

APRIL 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](#)

TREE TRIVIA TIME!

1. What does it mean for a tree to be dioecious?
 - a. Have neither male nor female reproductive systems
 - b. Only has male reproductive system
 - c. Only has female reproductive system
 - d. Has both male and female reproductive systems
2. True or False: A plant or tree that grows towards the light is called Phototropism.
3. True or False: The best time to plant a tree is in the Summer.
4. A tree that loses its leaves is called _____.
5. Identify this tree:



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!

Congratulations to our March Newsletter winners!

Marc B.

David F.

Joseph B.

MARCH'S QUIZ/ANSWERS

1. Palm trees are closely related to grasses **(True)**
2. What are two primary components that are needed in order for Photosynthesis to take place? **(c. Carbon Dioxide and Water)**
3. All insects are harmful to plants and trees. **(False)**
4. One of the primary functions of the Xylem is to: **(b. Transport water and nutrients)**
5. Identify this tree: **(Norfolk Island Pine – Araucaria heterophylla)**

HAVE YOU SEEN US?

Be sure to give us a thumbs up if you happen to see our newly rebranded vehicles on the street! Let us know how you like the new look!



FROM OUR BLOG

Keeping Cool With City Trees

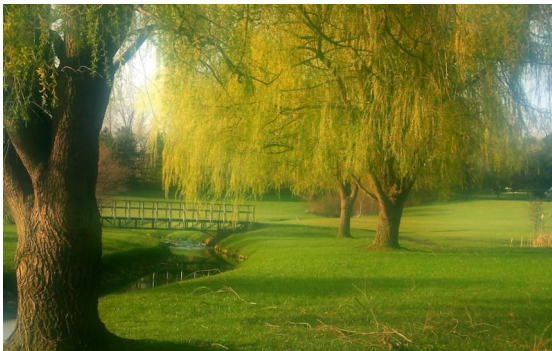
Trees are good for...well, pretty much everything. They make it easier to breathe, filter water, clean the air, and they beautify the earth. In addition to all of these qualities, they can actually cool down our cities as well.

Let's discuss the ways that street trees in urban areas can actually cool down cities, and why it's such an important quality for them to have.



[Read more](#)

JOKE OF THE MONTH



**Why was the weeping willow
so sad?**

It watched a sappy movie.

EMPLOYEE HIGHLIGHT

MEET Steve Reynolds
*Arborist Climber,
Certified Safety Manager*



Steve was born and raised in [Boulder, Colorado](#). Growing up, he spent the majority of his time hanging out with his dad, who is an electrician, playing with various tools and learning the ins and outs of being a handyman. One day, while he was at his local gym, a gentleman named John approached him asking him if he was interested in doing tree work. Steve, during that time

was studying at [Front Range Community college](#) to get his degree in Business. Even though his studies were going well, deep down he knew it wasn't something he was going to do for the rest of his life. Steve set out to join John's tree care company to work with him. It was probably one of the best decisions he ever made.

After working with John for a couple of months, Steve decided to seek a real tree care company to learn more about the industry. In the fall of 2012, he joined [Augustin Trees Inc.](#) where he began as part of the ground crew but adjusted quickly and evolved into climbing trees. Everything was going great for Steve until one day he hurt his back in the Spring of 2013, while at the gym, and had to stop his [Arborist career](#) to recover. While recovering he set out to explore more holistic ways to heal his back injury discovering yoga. He went through a teacher training course for yoga and after some time noticed a significant difference the way his mind and body felt.

In the winter of 2014, he slowly started re-integrating himself into the tree world and found [Swingle Tree Care & Lawn](#). At Swingle, he acquired his [ISA Certified Tree Worker and Climber Specialist](#) and [TCIA crew leader](#). After a year and a half, Steve decided to get a change of scenery and moved to San Francisco to explore new opportunities. He found [Arborist Now](#) on Craigslist while searching for jobs and in November 2017 he started working as an Arborist Climber.

We are proud of Steve and all of the accomplishments he has made. He brings great insights and positivity to the company!

LANDMARK TREES OF SAN FRANCISCO

Schinus terebinthifolius

A.K.A. Brazilian Pepper Tree

Location: In the triangle median of
3rd St. and Yosemite St.

Shinus terebinthifolius is a subtropical small tree or shrub native to South America from the regions of Brazil, Paraguay and Argentina; belonging to the family [Anacardiaceae](#). This species of trees has been naturalized

in Florida and Hawaii when it was brought to the U.S. in the 1800s for ornamental use. It can now be found all along the Southern most States of the country.

Brazilian pepper can grow up to 30-feet tall with a fairly shallow root system. The leaves are arranged alternatively with finely serrated leaflets. The leaves can be reddish in color with yellowish veins. The flowers are formed in white clusters of both male and female parts that look very similar. Once pollinated the flowers become glossy fruits that start out as a light green color and mature to a bright red when ripe.



Shinus terebinthifolius belongs to the same family as [poison oak](#), [poison ivy](#), and [poison sumac](#). Those who are extremely sensitive to these plant species should use caution when around a Brazilian Pepper tree. The sap of the tree, when touched, can have the same effects on the skin causing inflammation and dermatitis to the areas affected, especially to those with sensitive skin. There have also been reports of respiratory problems when the flowers are in bloom, especially to those who are prone to allergies and asthma. It is important to note that this does not mean that this tree species is hazardous to everyone, only to those that are highly sensitive to allergies. Despite its toxic properties, Brazilian Pepper tree is a great pollen sources for local bees due to its abundant clusters of flowers. In many indigenous cultures in South America, the Brazilian Pepper tree is used as medicine treating all sorts of ailments such as menstrual disorders, antidepressant and general inflammation.

Due to its aggressive ability to colonize rapidly, *Shinus terebinthifolius* is able to grow widespread and suffocate anything that grows underneath it by preventing it from receiving sunlight, therefore eradicating native plant life. Today, it is considered an extremely invasive pest and has been added to the [Florida](#) and [California](#) Invasive Plant Council. In California, it is found predominantly in the Southernmost portion of the state with a few thriving here in the Bay Area.

This specific Brazilian Pepper tree has been nominated as a landmark tree because it is a giant of its species in an area where it's primarily made up of concrete and old buildings. It truly is a miracle that it's thriving there.





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

[Yelp](#)

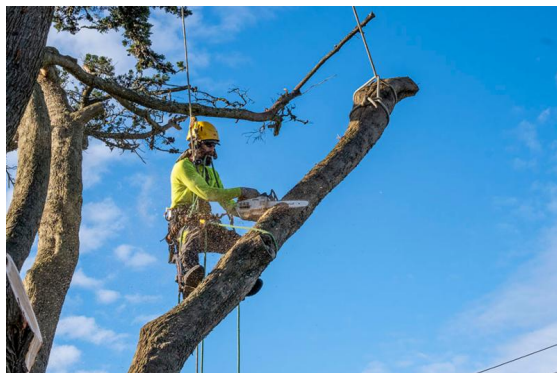
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FROM THE FIELD

Our crew in action!







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

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

Call today!

Services

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