



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. What are the state trees of California?
2. When were Eucalyptus trees introduced to California? Where do they originate from?
3. What evergreen tree bears the fruit from which chocolate is derived?
 - *Chocolate Tree*
 - *Cacao Tree*
 - *Coconut Tree*
1. True/False: Mycorrhizae fungi are harmful to a tree's roots.



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**.

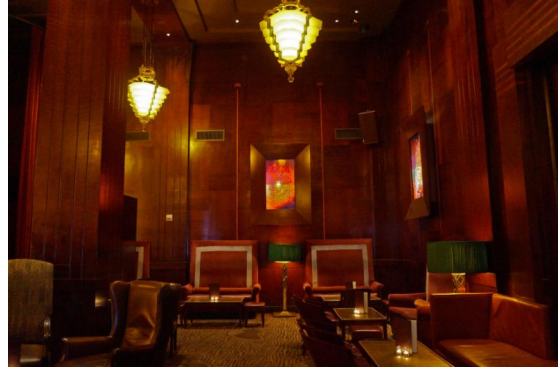
Please email your answers to elena@arboristnow.com with "**Quiz Answers**" in the **subject line**. Good luck!

THE INFAMOUS REDWOOD ROOM

I was strolling through downtown San Francisco one day, looking for a place to stop for a small appetizer and perhaps a cocktail or two. Being the indecisive person that I am, I decided to get on my phone and do a quick search to see what was around.

As I searched for “Lounges”, hundreds of options appeared on my screen, but one caught my attention, The Redwood Room.

[Read more](#)



JOKE OF THE MONTH

Q: *What is a tree's least favorite month?*

A: *Sep-timber!*

INTRODUCING

Eric Rosen

HomeScape Now Landscape Manager



We are happy to introduce our Landscaping Manager, Eric Rosen. He is part of Arborist Now’s newest landscape division, HomeScape Now. Eric was born and raised in Queens, NY. Upon graduating from State University of New York (SUNY) in 1992, he decided to embark on a journey out west and rooted himself in Santa Cruz, CA where he began working with the [Homeless Garden Project](#) and remained for several years; hence, also where Eric’s love of landscaping began!

After working for Homeless Garden Project, Eric decided to continue his travels, which took him all over the U.S. until he could no longer resist the beckoning of California to return. Mandeville Gardens in San Francisco was his next stop where Eric expanded his learning and love of garden and landscaping giving him the confidence needed to step out and start his own landscaping career.

It was during this tenure that Eric met Jean Claude Rochat, the founder of [Arborist Now](#). Each stayed in touch and would refer the other for various jobs in the city. As time went on, Eric desired to be part of something bigger. Coincidentally, so did Jean Claude! In 2016, they collaborated on a project in Pacifica, CA. Eric worked on the irrigation and erosion control aspect and Jean Claude and his team worked on the trees. It was the perfect collaboration and soon after the project completion, they embarked on discussions of merging their businesses. And in 2018 their idea became official and HomeScape Now was created!

Eric’s passion for landscaping is notable in his work. He finds his ‘Zen place’ especially when doing stone work, which stems from his inspiration while hiking in nature. He pays particular attention to the natural formations and synchronizations of plants along the rocky landscapes.

He does his best to represent these formations and patterns by bringing them to life in a customer’s backyard. When doing stone work, Eric carefully studies his way through every step of process; observing each aspect of the stone wall that is being created. The goal is to ensure it flows from one side of the other, just as it appears in nature!

As a contractor, Eric feels that it is most important to be in tune and able to capture his client's vision. He considers how clients want to use their garden and whether they have children, pets, etc. If they have children, he considers how to create a beautiful, yet safe environment for play; while maintaining the maturity and functionality for adults to relax and enjoy. Eric believes that the client ultimately knows best however, on on how they want to use their garden. He is there to listen, offer his expertise, and work together with the client to create the landscape of their dreams!

FEATURE

Landmark Trees of San Francisco

Melaleuca linariifolia

A.K.A Flaxleaf Paperbark, Snow-in-Summer

Melaleuca linariifolia is an evergreen tree species in the Myrtle family, Myrtaceae. It is native to Eastern Australia and naturally grows in swampy woodlands. Its flowers are white bristles that form in clusters, they are fragrant and resemble snow on top of the tree when in full bloom, which explains its name "Snow-in-Summer". Its seeds are found in hard brown capsules that stay on the tree year-round. The bark is tannish-white, with a papery, shredding texture, it can reach heights up to 30 feet with a dense canopy of 25 feet wide. The leaves are needle-like, with a blueish green color. It is drought tolerant when it reaches maturity and prefers areas with full sun to part shade. It has low tolerance for high winds or salt, but it does well in areas that are more inland. It is important to prune it while young to determine a central leader in order to develop good branch structure.



WE'RE GROWING!

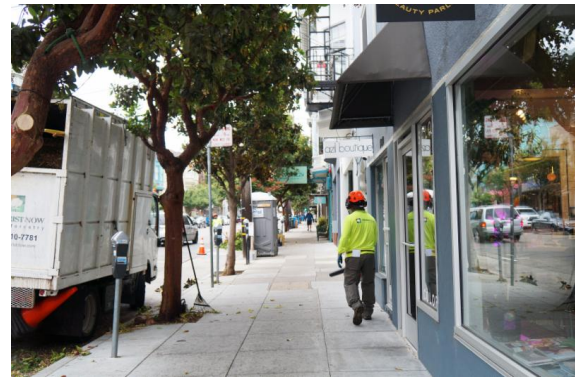
Be part of a great team with an exceptional company! Excellent benefits, pay, and crew! *Arborist Now* is looking for few good people:

- **Sales Manager with an arboriculture and/or landscape background**
- **Landscape Crew Supervisor**

- Heavy Equipment Crane Operator/Commercial Driver

Learn more

FROM THE FIELD



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

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