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**FOR IMMEDIATE RELEASE**

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### **THREE NEW ARBORISTS CERTIFIED AT PACIFIC LANDSCAPES**

Sebastopol, CA -- April Haines of ROHNERT PARK, Darryl Orr of FORESTVILLE and Steve Cole of VACAVILLE, CA recently completed the CERTIFIED ARBORIST examination. Pacific Landscapes is a commercial landscaping company based in Sebastopol, serving clients in Sonoma, Marin, Napa and Solano counties.

Expert tree care, from selection to placement to pruning, is one of the foremost responsibilities of a professionally managed commercial landscaping service, as trees are a critical component of a property owner's investment and require conscientious and knowledgeable maintenance for long life.

In addition to increasing the number of certified arborists on staff, Pacific Landscapes "greening" program includes a recently upgraded fertilizer protocol, converting to custom blended organic fertilizers designed to enhance soil biology along with mineral and nutrient availability. This new soil fertility program is being provided to all of Pacific's clientele at no additional charge.

The arborist certification is administered through the International Society of Arboriculture (ISA) and the Western Chapter of the ISA. The International Society of Arboriculture is a scientific and educational organization devoted to the dissemination of information in the care and preservation of shade and ornamental trees. The purpose of the ISA Certification Program is to improve the level of knowledge and standard of practice within the tree care profession. It is designed to assist the public to identify those professionals in arboriculture who have demonstrated, through a professionally developed examination and education program, a thorough knowledge of tree care practices. The ISA program tests and certifies an individual's knowledge in the field of Arboriculture.

ISA's Certification Program is designed to promote the professional development of those involved in the field of arboriculture or tree care.

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