

# Sperry Tree Care

35<sup>TH</sup>  
ANNIVERSARY

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35<sup>th</sup>  
Anniversary  
Edition

### SPERRY TREE CARE IS CELEBRATING 35 YEARS!

As part of our 35-anniversary celebration, we are thrilled to unveil our brand-new logo – a fresh look that represents our growth, industry innovation and commitment to excellence. This updated design reflects who we are today while honoring our journey so far.

You'll start seeing our new branding across our website, social media and other materials. Thank you for being a part of our story – we're excited for what's ahead!

# Our Roots



## THE HISTORY OF SPERRY TREE CARE

### Established in 1990

Sperry Tree Care, a family-owned and operated business in Eugene, Oregon, has been a cornerstone of professional arboriculture in the region for the last 35 years. Founded in 1990 by Nathaniel Sperry & Teresa Damron, the company began its journey from the family's home, with Nathaniel and his wife Teresa dedicating long hours to establish a reputable tree care company.

Rob Miron, Nathaniel's stepson, grew up immersed in the family business. He witnessed the company's inception and at 18, officially joined the crew. In 2019, Rob took over ownership, bringing with him a vision for growth and innovation. Under his leadership, Sperry Tree Care expanded its services to the neighboring Corvallis area and established an in-house nursery to ensure the availability of quality plant material for their clients.

The company has a continuing commitment to excellence, pursuing professional recognition as individuals as well as an organization. In May 2022, Sperry Tree Care achieved TCIA Accreditation, and two staff members became Certified Tree Care Safety Professionals, reflecting its dedication to adhering to industry standards

Family remains at the heart of Sperry Tree Care's operations. Rob's brother, Andrew Miron, serves as Safety Program Manager, while his sister, Elta Damron Sperry, contributes as an Administrative Assistant. This familial involvement fosters a culture of loyalty and continuity, resonating with clients who appreciate the company's deep-rooted commitment to the community.

The family looks back with pride at how far the company has come from one man in a truck with a good pair of Felco's to an employer of more than twenty who has had the honor of developing employees over the years with the skills and abilities required for a career in arboriculture.



# Our Team

## FIELD OPERATIONS

We are thankful for the dedication and hard work of our incredible field operations crew. Their expertise and commitment ensure that our clients trees remain healthy and beautiful year after year. Our teams love of trees is the foundation of our outstanding service. They work in all weather conditions, tackling challenging tasks with professionalism and enthusiasm.

Being an arborist is more than a job – it's a passion for trees and nature. A typical day starts early in the morning with a review of the scheduled work which might include pruning, tree removal or building clearance. Equipped with safety gear, climbing harnesses and specialized tools, they head out to care for trees in a variety of environments from urban backyards to public spaces. It's a rewarding career for those who embrace the great outdoors.





## SALES & CONSULTATION

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Our Sales & Consultation team have the privilege of getting to know our clients and their trees. Their dedication, knowledge, and customer-first approach are essential to connecting our clients with the best solutions for their tree care needs.

The team listens carefully to understand each client's unique requirements. Their education, training and years of experience gives them the ability to assess situations, offer clear recommendations and tailor solutions for the best possible outcome.

Beyond their expertise, our sales and consultation professionals bring warmth and enthusiasm to every interaction. We deeply appreciate their hard work and dedication. Their contributions make a significant impact, and we are proud to have them representing us in the community.



## CERTIFIED ARBORISTS

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From the very beginning, Nathaniel Sperry was committed to being an industry leader. He was one of the first in the area to become an ISA Certified Arborist and has been awarded Oregon Arboriculturist of the Year. That tradition of excellence continues today and every employee is encouraged to become an ISA Certified Arborist. A Certified Arborist is a tree care professional who has been trained in the science and art of planting, maintaining, and caring for trees. Certification is awarded by the International Society of Arboriculture (ISA) after passing an exam that tests knowledge in tree biology, pruning, soil management, pest control, risk assessment and tree preservation.

Sperry Tree Care is proud to have **10 ISA Certified Arborists** on staff.

To become an ISA Certified Arborist, an individual must have:

- A minimum of **three years** of full-time experience in arboriculture or a related field, or a degree in arboriculture, forest, horticulture or landscape architecture.
- Passed the ISA Certified Arborist exam.
- Continued education to maintain the certification

Certified Arborists follow industry standards for tree care to ensure the health, safety and longevity of trees. Following industry standards helps homeowners to reduce liability risks and many cities require compliance for construction projects or public space maintenance.



# Our Future

## A BOLD AND INNOVATIVE FUTURE

Our team has enjoyed looking back at where we started, but our eyes are also firmly on the future and how innovative technology, sustainable practices and developing an expert workforce will benefit our customers now and in the future.

### TECHNOLOGY

The use of Geographic Information Systems (GIS) for tree inventory. A tree inventory has information about individual trees so that property owners can track the species, condition and age of trees as well as the care history. This is a particularly useful tool for large properties like parks, HOA's, Apartment Complexes and more.

Tomography is a diagnostic tool that can be used to reconstruct the internal structure of a tree using external measurements. Like medical tomography (CT scan), it allows the technician to get a view of the inside of the tree. This is particularly useful if any kind of rot is suspected.

### CONVENIENT ANNUAL CARE PLANS

We are in the process of launching annual care that will take your tree care maintenance off your to-do list and puts it on ours. When the time comes for your annual service, our team will contact you to start the process and schedule an estimate appointment. Annual Care Plan participants will also receive priority scheduling. Call to learn more about this free service and how to join.



## SUSTAINABLE PRACTICES

We are truly a company that cares for trees. When a tree has reached the end of its life and needs to be removed, we are there for that. But we are also looking towards the future and how we can be part of increasing the number of trees that we have in our community. Trees have so many benefits; improving air quality, fighting climate change, reducing soil erosion, providing shade, habitat for wildlife, reducing noise pollution and increasing property values. With these things in mind we have developed and on-site nursery for tree species that are frequently chosen by our clients. Specialty requests are sourced from nurseries. Local nurseries whenever possible. Regardless of their source, each tree is inspected by a member of our team before being planted. We look forward to helping more clients plant the right tree in the right place

## SPECIALIZED EQUIPMENT

Specialized equipment is revolutionizing tree care by making it safer, more efficient and more precise. Our crew currently utilize a variety of specialized equipment such as lift trucks, hydraulic pruners and electric chainsaws. As the industry continues to make advances, particularly in areas related to worker safety, we will adapt and incorporate new equipment as it becomes available.

## CUSTOMER EXPERIENCE

Sperry Tree Care is grateful to the clients and community that have supported our urban forest for the last 35 years, and we look forward to continuing to provide quality arboriculture and sustainable tree care practices for many years to come. While many things have changed over the years, our commitment to providing excellent customer service remains the same. We look forward to serving you for many more years to come.

Thank you for trusting us to care for your trees!

We offer **FREE** estimate appointments.

Call our office or request an appointment online at [sperrytreecare.com](http://sperrytreecare.com).



CCB# 109012 | LCB# 100201 | TCIA Accredited