported no safety incidents in fiscal year 2006 allowing the company to lower our workman's compensation costs while adding eight new field employees.

Pictured below is the Peninsula and East Bay



crews after the on-site aerial rescue training session. The company wide training session covers many safety related subject that include:

- Aerial Rescue Training
- Vehicle Safety Driving
- General work site safety and hazard recognition
- Electrical Hazard Awareness
- First Aid & CPR
- Chain saw use and safety
- Chipper use and safety
- Proper equipment use and maintenance

"Safety is our number one priority in the field" commented Andy LaVelle, VP of Operations for Arborwell. To address each unique job site, Arborwell operations personnel have custom briefings, work orders and work plans for each customer engagement.

