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OUTLOOK

It's a new year with new challenges, great opportunities, fresh ideas and many new programs. The tree care industry's professional societies and associations have big plans for 1996.

The International Society of Arboriculture (ISA) is developing plant health care training programs, enhancing its public relations programs, translating more programs and developing chapters abroad. Also, ISA will further develop its Web page on the Internet, its tree worker certification program and its International Jamboree.

The American Society of Consulting Arborists (ASCA) has an interesting agenda for 1996 as well, not the least of which is finding a new executive director. John Duke, who has served ASCA so well these past years, is moving on to greener pastures. We wish him the best. ASCA will be further developing its Academy, sponsoring seminars and otherwise educating consulting arborists.

The National Arborist Association (NAA) has a huge and exciting agenda for 1996. NAA will produce a video on rigging and removal, an additional video in cooperation with ISA on the ANSI A300 standard and the ISA Pruning Guideline and an extensive press release program. NAA, which already has extensive space on the Internet's World Wide Web, will enlarge its home page and increase the benefits NAA members receive from it. NAA also has a new insurance program for 1996.

A major NAA innovation for 1996 will come into focus at NAA's Winter Management Conference in February in San Diego. The first annual Awards for Excellence in Arboriculture will be presented to deserving NAA member firms at an Awards Banquet on February 16. Presenting the awards will be one of the world's foremost proponents of proper tree care, Dr. Alex Shigo. The entries were judged at TCI EXPO by an outstanding panel of experts. More on the winners and judges will be published later.

This whole program is sponsored by the National Arborist Foundation and funded by a grant from Altec Industries, manufacturers of aerial lifts and chippers for the tree care industry. Peter Sortwell, chairman of this NAA committee, was quoted as saying, "This Altec grant has basically provided the seed money to enable this program to get off to a running start. The Awards for Excellence in Arboriculture will raise performance standards and enhance the image of the professional in the eyes of the American people." Altec Industries has just notified NAA of an additional grant to fund the program into 1997.

Arborists have much to look forward to in 1996. It's easier to see if you are on the inside. Be part of the action. Consider joining ISA, NAA or becoming a candidate for ASCA membership now.

Robert Felix, Publisher

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Tree grove stands as a testimony to the human spirit

Exactly seven months after a homemade bomb destroyed the A.P. Murrah Federal Building in Oklahoma City killing 169 people, a delegation from Iowa honored the victims in ceremonies on the grounds of the Oklahoma state capital a few miles from the bomb site. The emotion-filled day marked the dedication of a memorial grove of trees which will serve as a living memorial to those who died in the bombing. The Oklahoma City Memorial Grove includes 150 littleleaf lindens and 19 prairiefire crabapples. Each tree honors a bomb victim. The lindens represent adults who died; the crabapples honor the children.

The lindens were planted with trunks in perfect alignment along 90- and 45-degree angles, similar to the placement of markers in military cemeteries. The lindens surround and embrace the smaller crabapples. As the trees grow, their crowns will interlock, forming a canopy, or bosque, over park grounds below under the grove.

The memorial is a gift to Oklahomans from the people of Iowa. The November 19 ceremonies followed months of preparation and the planting of the trees by volunteers from Iowa during the week prior to the dedication. Since the April 19 bombing, there have been numerous ceremonies and tributes honoring the dead and those involved in rescue efforts. It is unlikely, however, that any of those events involved as many people or as much time and effort as this one.

The grove is a project of the Iowa State Horticultural Society. Camille Valley, interim state horticulturist, said a memorial with trees was the idea of the late Dan Cooper, state horticulturist.

Plans began to take shape shortly after the bombing. Believing that living trees would be a fitting memorial for those who were killed, Cooper presented the idea to Iowa Governor Terry Brandstad. "The governor was very excited," said Valley. "He called Oklahoma Governor Frank Keating and explained the idea. 'We'd like to do this,' he told Governor Keating. Oklahoma accepted the offer, and things began to move really quickly."

Cooper and Valley brought an Iowa delegation to Oklahoma in June to discuss plans and look at possible sites. They visited the shell of the federal building, which still was standing. "Initially," said Valley, "we were thinking of something at the bombing site. But when we got to Oklahoma City and saw the devastation that remained and learned it wasn't clear what was to be done at the location, we
The project gets started

The first contingent from Iowa arrived the night of November 12, a week before the scheduled ceremony. This contingent included Pete Click, owner of Miller Nursery in Des Moines and board member of the Iowa Nursery and Landscape Association; Carol Click; Ken Peckosh, Peck's Green Thumb Nursery, Cedar Rapids; Darin Chamberlin, Chamberlin Landscaping, Cedar Rapids; landscape architect Greg Jones, Dunbar-Jones Partnership, Des Moines; Steve Kaise, executive board member of the Iowa State Horticultural Society; Miriam Dunlap, Winterset, Iowa; Jerry Lamers, Iowa Community Colleges; and Camille Valley.

Valley explained that each member was assigned specific responsibilities and also helped across-the-board on all activities and coordination efforts. Valley's responsibilities included directing all aspects of the memorial grove development including site preparation, grove construction, tree installation, coordinating the ceremony and all post-ceremony activities.

Pete Click coordinated the tree installation. Carol Click was responsible for setup and operation of the registration area on the day of the ceremony. Ken Peckosh supervised and instructed volunteers on how to operate the Vermeer tree spade and served as a mentor to the students on how the equipment should be operated. Jones supervised alignment of the trees after they were placed in the holes. Chamberlin provided skid-steer loaders for moving trees and mixed the fill soil; Kaiser assisted with overall supervision, and Lamers coordinated the student volunteers, staging and activities sponsored by Oklahoma groups. Dunlap was in charge of public relations and assisted media representatives with interviews.

"The work was a team effort," said Valley. "Everybody pitched in to do whatever was needed." Valley explained that she was concerned that all volunteers and contributors are recognized for their efforts. She wanted to be sure that even though a person or group may not be individually recognized, their efforts are truly appreciated and will never be forgotten.

Monday, November 13, was spent measuring and laying out the grove with the position of each tree carefully marked. By the end of the day, Click directed helpers to dig several test holes with a Vermeer Model TS44M Tree Spade with 44-inch ball capability. The equipment was made available by the Vermeer Manufacturing Co., Pella, Iowa, through its local dealer, Vermeer Sales of Oklahoma. Vermeer was one of scores of businesses donating equipment, services and money for the project.

The second day was devoted to digging holes. Each was about 40 inches deep. The Vermeer tree spade played an important role in the installation process. There had been little rain in central Oklahoma, and the park's ground was dry and hard. In addition, much of the area contains red clay, the kind used to make bricks. The work would have been backbreaking if done by hand. Instead, volunteer crews positioned the spade precisely where each hole was to be dug, lifted the earth from the ground and deposited in a nearby park,
ing lot. Capital grounds personnel then
loaded the soil into trucks and hauled it
away.

Trees, equipment and supplies arrived
in four semi-trailer trucks Tuesday night
and were brought to the site on the morn-
ing of November 15. Also on hand were
the first groups of Iowa college students
from four colleges: Des Moines Area
Community College; Hawkeye Commu-
nity College, Waterloo; Indian Hills
Community College, Ottumwa; and
Kirkwood Community College, Cedar
Rapids. Trees and supplies were unloaded
as hole digging continued.

A gas well is in the area where the lin-
dens were to be planted, and an
underground pipeline runs through a por-
tion of the grove site. Several holes had
to be directly over the pipeline in order to
achieve the alignment necessary for the
overall design. To prevent the risk of cut-
ting the line with the tree spade, Click
directed that those holes be hand-dug, a
task that took several hours to complete.
Trees were placed in the ground on Thurs-
day and Friday. Great care was taken to
make certain each tree was correctly po-

sitioned and aligned. Special fill was pre-
pared to assure the trees’ health and
growth. Click said fill soil contained sandy
loam, sulphur, gypsum, peat and slow-re-
lease fertilizer. When the trees were in
place, holes were partially filled. A pile
of topsoil and another of mulch to be used
in the ceremonial planting was positioned

![Pete Click and Camille Valley discuss the layout of the grounds.](image)

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What It Means

Pete Click, owner of Miller Nursery in Des Moines and a coordinator for construction of the Oklahoma City Memorial Grove, summarized for an Iowa television station the steps necessary to prepare the memorial for its dedication.

"The trees and park make a nice memorial," Click said. "But I think what stands out most is the support we have received here. People just walk up and tell us how much they appreciate what we are doing. Workers from the offices bring us food and coffee and want to know if we need anything. Tomorrow the staff in one state office building is bringing us lunch. Another state department will host lunch the next day. We’ve all been invited to come back. We’ll keep memories of the people we’ve met for a long, long time. I think that’s what means the most.”

Acting Iowa Horticulturist Camille Valley, who designed the memorial grove, said a great deal of thought had gone into the timing for bringing the memorial grove to Oklahoma and holding dedication ceremonies.

“We didn’t want to do it too soon,” she said. “We understand there is a recovery process everyone here has to go through, and we respect that. This bombing was a terrible thing. But one good that comes after disasters is that they bring out our humanity. And we need that.”

adjacent to each tree. Students cut pieces of weed-control fabric on which soil and mulch were placed.

Last-minute details

The day before the ceremony was spent with last-minute details and cleanup. Students from Iowa State University and others who had asked to be a part of the ceremony arrived in buses. The Iowa State University students played an essential part in the memorial project. They helped position the trees prior to the ceremony, they helped the families plant the trees during the ceremony and they stayed through Monday to help stake and wrap each tree.

Stages were put in place, and the memorial plaque, made of granite from the destroyed Murrah building, was installed. Students swept sidewalks and parking lots and attached ribbons and tags to every tree so ceremony participants could locate their assigned trees for the planting ceremony. Bright red ribbon was placed around the perimeter of the grove.

More Iowans arrived. Strong winds are common in Oklahoma, so mulch and topsoil were watered to keep them from being blown across the site. However, winds remained light throughout the installation

One section of holes had to be dug by hand because tree positions were located directly over a gas line. Iowa college students were hard at work digging these holes, using donated equipment from Vermeer and other Iowa companies.
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The Volunteers

Several hundred Iowans traveled to Oklahoma to help build the Oklahoma City Memorial Grove and take part in its dedication. Some came, worked and returned home. Others worked throughout the installation and stayed for the ceremony. Iowa Governor Terry Brandstad estimated about 170 people from Iowa attended the dedication November 19. Michelle Doll, first-year parks and landscape student at Kirkwood Community College, Cedar Rapids, arrived with the first group of students. She began work November 15 and stayed to participate in the ceremonial planting four days later. She performed a variety of jobs, including helping hand-dig holes for trees. She also got an opportunity to operate the Vermeer tree spade, which she said was the best way to dig holes.

"Coming here was something we wanted to do," said Doll. "It gave us the opportunity to repay the people of Oklahoma for the help they gave us during the floods." Doll and her classmates sold T-shirts, sweatshirts, jackets and pizza to raise money to pay for the trip.

Darin Chambers, Cedar Rapids, volunteered to come to Oklahoma as soon as he heard about plans for the memorial grove. "I didn't know if it would take two days or a week," he said. "I just knew I wanted to be a part of it. It's hard. It's been very emotional."

Jack Mayer and his wife, Anna, of Des Moines, volunteered to be Iowa representatives at the ceremonial tree planting. "We read about the memorial and heard about it on television," said Mayer. "My wife's garden club contributed funds to make it happen. The donations in Iowa were fantastic."

"We'll help at the tree planting and then load up on the bus and be home about 4 a.m. We're honored to be a part of it," said Anna Mayer. "And we'll be back."

and for the ceremony, and temperatures were unseasonably warm. "The weather was perfect," said Nancy Denton, manager of State Capital Park. "I believe there have been a lot of prayers about this project. These beautiful days are God's blessing."

Volunteers and donations

Hundreds of volunteers and donors assisted in all aspects of the planning, funding and installation of the memorial grove. Nursery stock, transportation, planting materials and professional services were donated by individuals, clubs and organizations, businesses and communities. "Most of what was needed was donated," said Click. "Things we had to buy were purchased with donated funds. The college kids who came paid their own expenses."

Although the memorial's primary purpose is to honor victims of the bombing and those who provided relief afterward, Valley said it also is a way to thank Oklahomans who sent help to Iowa after heavy flooding in 1993. The project also is part of 1996 Iowa sesquicentennial anniversary activities, commemorating the spirit of the state's pioneer ancestors who reached out to comfort neighbors in need.

Iowa volunteers are already planning the details for an underground sprinkler system to provide water for the trees. This sprinkler system is scheduled to be installed in the near future or as soon as the weather permits.

The big day arrives

On Sunday, ceremony participants began to arrive as volunteers took care of last-minute details and technicians tested the sound system. Shovels were placed at each of the 169 trees. The ceremonial planting of every tree involved at least one person from Iowa and one from Oklahoma, many of them family members of the victims. Iowa volunteers escorted ceremony participants to their trees.

Many Iowa visitors said later that meeting mothers, spouses, brothers, sisters and children of those who died in the bombing was the most emotional part of the experience.

Cooper died in September and didn't live to see his idea completed. Still, members of his family were recognized at the ceremony. Kris Early, president of the Iowa State Horticultural Society, gave a brief welcome and signaled the start of the ceremonies. Participants at each tree shoveled top soil and then surrounded each tree trunk with mulch. The University of Oklahoma Trombone Choir and the Children's Choral Society of Oklahoma provided music. As each tree was planted,
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The square-shouldered, right-threaded pivot bolt that enables quick blade change is positioned so that the hook and blade open wide with a minimum of handle movement—in other words, with less effort. And the same coating that makes cutting so easy also self-lubricates the pivot action.

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If you try these loppers, we think you'll agree that they're perfect, or close to it. So we're making you this money-back offer. Buy a pair. Prune with them for two weeks. Use 'em and abuse 'em. If you agree they're the best, buy more. If you don't, return them to us along with a note telling us what you think would make them better. We'll refund your purchase price. Fair enough?

For further information, contact your Corona dealer or call us at 1-800-234-2547.
Early called out the name of each victim. Oklahoma City clergy from Christian, Jewish and Islamic faiths offered messages of hope. Rabbi David Packman called the grove “trees of life” and told listeners that the three religions represented at the ceremonies all recognize the tree as a symbol of life. In dedication remarks, Early told the audience that the memorial grove is viewed as a fitting display of Iowa’s compassion for the people who were affected by the bombing and its aftermath. “As you look through the trees,” said Early, “you see that each stands straight and true - side by side - just as we are here today. Because others care, no one is truly alone.” Early said the littleleaf lindens, standing for each adult, in early spring will bring forth small blossoms and fill the air with the sweet fragrance of renewal and fresh beginnings.

“Prairiefire flowering crabapple trees represent each child.” Early continued. “An abundance of bright magenta blossoms will cover their branches in early spring. It is hoped that this planting will help your focus turn to new beginnings as the grove is brought to life in spring.”

Gov. Brandstad noted that hundreds of people worked to make the memorial grove a reality. Brandstad presented a ceremonial shovel to Mary Fallin, Oklahoma’s lieutenant governor, who expressed thanks to Iowa on behalf of all Oklahomans.

“By being here seven months after this tragedy, we show we care.” Brandstad said. “We want this memorial to be part of the healing process. It helps to have a place to go, to reflect, a place where plants grow and birds sing. The Oklahoma City Memorial Grove is a fitting display of Iowa’s compassion for the people of Oklahoma, as well as a symbol of gratitude for all those who helped Iowans in their time of need. I will bring my children back to this place.”
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Agrees with column, but....

I read with interest Robert Felix's Outlook column on the worker killed by a falling limb. I agree with his points and will be e-mailing my congressman about OSHA reform. I feel, however, that the column left out some very important points - maybe enough to be the topic of another whole column.

The "accident" in question points out exactly why we have and need safety rules and equipment, and why it is so important that all crew leaders and supervisors strictly enforce those rules.

In my mind, the crew leader on this job site was negligent in not enforcing the safety rules, regardless of what the judge decided. It reminds me of an incident where one of our workers lost several toes in a lawn mower accident because the supervisor allowed him to work in tennis shoes instead of the mandatory steel-toed boots.

We will never know whether the proper safety gear would have prevented or lessened the severity of these accidents, but the worker's odds would certainly have been better had they been protected.

The best thing that can come out of accidents such as these is that they become teaching lessons for crew members and supervisors alike. I saved a picture of our worker's foot (taken in the ER) to show to new employees to demonstrate why we require safety shoes. I think it is important to stress to workers the need for their safety equipment at all times, but a supervisor should never allow a worker on the job site without the proper protection. I won't even discuss the possibility of civil lawsuits filed by killed workers' families.

Fred Meyer
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How Much Profit?

Investment bankers say small firms should have a 20% after-tax profit return on monies invested. The 20% after tax formula put us in a panic until we realized we were looking at profits as a percent of sales on the P & L statement and not profit as a relationship to assets.

Based on this, we now spend more time equating our actual year-end profit dollars with the total assets we have employed. In our industry, the major categories of assets are: un-depreciated value of equipment, accounts receivable, land, buildings and miscellaneous items that were capitalized. Profits as a percent of sales are important to an operations manager, but if a banker is going to judge a firm's value by equating profit dollars to all assets employed, we figured we should too.

WE ALREADY HAD THE FORMULAS

The formulas that most bankers use are:

1. Gross Sales = Asset Turnover
   Total Assets
2. Net Profit = Profit as % of Sales
   Gross Sales
3. Net Profit = Return on Assets
   Total Assets

The first formula tells you if the critical second and third formulas are going to be high enough. If you are not turning your assets over fast enough, there is very little chance of achieving the other two benchmarks.

By "turning the assets over," we really mean having them in a billing situation. If a piece of equipment is carrying depreciation, that undepreciated value is counted and is part of your assets. The analogy is: You wouldn't put money in a bank that did not pay interest on it. A banker is not going to loan you money if you are going to purchase a piece of equipment and not work and bill it as much as you can. Given the seasonality of our business, bankers will be sure to look at asset turnover.

Over the years we found that if we turn over the value of our assets 3 times a year we are okay. Experience has also taught us that the total value of our assets should be somewhere around 30 to 35 cents per sales dollar. If sales are $300,000 per year, assets should not exceed $105,000. Otherwise our turnover rate falls below 3 and our friendly banker is no longer friendly!

The higher the value of your assets, the higher pre- and after-tax profits will have to be. Because of this, there is no single percentage that will apply to all.

If we keep assets low and profits high, the 20% net after tax return on assets is an easy target.

Let's say we do $300,000 in sales and make 11% pre-tax profit, or $33,000. The owner/manager's salary has been expensed. Taxes take about 45%, so we end up with a net after tax profit of $18,150 — 6.1% of sales. However, if our assets equate to 30 cents of each sales dollar, our asset employed total is $90,000. Formula # 3, would then look like this:

\[
\text{Net Profit: } 18,150 \quad \frac{\text{Total Assets: } 90,000}{\text{=20.1\% Return on Assets}}
\]

IT IS NOT A ROLE OF THE DICE

We try to level out the sales highs and lows of our business by programming existing non-essential work to the off season. This enables us to obtain more sales hours on our equipment, we do more with existing equipment and staff, and it opens up the busy season to accommodate new business. Thus we obtain higher asset turnover and higher sales volume.

The formula has also forced us to re-think purchasing additional equipment for new growth. Until we can bill units almost full-time, we prefer short-term leasing even if leasing is slightly more expensive. The lessor has the same equipment cost we would if we owned the unit, plus they add overhead and profit. It is still worthwhile until full billing hours can be attained. The short-term lease can be expensed and doesn't appear in the asset column. We admit it might look strange to have a skid mounted sprayer mounted on a dealer's demo dump truck, but it keeps assets down!

A CATCH 22

Many small business owners place themselves in a "Catch 22" when it comes to salaries and expenses. Many put in very high personal salaries, have members of the family working limited time and receiving high wages, benefits, autos and pensions. These expenses charged against the business, while legitimate, can work against you by reducing profits. The return on assets goal can become more difficult to reach.

Should you ever decide to sell the business, a smart potential buyer is going to want 20% return on the investment. If it isn't there, the buyer won't be either.

The Branch Office is compiled monthly by Howard Eckel and Dan Kinter.

Mr. Eckel is currently a Management Consultant to the Green Industry. He draws on over 25 years of experience, and was formerly Executive Vice President of Davey Tree Expert Company.

Mr. Kinter owns Kintercom, a business-to-business advertising agency, and has served the tree care industry for over 7 years.
When it comes to protecting your tree care company ... does your insurance carrier draw the line?

Although many arborists are experienced at utility line clearance, they are unable to purchase the comprehensive business insurance they need.

We Don't Draw the Line
CNA, the nation's premier carrier for customized insurance packages, has a line on tree care companies. We know that arborists who provide dangerous utility line clearance services are experts at what they do. CNA recognizes your training and experience by offering The Arborist Program (TAP) — an insurance package developed especially for your business! Your company is eligible for this comprehensive program if it generates at least 50% of its receipts from utility line clearance and has three or more years of experience.

TAP was designed by experts in the arborist industry. It includes property and liability coverages that are important to all tree care companies as well as optional coverages that let you customize your program to fit the needs of your individual business.

Line Up Now
Find out more about TAP and the specialized coverages that are available as part of this program.

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The CNA Insurance Companies underwriting this program will vary according to coverage. These companies include: American Casualty Company of Reading, Pennsylvania; Continental Casualty Company; National Fire Insurance Company of Hartford; Transcontinental Insurance Company; Transportation Insurance Company; and Valley Forge Insurance Company.
Clinton Signs Highway Bill

New law sets up pilot program to grant exemptions from a variety of regulations

President Clinton signed into law the National Highway System Designation Act of 1995 which contains an amendment appealing to tree firms. Specifically, the law contains an amendment to set up a pilot program to grant exemptions from a wide variety of Department of Transportation (DOT) regulations. Eligible vehicles are those between 10,000 and 26,000 pounds.

The House and Senate Conference Committee reported out the National Highway Systems Bill, S.440, in mid-November.

The amendment to redefine a commercial motor vehicle in the DOT’s rules was heavily supported by the National Arborist Association and other groups representing drivers of light- to medium-duty trucks. Currently, any company vehicle over 10,000 pounds must comply with the same requirements as an over-the-road trucking company. This includes physical exams of drivers and detailed recordkeeping requirements of vehicle inspections. Unlike full-time commercial motor vehicle truck drivers, driving vehicles is not the arborist’s primary job function. Further, safety is built into the system for vehicles between 10,001 and 26,000 pounds through requirements of insurance carriers, state licensing and inspection laws, and business needs to avoid breakdowns and interruption of service to customers.

U.S. Rep. Bill Zeliff (R-NH) introduced the legislation to Congress in June, and was very supportive of the need to deregulate these DOT rules on mid-sized vehicles. As signed by the President, the law requires the Secretary of Transportation to “implement a commercial motor vehicle regulatory relief and safety pilot program to grant and to monitor exemptions from the provisions of this section...”

The pilot program allows operators of commercial motor vehicles between 10,000 and 26,001 pounds to apply to the DOT for a waiver from certain regulations. If the operator has a satisfactory safety rating issued by DOT or meets the criteria established by DOT for participating in the program, a waiver from various regulations will be granted. The Secretary of Transportation has until the end of August 1996 to set up the details of the pilot program.

Information that applicants can expect to provide the DOT include accident and nonconfidential insurance-related data relevant to the safety performance of vehicles and drivers. Only drivers with good safety records in the preceding three years will be eligible. Maintaining such good safety records while in the program is also required.

In addition to the pilot program, the law requires the DOT to conduct a review of the need for the continuation of regulations on vehicles between 10,000 and 26,001 pounds. This forces the DOT to look at the fact that trucks of these size should not be subjected to the same requirements as interstate trucking firms. A cost and benefits of these regulations will also be included in the review, which must be completed within three years.

The National Arborist Association continues to follow this issue. Look for details in TCI magazine on how to apply to the DOT for a waiver when the pilot program is implemented next summer.

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Brian Barnard is Government Affairs specialist for the National Arborist Association.
I was very skeptical of the value of Roots until I ran several field tests. I had eight 3 inch caliper Kwanzan cherry trees on each side of a commercial entrance. One side was treated heavily with Roots, the other side received the same fertilizer and water, but no Roots. One week later, I removed a tree from each side. The cherry tree treated with Roots had root growth over 8 inches long in one week! The untreated tree had **NO** root growth.

We now use Roots on every landscape plant we install. The enormous annual and perennial sections at our nursery burst with quality due to daily Roots applications through our irrigation system. Quality plants solve most of the problems of competition, and Roots solves most of the problems of plant quality.

− Steve Cockerham  Betty's Azalea Ranch  Fairfax, VA.

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A Field Form Report for Cost of Cure is now available. The 8-page form covers the costs that may be associated with returning a planting or landscape to its precasualty condition. Procedures for determining costs are presented in three sections:

A. Debris removal and hardscape restoration cost;
B. Plant replacement cost;
C. Plant restoration and establishment cost.

Section C includes seven categories of tasks that may be required in determining the cost of plant restoration and establishment from pre-planting and/or restoration and establishment to shelterwood methods to regenerate lost wooded area.

In addition, there is a page each for a sketch showing the site layout and information to help determine the size of a plot(s) to sample vegetation loss and/or damage on large casualty sites. Space is provided for the name of the person (contractor) who estimated the cost of a particular activity. A compound interest table is included to assist in adjusting costs of restoration and continuing maintenance when establishment may take more than one year.

A cover page provides space for information concerning the site, the client, the appraiser, type of damage, summary of the actual and appraised costs for each of the three sections and their total; a list of CTLA’s sponsoring organizations; and the necessary disclaimers.

Each 8-page form comes in a folder with two pockets. Ten forms in folders and a pad of 50 additional Plant Replacement Cost sheets are available in a packet for $22 for members of any of the five CTLA sponsoring organizations ($25 for non-members) plus $5 for postage.

CTLA will be making these field form reports available for purchase from any of the five sponsoring organizations. They are currently available from the International Society of Arboriculture and the American Society of Consulting Arborists.
Meet Sharon Lilly

The president-elect of ISA shares her thoughts

TCI: What do you see as the mission of the International Society of Arboriculture (ISA)?

LILLY: ISA recently developed its long range plan for the next five years: ISA 2000. The mission statement that was agreed upon is “to foster research and education that promotes the care and benefits of trees.”

TCI: You are and have been a very active member of ISA and your firm is an Active Member firm of the National Arborist Association (NAA). What do you see as the difference between ISA and NAA?

LILLY: ISA is a research and education-based professional organization dedicated to the tree care profession. NAA meets the needs of commercial arborists including business guidelines, regulatory compliance, legislative issues, training and insurance.

There is some overlap in the goals and objectives of the two organizations, which is why good communication and cooperative efforts are so important. However, there are also enough differences that the two are in no way redundant.

TCI: What emphasis do you place on ISA’s growth outside of North America?

LILLY: An exciting aspect of ISA membership is the international base. The U.S. and Canada have led the way in many facets of tree care. Professionals throughout the world are interested in our publications, innovations, products and technology. However, we have so much to gain with our interaction with our peers from other countries. We are learning about tree preservation ordinances from arborists in the United Kingdom. Claus Mattheck of Germany has introduced new concepts in the structure and strength of trees. We now have the means to discuss arboricultural issues with professionals from Europe, South America, Japan and Australia. We share the same problems and challenges and offer each other new approaches and solutions.

TCI: What do you see in ISA’s future?

LILLY: I think that there is tremendous opportunity for the growth of both ISA and NAA in the United States and Canada. It is imperative that we focus on reaching the many individuals and tree care companies that are not members of ISA or NAA. We have made great strides in promoting professional tree care and elevating our professional image, but there is a long way to go.

TCI: What do you see as the difference between ISA and NAA?
of elected leadership from academia and the municipal sector, respectively. What changes do you see occurring in ISA as a result?

**LILLY:** One of the things I like about ISA is the broad professional membership structure. Three of the four current officers are commercial arborists, following a number of municipal and academic sector presidents. I don't foresee any major changes in the direction of ISA due to this commercial trend. Personally, my heart and emphasis are with the field worker. I'm a strong supporter of the jamboree and I'd like to see more educational materials and workshops directed toward the people who are out working on the trees.

**TCI:** In 1996, Susan Haupt of the National Arborist Association, Caroline Davis of the Arboricultural Association of Great Britain and Sharon Lilly of the ISA will be the first females as elected leaders of the tree care profession. How do you feel about that?

**LILLY:** I think it is an incredible coincidence that these three organizations will each have their first woman president in the same year. We come from diverse backgrounds, but I suspect we share the same interests and dedication to professionalism. I hope we will have the opportunity to get together in 1996.

**TCI:** Sharon Lilly was the moving force that made ISA Certification of Arborists a reality. With certification in place now for several years, are the benefits you see now the same as those you envisioned?

**LILLY:** The ISA Certification program benefits the profession by raising the level of professionalism in our industry. It is a tool for employers, a guide for clients and a uniform standard within the profession. It creates an incentive for educational and professional growth.

**TCI:** What is certification's greatest strength?

**LILLY:** I honestly believe that the key to raising the level of professionalism in arboriculture is education. Certification is about education. Certification cannot guarantee performance, but it goes a long...
way toward educating the people responsible for tree care.

TCI: What is the percentage of renewals of Certified Arborists?

LILLY: The latest information is nearly 80%. Anything above 50% is considered a good recertification rate. I would be delighted with anything near 80% if we can maintain it.

TCI: What do you see as the future of certification?

LILLY: I am no longer chair of the ISA Certification Board and do not have a major role in the administration of the program. A task force is working to develop a utility specialist program as an addendum to Certified Arborist. I am still working with the committee to develop the Certified Tree Worker. There are no immediate plans for additional programs. If the programs currently being developed are successful and have a positive impact on the profession as the Certified Arborist program has had, then that will be a significant accomplishment.

Too many programs could become confusing to the public and the profession. Some have suggested specializations, such as the one being developed for utility arborists as an advanced certification. I see some merit in the idea but it would have to have the support of those sectors of the profession involved.

TCI: Does the certification program generate considerable surplus revenue for ISA?

LILLY: ISA chapters receive 40% of all testing and recertification fees. These funds are used to promote and administer the program and to continue educational efforts. The remaining 60% covers administrative costs. It requires the 60% plus the Study Guide proceeds to cover all expenses. The initial development costs have been recovered by ISA but certification does not generate considerable surplus revenues. Those revenues that are generated are reinvested in program development.

TCI: TCI has 16,000 readers who are not members of ISA. What message would you like to bring to those people?

LILLY: I think it is great that the professional trade magazines are reaching arborists who are not members of ISA and tree care firms that are not members of NAA. The fact that the articles are being read is encouraging. ISA and NAA have a great deal to offer professional arborists in terms of educational opportunities, training materials, publications and the ability to network with other arborists. I encourage all non-members to attend a meeting of their local ISA chapter or perhaps a TCI EXPO. I'm sure it will be a rewarding experience.

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TREE CARE INDUSTRY - JANUARY 1996
Aerial rescue is not only a competition event in tree climbers' jamborees, but it is also a vital job skill that can save a coworker's life. Having been both a jamboree contestant and a climber for many years, I've been something of a research guinea pig. My hope in writing this article is that the experiences I relate can help you to see that aerial rescue cannot be taken lightly.

Once a long time ago, I found myself trapped in a tree hanging upside down with a rope wrapped around my ankle. When you're young and inexperienced, this can create a great feeling of panic. The first person to find me in this precarious position didn't have a clue how to help. The situation was traumatic. A feeling of helplessness began to take over. The next person to arrive brought a separate rope. The second rope was placed above me in crotch adequate to support my weight. The rope was anchored at the base of the tree. I was then able to pull myself up and loosen the wrap on my feet. The lesson learned: Always have an adequate second rope available.

On another occasion, when I was working with a crew that was full of practical jokes, I learned a valuable lesson the hard way. It began when the crew took the end of climbing line and wrapped it around the truck bumper. Of course, I didn't notice this until I was 50 feet from anywhere. I was suspended in a rather awkward spot. The only way was back up the rope. I was a novice climber, still learning to use my hands and feet.

**Important lessons**

Sometimes important lessons come in the most unwanted of ways. I learned quickly that you may have to go up before you can come down. I climbed to where my rope was crotched and began the process of lowering myself, transferring and re-tying my line from one crotch to another. Not only did I learn which way was up, but I also learned that it was not important how long my rope was, it was what I did with it that counted. If this had been a situation where the rope had been damaged and the climber was unconscious, a second rope long enough to assist with the rescue would have been required.

At the 1989 International Tree Climbers Jamboree in St. Charles, Illinois, I performed the aerial rescue event in less than 30 seconds. I did this by climbing the injured climber's rope. I used a short endless loop of rope which was attached to the victim's rope with a prusik knot. The other end of the loop was attached to my saddle. Climbing to the victim, I connected our D-rings with a locking carabiner. Everything went smoothly except that I forgot to examine for breathing, bleeding and broken bones. Oh well, live and learn.

The following year at a regional jamboree, I attempted to repeat the same method. This time, instead of the carabiner, I decided to place my lanyard around the victim's line. This proved to be a disaster. The moment that I touched the victim's climbing knot, it began to run. It ran into my prusik knot, forcing it down. The two of us began an uncontrolled descent to the ground.
The important message for me was that it was possible to assist in a rescue without leaving the ground.
strength and other reasons. A second line removes at least one source of risk to the rescuer.

In the 1993 International Jamboree in Bismark, North Dakota, I decided to attach a sling and figure-8 to the base of the rescue tree. I placed the climber’s rope through the figure-8 and locked it off. I ascended a separate climbing line with a prusik loop. When I reached the victim, I placed a figure-8 in my line below my prusik, attached it to my saddle and locked it off. I removed the prusik and used it as a sling to hold the victim upright. I attached a separate line - a tag line you might say - to the climber to help maneuver him around limbs. Then I untied the victim’s climbing knot and descended on my figure-8. On the ground, I unlocked the victim’s line from the figure-8 at the tree base, then lowered/guided him to the ground. The procedure was smooth and safe, except that before I went up the tree, I forgot to tell anyone to call 911. Once again, failing to talk to that invisible person cost me.

I noticed in Bismark that using two wraps of rope through the figure-8 used to lower the victim seemed safer. The added friction gave me more control and slowed things down.

During an aerial rescue demonstration at TCI EXPO ’94 in Philadelphia with Joe Schneider, I found out firsthand what happens when you lose control of the rope being used to lower the victim. Fortunately for Joe, I again used two wraps through the figure-8. Joe descended some distance a little faster than we had rehearsed, but was not hurt.

As a result of these experiences, now I not only run the lowering line through the figure-8 with two wraps, but I also run it through a second figure-8 on my saddle, which gives me even more control under varying conditions. It doesn’t hurt to cheat toward a greater margin of safety.

Whatever method you use to enter the tree, whether it’s spiking, footlock climbing or body thrust climbing, remember to work within your abilities. Only use what you know, not what you think might work.

Often where it is practical, you can plan ahead. Place a second line in the tree, out of the way of the climber and falling limbs, in case there is an accident.

It is a good idea to know more than one method for rescuing an injured climber. For example, two line descents using the Blake hitch can be very smooth and secure. The Blake hitch doesn’t have the tendency to run that the conventional tautline hitch does. This means that you don’t have to worry as much about becoming separated during the lowering process.

Whatever methods you use for rescue, be sure to practice them so that the technique is almost instinctive if you really need it. Above all, remember that those who don’t learn from their mistakes or the mistakes of others are doomed to repeat them. Take it from one who’s been there.

Robert Phillips is a commercial arborist and trainer who resides in Portola Valley, California.
### E-mail & Website Addresses

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Thirty Days To A New You

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Psychologists say three to four weeks of concentrated effort is necessary before any new habit or change can become permanent. So, to build new directions in your life - more efficient time management, daily exercise, more productive relationships with co-workers, a new diet, or whatever - set up a 30-day change plan. A 30-day plan is not overkill. By paying careful attention to your new goals and habits for a full month, you’ll stand a better chance of making them a permanent part of your daily life.


* Day 2. Visualize the problem. Think about how it makes you feel. Imagine how you’ll feel once it’s solved.

* Day 3. Check your “baseline.” Determine what your behavior is like right now. If poor time management is a problem, for instance, try to track your present use of time.

* Day 4. Brainstorm. Identify as many solutions to the problem as possible. Think about the variety of goals and new habits you might pursue.

* Day 5. Write yourself a “prescription” - steps you must take to make new habits or goals real.

* Day 6. Visualize the outcome. In concrete terms, imagine what your typical day will be like once you’ve acquired new habits or achieved new goals.

* Day 7. Visualize the benefits. List all the good things that can eventually happen to you as the result of the changes you make.

* Day 8. Make promises. Promise yourself that you’ll achieve what you’re thinking about.

* Day 9. Make it specific. Up to this point you’ve been thinking about a new goal or habit in general terms. Now, make it specific. And begin to actively work on your new goal.

* Day 10. Identify obstacles. Figure out what’s standing in the way of you achieving your new goal.

* Day 11. Focus on your environment. Decide what schedule or physical circumstances can best help you achieve your goal. If you’re trying to remedy a tendency to ignore important paperwork, for instance, you might determine that a larger work table and more comfortable furniture can help you get through paperwork faster.

* Day 12. Block time out. Schedule time each day to work on your goal or habit.

* Day 13. Divide your goal into action steps. If you want to walk or run for exercise 30 minutes a day, for instance, the first step might be to arrange your outdoor clothes in your closet. The next step might be to walk five minutes a day.

* Day 14. Figure out how to make it easy. Try to match some pleasurable activity with the work you’ll be doing to change your behavior. If producing timely monthly reports is a goal for the coming year, perhaps you can couple it with relaxing music.

* Day 15. Schedule each step in your action plan. Write each step in your planning calendar or appointment book.

* Day 16. Decide how you’ll handle setbacks. Make no mistake about it: you’ll have them. Forgive yourself in advance for your failures, and resolve to pick up where you left off. Don’t resolve to double or triple your work activity should you miss a day or take the wrong step; this sort of excruciating effort makes your goal painful, and usually doesn’t work.

* Day 17. Incorporate your new routine into your daily life. Cut some other activity out if necessary, or ask for the understanding of people around you. This is especially important if your goal creates emotional pressure on you.

* Day 18. Give yourself some organizational tools. For example, if you want to brush your teeth on a more regular basis, put a new toothbrush holder next to your sink. If you want to pay closer attention to work priorities, buy a to-do list pad. If you’re trying to cut down on the time you spend in meetings, buy and carry a stopwatch.

* Day 19. Read the stories of others. Make a trip to your public library’s biography section and check out a book or two about other people who have achieved goals or changed habits. You’ll be inspired by their achievements.

* Day 20. Figure out how you’ll reward yourself. Rewards help you pursue your new goal and motivate you to keep up your new behavior. Rewards might be as simple as a walk in the park, a few hours off, a movie, or a nice dinner. Plan to reward yourself as you achieve milestones.

* Day 21. Schedule reminders. Place brief messages in your appointment calendar or tickler file, or signs around your home reminding you of activities you’ve got to pursue.

* Day 22. Tape record messages to yourself. Each message should concentrate on the value of your new goal. Play the tape whenever you feel you may falter in your pursuit.
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Richard G. Ensman is a free-lance writer based in Rochester, New York. He specializes in business topics.

* Day 23. Increase effort by doses. Increase the amount of time or effort you spend on your goal - gradually.
* Day 24. Look for reinforcement. Tell the people around you what you're trying to do. Ask for their support. When you hear a compliment, congratulate yourself!
* Day 25. Listen to advice. Do you have any friends or acquaintances pursuing a similar goal or habit? If so, offer and seek mutual support. If you don't know anyone else working on the same goal, go back to the library and check out an inspiring audio tape on goal-setting or personal change.
* Day 26. Ask for comments. Ask your spouse or a close friend, for instance, to tell you how well you're achieving your goal or improving yourself.
* Day 27. Find a mentor. If your goal is big enough, find somebody who can guide you on your path. But even if your goal is a small one, you can still ask a trusted co-worker for help.
* Day 28. Listen and evaluate. Decide how you're doing. If your efforts don't pass muster, resolve to continue anyway.
* Day 29. Set your next goal. Whether it's an entirely new goal or a variation of what you're already working on, give yourself the opportunity to aim a little higher.
* Day 30. Celebrate. You've earned it. When you get to this point, you're well on the way to making your new goal or habit part of your everyday life - a life coming under your control in greater measure than ever before.

Richard G. Ensman is a free-lance writer based in Rochester, New York. He specializes in business topics.
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January 16
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Southfield Civic Center
Southfield, Michigan
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January 18-19
Think Trees
Albuquerque, N.M.
Contact: Judy Nickell, 505-243-1386

January 23
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January 25
Building With Trees
Houston, Texas
Contact: The National Arbor Day Foundation, 402-474-5655

February 3
New England Grows
Hynes Convention Center
Boston, Mass.
Contact: 508-653-3009

February 5-6
Shade Tree Symposium & Trade Show
Penn-Del ISA and Penn State Ext.
Lancaster Host Resort & Conf. Center
Contact: Elizabeth Wertz, 215-795-2096

February 5-7
Trees & Utilities National Conference
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Contact: The National Arbor Day Foundation, 402-474-5655

February 11-14
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Pointe Hilton at Tapatio Cliffs
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February 13-18
NAA Annual Management Conference
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TCI EXPO Breaks Record For Size and Attendance

TCI EXPO ’95, co-sponsored by the National Arborist Association and the International Society of Arboriculture, recently held in Indianapolis, was the largest tree care industry trade show ever assembled. Covering more than two acres of exhibit space, 154 exhibitors displayed everything from computer software to huge wood-processing equipment. More than 1550 arborists visited the show.

In addition to the exhibits, there were demonstrations on the exhibit floor conducted in a 35-foot tree erected for the purpose. This demonstration tree has become the focal point of TCI EXPO. Demonstrations in the tree included climbing techniques, lightning system installation, aerial rescue techniques and roping and rigging. In addition, there was an electrical hazard demonstration provided by the local utility.

A unique feature of TCI EXPO is the daily Arbor bucks drawing. Winners receive $500 in “play money,” which they can use for any purchase they wish. Arbor bucks are redeemed by show management from a pool of funds contributed by interested exhibitors and the National Arborist Association.

The 1995 TCI EXPO seminar program, run concurrently with the trade show, attracted the largest crowd in the show’s 6-year history. A 2-track speaker program provides interesting seminars for managers as well as field personnel. Many of EXPO’s seminars offer ISA CEUs as well as pesticide recertification credits. This year, 26 states accepted credits from the program.

TCI EXPO ’96 will be held at the new convention center in Charlotte, North Carolina, November 7-9. More than 90% of the booth space for that show is already reserved.

Michael Gerber to Keynote NAA Winter Management Conference

Michael Gerber, president and CEO of Gerber Business Development Corporation, will open the 1996 NAA Winter Management Conference with his Keynote Address.

Gerber, author of the best-selling guidebook, The E-Myth: Why Most Businesses Don’t Work and What To Do About It, has spoken to business audiences throughout North America on how to “create a business that works.”

Gerber’s Business Development Program has a mission: to solve the problems of the struggling business. His philosophy is based on finding that to work, a business must become a system, so that the business works exactly the same way every time down to the last detail. Over the past 20 years, Gerber has successfully helped thousands meet their personal and professional goals.

The NAA Winter Management Conference is being held at the San Diego Hilton Beach and Tennis Resort. The meeting begins with a poolside Opening Reception on Tuesday, February 13, and closes Saturday, February 17, with a fun-filled evening of good friends, good food and good entertainment.

For further information, or to receive your registration kit, please call the NAA at 800-733-2622, or write to P.O. Box 1094, Amherst, NH 03031.

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Brute Manufacturing Corp. announces its subsidiary E.H.M.C. has recently introduced the model FP 130 P.T.O. powered firewood processor. The FP130 can be run by 540 or 1000 RPM power take-off and requires a minimum 30-hp tractor. This model can produce between 1 1/2 and 2 cords of firewood per hour. It has a 16-foot feed trough, 25-inch 404 hydraulic chain saw and an 18-ton 24-inch splitter with hydraulically adjustable 4- and 6-way splitting heads. Log capacity is up to 22 feet in length and 22 inches diameter. The FP130 comes with a 12-foot skidway standard and a 10-foot live deck is offered as an option. John Smith, Brute Manufacturing Corp., RR 2, Box 314, E. Clarendon, VT 05759. Phone: 800-261-9301.

Jonsered has published a new booklet entitled "Turbo Facts." The 8-page booklet shows the results of extensive testing of the turbo system, both in the laboratory and in the forest under real working conditions. A number of charts and tables show actual documented comparisons of cutting performance between turbo-equipped and non-turbo saws. Jonsered estimates that a full-time professional logger using a turbo model could save up to a week's worth of work time in reduced maintenance. Jonsered has proclaimed the benefits of its turbo chain saws since introducing the world's first saw with centrifugal air cleaning in 1987. "Turbo Facts" is available from your local Jonsered dealer. Phone: 800-447-1152.

Rayco Manufacturing, Inc., has introduced a two-wheel front steering axle attachment for its RG 1625 Super Jr. model stump cutter. The new system can be fitted to existing units working in the field or ordered as optional equipment on new units. Turning of the unit is precise and controllable with the waist-high steering lever comfortably located in easy reach of the hydraulic control console. Engineered for ergonomic correctness, turning the steering wheels is practically effortless. The steering axle makes the Rayco Super Jr. a four-wheel machine. The tire size is 5.7 x 8 with extra grip tread for easy turning. Rayco Manufacturing, Inc., 4255 Lincoln Way East, Wooster, OH 44691. Phone: 800-392-2686.
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Arborist/salespeople - Established, aggressive and fast growing full service tree care company in northern Virginia looking for highly motivated individuals to expand our current client base. Top pay and benefits to qualified individuals. Send resume to Fairfax Tree Service, P.O. Box 1365, Fairfax, VA 22030 or FAX: 703-591-2241.

Golden Bear Arborists, Inc., needs you! If you are an aggressive, hard-charging, motivated, career-minded individual looking to make the big bucks, we are the firm for you. You must be a creative person willing to give 200%. Call Walter at 818-359-6647 for a phone interview.

The Care of Trees is a full service tree care firm with offices throughout the metropolitan areas of Chicago, New York City and Washington, D.C. We are one of the most progressive, well-equipped companies in this industry and offer excellent benefits. Our ever-expansive mode seems to constantly require personnel to fit into new positions which include production, plant health care and sales. We consider safety, quality, productivity and communication to be important attributes of proper tree care. If you believe the same, please send your resume to Kathy Hendricksen, c/o The Care of Trees, 2371 S. Foster Ave., Wheeling, IL 60090. Phone: 708-394-4220.

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Arborist/sales representative - Growing full-service company in the Washington, D.C., area has entry-level position with excellent career advancement potential. Must have B.S. in Arboriculture, Urban Forestry, Horticulture, etc. Contact Jim Harris at 301-949-4100 or send resume to Wood Acres Tree Specialists, 10315 Kensington Parkway, Kensington, MD 20895. FAX: 301-933-6215.

Experienced climber - Good pay, good benefits, good opportunity with a good company. Year-round work in Denver, Colorado. Must be a skilled climber with extensive experience in pruning and removals. Call Mark James, 303-797-6143.

Certified tree climber/foreman - Growing full service co., in the Sacramento, CA area. Must have a California drivers license and knowledge of tree equipment and maintenance. Call 916-663-2110 after 4 p.m. Pacific Standard Time. Phil’s Tree Service, 5301 Abbot Road, Penry, CA 95663.

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Progressive, well established vegetation management company is seeking class 1 arborists for utility ROW division. Candidates must possess excellent knowledge of line clearance and vegetation management. The ability to train and supervise others, along with industry-related degree is preferred. Travel is required. Excellent compensation benefits package and career opportunity. Interested applicants mail or FAX resume to DeAngelo Brothers, Inc., Attn. Brian Berland, 100 N. Conahan Dr., Hazleton, PA 18201. FAX: 717-459-5500; Phone: 717-459-5800.

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Arborist/sales representative. Bartlett Tree Experts is seeking career minded individuals to join America's leader in tree care. We currently have openings in the NY Metropolitan, New England, Mid-Atlantic and Southern regions. We offer ongoing training by scientists of the Bartlett Tree Research Laboratory, superior compensation package including medical benefits, company car, etc. If you have tree care sales experience or have an aptitude for sales, combined with a degree, please send your resume to Gregory Daniels, 66 Wooster Height, Danbury, CT 06810 or FAX at 203-748-3048 for NY Metropolitan; Jim Ingram, P.O. Box 177, Osterville, MA 02655 or FAX at 508-428-2398 for New England; Alan Jones, 1185 Five Springs Road, Charlottesville, VA 22902, or FAX at 804-971-1331 for Mid-Atlantic and Southern regions.


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It was a dreary, damp and rainy March day. Hubby had a full day of work and came home looking like a drowned rat and needing the warmth of a hot shower and home-cooked meal. We had planned that night to visit with some friends and play a friendly game of Spades.

These plans were put on the back burner when the phone rang. The caller was a young woman who was home for the weekend from college. Her parents were local vets and had gone out of town to a seminar. Her favorite cat had managed to get herself up a 60-foot pine tree and had no immediate plans for getting herself down in the pouring rain.

Now, you must understand that hubby is still recovering from a long, hard day hauling and cutting dead trees. His sense of humor was not up to full speed. When the phone call came in, he could only hear my responses to the young woman’s pleas for help. She had called the other local tree companies, the fire department and a crane service. The replies varied from “No” to “It will cost you more to get us out there than the cat is worth.”

The young woman had tried everyone she could think of and had no luck in securing help. By the time she called, she was in tears. I could sympathize with her problem and thought that we could at least go and look at the situation.

Cats are not known for being predictable, so I grabbed a pillowcase out of the linen closet just in case this one did not like hubby when he climbed the tree. This proved to be a wise decision. When we arrived, the cat was almost at the top of the pine tree with no thoughts of coming down on her own. Hubby strapped on the spurs and belt and up he went. As he neared the cat, she wasn’t quite sure she liked her assistant. Out came the pillowcase and in went the cat. Safely on the ground and in the arms of her mistress, the cat seemed none the worse for the wear.

As to the matter of the bill, the young woman said her parents would be more than happy to pay for the services rendered. It’s kind of nice to bill the vet, rather than having the vet bill you.

P.J. Winstead is the wife of Audie Winstead, owner and operator of A & R Tree Service in Brooksville, Florida. 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.
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