

VALLEY CREST TREE COMPANY WINS INTERNATIONAL AWARD

January 20, 2003 ~ Excellence is the lifeblood of any profession. In the commercial tree care profession, exemplary customer service and unwavering dedication to high quality tree maintenance define excellence.

Valley Crest Tree Company was honored this year as one of only 16 winners worldwide for the National Arborist Association's 2001 Excellence in Arboriculture Award. Entered in the "Tree Relocation, Commercial over \$10 thousand" category, the company won an Award of Distinction for "MacArthur Court," a commercial property located in Newport Beach, CA.

The project required Tree Company to reconstruct a landscape of 36 mature palms being devastated by a soil-borne disease.

Company arborists assessed the health of each palm. Fifteen had to be hauled intact with their root systems to the county dump. Eighteen were taken from MacArthur Court to an onsite nursery at the Verizon Amphitheater for quarantine and monitoring. The last three were moved to the Newport Center to replace other failing trees.

Finally, the company replaced the remaining contaminated soil from the site and planted thirty-six 60-foot *Washingtonia robusta* palm, a non-susceptible species.

Now in its eighth year, the Excellence in Arboriculture program recognizes and celebrates commercial arborist firms that have demonstrated excellence in their work. The Excellence program considers projects involving general tree maintenance, tree relocation, tree preservation on construction sites, and technical rigging.

