

MARCH 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](#)

### INTRODUCING

### ARBORIST NOW'S *Happy Plant Healthcare Program*



Have you ever wondered what affects the health of your plants? Most of the factors which contribute to plant health are unseen because they are found in the soil. The soil has its own ecosystem with an array of micro-organisms that work together to decompose organic matter and aid in nutrient cycling, which is essential to proper plant health. Soil in urban environments can be extremely heterogeneous due to soil being moved during construction and other processes which do not occur in nature. There are many stressors in urban soils which plants are not adapted to deal with, and which can lead to health problems.

At Arborist Now, we have developed a holistic approach using organic solutions to improve the health of your soils, and therefore, plants. We can help you assess the health of your plants or shrubs and try to localize the causes of stressed plants whether it be nutrient deficiencies in the soil or infestation by pests or diseases. Most of the time it will be a combination of

factors which can be treated simultaneously to [re-invigorate your plants](#).

Some common pests and diseases that you may be familiar with are aphids, mites, scales, powdery mildew and leaf spot. Many of these pests take advantage of plants previously stressed by other factors. Arborist Now can help you manage these pests, and the root cause of the infestation, by providing you with a seasonal program that fits your needs whether it is monthly or annually.

Arborist Now is committed to taking care of your microenvironment and being a steward to the natural occurrences that happen both above and below the ground. The products that we will be using are an assortment of organic fertilizers, organic oils and organic insecticidal soaps, as well as, predatory releases of beneficial insects such as lady bugs.

Arborist Now cares about the health of your plants. So, please, give us a call if you have any questions or concerns about your greenspace and schedule a [consultation](#) with us today!

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

[@arboristnow\\_naturally](#)

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

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### **TREE TRIVIA TIME!**

1. *True/False* - Palm trees are closely related to grasses.
2. What are two primary components that are needed in order for Photosynthesis to take place?
  - a) Nitrogen and Iron
  - b) Potassium and Carbon
  - c) Carbon Dioxide and Water
  - d) Carbon and Oxygen
3. *True/False* – All insects are harmful to plants and trees.
4. One of the primary functions of the Xylem is to:

- a. Regulate the growth of the tree
  - b. Transport water and nutrients
  - c. Photosynthesis
  - d. Cellular Respiration
5. Identify this tree:



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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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## **Congratulations to our February Newsletter winners!**

*Doug E.  
Sandy K.  
Britt C.*

### **FEBRUARY'S QUIZ/ANSWERS**

- 1) What is the state tree of California? **D. Sequoia sempervirens (Coastal Redwood) (Answer)**
  - 2) In Greek mythology, what tree has been a symbol of victory and honor? **C. Laurel nobilis (Bay Laurel)**
  - 3) Frond is the common name for a leaf on a pine tree. **False**
  - 4) When a street tree falls over or has a broken limb, who should you call first? **D. City Hall**
  - 5) Flooding reduces the amount of oxygen in the soil, suffocating the roots. **True**
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## **Arborist Now's New Look!**

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!





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## FROM OUR BLOG

### Why Are Street Trees So Important to Urban Areas?

While trees are of course a very attractive features for cities and other heavily populated areas, why do we put in the effort to ensure that we have them? Why are street trees in urban areas so important?

We are going to be sharing some of the most vitally important reasons for having (and even putting more) trees in heavily congested parts of the country.



[Read more](#)

## JOKE OF THE MONTH



*What did the beaver say to the tree?*



**It's been nice gnawing you!**



## EMPLOYEE HIGHLIGHT

**MEET Ben Beals**  
*Arborist Climber,  
Certified Safety Manager*

Born and raised in San Francisco, Ben spent the majority of his childhood playing and exploring [John McLaren Park](#) where his passion for all things outdoors began.

After graduating from Lincoln High in 2001, Ben enrolled into [Cabrillo College](#) acquiring an Associate Science degree in General Horticulture and Crop Management. Ben put his skills to the test working for himself doing landscaping and general gardening in Santa Cruz county for several years.

In 2005, Ben came back to the Bay Area to work for Davey Tree in Marin County. Where he got to manage the relationship between trees and powerlines doing Utility Tree Risk assessment. One day, Ben got sent out to a Landscaping Expo in San Francisco where he had an epiphany and realized he missed doing what he loved to do the most; being outside getting his hands dirty. He came back to work after the exposition and put in his two-week's notice.

In search of finding something more along the lines of what he loves to do, he sought out to work for various landscaping companies where he got to use his skills and knowledge, but it still wasn't enough. Then one day in 2015, he was



working on a project at Stern Grove when our Project Manager, Remy Hummer, gave him a call and asked him if he was interested in joining the Arborist Now team.

From that moment on Ben has never looked back. He started working full-time for Arborist Now on October 2015 as a ground man and driver. Two months later he began to start climbing trees and since then it's been an uphill rollercoaster that keeps getting better.

During his Arborist Now journey Ben has become a [Certified Treecare Safety Professional](#) (CTSP), has completed the [Electrical Hazards Awareness program](#) (EHAP) and is currently studying to get his Arborist Certification.

At Arborist Now we couldn't be prouder to have Ben as part of our ever-growing team.

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## LANDMARK TREES OF SAN FRANCISCO

### ***Olea europaea***

*A.K.A. Olive, Tree of eternity*



*Olea europaea* is a drought tolerant evergreen tree in the family *Oleaceae* that is primarily found in Asia and in the [Mediterranean Basin](#). This tree species has been cultivated for many years and is now considered naturalized in most countries with similar Mediterranean climate such as Chile, Peru, Saudi Arabia and United States.

There are hundreds of different cultivars grown throughout the world looking for specific characteristics and qualities of the olive, whether it would be for oil production or for eating. In the Mediterranean region, Olives have been cultivated for 7,000 years. In the 18<sup>th</sup> century the Spanish missionaries traveling North through the Pacific Coast established the first Olive orchard at the [Mission San Diego de Alcalá](#) and it has expanded throughout the state of California ever since.

*Olea europaea* reaches heights of up to 15 meters tall and can live for thousands of years. As they mature, their trunks create a unique texture where they become twisted, gnarled and at some point, eventually become hollow. It has small greenish-silver oblong leaves that grow opposite on the branch and it has small white flowers that bloom in late spring. Olive trees often self-pollinate but also get a little extra help from the wind. The flowers produce a green-purple drupe (the Olive), and it's harvested when it is in the purple stage.

The Olive tree is sacred in many cultures and it has been used as an offering to the Gods and deities as a symbol of peace and abundance. In Ancient Greece, Olive oil was used to anoint athletes and kings during ceremonial rituals as a method of purification. It was also used to burn in sacred lamps of temples representing an "eternal flame" during the Olympic games.

Today, we primarily use Olive trees for culinary purposes. They are harvested during the Autumn and Winter months by shaking the whole tree and allowing the fruits to fall into a net for easy collection. More than 80% of olives that are

harvested are turned into oil leaving about 20% that are used as table olives. Naturally, fresh olives are very bitter making it nearly impossible to eat raw. Olives undergo a fermentation process where it removes a compound called oleuropein that gives it its bitter taste.

In areas like Sonoma and Napa you can find orchards of these beautiful trees growing alongside the vineyard where they are mainly used for Olive Oil production. There are many locations that take pride in the Olives they grow and offer tastings of their different cultivars. What a great idea for a [short weekend getaway!](#)



**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!

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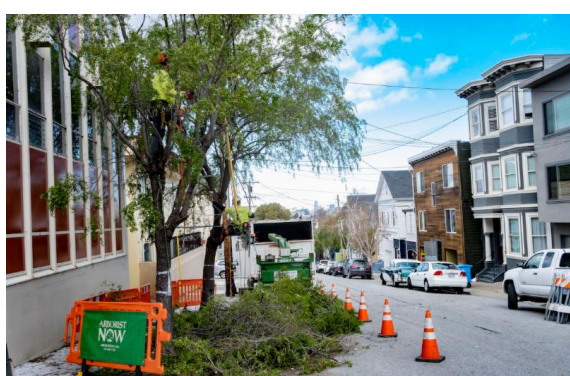
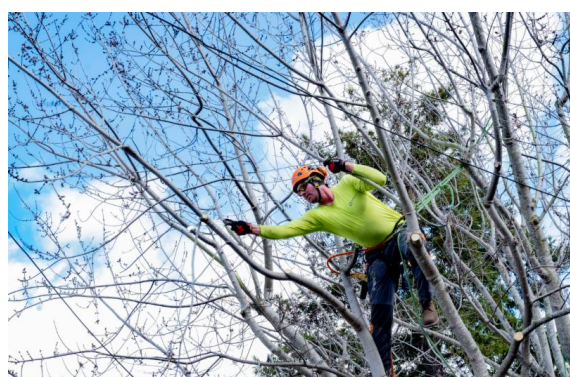
**FROM THE FIELD**

*Our crew in action!*











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

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

***Call today!***

Services

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