

# TCT EXPO 2010

Pittsburgh

World's Largest Tree Care Industry Trade Show and Conference

**CEUs for  
as little as  
\$1.52 each!**  
See page 3 for details.

## Green meets Steel

CUTTING-EDGE • UNRIVALED SELECTION • INTENSE DEMOS



EQUIPMENT & SERVICES

## November 11-13, 2010

Pre-Conference Workshops, November 9 & 10

Register early and save up to **40%** details inside

**BUSINESS**

**SAFETY**

**ARBORICULTURE**

Presented by the Tree Care Industry Association

1-800-733-2622 • [www.tcia.org](http://www.tcia.org) •     



## Meet us in Pittsburgh!

As chair of the Tree Care Industry Association, I am personally inviting you and your team to TCI EXPO 2010 in Pittsburgh.

Just as Pittsburgh is taking strides forward, creating the first "green" convention center in the world, TCI EXPO is also moving forward. It's not just a conference packed with all the greatest iron, tools, services

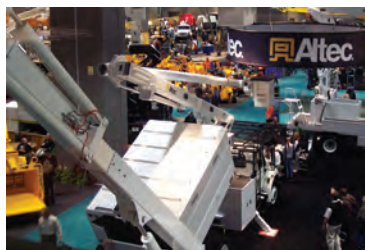
and gear, but a growing business development opportunity. You can take part in a variety of education sessions, hands-on workshops or networking discussions. You can register for pre-conference workshops, earn valuable CEUs or ask questions and tips of the manufacturers themselves.

As the world's largest tree care trade show and conference, TCI EXPO's goal is to help all arborists and tree care companies – no matter size, age, location or goals. We need to come together to support our industry companies by working toward excellence. And TCI EXPO 2010 will help us work toward that goal. At TCI EXPO, you will:

- Meet the manufacturers and get unparalleled deals on all the newest products from major equipment and tool brands.
- Take part in educational workshops geared toward your needs; experience networking and helpful conversations with other professionals in the tree care business.
- Soak up all the innovative ideas at TCI EXPO, but still have time to enjoy the vibrant city of Pittsburgh.

These days, we all need to be creative with our business strategies and reinvent the way we work. Take advantage of TCI EXPO 2010 to energize yourself and your team and start taking those steps toward creating a successful future.

Randy Owen, president of Owen Tree Service  
Attica, Michigan



## You've never had so much fun at work!

- Attend receptions, forums and round-tables to meet with colleagues and industry experts from around the country and the globe.
- Increase your knowledge and skills with fundamental education, intense demos and cutting-edge research. Gain an edge over your competition.
- Check out the latest equipment and gear from the biggest names in tree care. The trade show floor is more than 190,000 square feet!
- Win! With all of the prizes, raffles, giveaways and contests, you'll find tons of excitement at TCI EXPO.

**There's something for everyone at TCI EXPO – Bring your whole team!**



**New in 2010 – Get a preview of EXPO Education** Register for EXPO now and take part in one of nine webinars hosted by our TCI EXPO 2010 speakers. Free to EXPO Attendees only.

- |         |  |          |   |
|---------|--|----------|---|
| July 21 | Unraveling Tree Diagnostic Mysteries – Joe Boggs   | Sept. 8  | Single Rope Technique: Half the Rope, Twice as Easy – Tom Dunlap                            |
| July 26 | Learning to Use A300 Part 5 Construction Management for the Arborist's Advantage – Gordon Mann | Sept. 22 | Safety Update: What Accidents Occurred in 2009 and Why – John Ball                          |
| Aug. 11 | How Tree Care Professionals Can Use Social Media to Grow their Business – Jeff Korhan          | Sept. 23 | Subcontracting as a Growth Strategy – Phil Harwood  |
| Aug. 25 | Plant Health Care Management for Shrubs – Shawn Bernick  | Sept. 29 | Grading the Quality of Woody Plants, from Nursery Stock to Landscape Specimens – Lee Gilman |
|         |  | Oct. 6   | Profits from Snow and Ice – John Allin  |

These live webinars will be limited to 23 attendees. Register early to ensure that you get a seat in your preferred session. Details are available at [www.tcia.org](http://www.tcia.org)

For expanded seminar descriptions and complete speaker bios go to [www.tcia.org](http://www.tcia.org)

# Why attend TCI EXPO

Top Arboriculture, Safety and Business Experts will share their research, perspectives, strategies and tips for improving your business and growing your company.

Maximize your time and company resources. With more than 60 hours of education to choose from, you can earn more than 32 CEUs in just a few days. Earn credits toward CTSP, ISA, PLANET, ASCA recertification and more. Pesticide credits are available for many states.

Compare equipment and gear from different manufacturers. Try out products and evaluate new ones. Benefit from show-only pricing and discounts. Get answers from the manufacturers themselves and find suppliers who can help you grow your business.

Take advantage of free education sessions and demos and you can earn up to 10.5 CEUs for the cost of a **trade show pass** (that's only \$1.52 each!). **Gold card passes** are the best deal for in-depth educational content. You can attend any session during all three days of the conference and earn up to 19.25 CEUs (for less than \$10.60 each) all at one show!

Don't Wait. Register Today!

**Save by registering early and taking advantage of group discounts!**

*Tell our Partners at TCI EXPO that you appreciate their support of the tree care industry!*

**Business, Safety and Arboriculture** Educational Seminars are brought to you by our CROWN Partners

TCIA would like to extend our sincerest gratitude to the following companies whose commitment to our work is extraordinary.

### Partners Advancing Commercial Tree Care

#### Crown Partners

- Altec Industries
- Morbark, Inc.
- Husqvarna
- Vermeer Corporation

#### Root Partners

- Bandit Industries
- George Fern Co.
- West Coast Shoe Company (Wesco®)

#### Seed Partners

- Buckingham Mfg.
- Fanno Saw
- Mauget Company
- HMI Horticultural Asset Management
- Weaver Leather, Inc.
- Wright Tree service

For information on how you can help build a stronger marketplace, contact Deborah Johnson, director of development, johnson@tcia.org or call 1-800-733-2622.

### Registration also includes:

- FREE** Welcome Reception
- FREE** Keynote Session
- FREE** Marketing Consults
- FREE** Accreditation Seminar
- FREE** CTSP Meet and Greet
- FREE** 7 different Industry Forums
- FREE** Tree Demo CEUs!

If you can only attend one conference this year, make sure it's **TCI EXPO!**

Become a TCIA Member and save more than ever this year!  
Registration information on page 14.



### BUSINESS



### SAFETY



### ARBORICULTURE



### Welcome Reception



## Schedule at a Glance

### Pre-Conference Workshops Tuesday & Wednesday, November 9 & 10

- 8:00 am - 5:00 pm **CPR/First Aid Train the Trainer**, *Coyne First Aid*. Workshop takes place at the Omni William Penn Hotel
- 8:00 am - 5:00 pm **CTSP Workshop and Certification Exam**: Note – Separate registration from TCI EXPO. See pg. 7  
Exam and Workshop takes place at the Omni William Penn Hotel (8:00 - 11:00 am only on Wed. 11/10/10)

### Pre-Conference Workshops Wednesday, November 10

- 8:00 am **Registration OPENS** – David L. Lawrence Convention Center
- 8:00 am - 5 pm **EHAP - Electrical Hazards Awareness Program** *Tom Dunlap*, CTSP
- 8:00 am - 12 Noon **Achieving Business Excellence** *John Spence*, Consultant
- 10:00 am - 4:00 pm **Business Boot Camp for the Beginner**, *Bob Rouse*, Tree Care Industry Association, Inc., *Accreditation Consultants*
- 1:00 - 5:00 pm **Job Costing and Estimating** *Marcus vanderVliet*, M.V. Consulting

### Thursday, November 11

- 6:00 am Registration OPENS – David L. Lawrence Convention Center

#### BUSINESS



#### SAFETY



#### ARBORICULTURE



7:30 - 8:30 am

**Increase Marketing Effectiveness with Social Media Engagement**

*Jeff Korhan*,  
True Nature®

**Safety Update: What Accidents Occurred in 2009 and Why**

*Dr. John Ball*, CTSP  
South Dakota  
State University



**Fertilization, Compost Tea & Other Magical Elixirs to Promote Tree Health**

*Dr. Tom Smiley*,  
Bartlett Tree Research Laboratory

8:45 - 9:45 am

**FREE KEYNOTE – The Foundations of Excellence** *John Spence*, Consultant **FREE** for all registered attendees

9:57 am

**TCI EXPO Trade Show OPENS**

10:30 am - 12 Noon

**Z133 Open Forum FREE** for all registered attendees

12 Noon - 1:00 pm

**TCIA Members-Only Forum Making the most of your TCIA membership FREE** for all registered TCIA members

2:00 - 3:00 pm

**CTSP Open Forum** *Peter Gerstenberger*, Tree Care Industry Association, Inc. **FREE** for CTSPs and CTSP enrollees

3:00 - 3:30 pm

**CTSP Meet & Greet FREE** for all registered attendees

4:00 pm

**TCI EXPO Trade Show CLOSSES**

4:15 - 5:30 pm

**Consultative Sales Skills for the Non-Sales Person**

*John Spence*, Consultant

**Crane Use; Technology, Safety & Government Regulation**

*Joe Birkbeck*, Altec Industries



**Eco-Friendly Disease Diagnosis & Management**

*Dr. Sharon Douglas*, The Conn.  
Agricultural Experiment Station

6:00 - 8:00 pm

**Welcome Reception FREE** for all registered attendees and exhibitors – In partnership with TCIA and Vermeer Corporation. Westin Convention Center Hotel



### Friday, November 12

- 7:00 am **Registration OPENS** – David L. Lawrence Convention Center

7:30 - 8:30 am

**TCIA Accreditation Info Session**

*Bob Rouse*, Tree Care Industry Association, Inc.

**FREE** for all registered attendees



**Notches, Hinges & Back-Cuts**

*Dwayne Neustaeter*,  
Arboriculture Canada  
Training Education, Ltd.



**Organic Treatment for Plant Disease Management**

*Dr. Bruce Fraedrich*,  
Bartlett Tree Research Lab.

8:45 - 10:00 am

**Job Costing to Maximize Your Profits**

*Marcus vanderVliet*,  
M.V. Consulting

**Rigging Forces**

*Todd Kramer*, CTSP  
Kramer Tree Specialists, Inc.

**Invasive Insect Species Update**

*Dr. Michael J. Raupp*  
University of Maryland

9:00 am

**TCI EXPO Trade Show OPENS**

10:00 - 11:00 am

**CTLA – Council of Tree & Landscape Appraisers Forum** *J. David Hucker*, David Hucker Consulting  
**FREE** for all registered attendees

10:00 am

**Check-In Time ISA Certification Exams** (Arborist, Municipal, Utility, Treeworker - written only) You must pre-register with ISA and pay by Oct. 22, 2010. To get an application or register online, go to [www.isa-arbor.com/certification/exams.aspx](http://www.isa-arbor.com/certification/exams.aspx) or call Scott Sjolander at the Penn-Del ISA office (814)-333-7440.

10:00 am

**Check-In Time PLANET Certification Exams** (CLP, CLT-Interior, COLP, CTP-CSL) You must pre-register with PLANET and pay exam fee by Oct. 22, 2010. For an application and for study material, [www.landcarenetwork.org](http://www.landcarenetwork.org) or call 1-800-395-2522.

10:30 - 11:30 am

**Accredited Companies Forum** *Bob Rouse*, Tree Care Industry Association, Inc. and *Accreditation Council Members*  
**FREE** for all accredited companies and enrollees

12 Noon - 1:00 pm

**TCIA Members-Only Forum Productive Business Strategies in the Lean Economy FREE** for all registered TCIA members

1:30 - 2:30 pm

**A300 Open Forum** *Bob Rouse*, Tree Care Industry Association, Inc. and *ASC A300 Committee members*  
**FREE** for all registered attendees

## Friday, November 12 continued...

3:00 - 4:15 pm

**Secrets of Successful Sub-Contracting**  
*Phil Harwood,*  
 Pro-Motion Consulting

**Rigging & Transferring Wood for Maximum Productivity**  
*Ed Carpenter,* Certified Arborist,  
 COR Ergonomic Solutions, LLC

**The Anatomy of a Murder: Who Killed the Tree?**  
*Dr. John Ball,* CTSP  
 South Dakota State University

**CONCURRENT SESSIONS**

**Insecticide Mode of Action and Green Insecticides**  
*Dr. Michael J. Raupp,*  
 University of Maryland

4:00 pm

**TCI EXPO Trade Show CLOSES**

4:00 - 6:00 pm

**Accreditation/CTSP/Student Reception** (Open to Accredited Companies, CTSPs, CTSP Enrollees and Students only) Omni William Penn Hotel

4:30 - 5:30 pm

**Regulatory vs. Voluntary Approaches to Tree Protection**  
*Mike Galvin*  
 Casey Trees

**How to Care for Your Body As a Production Arborist**  
*Ed Carpenter,* Certified Arborist,  
 COR Ergonomic Solutions, LLC

**20 Questions of Tree Problem Diagnostics**  
*Joe Boggs*  
 Ohio State University Extension

**CONCURRENT SESSIONS**

**Crane Use for the Climbing Arborist: Tips and Tricks**  
*Todd Kramer,* CTSP  
 Kramer Tree Specialists, Inc.

**Growing Your Business with Shrub Care**  
*Shawn Bernick,* Rainbow Treecare  
 Scientific Advancements

## Saturday, November 13

7:00 am

**Registration OPENS** – David L. Lawrence Convention Center

7:30 - 8:30 am

**Profits from Snow and Ice**  
*John Allin,* PJA, Inc.

**SRT Climbing Tools & Techniques**  
*Tom Dunlap,* CTSP

**Trees and Construction Management: A Wake-up Call**  
*Gordon Mann,* Mann Made Resources, A300 Committee Member

9:00 am

**TCI EXPO Trade Show OPENS**

8:45 - 9:45 am

**Find New Business – Bring Woodlands into the Landscape**  
*Lee Gilman,* Lee Gilman & Associates, LLC

**Applied Research for Climbing and Rigging**  
*Brian Kane,*  
 University of Mass-Amherst

**Tree Biomechanics and Strength Loss from EAB Activity**  
*Dr. Anand Persad*  
 Davey Tree Expert Co.

1:00 pm

**TCI EXPO Trade Show CLOSES** – See you next year in Hartford, Conn!

**FREE** on the trade show floor, visit with the TCIA Marketing and Publications departments to discuss strategies and review your company's print advertising.

**Thursday 2:00 - 4:00 pm, Friday 1:00 - 3:00 pm and Saturday 10:00 am - 12 Noon.**

## Earn CEUs, TCI EXPO Tree Demonstrations!

Visit the Tree Demonstration area on the trade show floor for demonstrations of arborist skills from renowned national professionals.

**Thurs. & Fri.: 10:30 am, 12:05 pm, 1:15 pm and 2:05 pm**

**Sat.: 10:00 am and 11:00 am**

### All Thursday demos facilitated by North American Training Solutions

- 10:30 am High Angle Rescue for Arborists
- 12:05 pm Ergonomics for Industrial Athletes
- 1:15 pm Ascend it! Innovative Solutions for Tree Climbing Ascent
- 2:05 pm Pruning Cuts, Collars, Branches and Trunks  
 With Arboriculture Canada Training Education

### All Friday demos facilitated by ArborMaster®

- 10:30 am Precision Felling, Safe Chain Saw Handling and Ergonomics – Part 1
- 12:05 pm Precision Felling, Safe Chain Saw Handling and Ergonomics – Part 2
- 1:15 pm Arborist Rigging Applications – Part 1
- 2:05 pm Arborist Rigging Applications – Part 2

### Saturday

- 10:00 am SRT Climbing Tools and Techniques  
 Facilitated by *Tom Dunlap,* CTSP
- 11:00 am Rigging Forces: a Look at Risk Assessment for the Climbing Arborist  
 Facilitated by *Todd Kramer,* CTSP



# List of Exhibitors

As of July 2, 2010

Visit [www.tcia.org](http://www.tcia.org) for updates.

**Thurs. Nov. 11 9:57 am - 4:00 pm   Fri. Nov. 12 9:00 am - 4:00 pm   Sat. Nov. 13 9:00 am - 1:00 pm**

ACRT, Inc.  
Aerial Lift, Inc.  
Ahlborn Equipment, Inc  
Air-Spade®  
a Div. of Guardair Corp.  
All Gear, Inc.  
Allied Equipment  
Altec Industries, Inc.  
AlturnaMATS, Inc.  
American Arborist Supplies  
Amerisafe/American  
Interstate  
ArborGold/Tree  
Management Systems  
Arborjet, Inc.  
ArborMAX  
Insurance Program  
ArborSoftWorx  
ArborSystems, Inc.  
Arbortech  
Arborwear, LLC  
Arrowhead  
Aerial Products, Inc.  
Asplundh Tree Expert Co.  
Bailey's  
Bandit Industries, Inc.  
Bartlett Tree Experts  
Bobcat Company  
Branch Manager  
Attachments  
Buckingham Mfg. Co., Inc.  
BugBarrier Tree Band  
Carl Neutzler Services  
Christmas Décor;  
Nite Time Décor  
Corona Clipper, Inc.  
Creative Sales, Inc.  
Cutter's Choice  
Davey Tree Expert Company  
Definity Software  
DICA  
Doggett Corporation  
Dynamic Manufacturing  
Corp./Norco Equipment  
Eliet USA, Inc.

Enginaire  
FAE USA, Inc.  
Fanno Saw Works  
Fecon, Inc.  
Fletcher Stewart, Ltd.  
Flexaire Manufacturing, Inc.  
Forestry Equipment of VA  
Fred Marvin Associates  
Georgetown Insurance  
Service, Inc.  
Giuffre Brothers Cranes  
Good Tree Care Company  
Green Teeth  
Green Pro Solutions, LLC  
Growtech, Inc.  
Growth Products, Ltd.  
Hall's Safety Equipment Corp.  
Hartford CVB  
HMI  
Husqvarna  
IML – Instrument  
Mechanic Labor, Inc.  
Independent Protection Co.  
International Safety  
Components, Ltd.  
International Society of  
Arboriculture  
International Trucks/Navistar  
Ironwood Heavy Highway LLC  
J. J. Kane Auctioneers  
Jameson, LLC  
Jarraff Industries, Inc.  
John Bean Sprayers  
John Deere Company  
J.P. Carlton Co.  
Karl Kuemmerling, Inc.  
KASK America, Inc.  
Kershaw  
Knapehide Mfg. Co.  
The Knife Source, LLC  
Knot & Rope Supply  
Kraft Power Corp.  
Leonardi Manufacturing  
Liberty Financial Group, Inc.  
Line Boss – GET International  
Loftness/US Attachments  
Mauget Company  
Minnesota Wanner Company  
Morbark, Inc.  
New England Ropes Corp.  
New River Equipment

NiftyLift, Inc  
North American  
Training Solutions  
Northern Atlantic  
Financial, LLC  
Oregon Cutting  
Systems Group  
Payeur Distributions  
Petzl America  
The Piedmont Group  
Insurance Solutions  
Plant Growth  
Management  
Systems  
Plant Health Care, Inc.  
Plastic Composites Co.  
Portable Winch Co.  
Preformed Line Products  
Premier Tech  
Biotechnologies  
QUADCO Equipment Inc.  
Quest Products Corp.  
Rainbow Treecare  
Scientific Advancements  
Rayco Manufacturing, Inc.  
ReachMaster, Inc.  
Reading Truck Body, LLC  
RedMax  
Rotochopper, Inc.  
Royal Truck & Equipment, Inc.  
Ryan's Equipment  
Samson  
Sandvik  
SavATree  
Scaffidi/KESLA  
North American Dist.  
SherrillTree  
Signature Systems, LLC  
Stokes Ladders, Inc.  
Superior Products  
& Supply, Inc.  
Soteria Safety Products, Inc.  
Southco Industries, Inc.  
STIHL, Inc.  
Supersonic Air Knife  
SVE Portable Roadway  
Systems, Inc.  
T. H. Glennon Co., Inc.  
Teletrac, Inc.  
Teupen USA  
Timberwolf Mfg. Corp.  
Top Saw Tool, LLC



**Win ArborBucks**  
and use them like cash at  
the following vendor booths:

**AlturnaMATS, Inc.**  
**American Arborist Supplies**  
**Arborwear, LLC**  
**DICA**  
**SherrillTree**  
**The Toro Company**  
**Tree Care Industry**  
**Association, Inc.**

**With Even More to Come!**

The Toro Company  
Tracked Lifts, Inc.  
TREE Fund  
Tree & Landscape  
Equipment Trader  
Tree Care Industry  
Association, Inc.  
TCIA Membership and  
Publications  
TCI Magazine  
Tree Services Magazine  
Tree Tech Microinjection  
Systems  
Treepedo  
U.S. Rigging Supply/  
Pelican Rope Works  
USDA Forest Service  
Utility Auctions, Inc.  
Vermeer Corporation  
VERSALIFT, Time Mfg. Co.  
Viberg Boot Mfg. LLC  
Weaver Leather, Ltd.  
West Coast Shoe  
Company (WESCO®)  
Westin Casuarina  
Grand Cayman  
Wilson Hardware, Inc.  
Woodlawn/A Tree Nursery  
Woodsmen, LLC  
Yale Cordage, Inc.  
Yodle  
Zenith Cutter Company

**If you would like to  
learn more about  
exhibiting, call**

**Sachin Mohan**  
**(516) 625-1613**



## Pre-Conference Workshops

These intensive workshops take place the days before the TCI EXPO trade show opens and offer a beyond-the-basics learning experience in economical half-day and full-day formats. With longer seat times and lower instructor-to-student ratios than most conference seminars, these workshops are a perfect way to achieve workforce skills development that's relevant to your entire team.

### Tuesday & Wednesday, Nov. 9 & 10

**8:00 am - 5:00 pm CPR/First Aid; Train the Trainer Workshop** Presented by Coyne First Aid

Workshop takes place at the Omni William Penn Hotel

Attendees have one hour for lunch on their own.

TCIA, in partnership with Coyne First Aid, is pleased to offer a nationally accepted Basic Life Support (BLS)/First Aid Train-the-Trainer Program. This two-day course will qualify you to teach the Coyne eight-hour course that trains and certifies others in relevant and essential BLS/First Aid skills. With a trainer on your staff, training can be conducted both cost-effectively and conveniently. Teach your employees to cope with medical emergencies while meeting or exceeding OSHA requirements.

Each course participant receives a one-year Basic Life Support card (certification) and three-year First Aid card from Coyne.

**8:00 am - 5:00 pm CTSP Workshop & Certification Exam**

Presented by Peter Gerstenberger, Tree Care Industry Association, Inc.

Workshop takes place at the Omni William Penn Hotel

Attendees have one hour for lunch on their own.



The Certified Treecare Safety Professional (CTSP) program is the only tree care safety trainer credentialing program in the tree care industry. The goal of the program is to assist individual organizations in developing and maintaining a consistent and successful safety program by providing existing employees with the tools to become effective safety trainers. The CTSP program not only allows business owners to establish a safety program for a modest investment, it also provides a new career path in safety training for key employees, increasing their job satisfaction and company loyalty. Additional CEUs are available at TCI EXPO for CTSPs who pass the certification exam.

This workshop is the last step in the certification process. Participants must be enrolled in the CTSP program and complete their Core Competency Exercises prior to the workshop. You must pre-register – no registrations will be accepted on-site.

**CTSP workshop registration is separate from TCI EXPO registration. Early bird deadline for reservations: before 10/26/10. Contact Irina Kochurov; e-mail [Kochurov@tcia.org](mailto:Kochurov@tcia.org); or call 1-800-733-2622**

### Wednesday Nov. 10

8:00 am **Registration OPENS** – David L. Lawrence Convention Center

**8:00 am - 5:00 pm EHAP Electrical Hazards Awareness Program** Tom Dunlap, CTSP

TCIA's Electrical Hazards Awareness Program (EHAP) has trained thousands of arborists involved in line clearance and those working on residential properties near energized lines. It is widely recognized as the industry training standard to help comply with OSHA 29 CFR 1910.269 regulations.



Topics focus on training requirements that serve as a prerequisite for working within 10 feet of an electrical conductor. Participants will learn about identifying electrical system components, the presence and nature of electrical hazards, protective measures available, and common unsafe acts to avoid. This course is appropriate for line clearance arborists, LCA trainees and residential commercial arborists. Accompanying TCIA EHAP materials (retail value of \$135) will be provided at no additional charge. Lunch included.

**8:00 - 11:00 am CTSP Certification Exam (Day Two)** Exam takes place at the Omni William Penn Hotel

Testing proctored by Peter Gerstenberger, Tree Care Industry Association, Inc.

**8:00 am - 12 noon Achieving Business Excellence**

John Spence, Consultant

This intensive 4-hour program is packed with information designed to help business owners and senior managers take a serious look at their organization. Uncover critical issues and opportunities and develop a solid plan to increase revenues, market share and profitability. Full of discussions, audits and real-life examples, this is a hands-on program that will help you and your team focus on exactly what you must do to take your company to the next level and achieve business excellence.

**10:00 am - 4:00 pm Business Boot Camp**

Bob Rouse, Tree Care Industry Association, Inc.; John Iurka and Randall McDonald, Accreditation Consultants

TCIA's "Business Boot Camp" covers business basics for tree care company owners and managers who are serious about improving their business profitability. This workshop is beginner-level and open to all tree care companies. We will cover managing human resources for small businesses, writing and implementing company policies (including a safety program), labor pricing, cash flow and monthly budgeting, service proposals and specification writing.

These are not one-size-fits-all solutions. There will be ample time to discuss how to customize and implement best business practices for your company.

All of the materials and suggestions provided meet the TCIA Accreditation standard. Lunch included.



**1:00 - 5:00 pm Job Costing & Estimating**

Marcus vanderVliet, M. V. Consulting

Consistently track the performance of crews when you cannot be in the field. Job costing allows you to get a profit and loss statement for each project you complete and is a vital tool to improve estimating and employee management.

This workshop will cover setting up your estimating system correctly, to allow for the effective implementation of a job cost system; this would include cost-based estimating systems and types of the overhead recovery. This workshop will provide examples of real-world systems and forms that can be used immediately. An example will be used during the workshop to illustrate the link between estimating and job costing.

# Seminar Descriptions

For expanded descriptions and complete speaker bios, go to [www.tcia.org](http://www.tcia.org)

## Thursday, November 11

6:00 am **Registration OPENS** – David L. Lawrence Convention Center

7:30 – 8:30 am ■ **Business**

### Increase Marketing Effectiveness with Social Media Engagement

*Jeff Korhan, True Nature®*

Social media marketing is a powerful platform for increasing Web visibility, enhancing your reputation and generating new leads. This fast-paced program will show you how it differs from Internet marketing and how to transform it from something that's cool – into something that works to grow your business! You will learn:

- How to build a social media foundation that fits your business model.
- How to use LinkedIn, Facebook, Twitter and blogging to drive your online marketing.
- How social media engagement increases your marketing effectiveness by extending your traditional marketing methods.

7:30 – 8:30 am ■ **Safety**

### Safety Update: What Accidents Occurred in 2009 and Why

*Dr. John Ball, CTSP, South Dakota State University*

This year, as in the past, marks another high number of accidents, both fatal and non-fatal, among tree workers. While the number of accidents remains high, the types of accidents change and there are always new risks that tree workers must be aware of while performing the work. This presentation will highlight the accidents that occurred in 2010 as well as noting new trends.

7:30 – 8:30 am ■ **Arboriculture**

### Tree Health: Fertilization, Compost Tea & Other Magical Elixirs

*Dr. Tom Smiley, Bartlett Tree Research Laboratory*

Arborists need to make a lot of tough decisions. When faced with a client's tree that is in poor health, the first step is to diagnose the cause of the problem. This can be a difficult task; is it a nutrient deficiency, a disease or maybe an insect infestation? If the diagnosis is clear cut, the treatment is typically well defined. However, arborists are often faced with treating trees after a murky diagnosis. In these cases there is often pressure to use treatments that are at the fringe of the industry. Dr. Smiley's presentation will review the origins of these treatments, which work and which do not. If you are in the business of treating trees, this talk is for you.

8:45 – 9:45 am **KEYNOTE The Foundations of Excellence**

**FREE** for all registered attendees

*John Spence, Consultant*

Based on more than 15 years of research and management consulting experience, Spence will focus on the six fundamental strategies that form the foundation for building and sustaining a highly successful company. Known for making very complex ideas extremely easy to understand, John Spence promises to deliver dozens of valuable ideas and tools for improving your organization. After the keynote, John Spence will be present to sign his new book, *Awesomely Simple*, in the TCIA membership booth.

9:57 am **TCI EXPO Trade Show OPENS**

10:30 am - 12 Noon **Z133 Open Forum FREE** for all registered attendees

Stay on top of the latest changes to tree care safety standards by participating in the free "ANSI Z133 Open Forum." Hear from and meet with various members of the Z133 committee, including the chairman and secretary. The revised standard is sched-

uled to be published in 2011. This is a great opportunity to preview the changes, and to have direct input to the standard's development.

12:00 Noon – 1:00 pm **TCIA Members-Only Forum**

Moderated by *David Lee, TCIA*

**FREE** to all registered members

**Making the most of your TCIA Membership** Are you using your TCIA membership to your fullest advantage? Review the tools and services available from TCIA to help your business. Come see what's new. Ask questions and make requests. No pre-registration is necessary, but attendance is limited to two per company.

2:00 – 3:00 pm **CTSP Open Forum**

**FREE** for CTSPs and CTSP enrollees only

Moderated by Peter Gerstenberger, Tree Care Industry Association, Inc.

All CTSPs and CTSP enrollees are invited to attend. Meet with fellow CTSPs to discuss and learn the latest, most relevant safety and compliance issues.

3:00 – 3:30 pm **CTSP Meet and Greet**

**FREE** for all registered attendees

Want to learn more about the CTSP program for yourself or your company? Come speak to current CTSPs and TCIA staff to find out what this credentialing program can do for your company and your career.

4:00 pm **TCI EXPO Trade Show CLOSES**

4:15 – 5:30 pm ■ **Business**

### Consultative Sales Skills for the Non-Sales Person

*John Spence, Consultant*

Many people who have to sell as part of their job really do not like sales. This session is designed to teach the skills and tools necessary to position yourself not as a sales person, but as a "Trusted Advisor" who helps the customer make the very best business decision possible. Once you understand how to sell from this customer-focused attitude of honesty and service, it becomes fun, easy and profitable.

4:15 – 5:30 pm ■ **Safety**

### Crane Use: Technology, Safety & Government Regulation

*Joe Birkbeck, Altec Industries*

Do you operate a crane? Explore what you must know about today's crane environment. Topics will include: LMI systems (strengths and limitations), load charts, lift planning, current industry regulations, standards, certification and licensing. Participants will learn the role that LMI systems play in making lifts and how these systems can be used in specialized tree care operations. The topics of proper crane set-up and using load charts for lift planning will be discussed. Crane operators will do self-evaluation for current crane knowledge and experience and determine where and when more education is needed to maintain proper certification and licensing.

4:15 – 5:30 pm ■ **Arboriculture**

### Eco-Friendly Disease Diagnosis & Management

*Dr. Sharon Douglas*

The Connecticut Agricultural Experiment Station

Ornamental and shade trees are subject to a wide variety of problems that threaten their health. These problems can affect the aesthetics of the tree or have serious consequences that result in safety hazards and tree death. Accurate diagnosis of dis-

eases is fundamental to maintaining attractive, healthy trees. Topics to be discussed include learning to identify common diseases by their symptoms and signs, identifying sources of potential inoculum, evaluating environmental and site conditions – above and below the ground – understanding conditions that contribute to the spread of pathogens and managing diseases using environmentally responsible strategies.

## Friday, November 12

7:00 am **Registration OPENS** – David L. Lawrence Convention Center

7:30 – 8:30 am ■ **Business**

**TCIA Accreditation FREE** for all registered attendees

*Robert Rouse*, Tree Care Industry Association, Inc., *John Iurka* and *Randall McDonald*, Accreditation Consultants

Have you thought about TCIA Accreditation? Here's an informative look at the standard, step-by-step, to help you understand how it can be implemented at your company – and why it will help your company. Your questions will be answered and practical solutions explored.

7:30 – 8:30 am ■ **Safety**

**Notches, Hinges and Back-Cuts**

*Dwayne Neustaeter*

Arboriculture Canada Training Education, Ltd.

What is the best notch opening or aperture to use when felling a tree? Which technique allows you to maximize control of every tree you fall? This session will help answer these questions and more. You will leave this informative session with techniques for maximizing tree felling control and accuracy.

7:30 – 8:30 am ■ **Arboriculture**

**Organic Treatment for Plant Disease Management**

*Dr. Bruce Fraedrich*, Bartlett Tree Research Lab

The presentation will focus on biological and organic/natural treatments to manage foliage and root diseases of woody landscape plants. Review available organic and natural based products and their performance against common landscape plant diseases. Includes an overview of cultural treatments to maintain plant health and avoid stress-induced plant diseases. Emphasis will be placed on soil related treatments.

8:45 – 10:00 am ■ **Business**

**Why is Job Costing Critical to Maximizing Your Profits**

*Marcus vanderVliet*, M.V. Consulting

Job costing is required for an owner, manager or supervisor to consistently track the performance of crews when he cannot be in the field. It is a vital tool to improve estimating and employee management. Job costing allows us to get a profit and loss statement for each project we complete.

- Setup estimating information correctly.
- How to analyze the job cost information to improve profits.
- How to collect field data that is accurate and complete.
- How to improve the accuracy of estimating.
- How to use job costing as a tool to motivate your employees.
- Determine the strength and weakness of each crew.
- Types of job cost reports, including bid vs. actual.
- Using software to manage job costing information.

8:45 – 10:00 am ■ **Safety**

**Rigging Forces**

*Todd Kramer*, CTSP, Kramer Tree Specialists, Inc.

This course is designed to help arborists determine forces put on equipment and trees. We will discuss how to identify the force and manipulate them to our advantage in a real work setting.

8:45 – 10:00 am ■ **Arboriculture**

**Invasive Insect Species Update**

*Dr. Michael Raupp*, University of Maryland

Hemlock woolly adelgid, gypsy moth and Japanese beetles have ravaged eastern forests and landscapes for decades. New invasive insects – including emerald ash borer, Asian longhorned beetle, winter moth, granulate ambrosia beetle, viburnum leaf beetle, and Sirex wood wasp – pose serious new threats to trees and shrubs in cities, suburbs and forests. Learn the regional and national status of these pests, their biology, and management approaches including new materials to limit their destructive activities.

9:00 am **TCI EXPO Trade Show OPENS**

10:00 – 11:00 am

**CTLA - Council of Tree & Landscape Appraisers Forum**

**FREE** for all registered attendees

*J. David Hucker*, David Hucker Consulting

This session will address the progress of the 10th Edition to the Guide for Plant Appraisal, currently under revision. The standard text is undergoing a significant rewrite and is nearing a first draft form. Includes a brief history of professional tree appraisal and concepts of where the industry may be headed in the future. Discussion will also include the pitfalls in current appraisal practices and offer contemporary concepts intended to assist arborists creating more defensible and economically sound tree appraisals.

10:30 – 11:30 am

**Accredited Companies Forum**

**FREE** for all accredited companies & enrollees

*Bob Rouse*, Tree Care Industry Association, Inc.

TCIA invites all accredited companies and companies enrolled in Accreditation to a free forum. The topic is marketing and selling based on Accreditation and is the third Accreditation forum to be held at TCI EXPO. We encourage you to bring examples of your marketing materials to share.

12:00 – 1:00 pm

**TCIA Members-Only Forum** Moderated by *David Lee*, TCIA

**FREE** for all registered members

**Productive Business Strategies in the Lean Economy** Bring examples of what's working in your company. Discussion will cover: new niche markets, changed service or product offerings, expanded or new revenue sources, customer education, productive marketing or advertising and related success stories. No pre-registration is necessary, but attendance is limited to 2 per company.

1:30 – 2:30 pm

**A300 Open Forum FREE** for all registered attendees

*Bob Rouse*, Tree Care Industry Association, Inc.

The ANSI-accredited Standards Committee (ASC) A300 and TCIA, the ANSI A300 secretariat, invites TCI EXPO attendees to a free forum on specification writing and current projects for new and revised standards: Part 2 - Soil Management, Part 5 - Management During Construction, Part 8 - Root and Root Zone Management and Part 9 - Tree Risk Assessment. This is your opportunity to both learn and contribute!

3:00 – 4:15 pm ■ **Business****Secrets of Successful Subcontracting***Phil Harwood, Pro-Motion Consulting*

Both working as a sub and hiring subs may be very successful growth strategies – or disasters. Learn the secrets of successful subcontractor relationships from an experienced green industry professional. Discover what “The X Factor” is and how to leverage its power in your business.

Whether you work as a sub or hire subs – you will benefit from this session. Subcontractor relationships cannot be taken for granted and mistakes made in this area may be very costly. Attendees of this session will walk away with concrete steps to take to grow their businesses through subcontracting while protecting themselves along the way.

3:00 – 4:15 pm ■ **Safety****Rigging and Transferring Wood For Maximum Productivity***Ed Carpenter AS, BS, CEAS, Certified Arborist, COR Ergonomic Solutions, LLC*

Have you ever been faced with a job where access to the site was limited and nearly every piece needed to be lowered to a controlled drop zone? Have you ever had to rig and transfer those pieces while maintaining productivity and efficiency – while aloft! Trees growing in confined spaces in an urban environment present tree workers with challenges daily. It is up to us to develop safe, innovative and practical rigging systems to deal with debris. Discover some simple yet highly effective rigging systems to manipulate large pieces of wood and brush into predetermined safe drop zones. If you have ever needed to prune or remove a large shade tree in a space the size of a postage stamp, this talk is for you!

**Concurrent Arboriculture Sessions**3:00 – 4:15 pm ■ **Arboriculture****The Anatomy of a Murder: Who Killed the Tree?***Dr. John Ball, CTSP, South Dakota State University*

A tree dies, who's to blame? Was it a pest, perhaps a two-legged one? Maybe it was the nursery that grew it, the landscape designer who specified it in a design, the contractor who installed it or the arborists that cared for it. This presentation will chronicle the death of a tree and illustrate that death in trees is often slow and due to a multitude of stressors.

3:00 – 4:15 pm ■ **Arboriculture****Insecticide Mode of Action and Green Insecticides***Dr. Michael Raupp, University of Maryland*

Throughout history, humans have struggled against pests: gypsy moths eating our oaks, scales sucking our maples, mites stippling our hemlocks. As older classes of insecticides such as organochlorines and organophosphates were phased out, newer classes of insecticides such as the neonicotinoids replaced them. Come and learn the major classes of insecticides and miticides, discover how they kill pests, their *modi operandi*, and learn which ones are most compatible with IPM and plant health care programs. Insecticides that have earned EPA's “reduced risk” status and other “green insecticides” will be featured and discussed.

4:00 pm **TCI EXPO Trade Show CLOSES**

4:00 pm **Accreditation/CTSP/Student Reception**, Omni William Penn Hotel (Open to accredited companies, CTSPs, CTSP enrollees and students only)

4:30 – 5:30 pm ■ **Business****Regulatory vs. Voluntary Approaches to Tree Protection***Mike Galvin, Casey Trees, Washington DC*

Tree protection laws are common in many parts of the country. Are they a useful resource protection tool or simply red tape for arborists? Do they actually work? Are there non-regulatory tools that can facilitate similar outcomes? This presentation will look at a few different types of tree protection laws and what they actually accomplish. It will then look at some of the emerging voluntary approaches to tree protection. Whether clients need to be in regulatory compliance or want to adopt voluntary measures to “go green,” arborists that know the rules and how to play have a valuable, marketable service for clients. We will look at some examples and some opportunities within these two approaches.

**Concurrent Safety Sessions**4:30 – 5:30 pm ■ **Safety****How to Care for Your Body as a Production Arborist***Ed Carpenter, AS, BS, CEAS, Certified Arborist, COR Ergonomic Solutions, LLC*

Have you ever experienced pain or discomfort as part of your job as an arborist?

Have these pains required you to seek out medical attention, or medical treatment? All too often the pains we experience on a daily basis are passed off as being “just part of the job.” Commercial tree work without a doubt is a physically demanding job, but for many this job becomes physically debilitating! This talk will focus on understanding the reasons behind injuries typically experienced by arborists. Causes of common musculoskeletal disorders (MSD's) will be covered, as well as prevention strategies. If you would like to extend your career as an arborist, as well as prevent crippling injuries from driving you into early retirement, then this talk is for you!

4:30 – 5:30 pm ■ **Safety****Crane Use for the Climbing Arborist; Tips and Tricks***Todd Kramer, CTSP, Kramer Tree Specialists*

This talk will help climbing arborists with crane-assisted removals. We will discuss common terms that operators use as well as communicating skills. This talk will also discuss rigging tips to help reduce or eliminate uncontrolled movement of the load.

**Concurrent Arboriculture Sessions**4:30 – 5:30 pm ■ **Arboriculture****20 Questions of Tree Problem Diagnostics***Joe Boggs, Ohio State University Extension*

Treatment without a correct diagnosis is malpractice! Tree problem diagnostics is both an art and a science that involves a process. This process includes asking the questions that help lead arborists to the best possible diagnostic and management perspectives. Through case studies, this talk emphasizes the importance of the diagnostic process and realizing the strengths and limitations involved in correctly asking and answering key diagnostic questions.

4:30 – 5:30 pm ■ **Arboriculture****Growing Your Business with Shrub Care***Shawn Bernick, Rainbow Treecare Scientific Advancements*

Many tree care companies focus their service offerings on “tree care.” However, an often lucrative and overlooked part

of your client's landscape is shrubs. The numerous shrub varieties that line buildings, gardens and foundations can be an important aspect of a commercial or residential property and be of high value to your client.

From a business perspective, "shrub care" does have unique operational and business requirements that can make integrating these services with traditional tree care challenging. While many management requirements for shrubs are distinct from trees, the basic concepts of a sound plant health care program can be used to successfully manage shrubs. This presentation will discuss maintenance requirements and pest management strategies for many key shrub species and will provide perspectives on integrating shrub services into a commercial company.

## Saturday – November 13

7:00 am **Registration OPENS** – David L. Lawrence Convention Center

### 7:30 – 8:30 am ■ Business Profits from Snow and Ice

*John Allin, PJA, Inc.*

Do you spend your winter waiting for the weather to improve so you can get back to tree care full time? Is it worth your time and effort to plow snow? Will the revenues cover wear and tear on equipment? Should you subcontract for someone else, or hire subs to work for you? Snow plowing can be intimidating and frustrating but financially rewarding. Hear from someone who has "been there" and "done that." Explore this profit center with John Allin and learn how to avoid common pitfalls as you get started. Learn how to get started, which customers want this service, the benefits and drawbacks to each type of customer, how to price services, track expenses and ultimately succeed at this highly lucrative adjunct to your core business.

### 7:30 – 8:30 am ■ Safety SRT Climbing Tools & Techniques

*Tom Dunlap, CTSP*

Beginning about 20 years ago, Tom Dunlap started to integrate the rope access techniques that are used by cavers, rescue, building maintenance and other single rope technicians. By following a building block approach to single rope technique, climbers will see how single rope technique can be used in trees, allowing climbers to work safer, use less energy and get jobs done faster than by using traditional arborist climbing systems. Various rope access tools and systems will be demonstrated to illustrate how arborists can adapt common rope access tools, as well as new inventions, to single rope work in the canopy.

### 7:30 – 8:30 am ■ Arboriculture Trees and Construction Management: A Wake-up Call

*Gordon Mann, Mann Made Resources,  
A300 Committee Member*

The recognition of trees as urban infrastructure is increasing and must be considered when planning a building site. There is a growing opportunity in an arborist's ability to assess; evaluate; provide options and opinions; and make recommendations for preserving the appropriate trees; creating the space for trees; and maximizing the benefits of trees to a construction site. The revised ANSI A300 Part 5 enhances the writing of specifications for construction management assignments. A300 Part 5 provides strategies for practitioners to improve the role of the arborist in leading the consideration and inclusion of trees in development projects. Bring your morning coffee and let's explore the revisions in the updated standard.

9:00 am **TCI EXPO Trade Show OPENS**

### 8:45 – 9:45 am ■ Business Find New Business – Bring Woodlands into the Landscape

*Lee Gilman, Lee Gilman & Associates, LLC*

Successfully integrating your client's property edge, whether it is a suburban backyard or a full-scale estate, with surrounding park, wood or forest lands can make you look like a hero to your clients as well as add a profitable new service line to your business. Find out about this untapped, environmentally sensitive, and growing profit center, and discover if adding it to your business model makes sense. Capital investment requirements are relatively low, and many tree care companies may already have the expertise needed. This workshop will give an overview of how to design wood and forest edge management plans for your clients. A systematic approach that establishes objectives, work plans, and ongoing management opportunities will be outlined. Implementation of the program, with specific examples, will be reviewed.

### 8:45 – 9:45 am ■ Safety Applied Research for Climbing and Rigging

*Dr. Brian Kane, University of Massachusetts-Amherst*

Review the results of several recent projects that have investigated the forces generated during rigging operations, as well as the breaking strength of knots and ropes commonly used in rigging. The presentation will also briefly look at results of tests on ascenders used in single rope technique access.

### 8:45 – 9:45 am ■ Arboriculture Tree Biomechanics and Strength Loss from EAB Activity: Quantifying EAB effects on arborist safety and potential hazards in community spaces

*Dr. Anand Persad, Davey Tree Expert Co.*

Emerald ash borer (EAB) has been recorded in 13 U.S. states as well as Ontario and Quebec in Canada. Trees left standing for several years after dying increase risks of ash tree failure and other hazards and may affect community green spaces. This has become a cause for concern as it affects tree worker safety. A study was initiated in Toledo, Ohio, to evaluate ash tree strength and decay rates of ash trees that have been infested with EAB. Insecticide-treated ash trees that are visually un-infested, trees currently infested (within one to two years) and trees that have been dead for two to four years were examined. The data will help resolve ash strength losses attributed to EAB and help quantify risk of the tree failing during the removal process.

1:00 pm **TCI EXPO Trade Show CLOSES**

**See you next year in Hartford, Conn!**

### TCIA Members-Only Forums

Thursday and Friday, 12:00 Noon - 1:00 pm

Moderated by *David Lee*, TCIA. **FREE** to all registered members

**Engage in informal dialogue with your peers about the "hot" issues facing our field at these popular forums.**

**Thursday – Making the most of your TCIA Membership**  
Are you using your TCIA membership to your fullest advantage?

**Friday – Productive Business Strategies in the Lean Economy**  
Bring examples of what's working in your company. Discussion will cover: new niche markets, changed service or product offerings, expanded or new revenue sources, customer education, productive marketing or advertising and related success stories.

No pre-registration is necessary, but attendance is limited to two per company. Limit 40 participants per session.

# 12 Maintain Your Certification

TCIA educational programs are approved for PLANET Landscape Industry Certified recertification at 1 CEU/hr of attendance.

Check [www.tcia.org](http://www.tcia.org) under meetings for current CEUs.

If you do not see your organization's recertification CEUs listed for any of the sessions, contact TCIA by Sept. 9, 2010, and we will request CEU approval from the appropriate organization.



At TCI EXPO you'll have more than 60 hours of classroom education sessions to choose from. Earn CEUs directly on the trade show floor with 10 engaging tree demonstrations. As a courtesy to our attendees, TCIA submits our program to various industry organizations for CEU approval prior to the show.

## Pesticide CEUs

Many states are offering licensed pesticide application credits for the arboriculture sessions. For a complete list, visit [www.tcia.org](http://www.tcia.org). If you do not see your state listed, please contact us at 1-800-733-2622.

\*ISA credential holders need to submit CPR/First Aid card to ISA to earn CEUs for this class.

\*FREE sessions have different eligibilities. Check the session descriptions on pages 7-11 to see if you qualify.

## Tuesday, Nov. 9

	ISA	CTSP
CPR/First Aid Train the Trainer *	4	8
CTSP Workshop	9	8

## Wednesday, Nov. 10

	ISA	CTSP
CPR/First Aid Train the Trainer	4	8
EHAP (Electrical Hazards Awareness Program)	8	8
Achieving Business Excellence	3	
Business Boot Camp: the Beginner	6	
Job Costing & Estimating	4	

## Thursday, Nov. 11

	ISA	CTSP
Increase Marketing Effectiveness with Social Media	1	
Safety Update: What Accidents Occurred in 2009 and Why	1	1
Fertilization, Compost Tea & Other Magical Elixirs	1	
The Foundations of Excellence - KEYNOTE FREE *	1	
TCIA Members-Only Forum FREE *	1	
Z133 Open Forum - FREE *	1.25	1
CTSP Open Forum - FREE for CTSP and CTSP Enrollees	1	1
Consultative Sales Skills for the Non-Sales Person	1.25	
Crane Use: Technology, Safety & Government	1.25	1
Eco-Friendly Disease Diagnosis & Management	1.25	

## Friday, Nov. 12

	ISA	CTSP
TCIA Accreditation - FREE *	1	
Notches, Hinges and Back-cuts	1	1
Organic Treatment for Plant Disease Management	1	
Job Costing to Maximize Your Profits	1.25	
Rigging Forces	1.25	1.25
Invasive Insect Species Update	1.25	
CTLA Listening Session/Update - FREE *	1	
Accredited Companies Forum - FREE *	1	
TCIA Members-Only Forum - FREE *	1	
A300 Open Forum - FREE *	1	
Secrets of Successful Sub-Contracting	1.25	
Rigging and Transferring Wood For Maximum Productivity	1.25	1.25
Who Killed the Tree?	1.25	
Insecticide Mode of Action/Green Insecticide	1.25	
Regulatory v. Voluntary Approaches to Tree Protection:	1	
Crane Use for the Climbing Arborist	1	1
How to Care for Your Body as a Production Arborist	1	1
20 Questions of Tree Problem Diagnostics	1	
Growing Your Business with Shrub Care	1	

## Saturday, Nov. 13

	ISA	CTSP
Profits from Snow and Ice	1	
SRT Climbing Tools & Techniques	1	1
Trees and Construction Management	1	
Find New Business - Bring Woodlands into the Landscape	1	
Applied Research for Climbing and Rigging	1	1
Tree Biomechanics/Strength Loss from EAB Activity	1	1
Each TCI EXPO Tree Demo Session is worth	0.75	0.75

## Travel Info

## 14th Annual



**The David L. Lawrence Convention Center**  
**1000 Fort Duquesne Boulevard**  
**Pittsburgh, PA 15222**  
**Phone: (412) 565-6000**

### Booking your hotel room:

We have room blocks at two hotels in Pittsburgh. Our host hotel, The Westin Convention Center Pittsburgh, is attached via enclosed walkway to the convention center. The Omni William Penn Hotel is within walking distance.

### 1. Host Hotel - Westin Convention Center Pittsburgh

1000 Penn Ave. Pittsburgh, PA 15222

Reservations: (phone) (412) 281-3700 or  
 tollfree 800-WESTIN1

Single/Double Occupancy: \$169

(please reference the TCI EXPO/Tree Care Industry Association to ensure the preferred rate.)

Rate is good thru Oct. 18, 2010 or our block sells out; whichever comes first.

**Book online at [tcia.org/Meetings/TCI\\_EXPO](http://tcia.org/Meetings/TCI_EXPO)**

### 2. Omni William Penn Hotel

530 William Penn Place, Pittsburgh, PA 15219

Reservations: (phone) tollfree 1-800-THE-OMNI  
 (1-800-843-6664)

Single/Double Occupancy: \$159

(please reference the TCI EXPO/Tree Care Industry Association to ensure the preferred rate.)

Rate is good thru Oct. 18, 2010 or our block sells out; whichever comes first.

More hotels may be added. We suggest checking our Web site periodically at [tcia.org](http://tcia.org) and click on **TCI EXPO** under the **Meetings** tab.

**Getting there:** Flying in? There is frequent and inexpensive service to Pittsburgh airport from all over the country including on Southwest Airlines. The airport code is **PIT**.

**Airport Ground Transportation Special:** SuperShuttle will provide service for TCI EXPO attendees at the rate of \$19 one way, and the discounted rate of \$34 round trip from the Pittsburgh International Airport (PIT) to the two EXPO hotels, the Westin Convention Center and Omni William Penn. To arrange service, call 800/BlueVan (258-3826). Be sure to use the discount code of 6AN5F to receive the roundtrip discount. Although SuperShuttle strives to limit the number of stops per trip to two or three, that is not a guarantee.

**How can I find out more about Pittsburgh?** Visit the Pittsburgh Web site at [www.visitpittsburgh.com](http://www.visitpittsburgh.com). There is so much to see and do, all within walking distance from TCI EXPO 2010!

## STUDENT CAREER DAYS

**FREE** for pre-registered students and advisors\*

Join hundreds of students for the annual TCI AF Student Career Days event at TCI EXPO! The largest free career development event for arboriculture, urban forestry and horticulture students features numerous student-centered events, including the popular TCI CSI Tree Diagnostics Competition, Tree Climbing Competition, Job Fair, Student Breakfast, and more – and it's all FREE!

**MEET AT THE QUAD!** Open on Thursday – the QUAD is the place to meet fellow students, compete in the diagnostic exam, or just hang out.

### Three-Day Schedule:

#### Thursday, November 11

- Student/Instructor check-in
- Orientation
- TCI CSI Tree Diagnostics Competition
- Evening Welcome Reception

#### Friday, November 12

- Skills Competition
- Safety and Knowledge Competitions
- Student Reception
- Live Demo “Competition Tips” by Climbing Champion Mark Chisholm

#### Saturday, November 13

- Job and Internship Fair with Breakfast
- Student Skills Competition Awards Ceremony

**FREE** Prizes, T-shirts, food and plenty of excitement!

**TCIAF Student Career Days in partnership with:**

**STIHL®**



**\*STUDENTS MUST PRE-REGISTER THROUGH THEIR INSTRUCTOR/ADVISOR.** Students in 2- and 4-year collegiate or vocational training programs are invited to attend. Limit of 5 students per school to participate in skills events. A signed liability waiver for each student competing in skills events must be presented at time of pre-registration. Visit [www.tcia.org](http://www.tcia.org) for information on Student Career Days events and contest rules.

# 14 Registration Register by Oct. 8 and save up to **40%**

**BEST DEAL!**

## TCI EXPO GOLD CARD

Includes Trade Show Entrance for ALL three days, KEYNOTE, plus UNLIMITED access to Thurs., Fri. and Sat. individual seminars.

If you are considering purchasing three (3) or more individual seminars you can save by selecting a **GOLD CARD**. The **GOLD CARD** includes ALL seminars offered on Thurs., Fri. & Sat. and trade show entry for all three days. (The **GOLD CARD** does NOT include the Tuesday or Wednesday Pre-Conference Workshops.)

**NEW this year!**  
TCIA Member Pricing!

<b>Early Reg.</b>	<b>TCIA Member \$255</b>	<b>Non-Member \$295</b>
<b>After 10/8/10</b>	<b>TCIA Member \$300</b>	<b>Non-Member \$345</b>

**BONUS! – If your company purchases four (4) GOLD CARDS you get one FREE!** In order to qualify, you must order all Gold Cards at the same time

## TUESDAY & WEDNESDAY, NOV. 9 & 10 – PRE-CONFERENCE WORKSHOPS

Includes trade show entrance for all three days, Thurs., Fri. & Sat. Nov. 11-13, plus KEYNOTE seminar

**NEW this year!**  
TCIA Member Pricing!

8:00 am	CPR/First Aid Train the Trainer (2-day workshop)
8:00 am	CTSP (2-day workshop) Separate Registration required
8:00 am	EHAP Workshop
10:00 am	Achieving Business Excellence
10:00 am	Business Boot Camp (lunch included)
1:00 pm	Job Costing & Estimating

## THURSDAY, NOV. 11 INDIVIDUAL SEMINARS

7:30 am	Increase Marketing Effectiveness with Social Media
7:30 am	Safety Update: What Accidents Occurred in 2009 and Why
7:30 am	Fertilization, Compost Tea and Other Magical Elixirs
8:45 am	The Foundations of Excellence <b>FREE</b> for all registered attendees
10:30 am	Z133 Meeting <b>FREE</b> for all registered attendees
2:00 pm	CTSP Open Forum <b>FREE</b> for CTSP and CTSP enrollees
3:00 pm	CTSP Meet and Greet <b>FREE</b> for all registered attendees
4:15 pm	Consultative Sales Skills for the Non-Sales Person
4:15 pm	Crane Use: Technology, Safety & Government Regulation
4:15 pm	Eco-Friendly Disease Diagnosis/Management

## FRIDAY, NOV. 12 INDIVIDUAL SEMINARS

7:30 am	TCIA Accreditation <b>FREE</b> for all registered attendees
7:30 am	Notches, Hinges and Back-cuts
7:30 am	Organic Treatment for Plant Disease Management
8:45 am	Rigging Forces
8:45 am	Invasive Insect Species Update
8:45 am	Job Costing to Maximize Your Profits
10:00 am	Council of Tree & Landscape Appraisers Forum <b>FREE</b> for all registered attendees
10:30 am	Accredited Companies Forum <b>FREE</b> for accredited companies and accredited enrollees
1:30 pm	ASC A300 Forum <b>FREE</b> for all registered attendees
3:00 pm	Rigging and Transferring Wood For Maximum Productivity
3:00 pm	Who Killed the Tree?
3:00 pm	Insecticide Mode of Action/Green Insecticide
3:00 pm	Secrets of Successful Subcontracting
4:30 pm	Regulatory/Voluntary Approaches to Tree Protection
4:30 pm	Crane Use for the Climbing Arborist
4:30 pm	How to Care for Your Body as a Production Arborist
4:30 pm	20 Questions of Tree Problem Diagnostics
4:30 pm	Growing Your Business with Shrub Care

## SATURDAY, NOV. 13 INDIVIDUAL SEMINARS

7:30 am	SRT Climbing Tools/Techniques
7:30 am	Trees and Construction Management
7:30 am	Profits from Snow and Ice
8:45 am	Applied Research for Climbing/Rigging
8:45 am	Tree Biomechanics/Strength Loss from EAB Activity
8:45 am	Find New Business – Bring Woodlands into the Landscape

## Additional Registration Options:

### FRIDAY ONLY PASS Nov. 12

Includes trade show entrance for Friday plus unlimited access to all Friday individual seminars.

**Early Reg: \$200 After 10/8/10: \$225**

### INDIVIDUAL SEMINARS

Includes trade show entrance for all three days plus KEYNOTE seminar

**Early Reg: \$85 After 10/8/10: \$100**

See **GOLD CARD Savings** above if you plan to sign up for three (3) or more individual seminars for the best deal!

### TRADE SHOW ONLY PASS

Includes trade show entrance for all three days plus KEYNOTE seminar

**Early Reg: \$20 After 10/8/10: \$30**

This option is for those who do not wish to purchase any Pre-Conference Workshops or educational seminars. If your company purchases four (4) Trade Show Only Passes you get one FREE. In order to qualify, you must order all Trade Show Only Passes at the same time.

KEEP THIS SIDE FOR YOUR RECORDS.

# Registration Form

Copy and complete a separate form for each attendee.

15

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

By virtue of your registration, you agree to the cancellation terms as outlined below on page 15.

**Photo/Company Release:** By virtue of your attendance, you agree to the use of your likeness in TCIA's promotional material.

Please send me information on:  TCIA Membership  CTSP  Accreditation  TCIA products

Choose your sessions **NEW this year!**  
TCIA Member Pricing!

TT CPR **\$395** **\$425**

EHAP **\$95** **\$145**

ADV1 **\$135** **\$150**

ADV2 **\$150** **\$175**

ADV3 **\$135** **\$150**

BUS1 **\$85** **\$100**

SAF2 **\$85** **\$100**

ARB3 **\$85** **\$100**

KEY4 **FREE** **FREE**

Z133 **FREE** **FREE**

CTSP1 **FREE** **FREE**

CTSP2 **FREE** **FREE**

BUS5 **\$85** **\$100**

SAF6 **\$85** **\$100**

ARB7 **\$85** **\$100**

BUS8 **FREE** **FREE**

SAF9 **\$85** **\$100**

ARB10 **\$85** **\$100**

SAF11 **\$85** **\$100**

ARB12 **\$85** **\$100**

BUS13 **\$85** **\$100**

CTLA **FREE** **FREE**

ACR1 **FREE** **FREE**

ACR2 **FREE** **FREE**

SAF14 **\$85** **\$100**

ARB15 **\$85** **\$100**

ARB16 **\$85** **\$100**

BUS17 **\$85** **\$100**

BUS18 **\$85** **\$100**

SAF19 **\$85** **\$100**

SAF20 **\$85** **\$100**

ARB21 **\$85** **\$100**

ARB22 **\$85** **\$100**

SAF23 **\$85** **\$100**

ARB24 **\$85** **\$100**

BUS25 **\$85** **\$100**

SAF26 **\$85** **\$100**

ARB27 **\$85** **\$100**

BUS28 **\$85** **\$100**



## 5 WAYS TO REGISTER!

Online: [www.tcia.org](http://www.tcia.org)

E-mail: [EXPO@tcia.org](mailto:EXPO@tcia.org) (Scan reg form, for Credit Card payments only)

Fax: 1-603-314-5386 (Credit Card Payments Only)

Phone: 1-800-733-2622

Mail: TCI EXPO 136 Harvey Road, Suite 101 Londonderry, NH 03053



Please check here if you require special accommodations to fully participate. Attach a written description of your needs.

**NOTE:** Please indicate which sessions you plan to attend, even if you are purchasing a Gold Card. This will help with planning to ensure that enough seating is available. Gold Card purchasers may attend any of the individual seminars.

**CANCELLATION TERMS Registration and Badges** Pre-register for speedy entrance. Registration is required to obtain your admission badge; a badge is required to enter. Additional registration forms may be downloaded at [tcia.org](http://tcia.org) or you may photocopy the one on page 15. Separate registration form required for each attendee. Registrations received after 10/8/10 without the appropriate fees will be billed for the difference. Trade show registration is non-refundable. Cancellation for all other categories must be received in writing at the TCIA office before 10/28/10, for a full refund less \$30 administrative fee. No refunds after 10/28/10; seminars are transferrable. No telephone cancellations accepted. **TCIA reserves the right to modify the speaker agenda as needed.**

### CALCULATE YOUR TOTAL

Pre-Conference Workshop 1 \$ \_\_\_\_\_

Pre-Conference Workshop 2 \$ \_\_\_\_\_

Friday Only Pass \$ \_\_\_\_\_

GOLD CARD  TCIA Member  Non-Member \$ \_\_\_\_\_

Trade Show Only Pass \$ \_\_\_\_\_

Individual Seminars # \_\_\_\_\_ x \_\_\_\_\_ = \$ \_\_\_\_\_

**GRAND TOTAL:** \$ \_\_\_\_\_

**PAYMENT:**  Check enclosed Check # \_\_\_\_\_

MasterCard  Visa  AmEx  Discover

Name on Card: \_\_\_\_\_

Card# \_\_\_\_\_

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

To fax or mail registration form tear at dotted line.



VOICE OF TREE CARE

TREE CARE INDUSTRY

ASSOCIATION *Established 1938*

136 Harvey Road, Ste. 101 Londonderry, NH 03053

[www.tcia.org](http://www.tcia.org) ■ 1-603-314-5380

Who should attend



Official shoe of  
TCI EXPO!  
West Coast Shoe  
Company  
(Wesco®)



Tree Care Company Owners

Arborists

CTSPs (Certified Treecare  
Safety Professionals)

Supervisors/Managers

Executives & Senior Management

Tree Care Workers

Consulting Arborists

Utility/Line Clearance Arborists

Urban Forestry Personnel

Landscape Architects

Plant Health Care Technicians  
& Managers

Urban and

Community Foresters

Municipal Arborists

Office Staff

Certified Arborists

Board Certified

Master Arborists

Vegetation Control/ROW

Technicians & Managers

Certified Landscape Professionals

Students

ALL Tree Crew Members/Leaders

In strategic partnership with our Crown PACT Partners:



... and everybody who is  
involved in the business of  
tree care!