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Most arborists understand that their expertise is a valuable commodity. This article looks at the many issues that surround delivering that commodity for a fee.

Tree Care Industry is pleased to present the competitors from the 1994 International Society of Arboriculture Tree Climber’s Jamboree.
The outlook is fantastic. Arborists all over the country are talking about how busy they are. Business is good. Backlogs are building. The economy is stronger than it was a year ago. Sure, there are weak spots. There always will be, but the overall picture is great. But............

Now is not the time to slow down. I know. You worked harder in 1994 than you ever have before. We all have, but 1994 isn’t over yet. Don’t lose sight of the fact that after mid-November, consumer interests focus on Thanksgiving, the Christmas holidays, winter vacations and other activities. If you are going to have sufficient work for the winter, you need to book it in the next few weeks.

Remember, you have your whole client list to draw from to find the work you need. If they don’t have work to be done in the next few months, the contact you make now, the visit to their property or your phone call, will serve to continue your relationship for future business. It’s a win-win situation.

When that is all taken care of, you can begin to focus on other things. I suggest that you start your focus at TCI EXPO ’94 in Philadelphia. It’s easy to get to by car, by truck, by bus, by train or by plane. Hotel accommodations are reasonable, and we even provide transportation from two of the hotels to the Convention Center. Admission to the trade show is free. We will have more than 140 exhibitors. It’s going to be a regular Toys ‘R Us for tree people.

There will be free demonstrations of climbing and rigging techniques as well as electrical hazards and trees demonstrations. In addition, we will have an excellent seminar program for managers, sales people and field personnel. Some will provide pesticide recertification credits and many will provide ISA CEU’s.

The opportunity to network with arborists from all over the world is a benefit that you can’t measure. This year we are adding another feature: an NAA information central. Speakers as well as NAA members and staff, all recognized experts in various areas of the tree care industry, will be available to answer any of your questions. For example, they will be able to analyze your financial statement, provide guidance on your sales and marketing efforts, assist with the development of training programs or answer your technical questions.

TCI EXPO ’94 is going to be the tree care event of the year. Get your sales done first and then get to Philadelphia. All of the information that you need to register can be found in the center of this issue. I’m looking forward to seeing you there.
You want a stronger business. Have you considered a stronger saw?

To the average citizen, a chain saw is a cutting tool. No more, no less. But if you depend on it for your livelihood, a saw is more than just a cutting tool.

It's a business tool. Which is why you should take a good, hard look at Shindaiwa. We manufacture high-performance chain saws for professionals. People who demand the rock-like reliability, low weight, easy starting, and smooth power few saws deliver. Ours do. From the all-new, 4.5 cubic-inch 757 to the compact 300S, every Shindaiwa is built for maximum cutting efficiency, minimum cost of ownership. It's the result of flawless construction. Small displacement, high output engines. And engineering tolerances normally reserved for Formula One race cars. For added protection, you're backed by a national network of independent servicing dealers. So visit one soon. Because if you're running a business, shouldn't you be running the strongest business tools as well?

Please circle 34 on the Reader Service Card.
By Scott Cullen

Arborists are often called on to inspect trees and offer advice. While this may be either part of a comprehensive service program or a component of bidding work, the inspection and advice are usually paid for through the performance of other services - pruning, removal, pest management, etc. The risk, of course, is that you don't get the work and don't get paid for giving the advice. The time and expertise involved are considered a selling expense - just a part of the business. Some arborists avoid this risk by charging for the advice or estimate and crediting the payment against the charges for other work actually performed.

The primary goal, however, is still to provide other services which remain the real source of revenue. Either way, if you offer traditional tree care services, you will always be giving advice and making recommendations in connection with selling and delivering those services.

Consulting vs. selling work

Most arborists understand that their expertise (time, experience, knowledge and judgment) is a valuable commodity. Some recognize that this commodity can be delivered for a fee as a service in its own right, apart from any other work. This service is called consulting.

What does it take to offer consulting as a separate service - or even your only service? Let's take a look at the business issues and the technical and professional issues involved.

Business issues

The business issues - an area that The American Society of Consulting Arborists refers to as Practice Management - are the most obvious ones. While there are a few unique concerns in consulting, it is not unlike any other business venture or service line in most respects.

First, you must recognize that consulting is a service. Like any service you must understand your costs and charge adequately to cover them and allow for a profit. Unlike other tree care services, a significant portion of the time involved is not spent in the field, but in the office, library or lab, analyzing information and preparing consulting reports. Estimating this time is a major difference in projecting the cost of consulting services.

Second, you must have a market - consumers who will pay for the service you offer. These may be your current tree care clients, other consumers of tree care services who want a second or independent opinion or still others who require only an expert opinion - such as an attorney involved in a litigation, an insurance company seeking to settle a claim of loss or an architect trying to retain trees around a new building. The size of your market, your ability to capture it and your goals are, clearly, important factors in determining whether consulting is an additional service or your entire business.

Third, you must make the business arrangements and have the equipment necessary to obtain assignments and deliver consulting services. Business arrangements may include certification, designation or licensing in one or more technical areas; membership in one or more professional organizations; Errors and Omissions (E&O) insurance coverage; and specialized proposals, contracts...
and reporting forms. Equipment may include diagnostic instruments; cameras or other imaging equipment; computers and peripherals; and reference materials.

**Technical & professional issues**

A number of technical and professional issues are more important than the business issues in defining what consulting is. Three major requirements are objectivity and professional ethics, technical qualifications and communication skills.

Objectivity is the key requirement of professional consulting. The consultant must render an opinion based on the facts observed. This opinion must not be directed by what the client - or anyone else - wants to hear. The consultant is not a “hired gun”. It must not be based on other services that the consultant - or anyone else - wants to deliver. Remember, consulting is not selling work. The real service of the consultant is in interpreting the facts and exercising professional judgment to provide an informed, objective opinion.

Professional ethics often impose greater duties of care, trust and qualification on consulting than on other segments of the tree care business. For example, confidentiality and the avoidance of both conflicts of interest and self-interest are requirements found more often in consulting than in general tree care. Another ethical requirement is to decline any assignments that are outside one’s areas of expertise.

Consulting is not for novices. The ability to make informed and objective professional judgments depends on advanced - and very often specialized - technical qualifications. The consultant must have extensive experience or specialized and advanced training or both. Most practicing consultants are certified and/or licensed arborists. Many degrees in arboriculture, forestry, horticulture, entomology, pathology or related fields. Many consultants have field experience - they’ve been out there climbing, felling, spraying and so forth. The experience of others may be in teaching, research, specifying or selling tree care, urban forest management or some other “white collar” role. The consultant must also be competent in the use of any specialized recording, diagnostic and reporting equipment needed. A combination of formal training and experience provides the depth of knowledge needed to make rational in-

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**A PARTIAL LIST OF CONSULTING SPECIALTIES**

- Aerial Photography
- Aesthetic Value Loss
- Agronomy
- Agricultural Chemicals
- Applied Plant Ecology
- Appearals
  - Landscape Plants
  - Nursery Crops/Inventory
  - ROW/Condemnation
  - Timber
- Arbitration
- Arboriums
- Athletic Fields
- Beach or Stream Erosion
- Biological Controls
- Bracing and Cabling
- Comprehensive Site Analysis
- Compute Systems
- Construction - Site Disturbance
  - Damage ID and Mitigation
  - Permits and Approvals
  - Tree Protection and Retention
  - Written Specifications
- Developing Tree Structures
- Decline of Urban Woodlots
- Diagnostics
- Disease Control
- Drainage for Trees
- Dutch Elm Disease Control
- Electrical Hazards
- Entomology
- Environmental Assessments
- Impact Statements
- Regulations
- Expert Witnessing
- Feasibility Studies
- Fertilizing Trees
- Fire Damage to Trees
- Forensic Arboriculture
- Forestry
  - Management
  - Resource Problems
  - Timber Sales
- Genetics
- Geology
- Golf Courses
- Grading and Drainage Studies
- Greenhouse Plants
- Growth Regulators
- Hazard Tree Evaluation
- Herbaceous Plants
- Herbicides
  - Aquatic Weed Control
  - Damage ID and Mitigation
  - ROW Brush Control
  - Weed Control
- Hydrology
- Ice Damage to Trees
- Infrared Photography
- Insect and Disease Diagnosis
- Insurance Claims
- Interior Landscapes
- International Arboriculture
- IPM
- Irrigation Systems
- Landscape Construction
  - Contract Audits
  - Estimating
  - Written Specifications
- Landscape Design
- Large Tree Moving
- Lecturing and Teaching
- Legislation
- Lightning
  - Damage ID and Mitigation
  - Protection
- Litigation Support
- Microclimate Evaluation
- Mycology
- Native Trees
- Natural Gas Damage
- Nursery Management
- Nutritional Diagnostics
- Orchards
- Pathology
- People Pressure Diseases
- Plant Propagation and Patents
- Pole Inspection and Treatment
- Pomology
- Project Management
- Plant Health Care
- Quality Control
  - Nursery Production
  - Tree and Plant Purchases
  - Tree Work
- Root Collar Inspections
- Salt Tolerance
- Soils
  - Amendment
  - Testing
- Taxonomy
- Tree Care and Removal
  - Contract Audits
  - Equipment and Techniques
  - Estimating
  - Management Programs
  - Safety and Training
  - Written Specifications
- Tree Selection
- Trees and Traffic
- Trees and Turf
- Turf Management
- Urban Forestry
- Utility Arboriculture
- Vegetation Management
- Vertebrate Pest Control
- Watershed Management
- Wildlife Habitats
Objectivity is the key requirement of professional consulting. The consultant must render an opinion based on the facts observed.
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The catch (if you could call it that) is that for every dollar you save, a generous contribution will be made to the National Arborist Foundation and the International Society of Arboriculture Research Trust. This gives you the opportunity to save money and promote the interests of the professional organizations that you value all at the same time.

To learn more about Telendow or to sign up for the long distance services, call (804) 525-6779 and ask for Don Norton. To have a free bill appraisal performed and learn how much money you can save, fax a copy of your phone bill to Telendow at (804) 525-7607, or mail it to:

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(Satisfied AT&T, Sprint, or MCI customers: You do not have to switch to join the Telendow Network. With Telendow, you can remain with your present long distance carrier and still receive a generous discount over present rates. Call Telendow to find out exactly how much you can save.)

Please circle 23 on the Reader Service Card
nical skills to make an investigation and reach conclusions. Reporting the conclusions, that is, delivering understandable and useful information to the client, requires written and/or oral communication skills. The consultant must be able to report in both forms. Written and oral communication each require clear and organized thoughts, good grammar and an ability to be concise, yet thorough. Written reports require good spelling as well. Written reports may also require maps, diagrams, photographs or other graphic material, which the consultant must be able to prepare.

Certain assignments require specialized communication or reporting skills. A consulting arborist may be called on to appear as an expert witness in a court of law. The consultant’s written reports and oral testimony must comply with Rules of Practice or Procedure in a particular jurisdiction and are usually guided (in form, if not content - the consultant must remain objective) by an attorney. Other assignments may require appearance at public hearings, for example, before a Planning and Zoning Commission or other regulatory body. The consultant, in this instance, needs good public presentation skills and must be comfortable in front of a large, sometimes hostile, audience. In some situations, the ability to present information may be even more important than its content.

Getting qualified
What can you do to become qualified as a consulting arborist? Learn as much as you can about arboriculture generally and about any specialty in which you might want to do consulting. A good first step is to become certified or licensed. The International Society of Arboriculture conducts a national arborist certification program. Several state or regional groups also offer certification. Some states and some local governments have mandatory licensing requirements. Degree programs and individual courses in arboriculture, forestry, horticulture and related fields are offered at many colleges and universities. Continuing education courses and workshops are offered by the National Arborist Association, ISA, various trade associations, Cooperative Extension, arboreums and botanical gardens and many others. A wealth of educational books, videos, home study courses, periodicals and other
Have You Trained Your Tree Workers In Electrical Hazard Awareness? PROVE IT!!!

That's the question you're sure to be asked by OSHA inspectors or accident investigators. Besides training your workers, you now have to document and certify that they have been properly trained.

The alphabet soup that covers these changes are OSHA 1910.269, OSHA 1910.331 and ANSI Z133.1-1994.

OSHA 1910.269. Effective January 31, 1995, you must certify that all employees who come closer than 10 feet to energized wires have received electrical hazard training.

OSHA 1910.331. Effective in August, 1991, all employees who may come within 10 feet must be trained in electrical hazard awareness, and that training must be documented.

ANSI Z133.1-1994 outlines the required training subjects. Remember, an ANSI violation is an OSHA violation.

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Rope Step, Inc. at 1-800-545-8021.

Consulting organizations

There are two industry organizations specifically for consulting arborists. These provide opportunities for recognition, training, and networking.

The American Society of Consulting Arborists (ASCA) was founded in 1967 and has 200 members throughout the U.S. and Canada. ASCA has recently added a training dimension intended to provide a uniform qualification standard for membership. An applicant with sufficient technical training and industry experience can become a Candidate Member and attend the Arboricultural Consulting Academy (ACA) to take courses and examinations in Written and Oral Communications, Consulting Ethics, Expert Witnessing and Practice Management. After completion of these courses and the successful review of three written consulting reports, the candidate can advance to Active Membership.

Says Executive Director John T. Duke: “A unique feature of this new membership category is that each Candidate Member will be assigned an Active Member to act as his or her mentor...to give suggestions, introduce them to other members...and orient them to ASCA’s expectations. We have really moved be- materials are available from NAA and ISA.

Look for opportunities to learn about related areas and to develop your written and oral communication skills.

Get experience. While that may take some years, it means more than just putting in hours. Try to get exposure to as many parts of the business as you can—don’t, for example, be content to be just a “take down guy” or an “IPM lady.” Try to take more technical responsibility in your organization; deliver more value to your employer or clients as you increase your knowledge and skill. Get to know the consulting arborists in your organization or community. Maybe one of them will need help from time to time with field work (climbing inspections, tree inventories, etc.) or even with reports.

Join professional and trade associations. NAA, ISA and state and local arborist groups all provide the opportunity to learn by association with both your peers and more experienced industry leaders. Most also conduct formal meetings, workshops and courses.
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At American Arborist Supplies, our entire existence depends upon meeting your needs. That is why everything we do is in preparation for that next order.

We keep our inventory well stocked. And we've set up systems for the sole purpose of getting your order out to you as soon as possible. Most of our orders are filled and shipped within twenty-four hours of the time they are placed.

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to get the supplies you need when you need them.

Scott Cullen is a licensed (CT) and certified (ISA) arborist and a member of the American Society of Consulting Arborists (ASCA). He is an arboricultural and real estate consultant in Greenwich, Connecticut.
Teamwork pays

The ISA Annual Meeting in Halifax (in August) was focused on Plant Health Care. This meeting gave considerable focus to the manual and concepts the ISA Research Trust and the National Arborist Foundation funded jointly in The Plant Health Care Manual.

The above demonstrates the positive effect of our member company donations to the National Arborist Foundation as well as the positive educational and practical results of the two foundations working together.

Every member of NAA should be proud of their foundation and the hard work of the trustees in selecting projects and solicitations of funds for ongoing profit centers for commercial arborists.

I encourage every member company to contribute to their Foundation.

Paul P. McFarland
Philadelphia, Penn.

Letters should be addressed to:
Tree Care Industry, Editor
P.O. Box 1094
Amherst, NH 03031
ADA Covers More Workers

By Brian Barnard

The Americans With Disabilities Act now covers more employers as a result of changes that were made to the legislation in the four years since it went into effect. As of July 26, the legislation covers employers with 15 or more employees, down from 25-plus employees. All employees must be counted to determine if compliance is warranted, including office staff, managers, and field personnel.

Under ADA, employers must reasonably attempt to accommodate the disabilities of physically and mentally handicapped persons so that workers are able to perform the essential functions of their jobs.

An example in the tree care industry would be a climber who acquires a permanent muscular disorder that prevents him from climbing trees. The employer then must determine what "reasonable accommodation" means and try to accommodate the disabled employee. In this example, the climber might be assigned light duty tasks.

Employers should have a list of job descriptions to determine what specific tasks are required to complete a given task. This should include office staff because ADA compliance includes all employees.

Suppose a tree firm's office is located on a second floor, and the office manager is suddenly confined to a wheel chair. Jennifer Grove Eckel, project director for the federally funded New England Disability and Business Technical Assistance Center, says the employer must first determine if ADA regulations apply to him, based on the number of employees, and whether he can reasonably accommodate the disabled office manager.

Reasonable accommodation will depend on economics, the building's configuration and the person's responsibilities. Economically speaking, a large corporation might install an elevator so the worker can reach the second floor. Most tree firms cannot absorb such an expense, but maybe they could afford a chair lift. Or, if the company could not afford the total cost of a chair lift, an arrangement could possibly be worked whereby the company would pay half the cost and the disabled office manager could obtain the other half through a federal loan available for such cases.

If physical accommodation is not possible, the next question is whether the person has to be at the office to do the job. It is likely the person must be present in the office, particularly if he/she holds a critical position.

"The point is, do an analysis," Eckel says. "An analysis of the situation must occur, and document every step of the analysis."

From the hiring perspective, it is important to develop clearly defined job applications to avoid asking prospective employees questions that would violate ADA. Questions to avoid include general inquiries about the applicant's medical history, disabilities, and workers compensation use.

Title III of the ADA law addresses public buildings. Any business that is open to the public must remove barriers that would prevent a disabled worker from entering the building. A disabled office manager for a tree company may not be able to get up the three steps to order supplies from the local arborist supply distributor, but the distributor can "reasonably accommodate" the disabled office manager by sending a catalog.

Ten federally funded Disability and Business Technical Assistance Centers are located across the country to help employers understand and comply with ADA. For further information, call 800-949-4232.

OSHA Inspectors Carry Bigger Stick

The new Occupational Safety and Health Administration (OSHA) Field Operations Manual sports a new look and gives OSHA inspectors expanded powers. The 100-page manual, expected to be released this fall, provides greater authority for OSHA inspectors to take action on site without first contacting their supervisor. That means that an inspector will have the authority to post signs that warrant shutdown without first calling the area supervisor. The signs will warn employees of perceived danger, and indicate that OSHA may take legal action to shut down the worksite. Also, the inspector can determine on-site whether an employer is interfering or hindering in an inspection.

The new manual is reportedly slated to take effect January 1, 1995.

While the new process has some people concerned - even those inside OSHA - Paul O'Connell, acting Area Director for OSHA's New Hampshire Division, sees the new manual as a positive step giving inspectors more flexibility. Still, he says he is concerned about the new manual "simply referencing other manuals."

O'Connell says he has seen draft versions of the manual, but that its impact will be difficult to determine until after training on its use takes place.

Brian Barnard is Government Affairs specialist for the National Arborist Association.
CHAMPION!

SECOND PLACE

Robert Gallant
MID-ATLANTIC
Virginia Beach, Virginia
Robert is employed by Colonial Tree Care in Chesapeake, Virginia. He has been climbing for six years and competing in Jamborees for four. He is a two-time chapter all-around champion. Robert placed second in the overall standings, taking first in the Body Thrust Climb, second in the Footlock, and tying for first in the Throwline.

Jim Harris
PACIFIC N.W.
Grants Pass, Oregon
Jim is employed by Arbor West Tree Experts. He has been climbing for 11 years and competing in Jamborees for eight. In his spare time, Jim teaches aerial rescue and tree climbing safety. In finishing first, Jim won the Work Climb and tied for first in the Throwline.

THIRD PLACE

Peter Thomas
PENN/DEL
Rosemont, Pennsylvania
Peter is self-employed. He has been climbing for 10 years, and competing in Jamborees for six. He placed third in the overall standings by garnering points in every event. He placed second in the work climb, generally considered the most difficult event.

Ken Palmer
1993 CHAMPION
Swampscott, Mass.
Ken is employed by Bark Busters Tree Service of Weston, Massachusetts. He is a two-time all around International Champion, and was the returning champion this year. He has been traveling the world promoting the Jamboree and teaching. He participated in TCI Expo in 1992 and 1993. Ken took first in the Aerial Rescue and second in the Speed Climb.

Rip Tompkins
NEW ENGLAND
Weston, Mass.
Rip operates Bark Busters Tree Service of Weston, Massachusetts. He has been climbing for 10 years, with two first-place finishes in the ISA - New England Jamboree. He is on the board of directors of the Mass. Arborists Association where he helps teach climbing and aerial rescue skills to local arborists. Rip placed fourth overall.

Jeff Kramer
ILLINOIS
W. Chicago, Illinois
Jeff has been climbing and working for the family business, Kramer Tree Specialists, for six years. He has competed in Jamborees for four years, and is an Illinois three-time all-around champion. Jeff placed second in the Aerial Rescue event.

Jeffrey Jackson
OHIO
Mentor, Ohio
Jeff is employed by JTO, Inc. in Mentor, Ohio. He has been climbing for 22 years. This was his third time in the international Jamboree. His experience paid off with high scores in the Work Climb and Aerial Rescue.

Tony Brown
SOUTHERN
Saginaw, Alabama
Tony is employed by Asplundh Tree Expert Co. He has been climbing for seven years. He has been competing in Jamborees for three years, was the Southern chapter all-around champion for the past two years. Tony placed first in the Throwline event at last year’s international Jamboree, and placed fourth in the Aerial Rescue this year.
Mark Chisolm  
NEW JERSEY  
Jackson, New Jersey  
Mark is employed by Aspen Tree Expert Co., a family business. He has been climbing for seven years. He is a three-time New Jersey chapter Jamboree champion.

Jesus Garcia  
KENTUCKY  
Stockbridge, Georgia  
Jesus is employed by Rowe’s Tree Service. He has been climbing for 10 years. He has competed in both the Kentucky and Southern chapter Jamborees.

Jeff Yrineo  
ROCKY MOUNTAIN  
Denver, Colorado  
Jeff has been climbing for eight years with Swingle Tree Company. He has been competing for four years, and is a two-time Chapter all-around Champion.

Jeff Jepson  
MINNESOTA  
Longville, Minnesota  
Jeff is employed by Beaver Tree Service. He has been climbing for 11 years, and is also a recreational climber.

Bobby Chapman  
WISCONSIN  
Milwaukee, Wisconsin  
Bobby is employed by American Tree Experts. He is a two-time Wisconsin Chapter all-around champion.

Martin Bedwell  
WESTERN  
Los Angeles, Calif.  
Marty is employed by the Los Angeles School District. He has been climbing for 15 years, and is a two-time Western Chapter all-around Champion. Marty placed third in the Footlock.

Brian Filhart  
MICHIGAN  
Clare, Michigan  
Brian is employed by Consumer’s Power, and has been a line clearance tree trimmer for two and a half years. He is a two-time Michigan chapter champion. Brian placed second in Body-thrust.

Bruce Hartnett  
ONTARIO  
Hamilton, Ontario  
Bruce is employed by the City of Hamilton, Ontario, and has 11 years’ climbing experience. This was his fourth trip to the International Jamboree. Bruce tied for third in the Thrownline.

Rosalindo Ruiz Carlos  
TEXAS  
Wylie, Texas  
Rosa is employed by Arborilogical Services. He has climbed for nine years, and is two-time Texas all-around Champion. Rosa placed third in Work Climb and tied for third in Thrownline.

Gary Harkelroad  
MIDWESTERN  
Oklahoma City, Okla.  
Gary is employed by Asplundh Tree Expert Co. He has been climbing for 11 years, and has represented the Midwestern chapter three times at the international Jamboree.

Danny LeBlanc  
ATLANTIC  
Falmouth, Nova Scotia  
Danny is employed by Arbo Tree Service Inc. He has six years of climbing experience.

Christopher Paterson  
PRAIRIE  
Calgary, Alberta  
Chris is employed by Arborist Expert Tree Service Ltd. of Calgary, Alberta. He is a three-time Prairie Chapter Champion.

Steven Greene  
INDIANA  
Carmel, Indiana  
Steven is employed by J-M Tree Experts, Inc. He has been climbing for 14 years and competing in local Jamborees for nine. He finished in the top three in five years.

Gavin Rodenhurst  
NEW YORK  
Commack, New York  
Gavin is employed by Artistic Arborculture Inc. of Greenlawn, New York. He is a visiting student from Lancashire, England where he attends Myerscough College.

JAMBOREE SCORING  
The Jamboree uses a sophisticated scoring system. A maximum of 225 points for five events can be awarded to an individual competitor. Of the total points, a maximum 125 points come in one event, the Work Climb. Because it is heavily weighted, takes the longest, and is arguably the most subjectively scored, the Work Climb is viewed as the toughest event.
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- Numerous options

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- Various packages in stock for quick turnaround

Arbortech value
Call today!

EUROPEAN JAMBOREE COMPETITORS

The 1994 Jamboree featured a strong showing from a European contingent of top climbers. Though unfamiliar with certain equipment and practices that are part of the Jamboree, the visitors fared well in the competition. They introduced the North Americans to new equipment and techniques, which underscores the educational importance of this truly international competition.
Your New Truck & Profit
A Tale of Nimble Tree, Inertia Tree & Two Trucks

By Susan B. Haupt

You want to buy a new truck. Why? There can be many reasons. One of them shouldn’t be just because you want to. Sometimes it seems as if that is the only reason some people have. It’s understandable. There is just nothing quite like a shiny new piece of equipment. You almost hate to take a new truck out on the job and get it dirty.

In spite of the pleasure that comes from owning a new truck, its acquisition still deserves prior thought and consideration. The purchase of anything that will be depreciated over a number of years is an investment. And investment means spending money with the expectation of making a profit, a return on your investment. This is why it is important to think and analyze before you buy so that you will avoid financial difficulties later.

There are two important questions that you need to ask and determine the answers to before you make a large investment in equipment: How will this purchase affect my available cash? How will it affect the bottom line, my profit?

First, you have to pay for the truck. How much do you need to borrow so that you don’t deplete your cash? Plan carefully so that you won’t have difficulty meeting payroll and other day-to-day expenses, especially during your slow season.

When you take out a loan, make sure you can handle the payment schedule. Caution is always wise when borrowing money. Getting the loan usually isn’t too difficult. In fact, it is sometimes so easy that you tend to ignore the major problem with a loan: It has to be paid back.

You have to pay for the truck, but the truck also has to pay for itself. How much

Comparison of truck purchase for two companies

The numbers used on the two schedules are not intended to represent any particular vehicle or circumstance. They are examples, for illustration purposes only. No adjustment has been made for inflation. You need to use numbers and dollars based on your records and experience in order to do an analysis that is meaningful for your company.

The following explanations of the assumptions and calculations used in these examples will assist you in reading the two truck schedules.

Line number:
2. The number of billable hours is used to calculate lines 3, 13, & 15.
3. The truck drives an average of 60 miles per 8-hour day. Yearly mileage is used to calculate lines 9, 10, & 11.
5. Depreciation is based on a 7-year straight line schedule. (Line 1, cost of truck, divided by 7)
6. $1200 interest is the yearly average paid on a 5-year $30,000 loan with an approximate interest rate of 7.5%. Total monthly payments, including principal, would be $600. (Each company paid $5,000 cash for its truck.)
9. The tires have to be replaced after 35,000 miles, cost $280 each; the annual expense is based on usage.
10. Maintenance costs $100 each 5000 miles, but no less than $150 a year.
11. The truck averages 10 miles per gallon; fuel costs $1.20 per gallon.

<table>
<thead>
<tr>
<th>Schedule A Nimble Tree</th>
<th>Schedule B Inertia Tree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cost of New Truck</td>
<td>$35,000</td>
</tr>
<tr>
<td>2. Billable Hours per Year</td>
<td>1,800</td>
</tr>
<tr>
<td>3. Mileage per Year</td>
<td>13,500</td>
</tr>
<tr>
<td>4. Total 5 Year Mileage</td>
<td>67,500</td>
</tr>
<tr>
<td>5. Depreciation</td>
<td>5,000</td>
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<tr>
<td>6. Interest on Loan</td>
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<td>7. Insurance</td>
<td>1,176</td>
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<td>8. License/Taxes</td>
<td>260</td>
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<tr>
<td>9. Tires</td>
<td>432</td>
</tr>
<tr>
<td>10. Maintenance</td>
<td>270</td>
</tr>
<tr>
<td>11. Fuel</td>
<td>1,620</td>
</tr>
<tr>
<td>12. Total Yearly Cost</td>
<td>9,958</td>
</tr>
<tr>
<td>13. Cost per Billable Hour</td>
<td>5.53</td>
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<tr>
<td>14. Billing Rate per Hour</td>
<td>7.00</td>
</tr>
<tr>
<td>15. Annual Earnings</td>
<td>12,600</td>
</tr>
<tr>
<td>16. 1 Year’s Net Income</td>
<td>2,648</td>
</tr>
<tr>
<td>17. Total 5 Years Earnings</td>
<td>63,000</td>
</tr>
<tr>
<td>18. Total 5 Years Expense</td>
<td>49,091</td>
</tr>
<tr>
<td>19. Total 5 Years Net Income</td>
<td>13,909</td>
</tr>
</tbody>
</table>
will it cost you each year? How often will it be used? How much can you bill for it?

If it replaces another truck, you should have some idea of the truck’s expenses, hours used, and income generated. The new truck will probably cost more than the original, as will insurance, taxes and licensing. You may have to increase your rates to pay for the replacement truck. Might this affect profit on previously bid long-term contracts?

If this will be a new, additional truck, the best reason for its purchase is because you have identified a need. Don’t just hope you can find a use for your new equipment, this increased investment in your company.

Make an educated determination of how, when and how often it will be used. How many jobs or days will it be working during a year? The more it will be used, the less risk you will be taking. Your investment will have a better chance to earn a good return.

If it will not be used almost year-round, or if it does not have a clearly defined use, then it may be a questionable investment. Unless you are able to charge a very high rate, you should give careful consideration to making such a purchase. Can you really afford to have your money tied up in something that will earn you little, if any, return on your investment?

Two firms compared

Let’s look at examples of two companies’ 5-year projected net income and costs for owning and operating their new trucks.

Nimble Tree Care will take its truck out almost every working day. Inertia Tree thinks it will be doing pretty well if its truck goes out more than once a week. These examples, Schedule A and Schedule B, show how each company’s truck purchase would affect the bottom line of their Income Statement (sometimes called a Profit and Loss Statement).

The two schedules clearly demonstrate the obvious: The truck with the most billable hours in a year nets a higher income than the truck used less frequently. (In fact, it earns over 18 times more!) The 5-year earnings for Nimble’s truck are high enough to cover its expenses, support company overhead and make a profit, thus giving Nimble Tree a good return on its investment.

In contrast, the 5-year net income from Inertia’s truck hardly seems worth the effort. Even though it is billed at a higher rate than Nimble’s truck ($17 per hour vs. $7), it still does not pay a good return on investment. Its relatively high hourly rate covers its fixed expenses, depreciation, interest, and insurance, but leaves very little for its operating expenses. You would have to have some pretty compelling reasons to buy any piece of equipment that cannot support itself. In this example, Inertia Tree is working for its truck; the truck is not working for them.

Why? Here are some things to think about it. Suppose Inertia had left the $5,000 used to purchase the truck in the bank. Compounding at 3% interest, that money would have earned $800 during this same 5-year period, which is more than the $744 net income shown on Schedule B.

Even the bank that loaned the company the money earned more from one year’s interest income, $1,200, than the total amount Inertia earned in five years. Only a company with more cash and profit than
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it knew what to do with could afford to make such an expensive, and poor, investment.

The hours you spend analyzing equipment purchases is time well spent and might earn you more money than you usually make in a few hours. An analysis that projects a good profit might help you to secure a loan at a lower rate of interest. At the very least, you will understand just how good, or questionable, is this large investment that you are considering.

After five years each company could sell its vehicle, trade for a new one, or continue to use it. Each of these options would have a different impact on profit. Interest would no longer be paid, but maintenance costs would probably increase. All projections, such as shown in these two examples, should be evaluated and updated annually based on your records for the previous year.

There is an old adage: “Take care to look before you leap. For as you sow, so shall you reap.” Think about that before you spend your money, on anything.

Next month: The Continuing Tale of Two Trucks, Cash Flow Analyses using the same data for both companies, Nimble Tree and Inertia Tree.

Susan Haupt is senior vice president of the Haupt Tree Company, Inc., in Sheffield, Massachusetts. She is a business consultant and vice president of the National Arborist Association.
1. What are the three reactive forces produced by a chain saw?

2. “Pull-in” is produced by cutting with the top of the saw bar.
   a. True
   b. False

3. Premature wear and fiber breakdown can occur with protective chain saw leggings, reducing their protective properties if not cleaned periodically.
   a. True
   b. False

4. A plan for a safe felling operation involves five specific steps. Which of the following is not one of those critical steps?
   a. Planning an escape route prior to the cut(s).
   b. Examining the tree and surrounding area of potential hazards.
   c. Examining the tree’s overall height and lean.
   d. Planning the hinge size and depth.
   e. Identifying the tree species and its age.

5. The critical depth or “thickness” of the hinge should be ___% of the tree’s diameter at DBH with the “length” of the hinge being ___% of the tree’s DBH.
   a. 20, 80
   b. 10, 70
   c. 10, 80
   d. 20, 70
   e. None of the above

6. Position and stance are critical when planning a cut in a tree. What are the four safety recommendations that must always be followed before making the cut?

7. What would be a good “test” to perform when in doubt of being in a safe and proper stance prior to making a cut in a tree?

8. If you plan to fell a 30-inch diameter oak tree, how wide should the hinge be and how long should it be?

9. Back cuts should be parallel to and the same height as the apex of the notch.
   a. True
   b. False

10. If back cuts are made below the apex of the notch, the tree could set back down on the guide bar, while if made too high, will reduce the amount of holding wood in the hinge because wood fibers may run through the hinge at an angle.
    a. True
    b. False

11. Chain saw safety involves three main areas. What are they?

12. Name at least five pieces of personal protective gear that should be worn before operating any chain saw.

13. Proper cutting form is very important when using a chain saw. When cutting, what two rules apply to your left thumb and your left elbow?

14. When felling trees, how can “stump-pull” or “fiber-pull” be prevented?

15. When might center boring be used in a felling operation?

**ANSWER KEY**

1. Kickback, saw pull-in, saw push-back
2. False
3. True
4. E
5. C

6. Position yourself so you have a clear view of the operation, reduce fatigue as much as possible, have maximum control of the saw and are physically separated from the cutting.

7. Test your position by holding out your saw to the cut zone before you start the saw.

8. Three inches wide (10% x 30 inches = 3 inches) and 24 inches long (80% x 30 inches = 24 inches)

9. True

10. True

11. The saw’s reactive forces, personal protective gear, and a plan for using the saw on each particular job.


13. Left thumb should always be wrapped around the handle; left elbow should always be fully extended and “locked.”

14. Stump pull that leaves wood fibers in the middle of the stump can be prevented by proper cornering the back-cut or bore cutting.

15. To prevent stump pull in very valuable timber (walnut, oak, cherry, etc.) and when the tree diameter is twice the diameter of the length of your guide bar or more.

*This test, which is based on the feature story on tree felling in the September issue of TCI, was compiled by Chris Carlson, a professor and director of Horticulture Technology at Kent State University, Salem, Ohio, campus.*
October 21-23
New Jersey Shade Tree Federation Annual Meeting and Expo
Contact: Bill Porter, 908-246-3210

October 24-25
Urban Wood Waste Utilization Conference
Lakewood, Colo.
Contact: 303-980-1969

October 27-28
Third Annual Pennsylvania Community Forestry Conference
University Park, Penn.
Contact: Bill Elmendorf, 814-863-7941

November 1
Building With Trees
National Arbor Day Foundation and Pella
Aurora, Colo.
Contact: 402-474-5655

November 3
Building With Trees
Sponsored by The National Arbor Day Foundation and Pella
Syracuse, N.Y.
Contact: 402-474-5655

November 17-19
TCI Expo '94
Pennsylvania Convention Center
Philadelphia, Penn.
Contact: 800-733-2622

December through February
PLCAA's Regional Road Show
Contact: 800-458-3466 for dates, locations

December 5-6
Tree Hazards" The Ultimate Session
Dr. Alex Shigo and Claus Mattheck
Sturbridge, Mass.
Contact: John Kirkland, 503-254-0482

December 13-14
Turfgrass and Ornamental Pest Control Workshop
Marion County Extension Office
Indianapolis, Ind.
Contact: Jeff Lefton, 317-846-7020

January 25-28
Think Trees/Pollen Conference
Albuquerque, N.M.
Contact: Extension Service, 1510 Menaul NW, Albuquerque, NM 87107

February 14-18, 1995
NAA Annual Conference
Buena Vista Palace
Orlando, Fla.
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Kenneth Ottman Becomes New ISA President

Kenneth A. Ottman has become the president of the International Society of Arboriculture for the 1994-1995 term. He began his term on August 15, at the conclusion of the 70th Annual Conference and Trade Show in Halifax, Nova Scotia.

Kenneth Meyer of San Mateo, California, is ISA’s new president-elect and Sharon Lilly of Worthington, Ohio, was elected vice president.

An active ISA member for 21 years, Ottman is currently a municipal arborist in Milwaukee, Wisconsin.

Much of the rapid growth and development of the ISA can be attributed to Ottman’s work with the Society. Active in long-range planning, he was a key player in developing the current ISA 5-year plan, “A Blueprint For Action.” This plan, which ends this year, has been ISA’s road map. He is currently working with the ISA board, its staff and members to develop “ISA 2000,” a strategic plan to lead ISA into the next century.

Along with implementation of a new 5-year plan, Ottman has other goals for the coming year. He would like to see the ISA become a more active partner with youth who are interested in the environment. “These individuals represent future customers as well as future employees for our profession,” Ottman commented.

He would also like to see more chapters develop student groups at the college level and expand the role of the Student Society of Arboriculture. Another of his goals is to make ISA an association leader in customer service to its members.

Ottman looks forward to his year as president and hopes to visit members and attend as many chapter meetings as possible in the coming year.

Kenneth A. Ottman

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TREE CARE INDUSTRY - OCTOBER 1994
Report Available On Urban Tree Residue Disposal

The results of a yearlong research project sponsored by the International Society of Arboriculture (ISA) Research Trust, National Arborist Foundation and Allegheny Power Service Corporation is available from the ISA RT and NAF. Conducted by NEOS Corporation of Denver, Colorado, the Urban Tree Residue (UTR) project is the first effort aimed at determining the amount, form and disposal methods of tree and landscape residue produced by urban forestry operations in the United States (excluding Alaska and Hawaii).

To date, accurate and comprehensive data on urban tree and landscape residue has been either difficult to obtain or non-existent. The goal of the UTR project is to develop national estimates of urban tree and landscape residue generated by the arboriculture industry and urban forestry operations. The information gathered by the project will be used to guide the industry in a search for alternative, more profitable residue disposal options.

To determine the quantity and characteristics of urban tree and landscape residues, a mail and telephone survey was performed using the following generators of residue: commercial/residential tree care firms; municipal/county park and recreation departments; municipal tree care division; county tree care division; electric utility power line maintenance; landscape maintenance; landscaper firms; and excavator/land clearance firms. More than 1300 companies and organizations responded to the survey.

The data from the survey are analyzed and presented in a final report. The data are reported by region of the country, generator grouping and population.

Nationally, approximately 200 million cubic yards of tree and landscape residue is generated each year through tree maintenance and removal operations. Of the total volume, 60% is in the form of chips; 15% is logs; unchipped tops and brush represent 8%; and the remainder is in the form of mixed wood, leaves, grass clippings and stumps.

Residue is disposed in numerous ways. On average, 42% of the material is given away, 17% is landfilled, 13% is sold and 11% is left on site. Of the residue that is sold, mulch is the largest end-use, followed by firewood and boiler fuel. An interesting finding of the study is that 60% of respondents indicate that it costs them money to dispose of the residue, 30% break even and only 10% make money from their residue.

Copies of the final report are available for $50. A short paper summarizing the key findings is also available. The summary paper is free, but please enclose a self-addressed, stamped envelope. To receive the final report or the summary paper, write to UTR Report, c/o National Arborist Foundation, P.O. Box 1094, Amherst, NH 03031-1094, or c/o ISART, P.O. Box 66, Savoy, IL 61874-9902.
Warnke Named General Manager For Davey Utility Operations

Karl J. Warnke was recently named general manager for The Davey Tree Expert Company's utility operations throughout the United States and Canada.

Warnke is responsible for the utility operations of The Davey Tree Expert Company and its subsidiaries, Davey Tree Surgery Company and High Tree Services, Ltd. Warnke, executive vice president and general manager, utility services, had been responsible for the company's utility operations in the eastern United States.

Warnke is a 1973 graduate of The Ohio State University. He joined Davey in 1980 after seven years in the green industry. He was named management trainee later that same year. He was promoted to utility operations coordinator in 1982, utility operations manager in 1984 and vice president-utility operations in 1986.

Warnke was appointed corporate vice president and assistant to the president in 1987 and vice president and general manager, utility services, in 1988. In 1993 he was named executive vice president.

The Davey Tree Expert Company provides tree care and grounds maintenance services and arboricultural and horticultural consulting to utilities, residential, commercial and municipal customers in more than 40 states and five Canadian provinces. Davey is employee-owned, with more than 5000 employees coast to coast.

ISA Memorial Research Trust Accepting Grant Applications

The International Society of Arboriculture Research Trust is accepting grant proposals for scientific and educational research on shade and landscape trees. Horticulturists, plant pathologists, plant physiologists, entomologists, soil scientists and others are invited to submit brief outlines of proposed studies for a grant to help buy supplies or equipment, hire technical or student help, or otherwise aid in the research. Proposal deadline is November 1; checks go out the following March. Traditionally, 10 grants are awarded in the amount of $2500 each.

ISA requires that no administrative costs be deducted from grants it awards. Also, recipients are asked to publish their results in ISA's Journal of Arboriculture.

Send proposals to: Dr. Bruce R. Roberts, Dept of Botany and Microbiology, Ohio Wesleyan University, Delaware, OH 43015.

There are no restrictions according to religion, race, sex, age, nationality, or geographical region.

For further information, contact the ISA office.

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Tree Climbers’ Guide Available From ISA

The International Society of Arboriculture recently released a new publication, Tree Climbers’ Guide. Written by Sharon Lilly, the book can be used as a reference manual for the tree climber as well as a study guide for the upcoming ISA Certified Tree Climber Program. Lilly also wrote the Arborist Certification Study Guide and The Treeworkers Manual. The Tree Climbers’ Guide contains more than 170 illustrations. Each chapter ends with a workbook section and questions to test retention.

The book was written from the perspective of what the climber needs to know in order to climb and do aerial tree work safely. Chapters on tree health and sciences, safety, climbing, pruning, rigging, removal and cabling all contain a list of important terms as well as a series of diagrams and illustrations showing each important point. Appendices with answers to the workbook questions, a glossary and additional references are also included.

The Tree Climbers’ Guide is available to members and non-members for $30 (U.S.), plus $5 (U.S.) shipping and handling in the U.S., $15 (U.S.) elsewhere. Send prepaid orders to ISA, P.O. Box GG, Savoy, IL 61874; or FAX Visa/MasterCard orders with card number and expiration date to 217-355-9516.
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Western Pacific Equities, Inc., announces the successful conclusion of two six-week long plant growth trials conducted by Soil & Plant Laboratory, Inc., Orange, California. Test materials included Graffiti Terminator® and GT2000®. Both are graffiti-removing products designed to work efficiently on trees, masonry, metals and other surfaces without harming the environment. Trial results indicate there is no evidence of residual phytotoxicity from either test material. Complete copies of the report are available. Western Pacific Equities, Inc., P.O. Box 9077, Glendale, CA 91226. Phone: 818-546-2330.

Hodges Mfg. Co. has changed all its stump routers to the new Kohler command overhead valve engine. Hydraulic and walk-behind stump routers are available with 18-hp (walk-behind only), 20-hp, 22-hp or 25-hp engines. The units take stumps out from 36 inches above to 16 inches below ground. The walk-behind units take stumps out 12 inches below ground. Wheels on the units move hydraulically from 34 inches (for going through gates) to 52 inches (for towing and operating on hillsides). Hodges Mfg. Co., Inc., Rte. 4, Box 328B, Mountain Home, AR 72653. Phone: 800-525-6312.
Sierra Moreno Mercantile introduces Rock Exotica's Brake Tube. Proven as a lowering device in search and rescue operations, the Brake Tube is perfect when you want more than trunk wraps but don't need a tree-mounted Hobbs' Lowering Device or Rope Brake. Constructed of 2-inch aluminum tubing and stainless steel, the Brake Tube offers superior friction control and heat dissipation. The safety bar prevents the possibility of losing wraps. Weighing just 48 ounces, the Brake Tube is rated at 10,000 pounds tensile strength and suitable for ropes to 5/8-inch diameter. Sierra Moreno Mercantile, P.O. Box 292, Big Pool, MD 21711. Phone: 800-262-0800.

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Attn. professional tree persons: Tired of the cold? Palm Beach County’s tree health professionals are looking for motivated, knowledgeable people. If you are thinking of moving to SE Florida, give us a call. CDL a plus. Drug free workplace. 407-968-1045.


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

Salesperson for growing northern Virginia tree service company. Tree expert license required. Minimum 5 years experience. Many company benefits. Send resume to Fairfax Tree Service, P.O. Box 1365, Fairfax, VA 22030.
Arborists, field representatives, climbers, technicians. Ira Wickes Arborists, one of the oldest and most respected companies in the business, is looking for high-quality people to help us continue to grow. Excellent compensation, benefits, incentives. Please send resume or contact us at Ira Wickes Arborists, 11 McNamara Road, Spring Valley, NY 10977. Phone: 914-354-3400.

Experienced climber/foreman wanted to manage crew. We are a fast growing, quality oriented company in the Chicago North Shore. Minimum 3 years experience, CDL and self-motivation required. Excellent compensation and benefits available. Please send resume and contact The Kinnucan Company, 28877 North Nagel Court, Lake Bluff, IL 60044. Phone: 708-234-5327.

Arborist/salesperson - Established tree care company in the Northeast looking for a team player who is fully licensed as an arborist and has a turf/pesticide supervisor license in NH and Maine. Must have experience in climbing, pesticide and fertilization, as a foreman, and as a tree salesperson. This position offers a tremendous growth opportunity for the right candidate. Please fax your resume and salary requirements to ATHC - 603-335-0522.

Plant health care technician - Bob's Tree Preservation Co., a well-established tree care company in south Louisiana, is seeking experienced climbers to fit our plant health care team. Horticultural related degree a real plus. Must be willing to continue education. Send resume to Bob's Tree Preservation Co., 523 Apollo Road, Scott, LA 70583. Phone: 318-232-8733; FAX: 318-232-8756.

Arborists/arborist trainees quiz. Do you like sales? Y/N • Do you like operations? Y/N • Do you like management? Y/N • Are you serious about your career? Y/N • Do you have the desire and drive to be the best in the industry? Y/N • If you answered yes to more than two of these questions, we want to meet you at TCI EXPO Booth #328. We've got the whistle and bells; see you there, Arbor Care!

Climber/crew chief wanted for quality-oriented tree firm located in S. Florida. (Work in the Beverly Hills of the East Coast.) Must be self-motivated, career-oriented and have a minimum of 3 years experience. Fax resume to 407-496-3230 or mail to 15200 State Road 7, Delray Beach, FL 33446.

Foreman. Established tree care co. in NW Florida has immediate opening for experienced foreman/climber. Candidate will possess experience in tree care, time management, crew supervision and equipment maintenance. Arborist certification a plus. Excellent benefits and year-round employment to qualified individual. Send resume and salary requirements to: Fritz Tree Care Service, Inc., 498 Carmel Drive, Fort Walton, FL 32547.


Applications are being accepted for climbers/sales reps for a growing tree service company located in central New Jersey. If you are an experienced and trained professional who is interested in improving your future, call 908-658-9090.

Relocate to Hawaii and work year-round. We are an established tree company seeking an arborist with climbing experience that includes rigging, pruning, shaping and working around utility lines. Aerial bucket truck experience is also required. Pay is based on experience with an excellent opportunity to advance to a supervisory position. Benefits include paid medical, dental, federal holidays, vacation, 401(k), and profit-sharing. Send resume with salary history and employment references to: Jacunski's Complete Tree Service, Inc., P.O. Box 4513, Hilo, Hawaii 96720.
FOR SALE


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


1990 Chevrolet C7 diesel, 5-spd with new Schodorf 14' chip box/L tool boxes. Lease available. For details, call Tom at Schodorl Truck Body, 800-288-0992.


1990 Chevrolet C7 diesel, 5-spd with new Schodorf 14' chip box/L tool boxes. Lease available. For details, call Tom at Schodorl Truck Body, 800-288-0992.

Work smarter, not harder and make '94 a banner year. Get valuable information on federal regulations, business management, training, and more. Call 800-733-2622 for more information.

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


Illustrated safety program helps you provide a safer workplace, comply with federal regulations and can help reduce insurance costs. Call 800-733-2622 for more information.

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


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


Tree care company, estab. 16 yrs. in south FL. Better than excellent reputation, tremendous client list, fantastic potential, have Pest Control license. Trucks, chippers & grinders in good condition. Owner will stay on as needed. Serious inquiries: TCI, Box ES, PO Box 1094, Amherst, NH 03031.
There are two ways to work smarter...

WORK HARDER OR WORK SMARTER? Some people think that's an easy question to answer. But there are hard ways to work smarter and there are easy ways. You could take accounting, management, government and other related courses, and in, say, five years, you'd be ready to take your tree care business right to the top.

Or, become a National Arborist Association member and tap into a source that has all the information ready for tree care companies. A source that doesn't have to reinvent the wheel every time a question comes up. A source that offers you all the experience of its staff and other members, to help you work smarter.

Take a look at what members have in their business arsenal:

- **A Toll-Free Hotline:** Tree care answers to your tree care business and technical questions. When you need them.
- **Business Management Guidelines:** What would you pay for accounting, cost analysis, sales compensation and human resource guidelines that are already set up for tree care companies?
- **Federal Regulation Guidelines:** NAA members get the rules spelled out for them exactly as they relate to tree care companies. No more wading through page after page of government gibberish!
- **Safety and Technical Training Materials:** There is no other source that offers such comprehensive training programs at such a reasonable cost.
- **Networking with Peers:** You could find out how a tree care company similar to yours turned a problem into a profit center. Maybe you can't call another tree care company in your area with a question, but why not a fellow NAA member from across the country?
- **Better Group Rates on Insurance:** NAA searches out the best plans, then negotiates for you and executes "power buys" to keep the cost of insurance under control.
- **Better Advertising and Public Relations:** An ongoing public awareness program including events such as the National Arborist Day at Arlington National Cemetery, means that the NAA logo on your advertising and stationery carries more weight with cautious homeowners and businesses. Plus, the NAA offers an excellent array of professionally developed brochures and marketing materials at a fraction of what they'd cost you to produce.

So if you are determined to make '94 a banner year for your business, you can hit the books... Or, you can hit this toll-free number and become a member today: 1-800-733-2622

NATIONAL ARBORIST ASSOCIATION, P.O. Box 1094, Route 101, Amherst, NH 03031 603/673-8952 FAX 603/672-2613

ArborWare computers and software: You demand quality, performance, safety and reliability in your field equipment. Why settle for less in your office automation system? Demand ArborWare, "The Arborist's Business Solution," the fastest growing tree industry business software available today. Call 1-800-49-ARBOR.

Tree service for sale. One of the Northwest's finest. Come to Clark County and experience the explosive growth area with untapped potential for aggressive professional. Top quality business with impressive client list, including federal, state, city and residential customers. We have an unchallenged, excellent reputation. Phone: 800-738-2622 for more information.


Bucket trucks, chip trucks, trailer chippers, cranes, skidders, track machines and custom-built units to meet your individual needs. For sale or rent. Call Mirk, Inc. Phone: 216-669-2000.

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

Video program offers information on ropes, knots and tree climbing to make on-the-job training easier. Call 800-738-2622 for more information.

Used chippers, arborist supplies and rigging gear. Lanphear Supply, 1884 S. Green Road, S. Euclid, OH 44121. Phone: 800-332-TREE.

Prospering northwest Arkansas tree service in the gorgeous Ozarks. $220K+ gross. Explosive growth area with untapped potential for aggressive professional. Top quality business with impressive client list, including federal, state, city and residential customers. We have an unchallenged, excellent reputation. Phone: 800-852-6730.

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36 TREE CARE INDUSTRY - OCTOBER 1994
TIME IS MONEY

Non-productive time eats into profits. Lost time accidents cost plenty in lower productivity and increased insurance premiums.

Take charge of productivity and lost time prevention with the NEW TAILGATE SAFETY PROGRAM from the National Arborist Association.

NAA's NEW TAILGATE PROGRAM:
- Helps you provide a safer workplace.
- Helps you comply with federal regulations for employee training.
- Can help you reduce your insurance costs.

TAILGATE is friendly to your employees. It provides them with comprehensive, easy-to-understand accident prevention training. TAILGATE is presented verbally with the use of visual aids and illustrations. Its forty lessons can be presented in any order, giving your employees the information they need, when they need it.

TAILGATE is friendly to the tree care manager, too. Employers recognize the advantages of OJT training. TAILGATE enhances OJT with lessons that take as little as 20 minutes to administer. Plus, it provides the benefits of handouts, tests and documentation.

The NEW TAILGATE PROGRAM is based on the ANSI Z133-1994 Safety Standard. Best of all, one program can be used for any number of employees, and repeated as often as necessary.

To order please fill out the order form on page 38 or call the National Arborist Association Hotline at 1-800-733-2622.

The National Arborist Association
P.O. Box 1094, Amherst, NH 03031
Phone 1-800-733-2622 Fax 603-672-2613
Order Form

Please use this form to order Ropes, Knots & Tree Climbing and/or Tailgate Safety. Mail this form and payment to: National Arborist Association, The Meeting Place Mall, Route 101, P.O. Box 1094, Amherst, NH 03031-1094.

Ropes, Knots & Tree Climbing Video

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Tailgate Safety

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TOTAL AMOUNT ENCLOSED: $

Company Name: ____________________________
Name of Individual Ordering: ____________________________
Title: ____________________________ Phone: ____________________________
Address: ____________________________ City: ____________________________ State: ____________________________ Zip: ____________________________

Signature: ____________________________

The National Arborist Association
P.O. Box 1094, Amherst, NH 03031-1094
Phone (800)733-2622 Fax (603)672-2613

FOR RENT

Large tree spade with experienced arborist operator. Any place in New England or eastern NY. Develop a new profit center without any capital expenditure. Call Residential Foresters for details, 203-429-9972.

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

Peavey Tree Pruning Poles & Supplies

Peavey Manufacturing Company is pleased to offer a complete line of top quality tree pruning poles and equipment for the professional as well as the amateur who wants a quality made tool. For years we have made a limited line of pruner poles for the large industrial users, and we feel that if we can satisfy these customers on a nationwide basis that we can satisfy anyone else.

Available in threaded or clip type couplers

We have a variety of poles including white ash in solid lengths and also six foot sectional poles with lightweight aluminum couplers. There is also available a line of non conductive sectional or full length fiberglass poles for the electrical contractors. Included you will find a complete price list and order form for all pruner poles and equipment.

Available in threaded or clip type couplers

PH4R Pruning Heads

See us at TCI EXPO '94

S1 Saw Head

Please call 800-733-2622

TCI Classified ads get results

Are you hiring? Are you selling something?

Call 800-733-2622
TREE CLIMBING IS FOR TRAINED PROFESSIONALS

If you can't get to it safely you can't prune it or otherwise work in a tree. NAA’s video orientation to ROPES, KNOTS & TREE CLIMBING provides:

- Essential information on the ropes, snaps, carabiners and saddles used.
- Basic instruction in the knots required for tree climbing.
- Various climbing techniques used for ascending into and working in trees.

All of the appropriate elements of the ANSI Z133-1994 are included.

NAA’s video training programs make actual on the job training much easier. After viewing an NAA video a trainee can go into the field with basic background information. Repetitive viewing of NAA’s video training program re-enforces the training provided in actual work situations.

Attendance sheets provided with this program allow an employer to easily document employee training which meets OSHA requirements. Tests are also provided to measure employee comprehension.

To order the ROPES, KNOTS & TREE CLIMBING video program please fill out the order form on page 38 or call the National Arborist Association Hotline at: 1-800-733-2622.

The National Arborist Association
P.O. Box 1094, Amherst, NH 03031
Phone 1-800-733-2622  Fax 603-672-2613
A Tree Man’s Nightmare

By M.H. Floyd Jr.

It was the summer of 1978 and we at Floyd’s Tree & Shrub Service in Rock Hill, South Carolina, were heavily involved in utility work for power and telephone companies in the area. One night we had a severe lightning storm; the rain was very heavy and the wind was fierce. The phone started ringing since we were the primary tree company for the utilities asking for our assistance to get limbs and trees off power lines so they could get power restored to homes and businesses.

We were dispatched to Oakland Avenue in the middle of the night. Half asleep, I got up to gather the climbers and ground help. Upon our arrival at the site, I saw limbs all over the power lines in a big oak tree. The rain had quit and the wind had died down. I sent one of the climbers up the tree as we got traffic cones, saws, pruners and other equipment ready.

By this time the flashing lights from the trucks had drawn a pretty good crowd of spectators. The climber was tied in and was slowly getting in position to clear some wires. I had directed spotlights at the areas that needed work and was in the process of setting my cones for traffic control. While I was busy with the traffic cones, the climber’s foot hit a squirrel’s nest. As I was walking under him, I felt something fall into the back of my shirt and run across my left shoulder.

I felt something fall into the back of my shirt and run across my left shoulder.

around in a panic for some of my fellows. I thought a snake had got into my shirt; I had a death hold on it, whatever it was.

I looked up and saw an elderly man standing near me among the spectators. Reluctantly, I walked over to him and asked if he would please hold onto this creature trapped in my shirt so that I could get out of the garment. The look on his face was devastating.

“What is it? he asked.

“I don’t know, but I’ve got to get out of this shirt,” I replied. “Hold it tight as you can because it might bite me.”

The old man looked at me as if questioning whether he also could be bitten.

Still, he agreed to help me. As soon as he got his hand on the creature, I immediately stripped my shirt off, not bothering to fool with the buttons. A large rat fell out. We stomped the rat together.

I am a professional in my trade, but there I stood with my shredded shirt in my hands and a stomped rat at my feet. This, my friends, was a night I’ll not forget and most definitely a tree man’s nightmare!

M.H. Floyd Jr. is the owner and operator of Floyd’s Tree & Shrub Service in Rock Hill, South Carolina.

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

Directory Update

Please make the following notations in the July 1994 Arborist Tool & Supply Directory:

Bryant Orthopedic, Inc. Phone: 800-624-3495; 304-743-4280

CRS, Inc. - New address: 900 Oregon St., Concord, NC 28025. Phone: 704-785-8484. Contact: Gene Verbie

Sol J. Oberman - Include with insurance agencies.
GET THE EQUIPMENT YOU NEED NOW TO GROW YOUR BUSINESS

Affordable, Tax-Deductible Leasing that Conserves Your Cash!

Do you need to upgrade or replace equipment? Want to add new services or land new contracts?
Concerned that big purchases could hurt your cash flow?
Find out how you can get the equipment you need—easily and affordably.
Call the Experts in “Green Industry” financing – Corporate Capital Leasing Group:

- Financing for new and used equipment
- Fast and easy application by phone
- Instant credit approvals without financial statements
- Flexible payment and terms to fit your seasonal cash flow

Call Jane Eppley today for a free copy of Growing Your Treecare and Landscape Business through Leasing.
1-800-537-9108

CORPORATE CAPITAL LEASING GROUP, INC.
109 East Evans Street, West Chester, Pennsylvania 19381 • Phone (610) 344-7878 Fax (610) 344-7710
Associate Member, National Arborist Association Associate Member, International Society Arboriculture

Visit us at TCI Expo 94 –Booth #345
Take advantage of special show pricing. Call us now and get PRE-APPROVED—and save $100 off your first month’s lease!

See us at TCI EXPO '94! Please circle 12 on the Reader Service Card
THE BEST BENEFIT PACKAGE IN THE INDUSTRY

Wisconsin engines offer the most comprehensive “benefit package” to end users of industrial equipment. Nine gasoline models from 7.0 to 65.9 hp are available with numerous accessories to meet the requirements of the most demanding applications. To further diversify their usage, all models are designed to operate on LPG, dual fuel and natural gas. In addition to the flexible design, Wisconsin engines are built tough to keep your equipment working harder, longer. Design improvements are being made to current models, such as those shown for the V465D.

Before you start your next job, contact your local distributor to take advantage of the Wisconsin “benefit package.”

PRODUCT LONGEVITY
Designed for industrial/construction use. Because the Wisconsin engine is not a re-engineered automotive engine the product life cycle is not dictated by the whims of the automotive industry.

MULTI-FUEL CAPABILITY
- Gasoline
- LPG
- Dual fuel
- Natural gas

MADE IN THE U.S.A.
All of our Wisconsin engines are made in the U.S.A.

V-BLOCK DESIGN
All 4 cylinder models feature a compact v-block design that fits in compartments liquid-cooled engines can’t.

V465D PRODUCT UPGRADES
Include: improved crank and main bearings (increased strength for higher loads), improved intake valve stem seals (reduced oil consumption), new graphfoil head gasket (better heat transfer and improved clamp load retention), new one-piece intake/exhaust manifold gasket (better sealing, easier installation).

V465D NEW OPTIONS
- 30 amp solid state flywheel alternator
- Solid state ignition with top mounted distributor

MODEL V465D

WISCONSIN ENGINES

WIS-CON TOTAL POWER CORP.
3409 Democrat Road • P.O. Box 181160 • Memphis, Tennessee 38181 • Phone: (901) 365-3600

See us at TCI EXPO ’94!

Please circle 42 on the Reader Service Card
LET'S GET DOWN TO BUSINESS AT

The National Arborist Association & The International Society of Arboriculture

5th ANNUAL TREE CARE INDUSTRY TRADE SHOW & SEMINARS
November 17-19, 1994
Philadelphia, PA — Pennsylvania Convention Center
For three days, everything you need for the business of the Tree Care business will be gathered under one roof. TCI EXPO '94 is the one trade show that brings together the tools, services and knowledge to make your tree care business run more smoothly, more profitably, and more safely.

Why Attend?
- Informative and timely educational seminars, lectures and demonstrations are offered for both management and field personnel.
- Over 130 manufacturers, distributors and service providers will be on hand to show you the newest tree care tools, equipment and supplies available.
- Your fellow arborists from around the country will be available for highly productive networking.
- Get the answers you need at our new NAA Information Central Booth.

TCI Expo—the only Trade Show of its Kind
TCI EXPO '94 is unique. It's the one place you can study the latest in climbing techniques or the latest in tree-care equipment; learn about electrical hazards—or put some spark in your selling technique; pick up a new source for supplies—or pick up Pesticide Applicator Recertification Credits and ISA Continuing Education Units for certified arborists. TCI Expo '94 is one trade show where you can really get down to business.

FREE, FREE, FREE Demonstrations
Don't miss out on the free educational opportunities at TCI EXPO '94. This year, we'll have a tree inside the Convention Center for live presentations on rigging, aerial rescue, climbing and work techniques with Bob Phillips. Plus, we've lined up Baltimore Gas & Electric for a demonstration on Electrical Hazards and Trees. Look for schedules posted in conspicuous locations throughout the Convention Center.
Twin Track Seminar Program
To provide your field personnel and managers with the latest tree care technology AND management information available, we have structured an expanded seminar program. All speakers are professionals and/or well-known experts from the tree care industry, presenting a variety of topics that address both management and field operations. We encourage you to take advantage of our cost-saving MULTIPLE EMPLOYEE DISCOUNTS by bringing your key employees. Please refer to the TCI EXPO ‘94 Schedule of Events for more details.

Group Discounts
Empowerment is an important business practice in the 90's. Empower your employee by registering him or her for TCI EXPO ‘94. You'll earn a $6.00 discount per person per session. If we receive your registration before October 11, 1994, we'll take an additional $3.00 off each session you attend, a $9.00 savings! See page 7 for details.

Save Money—Buy Gold
Gain access to everything TCI EXPO ‘94 has to offer by purchasing a TCI GOLD CARD, the money-saving way to attend the full seminar schedule. Every seminar, every lecture is open to you when you hold the GOLD. You must register before October 11, 1994, to purchase the GOLD CARD. No additional discounts are available with this package, but if you are bringing employees who are not purchasing GOLD CARDS, they are entitled to the same group discounts as general attendees.

Recertification Credits
Several programs will provide ISA certified arborists with recertification credits (CEU's), and some seminars will give pesticide applicator recertification credits for arborists in selected states. Two of these seminars are FREE.

Arbor Bucks
Every day at TCI EXPO ‘94, at noon in the Trade Show, there will be a drawing for $500.00 in ARBOR BUCKS. ARBOR BUCKS 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! ARBOR BUCKS—another way you can profit from attending TCI EXPO ‘94!

Listen to This...
"TCI Expo has such an excellent speaker program, it's difficult to decide who to hear. I don't want to miss anyone!"

PAMELA PICKHARDT
AMERICAN TREE
TROY, MI

"The exhibitors were extremely knowledgeable and eager to answer my questions."

HARRY BANKER
TREES, INC.
WEST ORANGE, NJ

"The chance to meet other arborists and business people from across the country was just as valuable to me as the seminars."

BOB THURLOW
B&T TREE CARE, INC.
CLARKSTON, MI

Perhaps the most important event in Philadelphia since the signing of the Constitution: NAA Information Central is coming to TCI EXPO ‘94! Information Central is a MUST-SEE stop on your trade show agenda. What's new in the industry? What's new in Washington? What's new with the NAA? We're stocking up on answers and solutions to your toughest questions and problems. Our Staff representatives and some of our Guest Speakers look forward to seeing you there.

Special: Bring in your latest financial statement during show hours for a free, confidential financial analysis!
**SCHEDULE OF EVENTS**

**THURSDAY, NOVEMBER 17, 1994**

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<tr>
<td>8:30 AM</td>
<td>Seminar 1 - PLANT HEALTH CARE NOW AND IN THE FUTURE Mr. Jim Ingram</td>
</tr>
<tr>
<td></td>
<td>In the past few years, new ideas have revolutionized ornamental pest</td>
</tr>
<tr>
<td></td>
<td>control and related areas. Working with the F.A. Bartlett Tree Experts,</td>
</tr>
<tr>
<td></td>
<td>Jim has helped apply the concept of IPM for ornamental trees and</td>
</tr>
<tr>
<td></td>
<td>shrubs, sensibly and profitably. This presentation can help you apply</td>
</tr>
<tr>
<td></td>
<td>some of the winning principles of Bartlett's PHC program in your work.</td>
</tr>
<tr>
<td>9:57 AM</td>
<td>TRADE SHOW OPENS</td>
</tr>
<tr>
<td>11:30 AM-3:30 PM</td>
<td>DEMONSTRATIONS - Demonstration Area</td>
</tr>
<tr>
<td>12:00 NOON</td>
<td>ARBOR BUCKS DRAWING</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Seminar 2 - CREATING CREW LEADERS Mr. Jim Perrone</td>
</tr>
<tr>
<td></td>
<td>Your best field person doesn't necessarily have the knowledge and</td>
</tr>
<tr>
<td></td>
<td>experience to become a crew leader. Perrone is a professional</td>
</tr>
<tr>
<td></td>
<td>management consultant who specializes in employee development. He</td>
</tr>
<tr>
<td></td>
<td>can show you how to play an active role in developing your personnel</td>
</tr>
<tr>
<td></td>
<td>to their full potential.</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>TRADE SHOW CLOSES</td>
</tr>
<tr>
<td>6:00 PM-8:00 PM</td>
<td>RECEPTION FOR ATTENDEES AT THE DOUBLETREE HOTEL - Complimentary Beer, Wine &amp; Soda</td>
</tr>
</tbody>
</table>

**FRIDAY, NOVEMBER 18, 1994**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM</td>
<td>REGISTRATION</td>
</tr>
<tr>
<td>7:30 AM-8:30 AM</td>
<td>COFFEE - Registration Area</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Seminar 4 - DIAGNOSING SITE RELATED PROBLEMS IN THE LANDSCAPE Mr. Scott Guiser</td>
</tr>
<tr>
<td></td>
<td>In this FREE Seminar, Extension Specialist Mr. Scott Guiser will help</td>
</tr>
<tr>
<td></td>
<td>arborists better diagnose non-living site related problems in the</td>
</tr>
<tr>
<td></td>
<td>landscape. His talk will focus on how these site related problems</td>
</tr>
<tr>
<td></td>
<td>can be confused with pests or disease problems.</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Seminar 5 - ROOTS &amp; MYCORRHIZAE Dr. Donald Marx</td>
</tr>
<tr>
<td></td>
<td>Where tree health and vigor are concerned, what is happening below</td>
</tr>
<tr>
<td></td>
<td>ground has enormous influence over the changes we see above ground.</td>
</tr>
<tr>
<td></td>
<td>Arborists who are best able to monitor, evaluate and influence</td>
</tr>
<tr>
<td></td>
<td>root growth and development have the greatest chance of keeping</td>
</tr>
<tr>
<td></td>
<td>trees healthy and clients happy.</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>TRADE SHOW OPENS</td>
</tr>
<tr>
<td>10:00-10:15 AM</td>
<td>COFFEE BREAK - Outside Meeting Rooms</td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Seminar 7 - FLEET SAFETY FROM THE GROUND UP Mr. William Boguski, ITT Hartford</td>
</tr>
<tr>
<td></td>
<td>Considering what commercial arborists do for a living, you would</td>
</tr>
<tr>
<td></td>
<td>think that our property/casualty insurance claims would be dominated</td>
</tr>
<tr>
<td></td>
<td>by incidents unique to us. Actually, vehicular accidents dominate</td>
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<tr>
<td></td>
<td>the loss statistics. If you are a company owner or manager, then you</td>
</tr>
<tr>
<td></td>
<td>are a fleet manager. Come to this seminar for practical advice on</td>
</tr>
<tr>
<td></td>
<td>controlling insurance costs.</td>
</tr>
<tr>
<td>11:30 AM</td>
<td>TRADE SHOW OPENS</td>
</tr>
<tr>
<td>12:00 NOON</td>
<td>ARBOR BUCKS DRAWING</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Seminar 9 - BECOMING A BETTER SALES PERSON Mr. Hal Becker</td>
</tr>
<tr>
<td></td>
<td>Mr. Becker appears on the Expo program a second year in a row due</td>
</tr>
<tr>
<td></td>
<td>to overwhelming demand. At the age of 22, he was the Xerox Corpora-</td>
</tr>
<tr>
<td></td>
<td>tion's top salesperson in a sales force of 11,000. His inspiring pre-</td>
</tr>
<tr>
<td></td>
<td>sentation mixes serious selling techniques with plain old fun.</td>
</tr>
<tr>
<td>5:00 PM</td>
<td>TRADE SHOW CLOSES</td>
</tr>
</tbody>
</table>

**SATURDAY, NOVEMBER 19, 1994**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM</td>
<td>REGISTRATION</td>
</tr>
<tr>
<td>7:30-8:30 AM</td>
<td>COFFEE - Registration Area</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Seminar 11 - EVERYTHING YOU NEED ON A SPRAY RIG Mr. Paul Wolfe</td>
</tr>
<tr>
<td></td>
<td>This FREE Session tells you everything you need to know to make</td>
</tr>
<tr>
<td></td>
<td>your spray vehicles comply with all the regulations, and function at</td>
</tr>
<tr>
<td></td>
<td>peak efficiency. Mr. Wolfe is the owner/operator of a successful pest</td>
</tr>
<tr>
<td></td>
<td>management/fertilization business in Maryland.</td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Seminar 12 - TEAMWORK AND LOSS PREVENTION Mr. Keith Sheriff</td>
</tr>
<tr>
<td></td>
<td>Mr. Sheriff is safety director for Wright Tree Service, a large midwe-</td>
</tr>
<tr>
<td></td>
<td>stern line clearance and residential/commercial firm. His company</td>
</tr>
<tr>
<td></td>
<td>leads the industry with exemplary and innovative employee develop-</td>
</tr>
<tr>
<td></td>
<td>ment and safety programs. He can show you how to turn your pro-</td>
</tr>
<tr>
<td></td>
<td>grams into winners, too.</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>TRADE SHOW OPENS</td>
</tr>
<tr>
<td>10:30 AM-2:30 PM</td>
<td>DEMONSTRATIONS - Demonstration Area</td>
</tr>
<tr>
<td>12:00 NOON</td>
<td>ARBOR BUCKS DRAWING</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>TRADE SHOW CLOSES</td>
</tr>
</tbody>
</table>
Who's Who of Manufacturers and Suppliers

Bring comfortable shoes and a notebook. We've got miles of aisles with over 130 companies displaying the newest technologies, equipment and services specifically aimed at the Tree Care Business! Find all the information you need to make informed buying decisions that will increase the productivity, performance, and profitability of your tree care business. TCI EXPO '94 is your opportunity to find chemical manufacturers and formulators, equipment manufacturers and distributors, professional services, and arborist industry suppliers — all in one place!

Admission to the tree care industry's largest trade show is FREE, but you must have an official TCI EXPO '94 badge to enter. To avoid long lines at the registration area, mail your registration form before October 11 and take advantage of all the discounts.

Some of This Year's Exhibitors:

| ACAT, Inc.      | Environmental Info & Design                | Omni Leasing, Inc. |
| Aerial Lift, Inc. | Fanno Saw Works                             | Opdyke, Inc.       |
| Agape Design    | FMC Agricultural Machinery Division         | Oral Ivy, Inc.     |
| Albiaz Insurance Agency, Inc. | FMC Corp.-AGC Specialty         | The Peavey Manufacturing Company |
| Altec Industries, Inc. | Fox Manufacturing, Inc. | Penn-Del Chapter, ISA |
| American Arborist Supplies | GFX Corporation | Plant Food Company, Inc. |
| American Group-Samson Division | GMC Truck | Poulan Pro |
| American Intertool | Gravely International | Practical Solutions, Inc. |
| American Safety Utility Corporation | Green Garde Div/HD Hudson Mfg. | Ram Outdoor Power Equipment |
| AmeriQuip      | The Green Oil Company, Inc.                | Rayco Manufacturing, Inc. |
| Arbor Care      | Green Pro Services                         | RICK/MARK          |
| Arbor Care Equipment | Greenlee Fairmont | Roots/RBG       |
| Arbor Computer Systems | Grow Gun Corp./ISOLITE | Rope Step Inc. |
| Arborchem Products Company | Growtech, Inc. | Safety Test & Equipment Company |
| Arbormasters, Incorporated | Growth Products Ltd. | Schodorf Truck Body & Equip. |
| Arbortech      | Hamilton Equip., Inc./Brown Mfg.           | The Sharp Tool Co., Inc. |
| Asplundh Tree Expert Company | Hodges Manufacturing Co., Inc. | Sherrill Arborist Supply |
| Baertschi Of America, Inc. | Holan Mfg./Toombs Truck/Equip. | Shindaiwa, Inc. |
| Bandit Industries, Inc. | Husqvana Forest & Garden | Sierra Moreno Mercantile Company |
| Bashlin Industries, Inc. | ImpleMax | Simonds Industries, Inc. |
| Big John Tree Transplanter | Independent Protection Company | Source Technology Biologicals |
| Bishop Company  | Int'l Soc. of Arboriculture                 | Southco Industries Inc. |
| Bradco         | ITT Hartford/A&A                            | Steiner Turf Equipment Inc. |
| Bryant Orthopedic, Inc. | J.C. Ehrlich Chemical Co., Inc. | Takagi Tools Inc. |
| Buckingham Mfg. Company | J.J. Maugent Company | TCI EXPO '95-Indianapolis, IN |
| CV Foster Equip/Carlton Company | J.P. Carlton Co., Div. DAF, Inc. | TECO, Inc. |
| Canns-Bilco Distributors | Jameson Corporation | Tilton Equipment Company |
| Ciba Turf & Ornamental Products | Kan-Du Stumpers | Time Manufacturing Company |
| CNA Insurance Companies | Karl Kuennerling, Inc.-Ohio | The Toro Company |
| Corona Clipper  | Keystone Stihl, Inc.                       | TrafFix Devices, Inc. |
| Corporate Capital Leasing | Lanphear Supply | Tree Management Systems, Inc. |
| Crary Bearcat Company | Leonardi Teeth | Vermeer Manufacturing Company |
| Creative Sales, Inc. | Monterey Lawn & Garden Products          | Waldon, Inc. |
| The Davey Tree Expert Company | Morbark E-Z Beaver Company | Wall Rope Company |
| Delaware Valley Bobcat | Nation Wide Ladder & Equip. Company | Weaver Leather, Inc. |
| Detroit Diesel Corporation | New England Ropes | Webster Corporation |
| Deutz Corporation | Niemeyer Corp./Oregon Saw Chain            | Wellington Commercial Cordage |
| The Doggett Corporation | Niemeyer Corporation | Wis-Con Total Power Corporation |
| E-Z Implements, Inc. | Norman Prince Associates                  | Wood/Chuck Chipper Corporation |
| East Hill Manufacturing Corporation | Northeastern Associates | Workforce Products, Inc. |
| EL SoftWare, Inc. | O'Connor Truck Sales                       | Yale Cordage       |
| Engine Distributors, Inc. |                            |                    |
**Free Admission**

Admission to the trade show is free, but all attendees must be registered and receive a TCI EXPO '94 badge in order to gain entrance into the exhibit hall. If you do not pre-register, you must sign in at the Registration Desk upon your arrival. Avoid the long lines. **PRE-REGISTER!**

**Seminar Discounts**

The basic price per seminar for TCI EXPO '94 is $32.00 per session. You can lower your seminar costs significantly in several ways. Register early (before October 11, 1994) to earn a $3.00 discount off each session. Bring an additional member of your firm to earn another $6.00 off for you and your associate or associates. This is a total of up to **$9.00 off** the base seminar price for registering early and bringing one or more associates.

You might also elect to purchase a **GOLD CARD**. The card allows unlimited access to all seminars for one reduced price. Additional employees who are not getting **GOLD CARDS** are entitled to the same discounts as general attendees.

**Registering**

Begin by photocopying the blank registration form on the facing page. Use these copies to register additional employees from your firm. Next, fill out the top of the registration form and circle the number of each seminar you wish to attend. Be careful not to register for two seminars scheduled during the same time. Count the number of seminar hours indicated next to the seminar titles. Record this number in the space provided and begin your calculations. Once you have determined your final seminar cost, mail the completed form with your check or credit card information to the TCI EXPO '94 office at P.O. Box 1094, Amherst, NH 03031-1094. Call us toll-free at 1-800-733-2622 if you have any questions.

Also, make sure you:

- Photocopy the completed registration form for your records—this will serve as a record of the seminars you chose;
- **Mail all registration forms together by October 11, 1994 to earn the early registration discount and avoid long lines;**
- Complete the checklist on the back page.

**Hotels**

This year's host hotel is the Doubletree Hotel, located at Broad and Locust Streets within walking distance of the convention center. Rooms have been reserved at the Doubletree, but space is limited. We strongly encourage you to make your reservations before October 15th to guarantee the preferred rate of $85.00 per night (single or double occupancy). Please make your reservations early by calling the Doubletree Philadelphia directly at 215-893-1600, extension 3030, or the Doubletree General Reservations number at 800-222-8733. When making your reservations, please request a room in the "National Arborist Association TCI EXPO '94." To ensure the preferred rate, please make your reservations prior to October 15th.

**Shuttle Service**

For your convenience, there will be a complimentary shuttle service from both the Doubletree Hotel and the Holiday Inn Stadium to the convention center throughout TCI EXPO. This shuttle service will also be in operation during Thursday night's Grand Opening Reception at the Doubletree.

**Airline Information**

The official carrier for TCI EXPO '94 is USAir. The airline is offering attendees 10% off the unrestricted coach fare, or 5% off the lowest applicable fares, including first class. This special offer applies only to the attendees of this event, and only to travel on domestic segments of all USAir flights. The same discounts are available for attendees traveling from Canada for the show. These fares are valid for travel from November 11 to November 22, 1994. To obtain the best fares or schedule information, you may call Brock Travel at 800-488-2027, or USAir directly at 800-334-8644. USAir reservationists are on call 7 days a week from 8:00 a.m. to 9:00 p.m. EST. When making your reservations, please be sure to reference the TCI EXPO '94 Gold File #1926 0017. Seats may be limited, so call today.

**Driving to TCI EXPO '94**

From Northern and Western Suburbs: Take I-76 East to Exit 38/Rt. 676 East. Follow signs for Central Philadelphia. Take 676 East and exit at Broad St./Rt. 611 (2nd exit). You will be on Vine St. Follow Vine St. 4 1/2 blocks, look for parking.

From Pennsylvania Turnpike: Follow PA Tpke. to Exit 25A/I-476. Take I-476 South to Exit 6/Rt. 76 Philadelphia. Stay on I-76 East for approximately 12 miles. Exit at #38/Rt. 676 East. Take 676 East and exit at Broad St./Rt. 611 (2nd exit). You will be on Vine St. Follow Vine St. 4 1/2 blocks, look for parking.

From I-95 South: Take I-95 South to Exit 17 Central Philadelphia/Rt. 676. Stay in the left lane of this exit. Follow signs for 676 West to the first exit (Broad St.). This exit brings you up to 15th and Vine St. At the 2nd traffic light (Vine St. East) make a left turn. Follow Vine St. 3 1/2 blocks, look for parking.

From Philadelphia Airport (I-95 North), Baltimore, Washington, Delaware: Take I-95 North to Exit 17 Central Philadelphia/Rt. 676. Stay in the left lane of this exit. Follow signs for 676 West to the first exit (Broad St.). This exit brings you up to 15th and Vine St. At the 2nd traffic light (Vine St. East) make a left turn. Follow Vine St. 3 1/2 blocks, look for parking.

From the New Jersey Turnpike (New York): Take the NJ Tpke. to Exit 4 (Philadelphia/Camden Exit). Get onto 73 North and follow it to 38 West. Take 38 West following the signs directing you to the Benjamin Franklin Bridge (the Bridge is 50 West), crossing into Philadelphia. Follow the signs for local traffic (this is Vine St. West). Go approximately 6 blocks, make a left onto 12th St. Go to the 1st traffic light (Vine St. East) and make a left turn, look for parking.

For simple, fast and easy Ground Transportation around Philadelphia and its suburbs, be sure to stop by the Southeastern Pennsylvania Transit Authority (SEPTA) Booth in the lobby of the Convention Center.
**REGISTRATION FORM**

Name ________________________________
Title ________________________________
Company ________________________________
Address ________________________________
City ___________________________ State ______ Zip ______

**NOTE:** Please use a separate form for each attendee. This form may be photocopied.

**SEMINARS**

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Seminar Title</th>
<th>Seminar Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>THURSDAY, NOVEMBER 17</td>
<td>#1 - 8:30 am Plant Health Care Now and In the Future</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#2 - 4:00 pm Creating Crew Leaders</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#3 - 4:00 pm Tree and Resource Protection and Management</td>
<td>1 hour</td>
</tr>
<tr>
<td>FRIDAY, NOVEMBER 18</td>
<td>#4 - 8:00 am Diagnosing Site Related Problems in the Landscape</td>
<td>0 hour</td>
</tr>
<tr>
<td></td>
<td>#5 - 9:00 am Roots &amp; Mycorrhizae</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#6 - 9:00 am DOT Compliance Training — Part I</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#7 - 10:15 am Fleet Safety from the Ground Up</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#8 - 10:15 am DOT Compliance Training — Part II</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#9 - 4:00 pm Becoming a Better Sales Person</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#10 - 4:00 pm Training Trees through Pruning</td>
<td>1 hour</td>
</tr>
<tr>
<td>SATURDAY, NOVEMBER 19</td>
<td>#11 - 8:00 am Everything You Need on a Spray Rig</td>
<td>0 hour</td>
</tr>
<tr>
<td></td>
<td>#12 - 9:00 am Teamwork and Loss Prevention</td>
<td>1 hour</td>
</tr>
<tr>
<td></td>
<td>#13 - 9:00 am Becoming a Consultant</td>
<td>1 hour</td>
</tr>
</tbody>
</table>

**TOTAL SEMINAR HOURS** ________

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**CALCULATE YOUR COST**

**The Gold Card**

If you will be attending more than 5 seminars, or would like unrestricted access to all seminars, then THE GOLD CARD WILL SAVE YOU MONEY! To purchase a Gold Card registration, you must register before October 11. Check "Yes" in the box below and enter $160 on the TOTAL COST line. You are done!

I wish to buy a GOLD CARD Registration:
- YES  ☐  NO  ☐

**Standard Registration**

Standard Registration is for you if: 1) you will be attending 5 or fewer seminars, 2) you will be attending 6 or fewer seminars and registering an associate from your firm, or 3) you will be attending 7 or fewer seminars, registering an associate and registering before October 11.

**Basic Costs**

Multiply your total seminar hours by $32 and enter the amount on the Basic Cost line.

Basic Cost $ ________

**Discounts**

- Early Bird Discount $ ________
- Multiple Attendee Discount $ ________
- Total Discount $ ________

**Total Cost**

Subtract your Total Discount from your Basic Cost line. This figure is what you pay for your registration.

Total Cost $ ________

Check enclosed for $ ________ Please charge my Visa/MasterCard ________

Credit Card # ________ Expiration Date ________

Signature ________

Mail the original form and/or copies for additional attendees, with your check or credit card information to:

TCI EXPO '94, PO Box 1094, Amherst, NH 03031-1094

If you have any questions, please call TCI at 1-800-733-2622.

**NO REFUNDS AFTER NOVEMBER 1, 1994.**
Philadelphia—
Immerse Yourself In History, Culture, Fine Dining and Fun

In Center City Philadelphia, surrounding the brand new Pennsylvania Convention Center, you'll find everything a city could offer. Fine restaurants are everywhere. Whether you want to choose from the four-star restaurants or find the most authentic Philly Cheesesteak, whether you want to sit down in an inn frequented by our founding fathers or an authentic Chinatown eatery, Philly's got great Pfood. Bring your appetite and take a walk! You'll find a phabulous Philadelphia meal on every block.

And for things to do, Philadelphia can't be beat. Within a few-mile radius of the Convention Center are Philly's Phinest: the Philadelphia Art Museum, the Philadelphia Zoo, the Liberty Bell, Independence Hall (collectively, "America's most historic square mile.") Penn's Landing with its submarine and turn-of-the-century warship, several theatres, the Academy of Music—home of the world-renowned Philadelphia Symphony, clubs featuring all kinds of entertainment, excellent shopping, the Franklin Institute, the Museum of Natural History, and more. Plus, Philadelphia is the home of the Phillies, the Eagles, the 76'ers and the Flyers.

Venture into the suburbs for even more: Valley Forge and Washington's Crossing are popular sites for history buffs, and there are such diverse offerings as the Camden Aquarium and Atlantic City, all nearby.

Also, the Philadelphia Restaurant and Information Booth will be on hand to help you choose between the city's hundreds of excellent eateries and attractions.

Get Down to Business in Philadelphia!

See you at

TCI EXPO '94

Write or call for more information:

TCI EXPO '94
P.O. Box 1094, Amherst, NH 03031-1094
800-733-2622 FAX: 603-672-2613