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Vertical mulching helps these palm trees thrive in Phoenix.
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COVER PHOTO:
Removal is the arborist’s last resort when it is too late to save a tree. Crew from Arrow Tree and Crane Service in New York handles a difficult tree with efficiency. Photo courtesy of Bob Phelps, Jr.
It's a new year with new opportunities. Let's get going!

I believe that 1993 is going to be a good year for the tree care industry. As I go to tree meetings and talk to industry people around the country, I can sense the confidence and the optimism. It's cautious but it's there.

The feeling was quite evident at TCI EXPO in Baltimore in November. Attendees told me, "I came to buy." The exhibitors told me it was the best trade show they had ever been to. Sales of small tools as well as big-ticket items like aerial lifts and chippers were excellent. The fact that more than 1000 people attended TCI EXPO '92 was further evidence of the industry's willingness to spend money.

Attendance at tree meetings this fall and winter has also been very good. Tree care people have always had a very high interest in learning about tree care technology. That has been further reinforced by the need to accumulate recertification credits for ASCA as well as ISA. Now I see an ever increasing interest in honing management skills, developing marketing and sales strategies and being in the public eye. This industry is going to be better than ever.

Given the discriminating mind set of today's consumer, you have to be the best there is. People want value for their dollar with satisfaction guaranteed. Service has to be environmentally sound and provided by professionals. Does this mean that "No Overhead Cheap Tree Service" will no longer be competition?

No, they will always be around. The personalities may change but the plague will always be there in every industry. Some people will never be convinced that cheap may be good but good isn't necessarily cheap. However.................

There comes a time when professionalism prevails. The better we are, the better our opportunities are! You can make yourself and your firm as good as you wish. This is your opportunity because tomorrow everything is brand new.

On a somber note, Erik Haupt, a leader of this industry for many years, passed away, most unexpectedly, in December. I have written a letter to the industry in this magazine's "Industry Input" which I invite you to read.

Robert Felix, Publisher
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The concept of vertical mulching is simple. It means replacing some of the soil from the root zone of a tree with a mulch material to obtain better soil aeration, water percolation, soil fertility and organic content. Soil is usually removed from vertical trenches or auger holes, hence the name.

Dr. Gary Watson, of the Morton Arboretum in Illinois, defines conventional vertical mulching as "2-inch-diameter holes augured and filled with a porous substance to alleviate soil compaction."

The idea isn't new. According to Dr. Phillip Craul, soil scientist in the College of Environmental Science & Forestry at the State University of New York—Syracuse, some of the pioneering work in vertical mulching took place 40 years ago when a researcher named Walt Gardner at Washington State University in Pullman made motion pictures of soil water movement. According to Craul, researchers and educators are still using Gardner's movie to study the effects of vertical mulch.

Watson observes that vertical mulching has been around for a long time and sees it as an alternative when conventional mulching isn't practical. He has long suspected that the aeration from the auguring did as much good as the fertilization, which is usually part of the treatment. Watson points out that the treatment is most effective when there is a defined layer of compaction, such as when there has been excessive fill or heavy traffic. He is researching methods of increasing root generation by soil modification with methods that go beyond what he considers vertical mulching. Beginning near a tree's dripline to avoid damage to large roots, he trenches in a spoke pattern around the tree, replacing the excavated soil with a highly organic soil mix. He measures root regeneration in the trenches and surrounding soil, and visually monitors the tree.

While he is not yet prepared to call his treatment successful, Watson has been encouraged by early findings, such as initially three times more root growth in the trenches than in the surrounding soil. After three years, treated trees that had been in decline started to show improvement. After four years, there was a measurable increase in root growth between trenches, indicating the effects of the improved soil spread out over time.

Researchers in China have had results similar to Watson's using a similar technique, but using hand labor to avoid root damage while trenching. Meanwhile, Klaus Woodtli, a Swiss arborist, has pioneered a device that combines a pressure washer and vacuum cleaner to remove large volumes of soil without disturbing roots. He backfills excavations with a specially blended organic growing medium. The process is costly.

Not a cure-all

Arborists and researchers agree that digging trenches or auguring large holes close to the tree trunk is self-defeating because major roots are damaged in the process. Vertical mulching is certainly not a cure for all ailments, but rather a treatment for specific soil conditions. Arborists around the country are increasingly using variations of vertical mulch techniques. Their
experiences best illustrate how vertical mulching might benefit trees.

Ed Milhous, a consulting arborist in Northern Virginia and the greater Washington, D.C. area, has used vertical mulch applications for 20 years with varying success. Typically, he makes holes that are two inches wide and eight inches deep and slanted into the root area then fills them with an organic material such as pine bark. He sometimes uses pea gravel or drills deeper holes to improve drainage. He likes to use a top dressing of organic fertilizer and mulch.

Milhous finds that virtually all the trees in his area have compacted soil. The typical candidate for treatment is a tree whose basic care has not been neglected but still starts to show symptoms of decline. He is leary of quick fixes. "You have to realize that the tree didn’t get in the shape it’s in overnight, and you can’t cure it instantly," he maintains.

Milhous gleans useful information on soil types and drainage characteristics from soil maps from the county soil conservation service. He attributes one recent successful project where he drained a property with a series of deep auger holes to being able to read and interpret soil map information.

Peter Sortwell manages the tree care division of Environmental Care in Calabasas, California. There is not a great call for vertical mulching in his area; nevertheless, his crews use a Grow Gun, manufactured by Grow Gun Corp., in Arvada, Colorado, as well as the more traditional auger method to treat trees. Arbor Care uses composted bark mulch, polystyrene and granular fertilizers as fill.

"People in the Silicon Valley love to plant coastal redwood (Sequoia sempervirens), but the growing environment here is considerably different than the tree’s native habitat," says Sortwell. As the valley is relatively hot and dry, Arbor Care technicians inject composted redwood bark mulch to create a soil environment closer to the wet, acidic, high-organic soils of the coastal mountains in northern California. The treatment allows redwood to at least survive, if not thrive, under less-than-ideal growing conditions.

Dennis Lynch, manager of Environmental Care’s Phoenix office, finds that the technique has limited but significant use in his business. He uses vertical mulching or Grow Gun treatments to lessen the effects of soil compaction, excess fill, poor drainage or soil herbicide contamination.

Lynch faces special soil problems as Arizona’s average annual rainfall is only six inches, so irrigation is a must. In addition, the area has an impenetrable caliche ("ka-lee-chee") layer or hardpan 18 to 36 inches below the surface. As a result of these conditions, Lynch says that his crews have had to dig planting holes with an air hammer. The combination of hardpan and excessive irrigation places trees in a permanently saturated growing medium.

"The only way to truly eliminate the problem is to rip up the hardpan with a D-9 Cat prior to planting," says Lynch. However, he is usually consulted only after the landscape is installed, so the best his firm can hope for is to "...create a situation at least conducive to the growth of some plants."

His company uses either a conventional 2-inch auger or Grow Gun treatment. They use a high-grade compost with sulfur and trace nutrients, or a soil mix of 30% sand, 30% loam and 30% compost.

To treat compaction, 12-to-14-inch deep holes are used. To enhance drainage,
holes may be 30 inches deep. Spacing varies. For herbicide mitigation, holes are drilled 18 inches on center and granulated charcoal is blown in under pressure with the Grow Gun.

In many cases, the challenges of trying to reduce the negative effect of the hardpan or reverse severe compaction from construction are too great for the techniques that are available to arborists. Half the trees planted in Phoenix aren’t native to the area. “Sometimes the best we have to offer is only a ‘bandaid,’ ” says Lynch.

Bob’s Nursery, in Church Point, Louisiana, has been vertical mulching with Grow Gun treatments for several years. Owner Bob Thibodeaux and his son Frank can cite numerous case histories of successful treatments and recall the circumstances of each job. The recurring theme in each case was a declining tree (or trees) growing in an area of severe, ongoing soil compaction and low soil organic content.

Thibodeaux has used decomposed wood chips, gypsum, sand and a product called Isolite to backfill once he has fractured the soil with the Grow Gun. Isolite, a porous ceramic substance, is manufactured by the Innova Corporation in Westminster, Colorado. The 74% open-ended pore space in Isolite helps keep water and nutrients available to tree roots over time. The manufacturer claims that because it is ceramic, Isolite does not allow the soil to become compacted again.

Thibodeaux refers to a recent project at the much visited site of an annual music festival as an example of how he uses the Grow Gun and Isolite. Crews bored 2-inch holes in the root zone and then used the Grow Gun to blow three pounds of Isolite into each hole. More Isolite was used to top off the holes. Because of the product’s available. Many cannot respond quickly enough to avoid suffocating.

Besides killing trees outright by oxygen starvation, sublethal stresses can lead to numerous secondary problems. High soil moisture can lead to root decay. Disease and insect-related problems can lead to reduced leaf production, which in turn causes reduced carbohydrate production necessary for root growth. Thus, soil oxygen reduction may start a cyclical process that leads to tree decline or death.
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wicking ability, the auger holes were used as sites for liquid fertilizer injection to help the fertilizer spread laterally through the soil.

Thibodeaux likes to supplement treatments by spreading three inches of decomposed wood chip mulch over the root zone, especially if he anticipates heavy traffic over the area that will help incorporate the mulch into the soil. His crews often top dress the site with a fertilizer to help speed decomposition.

Construction often changes soil drainage, and waterlogged soils are as injurious to tree roots as heavily compacted soils. While proper site development is the only way to avoid large-scale drainage problems, Thibodeaux has drained small wet areas with deep soil fracturing and using porous mulch to create a mini-drain field.

Thibodeaux mentioned that his work with vertical mulching had motivated him to study tree biology and re-think his company’s use of wood waste as a soil amendment.

Steve Grube, consulting arborist with Mountain High Tree Service in Denver, has been selling Grow Gun soil treatments for five years. The area he works in is plagued with clay soils and, like other geographic regions, over-irrigation is a persistent problem.

As for the economics of using the Grow Gun, Grube notes that the average cost of treating a tree is $145, compared to $40 for liquid fertilization. The cost for soil fracturing equates to $25 per hole, with holes 10 feet on center.

"Grow Gun treatment becomes more cost-effective and therefore easier to sell when we can treat several trees in a common area," says Grube. A significant benefit that should not be overlooked is being able to extend the income-producing season of a spray rig by converting it for Grow Gun treatments and fertilization.

There is still much to be learned. "I am convinced that at least part of our soil treatments probably never helps the tree because it’s difficult to know where the feeder roots are," says Grube. Nevertheless, he has seen encouraging results.
We’ve all lost a friend

I lost a friend in December and so did you; someone who has had more direct and indirect impact on you and me and the tree care industry than most of you could know. Without warning, Erik Haupt passed away on December 14. At the time, Erik was chairman of the Council of Tree and Landscape Appraisers and president-elect of the American Society of Consulting Arborists. Erik was a past president of the National Arborist Association, a long-time ISA board member, a past president of the ISA New England Chapter, and member of the first ANSI Z133 Committee. He was active in countless other industry committees.

Erik was one of the founders of The Haupt Tree Company in Sheffield, Massachusetts. That’s where our friendship started. To me, the Haupt Tree Company exemplified Erik’s leadership, dedication and firm belief in professionalism. I often said that when Erik walked into the yard in the morning, even the trucks stood at attention.

Safety, regulatory compliance, sharp looking equipment and professional performance were the order of the day for Erik. He applied an attitude of excellence to everything he did in his career. Erik not only said it, he did it. While others argued they didn’t have the time or couldn’t afford to train people, keep their trucks neat and clean and their personnel professional looking, Erik’s company achieved these goals while it prospered.

In recent years Erik served as vice president for governmental affairs of the F.A. Bartlett Tree Expert Company. In that capacity he became the industry’s authority on DOT and EPA regulations. The nature of his job and his penchant for thoroughness earned him the affectionate title of Dr. Doom. But when Erik said, “These are the rules and you had better comply,” everybody knew that, like it or not, Erik was right.

As he served on various committees in the industry and in his many elected offices, Erik insisted upon professional excellence and backed it up with his own performance. Erik helped to shape ANSI standards, industry training programs and the system by which we establish values for trees and other landscape plants.

He helped me to develop NAA training and safety programs, interpret government regulations, and promote tree care industry professionalism nation-wide.

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regulations and many other difficult tasks. His hand has touched many of your safety and operational procedures.

Erik’s dedication to the industry caused him to make many personal sacrifices, but we are all better because he was here. I shall miss him and, know it or not, so will you.

Bob Felix
National Arborist Association

Help save this tree
Here in Port Angeles, we have one of the largest Madrona trees in the state. This fine specimen measures 80 inches diameter (19’10” circumference, according to the University of Washington) ranked as second-largest in state, 83 feet high and with a 95-foot crown spread. Crown spread, according to U of W, is largest in state. However, this fine tree may not be with us much longer as recently an obviously uneducated or blind developer has placed an office building right beneath the canopy and within 20 feet of the stem, removing a massive portion of the critical root area in the process as well as dropping grade by two feet. That this should happen is a total travesty of the time and money each of us invests in our ongoing personal education. Whilst we have developed the information, financed the research and invested so much in trying to educate the public, it appears we have failed to let the various other professional groups with whom we need to interact of our presence and our capabilities.

If you would like to offer any help or suggestions to try and save this tree, please contact me at 206-452-TREE. We may need someone who is very skilled at PR work as the area is not renowned for its respect or consideration of trees. The other problem is that there isn’t likely to be any money in it. Does anybody know of available grants?

I have submitted copies of this letter to our local ISA chapter, Plant Amnesty, the AFA National Register of Big Trees, Arbor Day Foundation as well as having personally called many respected authorities on tree preservation in the Pacific NW area. I feel most strongly that this tree deserves all the help and support we can give it and further to utilize this tragedy as an educational opportunity for the general public.

James Causton, consulting arborist
Port Angeles, Washington

Letters should be addressed to:
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TREE CARE INDUSTRY - JANUARY 1993
Spotlight On Sprayers

For tree care managers who are considering buying tree and shrub spraying equipment in the near future, there is a wide assortment of machinery available. Whether you need the flexibility offered by one of the so-called IPM units, the production ability of a large tank and pump, or the simplicity and low cost of a small unit, there is something to fit your needs.

MINNESOTA WANNER

For nearly 30 years Minnesota Wanner Company has been building tanks, pumps and complete spray systems for the professional applicator. The company specializes in custom-built truck, trailer and skid mounted sprayers with stainless steel tanks which are completely built in-house. Doing its own manufacturing gives the company greater quality control and the ability to offer multiple compartments, dry storage areas, inductors and other customized features not available on production-line equipment.

Stainless steel construction has proven to be well-suited to spraying equipment. While it may be slightly higher in initial cost, it is durable and reduces the maintenance and downtime caused by the rust and corrosion of conventional materials.

Customers have been moving towards equipment that is smaller in size and more flexible than what was used 10 or even five years ago, as multiple tanks, pumps and hose reels became more popular. Current trends include more attention to appearance and containment with low-profile tanks and utility-style bodies gaining in popularity.

In addition to complete spray units, Minnesota Wanner can also help with updating existing equipment and finding hard-to-find replacement parts for a variety of spraying equipment.

For further information, contact Minnesota Wanner, 5145 Eden Avenue South, Minneapolis, MN 55436 Phone: 612-929-1070.

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Setter Manufacturing’s Turf Machine comes complete to fit into a standard half-ton truck, or can be bolted down on a trailer or flat deck.

Its unique design places all the weight in the middle of a half-ton. The 200-gallon tank sits directly behind the back window, distributing the weight evenly on all four truck tires for safe road travel. It also comes complete with a 25-gallon cone bottom tank (or optional 55-gallon cone bottom tank). The cone bottom allows for complete drainage.

The Turf Machine features a Honda engine with oil alert for power ranging from 3-1/2 hp and up (engine size varies with customer’s wishes); pumps with capacities ranging from 6 gpm to 50 gpm (depending on customer request); standard jet agitation in both tanks; built-in safety regulator; line filters to filter product before it reaches the pump; and ball valves to assist in quick and safe changeovers.

Also, the unit features manual reels (electrical reels are optional) for 1/2, 3/4 or 1-inch hoses, and can be set up with multi-reels for different jobs. The unit can draw liquid from one tank and load into the other, from both tanks at the same time, and return product to either tank. Optional attachments are available to assist in accurate and safe application of herbicides, pesticides, fertilizers and fungicides, and include tree guns for fungicide and pesticide application, lawn fertilizer guns and bumper spray boom.

For further information, contact Setter Manufacturing Division, Box 686, Russell, Manitoba ROJ 1WO. Phone: 204-773-2218.
GREEN PRO SERVICES

Green Pro has been building multi-tank spray units since 1979. The Polaris series is the result of many years of refinement. The company philosophy is to save time for the operator. A minute saved per job can turn into thousands of dollars of extra profit by the end of the season. Most sprayers are not built with this in mind.

Also, the company is involved in pioneering the concept of creating versatility and greater profit opportunity by using multi-tank sprayers. A dividend to using the low-profile multi-tanks is less sloshing and water movement problems.

While the company builds many models, three should be of special interest.

1. The Neptune II—This four-tank service/small production unit fits in a pickup truck. It includes two 150-gallon tanks and two 30-gallon custom-mixing tanks, two hose reels with 300 feet of 1/2-inch hose, pump/motor capable of reaching 40-45-foot trees; and locking cabinet for chemicals. Approximate cost is $6000, depending on accessories.

2. The Polaris Conversion unit—This unit slips into a chipper truck for use during the spraying season, and can easily be removed for the pruning season. This maximizes the use of the arborists' equipment. It has four 250-gallon tanks, two 30-gallon custom-mixing tanks and two hose reels—one for 1/2-inch hose and one for 3/4-inch hose. The pump and Wisconsin motor produces 700 psi and can reach 90-foot trees. This unit allows for maximum versatility for modern spray programs that require targeting pests instead of one-spray-covers-all. Cost is approximately $17,900, depending on accessories.

3. The Polaris IPM spray unit—This unit is the top of the line and can be built with several tank configurations that total 900, 1000 or 1100 gallons. It includes six tanks in all, with two 50-gallon custom-mixing tanks to give the modern arborist the versatility needed for today's spray operations. The entire unit is low profile, just about reaching the top of the cab, and is 180 inches long for a sleek and non-threatening appearance. Three sturdy, narrow-slated roll-up doors provide easy and complete access to all components. More than adequate storage is created within the locking doors and under-bed locking cabinets. It even has an easy drain system for winterizing the unit. The pump with Wisconsin engine produces 700 psi, and can reach 90-foot trees. Larger capacity and height can be attained by special order. It includes two hose reels, 1/2-inch and 3/4-inch hoses, FMC spray guns and is a complete unit ready to go to work. It can be installed on any truck that has a payload of 18,000 pounds.

For further information contact Green Pro Service, 380 S. Franklin St., Hempstead, NY 11550. Phone: 800-645-6464.

NORTHEASTERN ASSOCIATES

This IPM/PHC sprayer unit features an 800-gallon tank with two 50-gallon pony tanks on the driver's side and multiple hose reels on the passenger side. This type of system allows the applicator to mix small amounts of chemicals for specialty sprays and has the capability of transferring fluid to any tank in the system.

This particular spray unit has a 10-gpm diaphragm pump connected to the two 50-gallon tanks and a 35-gpm pump connected to the 800-gallon tank, allowing multiple applicators to use the sprayer at the same time. Two pumping units also give the capability of hitting larger shade trees while also doing smaller ornamentals. Many size tank and pump combinations can be incorporated into an IPM/PHC sprayer, depending on customers' needs. IPM/PHC sprayers are becoming increasingly popular because of their versatility for the spray technician.

For more information, contact Northeastern Associates, 23 "I" Commerce Road, Fairfield, NJ 07004. Phone: 201-227-0359.
The National Arborist Association is dedicated to training. That's why NAA offers a two-part home-study course in arboriculture as a basic education program for field personnel and a Crewleader home-study program which teaches basic job management and other skills needed by crew leaders as well as video and safety training programs. These programs are available at substantial price discounts for NAA members.

Training is one major reason why so many tree care firms belong to NAA—but it's not the only reason. There are management guidelines, insurance plans, a wealth of information that enables an arborist to readily comply with government regulations, newsletters and other publications, marketing support and the toll free NAA information HOT LINE.

As an added benefit, new NAA member firms may request a FREE copy of NAA's most recently produced new training program. If you become a member now, you could receive a complimentary copy of NAA's "Back Injury Prevention for Treeworkers," consisting of a video training program, posters, decals and an instruction manual. Other NAA training and safety programs are available to members at substantial discounts.

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☐ Send me information on your training programs.

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For further information, contact Pumping Systems, Inc., 543 N. Shipley Street, Seaford, DE 19973.

PROFESSIONAL TREE & TURF EQUIPMENT

Previously known as Denver Leasing and Manufacturing, Professional Tree and Turf Equipment has been building spray equipment for the tree and turf industry since 1964. All spray equipment is manufactured to the customer’s needs and specifications, with emphasis on versatility and low maintenance.

Professional Tree and Turf Equipment has recently designed a pick-up truck sprayer. Available in either 280 or 380 gallons, it uses a baffled fiberglass tank that can be split into multiple compartments. The lid area is recessed so spilled materials drain back into the tank. Bypass agitation is engineered around the pump being used to give maximum agitation. Any pump and engine combination has multiple pump and hose reel options.

Standard equipment includes a hydraulcell D-10 pump, 5.5 hp Honda engine, Hannay electric hose reel, 300 feet of 800 psi hose, hose rollers, regulator, tank valves, strainers, aluminum frame for low maintenance and light weight.

The sprayer is space saving and low visibility. Additional options make it ideal for IPM work and up to a 35 gpm pump.

For more information contact Professional Tree & Turf Equipment, 6945 Indiana Court, #400, Golden, CO 80403. Phone: 303-422-7608.

Photos found in the National Arborist Association archives allow us a glimpse of pesticide application in the '40s. The photo below is of an hydraulic sprayer, probably taken in New York State, and the one at right is of a mist blower, taken in Connecticut.
The New Carlton Model 2000-4

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<td>1350 RPM Nominal</td>
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<tr>
<td>Number of Teeth</td>
<td>20 Carbide Tipped</td>
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Carlton introduces the new Model 2000-4. This model couples Carlton's legendary quality and cutting ability with the added stability of four wheels. The new Model 2000-4 uses hydraulic steering—gone is the hassle and frustration of manual steering. The ground speed has been increased on the new Model 2000-4—getting you to the stump faster. Carlton Model 2000-4, another leading product from the manufacturers of Professional Stump Grinders.

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WOASHINGTON IN REVIEW

OSHA Reform Expected

By Brian Barnard

A comprehensive bill that would reform the Occupational Safety and Health Act of 1970, introduced in the last session of Congress, met stiff opposition from the White House and was never signed by President Bush. President Clinton, however, is expected to address the issue of worker safety in the first year of his administration.

The goal of OSHA reform legislation is to improve employee participation in workplace safety, provide stricter enforcement and expand coverage to government employees.

The bill that was introduced would have required joint labor/management safety committees and coverage of millions of public sector employees. It also would have enhanced protection of employees who report health and safety violations. In addition, the legislation would have imposed stiffer criminal penalties on employers who intentionally prompt serious worker injury or worker death. Republicans battered the bill, saying that it would cause a decline of American business competitiveness by requiring joint labor-management safety committees. Further, opponents said that the bill eroded the original intent of OSHA.

In defense, proponents said the bill would save employers money by reducing workplace illness and injuries that contribute to lost productivity and increased worker compensation claims.

Perhaps the most controversial issue of OSHA reform is stiffer criminal penalties for employers who willfully violate the nation’s workplace protection act. Currently, employers are subjected to criminal penalties only if employer negligence leads to worker death. Criminal prosecutions are rare because small penalties do not justify federal prosecutors’ time spent on such cases.

Much publicity on this issue surfaced when plant owner Emmett Roe was sentenced to 20 years in prison for the 1991 fire at a chicken processing plant that killed 25 workers. Under OSHA reform, managers could be subjected not only to monetary fines, but jail terms as well.

The important point for company managers is documentation of all safety programs that a firm implements. “If you don’t have something in writing, it doesn’t exist,” Thomas Schneid, a law professor at Eastern Kentucky University, told the National Safety Congress. “If you have it in writing, if you have it documented, you normally don’t have a problem.”

Passage of OSHA reform legislation under a Clinton administration is likely. Both Republicans and Democrats see a need to re-work the 21-year-old legislation. The extent of reform and how close a new OSHA reform bill would look like the one that failed last year is difficult to predict.

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SPECIFICATIONS

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PUMPING SYSTEMS INC.
Buying Health Insurance

By Barry Rosenberg

Just as working safely is good common sense, carrying medical insurance is good financial sense.

Do you really need health insurance, even if you have not needed it in the past? The answer is an unquestionable yes. Regardless of how healthy you and your family may be, there is always a chance that an unexpected injury or sickness can strike. The cost of medical care, even for very minor procedures, can be expensive. If something serious occurs and you're without insurance, you may never be able to recover financially, even if you do medically.

Would you climb a tree without safety equipment, or without following safety procedures? Of course not! Why? Because even when all the proper precautions are taken, injuries happen. Life is too unpredictable. Not carrying medical insurance may save a few dollars in the short term, but the impact could potentially plague you and your family for a lifetime. Just as working safely is good common sense, carrying medical coverage is good financial sense.

There are many different health insurance products on the market. What makes them different and why are there such differences in price?

Seeking out a good plan

Medical insurance consists basically of two components: hospitalization coverage and major medical coverage.

Hospitalization coverage provides financial protection for all costs for services associated with an inpatient hospital stay, such as room and board, medical supplies, meals, the nursing staff, etc. It will not cover the cost of a surgeon or physician.

Major medical coverage will cover those charges that are not part of the hospital bill—surgeon bills, prescription drugs and office visits.

Do you need both, or would carrying hospital coverage suffice? Most minor surgical procedures are performed out of the hospital or on an outpatient basis. Not having major medical coverage could leave you financially responsible for those procedures. Further, expenses such as post-surgical examinations, prescriptions, blood tests or durable medical equipment may not all be covered under a hospitalization-only policy, but would be covered with a major medical policy. “Comprehensive coverage” is the term used to describe a plan that provides both hospitalization and major medical coverage. A comprehensive plan will be more expensive than a hospitalization-only plan but you should purchase this type of coverage as it offers the most protection.

Why do comprehensive plans differ so significantly in price? Simply stated, you get what you pay for. The value of any plan lies in the amount of bills that the insurance carrier will cover when an accident or sickness strikes. If your plan costs you a few dollars less each month but leaves you with thousands of dollars of unpaid or “non-covered” bills, did you really save money? Wouldn’t it make sense to pay out a few hundred dollars now to avoid a liability of several thousand later?

What is a “good” plan and what benefits should it include? First and foremost, you want to deal with a reputable company. Ratings are important and should be one of your considerations. For example, an A.M. Best rating of A+ shows the company is in a better financial situation than an A-rated company.

Another precaution is to check with your state commissioner of insurance to find out if complaints have been filed against the carrier and if the state allows the plan to be sold.

Finally, ask your peers who their carriers are and what their experiences have been. If you are considering the NAA plan, contact the NAA for names of members enrolled in the program so you may question fellow members.

All these options are open to you before you make a final decision.

Differences in plans

There are several areas in which components of a comprehensive plan differ among insurance carriers.

Lifetime limits—These range from a low of $100,000 to no limit on most medical services. Technology may sustain life, but it is expensive. When technology is used for a lengthy period, it is possible to run up millions of dollars in medical expenses in the event of a catastrophic disease or injury. With AIDS, cancer and heart disease afflicting so many people, how much protection should you have?

Plan design—Plan design is another important component of a comprehensive medical plan. Plan design is simply the combination of the deductibles, co-insur-
ance and stop loss to create a balance between the premium you pay and your potential out-of-pocket exposure as an individual and/or as a family.

**Deductible**—The deductible is the amount of money you must pay before the insurance carrier will pay anything. Be careful to choose a plan that offers a "calendar year" deductible rather than a "per cause" deductible. A per cause deductible could leave you paying several times during a year.

Other plans offer a diminishing deductible. The deductible will decrease annually if you do not submit any claims. If you submit a claim, the deductible will start over again. If you do not have any claims to submit, it does not matter what kind of deductible you have. If you had claims, the deductible would not disappear. What's the difference?

**Co-insurance**—The percentage of a claim the insurance company will pay after the deductible has been satisfied is the co-insurance. Co-insurance percentages may be 100%, 80% or even 50%. For example, a 100% co-insurance means the insurance company will cover 100% of the bills after the deductible has been met.

**Stop loss**—Stop loss represents the dollar amount of medical bills that must be incurred before the co-insurance stops and the insurance carrier covers 100% of the remaining costs. It does not represent your out-of-pocket expense. For example, if you have an 80/20 co-insurance with a $5,000 stop loss, this means that you are responsible for 20% of the medical bills until they reach $5,000. Thus, your out-of-pocket exposure would be $1,000 plus the deductible. Some plans have high out-of-pockets. You should confirm that the out-of-pocket exposure is what you think it is, and do not mistake it for a stop loss.

**Family limits**—Family limits are another part of comprehensive coverage. Some plans require two deductibles per family, some say three. Do the co-insurance and stop loss limits apply to the same number of people as the deductible? Are the deductibles and co-insurance/stop loss limits cumulative? This last point could be very critical.

"Once two people in a plan have met their deductibles, no other family members will have a deductible to meet." Have you seen this statement before? What if you have a $500 deductible and three people in the plan have incurred $499 each in medical bills? So you have paid out $1,497, even though you only had two deductibles to meet per family. A $500 "cumulative" deductible would have required you to pay $1,000 only. Why? Because all family member bills would apply together. The bills incurred would not be considered individually, as they have to be with many plans. Not understanding this could cost you much more than you originally thought.
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1993 Seminar Schedule

January 12
Jacksonville, Florida
Holiday Inn
1-295 & Commonwealth Ave. Exit exit 1-10

January 13
Orlando Florida
Holiday Inn Winter Park
1-4, Exit 46 at Lee Rd.

January 14
West Palm Beach, Florida
Days Inn Turnpike Airport West
6255 Okeechobee Blvd. Exit 52B off 195

January 26
Atlanta, Georgia
Holiday Inn Airport-South
5010 Old National Highway. Exit 1-85/1-285

January 27
New Orleans, Louisiana
Holiday Airport
2929 Williams Blvd. Exit 1-10

January 28
Memphis, Tennessee
Days Inn Airport
1533 E. Brooks Rd. 1-55 Exit 5A

January 29
St. Louis, Missouri
Holiday Inn Airport-West
Jct. 1-270 at St. Charles Rock Rd.

February 10
Philadelphia, Pennsylvania
Holiday Inn
45 Industry Hwy. Rt. 291, Exit 420 & 1-95

February 11
Virginia/Washington, DC
Ramada Inn
13069 Park/Center Rd. Exit 1 off Rt. 28

February 12
Raleigh-Durham, North Carolina
Days Inn Research Triangle Park
1-40 and Airport Blvd.

February 16
Boston, Massachusetts
Holiday Inn-Boston-Natic
1360 Worcester Rd. (Rt. 9). 1-90 Exit 13 to 1-30

February 17
Hartford, Connecticut
Holiday Inn
363 Roberts Rd. 1-84, Exit 58

February 18
Elmsford, New York
Days Inn Elmsford
Exit 1 off 287. Exit 21W off Sawmill Pkwy.

February 19
Plainview, Long Island
Holiday Inn
215 Sunnyside Blvd. Exit 46, L.I Expressway

February 22
Cincinnati, Ohio
Radisson-Airport 1-75 to 275 West. Fellow Airport signs

February 23
Chicago, Illinois
Ramada Inn Prospect Heights
2875 N. Milwaukee, North Brook 1-294 to Willow Road

February 24
Grand Rapids, Michigan
Holiday Inn Grand Rapids-South
255 28th St. W SW. Exit 82 US-131

February 25
Cleveland, Ohio
Courtyard by Marriott-Cleveland Beachwood
3691 Orange Place. 1-271 to Chagrin Blvd.

March 2
San Diego, California Area
LaCosta Resort, Carlsbad
1-5 to LaCosta Ave. to Costa Del Mar Rd.

March 3
Los Angeles, California Area
Sheraton Hotel, Riverside
3400 Market St. Hwy 91, Exit University Ave.

March 4
Sacramento, California
Sheraton Rancho-Cordova
11211 Point East Dr. U.S. 50, Exit Sunshine Blvd.

March 5
Portland, Oregon
Quality Inn
N.E. Sandy Blvd. I-205 & Columbia Blvd.

March 9
Denver, Colorado
Holiday Inn
4849 Bannock St. Exit 215 on I-25N at I-70

March 10
Rapid City, South Dakota
Holiday Inn
1902 LaCrosse. Exit 59, I-90

March 11
Salt Lake City, Utah
Holiday Inn Airport
1659 W. Temple. Airport Exit from I-15

March 16
Minneapolis, Minnesota
Days Inn Airport
3501 Killebrew Ave. 1-494 & Cedar Ave.

March 17
Omaha, Nebraska
Holiday Inn Omaha NW

March 18
Kansas City, Missouri
American Inn
Armor Road. I-35, Exit 6B

March 19
Oklahoma City, Oklahoma
Holiday Inn North/Midwest
3535 N.W. 39th St. Expressway & I-44

March 22
Dallas, Texas Area
Grapevine Convention Center, Grapevine
W. on Rt. 114. Exit Main St. W.

March 24
Austin-Highland Mall, Texas
Holiday Inn
6911 N. International Hwy. between US 290 & US 183

March 25
Houston Texas
Intercontinental Airport Holiday Inn
2902 N. Sam Houston Pkwy.
JFK Blvd. at S. Houston Pkwy.

March 26
Phoenix-Temple, Arizona
Radisson Airport Hotel-Phoenix
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Please circle 39 on the Reader Service Card
Pre-existing conditions and medical insurability—“Pre-existing conditions” and “medical insurability” are additional factors that must be considered when deciding to obtain or change coverage. A pre-existing condition is a condition you may have been treated for within a specified period of time before the new plan goes into effect. Some plans even consider a pre-existing condition as anything a prudent individual would seek medical treatment for, even if treatment was never actually provided.

State laws governing pre-existing conditions vary. However, as a generalization, if your company applies and is accepted into a new group plan with a pre-existing condition, the new plan may offer limited coverage for one year or longer before fully covering the condition.

Usually, if your “group” has five or more employees, the pre-existing condition may be totally waived when the group changes coverage. However, if you are changing from an “individual” plan to a “group” plan for the first time, the pre-existing clause will most likely apply if you are accepted for coverage.

Be careful to read the pre-existing limitations if they apply to anyone in your group. Otherwise, the majority of plans will drop the pre-existing clause after you have been insured for one year or gone for a specified length of time without treatment. If a pre-existing condition is not disclosed during your enrollment and a claim results, the carrier is within its rights to decline paying any claims related to the condition. Some carriers may even terminate your coverage back to the effective date. Make sure you disclose everything, even if it may disqualify your application, since not disclosing a condition may put you in a precarious situation in the future.

Medical insurability is also an important aspect of the health coverage application process. To be insurable is to be acceptable by the health insurance carrier’s medical underwriting guidelines. If you are suffering from a serious heart condition, cancer or diabetes, or had recent surgery, you may not be eligible for medical coverage. You should clarify your eligibility with the company.

It may serve you best to stay with your current carrier and try again in the future. Different illnesses have different recovery periods before you can be considered for coverage. Even with exclusions under pre-existing condition clauses, you will not be eligible for coverage in most states if you do not meet the criteria the carrier has established for acceptance into its plan.

What is the risk of being enrolled with a plan that was perhaps inexpensive, but sacrificed the stability, reputation and level of benefits offered by a more expensive plan? The answer is loss of medical insurability! In order to change carriers you must be healthy. If you become ill you may find yourself trapped in a very bad insurance situation.

If you experience a large claim and then find your coverage inadequate, it will be
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- a lifting techniques poster,
- a stretching/exercising truck decal,
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- instructor’s ‘how-to’ guide.

INVEST NOW... SAVE LATER!

NAA Member Firms may obtain their first copy of the Back Injury Prevention Program FREE—a $75.00 value—see details on order form on page 35.

Non-members may also order a copy of the Back Injury Prevention Program for $120.00 by filling out the order form on page 35 or by calling the NAA’s Toll Free Hotline at 1-800-733-2622.*

*Become a National Arborist Association Member NOW and take advantage of this special offer! (See the NAA membership ad on page 15 for membership details.)
too late. You may not only be stuck with the coverage, but also the medical bills that follow.

What if the carrier you chose decided to pull out of the health insurance market in your state and you are uninsurable? You may have to go into a state-mandated program that may not cover pre-existing conditions for one year or more, and may offer limited coverage and may be expensive. Do your homework! Do not judge price alone. You must consider the benefits, reputation of the carrier and the carrier’s stability. If you focus on price alone, the results could be tragic, not only for one potential claim situation but also for the level of coverage you can carry and your lifelong financial situation.

Renewals—If I have no claims will my rates go up? With medical inflation currently at 25%, premiums will continue to increase. It is important to confirm that your plan has a rate guarantee. The more respectable carriers will hold the rates for 12 months after the effective date. At the end of 12 months you will incur an increase. Check to see what the carrier’s recent increases have been for renewals before you sign up. Some carriers start with low premiums for a year, then change to six-month renewals. Each semi-annual renewal increases at about the same percentage as the initial renewal. Ask for the initial and renewal rate guarantee of any carrier you are considering applying for coverage with.

Conclusion

In conclusion, the adage of you get what you pay for never was more true than with health insurance. Be careful to read the exclusions (what is not covered) of any policy you are considering. Make sure you understand the out-of-pocket exposure to you and your family. If you have a pre-existing condition, check to see if you will get the coverage you are applying for. If you can still qualify for coverage, how will any pre-existing condition be covered?

What you do not know can hurt you financially, especially at a time when you may not be able to afford any surprises. Read the company’s quotation package carefully, speak with a knowledgeable agent and ask the questions you need to ask. You will then be a more knowledgeable consumer able to choose a plan that most effectively protects you and your family from significant financial loss.

Barry Rosenberg is a senior benefit specialist with Albiez Insurance Agency, in Union, New Jersey. Phone: 800-ARBORS-I. Albiez Insurance handles the National Arborist Association’s group health insurance program, providing competitive rates.
INDUSTRY ALMANAC

February 3-4
New England Grows
Hynes Convention Center
Boston, Mass.
Contact: 617-431-1622

February 8-9
28th Annual Shade Tree Symposium
Penn-Del Chapter, ISA and Penn State University Cooperative Extension
Lancaster, Pa.
Contact: Elizabeth Wertz, 215-795-2096

February 9-13
NAA Annual Meeting
Don Cesar Resort Hotel
St. Petersburg, Fla.
Contact: NAA, 800-733-2622

February 12
ISA/Western Chapter Regional Meeting
Meets Lab
U. of Arizona Campbell Farm West
Tucson, Ariz.
Contact: Juan Barba, 602-323-4016

February 17
Understanding the Urban Tree
Featuring Dr. Richard Harris
Minneapolis, Minn.
Contact: Rainbow Treecare, 612-922-3810

February 19
Understanding the Urban Tree
Featuring Dr. Richard Harris
Chicago, Ill.
Contact: Rainbow Treecare, 612-922-3810

February 23-25
Illinois Landscape Contractors Association
Winter Seminar
Rosemont, Ill.
Contact: Julie Nicoll, 708-932-8443

February 27
Long Island Arboricultural Association
Annual Tree Conference
SUNY Farmingdale, Long Island
Contact: 516-783-1001

February 28 - March 5
National Urban Forestry School
Session I
Nebraska City, Neb.
Contact: National Arbor Day Foundation, 402-474-5655

March 3
Seminar: Identifying and Controlling Common Problems of Trees and Shrubs:
The IPM Approach
Villanova University
Contact: Keystone Tree Experts, 215-348-4444

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TREE CARE INDUSTRY - JANUARY 1993
Erik H. Haupt, Industry Leader, Dies Unexpectedly

Erik H. Haupt, a well-respected tree care industry leader, passed away on December 14. He was 61. Funeral services were held December 19.

Mr. Haupt was chairman of the Council of Tree and Landscape Appraisers and president-elect of the American Society of Consulting Arborists. He was a past president of the National Arborist Association, a past ISA board member, past president of the ISA New England Chapter, and a member of the original ANSI Z133 Committee.

He was one of the founders of The Haupt Tree Company in Sheffield, Massachusetts. More recently, he served as vice president for governmental affairs of the F.A. Bartlett Tree Expert Company.

Mr. Haupt helped to write the Eighth Edition of the Guide For Plant Appraisal, as well as the texts that preceded this latest manual for establishing values of trees and other landscape plants.

Contributions in his memory may be made to the National Arborist Foundation. P.O. Box 1094, Amherst, NH 03031.

Erik H. Haupt
ISA Releases Two New Brochures

The International Society of Arboriculture has released two new brochures as part of the popular Consumer Information Series. "Plant Health Care" and "Avoiding Tree and Utility Conflicts" can now be ordered through the ISA.

"Plant Health Care" focuses on the new program implemented through a cooperative effort by the International Society of Arboriculture, National Arborist Association and USDA Forest Service. Plant health care is a holistic approach to plant care that focuses on the health and growth of plants.

The new brochure explains the importance of plant health to the consumer. Discussions of what plant health care provides to the consumer, the attributes of plant health care and how to locate a plant health care specialist are also featured in the new brochure.

"Avoiding Tree and Utility Conflicts" was developed as a cooperative effort between the Utility Arborist Association and the International Society of Arboriculture. This brochure is a helpful guide for consumers who are interested in planting trees responsibly. The proper selection and placement of trees in and around utilities at planting time can eliminate a potential public safety hazard, alleviate expenses for utilities and their rate payers and improve the appearance of landscapes.

The new brochures can be purchased as part of the Consumer Information Series, which consists of an attractive display with the choice of six brochures out of the eight now available. The display contains 100 of each of six brochures. The cost of the display is $51.95 in U.S., and $57.95 in Canada (includes shipping and handling). Prices are $41.95 (U.S.) and $47.95 (Canada) if purchased before March 31. Brochures can be purchased separately at $8 per 100.

Send orders prepaid to ISA, P.O. Box GG, Savoy, IL 61874, or FAX Visa/MasterCard orders with card number and expiration date to 217-355-9516. Contact the ISA office for further information.

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Program To Control Gypsy Moth Gets Another Look

The U.S. Department of Agriculture (USDA) is seeking the public's help in updating its management strategy to control the destructive gypsy moth.

"Gypsy moths currently defoliate over 4 million acres of federal, state and privately owned forests and shade trees a year and threaten millions of dollars worth of natural resources," says F. Dale Robertson, chief of USDA's Forest Service. The Forest Service, along with USDA's Animal and Plant Health Inspection Service (APHIS), has responsibility for managing introduced forest pests, such as the gypsy moth, in the U.S.

The new gypsy moth management program, which will take two to three years to complete, will replace or confirm the current program. The USDA is following the National Environmental Policy Act (NEPA) to involve the public early on, when proposing activities that may affect the environment. For further information on the project, contact John Hazel, team leader for the gypsy moth project, at the USDA Forest Service in Radnor, Pennsylvania, 215-975-4150.

About 287 million acres of forest land, nationally, are susceptible to defoliation by the gypsy moth. Robertson says the Forest Service and APHIS have teamed up to take a new look at the gypsy moth problem and ways to prevent damage to America's trees.

Because Asian gypsy moths were found last spring in the Pacific Northwest, the situation has become more urgent. This variety of gypsy moth can spread much faster than the European variety, which infests the northeastern U.S. Although APHIS, the Forest Service and the states of Washington and Oregon worked hard in the spring to eradicate Asian gypsy moths, final results are not yet in.

With the European gypsy moth spreading into southern and midwestern states and the Asian gypsy moth threatening the Northwest, many more people are concerned about this pest.

The first step in building the new program is offering an extensive opportunity for the public to be involved. "We are listening and care about the problems that gypsy moths cause, and about the costs and effects of our actions to control them," says Robertson. "We need to know the public's comments and concerns so we can include them in our analysis of a national gypsy moth program - they are essential to a solid, effective management strategy."

Wis-Con Corp. Buys Teledyne Total Power

Wis-Con Corporation, a Nesco company, has purchased Teledyne Total Power from Teledyne, Inc. The new company is named Wis-Con Total Power Corp., and will continue to market, sell and manufacture Wisconsin and Continental industrial engines. Wis-Con will continue its present operations in Dyer and Memphis, Tennessee.

Nesco, Inc., with corporate headquarters in Cleveland, Ohio, is a privately held international company engaged in engineering services and diversified manufacturing for the past 36 years.

The family of Nesco companies have major engineering offices throughout the United States and plants in seven states with thousands of employees providing services and products sold worldwide.

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Bowen’s Stump Grinders introduces the reversible Bulldog, the most efficient stump grinder on the market. Powered by a 5.2-hp engine, the Bulldog is lightweight yet tough. This unit has reversible, replaceable and resharpenable teeth. It’s economically priced for the professional or the guy who wants a good second income. For further information, write Bowen’s Stump Grinders, 1503 Caddo School Road, Joshua, TX 76058. Phone: 817-641-1806. Circle 51 on the Reader Service Card

The Accu-Fell tool is designed to assist arborists in sighting, felling, fresing pinched saws, breaking stump cuts and maneuvering logs with the cant hook. The 39-inch tool weighs 7.8 pounds. The three main components are a heat-treated forged steel spade, which is inserted into a heavy-gauge rectangular steel shaft. For further information, contact Accu-Fell Tool Co., 2814 Fairfield Ave., #146, Bridgeport, CT 06605. Phone: 800-879-4824; FAX: 203-334-2077. Circle 52 on the Reader Service Card

E-Z RINSE rinses pesticide containers easily and effectively. The E-Z RINSE can rinser adapts to almost any pesticide handling system. Its four-way jet nozzle quickly rinses plastic or metal containers from a stationary load-out point or from a nurse unit in the field. Rinse solutions go directly into the spray tank. The E-Z RINSE also punctures containers to prevent reuse. For further information, contact Phil-Worth Mfg., 936 S. Main St., Findlay, OH 45840. Phone: 419-424-5793. Circle 53 on the Reader Service Card

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Canton's newest offering in self-propelled stump grinders is the Model 2004. This model has the same cutting strength as the Carlton Model 2000 with the addition of two drive size tires attached at the front of the machine. These tires are pivoted hydraulically to steer the machine; gone is the hassle of manual steering. The addition of these two tires provides stability. The machine now can fit through fence gates and other tight places while being more stable on hills and rough terrain. With this added stability Carlton was able to increase the machine's ground speed, getting you to the stump in one-third less time. Call to arrange demonstration. Phone: 800-243-9335.

Spectrum Products, of Raleigh, N.C., has introduced a new line to its portable drip irrigation system called Treegator. The new product is a 20-gallon green Treegator that zips around a 1-to-3-inch caliper tree and will irrigate for up to 32 hours. For larger trees, zip two together to obtain 50 gallons. The green Treegator is constructed of UV resistant PVC with heavy duty nylon zippers, and will blend very well with the existing landscape. The estimated cost for a 20-gallon Treegator will be around $15. For more information, call 1-800-800-7391. FAX: 919-872-6173, or write to Spectrum Products, P.O. Box 18187, Raleigh, NC 27619-8187.

The Wheelburro motorized wheelbarrow is featured on a new VHS action video, free from the HP WheelBurro Co. The 4-minute video shows how the Wheelburro, powered by a 5-hp Briggs & Stratton engine, can climb and descend inclines up to 35 degrees at a safe and controlled 1-to-3-mph pace while carrying various loads up to 300 pounds. It also demonstrates ease of braking, load dumping and lifting, forward and reverse drive operation, and the flexibility of Wheelburro's quickly interchangeable dump-bed and flatbed carriers. For a free tape and full-color brochure, contact the HP WheelBurro Co., P.O. Box 1801, Evanston, IL 60204-1801. Phone: 800-352-0407; 708-869-8056.

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HELP WANTED

We’ve advertised twice and found two good men to add to our team, so here we go again. Fast growing full service quality tree care company looking for ambitious, highly motivated arborist. Must be experienced in all aspects of the tree care industry. Preferably have a degree in horticulture/arborecture and be a personable type. Responsibilities will include sales and supervision of work force. Please send resume with work and sales history to Empire Tree Service, RR 1, Box 523, Pine Plains, NY 12567 and call 518-398-5210.

Horticulturalist—Experimentation and investigation into methods of breeding, maintaining and producing vegetables, flowers, bushes and trees. Determine best methods of transplanting and maintaining trees and bushes. Develop new or improved varieties of trees, flowers and vegetables. Supervise maintenance of trees, bushes and gardens for customers. Min. of 2 years as horticulturalist or horticultural trainee. Must also have 4 years training in horticulture from vocational school or an equivalent formal program. Also need H.S. diploma. $500 per week, 7 a.m.-4 p.m., M-F, 40 hours. Must have proof of legal authority to work indefinitely in the U.S. Send resumes to: 7310 Woodward Avenue, Room 415, Detroit MI 48202, Reference No. 85392.


We are a full service arboriculture firm with offices in the Midwest and the East Coast. With our continued expansion, we are seeking qualified arborists for production, plant health care and sales positions within our company. We consider safety, quality, production and communication to be the foundations of proper tree care. If you believe the same and wish to make arboriculture a career, we would like to hear from you. Send your resume with salary history to Carol Nallen, c/o The Care of Trees, Inc., 2371 S. Foster Ave., Wheeling, IL 60090. Phone: 708-394-4220.

Independent quality tree care company looking for ambitious, highly motivated tree climber/certified arborist for year-round work. Must be experienced in all aspects of tree care with proven arboricultural experience. Strong working background in large removals, pruning and cabling. Pesticide license a plus. Must be personable and have a drive for customer satisfaction. Excellent benefit program. Incentives for educational courses. Send resume and salary requirements to Musser’s Tree Service, 3444 Roundtop Road, Elizabethtown, PA 17022 or call 717-533-4458.

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FMC Bean D050, 1000-gal stainless tank. Wisconsin engine, hose/reel/gun, sump pump, end line, mounted '74 International truck. All excellent condition. $13,500. Phone: 908-356-3336.

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Let’s Build Trust

By Paul Wolfe

We work hard to develop a relationship of trust with our customers. If we violate that trust, how can we expect to remain in business?

On an otherwise perfect spray day in early June, the wind kicked up in mid-morning and I was forced to head back to the barn. While I was stopped at a traffic signal, the rig from a competitor’s firm pulled alongside. As is my custom, I asked the driver what he was spraying for.

Before I could rephrase my question so that it didn’t end with a preposition, the driver shot back, “Gypsy moths.”

“No need to worry,” he said. “In the areas where I’m spraying, there’s no gypsy moths anyway!”

With a hearty guffaw, the driver lunged the truck forward into 15-to-20-mile-per-hour headwinds, oblivious to the fact that our brief encounter has caused me considerable hours of mental agony and soul searching.

Three aspects of that chance meeting struck me immediately. The first is obvious: It was too windy to spray. The one facet of our industry that draws the most adverse attention to our operations is drift. Understandably, adjacent homeowners don’t want to have their properties saturated with the residue that is intended for our clients’ plants. And we don’t need to be supplying more fodder to the public debate on pesticide use. What is the point of endangering our clients’ plants if we are not even targeting the insects present in the first place? Why would we ever have my rig leave the shop? Talk about reducing exposure and expenses while padding the bottom line!

And that leads me to my third dilemma—the one I’m having the most trouble rationalizing. How often do we sell services that aren’t necessary? Sure, in this case several years ago gypsy moths had been a problem. But their memory is fading as quickly as the profit figure on our financial statement.

I recently spoke with an arborist who retired from the commercial business 20 years ago. He said that once he sold a client a treatment, they were signed up for life. Pest or no pest, his company was there three to four times a year. Are there treatments we still perform annually, not out of necessity but out of habit? Can we afford to operate in that manner in today’s economic climate? Could this type of practice be considered unethical or even fraudulent, not to mention environmentally unsound?

We work hard to develop a relationship of trust with our customers. If we violate that trust, how can we expect to remain in business? Banking on the ignorance and gullibility of our clientele can turn around to haunt us. If you don’t believe me, just ask the folks at Sears Automotive as they’re doling out millions of dollars in claims from unwarranted repair services. Knowing this, would you have second thoughts about taking your car to Sears for repairs? Likewise, if your clients discover that you’ve been selling unnecessary treatments, do you think they’ll ever do business with you again? And would we all be painted with the same dirty brush?

I certainly don’t have all the answers to these questions but I do have a good idea for the direction that my company is taking in tackling these concerns. I trust you’ll make the appropriate decisions in guiding your firm through these changing times.

And if I should ever pull up beside your truck, have your driver tell me it’s headed to the shop for repairs. It’ll save me hours of anguish.

Paul Wolfe owns and operates Integrated Plant Care in Rockville, Maryland. This article was reprinted with his permission from the October 1992 issue of the NAA Reporter, the newsletter of the National Arborist Association.

Do you have a story for From the Field? TCI will pay $100 for published articles. Submissions become the property of TCI and are subject to editing for grammar, style and length. Entries must include the name of a company and a contact person or they will not be considered for publication. Articles and photos must be received by the first day of the month for the following month’s issue.
Mauget Tree Care Seminars Help You Protect The Environment

When you attend a Mauget seminar, you learn about micro injection, tree health management and how to protect the environment.

Seminars are designed to address local problems and conditions. Each meeting covers specific topics relating to the tree’s environment -- diseases, insects, nutrition, pruning, spraying, wounding, and lightning protection.

Annual Mauget seminars and workshops are open to everyone who cares for trees — owners, managers and applicators.

Plan on attending a Mauget seminar. Seminar dates, cities, and distributor marketing areas are listed below. Call your nearest Mauget distributor today.

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Each year gypsy moths defoliate hundreds of thousands of acres of trees. In residential areas. Big cities. Small towns. National parks. And state parks. But the trees can be saved.

Spray programs that include Dimilin® insect growth regulator have been highly effective in controlling tree-damaging gypsy moth larvae.

What’s more, Dimilin is a target specific material. Beneficial insects such as predators and bees aren’t affected by the spray. And it’s kind to the environment, too.

This year use Dimilin in your gypsy moth control program. And save the trees.

Save the trees.