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Succeed at Planning

Amid all the emotion and tragedy surrounding the funeral service for former Princess Diana, it occurred to me that one thing that seemed to go largely unnoticed—probably because it was so fundamental and expected—was the incredible amount of planning that proceeded and accompanied the solemn proceedings. Britain is known for its pageantry. Probably no other nation is so adept and professional in its planning for such an event and then in executing the plan right down to the most minute detail.

Planning is that concept and process so important to us all, whether it is a nation commemorating an extraordinary event, or any of us preparing a plan to direct one of life’s many activities. A wedding, bar mitzvah or funeral are all examples of life’s transitions that necessitate a plan, so that the occasion will reflect our hopes and aspirations. When such planning doesn’t occur, or when the plan isn’t followed, we are often frustrated and disappointed that the event somehow didn’t capture our dreams and intentions.

In business, it is also important to have a plan which sets out the broad strategic goals for the organization and outlines the timing and activities needed to achieve the desired objectives. Oftentimes, events occur that may interrupt progress on implementing the plan, or require that it be modified. But what is key is the development of that well-thought-out plan which allows us to make needed modifications consistent with the overall strategic directions that we have established for ourselves.

This is also true for your business and the National Arborist Association. Our last strategic plan was created and adopted in 1992. In the meantime, the world and business climate in which our industry operates have changed in many significant ways. Leadership within the industry, the staff at association headquarters, the issues affecting the profession and the way arborists conduct their business are now different in important ways. The directions laid out several years ago may not be the only paths we want to follow in 1998 and beyond.

As with so many things in our lives, our association’s strategic plan offers us challenges and opportunities. It is an effort well worth engaging.

Barry Cullen
Executive Director
National Arborist Association

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Treating the Whole Tree
By Dr. Bruce R. Fraedrich
Caring for mature trees involves more than knowledge of tree physiology and chemistry. Good judgement may be as important.

Return of the Elm
By Sachin Mohan
Researchers have produced a variety of elms that could reduce the losses caused by Dutch elm disease. Will the elm return as the nation's favorite street tree?

Mulch and the Arborist
By Mark Garvin
Profiles of two successful operations—one commercial, one municipal

A Trade Show Treasure Map
By Phillip M. Perry
Make the most of your trip to TCI EXPO '97 in Columbus.

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Treating the Whole Tree

By Dr. Bruce R. Fraedrich

Management of mature trees must be based on an understanding of tree growth and development. Tree development from juvenility (youth) to maturity to senescence (decline) has been characterized in several ways, including chronological age, size and reproductive capacity. Recently, development has been described in terms of tree energy systems.

Energy to drive biological functions in trees is derived from sunlight. Chlorophyll in leaves captures energy from sunlight and stores it in chemical bonds in carbohydrates. This energy is used to support biological functions in a process called respiration. During respiration, high-energy-yielding bonds holding carbon, hydrogen and oxygen in carbohydrate molecules are broken, releasing energy. This energy fuels all biological activities, leaf development, growth, defense and flower and seed production.

Energy also is stored in reserve for "emergencies", i.e., periods of stress such as drought or defoliation by pests, when current energy production cannot meet demand. Growth, defense or both may suffer at the expense of maintaining existing tissues during these periods of stress.

Young trees have a high ratio of photosynthetic area (leaf surface) to biomass. With this high ratio, they can generate a surplus of energy, which is used to fuel rapid growth. Young trees can also tolerate change and stress because of high levels of reserve energy.

As trees mature, the ratio of photosynthetic area to biomass decreases. Most of the annual energy generated in the leaves is dedicated to maintenance of existing tissues, defense and reproduction. Less energy is available for growth, and energy reserves are minimal. Mature trees are not as capable of tolerating stress or change. They are in a delicate balance with their environment.

When mature trees are exposed to stress from environmental factors, wounding, pest infestations or other causes, growth rate slows because energy reserves are utilized for maintenance of tissues and defense. (Maintenance of existing tissues and defense occurs at the expense of growth). With multiple stresses or chronic stress, energy production and reserves are further reduced and decline begins.

The declining tree has stunted growth, small leaves, premature fall coloration, abnormally heavy crops of seed and branch dieback. These characteristics further inhibit energy production and create more demand on reserves. Declining trees become infested by "secondary invaders" such as borers and canker and root disease pathogens. More energy reserves then must be utilized for defense. If the stress is not alleviated, the tree enters a mortality spiral which is irreversible (Figure 1). Death ultimately results when the tree is depleted of energy.

Management Considerations

Maintaining a stable environment around mature trees is critical in delaying the transition from maturity to decline and death. Tree management programs should be proactive rather than reactive. Treatments should be applied preventively to maintain plant health rather than remedially once decline begins.

Planning

Maintaining a stable environment around trees begins with developing an initial site plan. Large growing species in confined spaces will decline prematurely. Limited water and nutrient availability creates energy deficits soon after planting. The average lifespan of an inner city tree growing curbside in a tree pit is seven years. Tall species beneath utilities which must be pruned
often for clearance will also decline prematurely. Reducing crown size and constant wounding will create energy deficits that predispose the plant to decline.

Some tree species naturally decline and die at an early age. Fast growing species such as silver maple, poplar and willow generally have a shorter life span than slower growing trees. Fast growing trees generally allocate more energy to growth and less to defense. These trees are apt to be poor compartmentalizers and more prone to life threatening pest problems.

Matching species to site is essential for long term tree survival. Selection considerations should include available root space, crown space, soil type, hardness (adaptability to temperature extremes), life span and resistance or tolerance to pest problems.

Inspections

Periodically inspecting mature trees for structural defects, including dead and broken limbs, cracks, split crotches, decay and root defects, is essential to prevent failures that could lead to personal injury or property damage. Inspections can also reveal early symptoms of stress, which may be corrected before irreversible decline occurs.

Tree structure and health inspections should be performed at least annually and after major storms. Inspections should be more frequent (such as monthly) in high use areas and for trees under stress. Inspection dates and findings should be documented in writing.

Crown cleaning before (left) and after (right) on willow oak. On mature trees, periodic cleaning is the only type of pruning that is needed to maintain plant health.

Maintenance Considerations

Properly performed cultural practices, including pruning, fertilization, pest management and root system protection, can increase longevity of mature trees. Improper techniques are common stress factors of urban trees which cause premature decline.

Pruning

Pruning mature trees must be done judiciously. Severe pruning reduces leaf surface area and produces numerous wounds, which create an energy deficit. Pruning should be focused on removing dead, dying, diseased, broken and crossing/rubbing branches. When selective thinning is necessary to reduce wind resistance, this should be performed judiciously. No more than one-fourth of the live crown should be removed during any single operation. When needed, selective thinning of the crown should be concentrated on branch ends. Thinning the outer portion of the crown will improve light and air penetration and reduces the weight of that portion of the branch which is most prone to breakage. Some arborists are now thinning trees by stripping interior portions of the crown. This technique reduces branch taper which actually increases the frequency of limb failure during storms. Specifications for pruning require that at least one half of the branches should be left on the lower two thirds of a leader in order to encourage taper and reduce risk of breakage.
Crown reduction pruning

Crown reduction should be undertaken only when necessary to eliminate branches that are interfering with buildings, traffic flow, utilities, security lights or other structures. Reduction may be necessary to correct storm damage, compensate for structural defects or provide a more desirable shape. This type of pruning should be considered as a necessity rather than a preferred maintenance option.

Cabling and bracing may be an alternative to crown reduction pruning. When crown reduction is performed, limbs should be cut back to laterals that are large enough to assume dominance. This will minimize sprouting, promote wound closure and reduce the risk of dieback. Avoid removing more than one-fourth of the leaf surface area during a single growing season.

Pruning declining trees

A common practice in the past was to reduce crown size of declining trees, especially those declining from root loss. The concept was to concentrate the tree’s energy into a smaller mass and balance the root and crown systems. This tactic is seldom successful for the same reasons that topping is detrimental. Pruning should be confined to removal of dead, diseased and broken limbs of declining trees. Live branches should be left intact to maximize the energy-producing surface and limit wounding. If root damage is extensive enough to predispose the plant to failure, then tree removal rather than severe pruning to reduce sail effect is a more reasonable option.

Fertilization

Urban soils typically are disturbed and lack adequate organic matter. Nutrient stress, especially nitrogen deficiency, is common in urban plants. Alkaline soils predispose certain plants to micronutrient deficiencies. Iron deficiency is quite prevalent on pin oak and pine, while manganese deficiency is frequently encountered on maple, sweetgum and dogwood. These deficiencies inhibit chlorophyll production and reduce photosynthesis.

Preventing nutrient stress by periodic supplemental fertilization is an important consideration in managing mature trees. Fertilization is particularly important where trees must compete with turf for soil nutrients. Fertilizer specifications should be based on soil and/or foliar analysis. Correcting micronutrient deficiencies on alkaline soils can be difficult and marginally successful. Planting alkaline sites with species compatible to such soils will prevent needless maintenance expense and premature decline. Soil analysis to determine pH, soil type, organic matter content and nutrient levels must be done.
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A demonstration of radial trenching for treatment of soil compaction.

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Treatment produced a significant increase in root growth as compared to the non-treated control. *Journal of Arboriculture.* May 1997

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lot more to learn about mycorrhizae, but I think this is another new tool that shows a great deal of promise.

**Irrigation**

During moisture stress from droughts or root loss, stomates in leaves close naturally to reduce water loss from transpiration. This response reduces water needs but inhibits photosynthesis. Trees survive droughts largely on stored reserves. Irrigation is important to prevent moisture stress during droughts. In most areas of the United States, trees demand one inch of irrigation water per week during the growing season when rainfall does not occur. This is equivalent to 700 gallons of water per thousand square feet of root zone. Irrigation water can be supplied gradually using a drip system or applied in one or two applications per week.

**Pest management**

Insect pests and disease organisms can weaken trees by defoliation or by causing stem and root damage which impedes absorption and translocation of water and nutrients. Pests should be managed using integrated pest management (IPM) principles. IPM is a technique of periodically inspecting plants for pests and other plant health problems. When detected, pests are maintained below levels which impact plant health through cultural, biological and/or chemical treatments.

**Root system care**

Root loss is the most common inciting factor to premature decline and death of urban trees. It occurs from many causes, including construction, compaction, installation of underground utilities, sidewalk repair, and root disease pathogens. Competition with turf and excessive soil moisture from irrigation or grade changes also cause root loss or inhibit root development.

Adequate space for root development must be provided during initial site planning to ensure that trees have sufficient soil volume to reach maturity. Where tree lawns are narrow, use species which remain small at maturity. Protect existing trees from construction activities during new site development and from vehicular and pedestrian traffic.

Mulching trees is highly effective for improving the soil environment for root growth. Mulches moderate soil temperatures, conserve soil moisture, provide organic material and provide a buffer against compaction. Mulch in lieu of turf eliminates competition for water and nutrients between turf and trees. A two-to-four inch depth over the root zone is optimal. Some benefit will be derived from smaller rings of mulch closer to the stem. Mulches should not be allowed to accumulate against the stems of plants.

**Root collar excavation**

Walk through any woods and you will see trees with well-defined root collars. If you don’t see the root collar on a mature tree in the urban landscape, find it. Excavate it out.

If the tree looks like a telephone pole going into the ground, excavate the root collar. Quite often root and stem diseases will occur at the root collar area, so excavation is very important. In California, some arborists use hydro-excavation,
whereby they float the soil away and use a vacuum truck to pick it up. Root collar excavation is crucial on the West Coast because of the root disease problem attacking oaks in the region.

If a tree's root system is buried by fill, generally there is no practical way to remove that soil. In many cases, the tree will compensate by growing into the fill soil and producing new roots, so it can compensate for it. As that tree ages with soil up against its base, however, it will become more susceptible to disease. The combination of age, which is always a stress factor, and too much soil provide a good environment for disease.

I can virtually guarantee that if you leave that soil there, at some point, that tree will get root rot. You should hope that the fill kills the tree. Why? Because if it survives by regenerating a root system while the base rots, it could fall over, which is a bigger problem.

Bruce R. Fraedrich, Ph.D., is vice president of research at Bartlett Tree Research Laboratories in Charlotte, N.C. TCI

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See us at TCI EXPO '97!
Jamboree Winner at TCI EXPO '97

The winner of this year's ISA Tree Climbing Championship in the All-Around competition, as well as the Master's Challenge, is Mark J. Chisholm of Aspen Tree Expert Co., in Jackson, N.J. Mark represented the New Jersey Chapter of ISA, competing as a special guest of the president of ISA. For his efforts, Mark won numerous trophies as well as cash and merchandise. He also won an all-expenses-paid trip to Birmingham, England, to defend his title next year.

You will soon have the opportunity to meet Mark because, prior to his winning the Jamboree, the NAA invited him to be the lead demonstrator for climbing and aerial rescue at TCI EXPO '97 in Columbus, Ohio. He will be assisted by Bob Doerr, production manager at the Bartlett Tree Expert Company's Denville, N.J., office.

Mark finished second in the preliminary events in Cleveland last year with first place finishes in Throwline and Belayed Speed Climb and placed second in the Master's Challenge, missing first by one point. He is a six-time New Jersey Chapter Jamboree Champion and placed third overall at the International Jamboree in 1992.

Mark joined the family business, Aspen Tree Expert Co. Inc., as soon as he was old enough to work. He has passed the New Jersey Committee for the Advancement of Arboriculture's First Class Tree Climber Test. Mark now enjoys teaching. He conducts climbing seminars for his ISA Chapter and donates the proceeds to the ISA Research Trust. He also hosted and produced an instructional video for the NJISA and CAA on Removal Rigging.

Congratulations to Mark and all the fine competitors at this year's Jamboree!
Introducing the 335XPT arborist saw, built for life in the trees. It's light and balanced, and features our exclusive ArborGrip™, a textured handle with thumb and throttle finger supports to give you a stronger grip for better control. Plus, its snag-free shape and built-in rope ring make it a cinch to haul up. Now nobody is more committed to the arborist than Husqvarna. We offer a full line of specially designed safety gear, and are proud to sponsor ArborMaster training programs. To find your nearest Husqvarna Power Retailer, just call 1-800-HUSKY 62. For information about ArborMaster, call 770-934-4745.
Finally, Some Good News on Health Care

After years of rising costs clearly outstripping the rate of inflation, health care costs for small and medium businesses declined last year. According to a survey by J&H Marsh & McLennan, the average health-benefit costs per employee fell 1.6 percent last year from $3,476 to $3,421. This is the first decline in the 11 years the company has been surveying health care costs.

A significant reason for the reported drop in costs was the continuing shift away from traditional fee-for-service plans toward health-maintenance organizations. According to the study, which surveyed almost 2,000 companies with between 10 and 1,000 employees, only 29 percent of employers offered traditional health plans. Just a short year ago, that number stood at 38 percent.

A Drug-Free Workplace

In an industry such as tree care, where the need for strict safety procedures is so high, every company should have a substance-abuse policy. The statistics supporting this view are clear. Employees with a drug or alcohol problem are less productive on the job and more likely to steal, miss work and injure themselves or others.

Here are some tips for implementing a substance-abuse policy.

1. The policy should be written down and all employees should sign a statement acknowledging that they have read it and agree to testing.

2. Drug testing laws vary by state. Any policy should offer backup protection for employees, including retesting of positive results and, when applicable, treatment options.

3. The penalties for testing positive or refusing to take a test should be clearly stated.

4. The policy should provide details on when employees will be tested. For example, will the policy cover new hires only or will it include random testing, reasonable suspicion or after all accidents.

5. Employers should interview any employee testing positive to learn if legal medications or other factors might have cause a false test result.

Laws vary from state to state, so investigate the rules and regulations in yours before implementing any substance abuse policy.

Electronic Filing Delayed

Part of the budget bill passed this summer contains an important provision for small and medium-sized tree care companies. The new law postpones until the middle of next year the requirement that companies start depositing payroll taxes electronically.

As part of the original North American Free Trade Agreement, the Treasury Department set up a timetable for companies to make their federal tax payments electronically rather than by check. Most would have faced penalties for filing on paper starting in the new year. Electronic filing lets Treasury deposit payments a day earlier, which allows the government to begin collecting interest a day earlier. The federal taxes covered by the NAFTA provision include corporate income taxes, excise taxes, unemployment taxes and withholding taxes.

The new budget bill offers a six-month delay in the schedule, because business groups were worried that the new law wouldn’t work properly and small businesses would need more time to learn how to use the system. Many business leaders feared that small companies without electronic expertise would face stiff fines if they couldn’t follow the new system.

So even though small businesses won’t face penalties until the middle of next year for not using the Electronic Federal Tax Payment System, the best precaution is to seek advice now on how to comply.
The ARBORIST
MONTHLY ADVISER

Do It Better With Fiberglass

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By Thomas B. Crates, VP and GM
of the Jameson Corporation

Believe it or not! Fiberglass pruner poles have been around for many years. In 1956, Jameson Corporation was instrumental in producing the first fiberglass poles primarily used in the utility industry for line clearance. Over the years, Jameson has incorporated state-of-the-art resins and technology to produce what is still the premier fiberglass pruner pole on the market today. We believe that quality is an essential ingredient to effective tree care, maintenance, and worker safety.

Jameson manufactures two distinctly different fiberglass pole styles. However, each is completely interchangeable in the field. The foam core, Jameson’s JE series, provides the best in strength and dielectric protection. In the manufacturing process, glass fibers are impregnated with epoxy resin and wound over a foam core. They are then oven cured for approximately seven hours. This process is costly and labor intensive but produces the ultimate in quality.

The hollow Jameson FG series is manufactured with a substantial wall thickness providing high strength and good dielectric properties. With this style, the moisture-wicking foam center core has been eliminated. By nature of process and design, it is a less expensive pole than the JE series.

How do you choose a quality hollow pole? Compare wall thickness (a strength determinate) and surface quality. UV (ultra violet) inhibitors are important for longer surface life. Additionally, require your fiberglass pole to have a non-fiberglass surface veil. This further protects the pole from ultra violet deterioration and abrasion. In recent years, tree care has matured as an industry. The tree care professional is more educated and concerned with the selection and quality of tools available. High-quality, straight-grain wood is less available and certainly does not provide as strong and safe a tool as fiberglass.

When considering strength, long-life, safety, and low maintenance, the overall benefits of fiberglass far outweigh any other pruner pole on the market today. Important to the tree care professional should be the lower life cycle cost. Compared to wood, as the initial cost and added benefits are spread over a longer product-usage span (life-cycle), the cost of fiberglass will be lower. Additionally, as with any tool, proper maintenance adds life to the tool and is an excellent quality check for continued safety.

At Jameson, we believe that anything wood can do, fiberglass can do better and safer. We make it an easier decision to STIK with the best.

Please circle 11 on Reader Service Card
Devastated by Dutch Elm Disease (DED) in the 1950's and 1960's, elms are making a return to full vigor, filling up bare landscapes by the score. For years, researchers have scoured the world for disease-resistant trees, while others have looked vainly for a cure. Their efforts have succeeded to the point where elms may again take a prominent place in the nation's urban landscape.

DED was first brought to United States accidentally in the early 1930's. Elm bark beetles, which spread the disease, carried it to trees nationwide. Approximately 90 percent of all American elms died, and this stately tree that had once adorned the most beautiful of the parks and national avenues lost its popularity. Long considered the ideal street tree due to its size, appearance, toughness, tolerance and longevity, the tree virtually disappeared from the country's urban forest. Elm Street, the most commonly named street in the country, became the least green byway.

Many of today's successful tree care companies got their starts performing thousands of elm removals. The disease had other important ramifications as well. "This incident was one of the major causes of a renaissance in the tree care industry," says Peter Gerstenberger, director of safety and education with the National Arborist Association. "Public attention was focused on urban trees. Tree care was given the highest priority and a lot of research was put into saving these trees. New products were introduced to care for trees better."

Research to the rescue

Researchers have found that Asian elms have the highest resistance to DED and other elm-related diseases. Chinese and Japanese elms, particularly, have a high degree of resistance, and research shows that they are best suited for most of the climatic conditions in the United States. Dr. George Ware, former director of research for the Morton Arboretum in Lisle, Ill., has done extensive research on Asian elms. He is responsible for introducing more than 20 species of Asian elm into the United States.
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The Morton Arboretum has always had a good collection of elm trees," relates Ware. "We have the largest collection in North America. We recently received two very rare elm species from China, which are showing encouraging results. The picture of the American elm is brightening all the time, but our main course is to diversify."

Ware, who has been with the arboretum for the last 28 years, explains what he and fellow researchers have been trying to accomplish. "We study these trees and are constantly looking to improve our collection of different species. We hope that these Asian elms will fill in a number of niches in the urban community. The American elm is the only elm known to have double the normal number of chromosomes. This make it a good tree as it grows faster, but makes it more susceptible to disease. This has been an obstacle in crossing it with others.

"Elm was such a dirty word that nobody was interested in it because its reputation was spoiled due to the heartbreaking losses people had gone through," Ware notes.

Dr. Denny Townsend, research geneticist with the U.S. National Arboretum, explains that the losses were so great because the adaptability of elms made them so popular. They can tolerate dry soils or wet soils. They don’t need a lot of maintenance and transplant readily. But the most important thing is that they can tolerate environmental stresses, including air pollution and salts.

Nevertheless, Townsend urges caution about returning the elm to its former dominance as a street tree.

"I don’t think we want to make the same mistakes that were made a 100 years ago, when only American elms were planted in cities," warns Townsend. "I think elms deserve much higher use in cities, suburban towns and landscapes across the country. But we wouldn’t want to plant 100 percent elms in towns anymore. I like this rule of thumb: you shouldn’t plant any more..."
than 10 percent of a species in a town or more than 20 percent of trees of a specific genus in a city. Elms are going to become more and more popular, since we have been able to overcome the disease problem and even the insect problem to a certain degree."

Recently, Townsend introduced two elms, the Valley Forge and New Harmony, that are disease tolerant cultivars or selections of American elms. These two trees were released because they were the best of thousands that were screened over a period of perhaps 30 years.

"These trees are now being propagated by a couple nurseries," explains Townsend. "We've made more and more clones of American elm. We've made controlled pollination between different clones of American elm. Some of those trees may end up being more disease tolerant than Valley Forge or New Harmony."

"We've carried out an extensive hybridization program in Ohio and also down here in Maryland. We've been trying to use the disease tolerance of some of the Asiatic elms and cross them with species of European elm.

Other disease-resistant elms produced by Townsend include:

• Frontier elm, which is a cross between the European and Chinese elm, the lace bark elm. "It has real good disease resistance and pretty good tolerance to the elm leaf beetle and a nice burgundy fall color to the leaves."

• Prospect elm, which is a selection of the Wilson elm from China.

• Patriot elm, which a cross between the Urban elm and the Prospect elm. "It has a shape similar to the American elm, but it branches out at a lower level. It might get up to 40 - 45 feet in height, whereas the American elm can grow to 100 feet."

• Other varieties include the Homestead, Pioneer, Frontier, Prospector and Pathfinder.

Define disease resistant

While elm trees billed as disease resistant are available from a variety of sources, some participating in the effort to bring the elm back to the urban landscape urge caution in weighing claims. Bill Monroe, a Cincinnati businessman, has been involved in many aspects of selecting suitable elms, studying the research and helping to line up community support for planting efforts.

"In some cases, it has been difficult to obtain clear understandings of the statements in the research," warns Monroe. "There are still questions that need answers. Sometimes it is difficult to get straight answers. We cannot determine how many elm trees are still alive, even though thousands have been planted throughout the country."

What Monroe has learned is that the involvement of professionals is essential.
in establishing and carrying forward elm nursery and site planting programs. A lot of effort is needed by the community, too, in order to follow such a project through to completion.

Monroe has personally devoted more than 2,500 hours over the last five years to restoring elms, yet he is still not very satisfied with some of the results. Nor is he convinced that all of the disease-resistant trees will in fact resist disease over the long term.

"Disease can hit a tree any time between the age of 40 years to 500 years. How much guarantee can you take for such a species?" he asks.

The answer to that question may well determine the future of the elm. It is returning to America's urban landscape, yet it will be years—if not decades—before a definitive answer is available on disease resistance. These hybrid trees, in many ways so very different from the stately American elm, may yet restore meaning to the name of Elm Street. The lessons learned from the death and rebirth of this species will not be lost to the future.

Sachin Mohan is staff writer for TCI.

The Boy Scout troop 55 in Meredith, N.H., is actively involved in restoring the glory of elms.

"We got a donation of $500 initially for the project from the Rotary," says Paul Bradley, chairman of the Scout committee and unit commissioner. "We plant the trees on land provided by the Town of Meredith and move them once they are ready."

This group of Scouts have ventured far afield to plant new elms. The troop went to plant elms at the historic Copp's Hill Burying Ground in Boston, site of the Bunker Hill Monument.

"There was a 150-year-old elm that had been vandalized," says Bradley. "The troop went to the location and planted two new ones. These trees were also vandalized and cut. We went back and replanted two new trees. The children were very enthusiastic about this as they did not want the bad guys to win." he adds.

The Scout's dedication earned them a free tour of the city from the mayor of Boston.

Charlie Collins, owner of The Family Tree Care Service in Meredith, has been in the industry for the last 22 years. He donates his time and expertise to help the Scouts with their planting mission.

"I provide all the help I can to promote this cause," states Collins. "We are trying to give them a heritage to carry and a sense to bring them closer to nature. I show them how to prune the tree, fertilize the tree and hang soap bars to protect them from deer. I also give them a little horticulture lesson regarding the tree, its history and how to grow them faster. These trees need great care and a lot of attention. I offer my personal time and treat these trees chemically for further protection from diseases."

Scout Leader Duane Currier is very proud of the group's efforts. "Whenever I pass by the area where we have planted trees, I check out the tree and see if everything is fine. I love to see these trees grow, and I tell my friends about the tree and why it is so special."
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Bandit Industries announces Model 1850 Track Bandit, an 18-inch diameter capacity, self-propelled whole tree chipper. A 250 hp Cummins or John Deere diesel engine powers the Model 1850. The unit is equipped with a 220 degree swivel discharge spout, which enables the operator to discharge chips in virtually any direction. It will convert an 80 foot tree to chips in under a minute. This machine can be driven to the trees, eliminating the need to forward or skid. For additional information, contact: Bandit Industries, Inc., 6750 Millbrook Road, Remus, Michigan 49340. Phone: 800-952-0178; Fax: 517-561-2273; E-Mail: brushbandit@worldnet.att.net; Website: www.banditchippers.com.

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The Avid Electronic Radio Frequency Identification Tag, for use in trees and wood poles, is a microchip encased in a fiberglass nail. Once the nail is within the Avid reader’s electromagnetic field, the ID tag is energized and transmits its data. This technology combined with the Fujikura Total Recognition System (FTRS) offers a complete tree/pole identification and data-collection system. Information on insect infestations, spray applications, maintenance schedules and results of decay-detection monitoring can be logged in on site, downloaded to a main computer system. For more information contact: American Arborist Supplies, Inc., 882 South Matlack Street, West Chester, PA 19382. Phone: 800-441-8381. Fax: 610-430-8560.

Thomson Publications of Fresno, Calif., has just released the 1997 edition of Agricultural Chemicals Book IV on Fungicides. This is the most up-to-date publication available today on the fungicides used worldwide. Over 25 new compounds have been added since the last revision. The products are listed by names, formulas, toxicity, uses, diseases controlled, application instructions, precautions, etc. Experimental materials are included to keep you up-to-date on new developments in the disease-control field. Grouped chemically, all the different fungicides in use are described in full detail. The book sells for $24.95 plus tax. For ordering information, contact Thomson Publications, PO Box 9335, Fresno, CA, 93791. Phone: 209-435-2163; Fax 209-435-8319.

Gempler’s now offers a complete line of pruners and shears for professionals. The tools, manufactured by horticulture leaders Felco and ARS, are lightweight and fit comfortably in your hand. For example, the new swivel handle pruner from Felco reduces hand fatigue by providing a 25 percent reduction in muscle exertion. The hedge shears from ARS weigh in at one and one-half a pound or less, making any above-the-head work less strenuous. Gempler’s also offers industrial-grade shovels. The latest, made by Razorback feature a closed back construction that prevents soil build-up and adds extra reinforcement to the blade. For more information and pricing, contact Gempler’s, Inc., PO Box 270, Mt. Horeb, WI, 53572. Phone: 800-382-8473; Fax: (800)551-1128.

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Users of Shindaiwa’s PowerBroom can now do even more with their PB270. Equipped with the Bristle Brush Attachment, it can be used more efficiently for scraping off caked-on debris, and scrubbing flat roof debris and gravel. The Bristle Brush attachment is most efficient with the engine configuration available on the PB270 PowerBroom. With the attachment kit, the Bristle Brush can also be used with Shindaiwa trimmer models T25 and T27. Important features include: Nylon 6/12 bristles for extra long life, lightweight at only 6.5 pounds and sweeping width is 20.5 inches. For more information, contact: Shindaiwa, Inc., 11975 S.W. Herman Road, PO Box 1090, Tualatin, Oregon 97062. Phone: 503-692-3070; Fax: 503-692-6696.

The Duravider is an expandable divider system for trucks and vans. It works with or without a bed liner and its modular unit customizes to fit any vehicle. Its patented solid-panel design protects cargo and prevents load shifts. Similar to a bed liner, this material is durable, lightweight and recyclable. For more information contact: Special Effects Marketing, Attn: Jeff Freiburger, president, 327 Fifth Street, Ampoint Industrial Park, Perrysburg, OH 43551. Phone: 800-736-6119.

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The Massachusetts Arborists Association’s (MAA) annual Arbor Day celebration, held this year at Capron Park in Attleboro, Mass., was the venue for the announcement of a significant partnership between the MAA, the Stockbridge School of Agriculture and University of Massachusetts Amherst. On behalf of the MAA, Mark Tobin presented a check for $125,000 that will be used to launch a Professorship in Commercial Arboriculture.

The $125,000 gift is the initial payment on a $300,000 pledge from the MAA that will be used to help finance the cost of the $1.2 million professorship.

"UMass has long been a leader in commercial arboriculture," noted Tobin in presenting the check. "Many of our members are alumni of the Stockbridge School and the University. It is important to us personally and professionally that the program remain a strong part of the university’s offerings."

For additional information, contact the MAA at (508)653-3320.

New Officers Elected

The American Society of Landscape Architects (ASLA) elected Barry Starke, of Virginia as 1998-99 president, Edward J. Olinger of New York, as vice president of public affairs, Susan L.B. Jacobson of Illinois, as vice president of communications, and Van L. Cox of Louisiana, as vice president of education. The officers will be installed at the society’s annual meeting this November.

Starke will serve as president during the society’s centennial celebration. He says, “That’s what I’m going to be focusing on—the many opportunities that the centennial offers to showcase landscape architecture’s contribution to America. I believe that good planning and design is the key to a satisfying quality of life for all of us.”

Call Backs

The Management Exchange article in the June TCI magazine stated that for most contractors operating as sole proprietorships "services performed by an individual in the employ of his or her spouse are not considered “employment” for Social Security (FICA) or unemployment (FUTA) tax purposes. Consequently, the self-employed contractor or business owner who hires his or her spouse generally need not pay or withhold Social Security taxes on spousal wages."

That information is out of date.

According to the Internal Revenue Service, those wages "are subject to income tax withholding and social security and Medicare taxes, but not to Federal unemployment taxes."

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When Garry Senato founded Arbor Tree Experts, Inc., in Virginia Beach, Va., 14 years ago, his plan was to create more than a tree care company. A strong concern for the environment prompted him to seek out innovative ways to recycle the growing volume of wood waste the company generated.

Today, Arbor Tree has about a dozen people in the field performing standard tree care work. In addition, four full-time employees keep a recycling operation running smoothly.

"We started recycling almost three years ago, and we have expanded substantially since then," says Vice President David Hyland, who runs the recycling side of things. "We bought a small tub grinder first, then we bought a second larger one."

Sales from mulch weren't extensive at that point. They experimented with how to grind properly for the consistency and color that the landscapers desire. They take raw chips or raw wood, run it through one tub grinder and store it for awhile. Then they send it through the second tub grinder.

Initially Arbor Tree was recycling only its own wood waste, but the company soon reached the point where demand for the mulch was such that wood waste from other tree care companies was needed. Other companies pay nothing if the load is raw chips that only have to be sent through the tub grinders. If the waste includes branches and wood chunks, which means it has to be sent through the tub grinders a few extra times, there is a tipping fee. But Hyland points out that the cost is probably 15 percent of what they would pay at a landfill.

The resulting mulch is not mixed with anything or treated in any way. "We let it sit long enough so the heat generated in the mulch pile pretty much destroys any fungal bodies," explains Hyland. "Basically we don't add anything, and we don't subtract anything. We double shred it, which gives it a finer texture and a richer darker color."

Most of the sales are to landscapers, but Arbor Tree also markets directly to the public. In the Virginia Beach area delivery is free, provided the load is more than six yards. For a small charge delivery is available to the entire Hampton Roads area. And if homeowners want to come to the yard with their pickup trucks, they can buy it right at the facility.

While many states have banned green waste from landfills, Virginia does not. This is one reason Hyland cites for the success of the business. "We're kind of the cutting edge for this area."

Arbor Tree also started a recycling partnership with the Norfolk Botanical Gardens, which has extra space for storing mulch and requires a lot of mulch itself. A deal was struck whereby Arbor Tree stores and produces mulch at the gardens. Other companies are allowed to dump their wood waste there, and Arbor Tree takes its tub grinders over to the site. In return, the gardens keep a certain amount of mulch per year.

In addition, Arbor Tree holds a field day there every year. Arbor Tree sends crews out for the day to prune and remove trees—all at no charge. The tree care companies that save money by taking advantage of free wood waste disposal are required to donate personnel for the field day. A similar recycling partnership with the Oceana Naval Air Station is under discussion.

Arbor Tree works with competing tree care companies in other ways as well. "We have our own log trucks, so we can take logs to the pulp or lumber mill and cut out the middle man," explains Hyland. "If another tree care company has to take down a big pine tree, we will pick it up for them if they take it down in lengths that can be used. Even though they are competitors in some respects, they are contributing to our profits, because we'll make money in the long run."

So far, the mulch for sale has been one size, one grade only. Hyland sees the possibility of expansion in this area. He is investigating the markets at pulp mills, and he has looked at saw mills that have no use for their pine bark. He has even researched regulations covering playgrounds, which have changed recently regarding what type of material can be spread underneath swings and slides.
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Wood Waste

"These are markets we can develop as we become larger and have more space," predicts Hyland.

Main competitors are garden supply centers in the area. "There are a couple people here who buy mulch from out of state by the tractor trailer load. They sell it for $20 to $22 a yard. As we expand, we will put those people out of business," he states.

The operation is not only saving Arbor Tree the $47 a ton tipping fee landfills in the area charge, it has become a profit center for the business. In fact it's enhancing the profit of all the companies who are taking advantage of it.

Sales have increased steadily each year. Log income from the mill was about $15,000 in 1995, $24,000 in 1996, and had already reached $22,000 through July of 1997. Sales of mulch experienced even faster increases, rising from just over $48,000 in 1995 to $69,000 in 1996. In the first half of this year, sales reached almost $84,000 with no end in sight.

When Hyland first started exploring recycling, he looked into the possibility of obtaining a grant to help fund equipment purchases. He attended a number of conferences on environmental technology and government regulations. Eventually, with the help and support of Paul Revell, urban forestry coordinator with Virginia's Department of Forestry, he applied for and received a recycling grant from the Center for Innovative Technology. While the initial amount was small, only $4,500, his investigation and application process opened up a whole new world to him.

"The interesting thing I found is that there are hundreds of thousands of dollars available for recycling and pollution-prevention projects from different sources. One company received $700,000 over two years to recycle all sorts of things."

This company wasn't recycling wood waste, but Hyland discovered dozens of funding sources for recycling programs. And he learned the finer points of grant writing in the process, including mastering an entirely new language.

"You are not allowed to call a loader a loader. Instead, a loader is an innovative piece of technology capable of servicing another innovative piece of technology," he says with a chuckle.

The sales of logs and mulch are only part of the economic stimulus generated in the area by the operation. When Hyland applied for a grant, he did some research on the total economic impact.

It's really staggering," he reports, "with the amount of money that can be put into other things and the space it frees up in landfills. The statistics were considerably more than I had anticipated."

Where is Arbor Tree Experts headed with all of this? "We are far from reaching the limits. So far, about 40 percent of the landscapers in this area are using our mulch. The market is bigger. If we had the material and transportation, we could make deliveries hundreds of miles away. Recycling just isn't being done in every locality. People in this area

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havent’t realized they can make money out of material they are paying to dispose. We are also looking at wood waste as a potential fuel source for boilers.”

While Hyland paints a rosy, profitable picture of his business, he cautions that wood waste won’t necessarily turn into a stream of green for every company. Arbor Tree keeps costs low by relying mostly on word-of-mouth advertising. "We bought a used tub grinder. And we have good mechanics here. As a result, we are at the low end of the spectrum. Most of the mulch producers around charge $19 to $24 a cubic yard. We can sell ours for about $14—even less for volume buyers.”

Recycling started simply as a way to reduce tipping fees, although “there was always the idea we could make money at it,” admits Hyland. “We didn’t realize how far this was going to go. But the bottom line is that trees have to be pruned, limbs have to be removed. It’s a shame to waste this natural resource by dumping it in landfills.”

Mark Garvin is editor of TCI.

Mountains of Municipal Mulch

In 1992, when Missouri Senate Bill 530 was signed into law banning yard waste from municipal landfills, the City of Springfield’s Solid Waste Management Division already had an established program for dealing with this problem. Since 1989, residents of Springfield’s Greene county, located in southern Missouri, had been recycling leaves and grass clippings at a city-operated recycling yard. The 1992 state ban led city officials to add brush waste to their recycling program. Springfield started to recycle yard waste early on in order to lengthen the life span of its landfill.

According to Alan Chappell, environmental technician and developer of the integrated system for the Solid Waste Management Division, the education program coupled with an effective recovery system has been the key to the high participation rate for the area.

Chappell’s statistics bear out the success of the program. The Yard Waste Recycling Center (YRC) last year had 150,000 vehicles stop to either deposit leaves, grass or brush or pick up compost and landscaping mulch. Counting all six recycling sites, 400,000 vehicles visited the sites, a tremendous participation rate for a city with a population of 141,000 people within Greene County, and a total population of 207,000.

There are two separate yards at the YRC, one for the receipt of brush and the other for the receipt and composting of leaves and grass clippings. Open seven days a week, residents, but not commer-
Organic colorants, such as this system from Morbark, can increase the market appeal of mulch.

pecial operators, can drop off yard waste or take home compost or wood chips without any charge.

“The yard waste program has grown 10 percent to 15 percent in volume each year since its inception,” says Collection Center coordinator Mike Inman. “We recently estimated that we had moved 200,000 cubic yards of waste last year through the YRC. This alone is testimony to the huge acceptance of the program.”

At the wood-brush yard, mountains of brush are ground into wood chips once a month through a contract with a private grinding company, Wood Recycling and Compost Center of Wichita, Kansas. Owned by Dean Frankenbery, Wood Recycling brings in its Vermeer TG-400 tub grinder to grind the brush into usable, marketable wood chips.

“One strong component of our yard waste recycling program is to have wood chips that we can market to residents who can pick them up and use them for free,” says Chappell. “The chips need to be desirable to the public, and thus uniform. Otherwise, we incur additional costs of moving the chips or re-processing them.”

As the yard waste recycling program grows, Chappell hopes to develop more and more markets for the chips, bringing the recycling program full circle.

“As our chip volume grows, I hope to have every livestock owner in the county picking up chips,” he explains. “They can mix it in with their straw and animal waste and have the perfect compost with their nitrogen, carbon and bulking agent all in one mix ready for compost right on their farms.”
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Congress Returns From Recess

When Congress reconvenes this fall, they will consider several pieces of proposed legislation that will affect tree care company owners.

Fair labor
Two important bills directly relate to employment issues. First, the Fair Labor Standards Act (FLSA) currently requires employers to pay non-exempt (essentially non-management) employees overtime pay at one and one-half times the regular hourly rate for every hour in excess of 40 worked in one week. Even if both employer and employee would rather exchange time off for those hours instead of money, the current law does not allow that option. Proposed legislation, popularly known as the "Flex Time" Act, offers an option of time off instead of monetary compensation, but there are certain restrictions. The employee must choose the time off option without undue influence from the employer. Also, no more than 240 hours (six 40-hour weeks) can be accumulated in any one calendar year. By Jan. 31, the employer must provide monetary compensation for any time unused by Dec. 31 of the previous year. The bill has not yet found the 60 votes it needs to end debate. The House version of the same bill passed last March. In an attempt to guarantee movement on the bill this year, a group of Republicans and a small number of Democrats are working together to find an acceptable compromise.

Labor relations
Another bill with possibly dramatic effects on the workplace is the TEAM Act, more formally known as The Teamwork for Employees and Management Act. This proposed legislation is led by the Senate and amends a portion of the National Labor Relations Act (NLRA) by allowing teams composed of employers and employees to discuss terms and conditions of employment in a non-union environment. The NLRA has been interpreted to mean that it is illegal to form employee teams in non-union businesses to discuss working conditions in non-union businesses. Critics of the bill believe that employee teams could become "sham" unions within individual companies.

Health insurance
Medicare reform will affect employers and employees alike. The Senate Finance Committee unanimously voted to support a plan that requires Medicare benefits to reflect the economic status of the senior citizens receiving care, and to raise the minimum age for eligibility from 65 to 67. The new plan will require wealthier individuals to pay a higher annual deductible than their less well-heeled peers. The current program has an annual deductible of $100, regardless of economic status.

All of the legislation before Congress this year could fundamentally affect the way the tree care industry does business. From labor and compensation issues to taxes, from OSHA reform to DOT relief, this is a big legislative year for the profession. The continued regulatory monitoring and activity by organizations such as the National Arborist Association will help to ensure that new laws work in favor of small businesses.

If you would like to be involved in helping the NAA speak out in Washington, call Amelia Reinert at NAA 800-733-2622.
Rigging Report

I want to thank you for a well-written journal of arboricultural knowledge and ideas. I have been in this business for over 27 years and appreciate the information you make available for all who still wish to learn. I've really enjoyed your most recent August issue, but feel as I must disagree with Robert W. Phillips in his article "The Anchor and Tension of a Speed Line."

In this advice section, Mr. Phillips contends the "idea of a speed line to remove limbs has been around for two years." I personally can remember using a "speed line" at least 12 years ago. At that time I used a piece of 1 inch diameter steel pipe, approximately 4 inches long, in which I welded a steel loop into its side. I ran the "speed line" through the pipe, and tied the "return line" and a branch tie-off line into the steel loop. It was crude and somewhat damaging to the "speed line," but it worked. I called it a "slide line" at that time, and my clean-up crew enjoyed receiving the limbs delivered over rough terrain, directly next to the chipper truck.

I do not contend that I was the first to invent this device, as "there is nothing new under the sun," but would advise Mr. Phillips to consider the countless numbers of "climbers" that came before there was a forum available to share in new information.

Bob Johnson
treesculpt@aol.com

A300 Opinions

The article on "A300" in the August 1997 of TCI is a bit disturbing! The inference seems to indicate that current arborists don't know what they are doing. It seems that again, we are "playing with words."

Is it use your A300 or else?

Every tree of a species is different, as well as every species of a tree is different. There is no question about writing the specification for tree work in the simplest way that cannot be misinterpreted. I dare say that arborists are doing that now.

Hed to say what I've said!

George Dobbins
Horticultural Consultant
Sacramento, California

In regards to your article A300: A New Era of Understanding (TCI August '97): I could not help but play with Tim Johnson's acronym for the proper application of the A300 Standard to trees in different stages of growth. By interjecting different words and expanding the number of existing letters, I have come up with an acronym that is synonymous with the concept of the A300 and the tree care industry. Without going into each letter and its definition, I will refer to the letters of the acronym and the specific word(s) associated with it. PROGRESS: P-Plant; R-Replant; O-Over-mature; R-Remove; E-Establish; S-Structural strength; S-Senior trees (mature trees - as opposed to juvenile trees).

P.S. As an employee of a municipal tree maintenance department, I have seen first-hand the benefits of using both the A300 and Z133 in our multi-year contracts.

Patrick J. Drew
Lake Forest, CA

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With the labor market tighter than ever, tree care companies have been looking to colleges, high schools and innovative vocational programs for the next generation of workers. One potential source, usually overlooked, comprises more than half of the young people who will enter the workforce next year. If one teacher in Massachusetts has her way, more of those new arborists will be women. And she will be leading the way.

Melissa Castonguay was the only female in her first arboriculture class—at what was once an all-boys school. Today, she is an example for all women arborists, having built a distinguished career in the world of arboriculture.

For Castonguay, a teacher at her alma mater, Bristol County Agricultural High School (BCAHS) in Dighton, Mass., success in arboriculture was something she seemed headed for in her early teens. She first considered arboriculture as a career from among a broad curriculum of agriculture-related fields in her sophomore year.

"At first, I felt uncomfortable as the only girl in the class," Castonguay admits. Her arboriculture instructor that year, James Santos treated her no differently than her classmates, which made it easier.

"He motivated me to look at the opportunities in this field," Castonguay says. Like most teenagers, she went back and forth...
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Education Training

as to what she wanted to be when she grew up, but Santos worked to build her confidence.

Castonguay was already showing a knack for work in the outdoors, finishing first in Massachusetts in a Natural Resources contest, while earning two bronze medals, one in the Eastern States Exposition Forestry Contest and the other in the National Forestry Contest in Kansas City, Mo. The natural skills she demonstrated, coupled with the confidence of her instructors, helped convince her to go after a career in the field.

"I told Mr. Santos that in 10 years I would be teaching his class," remembers Castonguay. "He told me, 'Fine, by then I'll be director of this school.' From that point, I set out to follow through on my promise."

As part of the arboriculture program at BCAHS, Castonguay and her classmates were required to work a certain amount of hours in the field during the summer. The trouble was, students had to find this employment on their own, which wasn’t easy for a teenager who also happened to be a female.

"Some employers wouldn’t hire me, suggesting I was too small," she recalls. "Some went so far as to tell me, ‘You can’t do this.’"

Despite discouragement in the field, however, the instructors never let up. "Day after day, they’d encourage improvement in every area," Castonguay recalls. "Their confidence motivated me to succeed."

Following her graduation, with honors, from BCAHS, Castonguay entered the Stockbridge School of Agriculture at the University of Massachusetts in Amherst. The arborist training she received at Stockbridge was similar in many ways to BCAHS, but more intense, and included more of the business end of the profession.

After her first year at Stockbridge, she started what she calls her "first real tree work" for Gilbert & Simpson Associates in Hingham, Mass. Still the only female working alongside five men, she was dubbed, "Chipper Queen" by her fellow crew members. She became adept at pruning, fertilizing, transplanting and removal of trees, and design and maintenance of perennial gardens.

While working at a tree care company called Les Arbres (French pronunciation) in her summers off, Castonguay became a licensed and certified arborist, responsible for all facets of tree care and landscaping. She refined her skills in pruning, bracing and cabling, fertilizing and tree transplanting and removal. It was at Les Arbres, she adds, that she "really learned to climb," mastering the specialized knots, hitches, rigging and climbing equipment.

Colleges classes taught additional area such as diagnosis and management of insect and disease problems and landscape design, construction and maintenance.

After earning an associate’s and bachelor’s degree at the University of Massachusetts
Massachusetts, Castonguay worked as a research assistant in the diagnosis of woody plant problems on her way to a master’s degree in urban forestry.


Following graduation, she hoped for a teaching job, but the turnover for arboriculture instructors was low, so she took a job at Northern Tree Service in Palmer, Mass.

Her break came eight months later when an old friend called with some exciting news. It was Jim Santos, calling to say he was now director at BCAHS, leaving a teaching position open. He offered her an interview, but she was far from a sure thing. She was one of five applicants for the position. To her relief, the school chose her.

The night before her first class, Castonguay experienced what athletes refer to as “pre-game jitters.” This was her big game. “I was going to teach what I love, and get paid to do it,” she says.

That first day, Castonguay extended herself to her students, telling them about the often rough road she took. She experienced her share of hurtful comments and dirty looks as a woman in a traditionally male industry, but many others helped her overcome the setbacks.

“I told them that some of them might feel a lack of love, care or inspiration. Many teenagers have a rough home life. I told them ‘I’m an arborist, not a psychologist,’ but that if they need someone to listen, I’d be there.”

Safety first

From her experience in the field, Castonguay learned the importance of safety, above all else. It’s a message she passes on to her students. “I tell them how at some of my first jobs, I’d be the only one wearing a hard hat. The others would tease me over it, but I told them I thought it looked cool.”

She also stresses the importance of other types of personal protective equipment.

“Chaps are one of the essential pieces of safety gear. One day, some fellow Northern Tree employees and I were working on trees lined up on a hill, growing up around power lines. As I moved between a couple of trees, with my hand on the chain saw throttle, I slipped and fell. I hit the throttle upon impact, but my chaps did their job, jamming the chain and stopping the saw. They were a savior. One crew member with me that day had never worn chaps, but after that he wore his for good.”

When Castonguay takes her students out to demonstrate techniques, she insists they keep their protective helmets on while walking out to the site.

“If I catch someone taking it off, I take away points.” As when her fellow employees teased her, she persuades her students they look cooler with protective helmets. “Whether they believe me or not, they play along.”

She also teaches safe cutting techniques, which require some reversal of
Castonguay always stresses safety and the importance of personal protective equipment.

bad habits. "Some have done a lot of cutting at home, but they use a saw without a chain brake or never wear chaps," she says.

She argues her case with horror stories, but the effect is sometimes a little too strong on some. "In those cases, where they don't want to touch a saw, I have to let them know that as long as I'm supervising, I won't let them slip up. As long as they're wearing their safety gear and they stay focused, they'll be fine."

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Not competitive, except with herself

Castonguay continues to refine her own skills, looking for new information and techniques to pass on to students. In 1996, she and a fellow BCAHS instructor ran across an ad for an arborist training program that combined the kind of climbing and rigging techniques she was teaching with the safety message she emphasizes with her students. The program, known as ArborMaster training, is sponsored by Husqvarna Forest & Garden Co., and is run by tree care and chain saw experts Tim Ard, Ken Palmer and Rip Tompkins.

The two instructors attended a one-day ArborMaster seminar. At the conclusion of the seminar, Tompkins told Castonguay and her fellow instructor about ArborGames, a competition for those who've learned the techniques taught in ArborMaster training. He told her that with her skill, she had a legitimate chance at winning some of the cash and prizes.

"I've never been big on competition, except when it comes to challenging myself to become better," Castonguay says. "However, it sounded interesting."

A couple weeks later, Castonguay became the first woman to compete in ArborGames at Norfolk Agricultural High School in Walpole, Mass. And she was more than just another competitor. She took first place in the throw-line limb rigging competition the first day, and second place on her stillson or cow-hitch knot technique the third day. The fourth day, in a competition that combined all the previous days' events, she placed third.

Castonguay, still early in her career, has experienced many rewards. In only her third year of teaching, she has a total of nine young women signed up for her next two arboriculture classes, a dramatic change from when she was the only female in her class. She has also seen the former all-boys school grow to 60 percent female.

Ironically, years after a certain employer told her she was too small for the job, he wanted her to come on board at his operation. "I politely refreshed his memory, saying he was a few years too late."

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TREE CARE INDUSTRY - OCTOBER 1997
In the preliminary events, Mark finished second in Cleveland with first place finishes in Throwline and Delayed Speed Climb and placed second in the Master's Challenge, missing first by one point. He is a six-time New Jersey Chapter Jamboree Champion and placed third overall at the International Jamboree in 1992. This year, on his way to winning the overall competition, Mark placed first in the Footlock and Speed Climb and second in the Work Climb and Throwline.

Mark has worked for the family business, Aspen Tree Expert Co. Inc., since he was old enough to work. He now enjoys teaching and conducts climbing seminars for his ISA Chapter, and generally donates the proceeds to the ISA Research Trust. He also hosted and produced an instructional video for the NJ-ISA and New Jersey's Committee for the Advancement of Arboriculture on Removal Rigging. Mark will be the lead demonstrator for climbing and aerial rescue at TCI EXPO in Columbus, Ohio this November.

In the preliminary events, Kay finished second last year in Cleveland, and fourth in the Master's Challenge. This year, Kay took second in the Master's Challenge and repeated his first place finish in Aerial Rescue with a flawless performance.

Kay has been working in the tree care industry for ten years and is from Freiburg, Germany. He has been self-employed since 1990. In 1992, he began organizing workshops on advanced climbing techniques throughout Europe. Kay was the Germany/Austria Chapter Champion in 1994, 1995 and 1997. In addition, he is a two-time European Congress Champion, winning in Versailles, France in 1995 and Moreno, Italy in 1997. Kay placed first in the five preliminary events last year in Cleveland, and fourth in the Master's Challenge. This year, Kay took second in the Master's Challenge and repeated his first place finish in Aerial Rescue with a flawless performance.

In the preliminary events, Dennis placed third last year in Cleveland. This year, he place third in the Master's and first in the Work Climb.

Kay O. Busemann
Second - 1997 Masters Challenge
Germany/Austria Chapter

Dennis Stephen Kalk
Third - 1997 Masters Challenge
Minnesota Chapter

By Peter Gerstenberger

If you’ve never been to the ISA International Jamboree, it’s a pretty extraordinary experience.

It’s extraordinary in terms of the logistics. There are four committees, several paid staff, an army-sized volunteer staff from the host chapter and a slew of judges. Committees spend countless hours in meetings through the year, and setup people spend the better part of three days on site readying the events. And that’s just the International Jamboree, which is the culmination of over 25 regional events that present their own set of challenges.

The dollar investment in today’s Jamboree is nothing to sneeze at. Jim Skiera of ISA estimated there was close to $30,000 in sponsorship this year. Mark Chisolm, winner of this year’s event, walked away with over $5,000 in cash and merchandise, including $1,000 earmarked for getting him to Birmingham, England to compete next year. Eight successful competitors shared $8,400 in cash awards.

What’s most extraordinary, though, is the level of skill and professionalism exhibited by the contestants. This struck me not long ago as I struggled to place a throwline through a 40-foot crotch in a dead backyard tree. Two weeks earlier, I was fortunate to be the head judge in the Throwline event where competitors—under a five-minute constraint and crowd pressure—had to hit 60- and 70-foot crotches much smaller than the one I was aiming for. I was certainly glad that my only spectator was my three-year-old, and that he didn’t have a stopwatch.

The thing is, the climbers make what they do look so effortless that you tend to forget how hard it is, or how hard they must have worked to perfect their skills.

Hats off to the contestants in this year’s Jamboree. Hope to see you next year in England!
Danny LeBlanc
Atlantic Chapter

Danny has ten years of climbing experience and has competed in ISA Jamborees in Halifax, Nova Scotia, Hilton Head, S.C., and Cleveland, Ohio. He is employed by Atlantic Arborists and lives in Falmouth, Nova Scotia. He has seven years of local Jamboree experience and is a four-time winner of the Atlantic Chapter Jamboree as well as an active organizer of that event. Danny has been an ISA Certified Arborist since 1993.

John Luke Hill
Florida Chapter

John has been a freelance climber for the past ten years with several tree companies in Florida. He placed third in the Throwline this year. John truly enjoys the competition provided at jamborees and wishes the chapter would schedule more throughout the year. He lives in Winter Springs, Florida.

Sam Ramos
Indiana Chapter

Sam is employed by Gillette/Duling Tree and Landscape in Muncie, Indiana. He is experienced in all aspects of tree care including planting, pruning, take downs, lightning protection, cabling, spraying and injections. He has been climbing since 1989 and has competed in five Chapter Jamborees. This was his third shot at the International Championship.

Richard Potts
Kentucky Chapter

Richard works for the Bob Ray Co. and has eight years of climbing experience. He became an ISA Certified Arborist in 1993. He's been competing for six years at the chapter level and performs climbing demonstrations at Certified Arborist seminars for his local ISA Chapter. Last year in Cleveland, he placed third in the Work Climb event.

Dale W. Jacob
Michigan Chapter

Dale performs circuit maintenance for Consumers Energy of Michigan. He has provided climbing instruction for new employees as forestry supervisor for the past five years. Dale finished second in the Michigan Chapter in 1994 and 1995, first in the 1995 Indiana Chapter and first in the Michigan Chapter competitions in 1996 and 97. This year he took second in Aerial Rescue, an event where experience and level-headedness pay off.

Michael T. Cotter
Mid-Atlantic Chapter

Mike has gained experience working for a number of arboriculture firms over the past 13 years. He is currently a crew chief with A & A Tree Experts, Inc. of Pikesville, Md. Mike has been a competitor for the past six years and competed at the International Championships in Oakland, California in 1993. Though he did not place in any of the individual events, a solid overall performance propelled him into the Master's Challenge where he placed fourth.

Trent Commer
Midwestern Chapter

Trent is employed by the City of Wichita and has six years experience doing scheduled and storm damage pruning and removal work as a climber and bucket operator. This is his first trip to the International Championships as the Midwestern Chapter Representative.

Bruce Duffy
New England Chapter

Bruce is from Kingston, Mass., and is employed by Bark Busters Tree Service. He has 12 years of experience as an arborist. Bruce has been competing in Jamborees at the chapter level for the past 3 years. He went through ArborMaster training and competed in ArborGames in 1995. This was Bruce's second trip to the International Championship, but first as a competitor. He finished eighth overall and hopes to compete next year.
Peter Golon
New York Chapter
Peter has been employed by Wonderland Tree Care, Inc. of Oyster Bay, N.Y., for 15 years. He is currently manager of the tree care division and has experience in all aspects of plant health care. He placed second in the 1996 New York Chapter Jamboree and first this year, winning three of the preliminary events.

David Partack
Ohio Chapter
David works for the Madison Tree Service of Cincinnati, Ohio. He has nine years of experience in the tree care industry. He has eight years of Jamboree experience at the chapter level, with one third place and two second place finishes prior to his first place finishes in 1996-97. This is his second appearance at the International Championships.

Darren Gray
Ontario Chapter
Darren has four years of climbing experience with Arborist’s Tree Service, a Bartlett Tree Expert Co., in Bracebridge, Ontario. 1997 was the first time Darren competed in a Chapter Jamboree, and he finished first.

Peter Thomas
Penn-Del Chapter
Peter owns and operates Peter Thomas & Co., in Rosemont, Penn. He has 11 years of climbing experience and has been competing in local Jamborees for nine years, placing second in 1992 and 1993, and first all-around in 1994, 1995, 1996 and 1997. He placed third all-around in both 1994 and 1995 at the International Championships.

Dwayne Neustaeter
Prairie Chapter
Dwayne began climbing and working in trees for a firm in Calgary, Alberta in 1989 and has been competing in Jamborees since 1990. He is employed at Olds College in Alberta as an instructor of arboriculture. He is also the ISA Prairie Chapter Certification Liaison and a member of the ISA Test Committee. He recently began working with ArborMaster Training, organizing programs and Competitions in Canada. In his spare time, he is a volunteer firefighter.

Ernst Wintergerst
Rocky Mountain Chapter
Ernst is a 1991 graduate of the University of Wisconsin-Stevens Point with a degree in Urban Forestry. He is employed by Mountain High Tree Service and Lawn Care in Lakewood, Co. He has been a climber for four years and is also an ISA Certified Arborist. This year he participated in the ArborMaster Training program and placed first in his class in the ArborGames Competition held following the program.

Jim Harris
Pacific Northwest Chapter
Jim took home a World Champion’s buckle from Halifax, Nova Scotia in 1994. He is from Grants Pass, Ore., where he is self-employed and runs Arbor Man Tree Service and Climbing School. He has 14 years of experience and has been climbing in Jamborees since 1987. Jim also teaches aerial rescue and tree climbing safety and provides individualized training, specializing in footlock and giant redwood climbing.

Lyle Hagen
Rocky Mountain Chapter
Special guest of the ISA President Lyle was the hometown favorite, winning the Utah State Championship this summer. He has ten years of experience and is employed by the Salt Lake City Corporation Urban Forestry Department. Lyle has competed in three Chapter Jamborees and was competing at the International for the first time.
Troy Tuttle
New Jersey Chapter
Troy is from Danville, N.J., where he is employed by Green Wood Tree Experts. He has been competing in Jamborees at the Chapter level for eight years. In 1989 he was the New Jersey Chapter Champion, and won the Throwline event at the International Championships held in St. Charles, Illinois.

Gary Aborjena
Western Chapter
Gary is an ISA Certified Arborist with 20 years of climbing experience. He owns and operates Evergreen Tree Care in Concord, Ca. An active member in the ISA Western Chapter and the California Arborist Association, Gary has coordinated workshops on climbing and rigging and performed field demonstrations on the same. This is Gary’s second appearance at the International. To earn the right to compete in Utah, Gary first had to outclimb his 15-year-old son at the Western Chapter Finals.

Rosalindo Ruiz Carlos
Texas Chapter
Rosa is employed by Arborilogical Services Inc. of Wylie, Texas. He has been climbing for 12 years and the Texas Chapter representative at the International Championships six out of the past seven years.

Sean Gere
Wisconsin Chapter
Sean has been climbing for six years and is employed by Estate Tree and Shrub Care of Madison, Wisc. Sean also belongs to a recreational tree climbing club, where he climbed the largest known American chestnut located in West Salem, Wisc. He provides training on climbing and rigging techniques and assists the Wisconsin DNR with tree-related research. This is Sean’s second trip to the International as the Wisconsin Chapter Representative.

Martin Kjolaas
Norway Chapter
Martin began climbing in 1991 and started his own company in 1995. He has competed in a number of Norwegian Climbing Competitions, placing first in 1995 and third in ’96. He is the current Chapter Champion. Martin recently competed in the European Congress Championship in Moreno, Italy placing 24th.

Charles Moreau
Quebec Chapter
Charles works for Service d’ARBES St. Germain Inc. in Tracy, Quebec. He has 19 years of experience as a climber performing tree care. On May 24, 1997, he entered his first climbing competition in Montreal and to his surprise placed first. Charles is the first member of the Quebec Chapter to participate in the International Championships in more than a decade.

Jeffery Kramer
Illinois Chapter
Jeff has been climbing and working for the family business, Kramer Tree Specialists, for 11 years. He is an ISA Certified Arborist and has been competing in Jamborees for seven years. He won the Illinois Chapter All-Around Championship the past six years and placed first in the Aerial Rescue competition at the 1994 ISA Jamboree. This year he took second in the Speed Climb and third in the Aerial Rescue.
Build Goodwill and Build Your Future

Accountants define goodwill as an "intangible asset" of a business. But you probably define goodwill more broadly: it's that reservoir of positive feeling built up among customers, even entire communities, toward a highly regarded enterprise. If you sense the presence of goodwill among your own customers, you sleep better at night.

Goodwill can encompass many elements. If you're trying to increase goodwill toward your tree care business among your customers and community—as you should be—use this list as a starting point for your efforts.

Awards. Enter your business in every professional or community competition possible: civic betterment contests, total quality competitions, customer service award programs. The National Arborist Association's Excellence in Arboriculture Awards program is one example. When you receive recognition for any job well done, ask that a proclamation be issued to recognize your accomplishment. And don't hesitate to ask your local political or business leaders to issue proclamations on the anniversary of your founding.

Benefits. Identify at least several distinct benefits customers enjoy by doing business with you. Feature them as part of your advertising programs, and remind customers of these advantages often.

Causes. Align yourself with at least one charitable cause in your community.

Support the cause through financial contributions, your time or sponsorship of events. People will notice, and you will be helping others less fortunate.

Delight. Tree care companies with substantial goodwill know the art of "customer delight. Please your customer—and then some. When a customer brings you a question or problem, let her define your standards of service and quality. Then work to meet those standards. The result will amaze your customer—and you.

Employees. They represent one of the most important components of goodwill. Give them top-notch training in safety and scientific practices. Instill in them the need for superb manners and high standards of customer care.

Future Sales. Leaders are always thinking ahead. Lay the groundwork for future sales today. Gentle reminders of new or seasonal services, invitations to events, greeting cards and discounts all sow the seeds for tomorrow's profits.

Gifts. When was the last time you offered a holiday or post-sale gift to a valued customer? Friends, remember, give gifts to each other. Friendly, goodwill-boosting tree care businesses give gifts to their friends: the customers.

Honor. Jump at the opportunity to admit and rectify mistakes—and then learn from the mistakes to improve business operations. Customers notice.

Improvement. Don't let "good" ever be good enough for you. Whether you're a fan of total quality management or not, always remain on the lookout for ways to improve operations.

Judgment. You have to make important decisions in the life of your business. If you're seeking to build goodwill, carefully consider the effects of your decisions on the people you deal with each day. Your judicious attitude will pay off in long-term support from employees and customers.

Knowledge. Companies boasting goodwill are usually recognized for their vast repository of knowledge. Get to the point where customers and would-be customers are quick to call with pruning, fertilization or irrigation questions—even if no sale is imminent. Be eager to offer credible advice.

Leadership. Businesses with lots of goodwill are often recognized as leaders in the entire Green Industry. If you're aiming for this leadership position, seek to become known for staying abreast of the latest advances in tree care. Offer your guidance to peers in other communities, actively participate in state or national associations and, whenever possible, let your customers know how you're staying on the cutting edge of your industry.

Memories. The goodwill-oriented business person knows how to build fond
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memories among customers. Foster deeply-held emotions on the part of customers by building memories of good sales, creative use of products, service to families and good times.

Niches. If you’re building goodwill, you know that different groups of customers (and prospects) have different needs. Consciously cultivate these “niche” markets and you may find yourself with new business potential down the line.

Obsession. We’re speaking here of obsession in the positive sense of the word. If you’re building goodwill, go to almost any length to satisfy your customers.

Publicity. Companies bearing goodwill will often become household names. Craft your advertising, media releases, logos and public image carefully, and use these tools to catch the eye of the public.

Quick. Respond to the needs of your customers fast. Equally important, let them know you’re willing and able to do so.

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Recommendations. Seek to build sales, first and foremost, by word of mouth. When you’re confident that you’ve earned the loyalty of your customers, ask them to speak highly of you to their neighbors. You would be surprised how flattered people can be when they are asked to provide referral for the services they have received.

Surprises. Offer customers positive surprises. Examples: an unexpected discount, a small premium, a thank-you note from a crew leader or a telephone call asking how the newly pruned shrubs look. Customers don’t forget these actions.

Thanks. Always show your gratitude to the people who make your business possible. At every turn, thank your employees, your customers, your vendors, and even the community for the contributions they’ve made to your success.

Understanding. Goodwill-seeking businesses observe consumer trends and try to identify the deeply-held needs of customers and prospects. Take surveys. Record informal comments of customers. Scan the professional literature for evidence of changes in buying behavior. And then put into practice the conclusions you reach from your informal research.

Value-Added. Your goal: ensure that every customer receives a bit more than expected for the money paid. How can you add value to your standard services? Through training, perhaps, or with printed instructions on how to care for new transplants. Customers remember extra value.

Xylem. Educate employees and clients about the science of tree care.

Yardstick. Set goals for yourself, employees and the company. Regularly measure progress toward those goals.

Zeal. Approach every client, every project, every employee with plenty of spirit and enthusiasm.

Goodwill is indeed an intangible asset. However intangible the term might appear, however, it is based on concrete practices that build customer loyalty. So ask yourself: what are you doing to foster goodwill today? And more important, what else can you do to build goodwill in the days and years to come?

Richard Ensman is a freelance writer based in Rochester, N.Y. He specializes in business topics.
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The National Arborist Association (NAA) welcomes Barry Cullen, who became the NAA’s Executive Director on July 16.

Barry has spent most of his career involved with the forest products industry. He is a former director of Federal Government Affairs at the Washington, D.C., office of International Paper Company and a past president of the National Forest Products & Paper Association. He is a lawyer and member of the Bar of the District of Columbia. He and his wife Mary have four children.

Cullen succeeds Robert Felix, who was Executive Vice President of NAA from 1974 until he passed away on September 23, 1996.

Cullen’s immediate as well as long-term goals at NAA are the following:

- Continuing the outstanding leadership of Bob Felix in making the NAA the preeminent association for the commercial arborist profession.
- Expanding the association’s membership and improving its already strong financial condition.
- Continuing to develop and expand the scope of NAA programs and activities, both domestically and worldwide.
- Continuing the growth of a strong team-oriented staff and board of directors.
- Strengthening the association’s outreach efforts to its membership and improving the effectiveness of its government relations initiatives.

NAA UK Has a New Chairman

More than a year ago the NAA welcomed the emergence of the NAA UK. Commercial tree care firms there, known as “contractors,” recognized the need for the types of business services provided by the NAA in this country.

Since that time, the NAA UK has been growing by leaps and bounds. Several dozen firms have joined this year, and the NAA UK now has a paid staff member, a UK edition of the NAA monthly newsletter and an active seminar program.

Simon Jones, of Simon Jones Associates in Tadworth, England has been the driving force behind this expansion. His term as chairman is over, and he leaves a vibrant and optimistic organization in the capable hands of David I. Challice, of Treeline in Dorking, England.


The storm presented an ideal opportunity to start a business. From this a client base has grown over the last 10 years.

David is the sole proprietor of Surrey-based Treeline, a tree surgery company that focuses on private clients but does carry out work for a small number of local authorities, landscape gardeners and builders.

Treeline employs eight arborists who, due to the changes in British Tax Law, have recently moved from being sub-contractors to employees. This, unfortunately, has led to a rise in costs which include holiday pay, sickness benefit and extra National Insurance payments.

“I feel that, as the whole industry grasps this nettle, charges to the client will have to be raised to reflect the additional costs,” says David.

David first came into contact with the NAA four years ago. While attending an ISA Conference in Nova Scotia, he was introduced to Bob Felix. The uses of the NAA were obvious and many and, as a result, Treeline became one of the first UK members.

David hung up his harness and moved into full-time management 3 years ago. The need to be “out and about” looking at work had become more important than climbing. It was also at about this time that Treeline gained Approved Contractor status with the Arboricultural Association.

He sees the AA as an invaluable source of technical tree information, which complements the role of the NAA as an invaluable source of business information.
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TREE CARE INDUSTRY - OCTOBER 1997
When you attend TCI EXPO '97 you sail an adventurous sea. Navigate poorly and your investment sinks. You float right past islands of treasure that would add luster to your business. You miss valuable insights into the tree care market's changing tides. Steer well and you discover gold. New products. Powerful marketing ideas. Trends that propel your business to success.

Plant the seeds of conquest by plotting your course wisely, using the best compass: directions from those who have ventured before.

Here is your treasure map. In this article, top trade show consultants give you a chest full of ideas: Each shows how to run with the trade winds to chart a course past dangerous shoals to success.

Nugget 1: Plan for a three-pronged attack

You have limited time at TCI EXPO '97. You need to plan what percentage of your time you will spend in each of these three activities:
- seeing new products and services;
- networking with peers;
- attending seminars.

"Get clear in your own mind how important each activity is to your business," advises Francis J. Friedman, president of Time & Place Strategies in New York. "It helps to rank them in order of importance."

You may decide to spend 50 percent of your time seeing new products, and divide the other half equally between the other two tasks. Then translate those percentages into the number of hours available on the show floor. Write down your results and monitor yourself carefully through the show.

"If you do not apportion your time, you may find that you spend so much on one activity that you run short of time for other vital tasks.

"Every show presents new and unexpected things," adds Friedman. "If you have not taken care of your primary business efficiently, you won't have time to discover what's new."

If your schedule goes off track, take a break. Ask yourself what you did wrong, and how you can make the most of the rest of TCI EXPO and still accomplish what you set out to do.

Nugget 2: Write down questions in advance

Once you have your time apportioned, put your key questions down on paper.

"First ask yourself what business problems you intend to solve by attending the show," says Mim Goldberg, president of Marketech in Westborough, Mass. "Then list the questions you need to answer to solve those problems."

If you carry a notebook with the questions written down, you will be sure to get answers as you walk the floor.

Now, how about that information you need that is not tied to a specific product? For example, you may be looking for all of the important information you
can get on mulch and recycling. Answers on this topic may involve 12 specific vendors.

The operative word there is “important.” If you walk into the booth with open-ended questions, an exhibitor may waste your time with non-essential information. The secret in this case is to carry a supply of forms which list specific questions to ask each exhibitor, according to Iris Kapustein, president of Trade Show Xpress in Levittown, N.Y. The form should include spaces for product descriptions, comments and follow-up actions.

"Forms help you structure your time," explains Kapustein. "You are sure to get just the information you need, without omitting any critical data you need to make a decision."

Prior to the show, you can save additional floor time by filling out the name and address block on each form for the exhibitors you need to see. When you stop into a booth of a new vendor unknown to you, just staple their business card to the top of your form.

If you don’t want to design your own forms, you can get a prototype from Kapustein. See the sidebar, “Systemize your time with tickler forms.”

**Nugget 3: Plan the best walking route**

Once you have apportioned your time, you need to design a walking plan that allows you to visit all of the booths most efficiently. TCI EXPO is the largest arborist trade show under one roof in the United States. Avoid wandering like a ship cast adrift.

“Some people walk into a trade show hall like they are walking into a gambling casino,” notes Jacob Weisberg, president of Creative Communications in Trabuco Canyon, Calif. "They are overwhelmed by the possibilities, so they end up wandering aimlessly. They do not achieve the goals they set for themselves.”

One way to avoid this is to get a list of exhibitors and a map before you start your day. While it’s best to have these before you travel to the show, by all means obtain them before you start walking the floor.

“Create your plan at home or in your hotel room,” says Weisberg. “You don’t want to make these decisions in the highly excitable atmosphere of the show floor.”

Don’t plan simply to walk as little as possible. You’ll be able to make better product comparisons if you schedule yourself to see vendors of similar items during adjacent time periods. Do this even if it means designing a walking plan that includes switchbacks.

**Nugget 4: Take the road less traveled**

The sound of the opening gun echoes through the Columbus Convention Center. They’re off! Excited buyers crowd the aisles like a thundering herd of wild horses. If you have ever been to TCI EXPO, you recognize the initial burst of excitement. But wait: They are all going
When the show opens for the morning, 99 out of 100 people will turn right after entering the door,” says Kapustein. “Try going the other way. Turn left and see the booths on that side of the hall before they become crowded. You will get twice the work done in half the time.” Don’t always start at the front of the hall either, advises Kapustein. Once again, these booths will be most crowded. It’s smarter to walk directly to the back and see those booths first.

**Nugget 5: Control the conversation in the booth**

You are the captain of your ship. Don’t let someone else take the wheel. You can establish your credibility by rehearsing what you will say, then sticking to your script when you enter each booth. This is important, because vendors will give you their close attention when you come across as assertive and goal-oriented. As a result, you will become much more productive.

“Start out offering specific information so the vendor knows you are knowledgeable, serious and interested,” recommends Mina Bancroft, who runs her own consulting firm in Pittsburgh, Penn. “Tell the booth staff who you are and specifically what you want from them.”

Avoid open-ended questions such as “what’s new?” that may end up wasting your time. Try an opener like this: “My name is Joe Walter from the XYZ Company. I am making a decision to buy a brush chipper. Why should I consider your model over the model from your competitor?” That opener establishes that you have the power to make a buying decision, and that you seek specific information to do so. It also shows that you have done background research before arriving at the show.

If you are just browsing, say so, adds Bancroft. It’s not fair to misrepresent yourself to the vendor, who would give you more information than you could use anyway.

Some larger booths may have a quiet area where serious discussions are held with buyers. “Be willing to be drawn into that area,” says Bancroft. “Don’t try to conduct the discussion in the main booth area, because the noise level can be distracting.”

If you need greater detail about a new product or service, suggest that you meet with the vendor at a quieter location. Very often a good choice for business conversation is the coffee bar set up on the trade show floor. Find out the location of a quiet place like this before you start visiting exhibitors.

**Nugget 6: Take notes on what you see**

“Take notes as soon as possible after speaking with someone,” suggests Dr. Richard J. Brunkan, chairman of Human Resources Development Consulting in Milwaukee, Wisc. “You may think you can wait until you get back to your room to write down what you have learned. But...
It is common sense that electric wires can be hazardous to anyone doing tree work. OSHA Standard 1910.331 states that only qualified employees can come within ten feet of an overhead energized electrical conductor. Plus, OSHA Standard 1910.269 clearly defines who is legally permitted to work within the ten foot boundary. Finally, ANSI Z133.1 dictates very specific training and operational requirements that all tree care personnel need to follow for safety's sake.

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the truth is, we forget rapidly."

You may feel uncomfortable about jotting down lots of notes on specifications for different models of chain saws while speaking with an exhibitor. In such cases, you may wish to jot a brief word to remind you of each key point, then fill in all of the supporting material in the trade show aisle after leaving the booth.

If you use that technique, you may find it helps to fill out your notes with the last thing you discussed first, then work backward. "Our temptation is to start writing about the first subject we discussed," relates Brunkan, "but for many people, the information is stacked like a box full of books. It's easier to start with the last book we put in."

In years past, some arborists have worked the floor with tape recorders in hand. These can be much more efficient than note taking, although they can intimidate some people with whom you talk. Be sure to ask permission first.

Cautions Weisberg: "Ask the vendor, 'Do you mind if I ask you to speak into my tape recorder?' If the person is clearly uncomfortable with the idea, take a few written notes. Then, once you are back in the aisle, tell all that you remember about your conversation to your tape recorder."

Avoid jotting notes randomly on accumulated collections of glossy brochures. "One of the most appreciated show giveaways are shopping bags, but most of what goes in them is never reviewed again," says Dr. Richard Jamison, president of Productivity Enhancement, Rutherford, NJ. "It's easy to end up with way too much stuff that just gets tossed out later."

**Nugget 7: Network wisely**

TCI EXPO is absolutely the best place to meet and talk with peers: Hundreds and Hundreds of tree care company owners are all gathered in one place. One of the real values of TCI EXPO is the face-to-face contact.

Yet, Barry Siskind, principal of International Training & Development in Terra Cotta, Ontario, states that most trade show goers have not developed their networking skills. "And the most difficult kind of networking is walking into a room with hundreds of strangers."

Siskind recommends you rehearse your approach in three areas:

- how you approach individuals;
- what you say during the conversation;
- how you disengage.

Nailing down this routine will give you the self confidence to approach others.

The events associated with TCI EXPO are for networking—not long business discussions. Siskind advises you "use that as your justification for chatting with other people."

You can also improve your networking skills by doing your pre-EXPO research. "The more you know about what will happen at EXPO, the more stimulating questions you can ask."

What level of staff usually attends TCI EXPO? Senior management? Sales people? Think about what questions you can ask these people. For each company you intend to contact at the show, have at least one or two names of key people to ask about. Asking "is so-and-so coming?" will establish you on a higher level.

**Nugget 8: Make appointments selectively**

Making the right appointments can insure that you see the people you need. Making too many appointments, though, can really lock you in. In the worst case scenario, you may not have enough time to pursue important leads because you have already committed your time.

"If there is a product you are vitally interested in, then it's good to make an appointment," says Brunkan. "If you are still in the in-between stage of decision, then it's best to put off the appointments until you obtain more information."

**Nugget 9: Plan to be surprised**

Schedule some time to visit the smaller booths of newer companies. The technology of tree care is changing rapidly, and you don't want to be left behind. Don't just try to squeeze them in at the last minute or you may miss them entirely. And while you don't want to waste time, be sure to take note of unexpected products or services that can help your business.

"Bring your curiosity," says Friedman. "Walk up and ask about an unfamiliar product ... Staying alert to new products can multiply the benefit of your attendance. Prior to the show, talk with people at your office—then shop for them."

For more information on TCI EXPO '97 in Columbus, Ohio, see the registration brochure in the center of this magazine or call the National Arborist Association at 800-733-2622.
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<tr>
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<td>55</td>
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<td>28-29</td>
</tr>
<tr>
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<td>13</td>
</tr>
<tr>
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<td>41</td>
</tr>
<tr>
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<td>60</td>
</tr>
<tr>
<td>7. B&amp;B Manufacturing</td>
<td>68</td>
</tr>
<tr>
<td>8. Bailey's</td>
<td>37</td>
</tr>
<tr>
<td>9. Bandit Industries, Inc.</td>
<td>3</td>
</tr>
<tr>
<td>10. Bandit Industries, Inc.</td>
<td>31</td>
</tr>
<tr>
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<td>17</td>
</tr>
<tr>
<td>12. Bishop Company/Jameson Corporation</td>
<td>67</td>
</tr>
<tr>
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<td>22</td>
</tr>
<tr>
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<td>40</td>
</tr>
<tr>
<td>17. Cummins Michigan, Inc.</td>
<td>67</td>
</tr>
<tr>
<td>18. Cutter's Choice</td>
<td>52</td>
</tr>
<tr>
<td>19. Davey Tree Expert Company</td>
<td>58</td>
</tr>
<tr>
<td>20. Deere Power System Group</td>
<td>25</td>
</tr>
<tr>
<td>21. Ditch Witch of Maryland</td>
<td>10</td>
</tr>
<tr>
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<td>8</td>
</tr>
<tr>
<td>23. Doskoci Industries, Inc.</td>
<td>33</td>
</tr>
<tr>
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<td>64</td>
</tr>
<tr>
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</tr>
<tr>
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<td>65</td>
</tr>
<tr>
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<td>37</td>
</tr>
<tr>
<td>28. Green Manufacturing, Inc.</td>
<td>39</td>
</tr>
<tr>
<td>29. Haimbaugh Enterprises Inc - Tree Feeder Div.</td>
<td>14</td>
</tr>
<tr>
<td>30. The Hartford</td>
<td>51</td>
</tr>
<tr>
<td>31. Husqvarna Forest &amp; Garden Company</td>
<td>15</td>
</tr>
<tr>
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<td>21</td>
</tr>
<tr>
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<td>65</td>
</tr>
<tr>
<td>34. Independent Protection Company, Inc.</td>
<td>62</td>
</tr>
<tr>
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<td>44</td>
</tr>
<tr>
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<td>19</td>
</tr>
<tr>
<td>37. Kramer Equipment Co., Inc.</td>
<td>68</td>
</tr>
<tr>
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<td>40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
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<td>52</td>
</tr>
<tr>
<td>40. Fred Marvin Associates</td>
<td>64</td>
</tr>
<tr>
<td>41. NAA - Membership</td>
<td>63</td>
</tr>
<tr>
<td>42. NAA - Tree Care Specialist Program</td>
<td>53</td>
</tr>
<tr>
<td>43. NAA - A300</td>
<td>43</td>
</tr>
<tr>
<td>44. NAA - EHAP</td>
<td>69</td>
</tr>
<tr>
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<td>27</td>
</tr>
<tr>
<td>46. New England Ropes, Inc.</td>
<td>59</td>
</tr>
<tr>
<td>47. Northcoast Capital Leasing Company</td>
<td>22</td>
</tr>
<tr>
<td>48. Northeastern Associates</td>
<td>72</td>
</tr>
<tr>
<td>49. Omni Leasing, Inc.</td>
<td>53</td>
</tr>
<tr>
<td>50. Opdyke, Inc.</td>
<td>9</td>
</tr>
<tr>
<td>51. Peavey Manufacturing Company</td>
<td>36</td>
</tr>
<tr>
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<td>61</td>
</tr>
<tr>
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<td>62</td>
</tr>
<tr>
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<td>27</td>
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<td>56. Safety Test and Equipment Co.</td>
<td>61</td>
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<td>57. SavATree</td>
<td>57</td>
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<td>58. Schodorf Truck Body &amp; Equipment Company</td>
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<td>59. Sharp Tool Company</td>
<td>42</td>
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<td>60. Sherrill, Inc.</td>
<td>26</td>
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<tr>
<td>61. Southco Industries, Inc.</td>
<td>50</td>
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<tr>
<td>62. Southeastern Equipment Company</td>
<td>32</td>
</tr>
<tr>
<td>63. Tamarack Clearing, Inc.</td>
<td>34</td>
</tr>
<tr>
<td>64. TCI EXPO '97 Career Day</td>
<td>60</td>
</tr>
<tr>
<td>65. TCI EXPO '97</td>
<td>56</td>
</tr>
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<td>66. Terex Telelect, Inc.</td>
<td>1</td>
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<td>67. Timberwolf Manufacturing Corporation</td>
<td>71</td>
</tr>
<tr>
<td>68. Time Manufacturing Company</td>
<td>20</td>
</tr>
<tr>
<td>69. Tree Management Systems, Inc.</td>
<td>8</td>
</tr>
<tr>
<td>70. Vermeer Manufacturing Company</td>
<td>5</td>
</tr>
<tr>
<td>71. Westheffer Company, Inc.</td>
<td>21</td>
</tr>
<tr>
<td>72. Western Tree &amp; Landscape Supply</td>
<td>45</td>
</tr>
<tr>
<td>73. Zenith Cutter Company</td>
<td>10</td>
</tr>
</tbody>
</table>

* Please circle this number on the Reader Service Card for more information.
One Honest Mistake!
By Emery Dann

This is a true story that took place more than two decades ago when I was living in Eugene, Ore., and working for a commercial tree and landscape service.

My boss pulled the starter rope on his favorite big saw. He pulled it again and again, but still it would not start. His face got red, and he became angry. We were on the first job of the day, planning to remove a large dead tree from a property. We were miles from our shop, and we needed that saw to complete the job.

My boss looked up from the saw and asked me, "Emery, was this saw working yesterday when you used it?"
I answered, "No."
My boss heatedly said, "I'm going to have to let you go."
I told him that I was sorry that I had forgotten to tell him yesterday that the saw had quit working. He didn't seem to change his mind. I had been fired.

Nevertheless, we went ahead and finished the job with the smaller saws that still worked.

When we were done, my boss, who by this point had cooled down, said to me, "There is one thing I know about you—you're honest."

I kept my job that day, while learning a valuable lesson. Honesty is a choice.

Lying is also a choice when we want to hide what we've done wrong. We have all been there! But lying causes loss. What do we lose? Trust!

When trust is lost, customer, company, employer, employee, and even friendship and family relationships break down.

And if preserving relationships isn't reason enough to tell the truth, consider what Abraham Lincoln said: "No one has a good enough memory to be a successful liar!"

Lying turns one mistake into two.
We all make mistakes. Whether we are dealing with a customer or the public, with the boss or co-workers or doing the agreed-upon work, honesty builds trust that is priceless.

I learned that choosing to be honest keeps one mistake from becoming two!

Emery Dann is a certified arborist who has worked for the City of Santa Rosa, Calif., for 21 years.

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.
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Registration/Schedule for TCI EXPO '97
November 6 – 8, 1997, Columbus, Ohio
Welcome to Columbus

and the 8th Annual Tree Care Industry Exposition!

Presented by the National Arborist Association, Inc. and the International Society of Arboriculture

Thank you to Barbee Tree Company, Inc. for this year’s Demo tree donation.

Why should you attend?

The sky is the limit with what you will learn from this year’s exciting and educational program . . .

- Over 150 exhibitors under one roof, bringing you cutting-edge tree care technology, products and services.
- Live demonstrations of climbing, rigging, aerial rescue and cabling and bracing.
- The SMART MANAGER and EXPERT PRACTITIONER seminar series allow you to customize your educational experience to fit your needs - with several sessions offering pesticide applicator recertification credits and ISA continuing education units.
- Admission to the trade show is FREE! Registration is required to obtain your admission badge. Be sure to pre-register and avoid long lines at the registration area.
- Take advantage of the educational seminars. SAVE! SAVE! SAVE! Register before the Early Bird deadline of October 17 to receive your discounts. Save, Save, Save... Bring additional co-workers from your company and save on each registration.

Please Note: We encourage you to bring all of your employees to TCI EXPO ’97. TCI EXPO is a valuable educational experience. Exhibitors are not permitted to recruit employees on the trade show floor.
Exhibitors

Over 150 at this year's EXPO!

The products and services you need to achieve success with your tree care company are all under one roof. Attend TCI EXPO '97 and make a difference in your future!

<table>
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<th>Exhibitor Name</th>
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<td>ACRT, Inc.</td>
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Perfco Printing
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Plastic Composites Corporation
Polcat Industries, Inc.
PoulantPRO
Power Great Lakes Inc.
Practical Solutions, Inc.
Preformed Line Products
RSR Capital Corp/AMG LTD.
Rayco Manufacturing, Inc.
Right of Way Maintenance Equip Co
Roots, Inc.
Safety Test & Equipment Company
Salsco Inc.
Schofield Truck Body & Equip. Company
Service Communications Software
Shelter Tree, Inc./Tree Care Products
Sherrill Inc.
Shindaiwa, Inc.
Sierra Moreno Mercantile Company
Simonds Industries, Inc.
Southco Industries, Inc.
Southeastern Equipment Company
STIHL
SwapLoader, USA Ltd.
Takagi Tools, Inc.
Tamarack Clearing, Inc.
Tanaka
TECO, Inc.
Terex Telelect Inc.
Three Rivers Engine Distributors Inc.
Tilton Equipment Company
Timberwolf Manufacturing Corporation
Time Manufacturing Company
TrafFix Devices, Inc.
Tree Line Supply Company
Tree Management Systems, Inc.
Tree Moving Network (TMN)
Tree Tech Microinjection Systems
USFS/Civilian Conservation Center/Job Corps
Vermeer Manufacturing Company
Wall Safety Products/Div. Wall Industries
Weaver Leather, Inc.
Wellington Leisure Products
Westheffer Company, Inc.
Wis-Con Total Power Corporation
Wood/Chuck Chipper Corporation
Wood-Mizer Products, Inc.
Yale Cordage, Inc.
Zenith Cutter Company
**Schedule of Events**

**Thursday, November 6, 1997**

7:30 am  **REGISTRATION OPENS**

Complimentary coffee available

8:00 am  **WELCOME TO TCI EXPO - Dick Proudfoot**

8:15 to 9:45 am  **KEYNOTE ADDRESS:**  **TREE CHEMISTRY FOR FUN AND PROFIT - Dr. Alex Shigo**

Every time you fertilize, water or prune a tree, every time you apply pesticides, you are using chemicals or affecting the chemistry of the tree. Chemistry weaves a web through much of what we do, so to become more professional and effective, we must at least have an awareness of the chemical world.

Increasing our awareness about how life works with chemistry puts us in the driver’s seat about selection and use of products on the market. Understanding chemistry will also help you in dealing with the restrictions placed on their use, and communicating with the client who is chemistry and chemical-frightened.

With workshops and a forthcoming book on the subject to his credit, who better to take the fear out of and put the FUN into chemistry for arborists than Dr. Alex Shigo.

9:57 am  **TRADE SHOW OPENS**

Don’t miss a single booth! Wear your walking shoes because with over 150 exhibitors there will be a lot of ground to cover. TCI EXPO is the largest tree care trade show in the nation. If it will make your business more efficient, competitive, productive or profitable, you’ll find it here.

Plus, we’ve arranged for plenty of exciting demonstrations ranging from climbing and rigging to cabling and bracing. Check your show program for times and locations. To keep up with the industry, you won’t want to miss a single demo.

12:00 Noon  **ARBORBUCKS DRAWING - Demo Area**

Be sure to fill out your entry form and you could be the winner of ARBORBUCKS currency. ARBORBUCKS can be used as cash at any of the participating vendor booths. Here’s your chance to win the goods and services you need!

2:00 pm  **ARBORBUCKS DRAWING - Demo Area**

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

4:00 to 5:00 pm  **WHAT'S YOUR HUMAN RESOURCES QUOTIENT? - Ward Peterson**

Navigating through the laws, guidelines and regulations of hiring and employment can be mind-numbing and completely frustrating. Your first priority is insuring the happiness and well-being of your employees, and it can seem like all the red tape can work against you rather than for you.

Do you conduct effective, meaningful training, and do you document it properly? Are employees given regular performance reviews? Do you have an EEO policy? If you’re like most tree care companies, you may not be entirely confident that your policies and procedures are adequate or effective.

Peterson is going to show you how to set up an employee- and employer-friendly human resources program within the framework of regulatory compliance.

4:00 to 5:00 pm  **DISCOVERING A NEW WORLD: THE FUTURE OF TRAINING AND INFORMATION DISSEMINATION IN TREE CARE - Albin P. Dearing**

The challenge of providing information and training to a diversified workforce spread across the United States has led Davey Resource Group to incorporating multimedia, online interaction, digitized material, the Web, interactive CD’s and 3-D animation to their repertoire, with the speaker as one of the principal architects. Even if you’re a small to medium-size company, you will find that the communications technology of tomorrow is surprisingly applicable to your needs and within your budget.

5:00 pm  **TRADE SHOW CLOSES**

5:15 to 6:00 pm  **BECOMING A BETTER PHOTOGRAPHER - Sarah Bones**

This Session is FREE for NAA Members and their invited guests. Whether its for putting together a winning Excellence in Arboriculture entry, creating a portfolio of your work to sell a prospect on your company, for consulting, or simply for documenting your work, good photography can be a real asset. Sarah Bones is a commercial photographer with extensive experience in nature photography. For the past four years she has handled the prodigious task of capturing TCI EXPO on film. Coincidentally, she is married to an arborist, so she understands and can explain the importance of good photography to your business.

6:00 to 8:00 pm  **WELCOME RECEPTION FOR ALL ATTENDEES AND EXHIBITORS**

Regency Ballroom, Hyatt Regency Columbus

Complimentary hors d'oeuvres, beer, wine, and soda.

Visit with old friends, make new ones, network, and enjoy an evening of fun with fellow tree care professionals.

**Friday, November 7, 1997**

7:30 am  **REGISTRATION OPENS**

Complimentary coffee available

8:00 to 9:00 am  **HOST/PEST PHENOLOGY and USE OF BIOLOGICALS/BIORATIONALS IN INSECT PEST MANAGEMENT - Dr. Dan Hermus**

Twenty-first Century tree and ornamental pest management is a numbers game with variables like degree days, pest thresholds, predator thresholds and pesticide residuals. With a distinguished career in Michigan and Ohio, Dr. Hermus will use familiar host/pest associations to help you become a more knowledgeable, effective pest management specialist.

8:00 to 9:00 am  **TEAM BUILDING - Kevin Kehoe**

A major reason that otherwise capable people fail to advance, and therefore the reason their employers fail to capitalize fully from employee growth, is that they fail to understand how to work well with their colleagues. The solution? Team building. Kehoe, an expert in this area, is the principal of Kevin Kehoe & Company, a management consulting firm with a long and successful relationship with the Green Industry.
9:00 am TRADE SHOW OPENS
Plan on an information-packed day of demonstrations, browsing the newest equipment, technologies and services, and exchanging ideas with your peers. There’s no show like TCI EXPO.

9:00 to 9:15 am Coffee Break

9:15 to 10:15 am HOW TO INCREASE PROFIT WITHOUT RAISING PRICES - Susan Haupt
A hands-on approach to money management is essential for increasing your company’s profit and net worth. This seminar’s guidelines and techniques will help you to manage your company more profitably. Much of what you learn can be applied to your personal finances as well.

9:15 to 10:15 am TREE PLANTING - Bonnie Lee Appleton
An alarming percentage of new trees and shrubs are either prepared or planted incorrectly, even when handled by professionals. If the plant fails within a year, the company that provided the plant will often replace it, but there is inconvenience to the person who planted it as well as the client. When the plant starts to show symptoms of failure three and four years down the road, though still caused by poor preparation or planting, the nursery that provided the plant is out of the picture, and the arborist is left to nurse a sick plant that may never recover. Plant failure is frequently preventable through recognizing and correcting poor preparation and planting practices. Our speaker, an Extension nursery specialist with a long litany of experience, awards and honors relevant to this subject, will look at factors such as hole configuration, soil amendments, rootball packaging materials, staking, trunk protection and weed control.

12:00 Noon ARBORBUCKS DRAWING - Demo Area
Be sure to fill out your entry form and you could be the winner of ARBORBUCKS currency. ARBORBUCKS can be used as cash at any of the participating vendor booths.

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

3:00 pm NAF RAFFLE DRAWING
Win a $20,000 chipper courtesy of Wood/Chuck Chipper. 100% of the proceeds go to the NAF.

4:00 to 5:00 pm DEVELOPING YOUR MOTIVATION SKILLS - Kevin Kehoe
Motivational skills seem to come naturally to but a few. Fortunately, these skills can be learned. Join Kevin Kehoe for a very engaging, informational presentation. In short, Kevin will motivate you to motivate others.

4:00 to 5:00 pm THERAPY FOR CONSTRUCTION-DAMAGED TREES - Nelda Matheny
Construction damage to trees is so prevalent that someone could write an entire book on the subject, and interestingly enough that is just what this speaker and her business partner did! Matheny, together with Dr. Jim Clark, is a principal of Hortscience, a California-based tree and urban forestry consulting firm. Come and share in the wealth of knowledge that Matheny brings to this topic.

5:00 pm TRADE SHOW CLOSES

ISA Certified Arborist CEUs available
Pesticide Applicator Recertification credits available for selected states.
Green = Expert Practitioner Series Orange = Smart Manager Series

Saturday, November 8, 1997
7:30 am REGISTRATION OPENS
Complimentary coffee available

8:00 to 9:00 am DISEASE COMPLEXES, COMPLEX DISEASES - Dr. Jim Chatfield
Most tree diseases and disorders can be explained by a chain of events or a complex of agents that work together, leading to the tree’s demise. It stands to reason that the most effective treatment is going to be an integrated strategy that deals first with the predisposing agents or factors. Dr. Chatfield, who is a full-time Extension plant pathologist, helps us understand the sometimes complex interaction of environmental, soil, plant and biological elements that lead to the unhealthy tree, and how we can deal with them.

8:00 to 9:00 am MARKETING STRATEGIES FOR THE GROWING BUSINESS - Dick Proudfoot
This speaker uses a broad and very practical definition of marketing: “Everything my company does that allows it to sell more than its competitors.” Though an arborist for the past fifteen years, Dick’s marketing perspective was strongly influenced by his varied business experiences outside this industry - sort of a cross-training that greatly enhanced his ability to succeed in tree care. Let him share his successful marketing philosophy and strategies with you.

9:00 am TRADE SHOW OPENS
This is your last day to see and learn about everything you need to keep your business moving. Be sure to take advantage of all TCI EXPO ’97 has to offer!

9:00 to 9:15 am Coffee Break

9:15 to 10:15 am PRACTICAL APPLICATIONS OF MYCORRHIZAL TREATMENTS IN TREE CARE - Dr. Donald H. Marx
In the last few years, arborists have witnessed an explosion in the use of beneficial mycorrhizae and related products and technologies to enhance tree health. Dr. Marx, who during a 37-year career with the Forest Service pioneered the practical application of mycorrhizae as a tree health treatment, will bring seminar attendees up to date on this new and promising technology.

9:15 to 10:15 am RECRUITMENT IN THE 90’S AND BEYOND - Dick Jones
With record low unemployment rates and changing worker demographics shrinking the traditional labor pool while a strong economy creates more and more demand for arborist services, tree care employers are feeling the squeeze. Jones, working for the Davey Resource Group, must help find recruiting solutions for one of the world’s largest tree care employers. If one of your overriding concerns is where to find good help, you need to be at this presentation.

10:00 am ARBORBUCKS DRAWING - Demo Area
It’s not too late to enter the drawing. You could be the winner!

1:00 pm ARBORBUCKS DRAWING - Demo Area
This is your last chance to win! See you in the demo area.

12:30 pm ISA Certification Exam Check-in
ISA Certification Exam - Call ISA to preregister at 1-217-355-9411. Application and registration fee must be received at ISA 12 days prior to exam date.

3:00 pm TCI EXPO ’97 TRADE SHOW CLOSES!
SEE YOU NEXT YEAR IN BALTIMORE, MD! November 5 - 7, 1998
Getting There...

Driving is easy . . .

From the Port Columbus International Airport:
I-670 West, Exit "4-B" to the Greater Columbus Convention Center, 400 North High Street. Follow directions below to the Hyatt Regency Columbus or the Holiday Inn City Center.

From the Cleveland area:
Route 71 South to I-670 West "109-A", Exit "4-B" to the Greater Columbus Convention Center, 400 North High Street. — or — Route 71 South to Spring Street Exit; West on Spring Street to Fourth Street; North on Fourth to Nationwide Boulevard. Follow directions below to the Hyatt Regency Columbus or the Holiday Inn City Center.

From the Cincinnati area:
Route 71 North to Route 70 East to Fourth Street Exit; North on Fourth Street to Nationwide Boulevard. Follow directions below to the Hyatt Regency Columbus or the Holiday Inn City Center.

From Indianapolis, Indiana:
Route 70 East to Fourth Street Exit: North on Fourth Street to Nationwide Boulevard. Follow directions below to the Hyatt Regency Columbus or the Holiday Inn City Center.

From Wheeling, West Virginia:
Route 70 West to Fourth Street Exit; North on Fourth Street to Nationwide Boulevard. Follow directions below to the Hyatt Regency Columbus or the Holiday Inn City Center.

To the Hyatt Regency Columbus:
Adjoins the Greater Columbus Convention Center and is located on the corner of Nationwide Boulevard and North High Street.

To the Holiday Inn City Center:
South on High Street; East on Nationwide Boulevard to Third Street; South on Third Street to East Town Street; turn left onto East Town Street. Holiday Inn City Center is located at the intersection of East Town & Fourth Streets.

Greater Columbus Convention Center parking:
Convention Center parking is available from Fourth Street; left onto Nationwide Boulevard for the East Parking Lot (2) or left onto Goodale Boulevard for the North Parking Lot (9). A special daily rate of $5 per vehicle has been established for TCI EXPO attendees at either the East or North parking lots.

Flying . . .

TRAVEL WORLDWIDE NETWORK
For the best travel rates to Columbus, please contact our travel experts at Travel Worldwide Network at 1-800-631-9675. Remember to identify yourself as an attendee of the NAA/TCI EXPO. Travel Worldwide Network is open Monday - Friday, 8:30am - 5:00pm EDT.

US AIRWAYS
US Airways has been selected as the primary airline for TCI EXPO '97. They are offering special discounted fares to TCI EXPO meeting attendees. To make your reservation, call US Airways' Group Reservation Center at 1-800-334-8644 and reference the National Arborist Association's Gold File Number XY193.

DELTA AIRLINES
Delta Airlines has been selected as the alternate air carrier for TCI EXPO '97. To obtain the special discount fare call Delta's Meeting Reservations line at 1-800-241-6760 and refer to the National Arborist Association's File Number XY193.

Airport Transportation . . .

Port Columbus International Airport is located 10 minutes from the Greater Columbus Convention Center. Arrangements have been made with Airport Express Shuttle to provide service to the hotels for TCI EXPO attendees. An Airport Express Shuttle representative will be located in the airport baggage area near the information booth to direct you to the vehicles. A discounted rate of $15.00/per person round-trip will be offered to TCI EXPO attendees. To receive this discount, look for Airport Express Shuttle coupons in your registration confirmation packages.

Finding a hotel room . . .

This year the host hotel for TCI EXPO '97 is the HYATT REGENCY COLUMBUS, adjoining the Greater Columbus Convention Center at 350 North High Street. The HYATT REGENCY COLUMBUS is offering TCI EXPO '97 attendees a rate of $101 single/double occupancy. Valet parking is available for overnight hotel guests at a daily rate of $13.75. This includes in-and-out privileges on a 24 hour basis. Self parking is available on a daily basis at a rate of $10 per day. Space is limited, be sure to make your reservation early. This rate will be offered until October 14, 1997. To make your reservation, please call the HYATT REGENCY COLUMBUS direct at 614-463-1234. Be sure to reference the National Arborist Association/TCI EXPO room block when making your reservations.

Alternative accommodations are available at the Holiday Inn City Center located 8 blocks from the Greater Columbus Convention Center. The address for the Holiday Inn City Center is 750 East Town Street, Columbus, Ohio 43215. The Holiday Inn City Center will offer TCI EXPO '97 attendees a rate of $79 single/double occupancy. Parking is available at the rate of $5 per day for overnight guests. The Holiday Inn City Center offers complimentary shuttle service to and from the airport. Reservations must be made by October 14, 1997 in order to guarantee this preferred rate. To reserve your room, please call the hotel direct at 614-221-3281 and be sure to reference the National Arborist Association/TCI EXPO room block.

SEMINAR REGISTRATION CANCELLATIONS
All seminar registration cancellations must be received in writing at the National Arborist Association office. Cancellations received on or before October 31, 1997, will receive a full refund less a $25 administrative fee. Fees cannot be refunded after October 31, however you are welcome to send a replacement. No telephone cancellations will be accepted.

REGISTRATION
Early Bird registrations must be received by October 17, 1997. Registrations received after October 17, 1997, not complying with the appropriate fees, will be billed accordingly. Everyone is required to wear a badge issued by the National Arborist Association to enter the exhibit hall and seminars.

EXHIBIT HALL HOURS
Thursday, November 6 — 9:57am - 5:00pm
Friday, November 7 — 9:00am - 5:00pm
Saturday, November 8 — 9:00am - 3:00pm
REGISTRATION FORM

Name: ____________________________  NAA Member Firm?  ☐ Yes  ☐ No

Company: __________________________  Phone: (_____) ___________________

Address: ____________________________  City: ____________________________

State: ________  Zip: ____________

Signature: ____________________________

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

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

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

Date  Seminar Title  Seminar Hours
THURSDAY, NOVEMBER 6
☐ #1 - 8:15 am  Tree Chemistry for Fun and Profit  1 Hour
☐ #2 - 8:15 am  What's Your Human Resources Quotient?  1 Hour
☐ #3 - 4:00 pm  The Future of Training and Information Dissemination  1 Hour
☐ Evening Session - 5:15pm Becoming a Better Photographer (Open only to NAA Members and their Guests)  0 Hour

FRIDAY, NOVEMBER 7
☐ #4 - 8:00 am  Host/Pest Phenology and Use of Bilogicals/Biorational in Insect Pest Management  0 Hour
☐ #5 - 8:00 am  Team Building  1 Hour
☐ #6 - 9:15 am  How to Increase Profit Without Raising Prices  1 Hour
☐ #7 - 9:15 am  Tree Planting  1 Hour
☐ #8 - 4:00 pm  Developing Your Motivational Skills  1 Hour
☐ #9 - 4:00 pm  Therapy for the Construction-Damaged Tree  1 Hour

SATURDAY, NOVEMBER 8
☐ #10 - 8:00 am  Disease Complexes, Complex Diseases  0 Hour
☐ #11 - 8:00 am  Marketing Strategies for the Growing Business  1 Hour
☐ #12 - 9:15 am  Practical Applications of Mycorrhizal Treatments in Tree Care  1 Hour
☐ #13 - 9:15 am  Recruitment in the 90's and Beyond  1 Hour

TOTAL SEMINAR HOURS ____________________________

CALCULATE YOUR COST
BASIC COSTS: Multiply your total seminar hours by $38 and enter the dollar amount on the basic cost line.
DISCOUNTS: Deduct $3 per seminar if you register prior to the Early Bird Deadline of October 17, 1997. Deduct $6 per seminar if you are registering an additional person from your organization.
TOTAL COST: Subtract your total discount from your Basic Cost line. This figure is what you pay for your registration.

3 EASY WAYS TO REGISTER!!
☐ By Phone: Call 800-733-2622 and have your credit card # ready.
☐ By Fax: Fax this completed form w/credit card information to: 603-672-2613
☐ By Mail: Send Completed Registration Form and payment information to: TCI EXPO '97, PO Box 1094, Amherst, NH 03031-1094

PAYMENT INFORMATION
☐ Check enclosed for $ ____________________________
☐ Please charge my Visa/Master Card
Card # ____________________________
Exp. ________/______

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

You must complete all of the information below to receive your subscription:
Business/Industry: (Please check one that applies)  ☐ Tree Service  ☐ Landscape Contractor  ☐ Governmental Entity
☐ Property Mgmt  ☐ Consulting Firm  ☐ Utility  ☐ School/University  ☐ Other: ____________________________
Purchasing Authority: (please check one that applies)  ☐ Approve  ☐ Recommend

See reverse side for Special Membership Offer
Back by popular demand... 
**ARBORBUCKS!**

There will be two drawings each day for at least $250 in ARBORBUCKS on the Trade Show floor. Drawings will be held on Thursday and Friday at 12:00 NOON and 2:00 pm and on Saturday at 10:00 am and 1:00 pm. ARBORBUCKS can be used the same as cash to make purchases from participating vendors at the show. There is no cost to enter the drawing, and the chances of winning are fantastic!

**ARBORBUCKS — just one more reason to join us at TCI EXPO '97.**

*Be sure to look for these ARBORBUCKS participants:*

- Aerial Lift of Connecticut
- American Arborist Supplies Inc.
- American Safety Utility Corp.
- Arbor Age
- Arborist Direct
- Buckingham Mfg Co., Inc.
- CNA Commercial Insurance
- Creative Automation Solutions
- Ditch Witch of Charlotte, Inc.
- First Sierra Financial, Inc.
- Husqvarna Forest & Garden
- John Bean Sprayers
- Karl Kuehmerling, Inc.
- Key Knife, Inc
- Lanphear Supply
- National Arborist Association
- New Bracing Systems — PbS
- Northeastern Associates Sales & Service
- PMI—Petzl Distribution Inc.
- Peavey Manufacturing Co.
- Perfco Printing
- PoulanPRO
- Practical Solutions
- Roots Inc.
- Safety Test and Equipment Company
- Shelter Tree/Tree Care Products
- Shindaiwa Inc.
- Simonds Industries Inc.
- Three Rivers Engine Distributors, Inc.
- Tilton Equipment Company
- Timberwolf Manufacturing Corporation
- The Tree Moving Network
- Tree Line Supply Company
- Vermeer Manufacturing Company
- Wall Industries
- Weaver Leather Inc.
- Wellington
- Woodsman Brush Chipper

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**JOIN NOW AND RECEIVE MEMBERSHIP FOR THE BALANCE OF 1997 AND ALL OF 1998**

This value is worth between $8 - $12 per month depending on the promptness of your response.

**Featured Membership Benefits Are:**

- Management Guideline Book... Monthly Newsletter... Use of Logo... Discounted Prices... Free Internet Advertising... A300 Pruning Standard... Training Programs... Climber's Guide to Hazard Trees... Toll-Free Hotline for your concerns or business needs... Marketing Materials and more!

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

Special first year dues: $150. Your annual dues for subsequent years will be based on your firm's tree care-related sales. Membership starts when you submit certificates of insurance for general liability and workers' compensation as applicable in your state or a certificate of bondability and proof of Business Registration or Incorporation. If you are not required to carry workers' compensation, please notify the NAA in writing.

We will contact you upon receipt of your application. Thank you for becoming a part of the NAA.

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**Firm Name:**

**Address:**

**City:**

**State:** ________________ **Zip:** ________________

**Telephone:** (_____) _______ **Fax:** (_____) _______

**Name of company owner:**

**Type of Business:**

- [ ] Residential
- [ ] Commercial
- [ ] Line Clearance
- [ ] Both

**# of Employees:** ______

- [ ] Check enclosed
- [ ] Visa or [ ] MasterCard

**Card # ______________________** **Exp. ___/___**

**Cardholder's Signature:**

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**NATIONAL ARBORIST ASSOCIATION**

**WELCOME TO NAA**

DEDICATED TO THE ADVANCEMENT OF COMMERCIAL TREE CARE BUSINESSES

Since 1938