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OUTLOOK
By Robert Felix
Set your goals and be on your way to success!

MANAGEMENT EXCHANGE
By Leil Lowndes
Here are some techniques that can make your meetings more effective and meaningful.

WASHINGTON IN REVIEW
By Brian Barnard
Your company may be affected by the U.S. Senate’s proposal to make major changes in the regulatory rule-making process.

Roots and Mycorrhizae
By Dr. Donald Marx
Mycorrhizae are common on the roots of trees. Yet, not everyone understands the role they play in keeping trees healthy.

NEW ROOTS
When elementary school students learned that the trees on the front lawn of their school were slated for demolition, they launched a campaign to save them.

THE FIRST TREE CARE SPECIALIST
Richard Pio of Philadelphia, Pennsylvania, is the first arborist in the country to complete the National Arborist Association’s Tree Care Specialist program.
Outlook

Happy Birthday Tree Care Industry. Next month, TCI will begin its sixth year of publication. Our sincere thanks to our readers and advertisers who make this publication possible. My congratulations as well to our editorial and advertising staff who have made TCI the success that it is.

What is success? How do you measure success? Who determines when you are successful? The dictionary in my word processor defines success as affluence, prosperity, accomplishment, achievement, mastery, triumph or victory. Webster says that success is a favorable or satisfactory outcome.

Do you think that the mindset of the computer person who put the definition in the word processor may have been prejudiced by his or her goal: Money? I prefer Mr. Webster’s definition. In my opinion, the first measure of success is not affluence. It is achieving a goal.

However, you can’t achieve a goal or have a satisfactory outcome unless you first establish what it is you want to accomplish. In football, you can’t score a touchdown unless you have an end zone and a goal post. You need to identify where it is you want to be, how you are going to get there and what it is that your goal will look like when you think you have arrived.

You have to have a plan! That is step one in achieving success. Your plan needs to have goals and a road map that tells you how you are going to get there. The map has to have signs along the way to guide you, to keep you on course and to enable you to measure your performance to date. You have to know your business, both the economics and the technology, and you have to perform.

If you don’t have a plan you may not fail but chances are you will never achieve the success that you would really like. Do you know how many tree businesses fail or otherwise disappear in a year? Would you believe as many as 10%? We can tell just from the turnover of the mailing list of this magazine. Why are they no longer in business? No plan. No understanding of costs. No technical background. No ethics. No performance. It may be any or all of these reasons.

Goal-oriented people achieve - some more rapidly than others - and they all eventually succeed.

Are your goals in place? Do you know how you are going to achieve them? Are all of your costs accounted for in your prices, leaving a reasonable profit? If so, it’s time to move out and get to it. People are thinking about trees and the landscape. It’s our time of the year.

From my vantage point, the opportunity for success is here. My outlook has never been any more positive.

Robert Felix, Publisher
Tree care professionals are very particular about the tools they use. We know, because we asked for their help in designing the Shindaiwa 357 top handle chain saw, the newest addition to our full line of outdoor power equipment.

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And even though you can expect 1000 hours of engine life from the 357, it won’t take a lifetime to pay for. In fact, you can expect it to set new standards both in performance and value.

Call 1-800-521-7733 for your nearest Shindaiwa dealer and see the saw designed by arborists for arborists. The Shindaiwa 357 climbing saw. Helping you reach the top.
Caring for trees means working with basic biological information. The tree canopy fixes carbon dioxide (CO₂) - making sugar. That sugar moves throughout the tree and is changed by enzymes into hundreds of other chemicals that eventually produce the growth that we can observe. This is the process of photosynthesis, the single most important chemical reaction on this planet. Without it there would be no life.

As a tree care specialist, you have to understand that photosynthesis drives all other processes in the tree. These processes are inter-dependent - any factor that affects one process ultimately affects them all.

Some of these vital tree processes take place below ground, so we sometimes manipulate factors in soil and in the roots to promote overall tree health.

All trees, regardless of where they are growing, are genetically "forest" trees. They just happen to be growing in a non-forest environment that may require attention to become a suitable growing environment. The closer you can keep trees' environment to that of a forest, the healthier the trees will be.

Roots as big as your arm are important to keep the tree upright. They are also the tree's interstate highway system, translocating water and nutrients from the fine roots and sugars from the canopy to where they are required.

Carbon moves in the plant by a process called carbon allocation. When I say carbon, I am talking about sugar - the end product of photosynthesis. That sugar is changed chemically to a variety of other carbon compounds in the plant. The tree allocates its carbon resources where they are needed.

In a "normal" situation, the tree has about 35% photosynthate, the sugar from photosynthesis, moving down into the root system, with the rest staying in the top. Both contribute to net growth - branch and leaf development, diameter increase, twig extension and root elongation and replacement.

Suppose there is a drought. All trees experience drought at one time or another. If the tree is placed in a soil-orientated stress like drought, most of the carbon goes to the root system at the expense of top growth.

If we harvest the crown, stem and roots from a tree grown on a site with low water-holding capacity, its total weight may be almost the same as a tree grown on a better site. However, the tree from the better site will have considerably more growth above ground than below ground. This is how a tree adapts to its environment.

Now let's create a top stress - ozone. All the cities in America have high levels of ozone, an air pollutant created by a variety of chemical reactions in the air. A plant can't differentiate between ozone and CO₂, so some ozone comes into the leaves. This shuts down the photosynthetic
mechanism and produces yellowing, splotches and other symptoms on the leaves. When this happens, the photosynthetic that is produced in the canopy stays in the canopy to repair leaf damage at the expense of the root system.

To summarize, there is disproportionate growth of trees, i.e., carbon allocation, in reaction to stress. The nature of that growth is largely dependent on where the stress is located.

Trees in the real world normally grow with above- and below-ground stresses, particularly in the urban forest. You deal with trees in highly stressed sites and in an environment where the air is not very “clean.” It is a monumental challenge to keep these trees alive and vigorous, and to keep clients happy. You need to understand what the woody root system does and the role of mycorrhizal roots in the overall health and development of the tree.

Root systems

Let’s examine woody roots. Research done in the past 10 to 15 years by Dr. Paul Kormanik at my former institute in Georgia shows conclusively that the number of first order lateral roots - the first roots that grow from the tap roots - is genetically inherited. There is nothing you can do to make that tree produce more first order lateral roots. You cannot change a genetically inherited trait. It would be like trying to change the eye color of your children after they are born.

A theory proposed by Dr. Kormanik is that dominant trees have root systems that allowed them to be more competitive. To be competitive they must have more first order lateral roots to exploit more soil; those that have few are less competitive. They die or stay suppressed.

When you look at a natural stand of trees 150 to 200 years old, you see the survivors of a highly competitive process. The reality is that 99% of the trees that originally existed on that site have died. Those with the most roots occupy the site first and persist at the expense of those with less expansive roots.

Seedlings from the same seed source exhibit tremendous genetic diversity with respect to numbers of first order lateral roots. Grown in the nursery, the above-ground part of seedlings may look identical because of the absence of stress. When they need water or nutrients, the nurseryman provides them. They don’t really need a big root system in the nursery because they are essentially on a life-support system.

If you look at the root systems, you’ll see there are certain individuals with a great number of first order lateral roots, some with fewer and some with hardly any. Many have ephemeral lateral roots - they do not develop into woody roots, but slough off. The result is that after several years in a stressed environment, those that started with very few lateral roots are very small trees. Those that grow poorly are the ones you end up caring for.

Let’s focus on how we can manipulate a natural system to grow better trees.

An important part of the root system is the part that you rarely see - the mycorrhizae. Think of the microscopic-size nerves in your body that are vitally important yet can’t be easily seen. There is
a similar size relationship between mycorriza and fine roots of the tree’s root system.

**Mycorrhizae and roots**

A mycorrhiza (plural: mycorriza) is a beneficial, fungus/plant root association. Mycorriza exist on the roots of more than 99% of all plants. Mycorriza means fungus-root; “myco” means fungus, “rhiza” means root.

What is most significant is that it is a mutually beneficial association - a symbiosis - between the fine feeder roots of plants and species of highly specialized root-inhabiting fungi. Mycorrizae are active, living components of the soil and have some of the characteristics of roots and some of fungi. Mycorrizal fungi derive most of their essential nutrients, carbohydrates, vitamins and amino acids from the tree. Photosynthetic translocated to the root system feeds these fungi. The feeder roots are their restaurant. They cannot survive without a plant host.

Mycorrhizal roots are a survival mechanism for both plants and fungi. The association allows each to survive in stress situations such as drought, low soil fertility, presence of disease organisms, extremes of temperature, etc. The normal stresses in forests are compensated for by the mycorrizal association.

Mycorrizae are as common on the roots of trees and most other plants as chloroplasts are in their leaves. We have reached a stage with our knowledge that we no longer have to say, “There is a tree growing there, let’s see if it has mycorrizae.” If the tree is growing, it has mycorrhizae.

A common sense application of fertilizer will not have an adverse effect on mycorrizal roots. Until recently, research suggested that as you increase soil fertility, you decrease mycorrizal development. The reality was that fertilization stimulates the trees to grow roots faster than the fungi could produce new mycorrizae. There was still a net gain in total mycorrizae development, but the percentage of mycorrizal development was less because there were more new roots.

Next we ask what type mycorrizae the tree has and how much there is. Photosynthesis in one leaf will not sustain a tree; it needs a canopy full of leaves. Similarly, the tree needs a root system full of mycorrizae.

There are two types of mycorrizae. They are given Greek prefixes: “Ecto” means outside, “endo” means inside. There are mycorrizal fungi that grow on the outside of the root and some that grow inside the root.

Ectomycorrhizae occur on about 10% of the world’s flora, primarily trees, including some 2000 species of pine, oak, beech, birch, spruce, fir, eucalyptus, willow, cedar and cypress, etc. The fungi that form this type of mycorrizal association are those that produce mushrooms and puff balls as their reproductive structures. However, only about 10% of the fungi that produce these “fruit bodies” are mycorrizal. The rest are decomposers. Spores from these mushrooms and puff balls are wind-blowen and can inoculate new soil areas. If you have a nursery and you grow any of these tree species, they eventually will have mycorrizae unless you deliberately do something to keep them out. Some pesticides stimulate mycorrizal growth and some inhibit it.

Also, if you water too much, you maintain a root habit of white succulent roots. These roots will rarely become mycorrizae.
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TREE CARE INDUSTRY - MAY 1995
In fact, when you transplant these into a natural soil setting, most of these roots will die. The tree must regenerate a soil-type root system before it can form mycorrhizae.

If you are trying to encourage ectomycorrhizal root development, avoid systemic fungicides labelled for rust diseases. Rust fungi are first cousins to ectomycorrhizal fungi, and systemics may inhibit the ectomycorrhizal association. As a general rule, I would not recommend the use of systemic fungicides on any ectomycorrhizal tree, mainly because nobody is sure of what they will do. Certain fungicides like Captan and Benlate stimulate ectomycorrhizal development. If you’re going to err, err on the side of caution.

A big tree, three feet in diameter, might have 30 different species of ectomycorrhizal fungi on its root system. Great numbers and diversity of fungal symbionts ensure tree survival. There may be one or two fungi forming mycorrhizae on an inch of root. You can actually have three compatible fungi in one ectomycorrhiza. This complex system is a natural phenomenon in forest trees.

If you have an oak, a pine, a hickory, and a spruce growing on the same site and their root systems overlap, you may have a total of 35 to 40 different species of mushroom- and puffball-producing fungi that are forming ectomycorrhizae on the root systems of all of these trees ... they are all being shared. You have one continuous network of fungus growth in the forest.

The amount of photosynthate required—the “interest” a tree pays to support the mycorrhizal fungi and to assure its survival—is about 15% of the total photosynthate the tree produces. Keep in mind this is nothing new for the tree. This relationship has evolved over millions of years to keep the tree and the fungal symbionts alive.

Benefits of mycorrhizae

There are numerous benefits of mycorrhizae to trees. Principal among them is that mycorrhizae form a secondary root system vital to tree survival. The fine strands of fungus are syphoning hoses, sucking up water and nutrients and sharing them with the tree. In fact, the actual root may never come in contact with the soil. The entire soil volume is exploited...
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We've worked in 37 countries using this technology, with positive results, especially in the tropics. The key is that we created a root system to maximize utilization of whatever water and nutrients were available in the soil.

Since there are plant stresses in most urban settings, why not introduce a stress fungus? Urban trees can be inoculated.

This manipulation of the root environment does not stimulate growth, rather it eliminates inhibited growth. There is a big difference. A normal seedling on a site with great stress with normal, naturally occurring mycorrhizae grows poorly. As you decrease the stress of the site, they grow better. Those with stress fungi grow well on stress sites and they grow better than others on good sites. The stress fungi don't "stimulate" growth like a fertilizer; they allow the trees' genetic potential for growth to be expressed more fully by reducing stress.

Endomycorrhizae is another type that occurs on maple, gums, and other important urban trees. These fungi produce spores on the roots in soil and not above ground.

Eighty-five percent of the plants of the world have endomycorrhizae: azalea, rhododendron, gum, maple, ash, locust, holly, magnolia, red bud, ginkgo, laurel, palmetto and walnut are just some of the significant woody plants that have endomycorrhizae. Most forest trees have this type of mycorrhizae.

We cannot currently manipulate endomycorrhizal fungi on a large scale the way we do ectomycorrhizal fungi. We cannot grow them in the laboratory. The only means of obtaining these spores is to extract them from a root system. In a short time, however, I think you will see a viable way of producing and applying these fungi to urban trees.
Make Meetings Count

These techniques can help make employee meetings more productive

By E. Leil Lowndes

Have you heard any of these common complaints about meetings?
"We waste time waiting for latecomers."
"Our meetings go too long."
"We discuss trivial matters."
"There are too many boring and irrelevant digressions."
"It’s difficult to pay attention -- even stay awake."
"There are no tangible outcomes."

Whenever two or more co-workers get together to talk about company concerns, they call it a “meeting.” More often than not, it turns into a chatfest, a confab, a soapbox for somebody’s pet peeves. In short, a big waste of time - and costly, at that.

A marketing research firm, Burket of New York, calculated the tremendous hidden expense of meetings. For instance, five top employees of a large firm, meeting for only one hour a week - figuring in preparation time, meeting materials - translated into nearly $10,000 in a given year. It doesn’t take a mathematical genius to figure that meetings in any organization cost the company a lot more than one realizes.

The most common criticisms of employee meetings usually revolve around the meeting process itself. The process can be improved by using a few simple devices expert communicators have come up with. Here are 10 hints the pros suggest to stop wasteful meetings.

1. Give each meeting a specific title.
Don’t just call it a “meeting.” Name each one separately to keep the meeting on focus. For instance call one a “Fact-Finding Mission.” Name another a “Planning Session.” “Information Exchange” or “Brainstorming Time.” Names give a sense of direction and urgency to each get-together.

2. Lock out latecomers. Two minutes after the start of the meeting, lock the door. The word will quickly spread that you expect meetings to start on time.

3. Encourage attendees to sit in places other than their usual ones. You might even use name cards. Rearranging seating discourages disruptive whispering or talking during a meeting. At the same time, it encourages the creative process because two fresh minds interact before and after the meeting. Try an occasional stand-up meeting. Experts suggest an occasional meeting with no seating at all. When people are forced to stand, they get to the point a lot quicker - and back to their work stations faster.

4. Make the room a bit colder than usual. A simple flick of the wrist on the thermostat accomplishes two purposes: It helps keep the participants alert and discourages them from hanging around after the meeting is over.

5. Never distribute support materials at the beginning of a meeting. People bury their noses in the material and miss what’s going on.

6. Announce or publish an attendee list for each meeting. When people hear or see their own name mentioned for a specific meeting, they feel their presence is needed and are more likely to think about how they can make a meaningful contribution.

7. Give different employees a turn at running the meeting. Those who learn to lead, learn how to participate. Being responsible for controlling unproductive behavior makes an employee less apt to be disruptive in future meetings.

8. Occasionally, bring in someone from outside the company. Inviting an occasional consultant or other relevant person to address the group lends importance and variety to your meetings.

9. Set a specific time for the end of the meeting. If your stated meeting goal is not accomplished by that time, do not let your meeting run over. Set another time. That lets employees know you’re serious about accomplishing goals in a set time limit.

10. After the meeting, pass out a memo or make an announcement of what was accomplished. Also, just before the meeting adjourns, be sure everyone knows who is responsible for doing precisely what tasks were discussed in the meeting.

Distribute meeting evaluation forms. When you ask for an evaluation, it shows the staff that you are serious about the meeting process.

Leil Lowndes is a New York-based communications consultant who has coached top executives of Fortune 500 companies, and currently conducts sales seminars for corporations and organizations. She is the author of numerous magazine articles in publications such as Psychology Today, Penthouse, New Woman, Redbook, Cosmopolitan— and three books, including the best-selling, How To Talk To Anybody About Anything. Her latest book is Little Tricks of Big Winners.
Rule-making changes proposed

By Brian Barnard

The U.S. Senate is proposing sweeping changes in the regulatory rule-making process. Sen. Don Nickles (R-OK) and Sen. Harry Reid (D-NV) introduced legislation that would give Congress 45 days to review final regulations. If passed, the measure would allow Congress to determine what regulations could be implemented.

The Nickles-Reid Regulatory Review Act contains a "look-back" provision to allow review of significant regulations issued since November 9, 1994. Significant rules are defined as having an economic impact of more than $100 million a year on businesses. There is no cost limit attached to the review of future rules, so any federal regulation could be voided by Congress.

The Occupational Safety and Health Administration's proposed ergonomics rule is one example where the Nickles-Reid Act would apply. After OSHA finalized the rule, Congress would have 45 days to review the regulation. Members of Congress who disapprove the rule could introduce a resolution stating their objections. If Congress voids the regulation, the president could veto it. In this case, a two-thirds majority of both houses would be required to override the veto.

The Nickles-Reid Act was introduced as a substitute to the regulatory moratorium legislation that would put federal agencies on hold until the end of the year. The House of Representatives has already passed moratorium legislation. The Nickles-Reid Act will next go to the House where it will be amended and then sent to conference.

Final action in the Senate on the GOP's entire regulatory reform package is expected in June. This package, part of the Republicans' Contract with America, contains provisions requiring detailed cost-benefit analysis and risk assessment of federal regulations to determine their impact on business prior to implementation.

In related action, OSHA's Deputy Assistant Secretary James Stanley issued a memo to field personnel reducing the minimum serious willful fines for small businesses that employ 50 or fewer employees, and is effective immediately.

The change stems from President Clinton's Regulatory Reinvention Initiative, an attempt to streamline the regulatory process.

The Deputy Assistant's memo also allows for graduated reductions in serious willful fines, based on company size. Companies with 10 or fewer employees could get an 80% reduction in OSHA fines. The violation's seriousness and company compliance history can also reduce fines.

Referring to the Republicans' proposals in Congress, President Clinton has said: "There are proposals pending in the Congress today which go beyond reform to roll back (these regulations), arguably even (to) wreck (them). I opposed them, but I believe we have the burden of reform."

Brian Barnard is Government Affairs specialist for the National Arborist Association.
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TREE CARE INDUSTRY - MAY 1995
New Roots

Elementary students in Kansas lead campaign to transplant pin oaks

In some strange way, history may have repeated itself for the students at Black Bob Elementary in Olathe, Kansas. More than 150 years after Black Bob, chief of a Shawnee Indian tribe, brought his people from Indiana to Kansas to build a new life, the school that bears his name preserved a part of its heritage with the help of an Indiana-based tree spade.

Last winter, the schoolchildren learned that two 17-year-old pin oaks, which were planted in the front lawn when the school opened, would have to be cut down to make room for a new gymnasium. Although the two oaks are older than any of the students, they loved the trees - even adopted them and others on the grounds for science projects. Black Bob teachers taught them that trees give them fresh air, wood, paper and food; that trees are a part of the earth and it’s important to save the earth; that trees are homes for animals; and that trees are our friends. Simply cutting down the two healthy trees would be a sad solution. But Black Bob’s principal, Ken Roberts, didn’t have a choice on where the gym would be located.

The Olathe school district had implemented an expansion project involving nine other schools. To manage engineering fees more effectively, plans called for all schools to build the additions in the same area - in front of their buildings. Roberts doesn’t have a budget for tree-moving projects, so his options were limited to a major hand-digging project or having the trees bulldozed. And time was running out. Contractors were scheduled to break ground on the gym between late winter and early spring - hardly a kind or predictable season in the nation’s heartland.

Cooperative effort

Roberts contacted the city’s arborist, Rick Spurgeon, but his spade wasn’t large enough to move the trees properly. The school’s maintenance director contacted a private tree service company about transplanting the trees, but it didn’t have a spade large enough to do the job either.

Spurgeon and the tree service suggested an environmentally friendly, labor-saving alternative. They told Roberts that Vermeer Manufacturing, which originated tree spade technology in the early ’60s, produces the only truck-mounted tree spade in America big enough to transplant the trees. Both trees stand more than 25 feet high and measure 11 inches and 15 inches in diameter (measured 1 foot off the ground).

Desperate to make sure their trees weren’t destroyed, even in the name of growth and expansion, 62 sixth-grade students launched a letter-writing campaign to Olathe’s Vermeer dealer, Art Swank - a convincing operation to save the two trees that had been adorned with red ribbon bows. In fact, they put all the skills they’d learned in their persuasive writing and ecology course work into action.

Those letters really pulled on some heartstrings, said Swank. Roberts also contacted Swank to inquire whether Vermeer could bring the huge tree spade to his school. The nearest TS 9400, however, was 12 hours away in Indianapolis. But after Swank explained the situation, Vince Newendorp, Vermeer’s tree product manager, agreed to pay the expenses for Larry Jabaaai, tree specialist and owner of Tree Movers, Inc., to bring his 94-inch tree spade to Olathe to complete the project.

To prepare for the move, Spurgeon’s crew pruned the trees’ bottom branches. Native to creek bottoms and wet areas, the pin oaks were ideal for moving because they don’t have a long tap-
root system. Although the tree spade allows the majority of roots to live, it also severs some. Spurgeon selectively thinned the oversized trees through the entire crown area to allow shortened root structures to support the weight and provide enough nutrients.

Putting down new roots
On the morning of March 13, sunny skies and above-average temperatures prevailed for the long-awaited tree transplant. All 400 students, school officials, parents, and interested onlookers turned out to watch. As Spurgeon explained the transplant process and tree root systems, Jabaai dug the first hole on the southeast side of the building. Digging the hole in advance of the planting operation shortens the exposure time for the trees and allows the operator to make a clean and direct transplant.

Jabaai contained the dirt in the spades and deposited it at the tree removal site to fill the hole to be vacated by the first pin oak. Next, Jabaai enclosed the tree with the machine’s four spoon-shaped spades. While driving each spade approximately five feet below the schoolyard’s surface, he employed the machine’s water system to lubricate each spade for maximum digging force of up to 42,000 pounds.

Everyone cheered as Jabaai hydraulically lifted the tree and surrounding soil out of the ground. The enormous size of the tree ball, measuring 94 inches in diameter and weighing approximately 12,000 pounds, allowed Jabaai to keep the tree’s critical root systems intact. Jabaai finished the excavation process by elevating the machine’s giant anchor, which placed the ball securely into position for transport.

“That’s awesome,” yelled sixth-grader Collin Blessinger, as Jabaai drove the tree approximately 400 feet to its new home on the playground behind the baseball field backstop. He set the other tree into a freshly dug hole just south of the school. It will provide shade to the satellite classrooms where the sixth-graders devised their tree-moving campaign.

Ecology from the classroom
Project Learning Tree, a comprehensive environmental program, is the hallmark of Black Bob’s K-6 science curriculum. One unit is devoted to an adopt-a-tree project with the trees on the school grounds. Students are required to keep ecology journals in which they write stories, record events and make drawings of their tree each season. Upon learning of the tree predicament, Gwen Ater, a sixth-grade teacher, incorporated the transplant project into her syllabus. The sixth-graders also saw this as an opportunity to give the school a living gift before they leave for junior high next year - a Black Bob tradition.

Part of Ater’s motivation is to help youngsters learn to value trees, not abuse them by pulling off the bark and the leaves. More importantly, she hopes to instill in her students the desire to take more responsibility for the world around them. Urban children rarely have the op-
portunity to participate in or witness the preservation of their environment. Year after year, they watch bulldozers rip huge trees out of the ground to make way for housing subdivisions or highways, said Ater. City kids move into new homes which are beautifully landscaped without any understanding of trees or even grass, she added. This project, she said, made the value of trees more real for the students because they had to convince Swank why it was important to try to save their pin oaks.

Transplant aftercare

Like any transplant, the trees will experience some stress as they adjust to their new locations. Jabaai and Spurgeon, however, contend that spring is an excellent season to complete tree transplants. “For our part of the country, the soils are just getting warm enough that there’s root growth happening, yet the top hasn’t begun to bud,” says Spurgeon.

As the leaves flush and spring growth takes place, the trees will recognize there’s been a change in their environment as well as their root structure. They’ll react by not putting out as much new growth to support through the summer. During this time, the trees are aggressively trying to replace their underground growth to regain a proper root/shoot ratio. Tree specialists also say moving the trees in the spring will give them a chance to start regrowing some roots to soak up the moisture school officials and nature will provide this summer when they’re suffering from increased transpiration stress.

Fortunately, the tree spade was capable of setting each tree down in its hole in the same orientation. This will provide more consistency with the trees’ original state while reducing the threat of trunk damage or sunscald. “I see no reason why these trees can’t survive starting in an eight-foot ball of dirt with the right type of care,” said Spurgeon.

The initial watering was crucial to ensure the original soil and the soil from the ball will blend together to create contact and ease initial stress. While Spurgeon didn’t prescribe a specific amount of water to apply to the trees, he instructed the school officials to place two garden hoses at the bases of the trees for continuous water flow for approximately eight hours. School officials will monitor the trees, but another watering might not be necessary for several weeks, depending on spring rainfall rates.

This summer and the next two to three years will be critical to the future of the trees. Spurgeon said a potential problem this summer is compensating for Kansas’
Dear Mr. Swank,

Our school needs your help. I'm a sixth-grader at Black Bob and wrote you to tell you that next year we're getting a new gym and there are two trees that were planted in 1978 when our school opened and they are going to put the gym right where the trees are planted. We need to borrow your truck. Our principal said it's the last chance we have. Mr. Swank, you're our last hope. Please help us. If you agree to help us we will have the press come and take pictures and will probably be on TV. You are the only person in the U.S.A. that has a tree spade big enough. It would mean a lot if you could save our two special trees. Every year we put red ribbons on those trees for the Drug-Free Association. When the U.S. was at war and held hostage we put yellow ribbons on those two trees. These two trees are a part of Black Bob Elementary. So please, please, please save our trees! If you do this you will be remembered forever!

Amy Dutton

Clay soils which tend to hold moisture tightly, preventing it from reaching tree roots. The trees, however, have successfully adapted to the fine-grained soils surrounding the school. And, Spurgeon pointed out, moving the trees to familiar ground behind the school will provide a better survivability rate than transplanting them from a wooded area with a different soil makeup.

Spurgeon mulched over the ball area to keep weeds down, reduce grass competition, provide soil insulation in the summer and winter and keep lawnmowers away from the stem. The mulch also will help hold in available moisture. Spurgeon also installed a four-stake setup on the trunks to anchor the trees. The Midwest is known for volatile spring weather, and if trees are not properly supported, strong winds can pull them out of the ground when the soil is saturated.

When the job was complete, the schoolchildren presented Swank a large sign with more than 400 signatures that read: Thank You For Saving Our Trees.

Even if the trees don’t survive, Roberts notes that the school can be proud that it attempted to preserve a part of its environment and its history. For his part, Spurgeon was pleased to see children having a chance to learn that trees are not inanimate objects, but living, reacting organisms.

The transplant also will stand as a legacy of the power of some schoolchildren in Kansas who took responsibility for their corner of the world.

The students will always have their memories of that special day. Chris Peay, a sixth-grader who had adopted one of the trees that was moved, said he had a “feeling of accomplishment” that “people actually listen to kids.”

“I think if we help save the earth, it will help make people have better spirits. And, maybe there won't be very much violence left either,” said sixth-grader Tina Lawrence.

Lawrence is already starting to echo her teacher’s approach to nature and the environment: Kill nothing but time. Take nothing but pictures. Leave nothing but memories.
Recent NAA Job Estimating Workshops have yielded some helpful insight! If one thing was established, it was the concept that ours is a business of hours. Obviously we try to estimate the exact amount of time each project requires.

Part of each session dealt with the accurate estimation of time. How long will it take the crew to load up, drive and set up on the job site? How many minutes and hours will each of the work items take to complete? How long will the clean up take? How much time will be required to drive to the disposal site, then back to the office? The ability to estimate time accurately is one of the keys to making a profit.

However, the formula we use to develop a price or bid for each job is based on two parts. Part one is our best estimate of the total hours it will take to complete a job. Part two is multiplying this hourly estimate by some predetermined hourly selling rate. It was found that some firms did not have an accurate selling rate because they neglected unproductive time and overhead!

In every firm there will be more hours paid than billed to a job. Unproductive time, sick time, holiday and vacation hours are paid but never billed. The cost represented by these paid hours must be included in the costs used to build an hourly selling rate. It is critical to keep an accurate record of billable production hours as compared to all hours paid. Failure to do so could result in a selling rate that won’t generate a profit. The selling rate per hour must reflect all the firm’s costs.

All variable, direct production costs and fixed overhead costs should be accounted for by using a profit & loss statement format. This breaks down each particular cost category into a cost per hour. A profitable sales rate per hour can then be determined with this information – a formula to determine weekly the billable hours required to cover all costs needed to break even; then the hours, weekly, to make a profit.

"Bud"ding News

Watch for oil prices, as well as gasoline and diesel fuel, to beat inflation this year and next. Sources are reporting that oil production will tighten up in the Middle East. This may impact on your hourly rates!

Try this. Have someone call your office while you listen in. See if you can clearly understand the name of the company and service when the phone is answered. If you can’t, have a talk with those who handle the phones. They should state the name of your company clearly, and, if what you do is not part of your name, that should also be stated.

Advertising Tip: Track everything! If you use coupons and cooperative mailings with return cards, code them for each mailing. If you have no other means to track, ask your staff to BE SURE to ask where the prospect found your name. Advertising takes capital, and its careful placement can be an investment in profit and growth.

Recent economic indicators point to good news for employers: the Labor Department's Employment Cost Index made its smallest gain since it was begun in 1981. It measures wage inflation pressure.

This Computes!

If you are running your business with very old computers, or thinking about adding one, now is an ideal time. For those considering a “PC Clone,” the introduction of Intel’s latest group of chips is creating a glut of “486” machines, computers capable of running sophisticated graphics, multimedia, spreadsheet, accounting and client-contact software with speed and efficiency. “486’s” can answer phones, show detailed maps of your city, balance books, send or receive faxes, even put you on the information superhighway. You don’t need state-of-the-art technology if the computer is not the primary tool of your trade.

Whether you understand the jargon of computers or not, ask for at least a 486-50, 420 megabyte hard drive, 8 megabytes of RAM, Super VGA monitor, 2X CD-ROM, a 9600 bps fax modem, and Windows 3.1 or better. You can usually get your computer with a bundle of programs: bookkeeping/word processing/database management bundles are the norm.

Also consider leasing to preserve cash, and take the Fair Market Buyout option to lower the lease rate. “486’s” will still serve you well, but their fair market price in three years will be less than the difference in lease payments accrued over a three year lease. Plus, it’s one less piece of equipment on your depreciation form.
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Richard Pio Becomes First Tree Care Specialist

Richard Pio III, general foreman for McFarland Landscape Services in Philadelphia, Pennsylvania, is the first employer-certified Tree Care Specialist, having completed the National Arborist Association’s Tree Care Specialist training program.

Tree Care Specialist (TCS) is a training curriculum covering all aspects of arboriculture. It consists of classroom training and testing and demonstration of proficiency to the employer in field operations. Pio has also passed the International Society of Arboriculture’s certification exam.

“The TCS program keeps a person refreshed on all aspects of training,” Pio said. Pio has worked for McFarland for five years, and was recently promoted to the position of general foreman. Prior to that, Pio served as a pesticide applicator and tree climber. His responsibilities as general foreman include scheduling work, hiring and training field personnel, supervising and maintaining equipment and facilities and managing and implementing safety programs.

The TCS program provides employers with an organized curriculum to train and certify their employees. Available exclusively to NAA member tree care firms, TCS currently has over 60 participating companies with nearly 400 students.

“It’s safety orientated and it teaches the right way to do work, especially pruning,” Pio says about the program. “There is no reason for a tree firm to do poor work.”

Jeanne Houser, general manager for the firm, says, “Tree Care Specialist offers a level of professionalism to the employees. By Rich completing the program, it gives an impetus for others to follow. The educational part of TCS is the best, but the word professionalism keeps coming up.”

For further information, call the NAA office at 1-800-733-2622.
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Contact: Jim Sherwood, 503-656-2656

June 9-10
ISA W. Chapter Meeting, Arborist Exam
Davis, Calif.
Contact: 602-955-5315

June 20-21
U. Penn. Tree Shelter Conference
Morris Arboretum, Harrisburg, Penn.
Contact Xavier Riva, 215-247-5777

July 8 - 10
NADF Discovery Workshop
Arbor Day Farm/Lied Conference Center
Nebraska City, Neb.
Contact: 402-474-5655

August 13-16
ISA 71st Annual Conference
Hilton Head Island, S.C.
Contact: 217-355-9411

September 13-15
7th National Urban Forestry Conference: Inside Urban Ecosystems
Marriott Marquis Hotel, Times Square
New York, N.Y.
Contact: Michael Barratt, 202-667-3300

September 14-15
MFPA Summer Conference
Southfield, Mich.
Contact: Anne Ashby, 517-482-5530

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We would like to thank everyone who helped make our winter recruitment program a smashing success. We added 6 people to our sales team and 3 plant health care specialists. Presently, we are still seeking additional PHC specialists and, although all sales positions are currently filled, we do anticipate additional opportunities this season due to our growth in existing markets and our opening of new markets. If you enjoy working in an entrepreneurial environment - where excellence is cultivated through employee development and outstanding performance is amply rewarded - and you are interested in working in Connecticut, lower New York, central or northern New Jersey or eastern Massachusetts, please send your resume to: HR Dept., 360 Adams Street, Bedford Hill, NY 10507. EOE by choice.


Climbers needed - Full service Denver-area company has immediate openings for quality, safety conscious trimmers; year-round employment, good pay, full benefits package. Call or write to Mountain High Tree Service, 5717 W. 11th Ave., Lakewood, CO 80214. Phone: 303-232-0666.

Arborist/climber/foreman - Shearon Environmental Design Co. is looking for a career-minded, self-motivated individual to set up, run and expand a tree care division at our Princeton location. We are a large design/build/maintenance firm with an extensive client base. Qualifications: minimum 5 years experience, drug-free, CDL B class, basic knowledge of tree physiology and strong sales skills. Excellent salary and benefits package commensurate with experience and qualifications. Send resume to Shearon Environmental Design Co., 337 Route 31, Hopewell, NJ 08525. Attn: Dennis Metz.

Chief executive officer. Private investment firm is searching for an executive level professional to lead/manage a full service national arborist company. Qualified candidates, with a minimum of 15 years experience (5 years in senior leadership position) in the arborist industry, should have achieved significant results in acquisitions, financing, strategic planning, budgeting, as well as with business management and development. Outstanding opportunity to lead a "growth through association" business venture. Excellent salary and benefits package with significant equity participation. For confidential consideration, please send resume with salary history to Tamkin Capital Partners, Inc., 11755 Wilshire Boulevard, Suite 2350, Los Angeles, CA 90025. Phone: 310-575-9447; FAX: 310-473-9250.

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- Liability and Health Insurance
- National Publicity
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NAA members are ready for the future with inside information on everything from plant health care to navigating ever-increasing government regulations to planning for the future.

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When you're in business, you can count on only one thing: nothing stays the same. To stay competitive, tree care companies must plan for next year and the next century. And the NAA should be a big part of your plans. Join today for just $150 for the first year. Put the NAA to work for you today, and you'll be ready for the 21st century.

CALL 1-800-733-2622

The National Arborist Association
P.O. Box 1094
Amherst, NH 03031-1094

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Climbers/arborist trainees. Arbor Care is looking for career-minded, motivated individuals with an eye for quality, interested in relocating to Atlanta. We offer career advancement, a benefits package & more. Please send resume to Arbor Care, 1985 Davis Lane, Marietta, GA 30062. Phone: 404-916-1680; FAX: 404-916-1724. EOE & a drug-free workplace.

Experienced climber/foreman needed for established Massachusetts tree service. Self-motivated arborist, certificate a plus, to work in drug-free environment. Send resume or call Holbrook Tree Service, 252 Union Street, Yarmouthport, MA 02675. Phone: 508-362-8058.

Asplundh Tree Expert Co. We are looking for foremen, climbers and groundpersons for our utility tree care. We have positions in CO, UT, WY, ID. CDL, first aid certification a plus. Competitive pay rates & benefit package. Ability for advancement and options in other tree care and utility operations. Come work for the leaders in the utility line clearance industry. Send resume to 1076 W. 10600 Layton, UT 84041, or call 801-546-9712.

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Searching for the right purchasing mgr? Time for a new regional representative? 26 years extensive experience in lt. med. h.d. trucks - 11 years experience purchasing trucks and equip for 4 corp. tree cos. Loyal team player. J.R. McNulty, Box 125, Big Canoe, Jasper, GA 30143. Phone: 706-268-3078.

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Hardware and software, by an arborist for the arborist. For more information about the industry's best selling package, call or write Arbor Computer Systems, 117 Weston Road, Weston, CT 06880. Phone: 203-226-4335.


1987 International, diesel, 52-ft Hi-Ranger, chip box, tool boxes, $28,000; 1990 Eeger Beaver disc chipper, Cummins diesel, $9000; Vermeer 206 self-propelled stumper, $3500. 1987 Ford with 48-ft Hi-Ranger, $25,000. Phone: 519-945-4385, days; 519-969-5451 after 6 p.m.

Skyworker - Largest new parts inventory, used equipment inventory, major service facility in U.S. Phone: 706-376-3192. FAX: 706-376-6701.

What is common sense is also the law. OSHA Standard 1910.331 states that employers must provide appropriate, documented training to any tree care employee working within 10 feet of an energized electrical conductor. And that is just the first of several regulations with which you may have to comply. ANSI Z133.1-1994 dictates very specific training and operations regulations. Plus, there’s a new OSHA standard, 1910.269 which takes effect January 31, 1995. It makes sense – both business sense and common sense – to meet these requirements. But how?

NAA Training Makes Sense. The National Arborist Association has done much of the work for you! Our Electrical Hazards Awareness Program offers you a simple, economical and practical way to give your employees the training they need. This program enables you to comply with OSHA 1910.331 and ANSI Z133.1-1994, and starts you on your way to compliance with OSHA 1910.269.

Like all NAA Training Materials, Electrical Hazards Awareness is easy to use and easy to apply. The program is self paced, to put your employees in control of meeting their own goals, and presented by you, to keep you in control of your business.

For more information about EHAP, or any NAA program, or to order, call our toll-free hotline, or send/fax the coupon below.

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**Used equipment list** - (Prices do not include sales tax.) Stump cutters: (1) 1989 Rayco hydro-stumper, call for quote; (1) 1990 Hodges SP, 18-hp, $2500; (1) 1994 Rayco RG20HD - 20-hp (low hours), $4800. Brush chippers: (1) 1979 Model 18 Morbark, new engine/5th wheel hitch, call for quote; (1) Model F-600 Mack tractor, call for quote; (1) 1994 Model 200+ Brush Bandit, 4-cylinder diesel, 100-hp, 12' capacity, rental unit, call for quote; (1) 1984 Model 250 Brush bandit 4-cylinder diesel, 116-hp, 12' capacity, demo unit, $18,900; (3) 16' Asplundh chippers, 2 with V8's & 1 with 6-cylinder, maintenance records available, each, $4500; (1) Mighty Bandit, 6' capacity, 20-hp Onan gas engine, 44500; (1) 1974 Lindig 16'' with V8, located in Moline, IL, call for quote. Call Ron or Joel, 706-399-0620. Aerial Equipment.

**Big John 80-inch tree spade on Ford LTS tandem. 230 Cummins, 7-speed Fuller, 70% rubber, $9000 in major repairs just completed, current DOT inspection, $35,000. Unit is ready to work and make you money. Phone: 203-429-9972.**

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**Windows software designed for arborists. Comprehensive, supported for over 10 years. Call or write for free demo. 610-970-7955, Quad Tech, Inc., P.O. Box 643, 191 S. Keim St., Pottstown, PA 19464.**

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**Complete truck packages for sale or rent at highly competitive prices, ready for quick delivery. Chip trucks and bucket trucks featuring galvanneal steel bodies on Ford diesel chassis-cabs. Mirk, Inc. Phone: 216-669-2000.**

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Job seekers/employers - Job listings publication with new openings in arboriculture and nine allied fields. Published 2x mon. $22.95 for 6-issue subscription. Ask about your free situation wanted ad offer. Employers $14.95 to post your openings. Ferrell's "Jobs in Horticulture." Phone: 800-428-2474; FAX: 800-894-5136.


FOR RENT


Classified ad rates: $50 per inch ($45 NAA members; 1-inch minimum), payable in advance, due the 20th of the month two months prior to publication. Send ad and payment to: Tree Care Industry, P.O. Box 1094, Amherst, NH 03031.

PUBLISHER'S NOTE

In the March issue of TCI a classified ad was printed on page 43 under the heading of Tree Surgeon. The copy was taken directly from a little known U.S. Department of Labor Directory and provided to us by an attorney for an immigration case. That exact definition, word for word, is required under the law. After initially rejecting it as being preposterous, considerable persuasion caused me to allow it to be published out of sympathy to facilitate the immigration of a persecuted individual. The National Arborist Association is endeavoring to have US DOL use the proper definition.

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TREE CARE INDUSTRY - MAY 1995
Aunt Ruth’s Trees

By Duke Raymond

Harsh winds angrily drove sand and dust into and through everything in sight during the 1930s, turning the Midwest into a grave-like desert aptly named the Dust Bowl. This was something to marvel at when going to the movies during the Saturday matinee newsreels. At age 12, I was more interested in the next episode of the cowboy serial. Whole families battling windstorms trying to save livestock and homes was exciting, but that was somewhere else. On with the movie!

My parents decided to spend the family vacation in Java, South Dakota, to visit my mother’s family. This was “out West”- the land of cowboys to me. I was about to get a severe shock. This was no newsreel; this was a real crisis.

Much preparation was required to pack for the trip from Minneapolis to Java: extra clothing to be given to relatives; boxes of canned goods with sacks of flour and seeds - lots of seeds, mostly vegetables. Potatoes in bags were piled on top of luggage in the back seat between my sister and me. Only the luggage carrier clamped to the running board was empty. My mother explained that on the way out of town, we had one more stop to make - to pick up some live trees. Clearly she had gone mad. My mother was a determined woman and she knew that trees would help stabilize the soil and help deter the impact of this devastation. We looked like gypsies looking for a camp to live in. We watered those trees at every stop enroute.

When we arrived, we were greeted like a victorious football team by more relatives than I knew I had. Soon after all the hugging and kissing, unloading was started. We distributed clothes and food under the scorching sun amid almost complete devastation. The locust had come hard by the dust storms and had eaten virtually everything in sight. The trees were planted in the most strategic places for holding soil.

I got acquainted with my relatives real fast by hauling water from the cisterns to the trees and other chores. I was actually living the life I had seen at the Saturday matinee. Only now I had blisters. On Saturday night, we went to the only movie in town, and sat on planks supported on nail barrels as we watched a show about New York City.

As we loaded up for the return trip, tearful goodbyes were softened by a presentation by Carl, one of many cousins, coming forward with two boxes - one with a puppy named Java for me, and for my sister a kitten called Mocha. The other box was roped to the front bumper and held two ducks and two chickens. We still looked like gypsies.

A generation went by and when I took my children to visit Java, they marvelled at the green rural America that was nothing like the Dust Bowl that I had described. As the sun set and birds sang in the trees, my cousin pointed to the trees we had planted and explained that they were still called Aunt Ruth’s trees.

Occasionally, TCI departs from its From the Field format to bring its readers a story of general interest. Duke Raymond is a free-lance writer from Beaverton, Oregon.

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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Samson has developed the most complete line of climbing ropes in the industry. Lines designed to make this critical part of the job a little easier and more secure. Braided or 3-strand twisted, Samson climbing ropes excel at the worksite. True Blue is our premium all polyester 12-strand braided climbing rope in the distinctive blue color. E-Z See Orange, with its easily identified color pattern and Braided Tree-Master share their 16-strand braided construction of polyester over polypropylene strands with a control core of preshrunk nylon. Arbor-Plex combines polyester and polyolefin fibers in a 12-strand construction. True Master is our 4 stage 3-strand all Dacron twisted climbing line. All are designed for maximum wear life, flexibility, abrasion resistance and knot control.

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True Blue is our premium all polyester 12-strand braided climbing rope in the distinctive blue color.

E-Z See Orange, with its easily identified color pattern and Braided Tree-Master share their 16-strand braided construction of polyester over polypropylene strands with a control core of preshrunk nylon.

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