

August 2019



ARBORISTNOW
URBAN FORESTRY

News from the Urban Forest

Sharing updates with our clients and friends on our growing urban forestry presence in San Francisco with relevant information, trivia, special features, photos, and more! Enjoy!

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We have a vibrant and active presence on Instagram, so if you're not following us, you are missing out!



[@arboristnow_naturally](#)

TRIVIA TIME!



1) Identify this flower:

2) Name all the labeled parts of the flower:

- A)
- B)
- C)
- D)
- E)
- F)

Congratulations:
1st place winner Charles S.
2nd place winner Maggie H.
for winning last month's trivia quiz!!!

The **first 3** people to email the correct answers to each of these questions wins! The first person will win a **Victorinox Swiss Army Knife and a \$200 voucher**. The next 2 people will win a **\$100 voucher for any tree service**.

*Past FIRST place winners may play for fun; however, only one FIRST place win per person in a 12 month period. 2nd and 3rd runners up may try again in hopes of achieving first place status; however, they may only win a \$100 voucher per 12 month period.

Please email your answers to news@arboristnow.com with "**Quiz Answers**" in the subject line.

Good luck!

1. A leaf has small openings that control the loss of water vapor and exchange of gases. What are they called? **b) Stomata**
2. What is one way to conserve water and keep the soil moist?**d) All of the above**
3. By which process does water enter the roots of plants and trees?**c) Osmosis**
4. What is the loss of water from leaf surfaces called?**c) Transpiration**
5. True/False: The cambium layer is a sheath of dividing cells responsible for becoming the vascular system of the tree. **(True)**

WE ARE HIRING!

Be part of a [great team](#) with an exceptional company! Excellent benefits, pay, and crew!

Arborist Now and [Homescape Now](#) are looking for dependable and motivated talent:

- [Landscape Crew Supervisor](#)
- [Landscape Laborers](#)
- [Plant Healthcare Technician](#)
- [Arborist/Climbers](#)

THE LATEST SCOOP AT ARBORIST NOW

The Resilience of Trees



Fire in one instant can scar everything on its path, just like what happened with many of the fires that spread in close distance to the Bay Area throughout the past couple of years.

Natural disturbances, such as fire, are part of nature's cycles. Fire is very important in the natural patterns of many ecosystems around the world. They maintain the health of forests and grasslands by recycling nutrients and vegetation on the ground. There are several adaptations that plants and trees

have developed in order to protect themselves to endure fire regimes.

For example, at first glance these may look to you like [Italian Cypress](#) (*Cupressus sempervirens*) trees, we thought the same. It turns out that these trees are [Coast Redwoods](#) (*Sequoia sempervirens*). The reason as to why they look like this is because they got burned during the [Tubbs Fire](#) at Coffey Park in Santa Rosa.

Redwoods have adapted to endure droughts and fires by developing thick bark with thick grooves running vertically along the tree. It's been noted that this protective layer of bark can grow up to one foot in thickness! Another adaptation that protects them during fires is their high-water content and their ability to sprout new trees from the root ball.

Another example of an adaptation of the plant world with fire is that there are certain species of plants which require fire in order for their seeds to begin germinating, such as the Lodgepole Pine.

Without a fire regime where fire is a common part of the ecosystem, many plants and trees would not be able to exist and reproduce. Land management companies have learned by introducing controlled fire systems in various habitats it allows to maintain and allow the thriving populations of the forests live a much longer and healthier life.

JOKE OF THE MONTH



Do you want a brief explanation of an acorn?

In a nutshell, it's an oak tree.

EMPLOYEE SPOTLIGHT:

Rich Mathey
Sales Director

Originally from Boston, MA, Rich has found home on the East, West and middle coasts. After attending the University of North Carolina on a baseball scholarship, Rich eventually settled in Portland, OR where he was first introduced to the beauty of the Pacific North West and quickly became an outdoor enthusiast. Moving from Portland to San Diego and eventually to Milwaukee, Wisconsin, Rich began his managerial career in the restaurant and coffee industry and ultimately became the father of his two daughters.



It was his childhood best friend, a [Certified Arborist](#), who led him to trees. Looking for a career path which could suit the job of parenthood better than the restaurant industry, Rich became fascinated by what his friend shared about the industry and arboriculture work. He enrolled in Arboriculture program at the [Milwaukee Area Technical college](#) and began his journey as an Arborist. After finishing his course work, Rich quickly worked his way up from ground man to production climber with American Tree Experts. Upon becoming an ISA Certified Arborist, Rich was hired by M&M Tree Care as a [Plant Health Care Technician](#) and soon was promoted as head of sales for all residential and commercial accounts. After many years in the industry, Rich attributes his true passion for the science of tree care and his commitment to integrity-based sales not only to his previous employers' expertise, but also to Wisconsin's mid-west values and work ethic.

In 2013, Rich married his wife Lindsey, a Bay Area native, and after having their first son, they relocated from Wisconsin back to California to be closer to family. Here in the Bay Area, at [Arborist Now](#), we are excited to have Rich by our side; His adventurous energy, dedication, and years of tree care knowledge really adds value to our growing team.

FROM OUR BLOG

How Do Trees Raise Your Property Value?



As you probably know, trees have endless wonderful qualities and do excellent things for your landscaping. On top of all of their known attributes, they are also great for raising your property value.

First, let's get into all of the reasons that they are able to improve the value of your home, and then discuss how to get started with adding trees to your property with local professionals.

[Read more](#)



We Appreciate *YOUR* Feedback!

Tell us how we're doing!

Reviews are essential to our business. We would love if you could share your thoughts about your experience with us. With this helpful feedback, we can continue to provide our clients and community with the best service possible!

Please leave us a review on the links below! THANK YOU!

[Yelp](#)

[Google Reviews](#)

[Home Advisors](#)

[Angie's List](#)

FROM THE FIELD

Our crew in action!





Want to know what is happening in the Bay Area this month?

Here are some of our favorite local events!

[August 28th - Free Nature Play Day at Louis Sutter Playground](#)
[August 31st - September 2nd - SF City Open Tennis Tournament](#)

Receive our signature, beautifully crafted **Victorinox Swiss Army Knife** with *any service placed on the work schedule* by September 15, 2019!

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