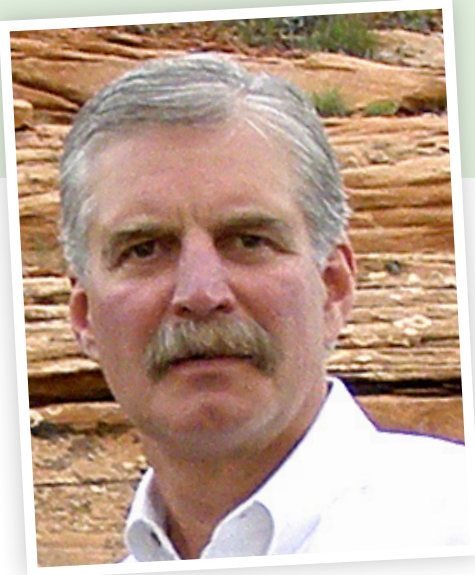


The Faces of Urban Forestry



Jack Bedessem
President/CEO,
Trihydro Corporation

Laramie,
Wyoming



Entryway Trees Attract New Businesses and Employees

“The trees leave a positive first impression on potential future employees and in retaining employees.”

Businessman Jack Bedessem considers himself a beneficiary of the Laramie’s Beautification Committee. This group of tree-planters is part of a citywide organization formed in 1985 to counter economic decline.

Today, Laramie is a vibrant community of 31,000 and proud of its quality of life.

“We have clients from across the country that come to Laramie for business meetings,” says Jack, the president and CEO of Trihydro Corporation. “The trees leave a positive first impression on potential future employees and in retaining employees.”

Funding and support for the Beautification Committee’s projects came from private donations, as well as the Laramie Parks and Recreation Department and the Wyoming Community Forestry Program.

Trihydro is ranked among the nation’s top environmental and engineering services corporations, a testimony to the central role that trees play in a community’s economic development.

“When recruiting and retaining employees, our company finds they want to live and work in a place they can be proud of,” Jack adds. “Visitors want to live here and do business here.”

“The trees leave a positive first impression on potential future employees and in retaining employees.”

— Jack Bedessem



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A joint project of U.S. Forest Service Urban and Community Forestry, the National Association of State Foresters, and the Arbor Day Foundation. For more information visit arborday.org/faces