



ARBORIST NOW

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!

[Visit our Website](#)

TREE TRIVIA TIME!

- 1) The first Thanksgiving was held in Virginia in 1619. What is Virginia's state tree?
- 2) During Autumn, Monarch butterflies begin their journey South to Mexico. What tree do monarchs prefer for overwintering?
- 3) What is the main factor that determines what color a tree's leaf will be?
- 4) What is the pigment that gives leaves their orange color during the fall?
- 5) What are trees called that lose their leaves?



Congratulations to our October Newsletter winners!

*Teri G.
Laura T.
Pat T.*

October Answers: **1. The Leaves 2. Chlorophyll 3. Apical meristem 4. 370 million years**

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.*

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

Good luck!

Attracting Birds to Your Trees and Landscaping

Having birds in your backyards can make the environment seem more inviting and more natural. How do you attract the right birds to your landscaping and trees?

We are going to be providing you with a guide to having a yard that allows birds to mingle freely and enjoy your beautiful landscaping with you. From the type of trees that do best with birds to what you should offer in them, we have got you covered.

First, let's start with the benefits of a bird-friendly landscape.

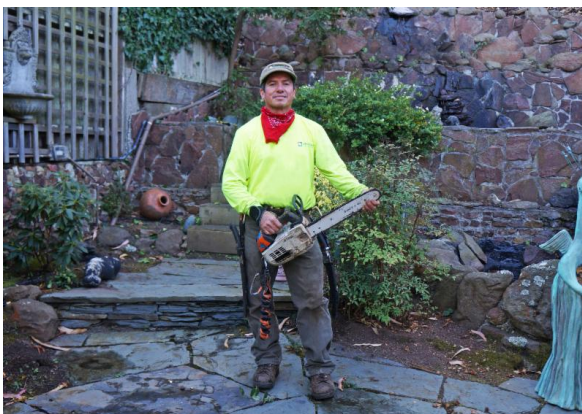
[Read more](#)



JOKE OF THE MONTH

Q: *How do trees get online?*

A: *They just log in.*



MEET JOEL ESCOBAR

Foreman, Tools & Equipment Specialist (extraordinaire) for Arborist Now

Joel joined Arborist Now in January of 2018 and has been a vital member of the team ever since! Joel has a very intelligent mechanical mind and has a passion for learning how machinery works. He fixes and maintains all the

equipment in the shop - chainsaws, trucks, chippers, and stump grinders to name a few. With his expertise, Joel helps ensure everything performs at its fullest potential and in the safest manner.

Joel is always the first one to arrive at the warehouse in the morning and the last one to leave at the end of the day. He also holds a commercial driver's license and is one of our main drivers and ground workers.

Most definitely, Joel is a great asset to the company and we truly admire his passion and commitment to Arborist Now.

FEATURE

Landmark Trees of San Francisco

Metrosideros excelsa

A.K.A. New Zealand [Christmas Tree](#), Pohutukawa

Location: **1221 Stanyan St.**

This extraordinarily vibrant tree originates from the coasts of New Zealand and its part of the *Myrtle* family. This species of tree keeps its leaves year-round and it is dioecious, meaning it has both male and female parts. A very distinguishable characteristic of the *Metrosideros excelsa* is its aerial roots that can eventually become trunks for support on rocky cliffs in [New Zealand coasts](#). In general, the tree blooms from May-August giving us spectacular show of red clusters of stamens, resembling a bottle brush, where it attracts bees and other pollinators. In New Zealand, it begins blooming around the Christmas season, and its flowers are used to decorate churches and homes in replacement of Holly (hence why it's called New Zealand Christmas tree).

One characteristic that makes this landmark tree so special is that it's the only *Metrosideros excelsa* in the city of San Francisco that has yellow flowers. According to Mike Sullivan, the author of "The trees of San Francisco", in 1940 a natural mutation of the species happened on an island located in the Bay of Plenty in New Zealand. Victor Reiter, founder of the [California Horticultural Society](#), was one of the first Californians to obtain a cutting of this specimen and planted it about 70 years ago in front of his home at 1221 Stanyan St, where a family member still resides.

Another name of the New Zealand Christmas tree is "Pohutukawa". This name comes from the indigenous Maori that live on the island, it means "splashed by the spray". According to a Maori legend, there's one specific tree near Cape Reinga where an 800-year-old tree is clinging to the side of a cliff. It is said that this tree guards the entrance of a cave where spirits can pass through to the after world safely.

The *Metrosideros excelsa* is widely valued across the world for its ability to thrive in the most inhospitable coastal environments. It's tolerant of strong winds, fog and poor soil; making it a perfect tree for [San Francisco](#) and ranking it as one of the most popular trees to plant in the city.





WE'RE GROWING!

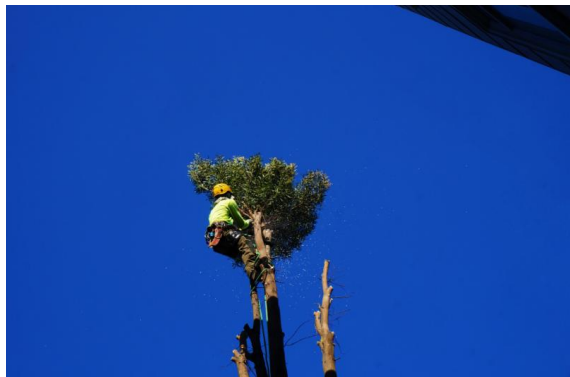
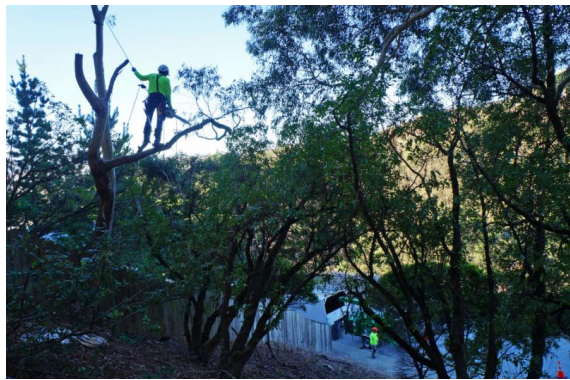
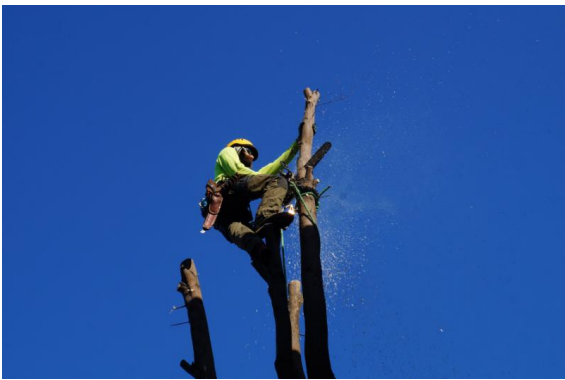
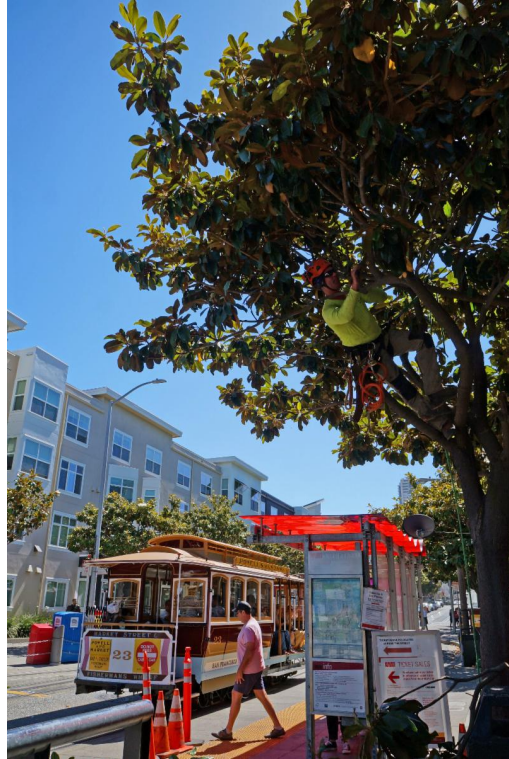
Be part of a great team with an exceptional company! Excellent benefits, pay, and crew! *Arborist Now* is looking for few good people:

- **Landscape Crew Supervisor**
- **Heavy Equipment Crane Operator/Commercial Driver**

[Learn more](#)

FROM THE FIELD





Arborist Now wishes you and yours a very



We Appreciate *YOUR* Feedback!

Tell us how we're doing!

Thank you for choosing us **Arborist Now** for your tree care and landscape needs! We would love to know your thoughts about our work and services, so we can provide **you** with the best service possible! Please leave us a review on the links below! We're very grateful to you and for your feedback!

Yelp

Google Reviews

Rake in the savings

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Offer valid for through
December 15th.

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