

January 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!

[Visit our Website](#)

TREE TRIVIA TIME!

- 1) What time of day is best to water your plants and trees?
 - a. Midnight
 - b. Early Morning
 - c. Mid-day
 - d. 2pm
- 2) True/False – Infrequent deep, long watering's are better for the growth and health of your trees.
- 3) The age of a tree can be determined by the number of:
 - a. Branches
 - b. Leaves
 - c. Roots
 - d. Growth Rings
- 4) True/False – Roots of trees do not form a symbiotic relationship with fungi that assist the tree in the uptake of nutrients and water.
- 5) Identify this tree:



Hint: *It is one of San Francisco's Landmark trees.*

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!

Congratulations to our December Newsletter winners!

*Catherine W.
Doug E.*

December Answers:

D. Germany B. 6-10 years True B. Parasite D. Washington Pine

FROM OUR BLOG

Invasive Trees to Avoid on Your Property

If you live near a heavily wooded area, or have additional trees in your landscaping that you did not plant yourself, you may want to be on the lookout for invasive tree species on your property.

We are going to be discussing what makes a species of trees invasive, as well as the most common invasive trees in the United States to watch out for.

What Makes a Tree Species Invasive?



Read more

JOKE OF THE MONTH

Did you know that I can cut down a dead tree just by looking at it?

It's true. I saw it with my own eyes!



EMPLOYEE HIGHLIGHT

MEET CATALINA PERALTA

Field Coordinator

Catalina grew up in Santiago, Chile and moved to Canton, Ohio when she was 12 years old. In Ohio, she attended Kent State University where she

graduated with a degree in Biology in 2012. After graduating, Catalina moved to Texas to work at an animal rescue and sanctuary called [Wildlife Rescue and Rehabilitation](#) (WRR). At WRR she cared for a wide range of animals from native wildlife, in the rehabilitation hospital, to exotic animals, such as Lemurs and African Lions, living in multiple acre enclosures on the 384-acre property.

In 2016, Catalina left WRR to fulfill her passion for travel. With her fiancé and their dog Stella, Catalina circumnavigated the country living in their truck for nine months; exploring some of the most beautiful places in the United States. When money started running low, they moved to the Bay Area to find work. Using her animal care experience to get a job as a ranch hand caring for horses, the work was less than satisfying for Catalina; so she set out in search

of something opposite of her animal care jobs. She shifted her focus to a job in plant care and found [Arborist Now](#).

Catalina has always had a passion for photography and all things flora from gardening, to the way it feels walking through an [old growth forest](#). Her love of learning and urban forestry, provides a great venue for her continued growth and the expression of her artistic eye at the same time.

Catalina is an excellent addition to the growing team of Arborist Now!

LANDMARK TREES OF SAN FRANCISCO

Phoenix canariensis

A.K.A Canary Island Date Palm

Location: **Dolores St. Center Island**

Phoenix canariensis is native to the [Canary Islands](#), a Spanish archipelago off the coast of Northwestern Africa. It is a large dioecious solitary palm that can grow up to 66 feet tall. The fronds are composed of pinnate leaves that can be up to 10 feet long with 80-100 leaflets on each side of the central rachis. *P. canariensis* has beautiful clusters of orange flowers that grow in late spring and, when pollinated, produce edible fruit that contain one large seed. Despite being a subtropical species, these palms are extremely hardy in cold weather as long as the summers are hot. They do grow best in well-drained soil and full sun. These palms grow fairly slowly but need ample space to thrive.

The first known documented introduction of *Phoenix canariensis* to the America's has been credited to California nurserymen. The nursery of Miller and Sievers in San Francisco was the first one to offer it for sale in 1874. The rise of its ornamental popularity was launched by John Rock (1836-1904) who established a nursery near San Jose called California Nursery Company which offered *P. canariensis* in their 1884 catalogue. Today, *P. canariensis* is one of the most popular ornamental trees distributed around the world.

The most interesting aspects of the natural history of *P. canariensis* are the traditional uses of the palm that Canary Island inhabitants have developed. They have learned to respect the palm and use every part of the plant in their daily lives. The fronds have historically been used as rich food and supplement for raising cattle. In addition, the fronds and other parts can be stripped and turned into cordage to make different kinds of household items such as hats, brooms and screens. The sap of the tree, called "[guarapo](#)" by natives, is the most valued resource of *P. canariensis*. It is extracted using a very old technique that guarantees the survival of the palm for future generations. The sap is not collected from the trunk of the tree, as sap is collected from maples for syrup production, contrarily it is extracted from the very tip or apical meristem. It can be used to make a myriad of things from honey and wine to vinegar. Unfortunately, many of these traditions and techniques are no longer being practiced due to advancements in technology. But, don't let that stop you from planting your own *P. canariensis* and learning more about the old traditions, or forming some new ones, around this beautiful palm.



THE BIG REVEAL!

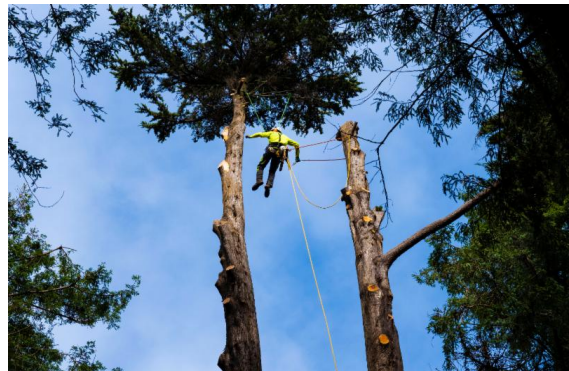
A new year and a new look for Arborist Now!
Here it is ... our **new logo!**
Let us know what you think!

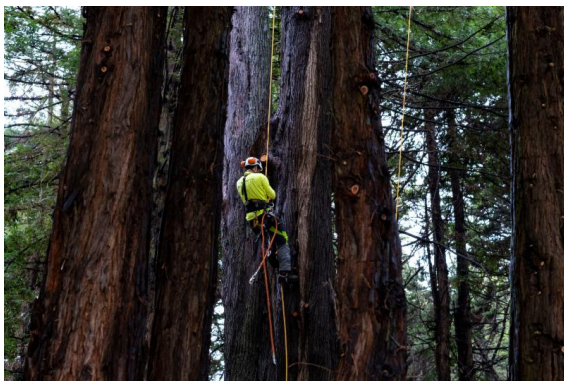


ARBORISTNOW
URBAN FORESTRY

FROM THE FIELD

Our crew in action!





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 your experience with us 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

Receive a beautifully crafted
Victorinox Swiss Army Knife
with *any* service booked by
February 14, 2019!

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

Call today!

Services

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