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Aerial Rescue

By: Jeff Lee
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It was a sunny Saturday morning. Blue birds chirped their sonnets, and the morning dew glistened on the emerald grass as the Widow Carter lovingly tended the vegetable garden in the backyard of her cozy cottage, awaiting the arrival of her certified arborist, Big Al Fontaine.

As the Widow paused and straightened her back, she remarked to herself that the ancient Ash in the yard next door was really too tall for the neighbor boy to climb. Amazing what hazards a child will endure to rescue a $2 kite! Before she could give the matter another moment’s reflection, her thoughts were shattered by the sickening crunch of a branch giving way under the youngster’s weight. Helplessly, he plummeted downward, but mercifully became wedged in the crotch of the tree, injured and bleeding badly.

At that exact moment, Big Al drove up in his ‘64 Dodge like manna from heaven. Instantly, he assessed the situation and calmly instructed Max Bunyan, his trained and faithful companion, an ISA certified treeworker, to don his trusty saddle and rescue the injured boy. As Max ascended the tree, Big Al started EMS (Emergency Medical System) by dialing 911 on his cell phone.

After several minutes, Max lowered the boy safely to the ground. Fortunately for the lad, the Widow Carter, after more than 60 years as a practicing midwife, had kept her CPR and first aid credentials current. Selflessly, she administered first aid until paramedics arrived.

Obviously, everything went right in this scenario, but this rescue effort was no accident. Because of the inherently unexpected nature of aerial rescue, there is only one key to success - Practice, Practice, Practice. You, too, may one day save someone’s life. Hmm...that’s an ability that really makes a difference. This is a situation where money and profitability don’t matter.

Certification is like a badge of accomplishment, but the real test of your ability is the real life situation. To be prepared to perform a rescue at any time under unforeseeable conditions is the real point of constant training. You never know when an injury might occur or who it might happen to. Your ability to act calmly and remain focused on the rescue, and your readiness to act are the crucial elements. There is also an added benefit - your knowledge of aerial rescue and the training you dedicate can never be taken away. This is a skill that is yours forever.

Who knows - one day, you may be asked to fill the shoes of Big Al, Max, or the Widow Carter! Contact your local ISA chapter for more information about Aerial Rescue Certification.
Enlightenment Through Education

This morning I received a complaint letter from a homeowner who was furious over his experience with an unscrupulous arborist. The arborist was to do a routine pruning job on the homeowner’s property. An estimate was given, the arborist was hired and the date was set. The homeowner later had an emergency that forced him to be out of town on the day the work was to be done, but, because of an upcoming event to be held in his yard, he really needed the work done on schedule. The arborist and the homeowner talked and it was agreed that the work would go on as planned. The homeowner would leave a check for the payment. In good faith, the homeowner left the check as agreed. The arborist? Apparently he showed up. The homeowner returned to find his trees untouched and the check cashed. Of course, he immediately called the arborist. The person answering the phone at the arborist’s number denied that the man in question could be reached there.

In frustration, the homeowner wrote to me to ask for help. His letter stated “… there were many arborists to choose from in the yellow pages, but I picked this guy because he had your logo in his ad. I figured if he was a member of your organization, he must be a professional.” As it turned out, this particular arborist was not a member of the National Arborist Association. He was yet another abuser of NAA’s logo and its copyright, displaying it illegally in his advertising to gain a credential to which he was not entitled.

A great number of NAA members closely monitor who is or is not using the logo in local advertising. They diligently report copyright violators to the NAA in an effort to defend what rightfully belongs to them: the high status of professionalism associated with being a member of a professional organization. These members know that consumers do make choices and use of the NAA logo can separate quality organizations from fly-by-night outfits in the customer’s mind. It is the value of this extra edge, as well as the pride of operating a first-rate company, that makes some NAA members cringe when the Association insists that copyright violators join the Association (at triple the normal member price to cover damages) or face legal action. They claim that these scoundrels are an insult to the profession and should not be allowed to join the Association, ever.

While it is true the NAA could choose to force each violator to stop using the logo in advertising and leave it at that, the Association maintains that a greater good can be performed for the industry by bringing these folks into the fold and educating them about the standards of the industry to which they belong. It is our belief that ignorance, not malice, is responsible for most of the unprofessional activity that occurs within the industry. Through education, we can raise the image of the industry in consumer’s minds and raise standards in the entire industry for ourselves.

That unscrupulous arborist caused more damage for other arborists in his area through one selfish act than years of good work and good advertising can restore. That homeowner will forever tell the story of that bad apple in tree care. Some day, though, if this arborist joins the Association, networks with his colleagues and reads about ways to uphold professional standards, he might come to understand how his poor behavior cost him more money than it made.

Amelia Reinert
Deputy Executive Director
National Arborist Association

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By Albin Dearing

DOT changes you should know about
By Amelia Reinert

Proper pesticide application saves
By Mark Garvin

Pesticide application techniques
Balancing control, environmental awareness and cost effectiveness are the goals for proper pesticide application.

On the cover
Managing drift requires training and constant attention to site conditions.

Outlook
By Amelia Reinert
Encourage professionalism rather than condemn the unscrupulous.

NAA forum
By Peter Gerstenberger
NAA and ISA are moving toward a new era of cooperation.

Washington in review
By Amelia Reinert
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Proper Application Pays in Many Ways

By Mark Garvin

Public perceptions
The use, misuse and perceived dangers of pesticides has become a very emotional issue for the public. Arborists who use pesticides often find it difficult to understand the points of view of those who are adamantly opposed to their use in the urban landscape.

Too often, opposition among the public (or a much smaller core group of activists) is based on a lack of information from the tree care industry on the safe use of pesticides. Part of this is the fault of the tree care industry, which hasn’t done a good job of explaining the uses and environmental effects of pesticides.

Arborists need to present a clear message to the public: pesticides can be used safely in the environment. This is not a news bulletin. What will make the news, however, is a chemical spill or adverse reaction. The best way to avoid both is to learn and follow proper pesticide application techniques.

Consumer reaction
In general, there has been an increase in environmental activism over the past 30 years. This concern has spread beyond the United States and Europe to include the world. A large majority of Americans consider themselves environmentalists, and they are concerned about the pesticides used on their properties—even as they pay for treatments. They worry about the effects of pesticides on their children, and they worry about the perceptions of their friends and neighbors. It is in the best interest of arborists to reduce risk, whether to ease public perception or avoid possible litigation.

Just as we are seeing increased research and concern over second-hand smoke, we are seeing more and more concern over pesticide drift among neighbors of clients. The same type of peer pressure that has made smoking a socially frowned-upon activity is headed toward clients who order pesticide treatment.

The concerns with pesticides really began in the lawn care industry. Nevertheless, since tree care companies shoot their pesticides into the air, with the accompanying possibility of drift, activists and neighbors have targeted tree care for the past decade.

More and more neighbors are raising concerns about use, and more seek notification before use. Most recently, activists have been seeking advance notification requirements through state legislatures. Legislative and grass-roots activity has been the heaviest on the East Coast and West Coast, but these sorts of issues tend to expand nationally.

The whole issue of pesticide drift isn’t
going away. Therefore, the only good business decisions for tree care companies are to communicate accurate information on treatments, apply pesticides properly and reduce risk.

Recent legislative activity regarding pesticides has focused on water-quality issues. The federal Clean Water Act, which was amended last year, shines a bright light on non-point source pollution with a particular focus on nutrient and pesticide runoff. Changes also include enhanced citizen right-to-know provisions.

What can arborists do?

Organizations such as the National Arborist Association and International Society of Arboriculture have promoted a plant health care approach to caring for trees for many years. ([A complete program, from diagnosis to marketing, called Plant Health Care - A Guide to the Plant Health Care Management System is available from the ISA.])

Why should your tree care company be involved in promoting environmental awareness? In many cases, you already are. You may not promote your environmental awareness to the public in a coherent way—or you may make that a major part of your marketing strategy. Either way, promoting proper application and environmental awareness creates an opportunity for your company and this industry to raise the level of credibility. In this way, you can change people’s perceptions.

If activists and neighbors of clients believe tree care companies are the cause of pollution, then by introducing and promoting environmental awareness and stewardship arborists can be recognized as the people who solved the problems.

If we do not regulate ourselves, then the government’s level of regulatory scrutiny will rise. The industry will be regulated, one way or another. It is far better to promote self-regulation than invite the government to write new rules. The tree care industry has the expertise, not state or federal regulatory agencies.

All but the most radical activists want pest management of some sort. What they don’t want is over-application of pesticides. Tree care companies want pest management, increased business and a lowered risk of secondary contact with pesticides. If a company can achieve this goal, it can create a new market and expand the market to include that portion of the public concerned about pesticides. In other words, there is no disadvantage to the proper application of pesticides.

Application techniques

Proper pesticide application must achieve the desired control, while at the same time be environmentally sound and cost effective. Pesticides must reach and adequately cover the target, while drift must be avoided. Cost effectiveness requires the minimum use of chemicals and the most efficient use of the application equipment to enable the arborist to do the most effective job.

The most technically advanced pesticide application equipment must be properly calibrated to function effectively. Once the appropriate equipment has been selected and properly calibrated, the pesticide can be applied.

The delivery of material into tall trees, medium-sized trees, evergreens or small shrubs—whether you are trying to reach the top, middle or bottom—there is a technique for each. Incorrect technique misses the target, wastes material and time, disregards environmental impact and increases costs by increasing fuel consumption and equipment wear.
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Proper application technique requires knowledge as well as skill. The applicator must maintain a column of water, and that column is affected by four forces:

1. Friction impedes the column
2. Gravity pulls the column down
3. Air currents push across the column
4. Spray particles tend to disperse as the spray travels farther from the gun.

Improper movement of the spray gun may prevent the column from reaching its fullest potential. The first step in creating the tallest possible column is holding the gun steady. By doing so, the surges of the pump are allowed to fill the column—one surge upon another.

Rather than point the gun at an angle toward the top of the tree, hold the gun steady and point straight up in order to deliver the spray to its maximum height. As the column grows, it creates air updrafts that can act to maintain the column, but only if the gun is held steady.

As the column reaches its maximum height, the plume forms and begins to tail off in the direction any breeze is coming from. If the gun is moved carefully, keeping one surge under another, the column can be maintained. Stand with your back to any breeze, hold the gun pointing straight up. The column may tail off early because of the air movement. However, by starting with the gun pointed slightly back over the shoulder, the breeze can be used to help achieve maximum height because the breeze will push against the column and help maintain it.

Moving the column forward slower than the air currents will cause the column to fall off short of the target. Moving the column forward too quickly allows the surges to get in front of the column, letting it fall. If the gun movement stays in pace with the column, the column stays intact. The gun points slightly back from the target, then moves forward staying under the column and into the top of the tree. The spray should only reach the top, and not go up and over.

Not all situations will allow the applicator to begin spraying from outside the canopy of the tree. On a tree with a very wide canopy, it is usually advisable to start underneath, using exactly the same technique: back to the wind, under the column, and moving it slowly forward.

Keep in mind the tree is also a windbreak. To decrease the likelihood of spray drift, the applicator may wish to use the protection afforded by the tree canopy. The tree trunk can also be used as a windbreak.

The height and shape of the tree, and the wind direction, dictate where to stand to get the best coverage. If the breeze is moving from left to right, start to the left to spray the top. Move to the sides to spray the sides and in closer to spray the lower extremities.

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slightly different technique to spray. Spraying the top requires a narrow stream to create a strong column. Moving down, the spray column should be widened. This not only gives wider coverage, but reduces the spray volume coming out the nozzle. At the bottom of the canopy, widen the column even more: this saves material, reduces environmental impact and protects the foliage as well.

Always get as close as possible to your target. Don’t try to save time by spraying a smaller plant from 50 feet away with a straight stream. What may be saved in labor is wasted in material—and coverage will probably be inadequate. For spraying small- to medium-sized trees and shrubs, creating a tall spray column isn’t necessary. In fact, it may be necessary to change equipment and adjust pressure to avoid over-spraying and drift.

For small trees and shrubs, special equipment will allow quick spraying from very close to the plant. Don’t attempt to spray a plant from one position. Move around the plant if possible. Spraying in short bursts can prevent waste, and reduce drift and over-spraying. When spraying small plants, widen the column. When spraying foundation plantings, spray away from the building—always with a wide column. Don’t be afraid to bend over and get underneath.

These procedures, combined with a properly functioning and properly calibrated hydraulic sprayer, will enable an operator to apply pesticides to the intended target safely, accurately and efficiently.

As an applicator, you may not realize how much is going through the tree because you are not on the other side. Anything that doesn’t stick to the leaves is of no value. If it goes through or drips down, it is wasted. By learning and following proper pesticide application techniques, you can reduce volume without changing the quality of service.

Conclusion
As a pesticide applicator, you want the public to think of your profession as a protector of plant health, not as sprayers of pesticides. The people who are against the use of pesticides are very active at getting their message into the schools. You should be too.

In the past, the view has been that environmental stewardship was a roadblock in promoting business. In reality, it is a delicate balance that is mutually supportive. Tree care companies and environmentalists have recognized that the problems of the environment can only be solved by working together. Businesses are involved and only businesses can address the problem.

The application methods and techniques in this article were excerpted from the National Arborist Association’s On Target Video Series. For more information on this three-video series, contact the NAA at 800-733-2622.
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Cooperating for the Profession

The Executive Committees of the ISA and NAA held an historic meeting on June 16 at the Morton Arboretum in Chicago. The meeting was convened to discuss competition and cooperation between the two organizations—in the past, present and future. It resulted in several decisions intended to promote a stronger relationship between leaders, staff and members of both organizations.

The leadership of both the ISA and NAA agreed that competition between the Associations is both natural and healthy. Nonetheless, because the organizations have not agreed to their distinctive identities and because of officer turnover, competition between the Associations has sometimes resulted in conflict counterproductive to the best interests of the membership of both organizations. Therefore, the leaders agreed to adopt the following framework to facilitate harmony between the organizations and to better serve the expanding needs of the profession:

Organizational Identities

<table>
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<th>ISA will focus upon:</th>
<th>NAA will focus upon:</th>
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<tbody>
<tr>
<td>the individual</td>
<td>the company</td>
</tr>
<tr>
<td>tree care</td>
<td>business management</td>
</tr>
<tr>
<td>professional influence through research</td>
<td>professional influence through government affairs (regulatory issues)</td>
</tr>
<tr>
<td>education and training aimed at knowledge and understanding about trees and tree care</td>
<td>training and education aimed at techniques and approaches to safety and business management</td>
</tr>
</tbody>
</table>

Programs, publications and projects should follow the distinctive identities as outlined above. Existing as well as future programs, publications and projects inconsistent with this framework will be reviewed by the new Programs/Publications Cooperative Committee for revisions, elimination or partnership.

Cooperative Committees

Special committees from each organization will meet at least quarterly to:
- Review and forecast upcoming plans for publications and programs;
- Explore areas for fruitful partnership on programs and publications;
- Discuss issues of inconsistency with the framework adopted in the June, 1998 meeting.

Board Member Orientation

To develop consistency in the application of these identities, both Associations will introduce this framework to new Board members during their Board orientation. In addition, the ISA will introduce this framework to leaders at their annual leadership workshop.

Executive Committee Meetings

To enhance open communication and to resolve any and all outstanding issues or conflicts between the Associations, the Executive Committees of both organizations will continue to meet biannually at the Annual Meetings of each.

Staff Exchange

To encourage collaboration between staff members, the organizations will engage in a staff exchange, where one staff member from each organization will visit the other organization.

Newsletter Updates

To promote communication between members, leaders agreed to reserve space in each other’s membership newsletter for updates about Association business and news. The ISA will provide updates to be published in TCI or the NAA Reporter and the NAA will provide updates to be published in Arborist News.

The two organizations invite your questions or comments. The ISA can be reached at 1-217-355-9411 and the NAA can be reached at 1-800-733-2622.

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It’s safe to claim victory!
On July 21, 1997, the National Arborist Association (NAA) requested that the Occupational Safety and Health Administration cease enforcement of the logging industry standard (CFR 1910.266) for commercial tree care operations. Further, the NAA requested that OSHA sit down with industry safety experts to work together in identifying rules under which both arborists and OSHA could live. OSHA’s Director of Compliance Programs, John Miles, committed the federal agency to granting that request by promising to issue an enforcement directive to all field personnel which would state that logging standards were not appropriate for the tree care industry.

A reasonable six weeks went by before NAA started placing a few gentle-reminder phone calls to OSHA. The phone calls then became more frequent, and letters were sent. “Where is the directive?” we wanted to know. The answer was always the same: “It still has to be reviewed. You’ll have it by Friday.” We wonder, which Friday? During that time, NAA made several visits to Capitol Hill to draw Congress’ attention to OSHA’s stalling and evasive tactics. Support for the commercial tree care industry came from Sen. James Jeffords (R-VT), chairman of the Senate Labor and Human Resources Committee, Sen. Kay Bailey Hutchison (R-TX) and Rep. Cass Ballenger (R-NC), chairman of the House Committee for Education and Workforce Development. Everybody had the same question: Why is it that an industry that had expressed a desire to work with OSHA was being stonewalled by an agency that had committed itself to being cooperative?

NAA became somewhat of a poster-child for what is wrong with OSHA. Senator Hutchison wrote a letter to new Assistant Secretary of Labor Charles Jeffress, congratulating him on his appointment and supporting his goals for a new and friendlier OSHA. She drew his attention to commercial tree care as an example of an industry suffering under the “old” OSHA, where bureaucracy confused common sense and seemingly independent, under-trained field personnel were unnecessarily aggressive toward small business owners. Still, OSHA stalled.

While surfing the Net a few months ago, NAA staff came across an enforcement directive that OSHA’s directorate of compliance programs issued on September 28, 1996. It altered the scope of the revised logging industry standard and applied it to commercial tree care. If you haven’t followed all of this, let’s review...
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The NAA urges all tree care professionals to remember that logging industry standards do not apply to commercial tree care. Do not accept any citation that begins with the numbers 1910.266. If OSHA attempts to cite your company under this standard, call the NAA immediately.

The sequence of events:
- September 28, 1996—the logging standard scope is changed to include commercial tree care.
- July 21, 1997—John Miles promises not to apply logging standards to commercial tree care.
- March 4, 1998—OSHA sends a letter to NAA stating specifically that logging industry standards are, in fact, applicable to commercial tree care.

Surprisingly enough, the timing here is the least of the problems. The 1996 directive essentially changed the law in a manner in which OSHA does not have the authority. When OSHA set about to revise a logging standard, it jumped through all of the right hoops. Notice was set forth in the Federal Register. A scope of the standard was set. A notice and comment period was issued. NAA watched all this very carefully and purposely ignored it. Commercial tree care was not included in the scope of the standard at any time. Then, in 1996, OSHA decided to change the rules. They issued a directive stating that tree care would be covered by the new standard. No notice was published in the Federal Register; no notice and comment period was allowed. Instead, the scope, and therefore the application, of the standard was changed quietly, internally, in whispers.

NAA knew what OSHA should have known... you can’t do that. Congress has passed laws to prevent federal agencies from doing exactly what OSHA did. NAA’s labor law counsel, Steven Semler of Semler & Pritzker, Washington, D.C., sent OSHA notice of NAA’s intent to sue if the matter was not resolved to NAA’s satisfaction immediately. It worked.

During a June 22, 1998, meeting in Washington, D.C., the Occupational Safety and Health Administration withdrew the March 4 letter. Further, a field enforcement directive was issued that logging standards would not be applied to commercial tree care operations. Deputy Assistant Secretary of Labor Emzell Blanton apologized for the “misunderstanding” between NAA and OSHA with true grace. He invited NAA back to the table to work with OSHA to review standards and develop a mutually agreeable standard of compliance. He made promises that were kept and NAA looks forward once again to a cooperative relationship with the Occupational Safety and Health Administration.

Amelia Reinert is deputy executive director of the NAA.
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The nose of a saw bar is most vulnerable to damage from ground debris at the felling site. When this happens, the only choice had been to replace the entire bar, even though 90 percent of it was undamaged. The Sandvik 7000ST Harvester bar enables the operator to replace the nose in the field for around one-third as much as the cost of a full bar. Now the nose alone can be replaced in about ten minutes by drilling out five rivets, placing the new nose at the bar tip and pressing in new rivets, all in the field. Available in most standard bar mounts, the replaceable nose is made of a micro-alloy steel, heat-treated to resist chain wear and provide long life. For more information, contact Mark Weigel, Sandvik Saws and Tools Company, Box 2036, Scranton, PA 18501-2036. Phone: 1-800-828-9893, ext. 241; Fax: 800-877-5687.

Arborists and grounds-maintenance teams seeking a chain saw that can handle cutting across an acre or more of property now have an alternative—the Model 350 chain saw from Husqvarna Forest & Garden Company. The power-to-weight ratio of the Model 350 is 0.48 kw/kg. Its 3.1 cubic inch (50cc), 3.1 hp engine is capable of generating more than 13,000 rpms at top speed, with a weight of just 10.6 lbs. (weight of unit without bar and chain). The saw also features an 18-inch bar and Pixel™ saw chain. Pixel is a reduced kickback chain combining low vibration and high performance. For more information, contact Husqvarna Forest & Garden Company, 9006 Perimeter Woods Drive, Charlotte, NC 28216. Call 1-800-HUSKY62 for the location of your nearest Husqvarna power retailer or visit their web site at www.husqvarna.com

Deutz Corporation recently introduced the 1008 engine series which delivers 14 to 39 hp and is comprised of 2-, 3- and 4-cylinder naturally aspirated and turbo charged 4-cylinder versions. The engines run from 1800 to 3600 rpm. The indirect inject 1008 offers an excellent compact design and power-to-weight ratio. The height is less than two feet and the turbo-charged 4-cylinder weighs less than 250 pounds. These modern engines are environmentally friendly and produce low noise emissions while achieving exhaust emissions compliance. The 1008 series is available in a variety of specifications, including Power Unit and Gen Set dress ready for “drop-in” installations.

MIRK INC. announces the introduction of the “Extra Yarder” chip body package for the professional arborist. The new design incorporates both extra width to cover the tires of today’s larger trucks and extra length to fit the commonly stocked 120-inch cab-to-axle vehicle. The new size has a chip capacity of 21 cubic yards, yet still works well on a 26,000 GVWR truck (not requiring a CDL in many states). The new package includes an industry-exclusive, double-hinged tailgate that opens in half the space of traditional designs. In addition, the package includes a 15-ton dump hoist, a pintle-hook hitch and features a large capacity transverse/underbody tool-box combination. The box combination includes rope, hooks, shelving and extra deep underbody areas for maximum tool storage and optimum organization. Theft-resistant lock rods are also incorporated into the tool-box doors. The “Extra Yarder” chip body package is available as a complete package with a new Navistar cab and chassis. Aerial packages are also available. For additional information call (330) 669-2000.
Wastech Equipment, LLC introduced its advanced EZGRIND 100 all-purpose commercial grinder/hammermill for yard/landscape waste, residential and commercial construction waste, or agricultural applications such as composting. The unit is easily pulled by a three-quarter ton pickup truck. It can be loaded by a small front-end loader or by hand. A hydraulic push ram and a hydraulic feed roller, both of which are variable in speed, feed material into the grinding chamber. The system is adjustable, depending on the product. If you need to grind a small tree, broken limbs or construction waste, set the feed roller high for a manageable product. Or, if you want to re-grind something for compost use, set the feed roller low. It can reduce up to 20 tons per hour of typical yard waste of wood chips. The wood grinding diameter is eight inches. The grinder is powered by a John Deere 4045T Diesel engine with 110-horsepower at 1,950 r.p.m. Standard accessories include paper and plastic feed grate, quick discharge for wet materials and a mulching deflector. Optional accessories include a remote control and paper or plastic feed grates. For more information, contact contact Rodney Bowers at 888-992-7832 or visit their Web site at http://www.wastechequip.com.

The new Backyard Baler compacts piles of trees, shrubs or plant prunings into tight bales. Useful on small jobs that don’t require a chipper, it is fast, safe, inexpensive, and takes little effort. The Backyard Baler comes in two versions, the original Crank version, costs $79, and a Ratchet version, $89. Check out the Backyard Baler’s action in a 60 second animated sequence on the Internet at: http://www.home.fea.net/@hiltord. For more information, contact Baler Products Company, 1048 Irvine Blvd., #403, Newport Beach CA 92660. Phone: 1-888-808-0500; Fax: 949-631-4100; email: hilford@fea.net.

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The care you give your trees is important to arborist, Dick Miller. Doing it right is the reason he’s in business.
PLCAA Foundation Changes Name to Evergreen Foundation

The Foundation formerly known as the PLCAA Education & Research Foundation has a new name—Evergreen Foundation—that directors believe better fits its new vision and mission. The name change was approved by a unanimous vote at the Foundation’s April 24 meeting in Atlanta.

“We’ve been working very hard to find a more focused direction for the Foundation,” said Dale Amstutz, Foundation president and president of Northern Lawns Inc., of Omaha, Neb. “Many of its original objectives are no longer relevant. Members of PLCAA told us that there’s no need for us to fund turf research. And many of the educational objectives are best handled by the Association rather than the Foundation.”

One of the main objectives of the Foundation will be to promote green spaces for public use in order to expand the Greenways and Trail System across North America.

The Foundation was established in 1987 to honor the memory of two PLCAA presidents who passed away within a few months—Jim Marria and Bill Fischer. For more information, contact PLCAA at 770-977-5222.

Vermeer Offers Tub Grinder Certification

Vermeer Manufacturing Company recently hosted a dealer Tub Grinder Certification training course to increase expertise of its grinder product specialists.

The program is designed to develop factory-certified specialists within each dealership who are qualified to conduct start-up training in the field and provide ongoing assistance to customers.

The two-day course covered topics such as sales, safety and service training and included hands-on operation of Vermeer’s TG400A with loader. The training also provides participating dealers with factory assistance through a resource library of operator, maintenance and parts manuals, as well as an Operation and Safety videotape of its grinder products.
When it comes to insurance, CNA looks at businesses from all perspectives. In fact, CNA has been designing customized programs for more than 25 years. We even have one that's pruned to the exact needs of the tree care industry. It's more than basic property protection, it offers coverages for underground storage tank pollution, transportation of designated pollutants, other limited pollution and pesticide/herbicide applicator.

To see how we can branch out for your business, call 1-800-CNA-6241.
At face value, the tree care industry does not appear to be one which would immediately need computer technology or “cyber-space.” What use would computers and the Internet be for a business built around plants, tree trimmers, saws and bucket trucks?

But computer and information technology can be an incredible tool for any industry. Tree care companies that embrace technology and use it to their advantage will be the ones to prosper in the digital age.

A couple of Davey field employees once told me that when chain saws first hit the market, nobody wanted to use them. People thought they were dangerous, and besides, the speed saw was the way to go. Today, I doubt many arborists go out to the job site without a chain saw.

In the green industry, today’s technology tools face a similar audience. High-tech tools, such as computer hardware and software and CD-ROM and systems like the World Wide Web (WWW), which appear threatening now, may be the very same things arborists and landscapers will be using in the future. Why? Because this technology speeds up the job and increases your visibility. It allows you to make presentations to your customers using a wealth of visual material and information, it provides wider access to training programs and it increases your
Computers and digital technology are on the verge of providing an unprecedented new level of access to information. Massive amounts of material can now fit on a single CD-ROM; and literally millions of Web sites are posting information on the Internet, thereby creating the world’s largest public library—all available from your home or office.

The CD-ROM will remain the most popular means of electronically distributing information, until the WWW assumes the position of dominance. CD-ROM drives are now as common as floppy disk drives in personal computers. And CD-ROMs themselves can be easily distributed and provide a common platform in which to store and read information. As an example, an entire set of encyclopedias can fit on one CD. Many publishers are taking advantage of this tool as an information vehicle by producing reference and training materials, problem solvers and landscape design applications in CD-ROM.

One interesting product is the Kodak PhotoCD. This works by allowing you to send slides or negatives to Kodak, where they will be formatted on a CD. A nice feature here is that you get the photos back with several different resolution options. Kodak can store about 150 images (pictures) on a CD. You can utilize the digital images from the CD for everything from designing brochures to creating presentations. One interesting use would be to format photographs of customers’ landscapes on the PhotoCD. The images could then be imported into digital landscape software where landscape elements could be added or deleted.

And this is just one example of how we are transitioning to a digital world.

On a global scale, the Internet is on the verge of redefining how we (both as a society and in the green industry) collect, process and distribute information. Everything from tree and landscape inventories to sales and order processing to employee training and certification will be influenced by Internet technology and the World Wide Web.

Computers and other Web-enabled devices are now able to access and deliver information. Corporations, organizations and individuals can create Web pages and databases of information that you can access from your desktop computer. So instead of requesting that a CD be mailed to you, you can download the information from an online database. The research material you need is, quite literally, at your fingertips.

Just imagine having access to every public library in the world—including every book or photograph or every movie that has ever been produced—all from the comfort of your home. Realistically, you don’t even have to stretch your imagination too far! Books, pictures and films are all being digitized and put into databases as online distribution channels are developed.

A simple way to think of the Internet is computers “talking” to computers.
you jump online through a service provider, your machine can communicate with others no matter where they are located. The key here is that the Internet is decentralized—any company or person around the world can create information bases on the Internet that you or any other company or person can access.

One of the CDs we just received at Davey has links to the Internet as well. So, if you cannot resolve a problem offline using the CD, you can take it a step further and dial your computer into the Internet to access another database.

The Internet is platform independent. That means you can access it no matter what type of computer hardware you have. The Web browser provides a common “window” to the information. Plus, there is a new class of inexpensive devices that are essentially just web browsers. One product is the Web TV—a device that hooks up to your television in much the same way as your VCR. Web TV’s benefit a user who might not need all the features of a desktop computer or might not have time to operate a Windows 95 computer (or worry about their hard drive crashing), but they can turn on a TV and use the remote control.

You can see that computer technology is becoming more and more easy to use. Most people can connect the VCR to the TV. If it is just as easy to hook up the Internet, many more people will be able to use it.

Information available via the World Wide Web is growing every day. Thousands of corporations, colleges and universities and non-profit and government organizations have Web sites. Green Industry sites include the International Society of Aboriculture, the National Arborist Association and Davey Tree. I periodically search green industry Web sites to find out what new information and databases are available. Some sites are beginning to feature membership directories, some are putting their publications online and others offer references and links to other industry sites.

And this technology is making the world smaller. Through the WWW, we can see events occurring throughout the world instantly. With email, we can communicate quickly and efficiently, even talk real-time, to anyone at anytime on any other place on the map.

One of my favorite stories involves soldiers who returned from World War II. For some reason, the army let them keep their radios when they were discharged. They took them home and started to do radio broadcasts. Of course, these small radios would only broadcast 10 to 20 miles, but people would stay up on Saturday night and wait for these men to do their radio broadcasts.

At the time, people thought this would
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Evolution of the Internet

The Internet was created by Advanced Research Projects Agency (ARPA) in 1969. The original Internet was created during the Cold War as a research project of the Department of Defense in conjunction with military contractors and universities. ARPANET, as it was called, was an experiment into the possibility of a communications network that could survive a nuclear war. The original network was used to facilitate email, the transfer of files, and support online discussion groups. In 1990 HTML allowed for the creation of graphical information sites. The World Wide Web was born and usage of the Internet has been growing at about 40 percent annually.

Today the Internet is similar to radio in its early days. Everyone has the ability to design and post a Web site. The Internet allows organizations such as the NAA, ISA and Davey Tree to provide information for public access.

At Davey, we have a database called the “Davey Body of Knowledge,” that allows us to store, index and access information (documents, slides, pictures, PowerPoint presentations, etc.). The Body of Knowledge works like this: Once information such as a picture of a tree or mite or a research paper is scanned into the database and indexed, everybody at our company has access to it. We have approximately 2,000 images and hundreds of documents and journals in the system now, and have only been working on this for a year.

The Web is a wonderful way for us to communicate with our customers. On Davey’s homepage we present “Tree Talk” which allows people, homeowners included, to receive answers to their tree and plant questions. We receive about 20 queries per week, ranging from, “My turf died and I live in Florida, what happened?” to “My trees have these funny webs on them and are suddenly starting to die.” Davey’s technical specialists respond via email and we index common problems and questions in a database. We already have hundreds of questions compiled in the database; and it is our hope that as the database grows, it will start to answer the questions itself.

Technology is also changing the way

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TREE CARE INDUSTRY - AUGUST 1998
we will train employees. At Davey, employee education is moving away from book-based coursework. With computers and digital technology, we are bringing training into a multimedia and interactive arena where students proceed at their own pace. Online testing and grading also provide immediate feedback to the student. Multimedia introduces color pictures, sound, and even film and animation. For example in a recent training program on pole treating, we used the sound of a hammer hitting a utility pole to illustrate what a bad pole sounds like.

Davey training was once almost 100 percent paper-based, with the core being a program called DITS, the Davey Institute of Tree Sciences. To participate in DITS, the student had to pass a series of take-home, booklet-based extension courses. The booklets were cumbersome to distribute and time consuming to grade. Now, with the help of Kent State University and others, we have created the Davey Institute Online, which makes the extension courses and other training programs available via the World Wide Web.

The Davey Institute Online takes elements of technology—digital video, animation, color graphics—and combines them with traditional educational tools. At any time, day or night, DITS students can access the web site to take lessons. But it won’t just be for Davey employees. Eventually, the courses will be offered to the industry. And in the future, Davey’s instructors will be able to teach classes through video conferencing technology on Davey Institute Online. Students will see teachers in full motion, explaining topics in tree care and performing demonstrations. The technology is not quite there yet, but it will be soon. Although these new tools seem far-fetched, at the current rate of technology development they are right around the corner and are being driven by large organizations such as MCI, Time Warner and Microsoft.

Davey’s goal is to not only develop a well-trained workforce but to foster life-long employee education. There will always be new techniques, new certifications, and new industry philosophies for employees to learn to advance their careers and stay current in a rapidly changing work environment. By providing education via technology, Davey can help its employees advance.

By utilizing the latest technology, the green industry will not, ultimately, replace people. There will always be new climbing or pruning techniques. But as these field methods change, instead of it taking years to disseminate the information through books, speeches and lectures, we will broadcast the news electronically. That is the future of training and information dissemination.

Albin Dearing is the supervisor of systems development for The Davey Institute. He can be reached via email at adearing@davey.com. This article was excerpted and adapted from a presentation at TCI EXPO ’97.
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Events & Seminars

August 2 - 5, 1998
International Society of Arboriculture
74th Annual Conference & Trade Show
Birmingham, England
Contact: Lisa Thompson, 217-355-9411

August 14 - 16, 1998
ALCA Sales Symposium
Westin Galleria Hotel
Dallas, TX
Contact: 800-395-2522

August 17 - 20, 1998
Historic Landscape Preservation:
Making Maintenance a Priority
San Francisco, CA
Contact: Maggie Perry, 415-561-3030.

August 17 - 21, 1998
ISAA '98: Fifth International Symposium
on Adjuvants for Agrochemicals
Memphis, TN
Contact: Allan Underwood, 901-537-7260

August 20, 1998
1998 Michigan Turfgrass Field Day
Hancock Turfgrass Research Center
Michigan State University
Contact: Kay Patrick, 517-321-1660

August 21 - 22, 1998
ALCA Masters in Mgmt. Seminar
Hotel Sofitel
Chicago, IL
Contact: 1-800-395-2522

August 27, 1998
"Plant & Tree Identification"
DNR/Forest Service
Riverdale, MD
Contact: 410-768-0830

September 2 - 4, 1998
ISA Florida Chapter's Annual Conference
& Trade Show
Orlando, FL
Contact: Joe Samnik, 813-786-8128

September 7-9, 1998
32nd National Arboriculture Conference
Technical Seminar and Trade Exhibition
University of Stirling, Scotland
Contact: 011 44 794 368717

September 15, 1998
"Hazardous Tree Evaluation"
DNR/Forest Service
Riverdale, MD
Contact: 410-768-0830

September 17, 1998
"Mutually Beneficial Solutions to Tree/
Utility Line Conflict"
Trees & Utilities Regional Workshop
National Arbor Day Foundation
Kansas City, MO
Contact: 402-474-5655

September 18 - 20, 1998
"Touching Trees: Dr. Shigo 'On the Inside'"
Dr. Alex Shigo
Paul Smiths, NY
Contact: 518-327-6232

September 25, 1998
Climbing Skills Workshop
California Arborists Association, Inc.
San Mateo, CA
Contact: Denise Buffham, 707-254-8862

September 27 - 30, 1998
Gateway to a Greener Future
Society of Municipal Arborists 35th
Annual Conference & Trade Show
Holiday Inn - Southwest, St. Louis, MO
Contact: Rob Emmett 314-301-1500.

September 30, 1998
23rd Annual Field Day
Hampton Road's Agricultural Research
and Extension Center / Virginia Tech
Virginia Beach, VA
Contact: Bonnie Appleton, 757-363-3906

September 30 - October 2, 1998
1998 Annual Training Conference
Pacific Northwest Chapter ISA
Eugene, OR
Contact: 503-585-4285

October 2 - 3, 1998
Money DOES Grow on Trees
Western Chapter ISA Conference
Tucson, AZ
Contact: Dudley Marburger, 520-792-4669

October 5 - 7, 1998
"Trees, People and the Law"
National Conference
The National Arbor Day Foundation
Lied Conference Center
Nebraska City, NE
Contact: NAF, 402-474-5655

continued on page 34
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31st Annual Conference
American Society of Consulting Arborists (ASCA)
Napa Valley, CA
Contact: Kristine Freund, 301-947-0483

October 8 - 9, 1998
"Micro-Organisms: Understanding Their Role in Tree Life and Death"
Dr. Alex Shigo
Portsmouth, NH
Contact: NE Shade Tree, 603-436-4804

October 16, 1998
Equipment Maintenance
California Arborists Association, Inc.
San Mateo, CA
Contact: Denise Buffham, 707-254-8862

October 17, 1998
A Day of National Service
National Arborist Association
Arlington National Cemetery
Washington, DC
Contact: Mark Garvin, 800-733-2622

October 18 - 20, 1998
NE Chapter of ISA Annual Meeting
Burlington Radisson
Burlington, VT
Contact: 217-355-9411

October 23 - 25, 1998
73rd Annual Meeting & Tree Expo
New Jersey Shade Tree Federation
Pleasantville, NJ
Contact: Bill Porter, 732-246-3210

November 5 - 7, 1998
TCI EXPO '98
National Arborist Association
Baltimore Convention Center
Baltimore, MD
Contact: 800-733-2622

November 10 - 13, 1998
Turf & Grounds Exposition
New York State Turfgrass Association (NYSTA)
Syracuse, NY
Contact: NYSTA, 800-873-8873 or 518-783-1229

November 14 - 17, 1998
ALCA Landscape and Ground Maintenance Conference
The Opryland Hotel
Nashville, TN
Contact: 800-395-2522

December 9 - 11, 1998
45th Turf Conference & Trade Show
Rocky Mountain Regional Turfgrass Association (RMRTA)
Denver, CO
Contact: 303-770-2220

January 26 - 31, 1999
Winter Management Conference
National Arborist Association
Caesar Park Cancun Golf & Beach Resort
Cancun, Mexico
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During President Clinton's first term in office, he issued a "zero-based policy review," which required all federal agencies to review standards from the ground up. Any duplicative language, outdated or irrelevant standards were to be removed or rewritten. The Department of Transportation, which wrote its current standards in the 1930's, ruthlessly weeded through its own rules and came up with a few changes that will positively impact commercial tree care.

Immediate relief comes in the form of the Materials of Trade Exception for HAZMAT. Materials of Trade are hazardous materials carried on trucks for the purposes of 1.) protecting the health and safety of the driver, such as fire extinguishers and insect repellant; 2.) supporting the safe operation of vehicle, such as starter fluid; and 3.) supporting a principle business which is not transportation.

The DOT has recognized that there is a difference between vehicles on the road for the purpose of transporting goods and vehicles on the road to support a business. Trucks hauling goods, like chemical fertilizers, for delivery to your local Wal-mart must observe all HAZMAT rules for interstate commerce. Arborists carrying a small amount of chemical fertilizer for application to trees on their trucks are now exempt from the full force of HAZMAT. What this...
means for tree care companies is that, regardless of vehicle weight, the materials needed to properly care for trees and operate trucks may now be carried on company vehicles without all of the paperwork compliance headaches. Specifically, businesses that qualify for the Materials of Trade Exception (M.O.T.) are exempt from carrying shipping papers, carrying emergency response information, placarding and formal HAZMAT training and record keeping.

Determining a business' eligibility for the M.O.T. exception is not difficult. If all hazardous material carried is for the sole purpose of carrying out the primary business; if less than eight gallons of gasoline, 66 pounds of flammable solids or 400 gallons of diluted mixtures (such as pesticides) are being transported; if all hazardous materials are properly labeled with the common name of the substance, and there are no more extra vehicle-related chemicals than those required to support operations of the vehicle, then the business is eligible. Company owners do not need to apply for this exemption. It is automatic if the business qualifies. However, employers need to maintain all commercial driver's license (CDL) requirements regardless of M.O.T. status. Also, all drivers carrying any amount of hazardous material must be aware that they are transporting the material and must be informed of all M.O.T. requirements.

Other changes in DOT rules include clarifying rules about CDL requirements and drug and alcohol testing. According to John Mulcare, state director for the US Department of Transportation in New Hampshire, most motor-carrier non-compliance with DOT rules comes from ignorance of the law rather than evasive intent. Many motor-carriers are confused about whether or not they are required to follow CDL rules because they do not fully understand the meaning of a "gross vehicle weight rating" (GVWR). This is important because it is the weight of your vehicle, not the purpose of the vehicle, that determines CDL demand. To clarify, a CDL is required under any of the following circumstances:

1.) The vehicle weighs over 10,001 pounds and is engaged in interstate commerce. Interstate commerce is not defined solely by whether or not drivers cross state lines during their daily work activity; it also includes interstate sales and purchases. This means that if your vehicle weighs 10,001 or more pounds and you work only in one state, such as Pennsylvania, but bought your chainsaw in another state, such as Kentucky, and then brought that chainsaw back to Pennsylvania for your company’s exclusive use only in Pennsylvania, you are engaged in interstate commerce, and you must hold a CDL. The same rule applies if you buy your fertilizer, tools, business forms, personal protective equipment, etc., in another state. Many employers commonly overlook mail order purchases and insurance when deter-
mining whether or not they are engaged in interstate commerce. For example, if you work in New York, but your insurance agent is in Connecticut, you are engaged in interstate commerce. The quick rule of thumb is to think of commerce as business. If you do any business across state lines, regardless of the type of transaction or whether you are the buyer or seller, you must hold a CDL if your vehicle weighs more than 10,001 pounds. Virtually all arborists are engaged in interstate commerce.

2. The combined Gross Vehicle Weight Rating is 26,000 pounds or more. The key words here are “combined” and “rating.” If your pick-up truck weighs 9,000 pounds and you do all of your business within your home state, you might think you are off the hook for a CDL. Think again. Towing a chipper with that truck will probably tip the scales toward a CDL requirement. It is also important to be aware of the fact that the rule was not designed around the actual weight of the vehicle or vehicle combination. It was designed around the amount that the vehicle has the capacity to weigh. If you get stopped by DOT while towing a full load of wood chips, that load will be considered part of the weight of the vehicle. Motor-carriers will not avoid fines by claiming that vehicles were improperly weighed because they were under a full load.

3. Hazardous materials requiring placarding are being carried. Gasoline is not placardable if less than eight extra gallons, in a DOT-approved container, are being carried.

The rules regarding drug and alcohol testing are another source of motor-carrier confusion. Many business owners mistakenly think that if they are sole-proprietors or if they have less than ten employees, they are exempt from random drug and alcohol testing. This is not true. No matter how many employees you have, regardless of whether your fleet consists of one truck or one thousand, all CDL holders must participate in a random drug and alcohol testing program. Owner/operators of companies must join a random drug testing consortium to ensure the validity of their drug testing. Small companies may also join a consortium if the cost of a drug testing program is too expensive to maintain within the business.

DOT recently reduced the percentage of companies’ CDL drivers that must be tested annually from twenty five percent to ten percent. Only CDL holders must be tested; however, many companies have imposed company-wide testing programs in order to maintain a drug-free workplace. If a CDL holder fails a drug test, the employer must immediately remove the driver from safety-sensitive duty. This means that the employee in question may not drive, nor may they operate any heavy machinery.

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Be aware, and make your employees aware, that the alcohol or narcotics present in prescription drugs and cough syrup can show up in a drug test and cause the employee to fail. Common sense is the guide here: If it makes you sleepy, do not take it and expect to drive or use machines. The over-the-counter cold medication you took this morning could cause an accident this afternoon. For safety’s sake, CDL holders should also be cautious about the effect of “non-drowsy” cold medications. These medicines can cause some people to get a mild “high” or “floaty feeling” if they are sensitive to the drug’s active ingredients. This can be just as dangerous as alcohol or other drugs.

When an employee fails a random drug or alcohol test, federal rules allow, but advise against, the employer dismissing the employee. Many states do not allow dismissal under these circumstances, so check local rules. Regardless of whether or not the employee is terminated, DOT requires the employer to refer the employee to a SAP, or Substance Abuse Professional, for evaluation. If the employee is allowed to continue working for the company, he or she must follow the SAP’s recommendations for rehabilitation, if any, and may only return to work when the SAP gives permission. Once the employee does return to work, he or she is subject to random drug testing at any frequency deemed appropriate by the SAP, within state-directed boundaries. The employer is not required to pay for the SAP’s services or any other counseling for the employee.

Employers of CDL holders have two responsibilities beyond those listed above. Compliance with both will help the employer avoid DOT fines, as well as lawsuits over improper dismissals.

First, the employer must have a personnel policy book which states that the company complies with all DOT rules for CDL holders. If the employer wishes to terminate employees who fail drug and alcohol tests, the policy book must clearly state this. The employer must also enforce this policy consistently. Employers occasionally give breaks to employees that are otherwise very productive, or going through “hard times,” such as divorce. Unfortunately, offering these breaks undermine the effectiveness of company policies and opens the door for lawsuits based on discrimination. Every employee must be treated equally.

The second additional employer responsibility is supervisor training for drug and alcohol use. Every employer of CDL holders must have one designated person in management who has been through DOT approved training to identify the symptoms of drug or alcohol abuse. Although this training is mandated by the federal government, training programs are available through most states. This manager will make all decisions regarding an
employee’s fitness for duty and order drug tests when appropriate. In order to preserve the employee’s rights, these decisions must be made on specific physical symptoms. For example, slurred speech or the smell of alcohol might be two symptoms of alcohol use. The manager may not order drug tests as retribution for any other violation of company policy. For example, the manager may not order a test if the employee is late for work.

Pre-employment testing for alcohol use is no longer required, but the pre-employment drug test remains in effect. Also, written tests are no longer required to obtain a CDL if the driver already holds a state issued class B license.

Real World Driving

Owner/operator CDL holders very likely drive their vehicles for personal use after business hours. Many will be relieved to know that the vehicle and driver are not subject to DOT inspections while operating for personal purposes. This means that if DOT stops you while you are going to dinner with the family on Saturday night, they cannot cite you for not having a fire extinguisher on your vehicle. However, DOT does consider driving time to and from work and between jobs to be on-duty time, and, therefore, subject to DOT regulation. The only exception to the personal use rule concerns transporting alcohol. No liquor is allowed on commercial vehicles at any time.

Company owners might also be relieved to learn that DOT does not investigate anonymous complaints against businesses or CDL holders. If a complaint is issued, DOT requires that the complaint be signed and includes a statement explaining the complainant’s interest in the case and the desired result. Because DOT inspections are generally conducted by state police officers, DOT does not have the resources to pursue nuisance claims. It is more likely that a company will be subject to inspection because the state or local police has flagged a particular business due to higher than average accident rates or insurance claims. Because a DOT inspection can include a review of required paperwork, it is important for all company owners to make certain that all records are properly maintained. This includes accident registers and daily vehicle inspections for fleets of two or more trucks.

The U.S. Department of Transportation works diligently to make information available to the general public and to commercial drivers. John Mulcare urges all fleet managers who have compliance questions to call their local USDOT office for answers. Check your local phone book for a telephone number.

Amelia Reinert is deputy executive director of the National Arborist Association

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One of the most important things to remember about DOT compliance is that the rules are different in nearly every state. No matter what you read about changes in Federal DOT rules, for better or worse, check with the DOT in your state to determine whether or not the changes apply to you.
Do Your Homework Before You Purchase Equipment

(Or “How I bought a pickup truck for less than half the sticker price”)

By Susan B. Haupt

Parting with thousands of dollars for new equipment should never be an impulse purchase. Whether you plan to buy a new pickup, aerial lift or chipper, you should marshal your information before you sign on the dotted line.

The main ingredients in this project were tenacity and long-term planning using the following steps:

Step 1

Signed up for a charge card in mid-1994 that would earn credit toward the purchase of a vehicle. Total credits after about 3½ years equalled $2,561.

Start here if your planned vehicle purchase is more than two years away. There are several charge cards that earn credit toward the purchase of a vehicle, some more generous than others. Skip this step if you will be purchasing a new vehicle soon.

Step 2

Started research in 1997 on the vehicle to be purchased; I selected a 1998 compact 4-wheel drive pickup truck with extended cab and premium options. Research included visits to a number of dealer showrooms to gather handouts and brochures and to make verbal inquiries. Information was also obtained from a new-car price service which included dealer invoice price (what the dealer pays), manufacturer’s suggested retail price (also called sticker price), dealer hold back percentage (see page 42 for explanation), and any possible manufacturer’s rebates and/or incentives. The key in all of this is you to educate yourself. Other excellent sources for information include the Internet (which has a large number of sites that contain data and advice on purchasing motor vehicles) and book stores, most of which carry books containing data on both new and used vehicles. Larger book stores have the most information and are quite tolerant when you are just looking.

That is where I gathered most of the data on 1987 pickup truck prices (from a well-thumbed Blue Book). There are also a number of books which contain excellent advice and prices for buying new and for buying and selling used vehicles.

My ultimate research source was from Consumer Reports (800-933-5555). For a fee, they will fax detailed up-to-date information on autos, vans and pickup trucks including prices, rebates, etc. The “up-to-date” aspect is important because many things can and do change, including prices. I learned this while researching. One item increased in cost by 2.4 percent ($22), which was a surprise.

Also, from the time I ordered the vehicle until the time I took possession, my “incentive” increased by 33.3 percent (from $750 to $1,000). Generally speaking, the end of a month or quarter, or toward the end of a model year, you can find lower prices and higher incentives available. My truck was purchased in late rather than early winter, which I believe accounted for the higher incentive rebate I received.

These detailed reports, in addition to the invoice and retail prices, also include valuable, essential information that will help you negotiate a fair price for your new vehicle, as well as advice and recommendations on financing and leasing.

Using the information you have gathered, continue to Step 3 and use as many of the other steps as needed. There are, however, two extremely important points that you need to remember when negotiating the purchase of a vehicle:

- Deal up from the dealer’s invoice price, not down from the sticker price. In the process of negotiating, write down and keep track of all dealer(s) quotes. Don’t let yourself be fooled by the tricks and games some dealers and sales people try to use. Again, the key is to educate yourself before starting to shop, negotiate and purchase.

- Agree upon a firm price before discussing anything else. Don’t talk about the trade-in price for your old vehicle or credits and rebates you may have. Don’t discuss financing or leasing arrangements. All this can and should be negotiated after you and the dealer have agreed upon the final price and put it in writing.

In addition, try not to rely on just one dealer. Work with no fewer than two dealers, more if it’s at all possible. Don’t be afraid to walk away from any dealer who you feel is not negotiating fairly. Be knowledgeable, cordial and firm.

It’s worth all the time and effort. There is just nothing quite like a brand new truck, especially when you can strike a great bargain. To finish the purchase, I:

Step 3

Selected a truck and set up a worksheet with exact specifications. Included in my worksheet were both retail and dealer prices with totals for my information and use only.

Step 4

Contacted four area dealers and faxed my specifications to them. Three dealers showed a bit of consternation and great reluctance to negotiate by fax; one was determined and insisted that I had to come into the showroom. I said I would not. He declined, and not too pleasantly,
to work with me by fax. The two other reluctant dealers did agree to use my method. One dealer, from the start, had no problems negotiating by fax.

Step 5

Received return fax quotes from the three remaining dealers. One had incorrect figures. They were still incorrect on the second try. The third time they finally got it right. Interestingly enough, all three quotes were within about a $100 range.

Step 6

Ordered the truck from the dealer I had selected. I chose to eliminate the highest, who was also the one who didn’t seem to know what he was doing. Then, I asked the dealer nearest to me to match the lowest quote. She agreed to do so and, after more back and forth negotiations, also agreed to give me both front and back floor mats.

Step 7

Discussed trade-in price for my fully loaded 1987 pickup truck. It was in excellent condition, well maintained, extremely low mileage, very good tires and almost no rust. A used-car pricing service quoted $4,490 retail and $2,800 trade-in. The highest offer I could elicit from the dealer was $3,000. I decided to try to sell it myself and trade it in only as a last resort.

Step 8

Researched used-vehicle guides to establish retail price for the 1987 truck. The most optimistic number I could put together was about $5,800, to which I added $700 for low mileage. I did not advertise in the media. Instead, I wrote out the truck’s base price, plus equipment specifics with itemized prices, and let it be known that my truck was for sale (my mechanic, tire people, friends and anybody else who would listen or seemed interested). In addition, using my computer I printed out all maintenance and repair information, with costs, for the previous five years.

A landscaper, the third person to look at the truck, agreed to pay my asking price and gave me an immediate, substantial, cash deposit so that I would not show the truck to anybody else. The cash went into the bank immediately so it would start earning interest. The first person to look at the truck had offered $5,000 and wouldn’t budge. The second person wanted to dicker, which I, fortunately, declined to do at the time.

Final figures for purchasing my 1998 pickup truck:

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Sticker Price</td>
<td>$22,485</td>
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<tr>
<td>Negotiated Price</td>
<td>$20,658</td>
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<tr>
<td>Mfg. Rebate</td>
<td>-1,000</td>
</tr>
<tr>
<td>Chg. Card Credit</td>
<td>-2,561</td>
</tr>
<tr>
<td>Net to Dealer</td>
<td>$17,097</td>
</tr>
<tr>
<td>Less Sale of ’87 truck</td>
<td>$6,500</td>
</tr>
<tr>
<td>Net cost</td>
<td>$10,597</td>
</tr>
<tr>
<td>Total difference from Sticker Price</td>
<td>$11,888</td>
</tr>
</tbody>
</table>

As an extra bonus, I earned about $170 to be used toward purchases in a select catalog/retail store by using a certain credit card to pay for the truck.

My goal was to pay between $300 and $500 over dealer invoice. I paid $450. Estimated dealer’s gross profit was around $1,000, including the dealer hold back. “Dealer Hold Back” is the amount the dealer receives back from the manufacturer, which is based on a percentage of the sticker price.

I chose to negotiate by fax and telephone not only to save time and travel, but to avoid shopping in showrooms. Previous experiences with vehicle purchases had been either uncomfortable or unsatisfactory and irritating. This time, I knew exactly what I wanted and how much I was willing to pay. I was spending my money and was determined to do it my way.

The entire project took planning, time and research, but the effort paid off with significant cost savings.

Susan Haupt is past president of the National Arborist Association and of Haupt Tree Co., Inc., in Sheffield, Massachusetts.
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☐ Long Island  Eastport, NY  October 10, 1998
☐ Baltimore, MD  November 19, 1998
☐ Charlotte, NC  November 21, 1998

Workshop Cost:

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<th>NAA/ISA Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Employee</td>
<td>159.95</td>
<td>189.95</td>
</tr>
<tr>
<td>Additional Employees</td>
<td>129.95</td>
<td>154.95</td>
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Brochures, publications, videos and services available through ISA, including membership and certification information. The latest books, manuals and videos on tree care will also be available for purchase at the show. Preview us at http://www.ag.uiuc.edu/nisa

JP & E Enterprises Inc.
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Morbark E-Z Beever Company
Manufacturers of a complete line of brush chippers, tree chippers and wood waste processing equipment. E-Z Beever brush chippers and Sharp Edge knife grinders on display.

National Arborist Association (NA) Educational & safety training programs -- business management guidelines -- and membership information for the arborist industry.

National Arborist Foundation (NAF) Visit with the future of the arborist industry, learn the purposes of the NAF and see the results of your donations through NAF-sponsored projects.

Natural Resource Technologies LLC
Developer of GIS application software and provider of forestry consulting services.

New England Ropes, Inc.
Rope manufacturer - spliced goods, braided and three-stranded climbing and bull ropes for the professional arborist.

Niemeeyer Corporation
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Northeastern Associates
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Alamo® - an injected fungicide for control of Dutch Elm disease and Oak Wilt, plus other horticultural plant protection products.

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Tree fertilizers, soil and root enhancers, foliar fertilizers, anti-transpirants, spray adjuvants, plant wash, Kloritz soil injectors.

Opyde, Inc.
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Oregon Cutting Systems Div. Blast Inc.
Saw chains, bars, pruning saws and related accessories.

PMI-Petzl Distribution, Inc.
PMI-Petzl Distribution gives you what you need to get off the ground. The finest line of safety ropes available along with a complete selection of rigging gear and personal protective equipment.

The Peavey Manufacturing Company
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Perco Printing
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Petersen Industries Inc.
Manufacturer: knuckle boom grapple truck with 24 cubic yard dump body. Use everyday as a brush/log/imb loader with grapple.

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PHC, Inc. is the world technology leader in production and research of beneficial mycorrhizal fungi. The company’s products include Mycor Tree™ Mycorrhizal Inoculants, BioPak™ Biostimulants, Healthy Start™ Biofertilizers and TerraSurb Super Absorbant Gels.

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Tree Care Industry (TCI), the arboretum industry’s leading educational publication, emphasizing "how-to" operational issues, safety, governmental compliance.

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The Urban Forestry Program at Goleonda, Ouachita, and Pine Knot Job Corps Center is a hands-on learning experience designed to teach entry-level to advanced skills in tree climbing, pruning, tree health care, equipment operation, electrical hazard recognition and safe work practices.

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The Year 2000

Are you ready for the year 2000? Many organizations are not and will not be ready. Some businesses may actually fail due to their lack of foresight. Are you taking steps to ensure you will not be one of those adversely affected? Are you looking at your internal systems, as well as your suppliers, to make sure you won't have system failures due to supply shortages or failure of your processes to recognize the meaning of “010100” as a viable date? Many computer systems have programs that were designed 10-20 years ago when saving “lines of code” was important enough to truncate the four-digit year date to a two-digit date (1998 became 98). In this environment, “010100,” or January 1, 2000, may be interpreted as January 1, 1900, since the two digit shortcut implies the first two date digits are “19.”

What do you need to do? The first and most critical step is to evaluate all of your internal programs, both from a data recording aspect to your processing programs. Will your computers, chip-driven production machines, billing and invoicing processes recognize and accept entries for the year 2000? Do you need to update or reprogram existing software or hardware to assure this will happen? Have you had someone actually test your programs, rather than take an offhanded response of “Sure, ours will work without a problem.” If you use vendors to reprogram, closely check their qualifications. Many may be newly formed entities and may not have the knowledge or staffing to adequately do your job.

With whom do you do business? Are they ready for the year 2000? If they are not ready and cannot deliver their normal services or supplies, how will that affect your business? Do you have alternative sources? Will they be available to you or will they be swamped with work from other companies? Would it be beneficial for you to require them to provide you with a service guarantee for year 2000 business interruptions? If they are not willing to do that, how much confidence can you place in their continuing their service as this date comes closer?

When do you need to act? Unfortunately, the answer to this question may be “yesterday.” But now is the next best answer. The sooner the better. As we get closer to the “witching hour,” the shortage of computer programmers will become an ever increasingly important piece of the pie.

Who can help you? You need to consult with software vendors of accounting and data collection programs you use to assure these programs will recognize the year 2000. Manufacturers of your production machinery should be able to advise concerning the imbedded chips and their capability of processing 4-digit year dates. Suppliers of “Just In Time” (JIT) material particularly need to be ready and you need to obtain written assurances from them regarding the steps they have taken to assure their readiness. Your legal counsel needs to be alerted to potential problems so they can start preparing defenses for you and actions which need to be taken against failed suppliers. One area to consider is your own insurance coverage. Given different failure scenarios, how are you protected?

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The *Compendium of Conifer Diseases* is yet another excellent resource for arborists. The articles in the *Compendium*, published by the American Phytopathological Society, were contributed from 53 of the world's foremost conifer disease experts.

While many of the authors are based in North America, the rest of the world is well represented. Overseas researchers represent countries such as Australia, Czech Republic, Great Britain, Finland, France, Germany, India, New Zealand, Norway, Russia, South Africa, Sweden, and Switzerland. Each of the 53 authors wrote about a disease, a group of diseases or a specific subject with which they were most familiar. The authors were asked to address the topic globally and were then allowed to emphasize local problems that plague their geographic region.

The editors' objective, in their own words, was "to make this compendium useful to a wide range of people, from students in forestry and pathology to practitioners and researchers who require a broad view of the field." The editors have certainly met this goal. The *Compendium* is thorough, covering most conifer diseases of economic importance. It is also concise, finding superfluous information in this work is difficult.

The *Compendium* is divided into three sections; Part 1 -
Diseases of Forest Trees, Part 2 - Diseases in the Forest, and the smallest section, Part 3 - Diseases in Special Settings. As these section titles suggest, the Compendium does focus primarily on the forest environment. This is significant to the practicing arborist because diseases that are most damaging to a species in a landscape setting are seldom the most damaging in its natural habitat. The reverse also applies; diseases that are most damaging in a landscape setting are often of little economic importance in a forest environment. In general, foliar diseases, shoot blights, cankers and decline syndromes receive more attention from horticultural researchers. Trunk decay, root diseases, stem rust, and dwarf mistletoes receive more attention from forest researchers.

Each part is divided into subsections. For example, in Part 1 - Diseases of Forest Trees, you can reference the subsection, Cankers and Twig Blights. You will find some general information about cankers and then individual articles on specific diseases. These articles address the five most common forest canker diseases along with an additional article focused on other important canker diseases.

Individual articles provide a concise synopsis of the latest information available about each disease. For example, the article on pitch canker gives general information about the disease, the pathogen, symptoms, the infection process, damage, disease management and a listing of the most recent research papers.

The disease management recommendations in the articles address disease management in the forest environment. Although this information can be highly informative to the practicing arborist, it will not be adequate for formulating a disease management plan in a landscape setting.

The Compendium also provides 23 informative tables scattered throughout the text, as well as 169 color plates. A general index and host index is provided, however, a disease key is lacking.

The Compendium is a useful reference book for the arborist or plant health care technician. It is not intended as a "beginner's guide to plant health care." It also is not intended to be a "How to" guide.

The Compendium does provide a wealth of information for the arborist or technician who is interested in gaining all the knowledge possible about conifer diseases. It does require some prior knowledge of taxonomy, plant pathology, and forestry to fully grasp the text. If you want to get the most out of the Compendium, be prepared to use only scientific tree names and have some knowledge of fungal disease life cycles.

The Compendium of Conifer Diseases is edited by Everett M. Hansen and Katherine J. Lewis and published by the APS Press. It is available for $35 by calling 800-328-7560.

Robert Rouse is staff arborist for the National Arborist Association.
A partnership between the Massachusetts Arborists Association (MAA) and the arboriculture program at the University of Massachusetts at Amherst was formed on Arbor Day in 1997. On behalf of the MAA, past president Mark Tobin—a board member of the National Arborist Association—presented a check in the amount of $125,000 to launch the MAA Professorship in Commercial Arboriculture. The gift is the initial payment of a $300,000 pledge from the MAA that will be used to help finance the cost of supporting a $1.2 million Professorship in Commercial Arboriculture. An additional $150,000 will be realized with matching funds from the Commonwealth of Massachusetts.

As of June 1998, the school has $600,000 earmarked for this fund, with a goal of August 1999, as the completion date.

The University of Massachusetts has a long and successful history in Arboriculture and Community Forestry education, extension and research dating back to Dr. George E. Stone in 1893. One of Stone's better known students was Dr. Frank Bartlett, founder of the Bartlett Tree Expert Company. For 37 years after World War II, Gordon King assumed responsibility for the Stockbridge School’s Arboriculture program. King was professor to many of today’s arboricultural leaders. Graduates have been elected president and officers of the National Arborist Association and International Society of Arboriculture, including Robert Mullane, Gary Mullane, Dick Abbott, and John Moran.

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TREE CARE INDUSTRY - AUGUST 1998
Appraising Trees
When You Only Have a Stump

By Thomas L. Green

I was recently contracted to determine the value of two walnut trees that had been cut down by mistake. My clients lived in an older farm house, probably built between 1900 and 1920, on a farm in western Illinois not far from Macomb—an area mostly dedicated to corn and soybeans. Along their driveway were five, 24-inch dbh black walnuts in poor condition. There were also two others several feet south of the house. The clients were having an outbuilding torn down for free and the person doing the job was recycling the wood. Since they wanted to have the five deteriorating walnuts along the driveway removed, they asked the handyman if he knew of anyone interested in walnut who would remove the trees and brush without charge. He answered that he knew someone who might be interested—the owner of a small sawmill.

A few days later, my clients came home after work to find all seven walnuts cut down, including the two they wanted saved. This is when I was contacted. I was asked to look at the stumps and place a value on the trees. In this part of the country there is a big difference between the value of a tree to a timber buyer versus its value to a residential landscape.

The average deteriorating, 24-inch dbh black walnut would generally have less than 300 board feet of saw lumber. The going rate for 1,000 board feet of black walnut ranges from $200-$400 (timber buyer’s price, not cut and dried lumber price). None of these trees would have been worth more than $200 a piece for their timber, unless they were of veneer quality. A veneer tree could be worth thousands of dollars.

The Guide for Plant Appraisal was used to determine landscape value. In order to use the guide, it is usually necessary to inspect the trunk and crown. All that remained, however, was a stump. Well, from the stump I could see breaks in the bark from old wounds. The trees were not of veneer quality (at least at the ground line). There was also good growth in the most recent rings which indicated the tree was actively growing and not declining.

“Do you have any pictures of the trees?” I asked. They didn’t have pictures, but they did have a video showing the trees during the summer months. “Great!” I said, “let’s go to the video tape.” Actually, it was a video tape of the dog tied to the tree and the homeowner attaching a swing to one of the branches. There was at least a short shot of the entire crown. With VCR’s, these frames can be pulled from a video. I could tell the trees were full, no dieback or chlorosis, in reasonably good condition, and not of veneer quality. I now had information to finish my appraisal.

I fully expected to return home to write the report. I did have a copy of a workbook for The Guide to Plant Appraisal on site, however, and went through the process for my client while I was there. As I finished my calculations, I found the trees appraised values to be $2,181 and $3,752. As I was about to leave, I was surprised when both the handyman and timber buyer stopped by. My clients asked that I go over my findings with them as well. This was not what I had expected. As I started with the largest tree first and announced its appraised value, the timber buyer laughed. But when I told him, “You may laugh about this value, but this appraisal system has held up in court,” he stopped laugh-

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Schedule of Events

Thursday, November 5, 1998

7:30am  REGISTRATION OPENS
Complimentary coffee available

8:30 to 9:45am  KEYNOTE ADDRESS:
COMMERCIAL ARBORICULTURE IN THE REARVIEW MIRROR  - Don Blair
What better way to kick off EXPO than with noted author, lecturer and self-confessed arborist Don Blair. In his inimitable style, he will present an entertaining, sometimes humorous, sometimes serious look at the history of arboriculture and arborists. He will tie that history to the future of the industry.

9:57am  TRADE SHOW OPENS
Don't miss a single booth! Wear your walking shoes, because with over 160 exhibitors, there will be a lot of ground to cover. TCI EXPO is the largest tree care trade show in the nation. If it will make your business more efficient, competitive, productive or profitable, you'll find it here. Plus, we've arranged for plenty of exciting demonstrations ranging from climbing and rigging to cabling and bracing. Check your show program for times and locations. To keep up with the industry, you won't want to miss a single demo.

12:00 Noon  ARBORBUCKS DRAWING - Demonstration Area
Be sure to fill out your entry form and you could be the winner of ARBORBUCKS currency, ARBORBUCKS can be used as cash at any of the participating vendor booths. Here's your chance to win the goods and services you need!

2:00pm  ARBORBUCKS DRAWING - Demonstration Area
It's not too late to enter the drawing. You could be the winner!

4:00pm  TRADE SHOW CLOSES

4:00 to 5:00pm  ADVANCEMENTS IN THE USE OF BIOLOGICALS  - Mike Raupp
Raupp is Professor of Entomology and Chairman of the Department of Entomology at the University of Maryland in College Park, helping to develop, implement and evaluate landscape Integrated Pest Management programs. This presentation will focus on the use of new systemic and microbial insecticides. The proper timing and method of application will be discussed for several key pests, including leaf miners, defoliating caterpillars and beetles, and sucking insects. The relative advantages and disadvantages of these materials, with particular reference to natural enemies, will be discussed.

4:00 to 5:00pm  BUSINESS PLANNING IN 3 EASY STEPS  - Phil Nilsson
There is an old adage, "Businesses don't plan to fail, they fail to plan." Sound planning is the cornerstone of success in small business, yet many tree company owners do not plan adequately. Nilsson possesses a unique combination of knowledge, first-hand experience, and business expertise that make him uniquely qualified to help small business owners. He will present real-world concepts of planning that will better enable you to land the work, do the work and control your bottom line.

6:00 to 7:00pm  WELCOME RECEPTION FOR ALL ATTENDEES AND EXHIBITORS
International Ballroom, Omni Inner Harbor Hotel
Complimentary hors d'oeuvres.
Visit with old friends, make new ones, network, and enjoy an evening of fun with fellow tree care professionals.

Friday, November 6, 1998

7:30am  REGISTRATION OPENS
Complimentary coffee available

8:00 to 9:00am  BACTERIAL LEAF SCORCH: SEARCHING FOR CURES  - Jo-Ann Bentz/Jim Sherald
A little-known, and to this point incurable, disease is killing off hundreds of oaks and elms at the National Mall in Washington, D.C. Drs. Bentz and Sherald, Research Entomologist and Pathologist, respectively, for the National Park Service, will show how the disease is transmitted, how it can be diagnosed, how it works in the tree and what is being done to find a cure. Arborists will also find this knowledge is relevant to other, more common tree diseases they face.

8:00 to 9:00am  LOW PRICE: WHEN TO SAY WHEN  - Phil Nilsson
Just how do you establish your price? Commercial tree care businesses are really in the business of selling time. Nilsson is a business consultant and author with 15 years experience owning a landscape firm. He is considered an expert in job estimating and financial analysis.

9:00am  TRADE SHOW OPENS
Plan on an information-packed day of demonstrations, browsing the newest equipment, technologies and services, and exchanging ideas with your peers. There's no show like TCI EXPO.

9:00 to 9:30am  Coffee Break

9:30 to 10:30am  ADVANCEMENTS IN THE USE OF BIOLOGICALS  - Michael Raupp
(This program is repeated from Thursday. See Thursday's seminar schedule for program description.)
employee training, and show you how to get started. Ash is a professor who can have an effect on tree stability and integrity to give you insight derived from hundreds of OSI seminars. Dr. McGraw is an extension tree specialist in North Carolina. It's not too late to enter the drawing. You could be the winner!

4:00pm to 5:00pm  
**STRESS: FROM THE BRANCHES TO THE ROOTS AND BACK AGAIN** – Phil Wargo

Though it may not be visible, root physiology is greatly affected, directly and indirectly, by above-ground stresses. That altered physiology may predispose the tree to disease or insect attack, or have other profound, long-term effects on overall tree health. Dr. Wargo, Principal Plant Pathologist with the U.S. Forest Service, has spent a distinguished career studying as well as teaching others about the dynamic interaction between roots and the rest of the tree.

4:00pm to 5:00pm  
**CHECKLIST FOR FEDERAL OSHA COMPLIANCE** – Amelia Reinert

Confused about what your company needs to do to comply with OSHA? Reinert is Deputy Executive Director and Director of Governmental Affairs for the National Arborist Association (NAA). She regularly counsels NAA members on how to avoid problems with OSHA as well as how to deal with problems once they have arisen. Take advantage of the collective expertise and insight derived from hundreds of OSHA visits by attending this session.

5:15 to 6:15pm  
**THE FACTS AND FALLACIES ABOUT STORM-PROOFING TREES** – Jim McGraw

Can you treat a tree to withstand a tornado? Of course not! This presentation looks at pruning and other arboricultural practices that can have an effect on tree stability and integrity to give you more ammunition the next time a client asks you to storm-proof trees. Dr. McGraw is an extension tree specialist in North Carolina.

5:15 to 6:15pm  
**EMPLOYEE TRAINING - IS IT WORTH IT?** – Robert Ash

The answer is a resounding YES! Ash will acquaint you with the fundamental principles of managing your employee resource that every company owner must know. look at the various goals and objectives of employee training, and show you how to get started. Ash is a professor at Santiago Canyon College in Orange California and the principal of Ash & Associates, an organizational and training consulting firm.

**Saturday, November 7, 1998**

7:30am  
**REGISTRATION OPENS**

Complimentary coffee available

8:00 to 9:00am  
**MANAGING DRIFT: THE LATEST TECHNOLOGY** – Dr. Bruce Freidrich

Working at Bartlett Labs, Freidrich and his colleagues have undertaken remarkable research to find the causes and cures for pesticide drift. He will review the latest techniques and equipment for treating shade and ornamental trees as well as shrubs.

8:00 to 9:00am  
**EMPLOYEE TRAINING - IS IT WORTH IT?** – Robert Ash

(This program is repeated from Friday. See Friday's seminar schedule for program description.)

9:00am  
**TRADE SHOW OPENS**

This is your last day to see and learn about everything you need to keep your business moving. Be sure to take advantage of all TCI EXPO '98 has to offer!

9:00 to 9:30am  
Coffee Break

9:30 to 10:30am  
**STRESS: FROM THE BRANCHES TO THE ROOTS AND BACK AGAIN** – Phil Wargo

(This program is repeated from Friday. See Friday's seminar schedule for program description.)

9:30 to 10:30am  
**INTERPRETING & USING STANDARDS FOR TREE FERTILIZATION** – Tim Johnson

The ANSI A300 Committee is preparing to publish a standard on the controversial subject of tree fertilization. What will this standard contain, and just what impact will it have on your operation? Who better to tell you than Tim Johnson, practicing arborist and Chairman of the ANSI A300 Committee!

11:00am  
**ARBORBUCKS DRAWING** – Demonstration Area

It's not to late too enter the drawing. You could be the winner!

1:00pm  
**ARBORBUCKS DRAWING** – Demonstration Area

This is your last chance to win! See you in the demo area.

12:30pm  
**ISA Certification Exam Check-In**

To sit for the exam, you must call ISA to preregister at 1-217-355-9411. Application and registration fee must be received at ISA 12 days prior to exam date.

3:00pm  
**TCI EXPO '98 TRADE SHOW CLOSES!**
Getting There...

Driving is Easy...

FROM: ALL POINTS WEST – Hagerstown, Frederick
Route I-70, or Route 40
From either I-70E or Route 40E, enter the Baltimore Beltway (I-695S towards Glen Burnie). Continue on I-695S to I-95 N (Exit 11A) towards New York. Take exit 53 (I-395 Downtown), veer right onto Conway Street and continue to Charles Street. Make a left onto Charles Street. The Convention Center will be 1/2 block on the left side of the street.

FROM: ALL POINTS SOUTH – Washington DC, Alexandria, Richmond, VA
Route 295N or I-95N
Take 295N (Baltimore/Washington Parkway) towards Baltimore. 295N becomes Russell Street. Go past Oriole Park at Camden Yards on your right and turn onto Pratt Street. Continue for 4 blocks and the Convention Center will be on the right side of the street.

FROM: ALL POINTS EAST – Eastern Shore, Annapolis
Route 50W, I-97N
Follow Route 50W to I-97N. Follow I-97N to I-695N towards Baltimore, staying in the right lane. Take exit 7B, 295N (Baltimore/Washington Parkway) towards Baltimore. 295N becomes Russell Street. Go past Oriole Park at Camden Yards on your right and turn right onto Pratt Street. Continue for 4 blocks. The Convention Center will be on the right side of the street.

FROM: ALL POINTS NORTH – New York, New Jersey, Pennsylvania, Delaware
Route I-95S
Follow I-95S to the Fort McHenry Tunnel. Once through the tunnel, take exit 53 (I-395 Downtown), veer right onto Conway Street and continue to Charles Street. Make a left onto Charles Street. The Convention Center will be 1/2 block on the left side of the street.

FROM: ALL POINTS NORTHEAST – York, Harrisburg, PA
I-83 (Harrisburg and Jones Falls Expressway)
Take I-83S towards Baltimore, bear right onto I-695N towards Pikesville and then exit back onto I-83S towards Baltimore. Take the Maryland Avenue exit and continue South. Maryland Avenue will turn in Cathedral Street. Follow to Pratt Street and turn left. The Convention Center will be 1 block on the right side of the street.

Flying...

US Airways
US Airways has been selected as the primary airline for TCI EXPO '98. It is offering special discounted fares to TCI EXPO meeting attendees. To make your reservation, call US Airways Group Reservation Center at 1-800-334-8644 and reference the National Arborist Association's Gold File # 16610298.

Continental Airlines
Continental Airlines has been selected as the alternate air carrier. Special discounts have been arranged on your air transportation. To take advantage of this special offer, please call Continental MeetingWorks Reservations at 1-800-668-7022 and refer to Reference Number NSG.475. If you prefer to use your own Travel Agency, simply ask them to call Continental for the specific pricing offer filed with the above Reference Number and to put the code ZXN6 in the Ticket Designator Box on your ticket. Following these instructions will ensure you receive the best possible price on your ticket.

Airport Transportation...

The BWI Airport Shuttle departs daily from the airport every 30 minutes between 5:45 am to 11:45 pm. The ticket price is $11 one way and $18 round trip. The shuttle departs from the lower level of the airport, and the ticket counter is located between baggage claim areas 3 & 4.

Finding a Hotel Room...

The host hotel for TCI EXPO '98 is the OMNI INNER HARBOR HOTEL located at 101 West Fayette Street (3 blocks from the Convention Center). The OMNI INNER HARBOR HOTEL is offering TCI EXPO '98 attendees a rate of $109 single/double occupancy. Valet parking is available for overnight hotel guests at a daily rate of $14. This includes in and out privileges on a 24-hour basis. Self parking is available on a daily basis at a charge of $9 per day (no in/out privileges). Space is limited, be sure to make your reservation early. This rate will be offered until October 2, 1998. To make your reservation, please call the OMNI INNER HARBOR HOTEL at 1-800-843-6664. Be sure to reference the National Arborist Association/TCI EXPO room block when making your reservations.

Alternative accommodations are available at the Baltimore Hilton and Towers located at 20 West Baltimore Street (3 blocks from the Convention Center). The Baltimore Hilton and Towers will offer TCI EXPO '98 attendees a rate of $99 single/double occupancy. Valet parking is available for overnight hotel guests at a daily rate of $15. This includes in and out privileges on a 24-hour basis. Reservations must be made by October 2, 1998 in order to guarantee this preferred rate. To reserve your room, please call the hotel at 1-888-466-4644 and be sure to reference the National Arborist Association/TCI EXPO room block.

Additional accommodations are available at the Days Inn Inner Harbor located across the street from the Baltimore Convention Center. The address for the Days Inn is 100 Hopkins Place, Baltimore, Maryland. The Days Inn will offer TCI EXPO '98 attendees a rate of $80 single/double occupancy. Parking is available for overnight guests. Reservations must be made by October 3, 1998 in order to guarantee this preferred rate. To reserve your room, please call the hotel direct at 1-410-576-1000 and be sure to reference the National Arborist Association/TCI EXPO room block.

SEMINAR REGISTRATION CANCELLATIONS

All seminar registration cancellations must be received in writing at the National Arborist Association office. Cancellations received on or before October 23, 1998, will receive a full refund less a $25 administrative fee. Fees cannot be refunded after October 23, however you are welcome to send a replacement. No telephone cancellations will be accepted.

REGISTRATION

Early Bird registrations must be received by October 2, 1998. Registrations received after October 2, 1998, not complying with the appropriate fees, will be billed accordingly. A $10 TRADE SHOW ENTRANCE FEE will be charged after October 23. Registration is required to obtain your admission badge. Everyone is required to wear a badge issued by the National Arborist Association to enter the exhibit hall and all seminars. Be sure to pre-register to avoid long lines at the registration area.

EXHIBIT HALL HOURS

Thursday, November 5, 1998
9:57am - 4:00pm
Friday, November 6, 1998
9:00am - 4:00pm
Saturday, November 7, 1998
9:00am - 3:00pm
REGISTRATION FORM

REGISTRATION INFORMATION

Name ____________________________
Title ____________________________
Company __________________________
Address __________________________
City __________________ State ______ Zip ______
Phone ______ Fax ______
Signature __________________ Date __________

Is your company an NAA Member Firm? □ Yes □ No

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

3 EASY WAYS TO REGISTER

Fax your completed form to 603/672-2613.
Our fax line is open 24 hours a day.

Phone 1-800-733-2622, 8:00 am - 5:00 pm Eastern Time.

Mail your completed form with payment to:
NAA
PO Box 1094
Amherst, NH 03031-1094

SEMINARS

Check the box beside each seminar you wish to attend. Be careful not to pick two seminars at the same time. Count the number of seminar hours indicated next to the seminar titles. Record this number in the space marked total seminar hours.

GOLD CARD

If you are attending 5 or more seminars and register by October 2, BUY GOLD!

To purchase the GOLD CARD, which will give you unlimited access to all educational sessions and the Trade Show, check YES in the box below, enter $175 in the total cost line and you're done!

I wish to buy a Gold Card registration.
□ Yes □ No

THURSDAY, NOVEMBER 5

□#1 - 8:30am Commercial Arboriculture in the Rearview Mirror .......... 1 Hour
□#2 - 4:00pm Advancements in the Use of Biologicals ....................... 1 Hour
□#3 - 4:00pm Business Planning in 3 Easy Steps .......................... 1 Hour

FRIDAY, NOVEMBER 6

□#4 - 8:00am Bacterial Leaf Scorch: Searching for Cures .............. 0 Hour
□#5 - 8:00am Low Price: When to Say When ............................... 1 Hour
□#6 - 9:30am Advancements in the Use of Biologicals ..................... 1 Hour
□#7 - 9:30am Checklist for Federal DOT Compliance ..................... 1 Hour
□#8 - 4:00pm Stress: from the Branches to the Roots and Back Again ..... 1 Hour
□#9 - 4:00pm Checklist for Federal OSHA Compliance .................... 1 Hour
□#10 - 5:15pm The Facts and Fallacies about Storm-proofing Trees ...... 1 Hour
□#11 - 5:15pm Employee Training - Is it Worth It? ......................... 1 Hour

SATURDAY, NOVEMBER 7

□#12 - 8:00am Managing Drift: the Latest Technology ................. 0 Hour
□#13 - 8:00am Employee Training - Is it Worth It? ......................... 1 Hour
□#14 - 9:30am Stress: from the Branches to the Roots and Back Again ...... 1 Hour
□#15 - 9:30am Interpreting & Using Standards for Tree Fertilization .... 1 Hour

TOTAL SEMINAR HOURS ___________

CALCULATE YOUR COST

BASIC COSTS: Multiply your total seminar hours by $48 and enter the amount on the basic cost line.

DISCOUNTS: Deduct $3 per seminar if you register prior to the Early Bird Deadline, October 2, 1998.
Deduct $6 per seminar if you are registering an additional person from your organization.

TRADE SHOW ENTRANCE FEE
□ by October 23, 1998 - FREE
□ after October 23, 1998 - $10.00 (FREE with paid seminar)

TOTAL COST: Subtract your discounts from your Basic Cost line.

Do you wish to receive NAA Membership Info? □ Yes □ No
Do you wish to receive a complimentary subscription to Tree Care Industry (TCI) Magazine? □ Yes □ No

You must complete all of the information below to receive your subscription:

Business/Industry: (Please check one that applies) □ Tree Service □ Landscape Contractor □ Governmental Entity
□ Property Mgmt. □ Consulting Firm □ Utility □ School/University □ Other: __________

Purchasing Authority: (please check one that applies) □ Approve □ Recommend

PAYMENT PROCESSING

□ Payment Enclosed □ MasterCard/Visa

AMOUNT $__________

CARD NO ___________ EXP. DATE ___________

NAME ____________________________ (as it appears on your card)

See Reverse Side for Special Membership Offer
BACK BY POPULAR DEMAND...

ARBORBUCKS!

There will be two drawings for at least $250 in ARORBUCKS on the Trade Show floor. Drawings will be held on Thursday and Friday at 12:00 NOON and 2:00pm and Saturday at 11:00am and 1:00pm. ARORBUCKS can be used the same as cash to make purchases from participating vendors at the show. There is no cost to enter the drawing, and the chances of winning are fantastic!

ARBORBUCKS—just one more reason to join us at TCI EXPO '98.

Be sure to look for these ARORBUCKS participants:
- Aerial Lift, Inc.
- Agapé Designs
- American Arborist Supplies Inc.
- ArborSystems, LLC
- Asplundh Tree Expert Co.
- Bailey's
- Bandit Industries, Inc.
- Bartlett Manufacturing Company
- John Bean Sprayers
- Bone Safety Signs
- Buckingham Mfg. Co., Inc.
- CNA Commercial Insurance
- Creative Automation Solutions
- First Sierra Financial, Inc.
- Green Mountain Outfitters
- Growtech, Inc.
- Growth Products, Ltd.
- The Hartford
- Husqvarna Forest & Garden Co.
- Karl Kuehmerling, Inc.
- National Arborist Association
- National Insurance Programs (NIP)
- Northeastern Arborist Supplies
- Peavey Manufacturing Co.
- Practical Solutions, Inc.
- Rayco Manufacturing, Inc.
- Reading Body Works, Inc.
- SawJammer Co., LLC
- Shelter Tree, Inc./Tree Care Products
- Takagi Tools, Inc.
- Tree Line Supply Co.
- Valley Processors, Inc.
- Vermeer Manufacturing Company
- Weaver Leather, Inc.
- Woodsman
- Zenith Cutter Company

Join the National Arborist Association
Now

TAKE ADVANTAGE OF 15% SHOW AND ADDITIONAL MEMBER DISCOUNTS

FEATURED MEMBERSHIP BENEFITS ARE:
- Business Management Guideline Book on "How to Run a Successful Business"...Two Monthly Newsletters for Industry Information with Hotline Questions of the Month and Government Affairs Topics (One year FREE subscription of TREEWORKER)...Use of Registered Logo...Discounted Prices...Free Internet Advertising...Monthly Media Press Releases...Training Programs...Climber's Guide to hazard Trees...Toll-Free Hotline for your concerns or business needs...Low Credit Card Processing Fees...Marketing Materials...Representation in Washington...FREE copy of A300 Pruning Standards & Z133 Safety Standards...and more!

To join, simply fill out the application and send it in with a check for $150 initial dues along with proof of insurance, or call Charlotte Carrier at the NAA office for more details at 1-800-733-2622.

Firm Name: ____________________________

UPS Mailing Address: ____________________________

City: ____________________________ State: ____________ Zip: ____________

Telephone: (____) ____________ Fax: (____) ____________

Name of company owner: ____________________________

Type of Business:
- Residential
- Commercial
- Line Clearance
- Both

# of Employees________________

Special first year dues: $150. Your annual dues for subsequent years will be based on your firm's tree care-related sales. Call for further details. Membership starts when you submit certificates of insurance for general liability and workers' compensation as applicable in your state OR a certificate of bondability and proof of Business Registration or Incorporation.

- Check enclosed
- Visa
- Mastercard

Account# ____________________________ Exp. ____________

Cardholder's Signature: ____________________________

We will contact you upon receipt of your application.

Thank you for becoming a part of the NAA.
Offer expires December 31, 1998

GROW YOUR BUSINESS!