

Meet **VINTAGE TREE CARE** and Owner *Fred Frey*



Owner, Fred Frey



Where the quality & service of yesterday meet the arboriculture of tomorrow

VINTAGE TREE CARE
LIC #976047

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They say that everything we need to know in life, we learn in Kindergarten. For Fred Frey, that has held true.

Fred's kindergarten teacher was a caring woman who loved nature and taught her students all about it, inspiring their curiosity and teaching respect. Fred and his classmates were encouraged to lift up rocks to discover the life that could be found underneath, and then to carefully replace them so as not to disturb the bug's "home." She helped instill in Fred an appreciation and consideration for nature that underlies the values that built Vintage Tree Care.

Fred didn't think that much about how his kindergarten experience affected him, until much later in life. A fourth-generation Sonoma County resident, after Fred graduated from high school, he decided to go right to work and landed a job in the construction trade. When winter work slowed down, Fred's dad suggested he contact his friend who owned a tree company for extra work.

In March 1995, Fred started working for Sam Noonan a three-time World Champion Tree Climber and a world-renowned arborist who was one of the most respected tree people in the County. Fred didn't realize that there was a whole professional industry around taking care of trees, or the importance of learning to properly climb a tree, much less care for it! He was captivated and soaked up everything his mentor could teach him. He learned how to climb trees, operate a chainsaw, prune and take down trees and more. Fred took any available classes at the SRJC related to plants and trees. He loved being outdoors all day and helping care for the trees in a way that allowed them to stay healthy and grow to their full potential.

Fred began earning his credentials in the industry – he first became a certified tree worker, then a certified arborist. He explained that not all arborists are tree workers. But because he is both, he can actually climb up into trees, to make more comprehensive diagnoses.

After working with Sam for about six years, Fred took a position with the City of Santa Rosa's Parks Department as an arborist shortly after his daughter was born. However, after about eight years, Fred decided to start his own business, so that he could work with home and business owners again. Fred started Vintage Tree Care in 2006.

Fred established his business based on his values of respect for nature and superb customer service to provide excellent tree care and help his customers enhance the beauty, safety, and value of their properties – ultimately reflecting the overall beauty of Sonoma County!

Fred and his team of 20 employees pride themselves on showing up on time, listening to the client's needs, educating their clients about their trees, and always, always providing the highest quality tree care based on the best prevailing techniques. You'll even be greeted with a live person when you call Vintage Tree Care.

Fred continues to learn and grow and is very active in the tree community and is a member of the International Society of Arboriculture (ISA), the Western Chapter of ISA, and the Tree Care Industry Association. He is an ISA Certified Arborist® and is ISA Tree Risk Assessment Qualified. To support the community on a wider-scale, Fred volunteers for the annual 4-H ChickenQue, various FFA activities, and is an active member of the Sonoma County Farm Bureau and the Santa Rosa Metro Chamber.

WHY HIRE A CERTIFIED ARBORIST?

A professional "tree doctor" or certified arborist has a minimum three-years experience and has passed an extensive examination covering all facets of arboriculture. A Certified Arborist gives you a high level of assurance that your trees will not be damaged or mutilated and can prescribe treatments and options to protect your trees and property.

VINTAGE TREE CARE SERVICES:

TREE PRUNING AND TRIMMING

There are many reasons for pruning and trimming trees and shrubs. We live with trees every day, and it is

important to manage the risk associated with daily interactions with those trees. Trees are commonly trimmed and pruned for one of three reasons: Tree Health, Safety, and Aesthetics

SAFETY: Protect People, Pets, and Property

Reduce the risk of falling branches | Improve visibility | Create Clearance

HEALTH: Foster Strength, Longevity, and Expansion

Boost fruit and flower production | Prevent spread of disease | Promote new growth

AESTHETICS: Preserve Scenery, Value, and Appeal

Improve curb appeal | Retain favorable shape | Allow more sunlight or shade

While it seems easy enough, tree trimming and pruning is truly a job for professionals. Trimming a tree can be dangerous to you and damage the tree long term if not done properly.

TREE REMOVAL & PLANTING

Tree removal is sometimes necessary to keep a landscape looking beautiful. Removing dead or dying trees is critical to protect your lawn, shrubs and even surrounding trees, as well as protecting your house, and reducing fire risk. Tree removal is a technical, delicate process, that should be done by a licensed professional for safety and to reduce your liability.

DEFENSIBLE SPACE AND WILDFIRE PREVENTION

Defensible space is the buffer zone created between a building or structure on your property and the vegetation surrounding it. Fred or one of his certified arborists assist with identifying the problem and create a plan that will reduce fire fuels. Some of the considerations include:

- Low hanging tree branches
- Overgrown hedges, shrubs, and grasses
- Dead plant materials
- Roof and gutter hazards
- Distressed or "sick" trees
- Proper tree spacing

For detailed information and specifications from Cal Fire visit: VintageTreeCare.com/defensible-space-wildfire-prevention



THE COST OF TREE CARE

Due to the individual nature of each and every tree, true costs can only be determined with an in-person estimate. Trimming and Pruning costs are determined by multiple factors including:

- Type of tree
- Number of trees
- Tree size and height
- Location
- Time required

WHEN YOU CHOOSE VINTAGE TREE CARE, YOU CAN ALWAYS REST ASSURED THAT:

All Vintage Tree Care employees have been hand-picked for experience, competence, and courtesy. They never add hidden or un-agreed upon charges – the initial quote will be the all-inclusive end price.

When my parents needed tree service when the wind broke the top third off one of their trees, the first tree company they made an appointment with never showed up or called to reschedule. My Mom then called Vintage Tree Care. Unbeknownst to Fred that these were my parents, he showed up on time and offered alternative solutions that would help my Mom save her tree. She also discussed some of her other tree concerns – then she revealed to Fred that she was my mom! She was so happy with his work that she couldn't wait to tell me!