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Do you know what your business was doing last year at this time? How about the year before, and the year before that? Should you really care? Comparing this year to last year may provide you with a good barometer, but it’s tomorrow’s challenges that you have to meet, and everything isn’t the same as it was.

You learned from yesterday’s experiences. You have to put that learning to work for you in today’s context. You have to consider tomorrow’s opportunities. With the tree care industry moving forward at the pace that it is, tomorrow’s opportunities are unlimited. Not only is the economy strong, but we are coming up on an election year and no politician is going to upset the apple cart. Are you ready?

You have read where I quoted Jack Joy, chairman of the Davey Tree Expert Company, who said that, “Luck is when opportunity meets preparedness.” We don’t always have the opportunities we have right now and you can never be too well prepared.

There is a simple way to enhance your preparedness for tomorrow. Come to TCI EXPO in Indianapolis next month. Bring your sales staff, your supervisors and your crew leaders. Come see the largest collection of tree care tools, supplies and equipment ever assembled under one roof.

As usual, there will be a full schedule of demonstrations. This year, our chief demonstrator is Ken Palmer, the 1995 ISA Jamboree Champion. Attend the seminars. Listen to the experts. Among this year’s speakers are many who operate successful tree care operations, firms that make money. These are the people you want to talk to. Network with your peers from all over the world and take a good look at all of those exhibits. Talk about an opportunity for inspiration and building preparedness!

There is something for everyone at TCI EXPO. In fact, I can’t think of one other single event that offers more opportunities for the commercial tree care person at all levels than TCI EXPO 95.
Tree care professionals are very particular about the tools they use. We know, because we asked for their help in designing the Shindaiwa 357 top handle chain saw, the newest addition to our full line of outdoor power equipment.

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

Call 1-800-521-7733 for your nearest Shindaiwa dealer and see the saw designed by arborists for arborists. The Shindaiwa 357 climbing saw. Helping you reach the top.
Coping with the passage of time gives me pause to ponder the plight of the simpleton who jumped off the Empire State Building. As he hurtled past the 57th floor he was heard to comment, “So far, so good.”

When my own father turned 90, I asked him how he felt about such a milestone. “I never thought it would happen so soon,” was his insightful response.

I’ve always been interested in history and the observance of historical anniversaries. I’ve wondered if part of that interest was fostered by the fact that my father was 59 years older than I and never threw anything away. Regarding the monumental events that shaped the world between his birth in 1893 and his passing in 1984, Millard F. Blair didn’t have to study history - he merely had to remember it.

I remember the media observance of the 50th anniversary of the repeal of Prohibition. I asked my dad (never one to turn down a drink) if he remembered celebrating. He looked back into the past, smiled his sly smile and replied quietly that he didn’t remember ever having trouble getting a drink during Prohibition.

James Burke authored a fascinating book entitled Connections in 1978. The book led to an award-winning documentary series carried on public broadcasting networks. Burke’s purpose was “to acquaint his readers with some of the forces that have caused change in the past, looking in particular at eight recent innovations which may be the most influential in structuring our own futures and in causing a further increase in the rate of change to which we may have to adapt. These are the atomic bomb, the telephone, the computer, the production-line system of manufacture, aircraft, plastics, the guided rocket and television.

“Each one of these is a part of a family of similar devices and is the result of a sequence of closely connected events
extending from the ancient world until the present day. Each has enormous potential for man’s benefit - or his destruction.”

Burke’s fascinating work connected the first balloon flight in 1783 to the growth of the modern science of meteorology. His book wanders through the centuries, connecting the invention of the plow, the water wheel, sundials and knights in armor to the technological wonders of today.

Burke’s concepts of connections is one that I heartily endorse. To me, the study of history is not the same as living in the past. I have heard it said that those who live in the past have no future. I have heard also that those who fail to learn the lessons of history are doomed to repeat the mistakes of the past. Choose your own poison.

Where we are headed

My belief is rooted in the conviction that we cannot begin to understand where we are or where we are headed unless we know how we got to where we are. I have dedicated my writings to this doctrine. Through the years I have written about the American Civil War, prospectors in the Yukon and my then-2-year-old son, Mackenzie Franklin Blair - all in an effort to make sense of arboriculture.

I have lived through a fascinating period. In the year of my birth, the Korean War was still hot, Eisenhower was president and television was still drawing crowds on the sidewalk to the windows of Werry Electric in Palo Alto, California.

I was in the fifth grade when President Kennedy was assassinated and, with all America, watched the funeral cortege bear his casket across the Potomac River to Arlington Cemetery. Thirty years later, on October 16, 1993, I was just one among 400 volunteers in a massive effort, conceived by Paul Wolfe and sponsored by the National Arborist Association, to prune, cable and fertilizer trees at Arlington. My job in that project was supervising the team that pruned the trees at the Kennedy grave sites. At the time we did the work, we couldn’t have known that only a few months later, Jacqueline Bouvier Kennedy Onassis would be laid to rest alongside her husband and child. People have waited up to five hours in the shade of the trees we pruned to pay their respects.

I grew up with Kruschev threatening to bury us. We did it ourselves, in bomb shelters. Some of my clients converted theirs to wine cellars in the 1980s.

I watched the Berlin Wall go up and three decades later, come down. In May 1993, I was honored to represent the United States in a joint meeting of European arborists. Around the dinner table, with German, French, Italian, Spanish, Swiss, Austrian, Polish, Scottish, English, Irish, Dutch, Finnish, Swedish and Norwegian arborists, I was struck by the thought that only 50 years earlier such a meeting was not only impossible but incomprehensible! Fifty years isn’t a long time - if you are a tree.

I have climbed a giant sycamore that shades Burnside’s Bridge, one of the most famous sites from the War Between the States, at Antietam National Battlefield Park. That tree was witness to September 17, 1862, described by historian and author Stephen Sears in his book, The Day the Landscape Turned Red. On that day, more American soldiers (20,100) became casualties of war than on any other single day in American military history! We did more harm to ourselves with muzzle-loading rifles and black powder cannons than our adversaries could do with machine guns and high explosives at Belleau Wood, Omaha Beach or Iwo Jima.

I was at Stanford University for the first Earth Day on April 22, 1970. I named our spray rigs “Death Ships” in honor of the
By the time this song is over, your season may be gone. By blood, yes, but by years, my family skipped a couple of generations. My father was born in 1893. He began his career as an arborist in 1911! The F.A. Bartlett Tree Expert Company had only been established four years when Millard Blair began to prune trees. He was climbing six years before Lem Stout started a trend at Bartlett by tying himself in with a rope. I was too young to know F.A. Bartlett, but I know his son and grandson. I was too young to meet S.P. McClenahan but I know his son, grandson and great-grandson. I never met John Davey, but I grew up in the presence of Keith Davey.

My father’s friends were older men when I was young, but they were the pioneers of arboriculture. Frank Nolan and his wife, Maude, were like family. Harold Benedict worked for Davey when a raise meant an extra half cent an hour! He and his wife drove an open touring car to Oregon from Pennsylvania in 1929, didn’t like the looks of Portland’s trees and headed south, finally settling in Palo Alto, California. At ISA and NAA meetings, I enjoyed the privilege of meeting on numerous occasions many of the men who built “tree skinning” into a profession - men such as H.M. Van Wormer, D.L. Dinsmoor, Hacket Wilson and Ross Farrens.

As an individual learning this profession, you would be fortunate to be trained by a veteran with 20 or more years of experience. On that note, I want to relate Bailey Hudson’s perspective on the subject. Come to him for a job, bragging that you’ve got 20 years “in” and he’d make you squirm in your chair with that stare of his, then ask you if that’s “...one year’s experience twenty times or twenty years of learning and growth?” Think about it.

Back to the point. Train with a 30-year man and you are connected to his past. If he was trained by a 30-year man, you will be connected to six decades of experience. There’s a lot to learn.

As an individual, I am connected to the earliest beginnings of the profession through my father and his colleagues who lived long enough for me to meet. Other second-generation arborists might only be connected to the 1960s. The Case Tractor Company was still building 50-hp, 22,000-pound, steam-powered traction engines when my father established his company in 1922.

Our 1920 Oldsmobile spray truck had wooden spoke wheels and an open cab that came from a wagon manufacturer! Hydraulic brakes and electric starters were not yet standard equipment. Doors and side windows, for that matter, were still optional.

As a profession, we are connected to Samuel F.B. Morse’s invention of the telegraph and Alexander Graham Bell’s invention of the telephone as well as Thomas Edison’s light bulb. Without these three inventions, I doubt if utility line clearance would be as important as it is today!
When you climb on our orange ropes, you’re recognized as a professional who’s serious about safety. The instant success of Braided Safety Blue High-Vee demonstrates that clearly identified climbing ropes promote safety in the tree. Now, New England Ropes introduces a high visibility version of our famous Safety Blue three-strand rope and, for those who prefer a 12-strand rope, our completely redesigned TreeLine with a new abrasion resistant finish and optional fleck pattern.

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Connections. As a profession, we are as surely connected to Phoenician sailors and the ancient Egyptians as we are to our climbing lines. Consider that, as grass and animal sinew was being twisted into rope some 5600 years ago, a bristlecone pine was taking root, drawing life from the soil, sun and rain to this very day!

An individual life might be found in an inch or two of annual rings on a 2000-year-old redwood. What’s 80 years to a redwood? Bailey Hudson is 21 years older than I am. I am now older than he was when I first met him and Richard Alvarez at the ISA Meeting in Newport Beach in 1972.

That was the first time I spoke at an ISA meeting. My father and I shared a program. He spoke about the history of arboriculture and I spoke about the future. At the time, I thought that asking me for an opinion was tantamount to asking a tadpole what it was like to be a frog. Now I find myself looking back at the future I tried to envision in 1972 and see myself trying to look ahead to the year 2022, the 100th anniversary of the M.F. Blair Tree Experts. With 25 behind me, 25 ahead should pretty well finish me off.

A few years later, Sam Noonan observed that we were the “future old farts” of the profession. We’re getting closer. The Western Chapter has a special group called the Shady Ladies (reactivated and renamed this year Shady Ladies and Friends). For years, they anointed a special man with an award called the Knight of the Garter. My father wasbeknighted in 1963. In 1984, I asked Bailey which “senile old fool” he thought would be given the garter. It was me. I never fully appreciated what an experienced, wise and virile group the Knights of the Garter were until that night!

In 1986, I was at a meeting and a fellow came up to me and asked if Don Blair was going to make an appearance. He looked at me after I introduced myself and said, “I was expecting a much younger man!” Near the end of his life, my father told me, “They used to say how did a man as young as you come to possess such knowledge about trees? Now they say, ‘What’s an old fool like you doing still climbing trees!’” I’m just beginning to understand how truly fleeting a lifetime is.

**The past 25 years**

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TREE CARE INDUSTRY - OCTOBER 1995
1971, my dad had 60 years “in.” The M.F. Blair Tree Experts was 49 years old. Although no longer in service, we still had (still do) our 1920 Oldsmobile and our 1922 International trucks. Our “fleet” consisted of a 1951 Dodge pickup, 1941 Dodge spray rig, a 1946 Chevrolet cabover spray rig and a 1947 GMC cabover brush truck. The GMC was interesting. It had a dump bed but it wasn’t hydraulic - it used an ingenious hand-cranked winch mechanism that used a series of cables and pulleys to raise the bed. It looked a little funny out at the dump, as if we were winding up a giant spring. In 40 years, it never failed to operate and never needed service beyond an occasional greasing.

Although of postwar manufacture, the cabovers used pre-war tooling and sheet metal styling. They had 6-volt systems that sat on top of the engine. You didn’t need a heater, but summertime could get terribly hot in the cab. The windshield cranked out for “flow-through” ventilation. A common practice among truck drivers who had to take these types of trucks over steep grades like Pacheco Pass, California, was to pull the manual throttle out as a cruise control, stand on the running board and steer the vehicle from the outside!

Ken Meyer, the current president of the ISA, and I first became acquainted through the California Arborists Association. During a dinner meeting in the early 1970s I mentioned that we had maybe 10 chain saws. Meyer thought we had a huge tree company because the company he worked for had eight men and only five saws. As a matter of fact, there was Greg Bonetti and myself. Each of Mayne’s crews had one ground saw, and the big saws were issued as needed for removals. As much pruning as possible was done with Fanno No. 8 handsaws. The company was founded by Leslie S. Mayne in the 1930s, and Meyer fought the same battles to modernize with his boss that I did.

I remember asking my mother what she thought of my idea to start a tree equipment company back in 1975. She said she didn’t know what other tree companies did, but she knew that her husband didn’t buy much equipment. Mom was right. To this day I’m haunted by the memory of a large pry bar that I lost at the dump in 1972. I’m reminded every time I look at a picture of my dad’s father holding that bar on a tree job in 1926. My dad made me feel that I’d lost the formula for fire when I owned up to the loss.

The bar did have an interesting history. It had started out as the front axle from a 1919 Dodge touring car. My dad had the blacksmith at Bleibler Iron Works in Palo Alto forge a digging point onto it - and I lost it!

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Our new line of aluminum-handled loppers cut so clean, so fast, so easy and are so strong and simple to maintain, that virtually everyone who has tested them says they're the best loppers they've ever used.

The blade cuts with astonishing ease. Long, to reach into tight areas; large, to slice easily through mature vines and branches; the blade is Radial Arc™ ground and clad with a tough, slick, three-layer fluoropolymer that reduces friction to a bare minimum. This blade requires one-third less force than a conventional blade to make the same cut.

The blade is a separate component. Changing it takes one tool and one minute.

The forged hook is designed to draw the material being cut closer to the pivot. This maximizes leverage and minimizes the effort required to make a cut. The hook's curvature is shallow enough to easily slip between dense, tangled branches and support wires. Yet it is deep enough to hold the branch securely as the cut is being made. The sap groove is deep and wide for improved self-cleaning.

The square-shouldered, right-threaded pivot bolt that enables quick blade change is positioned so that the hook and blade open wide with a minimum of handle movement—in other words, with less effort. And the same coating that makes cutting so easy also self-lubricates the pivot action.

The Santoprene® bumpers, which provide a cushy rebound at the end of each cut, are located low on the tang well clear of the action. Replacing a worn bumper takes only seconds. Tools needed? Your thumb and forefinger.

Our patented new handle design has astonishing strength. The thick-walled aluminum tubing is oval—inherently stronger than round or rectangular stock. That strength is then compounded by an internal wedge of high-density, glass-filled nylon that expands as it is compressed during handle mounting. Even given severe abuse, these handles are almost impossible to break. Given proper use, they're indestructible.

The hand grips are designed for comfort and durability. They're thick, to minimize hand fatigue. They're molded of tough polyethylene and the bottom is extra thick for longer wear when used to drag brush along the ground and into a pile.

Our new aluminum handled loppers come in three models. A 21-inch version with a 1 1/2-inch cutting capacity suitable for vines and shrubs. And 26 and 32-inch models with a 2 1/2-inch cutting capacity for tree pruning.

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We're also backing these tools with a "Fast or Free" parts warranty. If your Corona dealer is out of replacement parts, call us. We'll have them to you within 48 hours or they're yours free.

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

For further information, contact your Corona dealer or call us at 1-800-234-2547.

21-inch AL 6620
and 32-inch AL 6660
cut limbs up to 1 1/2 inches thick.
The 1947 GMC brush truck carried one each: scoop shovel, broom, pitchfork, Disston spring tine rake, axe, pick and shovel. Each climber was issued one 120-foot, half-inch manila climbing line, homemade saddle, paint pot and handsaw. We also carried a pole pruner, pole saw and extension ladder. Other tools such as hedge shears, cabling gear or chain saws were drawn from supply as needed. An awful lot of work used to be done by tree men with very few tools. Time and labor are the factors that job managers now have to constantly struggle with. Any tool, technique or device that saves time and labor in today’s market warrants consideration.

In the mindset of those who struggled through the Great Depression, time and labor were two things in plentiful supply—a vast selection of tools and the money to buy them were not.

Twenty-five years ago, many climbers still made their own saddles out of rope and leather. Western Tool and Hardware only sold two styles of belt. Manila rope was the most popular climbing line. Only a few radicals like Ed Hobbs were using synthetic ropes. Many of the best private companies in the San Francisco Bay Area used aluminum pole saws and aluminum ladders.

Although Karl Kuemmerling had perfected a steel tree paint pot, the Davey standard was a Hershey’s chocolate can with a 10-cent paint brush stuck through a slit in the plastic lid.

As I mentioned, the most popular hand-saw on the West Coast at the time was the Fanno No. 8 push saw. Most of us used it without a scabbard. We’d put a copper ring through the top of the handle and clip it to a tool snap that we wore on the belt that held up our pants. You could always tell the tree man by the splatters of tree paint on his clothes.

Twenty-five years ago, all pruning cuts that couldn’t be covered with a silver dollar had to be coated with an approved wound dressing. The round hole and spring clip for holding a brush, still found on some pole saw heads, date back to the days of tree paint. Tree paint ranged from The Bartlett Manufacturing Company’s gourmet blend of pure Egyptian asphalt and pine tar oil to water-soluble roofing asphalt.

In 1976, Al Shigo told the ISA/Western Chapter that we didn’t have to paint cuts anymore. Some people wanted to boil Dr. Shigo in tree paint. I was glad to get dispensation. For too many years, I’d been sent back up trees by my father to paint “shiners” that I’d overlooked. None of you post-paint generation will have to deal with paint-splattered clothes, decks, cars and people. Progress is not all bad.

Many owners of the companies that we worked for 25 years ago had been through the Depression. Use it up, wear it out and make it do were the orders of the day. Heavy-bladed handsaws were sharpened until they looked like bread knives. Old climbing line tied down loads of brush.

You young whippersnappers who have done nothing but feed brush through a chipper can’t appreciate the pride that we used to take in loading brush. Brush was always loaded “butts forward.” Crossing limbs were cut with lopping shear, axe or chain saw to get the load to lie as flat as possible.

To facilitate loading, it was common to post a man on the load and pass brush up to him with a pitchfork. Record loads were remembered for years by how many feet the brush had been stacked above the cab of the GMC. As a child in the late
MEN IN TREES

Need safety gear to protect themselves from hazards, as do construction workers and lumberjacks and landscape crews. So retailers who wish to cash in big time will call Husqvarna at 1-800-GET SAWS for a catalog of their complete line.

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1950s and early 1960s, my job was to crawl under the load at the rear with a lopping shear and trim it away from the brake lights. Bob Felix laughed when I previewed this article for him, saying he could remember a time they’d stacked so much brush on a truck it looked like a 30-mile-per-hour willow going down the road.

To this day, I can tell you that you can stack more palm fronds on a flatbed than you can chip into a truck of the same volume. The problem is finding someone who wants a load of palm fronds when it isn’t Palm Sunday.

Speaking of chippers... Although they had been around since the early 1950s, 25 years ago a company that used a chipper enjoyed a certain status. By the 1980s, even Euc Men were mechanized to the point of owning bucket trucks and log loaders. Chippers were basic equipment. Of course, a Euc Man’s chipper in 1985 was a 1956 Fitchburg with a Continental Red Seal engine.

The start of my own company
To be honest, battling with my dad over modernizing wasn’t worth getting disowned. I found that it was easier to start my own company, Sierra Moreno Mercantile Company, in 1975. I told my dad it was a research and development firm for the improvement of arborist tools and techniques, which it was and is. The trick was, I needed to use the tree company for field testing new equipment. And that is how I was able to bridge the old and the new and maintain my father’s pride in tradition and sense of control over the present.

I could introduce new tools to the tree company “for testing” through Sierra Moreno and, after they had a chance to prove themselves, I could bill the tree service (Mom paid the bills). I started out small, exchanging aluminum and wooden pruning poles for fiberglass, manila climbing line for polyester.

The big stretch came in 1979 when I thrust upon the company a beautiful, brand new 1-ton Ford chipper truck that Richard Goforth (Southco Industries) and Blair (with some help from Sandy Rose) had dreamed up on cocktail napkins at the Toronto ISA Meeting in 1978. I’d slipped a Wood/Chuck chipper past Millard Blair in 1976, but we got into a fight when he wanted to convert the old hand-cranked 1947 GMC brush truck into a chipper truck.

I won that battle but lost the war for three years, while we chipped into the back of a 1966 3/4-ton flatbed Chevy with sides but no top. The “dump” mechanism was a bent tine refuse hook. I had three years to dream up the perfect chipper body. In 1979 the new cab, chassis and body cost just under $10,000! As cheap as that sounds now, I’m not sure I ever told my dad what it really cost.

When Millard F. Blair started his company, the labor rate to the client was $1 per man hour. In the 1950s it had only risen to $5 per man hour. I can remember when a $100 job pretty well shot up the day.

When I was drawing $3.75 an hour as an apprentice climber, Troy Payne told me that the most a top man could expect to earn was $50 a day ($6.25 an hour). Okay, so some things haven’t changed.

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interesting. Tree equipment has evolved to the point that climbers ask if their ropes come in any different colors! Rigging has advanced to the point that we no longer have to take the tree on its terms. With false crotches, lowering devices, ultra-high strength ropes (compared to manila), slings and connections, it may look like a spider web up there but it’s not going to go through the roof either.

As I straddle the fence, feeling like a young man and looking like an old vet, looking back 25 years to the beginning of my career and looking forward 25 years to the end of it, I’m flooded with emotions. Many of the pioneers who were elderly men in my youth have passed on. Some of the giants who were my age 25 years ago have retired in prosperity. A few of the old Euc Men who are too poor to retire and too young to die are still climbing.

Not only is it hard for me to think that there is a generation out there who is not even aware of the shadow that World War II cast upon their lives, there is a generation of climbers who were born after Vietnam. Twenty-five years before my dad was born, the transcontinental railroad had just been completed, the Civil War had only been over for three years and New Orleans was still an occupied city under martial law. Custer had 13 more years in the cavalry before he was heard to say, “Where did all these Indians come from?” Arborists could say that Custer had underbid the Little Big Horn job. Not only did he lose his shirt, he lost his hair. (Actually, Custer wasn’t scalped, but give me a little poetic license here.)

In 1928, 25 years before I was born, World War I had been over for only 10 years. Consider, if you will, the Vietnam War with his family in tow - his wife, 20 years his junior, and his three children who were 17, 14 and 12 years old.

Trees and the past

Trees are the only living beings that can connect us so far into the past. The namesake redwood, El Palo Alto, California, was the campsite of Portola and Father Serra before the Declaration of Independence. Millard Blair climbed the tree in his 60s. Working for McClenahan, Don Perkins and Gene Peglow labored to keep this living legend alive and healthy. Of these men, only Gene Peglow is still alive, but the tree lives on, in some part, to their efforts.

All my life, I’ve struggled to understand why some people in arboriculture seem to have trouble finding pride in the profession. Sure, we might not look too good or smell too sweet after a long, hard day’s work, but neither do garbage men or sewer workers. Okay, bad analogies. How about fishermen?

Okay, we don’t make as much money as almost anybody, but look at what we get to do every day for our pittance. We get to risk our lives 100 feet in the air, and we get to risk our lives 100 feet in the air, and neither do garbage men or sewer workers. Okay, bad analogies. How about fishermen?

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to infuriate environmentalists every time we pollute the earth with "deadly" pesticides.

That's one way to look at it. I prefer to think that I am totally dedicated to a profession that challenges me physically as well as mentally. I prefer to think that I am privileged to enjoy a calling that enables me to learn about and care for a life form that, in many ways, is much more successful and awe-inspiring than the human animal.

I just came back from summer camp. That was a week at Hilton Head with the ISA Annual Meeting. It was hot, humid and full of bugs that bit. It was also a retreat with the men and women, families and friends of those who have dedicated their lives (or are about to) to the service of the trees. It's an honor and a privilege to be an arborist and to be friends with arborists.

For years I've heard "bar talk" about how we have to educate the public and about how "we get no respect" from the consumer. I like the quote from Liam Neeson as Rob Roy in the movie of the same name, "Honor is something you give yourself and only you can take it away."

Honor is what we accord ourselves as a profession and how we conduct ourselves as individuals. Public respect will follow that honor, but it's up to us. Nobody is going to accord us anything that we don't earn ourselves.

The past quarter century has been quite an experience. If I can hold up as well as some of my friends, like Bailey Hudson and Bob Mazany, the next 25 should be just as interesting. See you at the ISA Jamboree, 2020. It may well be held in the Botanic Gardens in Sydney, Australia. I wouldn't be surprised to see some of the infants being carried around Hilton Head by fathers such as Rip Tompkins and Joel Koci competing. By the way, they are girls.

One final thought. Throughout history we have used our nation's wars and conflicts as a means of keeping track of time. "Before the war" and "after the war" have been common openings to many of the stories I have been told or read, dating all the way back to the French and Indian War. The modern story of arboriculture cannot be told without acknowledging the fact that many men found solace in the care of trees after the terror of war. Many of our most accomplished arborists and educators are or were veterans of The Spanish-American War, World War I, Nicaragua, World War II, Korean War, Vietnam War or Desert Storm.

The greatest proponents for lasting world peace are often found among those who have seen the worst that war can offer. As much as I revere history and tradition, I do offer the fervent prayer that my sons and your daughters may serve with distinction in peacetime, but never have to suffer the horror, loss and privation of a shooting war. Each generation has gone to war in the hopes that the unborn generation won't have to. Maybe some day. Until then, arboriculture enjoys a century-old tradition of being a great career for a veteran.

Donald F. Blair, author, arborist and lecturer, owns and operates Sierra Moreno Mercantile in Big Pool, Maryland.
How To Build Media Relations

Why is it that every time you open your hometown paper, it seems as if the same businesses always get the ink?
That’s because - pardon the slang - they’re the squeakiest wheels.
They’re the folks who know how to promote themselves in the media.
Most likely, they established their relationship with the media by establishing themselves as experts in their field. They also probably have flooded the local editor’s desk with press releases about their businesses over the years.
No need to be shy. You can do this, too. Here are some tips on how can do just that.

1. Pinpoint a person in your business - whether it’s someone experienced in public relations or yourself, if you own a small business - who can be a media contact. The media contact can field questions and do marketing on your behalf. If you don’t have time to do this and there is no one in your organization who can handle this responsibility, consider hiring a freelance marketing or public relations person. A freelancer is more likely to work less expensively than a firm.

2. Whoever your media contact is - you or one of your employees - make sure you or that person meets with the local business editor or writer and gets to know him or her as a person. More understanding is achieved when people get to know each other on a personal level.

It’s crucial to remember this: Whether your conversation with the report is an interview, a “background” talk or a chat about each other, know that you are always considered to be “on the record” and that the reporter is most likely jotting down everything you’re saying. Choose your words wisely. And should you not want what you’re saying in the next day’s paper,

make it clear that you’re not “on the record.”

3. Promote even your smallest events, including promotions and product developments. Many newspapers have separate business sections or community sections which feature such “small news items”; don’t be afraid to send out reams of releases for these. Don’t underestimate the power of the media; people read those columns. You could gain more business exposure as a result, without even having to pay for an advertisement.

4. Announce upcoming days or events that tie in to your business and write a press release explaining them. Don’t assume the reporter knows everything about your business. Explain terminology, no matter how elementary it may seem to you. These releases may prompt a call from the media and get you quoted.

If you live or work in a town that has a small newspaper, offer to write a column highlighting your expertise - maybe a question-and-answer column (these are becoming more popular). You may not get paid much for the job, but the exposure is invaluable for business.

5. Be available for the important stories. Make sure the local reporter has a number where you or your media contact can be reached at night; many reporters work well beyond the dinner hour. It is better to have your dinner disturbed by a phone call than to open the paper the next morning and see an incomplete story which could have been more clear with your input.

6. Know how to write an effective press release. Every press release should be typed, double-spaced and include the following elements: who, what, where,

when, why and how. Include phone numbers for contacts. Make sure to get your press release submitted in ample time.

7. Don’t be put off if something you send in is not published. It’s a game of numbers. You’re bound to “win” column inches at some point.

8. Have your business invite the local business writer to speak to your employees at a seminar or less formal gathering. Unveiling the mystique about the media can do nothing but improve your relationship.

9. The newspaper is the pulse of the community; don’t refrain from getting your business to be a beat in that pulse. Organize letter-to-the-editor campaigns to praise and protest certain types of coverage. This lets editors know you’re alive and you’re there to stand up and be counted. What’s the most important section of the newspaper? Most likely, the sports pages because they get so much reaction.

10. Avoid broad-based criticism of the media. Focus instead on the facts and show how fairness can be achieved. Many people too often blast the media with generalizations as much as the media can generalize about topics it covers. Nothing speaks the truth louder than the facts.

If you follow these steps in a tasteful way (don’t come off looking self-aggrandizing), you too can increase your media exposure.

Carol Brzozowski-Gardner is a former newspaper reporter and is now a freelance writer based in Coral Springs, Florida.
Alcohol Test Starts In January
All Drivers Holding CDL To Be Tested

Starting January 1, 1996, all drivers holding a Commercial Drivers License (CDL) will be required to undergo alcohol testing. Currently, only companies with more than 50 CDL drivers are required to test for alcohol. This testing is in addition to mandatory drug testing.

Drivers must hold a CDL if the vehicle they are driving is in excess of 26,000 pounds Gross Vehicle Weight Rating (GVWR), or combination of truck and 10,000 or more pound trailer exceeds 26,000 pounds GVWR. Vehicles designed to carry 16 or more passengers or those carrying placarded hazardous materials must also be driven by an individual carrying a CDL. Note that some states expand on these federal requirements.

Alcohol testing is required in these instances: 1) when reasonable cause exists; 2) post accident; 3) random; 4) return to duty after testing positive to alcohol; and 5) six follow-up tests in first year after return to duty from a positive test. Legal intoxication when driving a vehicle over 10,000 GVWR is .04%, which is one-half the legal limit in most states for driving passenger vehicles.

Many large tree firms out-source both drug and alcohol testing. Firms such as the National Safety Council (800-621-761) and Pembroke Occupational Health (804-346-1010) offer comprehensive testing services for a fee. This removes most of the administrative burden from the employer.

For most small employers, the best mode of compliance is to have the testing performed at the medical facility where the driver receives physical exams. However, the problem of random testing still remains. How does an employer choose who goes for these tests?

Alcohol testing rules require that 25% of the firm's CDL holders be tested annually. To ensure fairness and avoid potential legal challenges, it is important for employers to have a written policy on how random samples will be selected. The Federal Highway Administration (FHA) has published a procedure for randomly selecting employees for testing. It consists of a simple two-page worksheet and three pages of random numbers. This is an excellent method to ensure an unbiased selection of the employees to be tested.

If possible, use a computer-generated selection. This is simpler, reduces paperwork, and also improves the "randomness" of the sample. The FHA also publishes steps to make your own computer-generated random sample using Lotus 1-2-3. With a few variations, the program can be used on other spreadsheet packages.

Another option is to pay a fee to a consortium testing firm. By signing up with a consortium, in essence, the employees in one firm are grouped with employees from several other firms. The 25% random selection is drawn from the entire group, rather than a single company. Although there is the possibility that no employees from one firm would be chosen, the Federal Highway Administration permits these consortiums because the deterrent still remains.

All paperwork should be kept on file for a period of one year for all negative tests, and five years for all positive tests. Test results are very sensitive and personal information, and should be handled with the utmost respect for the person being tested and the laws that dictate the release of the test results. In most cases, the information cannot be shared with anyone without the tested party's permission.

The rules require that 25% of a firm's CDL holders be tested annually.

Brian Barnard is Government Affairs specialist for the National Arborist Association.
When it comes to protecting your tree care company... does your insurance carrier draw the line?

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Beware The Line Tree

By Randall S. Stamen

While driving around town or while working as a green industry professional, how many times have you seen a tree whose trunk sits on both sides of a property line? Did you ever wonder who owns the tree? The California Legislature must have wondered, because 125 years ago it enacted a set of laws to clarify such a situation.

The Legislature addressed the issue of "line trees" by enacting Civil Code Section 834, which is still in effect. It states: "Trees whose trunks stand partly on the land of two or more coterminal owners belong to them in common." Section 834's companion, Section 833, states: "Trees whose trunks stand wholly upon the land of one owner belong exclusively to him, although their roots grow into the land of another."

California courts hold that an individual or entity that owns a line tree as a tenant in common cannot do anything that will injure or destroy that tree. If a tenant in common does injure or destroy a line tree, that tenant in common is said to have committed "waste." The tenant in common may be liable for three times the amount of damage caused. Hence, it pays to beware of the line tree.

Randall S. Stamen is an attorney and an ISA-certified arborist from Riverside, California. Besides being involved in cases in his home state, he lectures throughout the U.S. on landscape liability.

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ARBORIST INNOVATIONS
By Pete Thomas and Glenn Riggs Jr.

When Lightning Strikes

We often are called when there are troublesome trees to remove in our area. Here's a perfect example. It was a 100-foot tall ash that had been struck by lightning. The lightning hit one side of this double leader tree, ran down that stem to a cable, then crossed over on the cable to the other stem. Both stems were split. The electrical charge also ran through the main stem, splitting it as well.

The tree had to be climbed to be removed, but first we had to make it safe. The tree was located across the driveway from the house. Other trees in the area made it impossible to just drop this one or to get any equipment near it. Here is what we did to get it on the ground safely.

We wrapped a 1-inch thick chain around the trunk of the tree 30 feet off the ground. Using a chain binder, I closed the chain tightly. You could see the crack in the tree close. Next, we climbed to 10 feet under where the cable had been blown apart, and used another chain to draw the two stems together. We felt that this was the best point to pull. We could have placed more chains around the tree, but we felt that the main stem was now stable.

When we reached a point where the leader that sustained the initial lightning strike branched into two pieces, we discovered a deep split on both sides of the trunk. We cranked the splits tightly with a 2-inch nylon strap attached to a ratchet. Moving above the strap, we tied the two leaders together with a half-inch line tied with a sheep shank.

It took about an hour to secure the tree enough to be able to work in it.

When we had cut the trunk down to 50 feet, we found a place in the yard to drop it. Using a tag line on the top of the trunk and a large-faced notch, we finished the job. By noon, the tree was on the ground and nothing was damaged.

The key to working in a tree that is severely damaged is not "rocking the boat." This means having a good crew on the ground to lower limbs smoothly and without sudden stops.

Pete Thomas and Glenn Riggs are subcontracting climbers in Bryn Mawr, Pennsylvania. This article was excerpted from their entry in the National Arborist Association's Hazard Tree Contest.

Share your innovation with TCI and we will pay you $100. Submissions become the property of TCI and are subject to editing for grammar, style and length. Color or black-and-white photos are welcome. Entries must include the name of a company and a contact person or they will not be considered for publication.
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formed to virtually any configuration your site requires.

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1995 ISA JAMBOREE CHAMPIONS

SECOND PLACE

Robert Gallant
Virginia Beach, Virginia
Mid-Atlantic
Robert is employed by Colonial Tree Care and has seven years climbing experience. He is a three-time Chapter all-around Champion and now has two consecutive second place finishes in the International Jamboree. He took individual honors in the body thrust climb.

CHAMPION

Ken Palmer
Auburndale, Massachusetts
New England
Ken is the first competitor to win the International Jamboree title three times. He founded Champion Techniques and turned his advanced knowledge of climbing into a profitable business. He is co-developer of the Arbor Games training program and he participated in the design and facilitation of the first European Jamboree in 1993.

THIRD PLACE

Peter Thomas
Rosemont, Pa.
Penn-Del
Peter is self-employed, has 10 years climbing experience, and has been competing in local jamborees for seven years. He also placed third overall last year in Halifax. This year, he took individual honors in Aerial Rescue.

Richard Scott
Goshen, Ohio
Ohio
Richard is employed by Natorp Landscape, Inc. He has eight years experience. This was his second visit to the International Jamboree as the Ohio representative.

Brian Filhart
Clare, Michigan
Michigan
Brian is employed by Consumer's Power where he has been a line clearance tree trimmer for the past four years. He is a three-time Michigan Chapter Champion.

Gary Harkelroad
Oklahoma City, Okla.
Mid Western
Gary is a training crew supervisor at Asplundh Tree Expert Company, where he shares his climbing knowledge with others. This was his fourth trip to the International Jamboree.

Jeff Yrineo
Denver, Colorado
Rocky Mountain
Jeff has been climbing for Swingle Tree Company for nine years. He has been competing for five years and is a three-time chapter All Around Champion.

Jim Harris
Grants Pass, Oregon
Pacific Northwest
Jim was the 1994 International Jamboree Champion. He is employed by Arbor West Tree Experts and teaches aerial rescue and tree climbing safety. He has been climbing for 12 years and competing for nine years.
Danny LeBlanc
Falmouth, N.S.
Atlantic
Danny is employed by the Asplundh Tree Expert Company and has been competing at the chapter level for five years. This was his second trip to the International competition.

Bernd Strasser
Dawson City,
Yukon Terr.
Germany/Austria
Bernd is self-employed, and has been climbing for four years. He placed fifth overall last year and took fourth overall this year. He also won the German Jamboree.

Franck DeLattre
Chateauneuf-Du-Rhône, France
France
Franck is an instructor at CFPF, specializing in pruning and tree climbing. He has six years' experience, and helped organize the France Chapter Jamboree.

Tony Brown
Centreville, Ala.
Southern
Indiana
Tony is employed by the Asplundh Tree Expert Company. He has been climbing for eight years, competing in local jamborees for four and has been Southern Chapter All Around Champion for three.

Dale Jacob
Prudenville, Mich.
Indiana
Dale does circuit maintenance and teaches climbing to new employees of Consumers Power in Michigan. He is a member of the Michigan and Indiana ISA chapters, and has been climbing for 10 years.

Rosa Ruiz Carlos
Wylie, Texas
Texas
Rosa is employed by Arborlogical Services, Inc. He has been climbing for 10 years. This was his fifth visit to the International competition.

Thane Golden
Lake Oswego,
Oregon
Pacific Northwest
Thane owns his own business, called Above All Tree Service. He has been climbing for five years.

Marco Cadoni
Varese, Italy
Italy
Marco works for FITO-CONSULT. A climber for 10 years, he introduced rope and saddle climbing in Italy and conducts climbing seminars.

Jeff Jepson
Longville, Minnesota
Minnesota
Jeff owns and operates Beaver Tree Service. He has been climbing for two years and climbs recreationally. This was his second trip to the International Jamboree.

Gary Abrojena
Antioch, California
Western
For the past five years, Gary has owned and managed Evergreen Tree Care. He has been competing at the local level for three years.

Mark Chisolm
Jackson, New Jersey
New Jersey
Mark works in the family business, Aspen Tree Expert Co., and has been climbing for 10 years. He is a four-time Chapter Champion, placed third overall in 1992 and took individual honors in the Work Climb this year. He conducts climbing seminars and is making an instructional video for his chapter.

Jeff Kramer
Wheaton, Illinois
Illinois
Jeff has been working for the family business, Kramer Tree Specialists, for nine years. He has been competing for four years and is a three-time Illinois All Around Champion.

Congratulations to this year’s Jamboree contestants from TCI magazine!
October 2-4
ISA Mid-Atlantic Chap. Annual Meeting
Williamsburg, Virginia
Contact: Marc Teffeau, 410-479-5757

October 3-4
5th Annual Vegetation Management for Rights-of-Way Workshop
Southern Illinois University
Carbondale, Illinois
Contact: Jane Evers, 618-453-5683

October 18
Oregon IPAA Annual Meeting
Skaminia Lodge
Stevenson, Washington
Contact: Jim Sherwood, 503-656-2656

November 5-8
25th Park & Ground Management Conf.
Radisson/Seagate Center
Toledo, Ohio
Contact: 414-733-2301

November 16 - 18
TCI EXPO '95
Indiana Convention Center/RCA Dome
Indianapolis, Indiana
Contact: 800-733-2622

November 1 - January 10
Arboriculture Skills Workshops
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Motivating and guiding your sales staff to be the best they can be is essential in a successful business. The second part of the session will focus on the technique of coaching.

Can I Have 5 Minutes of Your Time?, Hal Becker's book on selling, will be provided to all attendees at no charge. Lunch will be served and is included in the price of the seminar.

1995-96 SALES WORKSHOP DATES & LOCATIONS

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San Francisco, CA  Jan. 6  All are welcome
Rockville, MD  Jan. 13  All are welcome
Armonk, NY  Jan. 20  All are welcome
Milwaukee, WI  Jan. 27  All are welcome

For More Information,
Call the NAA at 1-800-733-2622
The Flow Max 810 is the ideal control console for automatically injecting a set dose volume for deep root tree applications. The Flow Max 810 has been designed as an economical, automatic batcher. The operator only needs to enter in the dose volume and push the start button. The computer-based console will meter out the exact dose and shut off the valve automatically. In addition, the Flow Max 810 monitors total volume injected or sprayed. See the new Flow Max 810 at the Northeastern Associates’ display during the TCI Expo.

Swedish manufacturer Jonsered Power Products has added three new Turbo models to its complete line of chain saws. The new 2041, 2045 and 2050 models feature Jonsered’s Turbo air cleaning system, which provides the benefits of reduced maintenance, consistent peak performance, reduced engine wear and greater fuel economy. Engine displacements are 40.2, 44.3, and 48.9cc. The models share many components and are similar in appearance. The powerhead weight of each is just 10.6 pounds. Jonsered, Dept. RPM, Tilton Equipment Co., P.O. Box 68, Rye, NH 03870. FAX: 603-964-7102.

Deutz introduces the FM1015 liquid cooled diesel engines series. There are three models initially: a turbocharged and turbocharged/aftercooled V-6 and turbocharged/aftercooled V-8 that cover an output range from 260 to 550 hp. These new high-output 90-degree V engines have a 2-liter per cylinder displacement. Peak ratings are at 2100 RPM and maximum torque is developed between 1200 and 1300 RPM. The FM1015s feature individual four-valve cross flow cylinder heads and wet-type liners. The V-6 is equipped with a split pin crankshaft for smooth running. Deutz Corporation, 3883 Steve Reynolds Boulevard, Norcross, GA 30093. Phone: 404-564-7100.

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Front wheels turn in allowing the KAN-DU to go through a 30" gate.

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- Designed by tree men for tree men.
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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 graphoil head gasket (better heat transfer and improved clamp load retention), new one-piece intake/exhaust manifold gasket (better sealing, easier installation).

**TAPERED ROLLER MAIN BEARINGS**
- Allows for side-loads to be taken directly from either end of the crankshaft.

**VARIETY OF ACCESSORIES**
- Can easily tailor all Wisconsin engines to a variety of applications.

**V465D NEW OPTIONS**
- 30 amp solid state flywheel alternator
- Solid state ignition with top mounted distributor
Southco Industries, Inc., now offers as an option a chipper air exhaust system in all of its chipper truck bodies. The exhaust system reduces blowback from the chipper which clogs the chipper radiator. Also pictured is another option, the ladder side roller, which lowers ladders from the top ladder rack. The ladder side roller eliminates scratches, dents, etc., from the top of the chipper body. Southco Industries, Inc., 1840 East Dixon Boulevard, Shelby, NC 28152. Phone: 704-482-1477.

The Bear Cat Vac-N-Chip Pro reduces leaves up to 10-to-1 for fewer stops to unload. The machine is self-propelled with 5 forward speeds and one reverse. Features include a 29-inch swath with exclusive Bear Cat agitator bar and 27 mounted beater blades to pick up leaves and small twigs; single-handle adjustable height control with infinite settings for optimum performance from agitator bar; adjustable vacuum opening for variable conditions and quantity of leaves. Bear Cat makes a full line of chippers, chipper/shredders, and stump grinders for home, rental and commercial use. Bear Cat, 237 Northwest 12th St., P.O. Box 849, West Fargo, ND 58078-0849. Phone: 701-282-5520.

Vermeer has added a loader attachment and operator cab to its heavy-duty Brawny TG-400 tub grinder. The loader is available in two basic types of grapple options to handle a variety of organic materials. The bypass grapple has an overlapped clasp effect, while the butt type closes flush under its load. The loader’s pump has pressure and flow compensation, allowing the machine to draw horsepower for the loader only on operator demand. The climate-controlled operator cab allows full view of the tub, allowing operators to control the loading process more easily and to manage the placement of organic materials. Vermeer also incorporated three new screens for the TG-400: 1 1/2-inch round, 4 3/8-by-9 3/4-inch rectangle and 10-inch square. Vermeer also can custom-build screens to meet customers’ needs. Vermeer Manufacturing, P.O. Box 200, Pella, IA 50219-0200. Phone: 515-628-3141.

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TREE CARE INDUSTRY - OCTOBER 1995
**CHICKEN OR FEATHERS IN THE POT!**

New home construction is up. Mortgage interest rates are holding at a reasonable level. Inflation is in check. The economy is holding its own. Everything is fine except in many areas of the country, the Arborist is facing the winter. Years ago an old Virginia gentleman described our business to me as "...either having a chicken in the pot or feathers." There's either too much work or not enough!

In this Branch Office we worry about keeping everyone gainfully employed throughout the winter months. We also worry about going broke doing so. We need to level out the sharp peaks and valleys of seasonal sales.

**WHEN A CLIENT CALLS, WHAT DO YOU KNOW?**

In the spring, when the calls are coming in faster than you can write them down, take a moment to analyze them. They can be categorized into 2 groups: prospects and previous clients. Both groups have a severe case of spring fever and want to see you ASAP.

From a marketing perspective we know a lot more about a client that calls us than a prospect: we know something of far greater value from a marketing standpoint. The client has confidence in us and would not have re-contacted us if he or she didn't think we were professional, didn't trust us. This information is invaluable in leveling out the work load.

**TAKING COMMAND OF THE WORK LOAD**

Make the appointment with the previous client promptly to continue to warrant the confidence placed in you. Address the need that prompted the call in the first place. Do what ever additional on-site inspection procedures you'd normally do. Schedule the service that is the most pressing. Then leverage what you know. Within the parameters of ethical professional standards, many non-emergency "Spring Fever" concerns can be scheduled for other times of the year.

In some cases it might be more appropriate and even better for the particular plant or tree. "Best to wait until July, after everything has bloomed, to prune and thin the flowering shrub border. Doing it then will insure continued flowering next year. We will fine prune the elm immediately. I'd suggest doing the oaks and maples next winter. Less debris to clean up and we usually have a 10% discount for winter work." Take command of the work load. You're the professional! I have never found a client who did not respect sound advice that saved money and made sense.

**KNOW WHAT ELSE YOU JUST DID?**

First, you just opened up your spring schedule to accommodate the new prospect. They always want the work done immediately. Second, you have enhanced the chance for a positive referral from the prospect. How many times have you had to wait for service? Once rendered, it may have been the best, but having to wait 6 or 8 weeks does take the edge off. "They're all right, but we had to wait forever for them to come."

Also, you have established your firm's competency and professionalism while at the same time flattering the prospect with prompt attention to his or her needs. You will be remembered for good service. Next year, you will be able to propose to these new clients some of the benefits of off season work.

Another benefit achieved by taking command of the work load is the improvement in your bottom line. The efficiencies achieved in higher utilization of people and equipment assets by producing more billing hours means more profits and less working capital being required. Less working capital requirements in the off-season mean less short-term bank borrowing.

**YOU REALLY NEED TO APOLOGIZE!**

A good test for judging the success of controlling the work load is how many times clients call you. In this office, if a client calls us, we apologize! The definition of "Client" is: one under the protection of. We are the professionals, why should we wait for the non-professional client to discover they have a problem? Taking command of the work load solves so many problems. It makes your firm the competition to beat.

**ONE OTHER THING IS ACCOMPLISHED**

A consistent and more level work load goes a long way in solving your staffing problem. Existing employees have the security of year round work. Turnover will be reduced. The firm is perceived as a good place to work. Potential recruits will be attracted. The new employee is totally absorbed into the organization well before the spring rush. Everything is working smoothly when spring fever hits the market place.

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The Branch Office is compiled monthly by Howard Eckel and Dan Kinter. Mr. Eckel is currently a Management Consultant to the Green Industry. He draws on over 25 years of experience, and was formerly Executive Vice President of Davey Tree Expert Company.

Mr. Kinter owns Kintercom, a business-to-business advertising age/rev. and has served the rice rare industry for over 7 years.
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TREE CARE INDUSTRY - OCTOBER 1995
HELP WANTED

Arborist/salespeople - Established, aggressive and fast growing full service tree care company in northern Virginia looking for highly motivated individuals to expand our current client base. Top pay and benefits to qualified individuals. Send resume to Fairfax Tree Service, P.O. Box 1365, Fairfax, VA 22030 or FAX: 703-591-2241.


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SavATree is celebrating 10 years of service excellence consistently delivered by our dedicated staff. Our success and expansion have opened up additional opportunities for: Plant health care specialists in our NY, NJ, CT and MA locations; Sales positions in central NJ; Operations manager in central NJ; Branch managers and/or sales representatives in Long Island, NY.

If you have a degree or related experience in arboriculture and a desire to be a part of an outstanding team that continues to define state-of-the-art tree care, please send or fax your resume to SavATree, 360 Adams Street, Bedford Hills, NY 10507 or FAX: 914-666-5843, attn: Human Resources. EOE.
The Care of Trees is a full service tree care firm with offices throughout the metropolitan areas of Chicago, New York City and Washington, D.C. We are one of the most progressive, well-equipped companies in this industry and offer excellent benefits. Our ever-expansive mode seems to constantly require personnel to fit into new positions which include production, plant health care and sales. We consider safety, quality, productivity and communication to be important attributes of proper tree care. If you believe the same, please send your resume to Kathy Hendricksen, c/o The Care of Trees, 2371 S. Foster Ave., Wheeling, IL 60090. Phone: 708-394-4220.

Tree climbers needed to install microwave antennas in trees for wireless cable industry. One year experience. Pensacola. Phone: 800-704-9473. Ask for Bill.

Experienced tree care professionals. Fast growing, quality-oriented company in the Chicago North Shore looking for top-notch foremen to manage crews, equipment and shop. Ideal candidates will have a minimum of 3 years experience, CDL and strong desire to achieve. Excellent compensation & benefits package. Please send resume and contact the Kinnucan Company, 28877 Nagel Ct., Lake Bluff, IL 60044. Phone: 708-234-5327.


A growing Texas tree care firm is seeking professional sales persons and operations manager to help us grow. Excellent pay and benefits. Send or fax complete resume. Rt 2, Box 409, Boyd, TX 76023; FAX: 817-834-0852.

The most effective, durable and versatile grapple attachments in the industry. Gather brush logs and other debris and move to chipping or hauling points on building sites, right-of-ways, and other clearing projects.

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For More Information call: 800-587-6656

See us at TCI EXPO '95! ImpleMax
ImpleMax Equipment Co., Inc. Bozeman, Montana
The City of Takoma Park, Public Works Department, is seeking qualified applicants for the position of Parks Supervisor. Applicant’s responsibility will be to develop a management plan to maintain and preserve the city’s urban forest and parks, to develop performance standards for all parks personnel and to supervise the parks crew. Qualifications include thorough knowledge of principles and practices of urban forestry and arboriculture, grounds maintenance (i.e., planting, fertilizing, spraying, pruning), degree in horticulture/landscape architecture or related field, knowledge of administering and processing grants, 3 years supervisory experience in arboriculture or parks management. Tree Specialist Certification, an MD drivers license and good interpersonal, leadership, planning and coaching skills. Salary $34,236. Send resume to 31 Oswego Avenue, Silver Spring, MD 20910. Status: Open until filled. FOE.

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The Davey Tree Expert Company – a green industry leader since 1880 – is currently hiring arborists.

Davey offers:
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See us at TCI EXPO ’95!

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• 1989 Ford F8000 w/LR-50, Flat Deck Pony Motor
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TREE CARE INDUSTRY - OCTOBER 1995

FOR SALE

1987 Ford 370 V8 48-ft Hi-Ranger (53-ft working height) tool boxes, cab guard, excellent condition, $26,000; Vermeer 206 self-propelled stumpers, $3500. Phone: 519-945-4385 days; 519-969-6451 after 6 p.m.


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OMNI LEASING, INC.

Aerial bucket trucks. Hi-Ranger, Asplundh, Skyworker - most major brands - 40' to 95'. Also, brush chippers, stump grinders, tree spades, log loaders and Rayco stump cutters. Parts for aerial bucket, Allied Utility Equipment, Inc., W. 204 North 11509 Goldendale Road, Germantown, WI 53022. Phone: 414-255-6161.

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Our vests feature:
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Aerial bucket trucks. Hi-Ranger, Asplundh, Skyworker - most major brands - 40' to 95'. Also, brush chippers, stump grinders, tree spades, log loaders and Rayco stump cutters. Parts for aerial bucket, Allied Utility Equipment, Inc., W. 204 North 11509 Goldendale Road, Germantown, WI 53022. Phone: 414-255-6161.

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Plenty of used chippers & stampers. We have (5) used Morbark E-Z Beever Model 17 chippers - all fully reconditioned, painted & ready to chip. Also, (9) used disc chippers - gas & diesel - Morbark, Vermeer & Bandit, (2) used Asplundh drum chippers & (4) used stump grinders - Vermeer, Rayco & CEI Mini Chief. Alexander Equipment Co., 1054 N. DuPage Ave., Lombard, IL 60148. Phone: 708-268-0100.

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Diesel power units for brush chippers, used, good runners, $1900; John Deere 540 log skidder with 50-ft working height. Aerial Lift of CT bucket, excellent condition, $27,000. Best offer. Phone: 800-858-0437.

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Used equipment. (1) Morbark Model 20/20 EZ chipper w/Ford 6-cylinder gas engine; (1) Morbark Model 2036 w/Cummins 4BTA3.9, 116-hp diesel engine; (1) 1989 Morbark Model 16 w/Cat 250-hp diesel engine; (1) 1974 12" Asplundh drum w/Ford 6-cylinder gas engine; (5) 12" Chipmore drums w/6-cylinder Ford gas engines; (1) 1984 Salsco (6" diameter) chipper w/20-hp gas engine; (1) 1992 Mighty Bandit II w/23-hp Kohler gas engine; (1) 1994 Model 60 w/30-hp Wisconsin gas engine; (1) 1966 Model 86 w/Wisconsin 37-hp gas engine; (1) 1989 Model 200+ Brush Bandit w/Cummins 80-hp diesel engine; (1) 1989 Model 200+ Brush Bandit w/Ford 4.23 gas engine; (1) 1989 Model 1400 Tree Bandit whole tree chipper w/200-hp Cummins diesel engine; (1) 1992 Model 1400 Tree Bandit whole tree chipper w/200-hp Cummins diesel engine; (1) 1994 Model 1900 Tree Bandit whole tree chipper w/450-hp Cummins diesel engine; (1) Rayco Jr. stump grinder w/20-hp Kohler gas engine. For further information, please contact Bandit Industries, Inc., 6750 Millbrook Road, Remus, MI 49340. Phone: 517-561-2270; FAX: 517-561-2273.

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


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Call 1-800-733-2622 for your registration kit.

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For sale: Two (2) 1994 Ford 7740 tractors (86-hp) with attached Brown tree cutters. Tractors are modified for heavy brush cutting in utility right-of-way. Each tractor has custom fabricated belly pan and caging system, 4-wheel drive and foam-filled tires. Low hours. Contact John Francis, Energy Clearance Corp. Phone: 313-491-8411.

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Call NOW for FREE FACTS!
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Plus, a recent independent survey of NAA members revealed that 91% were satisfied, very satisfied or DELIGHTED with their NAA experience. So, isn't it time you found the easier way of succeeding?

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TREE CARE INDUSTRY - OCTOBER 1995
Tree service for sale. 60' rear-mounted Hi-Ranger, GMC split dump, '94 250 brush chipper w/ winch and JD diesel. Est 1984. Excellent rep. in rapidly growing area. All equipment & tools, $45K or $25K and assume lease. Owner can help during transition. Serious inquiries call 800-803-9874.

Bucket truck - Pitman Hot Stick, 60-ft working height, 1978 International Cargostar cabin chassis. Perfect working condition, ready to go to work, many new parts, formerly owned by a major utility co., well maintained, $16,500. Phone: 716-657-6975. Please leave message.


Can your stump cutter operate for $3 an hour and go anywhere? Ours can! The Alpine Magnum weighs just 88 lbs., goes anywhere and can operate near fences, walkways and buildings. The Alpine Magnum is the best value on the market. Call or write to Alpine Machine, 7910 Thornburg St. SW, Olympia, WA 98512. Phone: 360-357-5116. Dealers wanted.

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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

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1-800-553-6778

Shelby, NC 28150

The Body Builders

1840 E. Dixon Blvd.
What is common sense is also the law. OSHA Standard 1910.331 states that employers must provide appropriate, documented training to any tree care employee working within 10 feet of an energized electrical conductor. And that is just the first of several regulations with which you may have to comply. ANSI Z133.1-1994 dictates very specific training and operations regulations. Plus, there's a new OSHA standard, 1910.269 which takes effect January 31, 1995. It makes sense - both business sense and common sense - to meet these requirements. But how?

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

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

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

simply photocopy this coupon and fill in the requested information or call the National Arborist Association Hotline at 1-800-733-2622.

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TREES CARE INDUSTRY - OCTOBER 1995

The National Arborist Association
PO Box 1094, Amherst, NH 03031-1094
Phone 1-800-733-2622 Fax (603) 672-2613
A Day With An Owl Chick

I was out with John and Joel cutting up some storm damage that resulted from winds that ripped through the Morton Arboretum, in Illinois, one day when Donny, who was mowing a nearby field, came running up to us excitedly.

"I found a baby bird. I found a baby bird," he stammered.

We put down our saws and followed him to the area where he was working. I envisioned a day-old naked hatchling resembling a forefinger with eyes. However, we came upon a white fluff of chick the size of a grapefruit with big, black, stationary eyes. It was an owl chick.

We were now standing in a grove of 50-foot tall spruce trees. We searched the area for clues and came upon a clump of scat - owl droppings mixed with undigested broken bones, tufts of fur and shriveled feathers - around the base of a tree.

Peering skyward, we saw that the top of the tree held a dark mass of dry twigs about three feet around. Our baby owl chick had blown a good 40 feet over and 50 feet down from the tree and was still alive to cluck about it.

Our mission, obviously, was to return the owl chick home. I volunteered as I loved to climb to the top of conifers, something I had to do often to top nematode-infested pines.

I put on a saddle and climbing rope and attached a pull rope to the D-ring. By now a small crowd of other grounds personnel had gathered and someone produced a backpack to transport the owl chick up the tree.

I climbed to just underneath the nest and tied in. I peered over the side of the nest and much to my surprise there was another little owl chick the exact replica of our windblown friend. Its head was moving to and fro, with its eyes frozen on me. It was clucking up a storm wondering what this strange creature with a funny orange thing (my hardhat) was doing in its neighborhood.

The chick was put into the backpack that was tied to my pull rope and I began to raise the package slowly through the dense spruce boughs. I just kept hoping the little critter would not get stuck on the way up. It didn’t.

I reached into the bag and gently set the chick in the nest next to its sibling. The sight of these two little white fluff balls looking back at me in bewilderment is forever etched in my mind.

Gary Grisko is employed the Electrical and Forestry Department in Addison, Illinois. When this incident occurred, he was employed by the Morton Arboretum.

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

6th Annual Tree Care Industry Trade Show and Seminars

November 16-18, 1995
Indiana Convention Center & RCA Dome
Indianapolis, Indiana
“The speaker schedule and seminars were excellent! I was able to bring home valuable ideas that I could immediately put to use in my business. The Gold Card was one of my best business investments this year.”
DEMONSTRATION AREA:

Don't miss the action in the demonstration area! A real tree will be used inside the Convention Center for live presentations on rigging, aerial rescue, and climbing techniques with Ken Palmer and Rip Tompkins. Also, stick around the demo area for Electrical Hazard demonstrations. Look for schedules posted in the demonstration area and in your Pocket Program for demonstrations and times. Special thanks to S.J. Ross Services, Inc. for providing the crane services to make the tree demonstrations possible. The Demonstration Area is sponsored by Husqvarna, be sure to visit their booth.

BRING YOUR BUSINESS SUCCESSFULLY INTO THE 21ST CENTURY!

Our seminars have been carefully designed to offer you tomorrow's technologies and techniques TODAY! Take advantage of the co-worker discount, bring a co-worker and save $6 per seminar. Attend them all! SAVE...SAVE...Register by October 10 and take an additional $3 off each seminar with the EARLY BIRD REGISTRATION.

SPECIAL ISA CERTIFICATION SESSION

In addition to the numerous educational seminars, we will also offer a special educational session covering fundamental arboricultural topics. This 2 hour session is free to those who are pre-registered with ISA to take the Certified Arborist Exam at 1 pm on Saturday. You MUST indicate on the registration form if you are planning to attend. Those who are taking the ISA exam should indicate their attendance on the registration form. You will receive a ticket to admit you into the session in your registration package. For those not pre-registered, this 2 hour seminar is available for the price of just ONE seminar. REMEMBER...Gold Card holders may enter the session with no additional charge!!

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!

INFORMATION CENTRAL:

Make sure to stop by NAA Information Central for one-stop answers to all your industry questions. Speakers, NAA staff members and board members will be available.

IT'S FREE!

Admittance to the trade show is free, but registration is required! Avoid long lines at the trade show and register today by phone, fax or mail!

"The Demonstrations showed me the state of the art tree climbing techniques. I immediately saw things to improve our productivity. It challenged me to improve the way my company approaches tree climbing."
THURSDAY, NOVEMBER 16

7:30 AM: REGISTRATION OPENS
7:30 AM to 10:15 AM: Coffee - Registration Area
8:30 AM: Preventing Construction Damage to Trees, Dr. Jim Clark
Keeping the bulldozers away from trees takes careful planning. Dr. Jim Clark, Vice President of HortScience, a horticultural consulting company, can help you learn the guiding principles for tree preservation. This includes performing surveys, evaluating the impact of development plans, and preparing tree preservation plans.

**COMPLIMENTARY COFFEE AVAILABLE**

9:57 AM: TRADE SHOW OPENS
Over 120 exhibitors with the largest selection of products and services are gathered under one roof to make YOUR business grow! This is the largest trade show for the business of tree care and you won’t want to miss a single booth!

Bring comfortable shoes and be ready to learn from the hourly, FREE demonstrations and test your knowledge at the Tree Identification Exhibit!

12:00 NOON: ARBORBUCKS Drawing, Trade Show Floor
4 to 5 PM: Financing Your Tree Care Operation, Joe Skoda
If your expansion plans depend on winning the lottery, consider what consultant Joe Skoda, small business specialist, has to say about developing a working relationship with your banker! Find out what you should look for in a financial institution and what the financial institution looks for in you.

Basic Tree Physiology, Dr. Bill Chaney, Purdue (Field)
We have hundreds of techniques to use in tree care, but how do they impact the tree’s physiology? What’s going on inside the tree? Get an in-depth working knowledge of the complex physiological processes that affect tree health.

5 PM: TRADE SHOW CLOSES
6 PM to 8 PM: Welcoming Reception for all Attendees and Exhibitors
Hyatt Regency Hotel: Regency Ballroom
Complimentary beer, wine, soda and hors d’oeuvres.

"It was exciting to see so many aspects of services that relate directly to my business. I couldn’t believe the choices!"

FRIDAY, NOVEMBER 17

7:30 AM: REGISTRATION OPENS
7:30 AM: Coffee - Registration Area

8 to 9 AM: Top Insect Pests/Control Strategies, Cliff Sadof
Meet the leaders! Free! Get to know the region’s top insect pests and the best strategies for controlling them.

**COMPLIMENTARY COFFEE AVAILABLE**

9 AM: TRADE SHOW OPENS
Every hour on the half hour, beginning at 11:30 am we have thought provoking, educational and FREE demonstrations! Just look for the signs!

Test your tree knowledge at the Tree Identification Exhibit sponsored by the ISA Indiana Chapter. The information will help those pre-registered for the ISA Certification Exam on Saturday.

9 to 10 AM: Managing With Your Financial Statements, Arthur Batson
When you finish this seminar, you will have a better understanding of where you stand financially. Learn to identify which services and what jobs are your cash cows, and which ones are draining your accounts. Financial statements are an important tool; learn how to use them here.

Root & Soil Manipulation For Tree Health, Dr. Donald Marx
News from the underground! Dr. Marx has new data involving urban trees and soil conditions that hold great promise. Understanding the tree’s root environment is the key to the long term health of the tree and your success as an arborist. Don’t miss this one.

10 to 10:15 AM: Coffee Break - Outside Meeting Rooms

10:15 AM: Honing Your Diagnostic Techniques, Tim Johnson
"How long have you had this condition?" If only we had it so easy. Accurate tree problem diagnosis leads to timely and appropriate treatment—along with healthier trees and satisfied customers! This seminar presents proven methods, the best techniques and most contemporary tools for tree diagnostic work. "Now cough."

Managing For Employee and Personal Productivity, Randall Stutman
Learn to create a 26-hour day and an 8 day week. Well, not really, but advice from this specialist in time management will help you and your employees get more done in the time you do have. Make time for this seminar!

12:00 NOON: ARBORBUCKS DRAWING, Trade Show Floor
4 to 5 PM: Tree Fertilization, Dr. Elton Smith
Tree fertilization...one of the most important basics of tree care! Learn how, what, when, where and why trees should be fertilized. Start with the basic principles and work up through advanced materials and techniques.

Innovative Employee Hiring & Retention, Peter Sortwell
Are you ready to deal with rapidly shifting demographics? A changing labor pool? You must think about adjusting tactics and philosophies if you want to maintain a quality workforce in the future. Peter Sortwell offers the insight of a company that has already surmounted these challenges in some tough labor markets.

5 PM: TRADE SHOW CLOSES
SATURDAY, NOVEMBER 18

7:30 AM: REGISTRATION OPENS
7:30 AM to 8:30 AM: Coffee - Registration Area

8 to 9 AM: Top Disease Pests & Control Strategies, Paul Pecknold
Meet the leaders! Free! Get to know the region’s top disease pests and the best strategies for controlling them.
**COMPLIMENTARY COFFEE AVAILABLE**

9 AM: Trade Show Opens
Last chance to visit with over 120 exhibitors bringing you the latest in tree care technology. Demonstrations on the hour, every hour, beginning at 10:00 am. Including Aerial Rescue, Climbing, and Electrical Hazards!
Test your tree knowledge at the Tree Identification Exhibit sponsored by the ISA Indiana Chapter. The information will help those preregistered for the ISA Certification Exam on Saturday.

9 to 10 AM: Fresh Approaches to Sales & Marketing, Richard Proudfoot
It's a tough market out there! And here's where you can learn how one competes for, AND WINS, new business. Walk away from this seminar with ideas and concepts you can put to work immediately!

Mature Tree Preservation Through Pruning, Dr. Kim Coder
"The ol' gray elm she ain't what she used to be..." unless she's been receiving the proper care. Dr. Coder offers a practical, witty presentation on one of the fundamentals of good tree care—the hows and whys of pruning mature trees.

10 to 12 PM: Special ISA Certification Prep Session
This special educational session, covering fundamental arboricultural topics, is free to those who have pre-registered with ISA to take the Certified Arborist Exam at 1 pm. For all others, there is a special registration price of two seminar hours for the price of one. Gold Card holders may enter with no additional charge. The topics and speakers are:

Tree Planting & Establishment, Mike Dana
To include soil relations, water management, tree selection, planting technique and care after planting.

Cabling & Bracing, Harvey Holt
Covering accepted, proven materials and methods for dealing with tree structural problems.

12:00 NOON: ARBORBUCKS DRAWING, Trade Show Floor
1 to 4:30 PM: ISA Certification Exam
Those wishing to take the exam must pre-register with the ISA main office in Savoy, Illinois at 1-217-355-9411.
3:00 PM: TRADE SHOW CLOSES

ISA Certified Arborist CEUs available
Pesticide Recertification credits available for selected states
TRANSPORTATION
both hotels.Look for minutes from Downtown. Ar-
napolis International Airport is 10 count. It's not too early to reserve your seat today!

TRAVEL AT 1-800-488-2027 OR USAIR DIRECTLY AT 1-800-334-8644
This year the official airline for TCI Expo '95 is USAir. USAir will offer Expo attendees a discount of 5% off the lowest published fare or 10% off their unrestricted fares. These fares are valid for travel from November 13 through 21, 1995. Our travel experts at Brock Travel will be happy to assist with your reservations. You may call Brock Travel at 1-800-488-2027 or USAir directly at 1-800-334-8644 to reserve your seat. Please be sure to reference the National Arborist Association/TCI Expo Gold File Number #19260021 when making your reservation to ensure you receive your discount. It's not too early to reserve your seat today!

AIRLINE INFORMATION

For those arriving by air the Indianapolis International Airport is 10 minutes from Downtown. Arrangements have been made with INDY CONNECTIONS shuttle service for transportation to and from the airport and both hotels. Look for coupons in your registration confirmation packages for INDY CONNECTIONS. This coupon will entitle you to our conference discount of $6.00 per person one way. Once in the airport, proceed to the Ground Transportation Center located next to Baggage Claim to meet an INDY CONNECTION representative. You must present your coupon to the representative at this time to receive your discount.

THERE'S SOMETHING ABOUT A TRAIN...AMTRAK'S Indianapolis Station is next door to historic Union Station, just two blocks from the Convention Center. Check with AMTRAK reservations for train schedules at 1-800-872-7245.

AIRPORT TRANSPORTATION

The TCI Expo '95 host hotel is the Hyatt Regency Indianapolis, located at One South Capitol Avenue. The hotel is connected to the Convention Center by a skywalk and is offering a group rate of $94.00 per night single or double occupancy. You may call the hotel directly at 317-632-1234 to make your reservation or call the toll free Hyatt Reservation line at 800-843-6664. Again, you must make these reservations by October 20, 1995 and mention the National Arborist Association/TCI Expo group to guarantee the special rate.

Driving Directions...

Getting around Indianapolis is easy. There are ample restaurants, shopping, and activities in the downtown area surrounding the Convention Center within walking distance of both the Hyatt and Omni. If you do need to leave the downtown area, taxis and buses are readily available. Be sure to visit the Indianapolis City Center Booth for any questions on transportation, restaurants, and local activities. The Booth will be located just outside of the entrance to the Trade Show in halls D and E.

WHERE DO YOU PARK?

Both downtown hotels offer ample guest parking. The Hyatt charges $7.00 per day for self-park and $9.00 per day for valet. The Omni uses the Pan Am Building parking facility just across the street. Self-park for the Omni is $5.00 per day or valet parking at $12.00 per day. The Convention Center uses several surrounding parking lots starting at $3.75 per day.

HOTEL INFORMATION

Our alternate hotel is the Omni Severin Hotel, located at 40 West Jackson Place. This hotel is only a block from the Convention Center and is offering a rate of $85.00 per night single or double occupancy. You may call the hotel directly at 317-634-6664 to make your reservations or call the toll-free Omni Reservations line at 800-843-6664. Again, you must make these reservations by October 20, 1995 and mention the National Arborist Association/TCI Expo group to guarantee the special rate.

Looking for a little Indianapolis flavor? We have also made arrangements at the Indianapolis Motor Speedway Motel located at 4400 West 16th Street, right on the Speedway grounds! The motel is located approximately 6 miles from the Convention Center and does offer complimentary parking. Although there are no races during November, guests of the hotel will be able to visit the Speedway Grounds and tour the Indianapolis Speedway Museum all included in the $56.00 per night room rate. To make your reservations, please call the motel directly at 317-241-2500 and reference the National Arborist Association/TCI Expo group to secure the discounted rate.

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REGISTRATION FORM

Name ___________________________ NAA Member? ☐ Yes ☐ No

Company ___________________________ Phone ___________________________

Address ___________________________ City ___________________________ State ______ Zip ______

Signature ___________________________ Date ___________________________

Title: (please check one that applies)
☐ Owner  ☐ President  ☐ Vice President  ☐ Manager (general)  ☐ Superintendent  ☐ Forester  ☐ Supervisor  ☐ Director  ☐ Purchasing
☐ Agent  ☐ Landscaper  ☐ Grounds  ☐ Manager  ☐ Govt. Agent  ☐ Consultant  ☐ Instructor  ☐ Arborist  ☐ Other

Will you pre-register with ISA for the ISA Certification Exam?  ☐ Yes  ☐ No

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

SEMINARS

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

NOTE: Session #14 is free for those who pre-register for the ISA certification exam. To pre-register, call ISA at 1-217-355-9411.

Date Seminar Title Seminar Hours
THURSDAY, NOVEMBER 16
#1 - 8:30 am Preventing Construction Damage to Trees 1 hour ☐
#2 - 4:00 pm Financing Your Tree Care Operation 1 hour ☐
#3 - 4:00 pm Basic Tree Physiology 1 hour ☐
FRIDAY, NOVEMBER 17
#4 - 8:00 am Top Insect Pests & Control Strategies 0 hour ☐
#5 - 9:00 am Managing With Your Financial Statements 1 hour ☐
#6 - 9:00 am Root & Soil Manipulation for Tree Health 1 hour ☐
#7 - 10:15 am Honing Your Diagnostic Techniques 1 hour ☐
#8 - 10:15 am Managing for Employee Productivity 1 hour ☐
#9 - 4:00 pm Tree Fertilization 1 hour ☐
#10 - 4:00 pm Innovative Employee Hiring & Retention 1 hour ☐
SATURDAY, NOVEMBER 18
#11 - 8:00 am Top Disease Pests & Control Strategies 0 hour ☐
#12 - 9:00 am Fresh Approaches to Sales & Marketing 1 hour ☐
#13 - 9:00 am Mature Tree Preservation Through Pruning 1 hour ☐
#14 - 10:00 am ISA Certification Prep Session 1 hour ☐

TOTAL SEMINAR HOURS ___________________________

CALCULATE YOUR COST

BASIC COSTS: Multiply your total seminar hours by $35 and enter the amount on the basic cost line.

DISCOUNTS: Deduct $3 per seminar if you are registering prior to the Early Bird Deadline, October 10, 1995. Deduct another $6 per seminar if you are registering an additional person from your organization. (Free seminars excluded.)

TOTAL COST: Subtract your total discount from your Basic Cost line. This figure is what you pay for your registration.

THE GOLD CARD

If your Total Cost Line is greater than $170 AND you are registering prior to the Early Bird Deadline of October 10, then BUY GOLD! To purchase the GOLD CARD which will give you unrestricted access to all educational sessions, check YES in the box below and enter $170 in the total cost line and you're done!

I wish to buy a Gold Card registration: ☐ Yes  ☐ No

PAYMENT INFORMATION

☐ Check enclosed for $ ______________________
☐ Please charge my Visa/MasterCard
Card # ______________________
Expiration Date ______________________
Signature ______________________

3 EASY WAYS TO REGISTER!!!

☐ By Phone: Call 800-733-2622 and have your Visa/MasterCard # ready.
☐ By Fax: Fax Completed Registration Form to TCI EXPO '95 at 603-672-2613
☐ By Mail: Send Completed Registration Form to TCI EXPO '95, P.O. Box 1094, Amherst, NH 03031-1094. BE SURE TO INCLUDE YOUR PAYMENT INFORMATION. NO REFUNDS AFTER NOVEMBER 1, 1995.

Do you wish to receive NAA Membership Info?  ☐ Yes
Does your firm wish to receive a 12 month complimentary subscription to TCI Magazine?  ☐ Yes  ☐ No

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

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

Purchasing Authority: (please check one that applies)
☐ Approve  ☐ Recommend  ☐
Experience Hoosier Hospitality

There's always plenty to do and see when visiting Indianapolis. The downtown area of Indianapolis is alive with activity. Everything you need is within walking distance of the hotels and the Convention Center. Union Station, the old train station where Thomas Edison once worked in a telegraph office, is located just across the street from the Omni Hotel. The restored Union Station offers numerous restaurants and specialty shops. Also, roam the second floor food court or even play a game of indoor miniature golf!

For additional shopping alternatives, be sure to save time for the brand-new Circle Center Mall. With over 100 stores, a multi-screen cinema, restaurants and night clubs, there are plenty of entertainment ideas for all.

What's the single largest drawing sporting event in the U.S.? The Indianapolis 500. It's worth the six mile trip out to the track to see the grounds and visit the Speedway Museum. It is even possible to drive on the racetrack itself! Check in with the City Center to arrange your guided tour.

For more information on the city's activities, restaurant reservations and transportation tours and options, be sure to visit the INDIANAPOLIS CITY CENTER BOOTH at Expo.

Checklist
For Registration Form

I have:

☐ Photocopied the original form to give to additional members of my firm.

☐ Filled out the form completely.

☐ Taken advantage of all entitled discounts.

☐ Double checked all cost calculations.

☐ Photocopied the completed form for my records.

☐ If there are multiple attendees from my company, enclosed a copy of their form(s).

☐ Enclosed a check or credit card information.

☐ Mailed or faxed registration form before October 10, 1995.