

SARAH HON GASKIN

3500 Oak Knoll Blvd, Oakland, CA 94605 | sarah@aplustree.com | 510-435-2243

EDUCATION

Bachelors of Science, Environmental Science
University of California, Berkeley | Class of 2007

THESIS

Case Study: Do Designated Bike Ways decrease
Bicycle-Automobile Related Collision Incidences?

This thesis used GIS information and technology to map and analyze bicycle-car related collisions in 7 different Bay Area Cities to determine the effectiveness of safer travel for bicyclists on Bike Paths, Routes and Lanes

TECHNICAL SKILLS

BASIC: HTML, CSS, SQL

INTERMEDIATE: CAD, Content Management Systems

ADVANCED: Adobe Illustrator, Photoshop, Premier, Mac OS X, Wordpress, iMovie, Google Apps, Microsoft Office Suite and Mac versions, GIS Technology

CREDENTIALS

ISA Certified Arborist #WE-9519A | 2014 - Present

Registered Consulting Arborist #655 | 2018 - Present

CA , WA & OR Qualified Applicator's License

RELEVANT AFFILIATIONS

TCIA (Tree Care Industry Association)
WCISA (International Society of Arborists, Western)
ASCA (American Society of Consulting Arborists)
CAA (California Apartment Association)
CACM (California Association of Community Managers)
BAUFEC (Bay Area Urban Forest and Ecosystem Council)

WORK IN INDUSTRY

EMPLOYMENT

Executive Directory of Business Development
A Plus Tree, Inc | 2010 to present

A Plus is professional tree care company dedicated to safety and its people. We thrive on pushing the limits in our industry to inspire a higher standard of tree care, using innovative technology, and maximizing sustainability, while keeping close attention to our client's needs.

NON-PROFIT ACTIVITY

Bay Area Urban Forest and Ecosystem Council
Board Member | Aug 2016 - Present

TCIA Workforce Development Committee
Business Leader | June 2016 - Present

Annual ISA Climber's Workshop (Formally CAA, now WCISA)
Collaborator | 2010 - Present

PERSONAL INTERESTS

Outdoor Activities: Swimming, Hiking, Wake Boarding, Travel

Creative Activities: Painting, Cooking with my daughters, Photography, Videography, Interior design

PERSONAL GOALS

Publish Children's books about trees, Arborists and sustainability.

Attain Board Certified Master Arborist

RELEVANT EXPERIENCE

Executive Director of Business Development at A Plus Tree, Inc
West Coast, 2010 to Present

In my current role: I lead the Plant Health Care department, develop and train our staff, oversee its operations and increase its revenue. I am spearheading our “give-back” initiative, A Plus CARES, which provides meaningful volunteer opportunities for our employees to serve in our communities. I lead the development, execution and release for our newest app, Treezi, which will be marketed to small business tree care companies. I also work directly with the CEO, Cyrus DeVere, in the strategy and execution of special projects that directly correlates with the growth and expansion of A Plus.

I began my career in the Tree Care Industry in my first employment at A Plus Tree, Inc in April 2010. A Plus was a much smaller company than what it is today.

In 2010, we were a company of 10 employees, 2 crews, and served mainly residential clients in Bay Area’s East Bay. Today, in 2019, we are a company of 100+ employees and have locations from Seattle, WA down to San Diego, CA, and into Utah, serving mainly Commercial, Multi-family and HOA clients. We also have a utility division and a mill operation.

In my first month at A Plus, I collaborated with Jeremy to develop a cloud-based web and mobile app built to streamline the entire process involved in tree care management. This is known as ArborPlus (www.arborplus.com) today and has allowed us to scale quickly in our business. I was behind the design, development, marketing and execution stages of ArborPlus. We launched nationally for the benefit of ALL tree companies, at the TCIA Expo in Nov 2015. We pulled it back from the marketplace in 2018 to redesign and re-market our new app, Treezi, which will be released this year.

Over the years, I have dove deep into the tree care industry, networking and attending industry related events, meeting many who are on the forefront of research, and implementing anything new and innovative into our company. Our goal is to present our clients with accurate and up-to-date information about the care of their urban forest, and to manage with best practices while minimizing our global footprint.

I am very much committed to both my personal and professional development, which is why I believe that I should continue to educate myself and achieve the relevant credentials that will help to grow and expand my knowledge and allow a greater impact in what I do.

Business Leader | June 2016 - Present
TCIA Workforce Committee

Working with other business leaders in our sector to find ways to grow and sustain our work in the region by addressing issues that relate to competitiveness and growth, and to find the best ways to work with public and education programs to create solutions.

We worked with Merritt College in Oakland, CA to develop a curriculum and stackable credentials to provide a clear career path into the industry.