

JULY 2023



**ARBORISTNOW**  
URBAN FORESTRY



## News from the Urban Forest

Exciting urban forestry updates ahead in our July newsletter! Get the latest news and updates, fun trivia, and cool photos. Don't miss out on our this edition packed with green goodness. Stay informed with Arborist Now!

[Visit Our Website](#)

### Summer Tree Health Assessments: Safeguarding Your Green Assets

In the blistering heat of summer, your trees and landscape are at risk. Drought stress and menacing



bark beetles pose serious threats that demand immediate attention. That's why scheduling summer tree health assessments is a must.

Drought stress wreaks havoc on trees, causing wilting, leaf drop, and stunted growth. These signs of distress require swift action to prevent irreversible damage.

But it's the sneaky bark beetles that pose an even greater danger. These tiny pests invade weakened trees, compromising their structure and leading to potential collapse. Early detection is crucial for effective intervention.

That's where summer [tree health assessments](#) come in. Certified arborists provide expert evaluations of tree health, identifying drought stress and pest infestations. With their guidance, you can implement tailored solutions to strengthen your trees' defenses.

Investing in these assessments not only preserves the longevity and beauty of your trees but also ensures the safety of your property and its inhabitants. Don't delay—schedule your summer tree health assessment today and safeguard your green assets. Contact our certified arborists to take action against drought stress and bark beetles. Together, let's preserve the vitality of your landscape.

## Project Highlight

Safety pruning four liquidambar (Sweet Gum) at Ocean View Park in Albany, CA.



## Test Your Tree Knowledge: Pop Culture Edition!

**1. In J.R.R. Tolkien's "The Lord of the Rings," what is the name of the ancient tree-like beings who protect the forests?**

- A. Ents
- B. Spriggans
- C. Dryads
- D. Treants

**2. Which famous song begins with the line, "I think that I shall never see a poem lovely as a tree"?**

- A. "What a Wonderful World" by Louis Armstrong
- B. "Imagine" by John Lennon
- C. "Trees" by Joyce Kilmer
- D. "Blowin' in the Wind" by Bob Dylan

**3. In the movie "The Lion King," what type of tree serves as a significant gathering place for the animals?**

- A. Acacia
- B. Baobab
- C. Oak
- D. Willow

**4. Which tree is associated with the fictional character Harry Potter and plays a role in the magical sport of Quidditch?**

- A. Whomping Willow
- B. Elder Wand
- C. Nimbus 2000

D. Mandrake Tree

### Which tree is associated with the legend of Robin Hood?

- A. Birch
  - B. Elm
  - C. Yew
  - D. Aspen
- 

#### Trivia Rules

The **first 3** people to email the correct answers to each of these questions wins! The first place winner will receive a **\$200 voucher for any tree service!** Second and third place winners will receive 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 one \$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 June trivia winners:

- 1st place - Rachel L.
- 2nd place - Stephanie R.
- 3rd place - Emme K.

*Thank you to those who participated!*

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#### MAY QUIZ/ANSWERS

**Which tree species is known for its large, heart-shaped leaves and produces edible fruits?**

C. Fig

**What is the study and cultivation of trees called?**

D. Arboriculture

**Which tree species is famous for its distinctive peeling bark?**

A. Birch

**What is the term for the shedding of leaves by a tree during a particular season?**

C. Deciduous

**Which tree species is native to California and is known for its distinctive, peeling reddish-brown bark and feathery foliage?**

D. California Sycamore

### Joke of the Month

**Why did the tree go to the**



bank?

*Because it wanted to branch out and grow its savings.*

## Our Landscape Services



### Water-Wise Landscaping: Conserving Water in the Bay Area

Conserving water in the Bay Area is crucial for sustainable landscaping. By adopting water-wise practices, homeowners can create beautiful outdoor spaces while significantly reducing water consumption. Here are some key strategies:

- 1. Plant Selection:** Choose native and drought-tolerant plants that thrive in the Bay Area's climate. These plants require less water once established and support local ecosystems.
- 2. Efficient Irrigation:** Utilize water-efficient methods like [drip irrigation](#) to deliver water directly to plant roots, minimizing evaporation and runoff. Consider installing weather-based controllers for optimized watering schedules. *\*Special note: Be sure water lines are debris-free and cover all the watering areas of your greenery.*
- 3. Soil Management:** Improve soil health and water retention by adding organic matter like compost. Well-amended soil enhances moisture retention and reduces the need for frequent watering.
- 4. Mulching:** Apply organic mulch around plants and in garden beds to reduce water evaporation, suppress weeds, and moderate soil

temperature.

**5. Watering Practices:** [Water deeply](#) but infrequently to promote deep root growth and drought tolerance. Water during cooler times of the day to minimize evaporation.

**6. Smart Landscape Design:** Incorporate features like rain gardens and permeable paving to capture and retain water on-site, replenishing groundwater and reducing the need for additional irrigation.

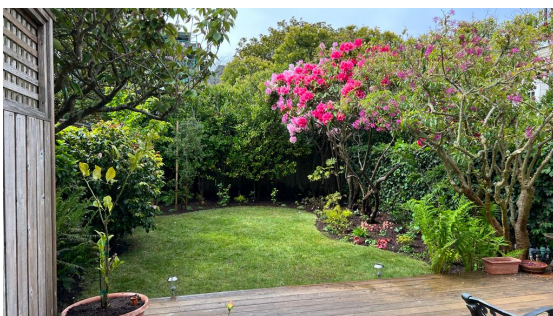
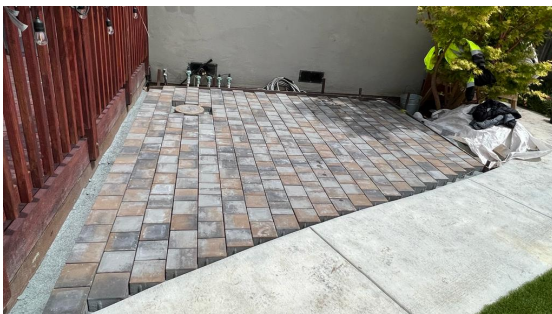
**7. Regular Maintenance:** Monitor for leaks or inefficiencies in your landscape's irrigation system, and promptly address any issues to avoid water waste.

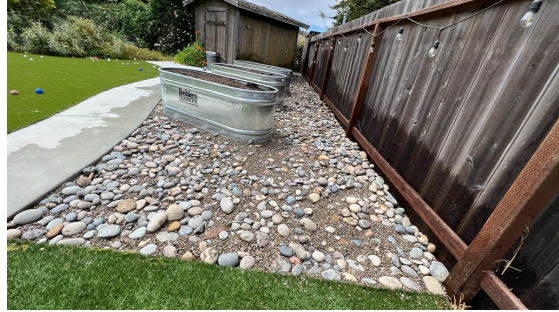
By implementing these water-wise landscaping techniques, you can conserve water, support the local environment, and create sustainable outdoor spaces that thrive in the Bay Area's climate. Let's work together to preserve our precious water resources and promote a greener future for our region.

[Give us a call](#) today!

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*Here are some of our recent projects!*





## Fire Safety Reminder for California Summers



Protecting California from wildfires is a shared responsibility.

Remember these key tips: clear defensible space, use fire-resistant landscaping, stay informed, be cautious with fire, report suspicious activity, and be prepared to evacuate.

By taking these precautions, we can help reduce the risk and impact of [wildfires](#). Let's prioritize fire safety and work together to safeguard our communities and natural landscapes. Stay fire smart and stay safe!

## Special Note to Our Customers

[www.bill.com](http://www.bill.com)

Customers can pay their invoice through Bill.com. Just search for *Arborist Now* and proceed from there.

## We Appreciate *YOUR* Feedback

*Tell us how we're doing!*



Steven N.

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★★★★★ 7/3/23

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I have nothing but the highest praise for Remi and his team (Mike and Matt). From the initial phone call to the completion of the work, the team was professional, communicative, respectful and highly proficient in the work they provided. The end result far exceeded my expectations. My neighbors have also weighed in on how significantly improved the appearance of the trees is. I am already discussing with Remi work in the next year or two to maintain what he and his team have created. I will recommend Arborist now to my neighbors and friends with pleasure and without any reservation whatsoever. A+ work! Thank you!



At our business, reviews play a crucial role in helping us serve our clients and community better. Your valuable feedback about your experience with us would be greatly appreciated. By sharing your thoughts, you can help us maintain the highest standards of service. We kindly request you to leave a review for us using the links below. Thank you for your feedback!

[Yelp](#)

[Google Reviews](#)

Your review is crucial to helping us serve you better (and you can earn \$100!). Please take a moment to share your valuable feedback using the links below.



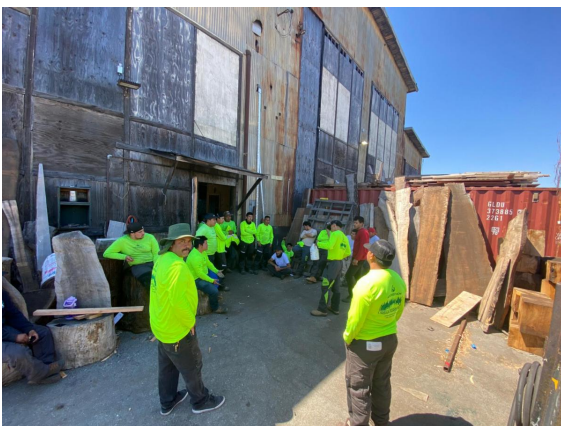
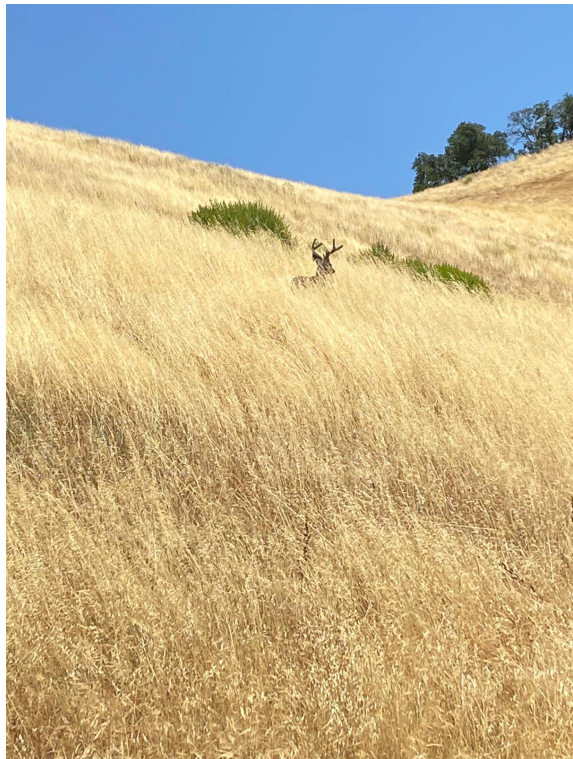


Thank you for your contribution to our continuous improvement efforts.

## Client Referral Program

**From the Field**  
*Our crews in action!*









Thank *you* for being part of the **Arborist Now** family! We appreciate *you* very much!

STAY CONNECTED



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