

June 2019



# ARBORISTNOW

URBAN FORESTRY

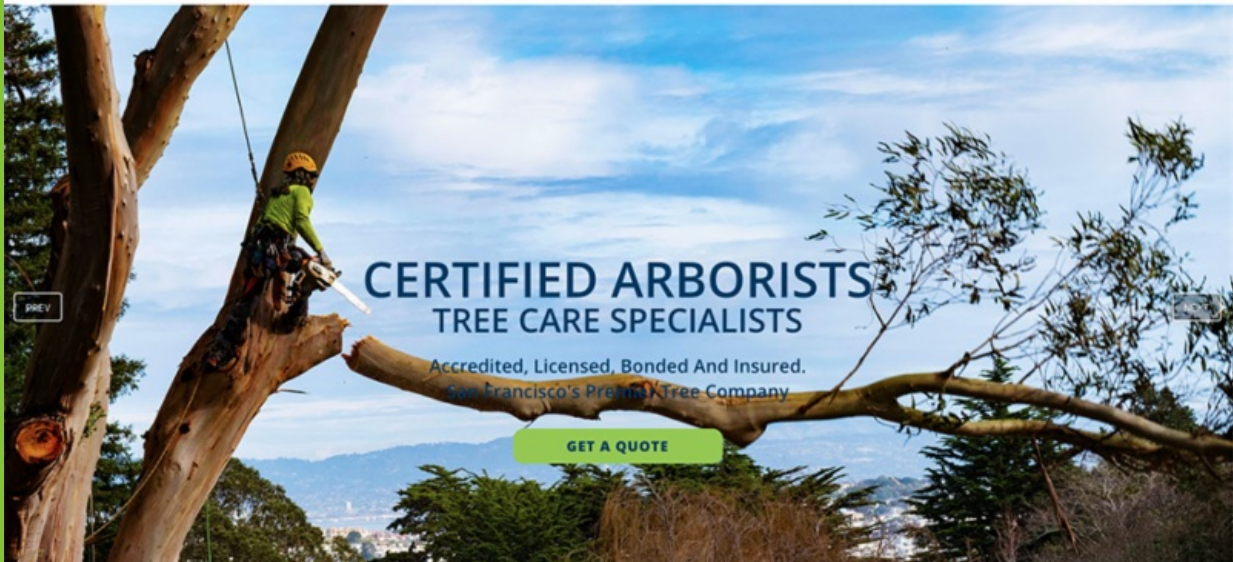
## News from the Urban Forest

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!

[Visit our Website](#)

### WE HAVE A FRESH NEW LOOK!

Click on the photo to check out our newly improved website!  
Let us know how you like the new look!



### BE SURE TO FOLLOW US ON [INSTAGRAM!](#)

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



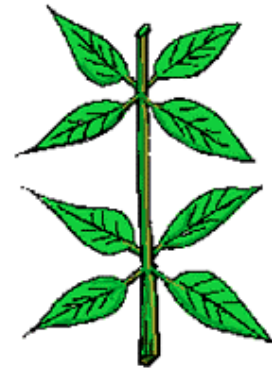
[@arboristnow\\_naturally](#)

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### TREE TRIVIA TIME!

1) What type of leaf arrangement is this?

- a) Opposite
- b) Whorled
- c) Star shaped
- d) Alternate



2) What is auxin?

- a) Waxy covering of the leaf
- b) "Stalk" of a leaf
- c) Layer of cells responsible for trunk growth
- d) Plant growth regulator

3) When one removes the terminal bud from a branch when pruning, what happens?

- a) Branch dies back
- b) A symbiotic relationship begins with a benefiting insect
- c) Growth can be stimulated in the lateral buds
- d) Encourages flowering to enhance the production of fruit

4) True/False – The pistil is considered the male organs of a flower.

5) True/False – Water enters the roots or mycorrhizal roots by a process called Osmosis.

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## Congratulations to our only May winner Robert P. 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](mailto:news@arboristnow.com) with "Quiz Answers" in the subject line.

**Good luck!**

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### MAY QUIZ/ANSWERS

1. True/False – When planting trees it is important to not bury the trunk flare. (True)
2. What is allelopathy? A chemical inhibition of growth and development of one plant by another
3. Drought tolerant landscaping is called \_\_\_\_\_. Xeriscaping
4. What is geotropism? Plant growth that responds to gravity
5. Identify this tree: Brazilian Pepper tree

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## 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
- Heavy Equipment Crane Operator/Commercial Driver

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## FROM OUR BLOG

### A GUIDE TO TAKING CARE OF YOUR TREES DURING A DROUGHT

If you live in an area that experiences drought from time to time, you should have a plan in place to take care of your trees when the rain stops.

When should you step in during a dry spell for your trees? What steps should you take to make sure they are completely watered and taken care of? Let's get into that and more, starting with looking for signs of trees stress.



[Read more](#)

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## JOKE OF THE MONTH



How do two rival forests get along?

*They sign a peace tree-ty*

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## EMPLOYEE SPOTLIGHT: JEREMIAS CRUZ

### Arborist Climber

Originally from Mexico, Jeremias grew up in a small rural coastal town called Parédon in Chiapas. At age 16, he moved to Texas to find work in order to provide for his family. He worked in a rope making factory for eight and a half years fabricating any kind of rope imaginable. After spending some time working in the states, he went back home to Chiapas to be with his family. There, he worked in a family business as a commercial fisherman. They would go out into the ocean for several days in search of fish then upon their return

would sell it at the local farmers markets. Spending quite some time out in the ocean, Jeremias wanted to be back working on land.

He came back to the states to live with his Aunt in Richmond, CA where he began building custom furniture. When the recession hit in 2009, Jeremias lost his job at the furniture store, but luckily, his cousin was working for a Tree Care Company that was in need of groundmen. He was hired immediately and began his Arborist career. After three years of being a ground guy, he was promoted to tree climber which is when all the fun began.

Tree climbing has been his passion and he feels the most at peace when up in the trees. Throughout that time, he started working on weekends with Arborist Now's associate Guillaume, who eventually offered Jeremias a full-time position with the Arborist Now team. With a lot of hesitation and several months gone by, Jeremias decided to join Arborist Now. "Now, looking back, I wish I would have done it sooner. I love working for this company, I have learned a lot." says Jeremias. We couldn't be more happy to have Jeremias on our ever growing team, he shows up to work with a big smile on his face and great outlooks on life.



## THE LATEST SCOOP AT ARBORIST NOW

Golden Gate Park Tennis  
Center Renovation project

Are you a tennis fan?



**We got news for you!**

We've been working alongside [San Francisco's Recreation & Parks](#) in order to provide ample room for the new [\\$27 million Tennis Center Renovation project](#). We've been working hard at stump grinding and removing diseased Monterey Pines including several other trees to create clearance for the demolition of the old tennis courts, and space for a brand-new clubhouse for players to relax and enjoy after a tennis match.

I know, you are probably thinking "Well, couldn't they just work around the trees?"

Sadly, it's not that simple. When a contractor works in demolishing and building a new structure, during the process of excavating the ground, there are many times when they stumble upon roots of trees that end up getting damaged without intent. This damage to the roots can be detrimental resulting in an overall decline of the tree and eventually fall over. In order to avoid this, it is best to remove the trees prior of the excavation to ensure the safety of the contractors and the public.

We will be working at [Golden Gate Park](#) the next week or so, so if you spot one of our vehicles take a photo and post it on your favorite social media, make sure you tag us and we will send you a gift!



**Congratulations to our Certified Arborists Steve Reynolds  
and Zack Borg for acquiring their  
Line Clearance Certification!**



**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

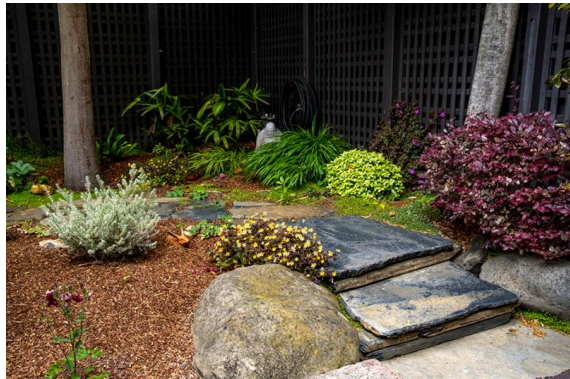
Angie's List

FROM THE FIELD

Our crew in action!







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

This offer **must be** mentioned  
at the time of booking your  
appointment for service!

***Call today!***

Services

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STAY CONNECTED

