

**I**N 2005, **JEFF GREWE** faced a crucial decision: either finish college or devote his energy to the tree service business he had just started. He chose the tree service and never looked back. Jeff had an aptitude for climbing trees and found joy in the mastery of making trees beautiful. With a handsaw and a ladder, Arbor Aesthetics was born. Jeff's operation remained small for many years while he gained experience and sought formal training in arboriculture.

Three years ago, he met and married Amy. "It was like rocket fuel when she came aboard," Jeff says. Amy's graphic design skills and office management experience have helped the company triple in size.

Together, Amy and Jeff have created a company where employees are valued, with an emphasis on professionalism and a culture of safety, respect, and camaraderie.

"Our biggest passion in owning our business is helping our employees live better lives," Jeff says. "We take care of our employees so they can take care of our customers." The Grewes offer full benefits and have cultivated a "coaching over criticism" work environment, helping their employees reach their full potential.

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# TREE SERVICES JEFF AND AMY GREWE ARBOR AESTHETICS