

April: Fertilization, Sudden Oak Death prevention, powdery mildew, rust, and leaf spot suppression.
April 22nd Henry's Garden @ 10:00AM Channel 4.

May: Pruning of shade trees, Sudden Oak Death prevention, powdery mildew, rust, and leaf spot suppression.

June: Rhododendron pruning and dead heading, mulching of soil under tree canopies.

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Rancho Cordova
3207 Fitzgerald Road



Serving the entire San Francisco Bay Area and Sacramento Valley

Contact Us

To speak with an Arborwell Account Manager, please call 888-969-8733.

Our team of licensed professionals are ready to help with all your arboricultural needs.

Be sure to see Arborwell featured on KRON Channel 4's "Henry's Garden" at 10:00AM Saturday April 22

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- Message from the President -

Arborwell has reached a new milestone! The Tree Care Industry Association has designated us as an "Accredited Company". We are extremely proud and excited to be the 3rd company accredited in California and the only company in Northern California. Accreditation is a rigorous audit and examination of our company's policies and procedures and is a "Seal of Approval" to our customers from our trade association: Ensuring that Arborwell operates at the industries highest standards of quality, business practices, ethics, and customer service. Please read our feature article for more information.

Congratulations are in order to Anthony May in Sacramento for passing his certified arborist exam, and please welcome our new Account Manager for the East Bay, Matt Dickinson and our new Account Manager for the mid-peninsula, Jeff Newborn.

In other news, Arborwell will be featured on KRON's Henry's Garden. Be sure to watch the show on Saturday morning April 22nd at 10:00.

Now the bad news: rain, rain, rain... This will make for a tough season to control anthracnose, rust and mildew on all trees and shrubs. This also will encourage Oak Root Fungus, *Armillaria*, so be sure to ask us to examine your trees to be sure this debilitating fungus is not present in you specimen trees.

- From the field...

Henry's Garden Television Spot

Arborwell will be featured in an upcoming KRON 4 TV program Henry's Garden. Filming on location at Henry's Garden in San Mateo last month, Arborwell's crew instructed Henry Tenenbaum on the use of a resistograph® to measure the decay of the Live Oak trees on his property.



Neil Woolner, Henry Tenenbaum & Peter Sortwell at Henry's Garden filming

In addition, the show also highlights proper tree fertilization and plant health care techniques. Be sure to watch our television debut on April 22nd at 10:00AM.

New Employee Profile - Matt Dickinson

Matt joins Arborwell as an East Bay Account Manager. Originally from North Carolina, Matt graduated with a degree in Biology from Western Carolina University. Matt has been in the industry for the past five years and has a landscape construction background. He has recently moved to Livermore and is an avid outdoorsman. Matt enjoys golfing, fishing, hiking and camping.



-feature article-



What is the TCIA accreditation all about?

Established in 1938, the Tree Care Industry Association (TCIA) is America's oldest and most respected tree care trade association. Founded to broaden awareness of companies who specialize in tree care services for consumers, TCIA created an audit and accreditation process for business practices and ethics of tree care companies. This on site audit is similar to an ISO 9001 quality compliance program but tailored specifically for tree care companies.

What does the accreditation do for you?

Companies accredited by TCIA are required to provide documented proof in many areas that protect consumers. These areas include:

- Consumer Satisfaction**
- Business Ethics**
- Employee Training**
- Safety**
- Industry Quality Standards**
- Arborist Certification**
- Insurance Coverage**
- Work Estimates & Specifications**

For example all sales personnel must be trained to a level of technical proficiency equivalent to a TCIA Tree Care Specialist. This ensures that Arborwell's Account Managers are trained in; biology, pruning standards, transplanting, disease & pest control, hazard assessment, soil science and most importantly safety. You can rest assure that when an Arborwell Account Manager gives you a written quotation or tree evaluation it is being done by a professional and specialist in their field. The TCIA accreditation also assures our customers that the proper insurance, business & industry licenses are in place and our customer service is reliable and ethical.

Being the first accredited tree company in Northern California is a great accomplishment for the team at Arborwell. As you, your friends and business colleagues look to select a tree care company to work on properties, be sure to have them contact Arborwell. Our TCIA "Seal of Approval" logo assures customers will get the level of service, quality and professionalism they deserve.



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