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An Invitation to Share...

As the summer begins to wane, industry meetings pick up in number. The time has come for me to “hit the road” and learn from you. I am looking forward to spending time with the industry at various venues in the coming months. At the ISA Annual Meeting, the NAA Safety and Governmental Affairs Committees will be in caucus, during which time I will learn firsthand directly from key committee members. The Associate membership of NAA will have the opportunity to share their insights into our upcoming plans for propelling our member services into a new era. Their input will be folded into a focus group to be held at TCI EXPO in Indianapolis.

In August, the industry will have our representation at OSHA hearings on the proposed PPE standards in Washington, D.C. The industry has responded overwhelmingly to our request to contact legislators regarding the negative impact this could have on tree care businesses. OSHA is also looking at other issues related to our practices. I look forward to being part of our delegation in August on your behalf in Washington and to learning from industry leaders who will be represented there.

In September, the Mid-Atlantic Chapter of ISA has asked me to speak about “NAA in the 21st Century,” and the ASCA Annual Conference follows right after. Our very own TCI EXPO in November will provide other opportunities for me to hear your concerns and issues and to put faces with the names in our growing directory. Various focus groups will be held for industry segments at EXPO, so that you will have an opportunity to dialogue directly with me about what is happening in your industry, what you think the future holds, and how NAA can play a role in positively impacting your future. In November, the Massachusetts Arborists Association has also kindly asked for a presentation on “Commercial Tree Care in the 21st Century.”

The invitation list for the months ahead is growing, but my invitation to talk together is extended, always, on a daily basis. Please do not hesitate to seek me out at any of the events listed above. Many have feared that technology will take the place of the need for meetings among people who do similar things. No computer has ever taken the place of one-on-one conversations about what is important to people. Our industry needs to have a constant exchange of ideas and a growing knowledge base we can rely upon. As I prepare to begin my travels, I extend my personal invitation to you to share your perspective about the future of the commercial tree care business. See you at a meeting...

Cynthia Mills, CAE
Publisher

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TCI's mission is to engage and enlighten readers with the latest industry news and information on regulations, standards, practices, safety, innovations, products and equipment. We strive to serve as the definitive resource for commercial, residential, municipal and utility arborists, as well as for others involved in the care and maintenance of trees. The official publication of the non-profit National Arborist Association, we vow to sustain the same uncompromising standards of excellence as our members in the field, who adhere to the highest professional practices worldwide.
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To Lease or Buy? That Is The Question...

The most “taxing question” arborists face when it comes time to ante up for new trucks and related equipment is this: Shall I buy or lease?

Dealers and commercial equipment financiers agree that leasing is growing steadily in popularity among arborists, even though there remains a staunch “pride-of-ownership” for smaller, independent operations. The reason leasing is gaining favor, they say, is not so much one of affordability as it is a matter of one’s tax picture as companies, struggling to survive and remain competitive, are driven to maximize their return on assets.

Lowering the level of assets carried on the company books by leasing is one way to accomplish that, especially for larger equipment like dump vehicles, medium-duty vehicles capable of mounting or pulling chippers or for crane-mounted vehicles and snorkel-type cranes. William Stauder, national sales manager with First Sierra Financial, Inc., estimates that between one-third and one-half of the trucks nationwide are leased. “Their need for equipment is continuous, and their need for capital is continuous. Leasing is used for cash-flow purposes,” Stauder says.

“Customers like the idea of not having to come up with a down payment for each transaction,” agrees Bruce Krah, president of Greystone Financial Group, Inc. “If an owner had to put money down on five pieces of equipment in a year, that’s a sizeable chunk of cash. With our programs, with one or two payments, they have their equipment out working, generating income.

“With the high price of newer trucks, it doesn’t take long until a business owner has exhausted his bank lines of credit,” Krah adds. “That’s not a problem with lease financing.”

However, according to Bob Lederer, vice president of The Associates First Capital Corporation’s Commercial Division, “One of the greatest myths about leasing versus buying is that too many owners believe leasing is one way to quickly acquire equipment with no money down, low monthly payments and a balloon payment at the end.”

The thinking is one can obtain higher-end equipment for less money, or that a company owner with a less-than-exemplary or unproven credit record can get lease financing easier than purchase financing. Lederer counters that nothing could be further from the truth. “If you credit-qualify for a commercial vehicle lease, you will also qualify for traditional debt financing to purchase,” he said.

“The decision to lease or buy should be made on tax implications or balance sheet implications,” he explains, “not on down payment or cash flow, since credit conditions and payments are a wash.”

To get the big picture, Lederer suggests truck and other arborist equipment buyers first look at the similarities in initial and monthly costs between extended financing and leasing. Then, he suggests, before making a decision, check with your company accountant or tax attorney to determine if there is an advantage to keeping assets off the balance sheets by leas-
Trends in Trucking for the Arborist Market

By Richard C. Howland Jr.

Deciding on which truck to incorporate into your business operations is about as personal as a choice can get in the arborist profession. That's despite the fact that dealers and arborists generally admit there isn't a whole lot of difference between commercial truck brands in each class. The real difference comes in selecting the type or class of truck, not the brand, that will help achieve the company's mission.

"Whether it's Chevy, Ford or International, customers tend to stick with the brand that's worked for them over the years," insists one dealer.

The arborist's truck is critical because it is the platform that delivers the equipment. Whether it's a dump body, chipper, crane, aerial lift or box hoist, and, to a lesser extent, the crew that runs it, it must be capable of doing the job, durable and cost efficient. The final factor includes a combination of price, lease versus purchasing or whether it makes more sense to buy. Leasing works especially well for publicly traded companies or firms with financing or debt restrictions imposed by their business bank lenders, he notes.

"Some businesses opt to lease because they need to save money on performance bonds, and one way to keep the balance sheet clean is to limit debt," Lederer says.

A business structure will determine if the company has the "appetite" for accelerated depreciation of company-owned rolling stock. It boils down to expensing the lease versus depreciating the asset via separate tax write-offs.

Another consideration is cash flow. Leasing prorates sales and excise taxes and allows the leaseholder to expense them monthly over the life of the lease, rather than up-front at the time of purchase. "Leasing is especially beneficial to leaseholders in states with high sales taxes," Lederer emphasizes.

Dealers and finance companies say arborists' needs and financing conditions differ widely by region. Typically, however, the rule of thumb—whether leasing or opting for traditional debt financing—is to be prepared to acquire new equipment at about 10 percent down with financing over a five- to six-year term. "The numbers should wash out about the same," Lederer reaffirms.

Almost all of Hillman's leasing on trucks is with used equipment. "I just approved a deal the other day on a 1982 truck," he recalls. "Most banks won't handle a 17-year-old truck, but we have a knowledge of the industry that considers the value of what's on the back.

Hillman stresses that most of the companies offering leasing in the tree care industry are pretty knowledgeable. "Even my competitors, I must admit, know tree care pretty well. As a result, arborists buying their first truck may find us easier to deal with than someone at a bank without experience financing bucket trucks."

The good news is that if your credit is good, you can find leasing experts who provide financing for purchase or lease in a day or less.
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chase expenses, and operating costs.

Truck fleets don't come cheap these
days, so making the right decisions are
more critical than ever. With a mid-sized
tree firm running three crews, the com-
pany owner can expect to invest up to
half a million dollars in trucks and
truck-mounted equipment—even before
the clock starts ticking on labor.

The first decision buyers make, long
before deciding on a model, usually re-
volves around price versus performance.

Put another way, before signing on the
dotted line, consider the options: gaso-
line or diesel?

After that, considerations boil down to
what the vehicle will be used for, fol-
lowed by selecting the chassis and motor
combination that works best.

Finally, the questions of whether to
buy new or used, purchase or lease, must
be factored in. (See sidebar on buying
versus leasing on pages 8-9.)

Class war: diesel or gas

When it comes to price and perfor-
mance, gas versus diesel is a tradeoff.
Gasoline-powered trucks are cheaper to
buy, both new and used, but they don't
last as long and might cost more to main-
tain in the long run. Because of that,
diesel rigs tend to hold their value over
time. This comparison should become a
key element in the buying decision.

One dealer noted that, in both cases,
the equipment mounted on the truck al-
most always outlasts the cab, chassis and
driveline.

One example of the staying power of
diesel: A used-equipment dealer relates
that an '89 to '90, gasoline-powered for-
stry or chip truck in first class
condition—ready to go—will run about
$12,000. The same truck with a diesel
motor could fetch $15,000 to as much as
$19,000. Even used, the life span of the
diesel is greater than the gas-driven
model, re resale is better, and repair and
maintenance is generally less.

With a diesel engine, major operators
recognize that consumption of fuel is
less, because 5-cylinder diesel motors
can usually put out the same usable
horsepower as their 8-cylinder cousins
in the same class. That makes diesel tech-
nology price efficient, despite the slight
premium paid these days for diesel fuel
and the higher engine price.

Further, diesel engines last up to two
to three times longer than gasoline.
Manufacturers typically expect
gas-powered trucks to last 150,000 to
200,000 miles, whereas the diesel mo-
tor in the same horsepower class can be
expected to perform for 300,000 to
500,000 miles.

Popular gasoline-powered motors from
GM are found in the 350 cubic-inch range.
Ford's 370 is popular, too, but the com-
pany found a niche in the brute gasoline
engine market with the inclusion of the 429
motor in some of its later models.

In the diesel class, users favor the
DT466 motor found in the Internationals,
or the Cummins 190 to 220 hp, which is
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found in the Fords and the Caterpillars (favored by GMC) available in 190 to 225 hp versions.

While turbo-charged diesel isn’t wildly popular, it does have a place. It serves to boost horsepower with fuel efficiency. Despite the technology’s poor reputation (attributable to problems in autos in the ’70s and early ’80s), it is an outdated myth that turbo diesel is prone to added repair requirements.

In any case, when overhaul is required, diesel’s fewer-parts design, along with the fewer cylinders needed to put out the horses, drives down the overall costs of repair and maintenance. Truck dealers say that’s why, despite its higher initial cost, diesel is cheaper to own and maintain over the long run ... so much so that it more than pays for itself.

Getting Personal

At the bottom of the truck ladder are the large pickups, but they are normally left with the job of running around for estimates, running errands, transporting crew or, most likely, for use by supervisors as a traveling office. They aren’t considered an arborist specialty since they can be purchased virtually anywhere and don’t require specialized arborist equipment.

“It gets pretty personal” after that, says Don Fowler, owner of Southeastern Equipment Company, a nationwide new and used dealer based in Buford, Ga. Beginning in the small one-ton class is light-duty equipment on which a dump body can be installed. It’s also the class where crew trucks begin and where chippers or buckets can be installed. Here, it’s Ford versus GM.

“A few customers will buy the one-tons,” notes Fowler. “Ford and GM—but more often the choice is Ford because of what’s considered to be the better diesel availability on the one-ton,” he maintains. In Fowler’s experience, however, the one-ton class tends to be a very small part of the market because of size and weight limitations.

The bulk of the arborist truck market is in the chipper class, mounted on Ford’s F600 or GMC6000 chassis with GVW ratings of 21,000-25,000 pounds. Depending on the engine and equipment, arborists can expect to pay in the high $30,000 to low $40,000 range, new. Buying used diesel-powered will run from the high teen to mid $20,000 range.

Next comes the F700, GMC7000 and later model GMC Topkick with 25,000 GVW ratings, which are priced up to $50,000 new. Again, you should expect to pay one-third to one-half off for used units in good condition.

Next up are the International 4600 and 4700 chipper, bucket or aerial lift-type units, priced into the $80,000 to $90,000 range, new.

After that, the market that’s just beginning to “really show” for dealers is over-the-road trucks used to haul logs. These are completely equipped with grapple loaders installed on trucks such as the Ford L8000 and L9000, running tandem axles and 250 to 300 hp motors. New prices start in the low to mid $100,000 range.

Crane setups with 70 to 100-foot cranes...
1990 Peterbilt 320 - 8.3 Cummins diesel auto with 5-ton Effer Knuckleboom crane. 16' dump body with high sides, liftgate. $39,500

'96 GMC Topkick 3116 CAT 6sp. 33,000 GVW, air brakes with 17-ton Manitex. 11'6" Hook Height. Super Clean. $78,500


1989 International DT466. 5 sp/2 sp with 18-foot flat dump and Hiab crane. $27,500

1993 Ford F800, 5.9 diesel 5sp/2sp, 33 GWV. 50,000 miles with 14-ton RO Crane. Model 2863. 73 hook height. $51,900.

1984 GMC 8.2 Diesel, auto a/b w/52' Hi-Ranger Bucket. $24,900.

1988 International DT466. 5 sp/2 sp with 18-foot flat dump and Hiab crane. $27,500

1989 Mack R688ST Tandem 300 9 sp with 1997 Cormach 7-ton knuckleboom. 27-ft. side reach, $49,500. 10 other single & double knucklebooms in stock.

1985 Ford LT9000 Tandem L10-270 hp Cummins. 9 sp. 20' bed w/9-ton CoPMA knuckleboom. 46' side reach. $46,500

1993 F800 Crew Cab: 7.8 Dsl; Auto; 35k miles; Dump Body $19,500


1989 International DT466. 5 sp/2 sp with 18-foot flat dump and Hiab crane. $27,500

1993 Ford F800, 5.9 diesel 5sp/2sp, 33 GWV. 50,000 miles with 14-ton RO Crane. Model 2863. 73 hook height. $51,900.

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1993 F800 Crew Cab: 7.8 Dsl; Auto; 35k miles; Dump Body $19,500

(4) Other Crew Cab Stakes in Stock!

1989 ud-3300. 6 cylinder diesel, 210 hp, 6 speed, A/B 33GVN, 18' steel flatbed w/6-ton National knuckleboom, 29' sidereach $24,500

Prentice 120-yard machine. Diesel Pony engine, on gas Int'l. $12,500

1990 Ford LN8000 4x4, 7.8 dsl. 6 sp. 14' Steel Dump. $19,500

1991 Ford F700 Crew Cab V8, 5sp 2sp, under CDL. 16' Wood flatbed, liftgate. $19,500

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mounted aboard are put on all kinds of trucks that run tandem axles, such as the Ford L8000 or International 4900.

New or used
The third big question is age-old. Buy new or used? Each argument has its merits.

Buying new virtually eliminates the possibility of a problem, but new comes at a premium price. Buying used costs less (or results in the ability to buy more truck and related equipment for the dollar), but units need to be checked out thoroughly.

In the case of a dealer, most stand behind their vehicles, but it is rare that a used vehicle comes with an extended warranty, and warranty repair contracts are virtually unheard of. Buying from a private party means you are even more on your own.

Another classic used arborist vehicle example is a chipper truck which sold new in the mid $40K range and can be had three to four years later with 80,000 to 100,000 miles on the odometer for a 25 percent savings, probably in the low $30K range.

If we assume that the life expectancy of a diesel vehicle is as standards imply, about 400,000 miles, then the acquisition cost (not accounting for loan costs and fees) per mile driven may be close to a wash, regardless of whether you buy new or used.

That means if it costs new-vehicle owners $10,000 in depreciation (from $40,000 to $30,000) to operate a truck the first 100,000 miles, or about 10 cents per mile, it will cost about the same per mile for the remaining life of the truck. (We haven’t figured out the dealer resale profit here, just the relative cost to owners.)

If that’s the case, the considerations that present themselves to prospective buyers are many. Here are four obvious ones that will, or should, affect your strategic decision-making.

1. How many years and how many miles will I be using the vehicle? Does it make sense to buy new or go with used—even a “higher-miler”—if I will use it very little over a longer period of time?
2. What is the condition of the used truck and chassis versus the condition of the equipment mounted on it? Is the truck in great shape and will I have to replace the chipper soon? Or vice versa? Or, can I get a deal on the whole unit used and salvage the equipment in a year or two?
3. When it comes to newer used vehicles, do I have the skills to do my own maintenance and repairs, or can I better manage to care for a much older vehicle? Related to that question, can I readily find repair parts and maintenance supplies? Do I have rolling stock from which I can scavenge equipment or parts?
4. What does the accountant say?

Conclusion
Taken altogether, gas-versus-diesel, Ford-versus-GM-versus-International, and selection of a chassis combination should be enough to keep the buyer in a quandary. But when truck dealers agree that buying is “personal,” they really mean that no two businesses are alike and what works for one company (your competitor, perhaps) likely will not work for you in the same way.

Fortunately, there is a personal solution. It takes one ingredient, though: forethought.

Richard C. Howland Jr. is a freelance writer in Bedford, Mass.
Overall Body Dimensions:
Length 138" Height 60" Width 92"

Chip Box Material: (galvannealed)
1. Floor .................................. 10 ga. plate
2. Sides (removable) 3'-6" high .... (2) pc. design-12 ga. plate
3. Top: (removable) 8' long .......... 14 ga. plate
4. HeadBoard (stationary) ............ 12 ga. plate
5. Tailgate (270° swing) ............... Expanded Metal w/tubing frame
6. Runners .............................. 6" structural channel
7. Cross members ...................... 3" structural channel
8. Side vertical supports ............. 3" x 3" sq. tubing

General
1. All G-60 galvannealed material
2. Sides: Fabricated in (2) pcs. for easy removal
3. All wiring in conduit
4. Sealed lexan lens lights meet FMVSS 108 specifications
5. Anti-sail mud flaps
6. Hydraulic dump hoist
7. Safety body prop
8. Trailer light connector 6 pole; Elec. back up alarm
9. Pintle; or pintle/ball combination trailer hitch with tow hooks
10. Bodies: mounted, undercoated, coal tar epoxy coating inside chip box, primed and painted
11. Stainless steel tool box hinge pins w/grease zerks
12. Tool Boxes - "Weatherproof" - Bulb type weather stripping
13. Top includes (4) corner lifting eyes
14. Chipper Air Exhaust Vents

Tool Boxes (14 ga. galvannealed material):
1. Underbody tool boxes: (two) 46" long x 20" high x 17" deep
2. Locks: Slam locks, keyed alike with hidden theft resistant rods

Cross Box:
1. "L" cross box - which includes underbody tool box
   Cross box: 24" long x 92" x 37" high across chassis rails; (6) swivel rope hooks; (1) shelf; (3) gal. water cooler holder

Optional:
1. Top ladder pruner rack

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Legislation that would ensure full and fair implementation of the federal Food Quality Protection Act (FQPA) is currently being considered by Congress. Pesticide users should be concerned and should consider contacting their representatives in Washington, because FQPA has the potential of taking ornamental tree, shrub and turf pesticides off the market.

The Regulatory Fairness and Openness Act of 1999 (H.R. 1592), introduced in Congress by Reps. Pombo (R-CA), Towns (D-NY), Condit (D-CA) and Boyd (D-FL), would provide further congressional guidance to the U.S. Environmental Protection Agency so that agency decisions on regulating pesticides are reasonable, well supported and balanced under the FQPA.

Most importantly, this bipartisan bill would ensure that professional pesticide user groups will continue to have access to effective, reliable pesticides as long as they meet rigorous, scientific standards, after full and fair review by EPA. Many of the pesticides currently being reassessed by EPA are necessary for protecting public health and enhancing outdoor recreational areas, public parks and rights-of-way.

Enacted in 1996, the FQPA significantly changed how pesticides are evaluated for registration and re-registration by EPA. Professional pesticide users and manufacturers nationwide support the FQPA, but are concerned that EPA, in a rush to meet artificial deadlines under the law, will use theoretical models that exaggerate risk and, ultimately, jeopardize important pesticide uses.

H.R. 1592 supports the fundamental goals of the FQPA. It requires EPA to use reliable, accurate data, rather than anecdotal information or "worst case" theoretical assumptions, when assessing pesticides. It reinforces Vice President Gore's call for the FQPA to be implemented on the basis of sound science, a transparent regulatory process, reasonable transition (in the event that some pesticides or pesticide uses are lost) and consultation with public and federal government agencies.

You can take action

Within your company, organize a H.R. 1592 grassroots initiative. Contact your U.S. Congressional Representatives and urge them to cosponsor H.R. 1592. Use the following talking points and sample letter as a guide.

Talking points

♦ Safety comes first when using pesticides to protect and enhance our environment. Our firm exercises safety by only using pesticides when absolutely necessary, by using the least toxic pesticide that will provide acceptable protection, by training our pesticide applicators, and by closely following label directions for handling, mixing and applying pesticides. Safety depends on science. That is why H.R. 1592 directs the Food Quality Protection Act to be implemented according to the most modern scientific standards. Safety is the goal.

♦ H.R. 1592 supports the fundamental health goals of the FQPA, especially the additional safety and protection for infants and children based on sound science.

♦ The bill reinforces Vice President Gore's call for the FQPA to be implemented on the basis of sound science, a transparent regulatory process, reasonable transition (in the event that some pesticides or pesticide uses be lost) and consultation with public and federal government agencies.

♦ Under H.R. 1592, farmers, nursery managers, pest control operators, public officials and homeowners will continue to have access to effective, reliable pesticides as long as they meet rigorous, scientific safety standards, after full and fair review by the Environmental Protection Agency.
Sample letter

[Date]

The Honorable [Full Name]
United States House of Representatives
Washington, DC 20515

Dear Representative [Last Name]:

As one who uses pesticides to enhance and protect urban and suburban green spaces, I urge you to cosponsor the Regulatory Fairness and Openness Act of 1999. H.R. 1592 would provide further congressional guidance to the U.S. Environmental Protection Agency (EPA) regarding pesticide decisions the agency makes under the Food Quality Protection Act.

I am concerned about the implementation of the FQPA. If the EPA uses assumptions and models to evaluate pesticides, I fear I may lose a number of effective, reliable and economical pesticides I depend upon in my job to control pest outbreaks. I believe that H.R. 1592 is a reasonable way to ensure that the EPA fairly implements the FQPA as Congress intended when it passed the law in 1996.

What I like best about the bill is that it requires EPA to use the best available data, rather than assumptions and guesswork, when assessing pesticide uses. I also support H.R. 1592 because it requires EPA to issue guidelines that explain what kind of information is needed to support pesticide uses. This will allow my industry to supply necessary data to EPA on how we actually use pesticides so that the agency can scientifically evaluate them. In addition, the bill requires EPA to take "expedited action" on alternatives to chemicals that are likely to be removed from use.

What H.R. 1592 *does not do* is change the standards used to evaluate pesticides. Pesticides still must meet the rigorous safety standards specified under FQPA. As long as the pesticides that I use are fairly and scientifically evaluated and I have a fair shot in gaining access to them, I feel that H.R. 1592 is a sensible and balanced approach in implementing the law. As a professional pesticide user, H.R. 1592 means that I can continue to [complete the sentence with a personal statement about your job, business, etc.]

H.R. 1592 enjoys bipartisan support in Congress. Please join Reps. Pombo, Towns, Condit, Boyd and others in sponsoring this necessary legislation.

Sincerely,

[End of letter]
Sources of Top Employees

By Wayne Outlaw

Where will you find your next top performing employees? In today’s tight labor market, if you’re like most owners and managers in tree care companies, you’re frequently asking yourself this question. The answer to it may well determine your company’s success and profitability for the future.

In this article, we will look at the common sources of new employees, as well as some unique and creative ones that have been discovered in our seminars and consulting.

The most common sources of candidates for positions in the tree care industry come from newspaper ads, employment firms, and unsolicited applications and resumes. Even if we maximize our use of each of these sources, they probably will not provide enough good candidates. To hire top people, you will most likely have to develop more creative sources to meet current and future needs.

Newspaper or trade publication ads are the most common source of candidates other than unsolicited resumes or applications. They may generate an adequate applicant flow, however, they tend to be time consuming because many who respond may be poorly qualified, not fit the position, or not want to do what the work requires. Print ads can be effective, but can be very expensive if not used wisely.

If you plan to advertise, to get the most from your dollar you should follow some key guidelines. First, the ad must be designed to get the attention of the potential candidate. To do this you must determine the best publication, time and frequency for your advertisement. Ask your current employees what newspapers or trade publications they normally read. This will help you focus your advertising effort and dollars in areas that are more likely to be successful. Keep in mind, the busy, successful person generally does not spend time reading the classified ads.

Typically, Sunday ads in major daily newspapers receive the highest response from those who are currently employed in the local job market. Recently, a client ran an ad in a Sunday paper of a midsize metropolitan city for $775 and received four responses. Due to the expense, it is important to spend time determining the best and most cost-effective publication. Price shop between your local newspaper and arboriculture or green industry trade publications. Once you’ve determined the publication, time and frequency, you can begin to design your advertisement to attract attention and generate the desired response.

The best ads are the ones that make it easy for candidates to respond. Remember, those few who are unemployed have plenty of time to respond to you ...
You will not want to track just the number who respond, but also the quality and fit of the individuals who responded.

Although newspaper ads may provide an ongoing supply of potential candidates, the quality will probably be somewhat lacking. Successful companies must look beyond the usual sources to find talented people. This kind of search means effort and involvement by others in the company. Enlist support and assistance from the entire organization to get the best candidates.

The owner and manager must develop valuable and creative sources to meet the organization’s need for talented people. Sources we have identified in our Smart Staffing Workshop that have proven successful in the past are:

♦ Campus Recruiting: This source is no longer for Fortune 500 companies only. It is becoming a valuable source of talent for smaller, more innovative companies. New college graduates from fields related to arboriculture have potential and, with development, can be excellent employees.

Today’s business environment values results. Look at the age of those who have fueled the Internet revolution.

♦ Employee Referral: Employees are one of the best sources of top candidates, especially if an incentive is offered. The incentive or bonus should be just enough to generate interest. It is a good idea to pay part of the incentive to the employee who made the referral when the candidate starts working and the balance after a specific number of months of tenure by the candidate. Be sure to explain to employees the hiring criteria or what a person must have in terms of characteristics, skills, background, etc. to be a candidate.

♦ Customer Referrals - Customers are often overlooked as sources of referrals. They may know many excellent people and are often open to making a recommendation. This can be especially effective for a skilled position or specific area where knowledge is important.

♦ Internet Recruiting - The Internet is simply a communication medium. Find the news groups and sites potential candidates frequent and post your information. The advantage of e-mail is that information can be forwarded so easily. Don’t forget to put a notice of openings and a way to apply on your web site.

To ensure that you have an adequate number of talented people to fill current and future positions, you must always be looking for new sources of candidates. By tracking candidate flow, you will be able to concentrate your efforts in the areas that will pay you dividends. Locating top candidates for positions is like prospecting for customers. It is prospecting for your future success.

Wayne Outlaw, author of SMART STAFFING, will be the keynote speaker at TCI EXPO '99 in Indianapolis, Ind., Nov. 4, 1999. He will give two talks, one on recruitment and the other on employee retention. For more information, see the TCI EXPO registration brochure in the center of this magazine. Outlaw can be reached at (800) 347-9361 or www.smartstaffing.net.
MIMIC Insecticide Receives EPA Registration for Control of Spruce Budworm, Gypsy Moth and Other Forestry Pests

Chemical manufacturer Rohm and Haas Company has received U.S. Environmental Protection Agency (EPA) registration for the use of MIMIC (tebufenozide) insecticide. A new, “softer” insecticide, it is very specific, targeting the larvae of spruce budworm, gypsy moth, Nantucket pine tip moth, browntailed moth, fall webworm, spanworm, and tent caterpillars. It controls these pests through a unique mode of action; once ingested, it initiates a fatal, premature molt. Tebufenozide belongs to a family of target-specific insecticides known as molt-accelerating compounds (MACs). It is active only on Lepidoptera; it is not harmful to beneficial insects or other arthropods, and does not harm honeybees or insects such as predatory mites, wasps, spiders, lacewings and beetles that naturally control other insect pests.

EPA has classified the insecticide as a reduced risk pesticide, the first agricultural crop insecticide to receive this designation. Following receipt of the EPA registration, the company has submitted for state registrations in all key forest-producing states. Interested persons should check with state authorities or Rohm and Haas for registration status in any given state.

For further information, contact Rohm and Haas Company, Doug Lisk, 100 Independence Mall West, Philadelphia, PA 19106; for literature, call toll-free: 80987-0467 or check our website at http://www.rohmhaas.com/businesses/AgChem/index.html.

Summer Demo Tour

Vermeer representatives will be touring the United States from July through September with the 1999 Vermeer Tub Grinder Demonstration Tour.

Vermeer will showcase the newest model in the line—the TG525. For heavy-duty grinding applications, the TG525 has a Caterpillar 3406E engine that delivers 525 hp into a direct drive line protected by a torque limiter. The tour will be making scheduled stops at a total of 10 locations throughout the United States.

For more information on locations and dates, contact Vermeer at 800-9VRMEER.

Almstead Grows

Almstead Tree Company, Inc., located in New Rochelle, N.Y., recently acquired New England Tree and Shrub Care and Starner Tree Service Company, Inc. Becoming part of the Almstead family will allow these two companies to offer a broader menu of services to their existing clients without losing the attention to service that a local company can offer. It will also allow Almstead to continue its expansion throughout the NY/NJ/CT tri-state area.

New England Tree and Shrub Care, located in Stamford, Conn., was founded over 18 years ago by Mark LeVander. What started as a one-man operation grew to service the Fairfield County, Conn., area and a small part of Westchester County, N.Y.

Also located in New Rochelle, N.Y., Starner Tree Service Company had satisfied the tree and shrub care needs of a loyal group of customers for over 65 years. The company, founded by Palm Starner, was run by his son Bob until his untimely death. Bob’s long-time friendship with Almstead founder and owner, Richard E. Almstead, made him a natural choice when Bob’s wife, Mary, was looking for someone to take over the reins of the company.
Local Issues Highlight Specialty Pesticide Association Leaders Conference

Chief staff leaders representing 10 specialty pesticide associations met on June 29-30 to discuss pesticide issues of mutual concern in a forum hosted by Responsible Industry for a Sound Environment (RISE). The primary focus was on heightened activist success on the local level and the need for coordinated, grassroots action on the part of industry. “More and more communities are approving pesticide-restrictive policies, particularly in schools,” said Allen James, RISE executive director. “If the specialty pesticide industry is to be successful in combating such negative actions, it must take a proactive and united approach. We need the help of industry representatives in these areas to alert us of local pesticide bans as they arise,” he added.

The group also learned about association programs to enhance the industry, such as the structural pest control’s Industry Awareness Campaign and the green industry’s Evergreen Foundation. Sound science-based implementation of the Food Quality Protection Act (FQPA) and the increasing significance of non-point source water issues on specialty pesticide uses were covered in detail. Representatives from the American Crop Protection Association updated the group on H.R. 1592, “The Regulatory Fairness and Openness Act of 1999,” the industry-supported bill to ensure that the U.S. Environmental Protection Agency makes FQPA regulatory decisions based on sound science and reliable data. Continued grassroots support of H.R. 1592 is critical.

This is the second Specialty Pesticide Association Leaders Conference sponsored by RISE as part of its ongoing effort to strengthen unity in the specialty pesticide industry. A similar session was held in March 1998.

Pole Climbing in Yorkshire

Attendees at The Great Yorkshire Show in England were the latest to witness the spectacle of international competitors climbing 80-foot poles in less than 12 seconds. Record crowds of over 100,000 flocked to see the world’s best climbers thrash it out for the North of England Championship.

In a field that included an ex-world champion and two ex-world record holders, Jeremy Barrell was unbeaten during all three days of competition.

The final expert positions were: Jeremy Barrell, first (11.41 seconds); Greville Bray, second (12.46 seconds); Stuart Witt, third (12.78 seconds); Ian Pocock, fourth (12.88 seconds); Sam Robinson, fifth (12.97 seconds); Christophe Pajot, sixth (13.33 seconds).
RedMax has introduced a new double-sided hedge trimmer, the CHT 2200. A new gearbox has been designed into the trimmer for improved quality and performance. Equipped with a 20-inch double-sided, double-reciprocating blade that operates at a speed of 3.82 feet per second, it is powered by a 22.5 cc two-cycle engine. The ergonomic handle placement minimizes operator fatigue during long hours of operation. For more information, contact RedMax, a division of Komatsu Zenoah America Inc., 1505 Pavilion Place, Suite A, Norcross, GA 30093. Phone: 800-291-8251, ext.14; Fax: 770-381-5150.

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Multitek, Inc. introduces the 2025XFC Fuelwood Processor, which incorporates a fold-up, 24-inch wide belted conveyor with cleats into the rear frame of the firewood processor and a standard, semi-tractor, fifth-wheel tandem axle trailer hookup with air brakes. It allows the operator to move the equipment from site to site rather than having to move a separate processor and conveyor. Three hydraulically powered livedeck arms and a primary 18-foot log infeed trough allow processing of lower grade hardwood logs from 8-foot to 26-foot lengths up to 20 inches in diameter. It is capable of cutting and splitting an average of two cords of typical firewood per hour. For further information or the Multitek dealer in your region, contact Multitek, Inc., PO Box 170, Prentice, WI 54556-0170. Phone: 800-243-5438; Web: www.forestindustry.com/multitek.

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Checklist for Federal DOT Compliance

By Lee S. Zimmerman

Most owners of tree care companies are subject to regulation by the U.S. Department of Transportation. At the Office of Motor Carriers, we consider ourselves the truck and bus safety agency. We are trying to move away from enforcement toward compliance and education.

From this article I hope you will learn what a commercial motor vehicle is, who is subject to Federal Motor Carrier Safety Regulations (FMCSR), and what you must do as a company owner to comply with the regulations.

What is a commercial motor vehicle?

There are three types of commercial motor vehicles. First, a motor vehicle with a gross vehicle weight rating in excess of 10,000 pounds is considered a commercial motor vehicle. The gross vehicle weight rating is determined by how the manufacturer rates the vehicle, not the registered weight. This is the weight marked on the door panel of every truck.

Second, a commercial motor vehicle is any vehicle designed to carry more than 15 passengers, including the driver. This will not apply to most tree care companies.

Lastly, a commercial motor vehicle is a motor vehicle—of any size—transporting hazardous materials that require placarding. For explosives or poisons, any quantity requires placarding, but for most hazardous materials the threshold is 1,000 pounds or more.

Who is subject to regulation?

Any company operating a commercial motor vehicle involved in interstate or for-
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eign commerce will be subject to federal regulations. (The definition of interstate commerce will include almost all tree care companies.) Individual states have their own regulations, though if you comply with federal regulations, you will probably comply with those in your home state.

Every commercial motor vehicle involved in interstate commerce should have a six-digit DOT number on the truck that lets us know who you are. "For Hire" carriers need an ICC number, but that probably doesn't apply to most tree care companies. Regulations say you must have one or both displayed on the vehicle. For example, you are required to have the name of your company printed on both sides of your vehicle, along with your city or state of operation and your DOT or ICC number.

Federal motor vehicle regulations are broken down into ten parts. DOT is in the process of reviewing the regulations and trying to remove obsolete or redundant ones, so some of this will be changing. But, for now, this is what's required:

**Part 382** Alcohol and Drug Testing
**Part 383** C.D.L.
**Part 387** Insurance
**Part 390** General
**Part 391** Qualification of Drivers
**Part 392** Driving of Motor Vehicles
**Part 393** Parts and Accessories
**Part 395** Hours of Service
**Part 396** Inspection, Repair & Maintenance
**Part 397** H.M. Parking and Driving Rules

Clearly, it is impossible to go into detail on all ten parts in one article. Let's concentrate on the regulations that are relevant to safety, which is what we focus on at DOT. Below I will go over what I would look at when doing a review of your company to assess its compliance with DOT regulations.

**Alcohol and Drug Testing (Part 382)**

No driver shall be on duty and possess, be under the influence of, or use any substance which affects the safe operation of a motor vehicle. No driver shall be allowed to consume any intoxicating beverage, regardless of alcohol content. No driver shall be under the influence of any alcohol within four hours of going on duty nor have any detected presence of alcohol. If the slightest amount of alcohol were detected, the driver will be placed out of service for a period of 24 hours. A driver cannot be on duty when in possession of any intoxicating beverage, regardless of alcohol content, unless it is part of the manifested load. (That means a driver can't stop on his way home and pick up a six pack—even if it is unopened.)

Drug and alcohol testing is a major emphasis in our department. There are a lot of misconceptions about what has to be done, but pre-employment, post-accident, and scientifically random testing are the three big issues.

**Pre-employment testing** is only for drugs, not alcohol. The printed regulation covered pre-employment alcohol testing, but it had to be removed because alcohol is a legal substance. You can use it as long as you don't use it while you are driving.

The regulation for pre-employment drug testing states that a pre-employment uri-
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nalysis test must be administered and the results must be known by the company before the driver is used. This is very basic, but a lot of companies still fail to comply. Companies often send a person for a drug test, but allow that person to drive before the results come back. It is very important that drivers not be used prior to testing notification. Notification can be as simple as the drug testing company calling with the results or you can wait for a hard copy. Be sure to document how you get the results. Make a note of the date you received the results, how you received them and confirm the date was prior to the driver’s first assignment.

There is an exception to pre-employment testing. If you hire a driver who worked for another company within the past 30 days and who was enrolled in their DOT drug testing program, you can accept their information instead of retesting. It is up to you to verify that: the driver was in the program for the last six months; testing was done properly; and DOT standards were followed. If everything checks out, you can use their information. I recommend retesting, however. It is a lot easier and there is no room for confusion.

Within 14 days of a driver’s first assignment, a company must request information about the driver’s drug and alcohol testing history from employers for the previous two years. The previous employers, upon receiving written approval from the driver, must release information to the new employer. If you have made several attempts to contact previous employers and they have ignored you or refused to cooperate, document your attempts. DOT won’t prevent a driver from working because you can’t get information from the previous employers.

**Post-accident testing** is the most confusing area. Some companies are testing when it is not required, and some are not testing when it is required. I generally find that most people think they must do testing if a citation is issued, regardless of the severity of the accident. This is not the case. Testing is required if a driver is involved in what is called a “recordable accident,” which is defined as an accident where “any vehicle involved receives disabling damage and must be towed, or where any person involved in the accident is injured and must be treated away from the scene.” A fatality, of course, is a recordable accident.

Post-accident alcohol testing should be conducted within two hours following an accident, which is normally next to impossible. Although it should be within two hours, it can be done within eight hours following the accident. After eight hours, it can’t be done at all and you must document in writing why the driver couldn’t get to a testing facility. Keep in mind, alcohol testing is a breath test, and it must be done with an approved device.

Post-accident drug testing should be conducted within 32 hours following a recordable accident. If the driver is not cited immediately by the police and the investigation is on-going—if a citation is not issued within the 32-hour time frame—then the driver does not need to be tested. If there is a fatality but the person doesn’t die until after the 32 hours, no test is required.

**Scientifically random testing** is the backbone of the DOT testing program. It is a deterrent because drivers have to stay clean when they can’t predict the day of a test. Random drug testing must be conducted for a minimum of 50 percent of your average driver positions annually. Random testing selection must be done from the pool of drivers who are subject to regulation. The selection process should be truly random. If a name comes up every time, that’s the way it goes. It’s tough for small companies to maintain the random nature of testing. One way for a small company to accomplish this goal is to have someone else pick a date and time so it is a surprise for the driver and the owner. If you, as the owner, are the only driver you need to be tested once a year.

Random alcohol testing must be conducted on a minimum 10 percent of the average number of driver positions. The rate was 25 percent until DOT did an analysis and found that the percentage of positive tests was very low. Keep in mind, alcohol testing must be performed immediately prior to, during, or after the driver performs a safety-sensitive function. (Safety-sensitive function is a pretty vague term. It would include functions like loading, unloading, doing maintenance, and dispatching, as well as driving.) You can’t call your driver on
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This is what Bill Young of Bill's Tree in Milford, Michigan, has to say, "I have run a lot of chippers and presently run four, 18" capacity chippers - the 1890 is the best chipper for the money that I have ever come across."

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his day off and say, "We picked you for an alcohol test today."

Random drug testing is another story. It can be done at any time. It should be conducted immediately after the driver is notified of the test. Don't tell a driver that he will have a drug test next Tuesday; tell him on the day of the test. Remember, the tests are supposed to be spread out equally throughout the year. Don't do all the testing in January and think you're done for the year. Surprise your drivers.

The regulations say that no driver shall perform a safety-sensitive function, including driving, if the driver tests positive for the use of controlled substances or alcohol (0.04 or more). If the blood alcohol level is less than 0.04, technically the results aren't positive, but the driver should be taken from behind the wheel for 24 hours. If a driver refuses to be tested, you have to consider that as a positive test.

If the test result is positive, you must immediately provide the driver with a referral to what is called a "substance abuse professional (SAP)." The SAP will evaluate the driver and determine if any treatment is needed. The driver must go to the session, be evaluated and abide by whatever treatment is recommended. The SAP will then release the driver back to you for the return to duty test. Be sure you get the SAP's release and prescription for treatment in writing, just to cover yourself.

Reasonable-suspicion testing is done when a trained supervisor suspects an accident is indicative of drug or alcohol use. Positive results for this type of test are very high.

Return-to-duty testing is administered to drivers who tested positive, have been evaluated and are released by the SAP. Drivers can work while going through the prescribed treatment, provided their return-to-duty test results are negative. Drivers must do everything prescribed by the SAP in order to remain qualified to work.

Follow-up testing is administered to a driver who previously tested positive and has returned to work. A minimum of six follow-up tests must be administered by the company to this driver over the next 12 months. DOT regulations do not specify who pays for the testing, or the treatment. This is a company issue.

If a person tests positive at the pre-employment drug test, and you do not hire him, you do not need to provide a referral. If a driver tests positive for a random test and you are going to fire him, technically, you are still required to provide referral information.

Driver Qualifications
(Part 391)

To be qualified to drive a commercial motor vehicle, a person must:
- be at least 21 years old (younger if the state allows younger drivers within their home state)
- be able to read and speak English
- have a current, valid C.D.L.
- be physically qualified
- be able to safely operate the vehicle
- have passed the pre-employment drug test.
- be able to determine if the cargo is properly secured, and to secure it properly if it is not.

In addition, the prospective driver must have completed a vehicle road test or the company must have a copy of the driver's license on file to show the state gave him the road test when it issued a license. The driver must complete an application for employment that asks about experience, license history, drug and alcohol history and previous violations. The regulations change every year, so
you must obtain a copy of the driver's motor vehicle driving record from the local MVA or DMV to be sure your information is accurate and up-to-date.

Every driver must be medically examined and certified at least once every 24 months. Drivers must carry their medical certifications with them. One of the first things asked for at a roadside inspection is a medical certificate. As an owner, you can accept the medical certification a driver has when he comes to work for you, provided it has not expired. It is a good idea, nevertheless, to call to verify that it is a legitimate medical certificate.

The company should have a file on each driver, which, for full-time drivers, should contain the medical examiner's certificate and a waiver (if there is one). A waiver could be for an amputee who has received a prosthetic device. In each file should be a copy of the driver's license and/or road test, driving record, annual list of violations, application of employment and employment inquiries that were conducted within the first 30 days of employment. If you have employees that are intermittent or occasional drivers, all you must have is a medical certificate, road test or equivalent and information showing the name, Social Security number, driver's license number, type of license and state of issue. Companies with multiple locations can keep records at any location, provided that within two days of a request, the records will be provided to the DOT. If you are the owner and driver, you must comply with the rules for the driver as well as owner of the company.

Hours of Service
(Part 395)

How many hours are drivers allowed, by law, to work in a day or in a week? This is one of the major issues—maximum driving time. The "10" Hour Rule says that no motor carrier shall permit or require any driver to drive more than ten hours without having eight consecutive hours off duty. That is pretty straightforward. The "15" Hour Rule, which is a bit more complicated, says that no motor carrier shall permit or require any driver to drive after having been on duty for 15 hours following eight consecutive hours off duty. This is not saying you can't work more than 15 hours, but it is saying once you have been on duty for 15 hours, you may not drive after the fifteenth hour. You can work at other things, you just can't drive. If you have a driver who also drives for someone else, you need to keep track of his hours from the other job as well.

The "60" Hour Rule states that you should not drive if you have been on duty more than 60 hours in seven consecutive days. The "70" Hour Rule takes it a little further and says you cannot drive after being on duty more than 70 hours in eight consecutive days. Which rule you use depends on your operation. If the company operates every day of the week, you can use either the 60 or 70 hour rule. If you don't operate every day, you must use the 60 hour rule.

Log books are a record of a driver's duty status. The log book is required to have:

- name of the motor carrier
- name of the co-driver (if it applies)
- date and time of the starting period
- the total driving mileage for that day
- truck or truck and tractor numbers
- information for the other trucks you drove that day
- company's main address, as well as the terminal address, when necessary
- city and state of all stop locations
- total hours for each duty status, showing how many hours worked.
shipping document or the name of the shipper and the commodity. The most common error on logs is not including this information.

Finally, the driver must sign the log. By doing so, he certifies that all entries are true and accurate. Entries in the log must be current up to the last change-of-duty-status. That is what DOT looks for during an inspection.

Many tree care companies, especially smaller ones, won’t have to fill out a log because of an important exemption. Drivers must comply with all of the following criteria to be exempt from filling out a log. The driver must:

• operate solely within a 100-air-mile radius of his normal work-reporting location
• return to his work-reporting location and be released within 12 consecutive hours
• have at least eight hours off, separating each 12 hours on duty.

This exemption for keeping a log is granted on a day-by-day basis. Instead of a log, owners must keep a true and accurate time record, showing the time you started that day, the time you ended that day, and the total hours for the day.

Falsifying log entries is a major problem in this industry. Making false logs entries can cause the company and the driver to be prosecuted, something that happens every day. The company and the driver should keep documents generated in the course of regularly doing business that support the logs. Toll receipts, fuel receipts, shipping papers, bills of lading, weigh bills, phone records—any records that can be used to verify that the log is accurate or inaccurate—could be supporting documents.

Inspection, Repair & Maintenance (Part 396)

All vehicles should be systematically inspected, repaired and maintained to insure safe and proper operation at all times. The company must maintain records showing, at a minimum, the date and nature of all work and inspections performed on that vehicle. The driver’s vehicle inspection report is the post-trip inspection. These are commonly referred to as vehicle commission report (VCR), or driver vehicle inspection report (DVIR).

At the end of each day, the driver must complete his vehicle inspection report listing any vehicle defects that were either discovered by him during the trip or reported to him during the trip. If a driver does a report and there are no defects, he signs it, turns it in and that is all that is required. If there are defects, the driver will sign the report, turn it in, and a mechanic will go over the truck to certify whether or not repairs are needed and if needed, the mechanic will do the repairs. The next driver, as part of his pre-trip inspection, will make sure the defects noted were repaired. He will sign the report, certifying that he verified the repairs. A pre-trip inspection does not have to be detailed, it just has to note that the vehicle is in safe operating condition. The post-trip inspection report is when a detailed, written report is required.

A commercial motor vehicle must be inspected to make sure all components listed in Appendix G have specifically passed inspection during the preceding 12 months. Some state laws might be more restrictive. For instance, the federal requirement is once every 12 months, but Maryland’s requirement is every 12 months or 25,000 miles, whichever comes first. Contact your state departments to find out if there are additional restrictions.

Two final items that I think are really helpful. A Motor Carrier Profile is a report from our nationwide computer system that shows everything we know about your company—accidents, roadside inspections, everything. It is a good tool for a company to use to make sure everything is being turned in by drivers. There is a small fee to obtain a copy, but it is a great tool.

We also have an information education packet called “Partnerships and Highway Safety” that can be downloaded from the Internet. It provides an outline of our regulations, breaking them down by point by point.

Make use of our resources. Our goal is not enforcement but safety through compliance and education.

Lee S. Zimmerman is a safety investigator with the U.S. Department of Transportation and Federal Highway Administration’s Office of Motor Carriers. His routine duties consist of enforcing Federal Motor Carrier Safety Regulations and Hazardous Material Regulations by conducting on-site compliance reviews of companies subject to regulations. This article was excerpted and adapted from a presentation at TCI EXPO ’98.
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.
Events & Seminars

August 1-4, 1999
International Society of Arboriculture
75th Annual Conference & Trade Show
Stamford, CT
Contact: Lisa Thompson at (217) 355-9411

August 12-15, 1999
1999 STIHL Timbersports Series
Dollywood
Pigeon Forge, TN
Contact: (800) 467-8445

August 13, 1999
Nebraska Arborists Association
Annual Field Day
David City, NE
Contact: (402) 476-3852

August 18, 1999
1999 Michigan Turfgrass Field Day
Hancock Turfgrass Research Center
East Lansing, MI
Contact: Kay Patrick (517) 321-1660

August 20, 1999
California Arborists Assn., Inc.
CPR/Aerial Rescue Workshop
Monterey, CA
Contact: (707) 254-8862

August 25-28, 1999
American Phytopathological Society
Wilt Diseases of Shade Trees
National Conference
St. Paul, MN
Contact: Cynthia Ash (651) 454-0766

August 27, 1999
California Arborists Assn.
Pruning Concepts Workshop
Santa Rosa, CA
Contact: (707) 254-8862

August 27-29, 1999
1999 STIHL Timbersports Series
Ducks Unlimited Outdoor Festival
Oshkosh, WI
Contact: (800) 467-8445

August 28, 1999
Nebraska Arborists Association
Festival of Color
Mead, NE
Contact: Tami Greer (402) 476-3852

August 31-September 3, 1999
National Urban Forest Conference:
Building Cities of Green
Seattle, WA
Contact: Cheryl Kollin (202) 955-4500

September 1 - 4, 1999
CalScape Expo '99
Seminars & Trade Show
Hotel Queen Mary
Long Beach, CA
Contact: (707) 462-2276

September 13-15, 1999
American Society of Landscape Architects
Annual Meeting & Expo
Boston, MA
Contact: (202) 216-2336

September 17, 1999
Western Chapter ISA
Regional Conference
Tucson, AZ
Contact: Dudley's Trees (520) 792-4669

September 17, 1999
California Arborists Assn.
CPR/Aerial Rescue Workshop
San Mateo, CA
Contact: (707) 254-8862

September 18, 1999
Exams for arborist and tree worker
Western Chapter ISA
Tucson, AZ
Contact: Dudley's Trees (520) 792-4669

September 20-22, 1999
Pacific Northwest Chapter - ISA
1999 Annual Conference
Contact: (503) 585-4285

September 24, 1999
California Arborists Assn.
Climbing Skills Workshop
Davis, CA
Contact: (707) 254-8862

September 26 - 28, 1999
VR&PS Annual Conference Tradeshow
Richmond, VA
Contact: (804) 730-9447 or
(804) 783-7300

September 27 - 29, 1999
Trees, People & the Law
National Conference
National Arbor Day Foundation
Lied Convention Center
Nebraska City, NE
Contact: (402) 474-5655

September 29 - October 2, 1999
ASCA 32nd Annual Conference
San Antonio, TX
Contact: (301) 947-0483

September 30, 1999
Nebraska Arborists Association
Tree-ID Workshop
Omaha, NE
Contact: (402) 476-3852

September 30, 1999 - December 16
Arborists' and Tree Workers' Certification Preparation Course
Orange County, CA
Contact: Ted Stamen (909) 656-3431

October 1, 1999
Washington Association of Landscape Professionals
Trade Show & Field Day
King County Fairgrounds
Enumclaw, WA
Contact: (800) 833-2186

October 7-8, 1999
Dr. Alex Shigo
Modern Arboriculture, by the Book
Portsmouth, NH
Contact: (603) 436-4804
October 8-9, 1999
ALCA Masters in Management
Sheraton Bradley International Airport
Windsor Locks (Hartford), CT
Contact: (703) 736-9666

October 14-15, 1999
Nebraska Arborists Association
Climbing and Pruning School
Lincoln, NE
Contact: (402) 476-3852

October 15, 1999
California Arborists Assn.
Equipment Maintenance Workshop
San Mateo, CA
Contact: (707) 254-8862

October 29-31, 1999
74th Annual Meeting and Tree Expo
NJ Shade Tree Federation
Cherry Hill, NJ
Contact: Bill Porter (732) 246-3210

November 4-6, 1999
TCI EXPO ’99
Indiana Convention Center & RCA Dome
Indianapolis, Indiana
Contact: Carol Crossland (800) 733-2622

November 13-17, 1998
PLCAA
19th Annual Lawn & Landscape Conference/Green Industry Expo
Nashville, TN
Contact: PLCAA (800) 458-3466

December 7-9, 1999
Nebraska Arborists Association
Arborist School
Omaha, NE
Contact: (402) 476-3852

December 9 - 10, 1999
Dr. Alex Shigo
Tree Chemistry: Chemistry of Fertilizer and Pesticide Applications
Portsmouth, NH
Contact: (603) 436-4804

January 23-24, 2000
Joint Nebraska Arborists Association and NNLA Winter Conference
Omaha, NE
Contact: (402) 476-3852

January 25 - 27, 2000
40th VA Turf and Landscape Conference & Trade Show
Richmond, VA
Contact: Susan Floyd (540) 942-8873 or Dr. David Chalmers at (540) 231-9738

January 25 - 27, 2000
Mid-Am Trade Show
Wauconda, IL
Contact: (847) 526-3993

February 1-3, 2000
Trees and Utilities Conference
National Arbor Day Foundation
Lied Convention Center
Nebraska City, NE
Contact: (402) 474-5655

February 15-20, 2000
National Arborist Association
Winter Management Conference
Southhampton Princess
Southhampton, Bermuda
Contact: Carol Crossland (603) 673-3311.
Demonstrations Take a New Look at TCI EXPO ’99

Arborists will have a unique opportunity to grab hands-on skills training at TCI EXPO ’99, November 4-6 in Indianapolis.

Visitors to the trade show will have the chance to participate in mini-workshops in three arborist skills training locations. The cost for having multiple opportunities to acquire new skills is the cost of admittance to the trade show, which is $10 for those who register before Oct. 8, and $15 after Oct. 8.

The mini-workshop sessions will take place continuously throughout the two and one-half days that the trade show is open. They will cover a multitude of vital arborist skills—with topics such as cabling & bracing and advanced climbing techniques—and will be led by recognized experts.

“The concept of the Arborist Skills Mini-Workshops really came from the need to conserve floor space this year in Indianapolis,” admits Peter Gerstenberger, one of the organizers of the educational program at TCI EXPO. “The size and number of exhibits has grown so much at EXPO this year that we found ourselves squeezed for room. We decided to give up the Demonstration Tree in favor of this hands-on training concept. We’re excited about this new idea because it holds real value for the trade show attendee. Based upon the response we’ve had to this concept from industry folks, we predict that it will prove to be even more popular than the tree.”

As an added bonus, ISA Certified Arborists will be able to obtain recertification credits for participating in the EXPO Mini-Workshops.

“We certainly want to encourage employers out there to bring their employees,” says Gerstenberger. “The skills training, the strong technical seminar program and the broad array of cutting-edge products and services on display, make EXPO a phenomenal learning opportunity for the up-and-coming arborist.”

Other features of EXPO include a series of seminars aimed at the business manager, a Career Day Fair & Student Competition exclusively for students in arboriculture or related curriculums, daily prize drawings, and more than 160 companies offering products or services for your business.

Cummins Diesel Power for the Tree Care Industry

B&C Series Engines that provide a wide range of Engine Power, 76-260 horsepower. Engines that are designed to meet the new and future off-Highway Emissions Regulations.

Cummins Michigan Inc.
41216 Vincenti Court • Novi, MI 48375
Phone (248) 473-9000 • Fax (248) 473-8560
Visit These Show Exhibitors at TCI EXPO '99!

November 4-6, 1999

Abracadabra Landscape Services, Inc.
Manufacturer of the new "Grind Guard" (patent pending) for stump grinding—a portable, adjustable shield that minimizes the risk of injury or destroyed property; cleanup time is cut in half.

ACRT, Inc.
Customized classes and certification in urban forestry and arboriculture, line clearance tree trimming, electrical hazard recognition, equipment operation and general tree care safety at the client's location or our training facility.

ADI Tools, Division of TOL Incorporated
Hydraulic pruning tools for the professional arborist.

Aerial Equipment, Inc.
Distributor of arborist climbing & rigging equipment, hand tools, cabling, power equipment, Woodsman Chippers, Rayco stump cutters, Timberwolf log splitters & full service repair facilities.

Aerial Lift, Inc.
Manufacturer of Aerial Lifts of Milford, Connecticut since 1958. Lifts range in height from 38 to 75 feet.

Agape Designs
Custom Tree Tee Shirts: Visible messages will help to heighten tree awareness when you wear a Tree Tee. What better way to say what you mean than to wear what you believe in! For work or play.

Alliance Equipment Company, Inc.
Fiberglass replacement parts and polyethylene bucket liners for aerial lift trucks.

Altec Industries Inc.
Altec is exhibiting an LRIII-55, an LB650A, and a Whisper Chiper.

American Arborist Supplies Inc.
The professional's source for everything that makes the job easier and safer. Come by our booth to see the latest in rigging and safety equipment, reference books, diagnostic tools, saws, pruners and power equipment.

The American Group - Samson Div.
Braided and twisted lowering ropes, climbing ropes and cords. Ask to see our ropes at your professional arborist dealer or contact us at our factory for a free catalog or for free samples.

American Safety Utility Corp.
Distributor and manufacturer of arborist supplies including: belts, glasses, hats, rope, pruners, saw and ax sheaths, boots, coolers and first aid products. Tree saddles, climbers, chaps, hearing protection and highway signs and cones.

American Standard Company
Florida rack-cut pruning tools, hand pruners, lopping shears, pole pruners and accessories.

AmeriQuip/MTI
Trailer-mounted aerial lifts including the EAGLE 47. Twenty-five foot side reach and 47-foot working height; 360 degree continuous rotation and outstanding portability for easy access.

AMVC Chemical
Featuring Tree-Hold™-RTU- tree sprout inhibitor for roadside use. Prevents sprouts from growing back into power lines.

Arbor Direct LLC
Arborist supplies and outdoor power equipment parts and accessories including chain saw parts and guide bars.

ArborSystems, LLC
New—ArborSystem's Tree Injection Gun.

ArborTech
ArborTech is a leading manufacturer of chip bodies, utility tree vehicles and toolboxes for the professional arborist. With a variety of body sizes and options, one will fit your needs.

Arborwear Inc.
The original tree climbers' gear: Arborwear clothing designed by tree climbers, for tree climbers. Pants, shirts and belts combine comfort and function.

Asplundh Tree Expert Company
Our company provides a full range of safe, cost-effective line clearance and vegetation management services to the utility industry.

B & G Equipment
Products for the tree care professional including root feeders, spray equipment and other associated products.

Bailey's
The world's largest mail-order woodsman supplies company, featuring arborist equipment and the famous Lucas Portable Sawmill, etc. Call 1-800-322-4539 for your free catalog. Established 1975, California and Tennessee.

Bandit Industries, Inc.
The industry's most complete line of hand-fed and loader-fed chippers. 14 models of hydraulic feed disc and drum chippers, 3 sizes of towable and self-propelled whole tree chippers and The Beast—a highly efficient waste reduction machine.

Bartlett Manufacturing Company
Bartlett provides tools, climbing, rigging, safety and cabling supplies for the professional arborist. Come see what's new at Bartlett!

Bartlett Tree Expert Company
Primarily seeking municipalities. Offering a full range of scientifically based consulting and maintenance services including tree inventory products.

Bashlin Industries Inc.
Manufacturer of climbers, saddles, lanyards, harnesses, and tool bags. Distributor of Yale rope, saws, pruners, extension poles, traffic safety devices and West Coast boots.

Bayer Corporation, Ag. Division
Distributor of root feeders, climbing equipment, pruning supplies and general arborist products. Call 1-800-241-6401 for a FREE 500-page catalog.

Bishop Company
Bishop Company presents a complete line of arborist supplies for the professional. Phone 800-421-4833 for the newest product innovations and industry catalog. 53rd anniversary serving arborists throughout the world.

Blue Ridge Arborist Supply
We are committed to providing a full line of quality tree care equipment you know and trust.

John Brown & Sons, Inc.
Major utilities are maintaining up to 25,000 acre ROWS with the Brontosaurus System—truly hassle-free ROW management—with few or no safety or environmental issues.

Buccaneer Rope Company
Introducing the NEW 16-strand climbing line "ArborBoss." Wait till you use this! It's awesome. It's produced to your specifications, and we do it for less. That's the Buccaneer Difference. Distributor inquiries welcome.

Buckingham Mfg. Company, Inc.
Buckingham offers numerous styles of climbers, saddles, lanyards, scabbards and other products for the professional arborist. Many new products will be displayed, including: The Velcro Cinch Pad, The Buck Port-A-Wrap II and many new features on the ArborMaster saddle designs.

CAG, Inc.
Financing and leasing for the arborist industry.

J. P. Carlton Company, Div. DAF, Inc.
Professional stump grinders - ranging from 25 hp self-propelled to 125 hp turbo diesel - highest quality, most advanced machines available today.

Climb Axe, Ltd.
Distributor of arborist carabiners, professional rope and climbing accessories.

CNA Commercial Insurance
The CNA business insurance program is designed to meet the specific needs of the tree care industry. For additional information, contact your local CNA agent or call CNA at 1-800-CNA-6241.

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Columbian Rope Company  
Since 1904, manufacturing quality ropes for the arborist industry.

Corona Clipper  
Manufacturer of the finest quality hand pruners, hedge shears, loppers, saws and tree pruners.

Creative Automation Solutions  
Arborware®, "The Business Solution for Arborist, Landscape and Lawncare Professionals" software. Manage unlimited customer transactions from estimates to receivables, PHC, IPM, routing/scheduling, inventory and more.

Creative Sales, Inc. (CSI)  
ACECAP® & MEDICAP® Systemic Implants for trees. A "closed system" for delivering fertilizers, micro-nutrients or systemic pesticides directly to the tree being treated.

Data Transmission Network (DTN)  
DTN Weather Center provides instant access to comprehensive, time-sensitive weather information. Receive over 120 continuously-updating weather maps, and NEXRAD radar maps that can be put into motion.

The Davey Tree Expert Company  
ArborGreen Tree & Shrub Fertilizer, tree industry consulting and software services.

Deutz Corporation  
Manufacturer of air and liquid-cooled diesel & gas engines in the 6-10,000 hp range used to power chippers and stump grinders.

The Doggett Corporation  

Doksocil Industries, Inc.  
Stump grinders, self-propelled stump grinders, brush chippers, hydraulic brush chippers, chipper mulchers, mini-chipper mulchers, disc chippers and root cutters.

DUECO, Inc.  
Quality sales, service & parts for all makes and models of new and used aerial and digger derrick devices—all for the arborist who is looking for the best buy! Financing available.

ECHO-Midwest Equipment & Supply Inc.  
Distributor for Echo outdoor power products for the commercial arborist company including pruners, chain saws, blowers and hedge trimmers.

EnginAire  
EnginAire pre-cleaners save on engine maintenance, lower cost, extend air filter life; full line of air pre-cleaners to meet full line of engines.

Engine Center, Inc.  
Complete line of Ford and Deutz engines for the arborist industry.

Engine Distributors Inc.  
Ford, Deutz and Kubota industrial diesel and gasoline engines. Other locations: Archdale, NC; Jacksonville, FL and Ipswich, MA.

Excalibur DMM  
DMM Carabiners!—Aluminum or steel of various sizes and locking mechanisms. Exciting new designs! Some that are straight gate, bent gate, others that are swivel, and those that have a captive eye. Come see the new technology.

Excel Industries Inc.  
New: stump cutter attachment makes the arborist's life easier, the client happier and positively improves your bottom line.

Fanno Saw Works  
Manufacturers of the world famous Fanno Pruning Saws since 1921. Made in the USA. Introducing our new Fanno International "Tri-Edge" saws. Quality and unique saws for the professional. Help us celebrate over 75 years in the tree care industry.

FCI/Racine  
Safety and reliability are built into Racine Hydraulics Tools. Check out our chain saws, pruners, pole saws, impact wrenches and drills made for the tree care industry.

Fecon, Inc.  
Manufacturer of Bull Hog Brush Shredders - for land clearing, orchard pruning, stump grinding and ROW clearing; also screens, mulch coloring equipment, horizontal wood grinders & turners for the compost industry.

First Sierra Financial, Inc.  
First Sierra Financial provides financing—leases and loans on the new and used equipment you need.

FMC Corporation-APG Specialty Products  
Talstar Flowable—lawn & tree insecticide/miticide. Astro Liquid—Insecticide for trees & lawn. *Note: both products provide low rates, no odor, "Caution" labels, no phyto, excellent control.

Forestry Equipment of Shelby, Inc.  
Sells forestry equipment such as bucket trucks, chip dump trucks, wood chippers etc.

Forestry Suppliers, Inc.  
Arborists, timbermen, tree cutters, soil penetrometers, diameter tapes, pH meters, sprayers, GPS, laser pointers, soil testing supplies, tree/log scale, sticks. Free 580-page catalog.

J. P. Fuller, Inc.  
Distributors for arborist supplies, PoulanPro chain saws, Oregon & Sabre saw chain, Kees/Yazoo commercial lawn equipment, and Robin commercial string trimmers, hedge trimmers and blowers.

Growtech, Inc.  
Featuring "Smooth Operators": Easy-to-use, lightweight, professional pruning tools. Folding and arborist straight saws, pole saws, long reach pruners, loppers, hedge shears, horticultural and flower knives, scissors, accessories.

Growth Products, Ltd.  
Professional liquid fertilizers, micronutrients, natural organics and microbial inoculants.

Gyro-Trac, Inc.  
The Gyro-Trac Brush Cutter—high mobility, able to stand up to difficult terrain, fully hydro-static, operates in all weather conditions. Track log skidder & 10,000 lb payload carrier also available.

The Hartford  
NAA-endorsed property and casualty insurance program offering a variety of coverages including off-premises pollution and workers compensation (in most states). Available through your local agent.

Hollie Wood Enterprises  

Husqvarna Forest & Garden Company  
Husqvarna offers a complete line of chain saws, hydraulic pruning saws, stump grinders, brush cutters, trimmers and more. Husqvarna also offers a complete line of protective apparel and accessories.

IML- Instrument Mechanic Labor, Inc.  
Featuring the Resistograph—a mechanical drilling instrument providing a true picture of the defect zones within a tree. Fractometer—measuring bending movement, angle of fracture and compressive strength.

ImpleMax Equipment Co., Inc.  
Join the other successful arborists who've benefitted from the tremendous cost savings, increased safety, and better profitability from IMX grapples. Take the "work" cut of "tree work" by mechanizing the task of handling debris.

Independent Protection Company  
Lighting protection equipment and systems for trees. Also for golf-related structures, recreational areas and buildings.
Indiana Arborist Association
Educational booth for IAA Members and the industry.

International Society of Arboriculture
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/isa

Jameson Corporation
Manufacturer: professional line of fiberglass tree trimming and line clearance poles. Boom-mount bucket hydraulic tool holders for aerial bucket trucks.

John Bean Sprayers
High pressure sprayers & accessories suitable for all tree spraying needs. 50 to 1000 gallon, capable of spraying 100-foot trees. Compartment tanks. Skid-mounted or DOT-approved axle assemblies.

Karl Kuemmerling, Inc.
Arborists tools and equipment, work clothing, boots, road signs, can тебers, new & used MITTS & MERRILL Chippers and Timberwolf Splitters, Bean Sprayers.

Kramer Equipment Company, Inc.
World Famous Kramer Equipment. Specialized tools and supplies—toolboxes from Weathergard and Knaack Manufacturing, rope from New England Ropes and Samson; safety hats from MSA, tools from Marvin, SnapCut, Klein and Weaver Leather; saddles and harnesses from Buckingham, French Creek and Weaver.

Leonardi Teeth
Three new items: Tomahawk™ Teeth, Ultimate Pocket™, Bolts with newly-designed head and threads. All built to give you the highest performance on the market.

Lund Tech, Inc.
The Arborist Grapple—manufactured by Lund Tech. Heavy duty, for 6,000 to 9,000 pound range skid steer loader, commercial grade attachment. See it in action at TCI EXPO '99.

Fred Marvin
Manufacturers of pole pruners, pole saws since 1943.

MAT-3, Inc.
Manufacturer of aerial devices for the arborist industry, featuring the unique extendable, upper boom for easy access to the work area.

J. J. Mauget Company
The time-proven micro-injection system that promotes tree health and protects the environment. Mauget’s Pharmacy of cures includes three fungicides, four insecticides, seven fertilizers, two combinations, and one antibiotic.

Midwest Arborist Supplies
Nu-Arbor fertilizers, Mauget Micro-Injection products and a complete line of tree care equipment.

Miller Machine Works
Powerful, proven, patented stump grinding and site preparation attachments for use on tractors from 30 to 150 horsepower, as well as skidsteer loaders.

Minnesota Wanner Company
Manufacturer/distributor for IPM/Plant Health Care sprayers, pumps & accessories.

MIRK, Inc.
Specialized equipment for the tree care industry, including new and used bucket trucks, chip trucks and brush chippers. Nationwide source of rental equipment.

Monterey Lawn & Garden Products, Inc.
Growth regulators to control nuisance fruit on American sweet gum, crabapple, etc., as well as for the control of mistletoe.

Morbark, Inc.
Manufacturers of a complete line of brush chippers, tree chippers and wood waste processing equipment. Morbark brush chippers and Sharp Edge knife grinders on display.

MTI Insulated Products Inc.
The new MTI Saturn features 46 feet of side reach that reduces set-up time and allows operator to position easily in difficult areas. MTI’s low maintenance designs reduce cost of ownership.

National Arborist Association (NAA)
NEW: Five Part Basic Climbing Program, educational & safety training programs, business management guidelines and valuable membership information for the arborist industry.

New England Ropes, Inc.
Rope manufacturer—spliced goods, braided and three stranded climbing and bull ropes for the professional arborist. Available at finer dealers.

Niemeyer Corporation
Specialized arborist tools and supplies including Poulan and Dolmar chain saws, Oregon, Weaver, Buckingham, New England, Wall, Petzl, CMI, Marvin, and Snap-Cut products.

Northeastern Associates
Carrying a complete line of professional tree and turf equipment such as climbing gear, saws, ropes, safety supplies and brush chippers. Inventory includes the latest in rigging supports and lowering devices. Also manufactures custom and standard built tree and turf sprayers designed to suit your company’s PHC needs.

Nu-Arbor Tree & Shrub Care Products
Tree fertilizers, soil and root enhancers, foliar fertilizers, anti-transpirants, spray adjuvants, plant wash, Kioritz soil injectors.

Oregon Cutting Systems Div. Blount, Inc.
Cutting chains and guide bars for chain saws. Chain saw related accessories and maintenance tools. Pruning saws, pole saws, and replacement blades. Use Oregon® - because every cut counts.

The Peavey Manufacturing Company
Logging tools, tree prunin poles and equipment, and pole line construction tools.

Perfco Printing
Printing for the green industry. Brochures, door hangers, presentation folders and posting signs.

Pigeon Mountain Industries, Inc. (PMI)
Pigeon Mountain Industries gives you what you need to get off the ground safely. The best in life safety rope and equipment.

Plant Health Care Inc.
PHC, Inc. is the world technology leader in production and research of beneficial mycorrhizal fungi and beneficial bacteria and has developed over 30 proprietary products for improving plant, soil and water quality.

Plastic Composites Corporation
Replacement buckets, bucket liners, bucket and boom guards for most bucket trucks. Also, saw boards, tool holders, hanging steps and fiberglass and vinyl bucket covers.

Polecat Industries, Inc.

Power Great Lakes, Inc.

Practical Solutions, Inc.
The Service Solution—Software designed for the chemical lawn and tree care industry. Includes marketing, billing, routing, scheduling, service timing, estimates, work orders, statements, renewals and much more!

Preformed Line Products
Specialized cabling and bracing equipment for the tree care industry: TREE-GRIP™ dead-end, TREE-CROTCH™ Grip and Safety Guy-Wire Dispenser.

Progress Leasing/Quaker State Leasing Company
Professional financing and leasing for the tree care market.

Purdue University - Dept. of Forestry & Natural Resources
Educational programs for future arborists.

Rainbow Treecare - Scientific Advancements
Novartis Products. Arborect & Alamo for Dutch Elm, Oak Wilt & Sycamore Anthracnose.

RAM Posiquip
Featuring RAM equipment by Posiquip, Inc. The RAM Stump Grinder, RAM Wood Chopper and the RAM Log Splitter, each providing high quality commercial grade equipment that is safe and easy to use.

Rayco Manufacturing, Inc.
Only RAYCO builds the most complete line of high performance stump cutters and cutting teeth in the world for professionals who demand maximum field production and safety.

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Rear's Manufacturing Company
Spray Equipment. All stainless steel construction. Sizes from 25-1000 gallon. High pressure pumps 10-60 GPM. Full line of accessories: hose, reels, guns, root feeders, etc.

Remke Enterprises, Inc.

Roots, Inc.
Complete line of organic biostimulants to enhance stress tolerance and chelated micro-nutrients for improved plant health and appearance. Also a natural wetting agent to improve percolation.

ROOTWELL Inc./Morgan Concepts, Inc.
Introducing ROOTWELL, direct-to-root feeding system delivering oxygen, nutrients and water to deep roots. Proven results.

Royal Truck & Equipment Inc.
Supplying re-conditioned vehicles & custom forestry bodies to the landscape and arborist industries.

Safety Test & Equipment Company
Since 1947, your one-stop shop for all your professional arborist needs. Manufacturer & distributor of quality positioning saddles, climbers, climber pads, tool bags, scabbards and more. Free catalog & show specials.

Salsco, Inc.
Manufacturer of 6-inch to 13-inch wood chippers, 25 hp to 115 hp trailered and 3-point hitch; chipper shredder vacs, 13 hp to 25 hp; debris vacuums, trailered and tailgate-mounted; 8 hp to 65 hp.

Sandvik Saws & Tools Company
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Take on the customer’s problem

Powerful things begin to happen when you go beyond merely trying to sell your products or services and become the customer’s consultant, problem-solver, coach, cheerleader and partner.

For example: Don Tyson, of Tyson Foods, first sold the idea of Chicken McNuggets to McDonalds by thinking about how adding chicken to their menu would improve their bottom line. He studied each potential objection McDonalds could have with the McNuggets, such as: product development, manufacturing, shipping and delivery. He solved each potential problem before approaching McDonalds. Tyson Foods is now the sole supplier of Chicken McNuggets and is the supplier of poultry products to 88 of the top 100 restaurant chains in the nation.

Value challenge: What key problems do your customers face, and how can you help solve those problems?

Make the customer’s life easier

Every person has a “convenience quotient.” The customer calculates it by dividing his or her desire for fulfillment by the hassle and annoyance that must be endured reaching it. Are you easy to do business with? Offer an extra measure of user-friendliness and you have added value to today’s harried consumer.

For example: Bill Kelley, of Plymouth Rock Assurance Company, noticed that the only thing his clients hated more than getting in an automobile accident was the claims process. So he set out to make the process easier on his clients. He got his own 1-800 number so his clients could call him directly from the scene. He would travel out to the fender-bender, assess the damages, calculate the costs of repair on his laptop, and issue a check to take to the auto body shop of your choice. Average time to receive the check after Fireman Bill was on scene ... 20 minutes.

Value challenge: What can you do to make the part of your customer’s life they spend with you easier?

Empower the customer with knowledge

This is frequently the most cost-effective way to add value for customers. Often overlooked is the need for creativity rather than large marketing expenditures. Consider ways to shift your focus from selling products to selling solutions. In what ways can educating your customers be turned into your strategic advantage?

For example: Jim Miller, of Miller Office Systems (Ft. Worth, Texas), holds customer seminars on avoiding carpal tunnel syndrome, a repetitive-motion condition resulting from improper use of computer keyboards and other office equipment. After attending, his clients have a much better understanding of how to increase comfort and office productivity, while reducing medical costs arising from on-the-job injuries.

Value challenge: What creative ways can you educate your customers regarding your products and services?

Manage the customer’s complexity

What if you can’t differentiate your
company's tree care services on the basis of unique products or better prices? Then create unique, value-adding services that ingrain yourself in your customer's life. One way is by taking on unpleasant or complex tasks for the customer. Investigate how to reduce your customer's aggravation and costs at the same time. In the process, you'll become indispensable.

For example: John Titus, of F.D. Titus & Sons (City of Industry, Calif.), a highly profitable health care products distributor, realized his clients, doctors, value spending their precious time with their patients, not managing their inventory. So he offered to do it for them, but he didn't stop there: he even went so far as to have his products delivered right into the various departments within clinics and remove the packaging materials! In exchange, customers agree to swing all their business to Titus, at negotiated prices.

Value challenge: What aspect of your product or service causes your customer's business or life to be more complex, and what can you do to manage it?

Provide greater responsiveness

Revolution-winning salesmen eliminate customer waiting by challenging time-based assumptions—that is, the time between the customers saying, "I want to purchase" and when the customer receives the service. Customers gravitate to service representatives who value their customer's time.

For example: Dr. Neil Baum, a New Orleans urologist, guarantees that if a patient is still waiting 20 minutes after the scheduled appointment, he waives the charge for the visit.

Value challenge: What kind of time-based assumptions do you have, and what can you do to show your customers you value their time?

Involve the customer in creating value

Many salesmen fail to ask their customers what they value most in the service they provide, often relying on what they've heard or read. All too often, customers value or want what salesmen assume they can't provide.

For example: Tom Monoghan, of Domino's Pizza, was a store manager for Domino's when it was just a small, three-man shop in Michigan. Mike stood at his counter every day for a year and asked each customer one question, what do you want most in a pizza? And the answer surprised him: it wasn't more toppings or thicker crust, it was home delivery.

Value challenge: What one question should you be asking your customers to find out what they value most?

Provide more customization & choice

The customer's ability to adapt your service to changing needs adds value to your service. Offer choices that make sense in today's market. Keep tweaking the mix in constant communication with your customers. But remember, customers may demand choice, but what they need is guidance.

The secret is to figure out which choices add value in your customer's eyes, and which ones only add costs.

Robert B. Tucker is an innovation expert, sales and management speaker and author of Customer Service for the New Millennium. This article was adapted from a presentation at NAA's Winter Management Conference in Cancun, Mexico.

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TREE CARE INDUSTRY - AUGUST 1999
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The bracket assembly was designed to be throw-a-way, so to speak. When mounted on a pole, the tool could be clamped around the limb or tree trunk from a safe position on the ground.

Upon detonation, one or more brackets placed in the tree at strategic points would dislodge the tree, allowing the hazard to fall to the ground. The operator would be hundreds of feet away in safety. The blast is not a huge explosion, but more like a rocket firing. A quick burn through and a flash was all that was visible. Then, the tree or limb would plummet to the ground.

A little out on the limb ... maybe.

When discussing hazard tree situations like winter storms in New England, tornado damage in Arkansas, Oklahoma and Tennessee, and hurricane clean-up operations like Hugo and Opal, I was reminded of a little product introduction I was involved in.

In 1993, through Game of Logging, a Swede, Ola Fristrom from Explosiv Utveckling AB, approached us with a unique product concept. His company was producing a very interesting product for hazard tree removal—an explosive device.

When starting to organize notes for this article, I spoke with a representative from the powder company who was involved in the tests we organized in the states. A stateside detonation cord supplier was needed by the Swedish concern, and Austin Powder Company assisted with the tests. An Austin employee told me that, as far as he knew, the project was dropped in 1993 in the United States because of time constraints and a lack of interest. However, he thought it has some potential in specific applications, and so do I.

If nothing else, the topic of explosives should still make an interesting article and give readers something to think about. See whether you agree.

In Scandinavia, they have used detonation cord for years to clean up after winter storms. Spruce and fir trees, which blanket the peninsula, often snag on power lines after winter snowstorms and high winds. Entire walls, so to speak, of spruce fall over onto the lines. This posed a very dangerous problem for saw
operators, so Explosiv Utveckling AB provided an alternative method of hazard tree removal.

Stateside, the US Forest Service has used explosives in forestry work from time to time. In one application, the service helped build wildlife habitat by using detonation cord to blow off the top of a tree to form a more natural nesting site. It is also used in forest fire suppression. A special explosive rope runs on top of the ground, and, once ignited, blows a firebreak into the forest floor before or after a fire arrives at the area. This firebreak helps curb aggressive forest fires by burning the forest, in a controlled manner, before the main body of a fire arrives. The military has also used detonation cord to blow off tree tops in order to mount radio and satellite equipment. This technique was used as far back as WWI, so I'm told.

Well then, what is the hazard tree application? Explosiv Utveckling AB designed a simple holder for the detonation cord that could be applied from the ground. The device wraps around a tree trunk or limb that might be supporting a broken or hung tree. The detonation cord is threaded into a "horseshoe-shaped" spring-loaded wooden bracket. The bracket, mounted on a long pole, is raised until it contacts the tree or limb. The spring-loaded bracket wraps itself around the object on contact. Attached to the detonation cord is a thin, clear tube with powder dust in it. It is stretched back several hundred feet to a switch box. When triggered, the detonation cord explodes, severing the tree trunk or limb and dislodging the tree to the ground.

My first thoughts at the time were that while chain saw operation could be dangerous around certain situations of storm clean up, explosives seemed to be even more risky. As with anything, training is important and explosives are risky until you understand the design parameters. Weighing out all factors, however, it is probably a much safer way to approach some storm damage removal.

After a storm, it is sometimes difficult to impossible to get a climber, bucket truck or crane into the proper position. Access roads are blocked and terrain is
sometimes impassable from fallen trees, or just from mud and soggy ground. Power lines are very treacherous to approach with tree trunks lodged on them. In certain circumstances, these potential slingshots could be cleared safely with an explosive technique. This would allow the chain saw operator to be dealing only with ground hazards, reducing some overhead chance of struck-by injury.

After every major storm, our Web site (www.forestapps.com) receives a flood of questions from people engaging in cleanup efforts. After one storm hit New England last year, dumping heavy snow and ice throughout the region, our site was besieged with questions regarding ways to deal with trees under pressure from weighted, snow- and ice-covered tops. Many of these "springpole" trees were bent over almost to the ground. You can only imagine the pressure.

When saw operators tried to take these trees to the ground, the trees snapped violently, causing numerous injuries. Some

areas had hundreds of these potential killers. A crew trained in the use of detonation cord would be able to reduce these hazards with potentially much less danger. Detonation cord would not have to be used only with the bracket assembly; it could be strung by hand or with throwlines to achieve the desired results safely.

Maybe this is not a system to be used regularly in our cleanup operations. It still passes through my mind often though, especially when I see newscasts showing hanging and broken storm-damaged trees. Images of valiant workers with no protective equipment sawing away at a suspended tree are common on TV after a storm. These people—usually homeowners, though sometimes from "professional" tree companies—are a danger to themselves and others when they take a saw in hand.

I always wonder what their plan will be when that trunk or limb decides to release with them standing alongside. It doesn’t take a lot of thought to figure out that standing a couple hundred feet back pressing a button could be a little less risky. If I remember correctly, it wasn’t very expensive either, especially when compared with the costs of workplace injuries today.

The chain saw is still my choice of storm-damage cleanup tools. A different technique, like the detonation cord, may find its way into a future project, particularly if the safety of the operator (me) is in question. What do you think?

I spoke with a couple of my old contacts recently to get more up-to-date information on the use of explosives in tree care and forest work around the world today. If you would like to know more, or if you have new information, send a note to: Forest Applications Training, PO Box 1048, Hiram, GA 30141; E-mail: timard@forestapps.com. I will pass what information I receive along to you. It never ceases to amaze me what impressive things are going on around the surface of this little world.

Good Sawing! Or should I say, "good blasting!"

Tim Ard is president of Forest Applications Training, Inc., in Hiram, Ga.
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The newly published American National Standards Institute A300-Part 2, Fertilization Standard creates a new direction for arborists in managing plant nutrition. The new Standard emphasizes specific prescription treatments. The Standard states the reason for fertilization “is to supply nutrients determined to be deficient to achieve a clearly defined objective.” This brings two issues to the forefront. First is establishing goals prior to fertilization and second is determining which nutrients are required and in what amounts.

As with the pruning standard, plant requirements and client objectives should be carefully assessed and must guide treatments. No longer are one-size-fits-all fertilizer recommendations acceptable.

Arborists must consider several questions in order to determine objectives. Are nutrient deficiency symptoms evident? Is growth adequate for the species at this time in its life cycle? Are pests present or is the species prone to pests that could be influenced by fertilization? What are the clients concerns? Does the client want to increase growth of a young tree or maintain health of a mature tree?

Nutrient deficiency symptoms include chlorosis, slow growth and, in severe cases, dieback of the leaves and twigs. If nutrient deficiency symptoms are readily apparent, the plant is severely deficient. But what about mild deficiencies? Many landscape plants are less productive than they could be due to mild deficiencies, often referred to as “hidden hunger” (Figure 1). These mild deficiencies may predispose plants to injury from temperature and moisture extremes, and damage or impede natural defenses against some insect and disease pests.

Foliar and soil nutrient analysis helps diagnose specific nutrient deficiencies. Commercial or university analysis laboratories can perform these analyses, or field test kits and electronic meters can be used. When considering an analytical laboratory, select one with experience with ornamental trees and shrubs and that will produce a report that is easy to understand and useful for fertilizer selection.

Foliar analysis entails collecting mature leaves that are exposed to full sun, filling a paper bag with leaves and shipping them immediately to a diagnostic laboratory. The laboratory will dry the leaves, grind them into a powder and extract the nutrient elements, then analyze the extract to determine the quantity of each nutrient element. The laboratory report containing nu-
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Foliar analysis identifies which nutrients are at less than desirable levels, but that does not necessarily mean they are deficient in the soil. For example, when iron is deficient in the leaves, there is often a soil pH problem that is restricting iron uptake. Adding iron fertilizer to

Foliar analysis provides a very clear picture of the plant’s nutrient status. You are able to determine precisely which elements are present in adequate amounts and which ones are deficient or toxic. With this information, you can precisely tailor a fertilizer program to correct the specific nutrient deficiency while avoiding the cost and possible environmental concerns from applying large quantities of unnecessary elements.

Macronutrient deficient magnolia.

Magnolia with iron deficiency.

Magnolia with boron toxicity.

Photos courtesy Dr. E. Thomas Smiley

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the soil without correcting the pH may be of little benefit.

Analyzing the soil in addition to or instead of the foliage can provide information needed for fertilization. Soil analysis is less expensive than foliar analysis and provides data on soil pH, organic matter levels and cation exchange capacity. Most laboratories that analyze soil provide bags or boxes for sample submission. You should have a supply of these containers as well as sample submission forms.

Sample the area within the dripline of trees or shrubs to a depth of six inches. Collect samples from four to ten locations using a soil sampling tube, trowel or shovel. Then mix the soil together in a clean plastic bucket. Remove plugs of turf, rocks and mulch, then transfer the required amount of soil to the laboratory container.

When your sample arrives at the testing lab, they will dry it and grind it, then extract the nutrients in a solution and analyze it with a spectrometer to determine nutrient levels.

Soil analysis provides reports on nutrient levels, usually expressed in parts per million or pounds per acre. The analytical laboratory interprets this information and assigns high, medium and low ratings and recommendations. For optimum plant health, any nutrient in the medium or low category should be applied in fertilization treatments. Optimum soil pH varies with plant species; some prefer acid soils, others prefer neutral or alkaline soils. You will need a table of optimum pH levels by species before undertaking pH modifications. These tables are usually available from your local cooperative extension office.

Sample test kits, such as units produced by the LaMott Company, can also produce good results in the field or back at the shop. Meters to measure the soil pH are very accurate and reasonably priced ($50 to $100). When purchasing a pH meter, select one with a glass electrode, since metal electrode models are very inaccurate. The meter must also have the capability of calibration. Calibrating buffer should be purchased and used regularly. Meters are also available to measure individual nutrient levels in the foliage or soil.

Like diagnosing pest problems before treating them, an accurate diagnosis of nutrient problems should be done before fertilization. The benefits to the plant and to the environment are numerous. Over the past five years, The F. A. Bartlett Tree Expert Company has conducted nearly 10,000 nutrient analyses. This aggressive sampling, followed by targeted fertilizer treatments, has led to great improvements in tree and shrub health and a higher degree of professionalism. The first step in this direction is to begin collecting samples for analysis, then modifying your fertilizer and soil amendment practices to address specific deficiencies.

The parallel between Prescription Fertilization and Integrated Pest Management (IPM) is striking. With concerns about fertilizers in surface water runoff and fertilizer burn, the industry is in a similar position now with fertilization as it was 30 years ago with pest management. Converting to a prescription-based fertilization program, before we are forced to abandon fertilizer altogether, will allow us to continue serving our clients and improving tree and shrub health with proper fertilization.

Dr. E. Thomas Smiley is a researcher with Bartlett Tree Research Laboratories in Charlotte, N.C.
After a storm, communities are faced with downed power lines, blocked streets and downed trees. The poor condition of most mature urban trees and lack of proper maintenance assures repeated damage in the foreseeable future. In Michigan, a group of tree experts gathered to address what measures to take to prevent large amounts of tree damage and how to recover.

On the frontier, traveling salesmen rode from town to town peddling their wares and offering bits of news and information. In Michigan this past June, a group of tree experts similarly traveled through five of the state’s cities, and they too brought news and information, though of a different sort.

For a couple weeks they worked their way from the state’s Upper Peninsula to Detroit, holding day-long seminars on tree care and maintenance.

But it wasn’t just any kind of tree care, it was directed at how to cut back on losses from storm damage; how to identify, fix or remove hazard trees; and how to choose replacement trees to avoid hazards in the first place.

Though the information available in the “Tree Management to Prevent Storm Damage” workshops may have seemed a bit of bunkum peddled by snake-oil salesmen—after all, no one can prevent storm damage to trees—listeners soon applauded the no-nonsense, practical approach of the tree professionals. They listened intently, often taking notes, as the panelists made their case that it’s possible to storm-proof trees for winds up to at least 60 miles per hour, then they demonstrated how to do it.

Though the workshops cost only $25, it was evident that the Michigan Forestry and Park Association-sponsored event was worth more. Using case studies, detailed discussions and practical demonstrations, the panelists presented what CBS News Anchor Dan Rather calls “news you can use.” And they did it in interesting ways.

In one session, the audience watched as a panelists hauled out a Resistograph and bored a tiny hole in a chunk of tree trunk to detect a hidden cavity. At another in Detroit, panelists took their audience outside and spent more than an hour pruning young street trees, planted only a year or two ago after a 1997 windstorm downed thousands of trees in the city.

Along the way, they handed the pruning tools to audience members for hands-on education. They also pointed out problems in the way the young trees had been planted.

All of this was welcomed by the state’s storm-weary tree professionals and public officials, who, since 1997, have been faced with unusually violent wind, snow and ice storms.

Attendees at the day-long discussions
received folders brimming with handouts outlining techniques for everything from identifying hazard trees to picking a proper tree to plant in the first place. In addition, each received a copy of the 1994 “Storms Over the Urban Forest” handbook on planning and reacting to natural disasters.

Overall, the talks focused on the reduction of tree damage by proper, pre-storm management. To that end, panelists showed how to identify and repair hazard trees, how to select new trees and how to properly plant new trees.

“If we can storm-proof up to 60 miles an hour,” stated Paul Dykema, “we can avoid most problems.” Dykema, the city forester for Lansing, Mich., manages a population of 500,000 trees and is an expert witness in the field of hazard tree identification.

Along with Dr. J. James Kielbaso, a forestry professor at Michigan State University; Robert A. Cool, a former Lansing forester and now co-owner of Metropolitan Forestry Consultants Inc.; and Dennis Worst, a forestry consultant, Dykema visited five Michigan cities: Marquette, Traverse City, Alpena, Hickory Corners and Detroit.

While they preach prevention, the experts recognize that mishaps often trigger change. “Unfortunately, all too often,” said Cool, “it takes an accident [to initiate a program to ensure stronger, healthier trees].” Cool is a longtime activist with the Michigan Forestry and Park Association, as are most of the other panelists.

Joining the MSPA in sponsoring the workshops were the Federal Emergency Management Agency (FEMA), which through the Michigan State Police’s Emergency Management Division provided a grant to underwrite the expenses, and the Forestry Management Division of the Michigan Department of Natural Resources.

The panelists, and particularly Kielbaso, stressed that few cities in the past 25 or 30 years have had “someone who is trained in tree care.” Officials just assumed that trees that came down fell as the result of so-called “acts of God,” which the courts have defined as events that were unforeseeable and not preventable.

Kielbaso countered that today’s legal environment, under which cities can be held liable for the condition of their trees, is changing all that. “Coming from the field of education,” said Kielbaso, “of course, I think you should hire our graduates. But realistically, municipalities should at least train existing people.”

And what might they learn? Well, Dykema detailed ways to identify hazardous trees, including things as simple as leaf color. Off-color or dying leaves can indicate root or soil disease or air problems and act as a signal for additional investigation. Excessively stout, twiggy growth indicates poor growth and possible root or trunk deterioration. Root and soil inspection techniques, as well as tree architecture and other problem
indicators were outlined in much more detail than space allows here.

On display were a series of cartoon-style books, that while whimsical in appearance, laid out in clear terms the latest information on how tree shape and growth affect strength. They were written by a German mechanical engineer, Dr. Claus Mattheck, who has applied the physics of construction to trees and found remarkable similarities that allow accurate assessments of strength and durability.

A formula was demonstrated that can be used to help determine the overall strength of a tree and whether there’s a need for concern about its health. The panelists emphasized that even in storms with winds that exceed 60 mph, storm-proofing is worthwhile. It reduces the severity of damage, saving thousands of dollars, and often lives. According to Stuart Bassett, one of many arborists who attended the sessions, “There was a lot of information on how to identify hazard trees, which are defined as ones with defect and that have a target they can potentially hit.”

Bassett, grounds manager for Michigan State University’s Kellogg Biological Station in Hickory Corners, Mich., manages 4,000 acres and thousands of trees, over 200 of which line walks, driveways and other public areas. Bassett, who attended one of the first seminars, immediately found the information useful in identifying hazard trees previously classified as safe. “That doesn’t mean that those trees have to come out,” he said, adding that proper treatment can eliminate the conditions that result in the tree coming down in bad weather, thereby saving it and anything it might damage if it falls.

“If we can get the information out,” explained Bob Dossetto of the Michigan State Police’s Emergency Management Division, “we could greatly reduce the damage.”

In fact, he and his colleagues left the Detroit workshop mulling the idea of funding a pilot project to fully storm-proof a group of trees to 60 miles per hour, then evaluate how they withstand stormy weather.

Likewise, Jon K. Higbee of Detroit Edison said that educating people is the only way to go. “It hits home that education at the local level is the only way we are all going to reduce our problems in the long run.”

Higbee found most interesting a portion of the seminar allocated to choosing the right tree to plant in the first place, a special concern to utility companies, which are plagued by homeowners and businesses choosing species that grow into huge trees that crowd power lines. “My impression is that we are still at the beginning stages of trying long-term management of trees,” said Higbee, who is responsible for the maintenance of 1,300 miles of utility lines in an area with more than 175,000 trees. Like Bassett, he historically has looked for the obvious hazards—broken limbs, clearly rotted stems and the like.

It’s the less obvious stuff that, in turn, signals other problems that many found most helpful from the seminars. “Finding defects isn’t as hard or expensive as it seems,” said Cool, who like the others argued that any expense is cheaper than storm cleanup, or damage awards if a fallen tree injures or kills someone.

Though many in government and business assume you can blame injuries from fallen trees on an “act of God,” Cool and others demur.

“That defense fails now because you have hazard tree identification knowledge that is readily available,” said Cool. Large awards or settlements have been won in Michigan in recent years on behalf of defendants hurt or killed by falling trees.

One downed tree Dykema inspected appeared fine to the casual observer. It had lots of leaves, though its interior had been destroyed by insects. “It had a very hollow stovepipe type of trunk. When the wind got going, the thing came down on top of a truck, killing its occupant.”

Because the science of identifying dangerous trees has advanced so far, it’s difficult for owners to claim they didn’t know a tree was unsafe. “There’s less and less opportunity to hide behind ignorance,” said Kielbaso.

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Ready to investigate a seminar program to train professionals to identify hazard trees in your area?

Start by contacting the Michigan Forestry and Parks Association, where officials will send copies of workshop handouts. Among those that might be of interest are Hazardous Tree Identification by Paul Dykema, and Assessment and Management of Hazardous Trees by Dennis Worst.

A variety of Tree City USA Bulletins are useful, including How to Recognize and Prevent Hazard Trees; How to Prune Young Shade Trees; When a Storm Strikes; and The Right Tree for the Right Place.

Also, Storms Over the Urban Forest is a broader collection of source material, and can be obtained through the MFPA. MFPA officials can be reached by phone at 517-482-5530; Fax: 517-482-5536; email: ashby.ann@acd.net. Ask for Ann Ashby.

The speakers can be reached at:
- Robert A. Cool, Metropolitan Forestry Consultants, 517-349-0999; email: cool.bob@acd.net.
- Paul Dykema, Consulting, 517-393-5715.
- Dennis Worst, Registered Consulting Forester, 616-76-2711.
- Dr. James Kielbaso, Michigan State University, Department of Forestry, 517-355-7533.
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Winter Management
Conference 2000

Join us in Bermuda ... a celebration of contrasts! Relaxed destination; international business hub. Colorful flowers; pristine white roofs. Ancient forts; modern amenities. Bustling port city; tranquil nature reserves. So much to discover ... How will you find time to do it all!

If you have never attended the NAA’s Winter Management Conference, it is difficult to describe accurately the many benefits awaiting you—personally and professionally.

Fulfill personal goals
The conference boasts all of the activities and outings you would normally expect from a warm-weather vacation spot. And this year’s conference in Bermuda offers some of the most charming, family-oriented sights and adventures ever featured. Kings, presidents and small business owners have been dropping in for rounds of golf for generations. President Eisenhower was a frequent visitor four decades ago.

More than outings and personal peace of mind, however, Winter Management Conference is truly a unique opportunity for the owners of tree care companies to gather, network, and share successes and challenges. You will be able to talk with industry leaders who do the same thing you do every day—run a tree care business. You will meet with people who you can call and swap ideas with long after you have washed the sand from between your toes.

Fulfill professional goals
Conference speakers have been chosen to address specifically the questions you face in running your business.

During the course of the year, you will have any number of ways to learn about caring for trees. Winter Management Conference is a centralized opportunity to learn about ways to advance your tree care business. Don’t let another year go by without it.

Host Hotel
Southampton Princess Hotel, 101 South Shore Road, Southampton SN 02, Bermuda. Phone: 1-800-441-1414. Single/Double Occupancy: $125 (please reference the NAA 2000 Winter Management Conference - Group #ARB16 - to ensure these preferred rates)

Contracted Airlines for Bermuda
Delta Airlines has been selected as the primary airline for the 2000 Winter Management Conference. For reservations, call Delta Meeting Network Reservations at 1-800-241-6760 and reference Delta File Number 131595A. Tickets purchased 60 days in advance will receive an additional 5 percent off the special discounted rates.

US Airways 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 US Airways’ Meeting and Convention Reservation Office at 1-800-451-7208 and refer to Gold File No. 21621030. Plan ahead and receive an additional 5 percent discount by ticketing 60 days or more prior to departure.
Many people believe Bermuda is located in the Caribbean, but Bermuda is actually situated in the Atlantic Ocean, only 650 miles off the coast of North Carolina. Warmed year-round by the Gulf Stream, this semi-tropic archipelago is made up of 181 named islands, islets and rocks clustered together in the shape of a fish hook and connected by bridges. Bermuda is approximately 21 miles long and one mile wide.

The islands have a base of volcanic rock and are capped by coral formations, making them low-lying but hilly. They are enclosed on the north, west and south by reefs, which are mostly underwater. The islands are separated from one another by narrow channels, but include several coral lagoons.

Many visitors still find November through March the most appealing season. When Bermuda’s tourism began at the end of the last century, visitors came to escape the harsh northern winter weather. Spring-like temperatures prevail and warm “summer” days are a pleasant respite. It is a time of year when walks on the beach are more common than basking in the sun, rounds of golf more invigorating, and sunsets more memorable.

The city of Hamilton, centrally located on the island, became the capital of Bermuda in 1815. It is home to many first-class restaurants offering a fine variety of cuisine and to some of the finest shopping available, providing savings on such things as English and European clothing, perfume, watches, jewelry, china and crystal.

If you are a history buff, Bermuda’s cultural heritage is exciting. Visit the many forts around the island or take a stroll through the historic old town of St. George’s or spend an afternoon at the Royal Naval Dockyard.

If you want to relax and get away from it all, then the Winter Management Conference 2000 in Bermuda is the place to be.

(Do you know why the sand is pink?)
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Cutter/Pruner Wanted Immediately - (only exp. climber need apply). Must be arborist or have equivalent experience in tree industry. Must be drug free. **Great pay and bonuses. SECURE OPPORTUNITY** with established growing company. Send resumes to: Wisdom Tree Care, PO Box 7968, Cave Creek, AZ 85327. Phone: (480) 419-7100; Fax: (480) 419-6600.

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Salesperson wanted for one of the largest tree care firms in the Detroit metro area, serving residential and commercial clients for over 30 years. We are looking for enthusiastic, career-minded individuals dedicated to professionalism and quality customer service. Starting base salary of $25,000 per year, plus a graduated commission structure ranging from 4-10% of sales. Benefits include: Paid holidays and vacation, paid personal days, medical (incl. dental and prescriptions), life insurance, and pension plan. Your ability to manage and motivate yourself should earn you over $35,000 in the first year. Interested candidates should fax resume to (248) 349-6279 or mail to Mountain Top Tree Service, Inc., 7528 Chubb Road, Northville, MI 48167, or call (248) 349-1870.

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FOR SALE

For Sale

continued on page 68...

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Is the Green Industry Invisible?

By Richard E. Abbott

The title question is based on the results of a study, entitled “Using Labor Market Information to Select Job Corps Vocational Training Offerings,” which was released in April 1999. Our green industry is conspicuous by its absence from this study, which was commissioned by the U.S. Department of Labor.

The Washington consulting firm of Dau, Walker & Associates was retained to study more than 500 occupations, and to “provide an analysis of 25 occupations that have ... potential for success as future vocational training offerings.” It is amazing that “Arborist-Tree Trimmer” was not even considered as a field to be investigated. No green industry occupation was listed, yet, for the past 14 years, ACRT has been offering a very successful Tree Care-Urban Forestry training program using federal funds from the Job Corps, Jobs Training Partnership Act (JTPA) and Welfare to Work. Thousands of people have graduated from this program and been placed in jobs in our industry.

The criteria for inclusion in the survey was that: training must require no more than two years; a language level no higher than high school; annual job openings due to growth and net replacement greater than 1,000; and growth projections between 1996 and 2006 greater than 10 percent or at least 10,000 job openings. Evidently, neither the Department of Labor nor the consulting firm is aware of the hundreds of tree care companies, utilities and municipalities across the country that are desperately seeking trained tree trimmers.

We don’t have to be an invisible industry. It’s time now to rally and make our voices heard. Write to your senators and members of Congress and indicate to them the employment opportunities in our industry as you know them. Write to the Secretary of Labor, U.S. Department of Labor, Washington, D.C., and to Ms. Mary Silva, who is National Director of Job Corps. Point out the inconsistency of the Dau, Walker & Associates report. A sample letter is on our Web site (http://www.acrtinc.com).

Richard E. Abbott is founder and CEO of ACRT, Inc., a utility and urban forestry consulting and training organization headquartered in Cuyahoga Falls, Ohio. He can be reached at 800-622-2562. His e-mail address is REAbbott@acrtinc.com.
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I moved last year to beautiful, sunny, southern California from the central coast of New Jersey. The year before I moved here I got a job with a one-crew residential tree outfit. As lazy as I am, I still can’t understand what attracted me so much to working in this field.

Nevertheless, at the time I was the low man on the totem pole and never really got to do any of the “exciting” work, such as cutting, climbing, or grinding. “Drag brush and clean up!” was all I ever heard from my boss while on the site. About once a week, however, either before or after our job for the day, Darrell (my boss) would take the time to explain something on safety precautions and correct pruning procedures. He also told us the classification for all the trees we would work on—including the Latin names, growth patterns, similarities and differences—and would quiz us every time we saw the same type of tree. These were all things that were good to know for a “well-rounded” arborist.

“Why the hell was I listening,” I thought. “I just drag brush!” Yet I listened, mainly because I found it intriguing, and because I was still on the clock.

When the time came for my big move to California, I thought my days in the tree industry were over. I moved west with the intention of becoming a surf photographer. When I got here, however, I needed a job. Anyone who’s been to California knows decent jobs are hard to find. So I figured “Why not try tree service again, until I can get my feet on the ground?” I did a little investigating on some of the local work done to trees and found that in nine out of ten, trees were trimmed completely wrong.

Six- to ten-inch stubs were left protruding from trunks, tear-outs left and right, and, of course, the wonderful “art of topping” was visible to even an untrained eye.

How did I know this was all wrong? Darrell. He took the time to explain the difference between proper and improper ways to prune and remove trees. He and others who have a passion for the industry tend to get such a bum rap for their precision and love for arboriculture instead of just a love for money.

Now, this article in no way seeks to bash Southern California’s arborists. I have found out that a lot of the residential work here is done by gardeners and untrained people. But for those of you who’ve lost the desire, drive, and passion for the art and beauty that God has given us through these wonderful, living, ever-changing architectural structures, take time to enjoy the masterpieces and share them with someone who’s in hearing range. It just might change your life and theirs. Thanks Darrell!

Sean McCabe is an arborist with Quality Tree Care Company in Poway, Calif.
Waves of heat shimmered above the pavement, and loose papers danced in blistering thermal gusts. The weather man predicted record-setting temperatures throughout the week. Even the shade of the giant Sycamore standing in the Widow Carter's yard offered only scant relief, and the swimming pool was another burning disappointment. The townsfolk had taken refuge inside their homes and offices just after dawn, and the tiny village seemed completely abandoned as Big Al Fontaine's #1 man, Max Bunyan, pulled into the Widow's driveway.

A river of sweat surged between Max's shoulder blades as he set the chocks on the chipper truck and surveyed the mammoth specimen towering above the Widow's yard. Max swallowed the last of his morning coffee and swaggered toward the Sycamore, his climbing belt clanking with every step. "It's gonna take all day to prune this sucker," Max thought to himself as he reached the summit, wiping the sweat from his brow on the sleeve of his shirt.

"Max Bunyan"

Cut after cut - dead branches, crossing ones, parallel, hangers - the efforts continued, non-stop. The music of Max's saw was limp in the air as the blade chewed "powdery Sycamore stuff" into Max's eyes and nose. His mind began to wander and he imagined he was a cowboy in a storm of prairie dust, riding a sun-parched range littered with the bleached bones of long-dead cattle.

"Just a few more cuts," he muttered, throat too dry to talk. In the searing heat, the sweat on Max's forehead dried to a ring of salty grime, almost before it could accumulate.

The ground man looked up at the lobster-red Max, and noted that Max had lost his hallmark grace and control. Max's eyes reddened into a network of fiery veins, and the blood vessels on his forehead dried to a ring of salty grime, almost before it could accumulate.

and distant, the Sycamore "dust" wheezing in and out with every cough. Without the energy to complete the job, Max lowered himself to the ground, defeated and exhausted once again by the sun.

The warm weather is finally here, and ONLY YOU can prevent yourself from becoming a victim of the sun. A class in first aid will offer the basics in treatment for common heat-related ailments. In the meantime, unlike Max, stay safe by following a few simple rules:

**EAT** something in the morning between waking up and making your way to the job site - get something down the ol' gullet. Like any other machine, the human body needs fuel. When your "machine" is pushed beyond its limitations (like in the heat), it will have to rely on that fuel for the energy to keep cool.

**DRINK.** Remember, every drop of sweat depletes the body's reserves. Without replacement, this "reservoir" will eventually run dry. A good rule of thumb is to drink before thirst strikes. Dry lips are a signal that it's time to replenish the water source.

**RECOGNIZE THE WARNING SIGNS.** Keep an eye on teammates (like always). Watch for signs of heat exhaustion and/or heat stroke - profuse sweating, redness of the skin, coupled with confusion and lack of coordination. Be aware, as these symptoms can indicate a possibly life-threatening condition.
To many, a Shindaiwa is more than just a piece of landscaping equipment.

The Shindaiwa 1230 grass trimmer boasts the industry's best power-to-weight ratio, meaning you finish more work without the fatigue of operating heavy equipment.

While your Shindaiwa won't host you a bachelor party, it will provide a long relationship. Such loyalty results from individually designed components that hold up to the toughest demands. So your Shindaiwa will always stand attentively by your side. Whatever the task may be. For additional information, call us at: 800-521-7733 or visit our website: www.shindaiwa.com.

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Indiana

Convention Center & RCA Dome

November 4-6
presented by the National Arborist Association, Inc. and International Society of Arboriculture

New this year ... Arborist Skills Areas!

The sky is the limit with what you'll learn from this year's exciting program. Over 150 exhibitors under one roof, bringing you cutting-edge tree care equipment, technology, supplies and services.

Why should you attend?

Live demonstrations with plenty of hands-on instruction. This is a chance for you to sharpen your skills with some of the leading names in the arborist industry.

Stop by any of the three arborist skills areas located on the trade show floor to learn and try state-of-the-art industry techniques.

The SMART MANAGER and EXPERT PRACTITIONER seminar series allow you to customize your educational experience to fit your needs - with several sessions offering pesticide applicator re-certification credits and ISA continuing education units.

Registration IS REQUIRED to obtain your admission badge. Register before the Early Bird deadline of October 8 to receive discounts on trade show admission and educational seminars.

SAVE, SAVE, SAVE ... Take advantage of the educational seminars ... BUY GOLD!

Indiana Convention Center & RCA Dome November 4-6

Please Note: We encourage you to bring all of your employees to TCI EXPO '99. TCI EXPO is a valuable educational experience.
The National Arborist Association is pleased to offer a special workshop in conjunction with TCI EXPO '99. TCI attendees are invited to participate in this full-day workshop on Wednesday, November 3, 1999 at the Indiana Convention Center & RCA Dome in Indianapolis, Indiana.

This two-part workshop will address key business issues and will be taught in a small classroom format to encourage participant interaction.

The morning session will address motivation as one of the most important skills of a manager or supervisor. The afternoon session will address leadership and team building and how each separately and collectively is critical to the success of any business.

He is real. He is experienced. He is motivated.

Speaker: Robert Ash

Robert J. Ash has been a professor of Management and Business at Santiago Canyon College in Orange, CA for the past 30 years. He is the chairman of the Business Department. He is principle for Ash and Associates specializing in Management, Supervision and Employee Training for both public and private industry.

Understanding Motivation
Motivation is one of the most important skills of a manager or supervisor. This seminar will help you understand the behavior process - why people do the things they do; the motivation process - what happens in motivation; motivation theories; and burn out/peak-out - why it happens, who is responsible and how to prevent it.

Leadership and Team Building
Understanding leadership and building a team is critical to the success of any business. This seminar will help you understand the relationships and characteristics of a team; the phases of team building; leadership theories; and situational leadership and management.

Workshop Schedule

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Limited Enrollment. Early registration is encouraged.

Please use TCI EXPO registration form to indicate attendance at this program.
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Over 150 at this year's EXPO!

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Bashlin Industries Inc.
Bayer Corporation
John Bean Sprayers
Ben Meadows Company
Bishop Company
Blue Ridge Arborist Supply
John Brown & Sons Inc.
Buccaneer Rope Company
Buckingham Mfg. Company, Inc.
CAG, Inc.
CNA Commercial Insurance
J.P. Carlton Company
Climb Axe, Ltd.
Columbian Rope Company
Corona Clipper
Creative Automation Solutions
Creative Sales, Inc. (CSI)
Data Transmission Network - Weather Center
The Davey Tree Expert Company
Deutz Corporation
The Doggett Corporation
Dokoski Industries Inc.
ECHO - Midwest Equipment & Supply Inc.
EnginAire
Engine Center Inc.
Engine Distributors, Inc.
Excalibur DMM
Excel Industries Inc.
FCI/Racine
FMC Corporation-APG Specialty Products
Fanno Saw Works
Fecon Resource Recovery Equipment
First Sierra Financial, Inc.
Forestry Equipment of Shelby, Inc.
Forestry Suppliers, Inc.
J. P. Fuller, Inc.
G & A Equipment Inc.
GNC Industries
Good Tree Care Company
Green Manufacturing
GreenPro Services
Grow Gun Corporation
Growtech, Inc.
Growth Products, Ltd.
Gyro-Trac, Inc.
The Hartford
Hollie Wood Enterprises
Husqvarna Forest & Garden Company
IML-Instrument Mechanic Labor, Inc.
ImpleMax Equipment Company Inc.
Independent Protection Company, Inc.
Indiana Arborist Association
International Society of Arboriculture
Jameson Corporation
Kramer Equipment Company, Inc.
Kraul & Krummerling, Inc.
Leonardi Manufacturing
Lund Tech, Inc.
Fred Marvin Associates
MAT-3, Inc.
J.J. Mugst Company
Midwest Arborist Supplies
Miller Machine Works
Minnesota Wanner Company
MIRK, Inc.
Monterey Lawn & Garden Products, Inc.
Morbark E-Z Beaver Company
MTI Insulated Products
National Arborist Association (NAA)
National Arborist Foundation (NAF)
New England Ropes, Inc.
Niemeier Corporation
Northeastern Associates
Nu-Arbor Tree & Shrub Care Products, Inc.
Oregon Cutting Systems, Div. of Blount, Inc.
The Pavey Manufacturing Company
Perco Printing
Pigeon Mountain Industries Inc. (PMI)
Plant Health Care Inc.
Plastic Composites Corporation
Polecat Industries, Inc.
Power Great Lakes Inc.
Practical Solutions, Inc.
Preformed Lino Products
Progress Leasing/Quaker State Leasing Co.
Purdue University
Rainbow Treecare - Scientific Advancements
RAM Posiquip
Rayco Manufacturing, Inc.
Rear's Manufacturing Company
Remke Enterprises, Inc.
Roots, Inc.
Rootwell, Inc.
Royal Truck & Equipment, Inc.
Safety Test & Equipment Company
Salsco Inc.
Schodorf Truck Body & Equipment Co.
Service Communications Software
Shelter Tree, Inc.
Sherrill Arborist: Equipment & Supply
Sierra Moreno Mercantile Company
Simonds Industries, Inc.
Southco Industries, Inc.
Southeastern Equipment Company
Stihl Incorporated
Sunrise Concepts, Inc.
Tamarack Cleaning, Inc.
Tanka
Terex Telelect Inc.
Tilton Equipment Company
Timberwolf Manufacturing Corporation
Tree & Landscape Equipment Trader
Tree Line Supply Company
Tree Management Systems, Inc.
Tree Tech Microinjection Systems
TreePro Direct™
V. A. Wolf, Inc.
Vermeer Manufacturing Company
Versalift, Time Manufacturing Co.
Weaver Leather, Inc.
Wis-Cos Total Power Corporation
Wood/Chuck Chipper Corporation
Wood-Mizer Products, Inc.
Woodsman
Yale Cordage, Inc.
Zenith Cutter Company
**WIN ARBORBUCKS!**

There will be two drawings each day for at least $250 in ARBORBUCKS on the Trade Show floor. Drawings will be held on Thursday and Friday at 12:00 noon and 2:00 pm and Saturday at 11:00 am and 1:00 pm.

**$250 ArborBucks Cash**

ARBORBUCKS 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!

**Just one more reason to join us at TCI EXPO '99!**

<table>
<thead>
<tr>
<th>Arborbucks Drawing Schedule</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday November 4</td>
<td>Friday November 5</td>
</tr>
<tr>
<td>12:00 noon</td>
<td>12:00 noon</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>2:00 pm</td>
</tr>
</tbody>
</table>

Winners must be present in order to receive Arborbucks cash!

Be sure to look for the following ARBORBUCKS participants:

- Aerial Equipment, Inc.
- Aerial Lift, Inc. of Connecticut
- Alliance Equipment Co., Inc.
- American Arborist Supplies
- ArborSystems, LLC
- Bandit Industries, Inc.
- Bartlett Manufacturing Co.
- Blue Ridge Arborist Supply
- Buckingham Mfg. Co., Inc.
- Creative Automation Solutions
- Doskocil Industries, Inc.
- Growtech, Inc.
- Husqvarna
- Jameson Corporation
- Karl Kuehnerling, Inc.
- Peavey Manufacturing Co.
- Pigeon Mountain Industries, Inc.
- Rayco Mfg., Inc.
- Weaver Leather, Inc.
- Zenith Cutter Co.

Visit any of three Arborist Skills Areas located on the trade show floor and sign up to receive hands-on instruction. Upon completion, ISA Certified Arborists will become eligible to receive ISA recertification credits.

**Arborist Skills Areas**

All of this and more ... for only the price of admission to TCI EXPO '99
### Schedule of Events

**Thursday, November 4, 1999**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>REGISTRATION OPENS - Complimentary coffee available</td>
</tr>
<tr>
<td>8:30-9:45</td>
<td>KEYNOTE ADDRESS: STAFFING: KEY TO SUCCESS NOW AND IN THE COMING YEARS - Wayne Outlaw</td>
</tr>
<tr>
<td>9:57</td>
<td>TRADE SHOW OPENS</td>
</tr>
<tr>
<td>12:00</td>
<td>ARBORBUCKS DRAWING - Demonstration Area 1</td>
</tr>
<tr>
<td>2:00</td>
<td>ARBORBUCKS DRAWING - Demonstration Area 1</td>
</tr>
<tr>
<td>4:00</td>
<td>TRADE SHOW CLOSES</td>
</tr>
<tr>
<td>4:00-5:00</td>
<td>DEVELOPING PRUNING SPECIFICATIONS USING A300 - Ed Gilman</td>
</tr>
<tr>
<td>4:00-5:00</td>
<td>KEEPING YOUR EMPLOYEES - Wayne Outlaw</td>
</tr>
<tr>
<td>6:00-7:00</td>
<td>WELCOME RECEPTION FOR ALL ATTENDEES AND EXHIBITORS - Union Station; Crowne Plaza at Union Station</td>
</tr>
</tbody>
</table>

**Friday, November 5, 1999**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>REGISTRATION OPENS</td>
</tr>
<tr>
<td>8:00-9:00</td>
<td>TOP INSECT PESTS &amp; CONTROL - Gary C. Eaglesworth</td>
</tr>
<tr>
<td>8:00-9:00</td>
<td>ACCOUNTING: TALKING TO YOUR PEOPLE - Mike Whitehead</td>
</tr>
<tr>
<td>9:00</td>
<td>TRADE SHOW OPENS</td>
</tr>
<tr>
<td>9:30-10:30</td>
<td>BEYOND DEADWOOD - Jim Rogers</td>
</tr>
<tr>
<td>9:30-10:30</td>
<td>BASIC OFFICE COMPUTI - Joan Smith</td>
</tr>
<tr>
<td>12:00</td>
<td>ARBORBUCKS DRAWING - Demonstration Area 1</td>
</tr>
<tr>
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<td>4:00</td>
<td>TRADE SHOW CLOSES</td>
</tr>
<tr>
<td>4:00-5:00</td>
<td>MYCORRHIZAL FUNGI - Paul Bowman</td>
</tr>
<tr>
<td>4:00-5:00</td>
<td>BASIC OFFICE COMPUTI - Joan Smith</td>
</tr>
<tr>
<td>5:15-6:15</td>
<td>USING THE INTERNET TO IMPROVE YOUR BUSINESS - John Lloyd</td>
</tr>
</tbody>
</table>

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**Special Note:**
- **ARBORBUCKS DRAWING** - You could be the winner of ARBORBUCKS currency and other prizes! Be sure to fill out your entry form for a chance to win.
- **ARBORBUCKS** can be used as cash at other exhibits. Check your show program for times and locations. To keep up with the leading names in the arborist industry, you won't want to miss a single demo.
- **DEVELOPING PRUNING SPECIFICATIONS USING A300** - This seminar will help you become more efficient at pruning trees, and will provide you with a method for evaluating trees and their pruning needs.
- **KEEPING YOUR EMPLOYEES** - Without good specifications, every arborist bid is a different type and amount of pruning. Just like a home builder would not dream of building a house without a set of plans, why should you bid on a pruning job without a set of plans (specifications)? This session will review the basics of good specifications and guide you through the process of developing them.

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**Welcome Reception Details**
- **Location:** Union Station; Crowne Plaza at Union Station
- **Time:** 6:00-7:00
- **Activities:** Complimentary hors d'oeuvres, network, and enjoy an evening of fun with fellow tree care professionals.

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**Additional Information**
- **REGISTRATION OPENS**
- **TOP INSECT PESTS & CONTROL**
- **ACCOUNTING: TALKING TO YOUR PEOPLE**
- **BEYOND DEADWOOD**
- **BASIC OFFICE COMPUTI**
- **MYCORRHIZAL FUNGI**
- **USING THE INTERNET TO IMPROVE YOUR BUSINESS**
November 6, 1999

REGISTRATION OPENS - Complimentary coffee available

MYCORRHIZAL FUNGI AND OTHER MICROORGANISMS
Don Marx
(This program is repeated from Friday. See Friday's seminar schedule)

TOP DISEASES & CONTROL STRATEGIES
- Paul Pecknold
- Midwest. He'll cover anthracnoses, apple scab, blister leaf of oak, Verticillium wilt, aggressive canker diseases and more.

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 '99 has to offer!

9:00-9:30 Coffee Break

CABLING & BRACING/APPLICATIONS FOR THE COBRA SYSTEM
- John Ball

With almost all technological advances, there are advantages and disadvantages. Ball, a former commercial arborist and researcher at South Dakota State University, will be sharing some preliminary research results on the Cobra System, discussing when and where it can be used successfully, as well as informing the audience what questions he has regarding the system and how they are being addressed.

9:30-10:30 GENERATIONAL WARFARE & EMPLOYEE RELATIONS
John Curtis

Don't let the proverbial generation gap have a powerful influence on every come between you and effective hiring and employee development. Listen to this dynamic presentation from John Curtis with Integrated Organizational Development, Inc., a business consulting firm in Maitland, Florida specializing in Organizational Assessment, Strategic Planning, and Human Skills Development.

11:00 ARBORBUCKS DRAWING
It's not to late too enter the drawing. You could be the winner!

12:30 ISA Certification Exam Check-in

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

1:00 ISA Certification Exam
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 working days prior to exam date.

3:00 TCI EXPO '99 REGISTRATION AND TRADE SHOW CLOSE!

See you next year in Charlotte, NC November 9-11, 2000
**Getting There . . .**

**DRIVING IS EASY . . .**

**FROM: THE NORTH -**  
**Chicago - Route I-65S**  
Take I-65 South to Exit 114. Go South on Dr. Martin Luther King, Jr. Drive/West Street to Maryland Street. Take a left onto Maryland Street. The Indiana Convention Center will be on the right.

**FROM: THE SOUTH -**  
**Louisville - Route I-65N**  
Take I-65 North to I-70 West to Exit 79A. Go North on West Street/Missouri Street. Take a right onto Maryland Street. The Indiana Convention Center will be on the right.

**FROM: THE EAST -**  
**Ohio - Route I-70W**  
Take I-70 West to I-65 North Exit 114. Go South on Martin Luther King, Jr. Drive/West Street to Maryland Street. Take a left onto Maryland Street. The Indiana Convention Center will be on the right.

**FROM: THE WEST -**  
**Illinois - Route I-70E**  
Take I-70 East to Exit 79A. Go North on West Street/Missouri Street to Maryland Street. Take a right onto Maryland Street. The Indiana Convention Center will be on the right.

**FROM: THE NORTHEAST -**  
**Ft. Wayne, Detroit - I-69S**  
Take I-69 South to I-465 South to I-70 West to I-65 North to Exit 114. Go South on Martin Luther King, Jr. Drive/West Street to Maryland Street. Take a left onto Maryland Street. The Indiana Convention Center will be on the right.

**FROM: THE SOUTHEAST -**  
**Cincinnati - I-74W**  
Take I-74 West to I-465 South to I-65 North to I-70 West to Exit 79A. Go North on West Street/Missouri Street. Take a right onto Maryland Street. The Indiana Convention Center will be on the right.

**TRAIN . . .**  
AMTRAK's Indianapolis Station is located next door to historic Union Station, just two blocks from the Convention Center. Check AMTRAK reservations for train schedules at 1-800-872-7245.

**FLYING . . .**

**US Airways**  
US Airways has been selected as the primary airline for TCI EXPO '99. It is offering special discounted fares to TCI EXPO meeting attendees. To make your reservation, call US Airways Meeting and Convention Reservation Center at 1-800-334-8644 and reference the National Arborist Association's Gold File #19611030.

**Northwest/KLM Airlines**  
Northwest/KLM 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 Meeting Services Reservation Desk at 1-800-328-1111 and refer to WorldFile #NMNB7. Following these instructions will ensure you receive the best possible price on your ticket.

**Airport Transportation . . .**

For those arriving by air, the Indianapolis International Airport is 12 minutes from downtown Indy. Arrangements have been made with INDY CONNECTIONS shuttle service for transportation to downtown hotels. Look for coupons in your registration confirmation packages. This coupon will entitle you to a conference rate of $7.00 per person, one way.

Once in the airport, please go downstairs to the baggage area and claim your luggage. Proceed out the terminal exit doors and follow the signs directing you to the "Ground Transportation Center." The Center is located directly across the street from the terminal on the ground level of the parking garage.

Go inside the Ground Transportation Center to the first counter marked INDY CONNECTIONS and let the representative know you have arrived. **You must present your coupon to the representative at this time to receive the reduced rate.**
FINDING A HOTEL ROOM...

This year the host hotel for TCI EXPO '99 is the OMNI SEVERIN HOTEL, located at 40 West Jackson Place (one block from the Convention Center). The OMNI SEVERIN HOTEL is offering TCI EXPO '99 attendees a rate of $90 single/double occupancy.

Valet parking is available for overnight hotel guests at a daily rate of $12. This includes in-and-out privileges on a 24-hour basis. Currently, Omni Severin Hotel guests may park in the Pan Am Plaza Garage for $6 per day. This does not include in-and-out privileges. Space is limited, so be sure to make your reservation early. This rate will be offered until October 3, 1999. To make your reservation, please call the OMNI SEVERIN HOTEL at 317-634-6664. Be sure to reference the National Arborist Association/TCI EXPO room block when making your reservations.

Alternative accommodations are available at the CROWNE PLAZA at Union Station, located at 123 West Louisiana Street (adjacent to the Convention Center). The Crowne Plaza at Union Station will offer TCI EXPO '99 attendees a rate of $90 single/double occupancy.

Valet parking is available for overnight hotel guests at a daily rate of $10. This includes in-and-out privileges on a 24-hour basis. Crowne Plaza hotel guests may self park in the Pan Am Plaza Garage at a discounted rate. Reservations must be made by October 4, 1999 in order to guarantee this preferred rate. To reserve your room, please call the hotel at 317-631-2221 and be sure to reference the National Arborist Association/TCI EXPO room block.
### Schedule at a Glance

#### Thursday, November 4
- **7:30 am**: Registration Opens
- **8:30 - 9:45 am**: Keynote Address
  - Staffing: Key to Success Now and in the Coming Years - Wayne Outlaw
- **9:57 am**: Trade Show Opens

#### Friday, November 5
- **7:30 am**: Registration Opens
- **8:00 - 9:00 am**: Top Insect Pests & Control Strategies
  - Cliff Sadof
- **8:30 - 9:45 am**: Keynote Address
  - Top Insect Pests & Control Strategies
  - Mycorrhizal Fungi and Other Microorganisms
- **9:57 am**: Trade Show Opens
- **9:30 - 10:30 am**: Beyond Deadwooding
  - Ed Gilman
- **9:30 - 10:30 am**: Basic Office Computerization
  - Jack Mattingly
- **11:00 am**: Arborbucks Drawing

#### Saturday, November 6
- **7:30 am**: Registration Opens
- **8:00 - 9:00 am**: Top Diseases & Control Strategies
  - Don Marx
- **9:00 am**: Trade Show Opens
- **9:30 - 10:30 am**: Mycorrhizal Fungi and Other Microorganisms
- **9:30 - 10:30 am**: Generational Warfare & Employee Relations
- **11:00 am**: Arborbucks Drawing

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### Don't want to wait?

Indicate on your registration form that you would like your badge mailed in advance. When you arrive at the show, go to the "Badge Holder Pickup" desk to get your badge holder and pocket program. That's all you need to do to ...

### Avoid long lines!

Use one form for each registrant

Reproduce registration form for additional registrants

---

### Registration

Early Bird registrations must be received by October 8, 1999. Registrations received after October 8, 1999, not complying with the appropriate fees, will be billed accordingly. 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.

### 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, BUY GOLD! To purchase the GOLD CARD, which will give you unlimited access to all educational sessions and the Trade Show, check the appropriate box on the registration form and enter the correct amount in the TOTAL COST line.

### Cancellations

All registration cancellations must be received in writing at the National Arborist Association office. Cancellations received on or before October 22, 1999, will receive a full refund less a $25 administrative fee. Fees cannot be refunded after October 22, however you are welcome to send a replacement. No telephone cancellations will be accepted.
1. Registration Form

Name _____________________________
Title ______________________________
Company __________________________
Address ____________________________
City __________________ State _______ Zip _______
Phone _____________________________ Fax ___________________________

Signature __________________________ Date _______

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

2. Seminar Selections

THURSDAY, NOVEMBER 4
☐ #1 - 8:30am Staffing: Key to Success Now and in the Coming Years .......... 1 Hour
☐ #2 - 4:00pm Developing Pruning Specifications Using A300 ............... 1 Hour
☐ #3 - 4:00pm Keeping Your Employees ................................................. 1 Hour

FRIDAY, NOVEMBER 5
☐ #4 - 8:00am Top Insect Pests & Control Strategies ............................. 1 Hour
☐ #5 - 8:00am Accounting: Talking the Talk ............................................... 1 Hour
☐ #6 - 9:30am Beyond Deadwooding .......................................................... 1 Hour
☐ #7 - 9:30am Basic Office Computerization ............................................. 1 Hour
☐ #8 - 4:00pm Mycorrhizal Fungi and Other Microorganisms ................. 1 Hour
☐ #9 - 4:00pm Basic Office Computerization ............................................. 1 Hour
☐ #10 - 5:15pm Using the Internet to Enhance Your Customer Service ........ 1 Hour

SATURDAY, NOVEMBER 6
☐ #11 - 8:00am Mycorrhizal Fungi and Other Microorganisms .................. 1 Hour
☐ #12 - 8:00am Top Diseases & Control Strategies ................................. 1 Hour
☐ #13 - 9:30am Cabling & Bracing/Applications for the Cobra System ....... 1 Hour
☐ #14 - 9:30am Generational Warfare & Employee Relations ...................... 1 Hour

TOTAL SEMINAR HOURS _____________

3. Badge Request

☐ Please check here if you would like your badge mailed in advance.

4. Registration Options

☐ Gold Card - Includes any 8 seminar selections and admission to trade show
   (Wednesday Business Managers' Workshop is not included in Gold Card option)
   BEFORE OCT. 8, 1999 AFTER OCT. 8, 1999
   $195 $240

☐ Individual Seminars multiply cost by number of seminar hours ____ X
   $ 45 $ 55

☐ Trade Show Entrance Only - Free with paid seminars
   $ 10 $ 15

☐ Business Managers' Workshop (lunch not included) - Wednesday, Nov. 3, 1999
   $ 95 $ 95

TOTAL $

5. Payment Method

☐ Check Enclosed ☐ MasterCard/Visa AMOUNT $ __________
   CARD NO. ___________________________ EXP. DATE _______
   NAME ___________________________ SIGNATURE __________
   (as it appears on your card)

6. NAA Membership & TCI Magazine Information

1. Is your company an NAA Member Firm? ☐ Yes ☐ No
2. Do you wish to receive NAA Membership Info? ☐ Yes ☐ No
3. 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:

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

5. Purchasing Authority:(please check one that applies) ☐ Approve ☐ Recommend

Register by Fax
THURSDAY, NOVEMBER 4
CREDIT CARD PAYMENTS ONLY)
#1 - 8:30am Staffing: Key to Success Now and in the Coming Years .......... 1 Hour
603-672-2613
#2 - 4:00pm Developing Pruning Specifications Using A300 ............... 1 Hour
#3 - 4:00pm Keeping Your Employees ................................................. 1 Hour

Register by Phone
FRIDAY NOVEMBER 1-800-733-2622
#4 - 8:00am Top Insect Pests & Control Strategies ............................. 1 Hour
603-672-2613
#5 - 4:00pm Developing Pruning Specifications Using A300 ............... 1 Hour
#6 - 4:00pm Keeping Your Employees ................................................. 1 Hour

Register by Mail
1 #7 - 9:30am Basic Office Computerization ............................................. 1 Hour
PI Box 1094
1 #8 - 4:00pm Using the Internet to Enhance Your Customer Service ........ 1 Hour
Amherst, NH 03031-1094

TOTAL SEMINAR HOURS _____________
November 9-11

Success is in your hands...
Make a difference in your future!

National Arborist Association, Inc.
PO Box 1094
The Meeting Place Mall, Route 101
Amherst, NH 03031-1094