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Articles seeking to answer the question of how we find and keep good employees have been done to death, but you still don’t have all of the employees you need, nor does anyone around you. In this edition of TCN, you’ll read several items on labor issues and some interesting statistics in Bob Rouse’s article. Here are a few more things floating around in recent publications for you to digest.

**The Boston Sunday Globe** reported in August that vocational school programs can’t hold all the students that are pouring in for training. Students recognize the need for technical schools, and we as employers certainly do. But the question remains, “where do potential arborists go for training before they get to us?”

In early September, **The New Hampshire Sunday News** ran an article entitled “Labor Facing Challenges From Technology, World Economy.” This quote from the article should call us up short: “There’s a downside to this technological boom, especially for blue-collar workers or manual laborers. People who do not develop these new skills will see their living standards steadily eroded,” said Tuck School of Business at Dartmouth College associate professor of business administration M. Eric Johnson. “It’s not that there won’t ever be just manual labor left, it’s just that the value of those jobs is lower than most people could consider acceptable.”

And here is a tough one that could be pretty rough to swallow. **USA Today** ran an article in August called “Learning life’s not fair in a tight labor market.” The thrust of the article is that in order to attract people, new hires are being paid more than long-term employees. In addition, degrees and experience are not what define pay levels within companies, nor at what level new employees start. Needless to say, this isn’t going down too well with current employees.

Not only do some current employees think they are underpaid, they think their jobs are more stressful and they are working longer hours. According to a study by CCH, Inc., a consultancy that tracks human resource issues, “employees who play hooky think they’re entitled to.” The study notes that between 1995 and 1999, “personal needs” as a reason for taking a day off increased from 13 percent to 20 percent; and entitlement mentality as a reason increased from 9 percent to 19 percent; and stress from 6 percent to 19 percent. During this time, absenteeism as a whole declined by 7 percent, but the reasons have shifted dramatically from personal illness, which is down from 45 percent to 21 percent, to stress and entitlement.

In addition to taking days off for stress-related reasons, workers are also looking to unions for help. Reversing a decades-long decline in the power of organized labor, unions have seen an uptick in activity in recent years. According to the Associated Press, the Internet is one reason for labor's success. It's not just recruiting of members—one union receives 150-200 e-mails per day “from workers wanting to know more about their rights and about union organizing,” according to Greg Denier of the United Food and Commercial Worker’s Union.

And by the way, I took a look at some classifieds and would like to make a suggestion. If you want to consider arboriculture a profession, we have to model the behavior in order to get the respect. Placing advertisements for employees under “general” or “trades” does not send the message that I hear from this membership we want to send to the public. Start placing your ads in “professional,” and use this as an opportunity to educate the public too!

Now that I’ve made your day with these delightful, encouraging statistics and forecasts, it still leaves us with the question of how do we find and keep good employees? Success starts with a well run, professional company; one which promotes safety every moment of the day; one which values and respects the individual; one which provides good benefits; and one which invests in training, training, training. And yes, it takes a good paycheck. Short-changing your employees is not part of the game plan in 2000. If we’re going to say we’re a profession and a viable career for young people, we will have to compensate at levels comparable to other careers. Our people are worth it, and our industry is too.

Cynthia Mills, CAE
Publisher
"So You Wanna Be A Certified Tree Worker"

By: Jeffrey Lee, Branch Management, Riverside, CA (909) 276-8060
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The dark room came alive with swirling bullets of light and silhouetted the audience, seated in a semi-circle around the elevated stage. As if conducted by some unseen hand, the music reached a nerve rattling crescendo, just as the spotlight came into focus on the figures of two men, sitting on padded stools behind visual monitors. Cradling his chin with his fingertips, Big Al Fontaine raised his eyes to his counterpart, seated a few feet away. That's right, Big Al boomed into the stillness, "You have only one Lifeline left (which meets the ANSI requirements). To reach your goal of ISA Tree Worker Certification, you must successfully answer just one more question. Here it is, Max."

**Question:** When operating a chain saw, which of the following could be part of the proposed ANSI standard revision?

1. The operator shall have secure footing when starting the saw. Power saws weighing less than 25 pounds (11.3 kg) (service weight) may be drop started. Drop starting of saws over 25 pounds (11.3 kg) is permitted outside of the bucket of an aerial device only after ensuring that the area below the device is clear of personnel;

2. The tree worker should always attempt to operate the chain saw away from the vicinity of the legs or feet. Where possible, employ natural barriers such as limbs between the saw and operator while assuring proper balance. Proper feet and leg protection are highly recommended, where possible;

3. When a chain saw operator and one or more arborists are working on a tree, each should be aware of the others' locations and activities;

4. All of the above.

Beads of sweat the size of pit hulls rolled from Max's armpits. His fingers gripped the edge of the monitor in front of him. When at last he found his voice, Max stammered, "Number 4. All of the above." Knitting his black eyebrows into a single unibrow, Big Al responded, "Is that your final answer?" Max could only nod. "Congratulations", Big Al beamed, "You are now a Certified Tree Worker."

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October
continued on page 6

Features

8 Learning to Read a Tree’s History
By Keith Regan

32 Searching for Formosan Termite Mega-Colonies
By Adrian S. Juttner

42 Labor-Saving Devices for Tree Care
By Thomas G. Dolan

46 Make the Most of Your Trip to TCI EXPO 2000
By Phillip M. Perry

Departments

2 Outlook
By Cynthia Mills, CAE
You have read and read and read about finding employees—how are you doing?

18 Washington in Review
By Peter Gerstenberger
An alphabet soup of agencies and acronyms influence commercial arboriculture.

20 Branch Office
By Mary McVicker
Assessing your finance, marketing, strategy and culture are essential in managing your business.

22 Cutting Edge
New products and news in the tree care industry

26 Management Exchange
By Robert Rouse
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October
continued from page 4

Departments

38 NAA Forum
The tree is back! Check out the exciting demo schedule for TCI EXPO 2000.

39 ISA News
Results from the 2000 International Tree Climbing Championships

52 Equipment Maintenance
By Rick Bryan IV
Sharpen your skills in chain saw use by understanding all of the components that make up the cutter and chain.

54 TCI EXPO
Zero in on the exhibitors you want to meet in Charlotte. Find the complete list here.

56 Reader’s Forum
By Kris Edson
For safety’s sake, evaluate what’s on your pre-climb checklist.

58 Industry Almanac
Important regional and national meetings and activities

60 Classified Advertising
Help wanted, services, businesses, new and used products for sale

74 Tree News Digest
By Keith A. Regan
News, stories, clips and information on trees from around the world

76 From the Field
By Edward Kennedy
The tops of trees afford beautiful (and distracting) views of nature.

TCI’s mission is to engage and enlighten readers with the latest industry news and information on regulations, standards, practices, safety, innovations, products and equipment. We strive to serve as the definitive resource for commercial, residential, municipal and utility arborists, as well as for others involved in the care and maintenance of trees. The official publication of the non-profit National Arborist Association, we vow to sustain the same uncompromising standards of excellence as our members in the field, who adhere to the highest professional practices worldwide.
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The galleries of pine bark beetles is one of more than 20 things arborists might learn to recognize from the inside of a tree.

Dr. Alex Shigo teaches arborists to “see for themselves”

By Keith Regan

A slice of tilia shows cracks on opposing sides and a decayed center, which shows evidence that the tree had been injured before heartwood formed. The opposing cracks make this an extremely high-risk tree.
Learning to Read a Tree’s History

The idea might seem counterproductive at first, but Dr. Alex Shigo believes arborists should take a few extra minutes during every tree removal job to take a look inside the trees they are working on.

“Every tree has a story,” insists Shigo. “Since they can’t talk, it’s up to us to ‘see fast’ what they are showing us.”

Learning to read a tree’s history by peering inside is not new in itself. People have been counting growth rings for centuries and Shigo has conducted thousands of tree autopsies. But he insists that by learning to read the recurring patterns captured inside of trees, arborists can learn to do their jobs better, improve their relationships and communications with customers and become recognized experts on shade trees.

Just as the development of modern medicine accelerated when autopsies became widespread, so will modern arboriculture grow in prestige and importance when arborists learn through autopsy how trees grow, live and may become dangerous.

“Over time, arborists should be able to look inside a tree and recognize as many as 20 specific facts about the trees they encounter most often,” says Shigo. “They are often little things. But one of these little things might keep you from getting into big trouble.”

Arborists Come to NH

Shigo has traveled the world spreading his knowledge and beliefs about proper tree care to arborists and others. Several years ago, he decided to stay closer to his home in southern New Hampshire and cut back on travel. Four years ago, with help from Jeff Ott, owner of Northeast Shade Tree, Shigo began a series of two-day intensive courses in Portsmouth on specific aspects of tree care that draw tree care professionals from across the country.

This summer for the first time, the classroom moved outside, where chain saws sliced and ripped butt logs and limbs into perfect specimens for tree autopsies. Two dozen arborists came from California, Massachusetts, Pennsylvania, Connecticut, Washington, Maryland and even Ontario, Canada for the two-day seminar.

The seminar began with a challenge. Arborists should make a list of the 10 species of tree they most encounter in their work and then begin compiling a list of facts they know about those species. These lists should progress from when the trees begin to leaf out in the spring to what insects dine on them to the inner workings that can only be spotted by ripping them open.

“You never know when one of these things is going to save your behind or save you a lot of money,” Shigo said. For instance, he was once able to discount the testimony of an expert witness in a lawsuit because the witness did not know that roots have no pith.

And while it may seem like a delay in the workday, he insisted that during removals and pruning three to five minutes is about all it should take to see up to 20 things about a tree—from its growth patterns and historical injuries to past insect infestations and overall clues about a tree’s health.

Knowing and Using the Right Terms

As a lifelong student of tree biology, Shigo is a firm believer in education as well as training for arborists—what he calls the art-and-science branch of arboriculture—
and he believes that tree care professionals should not be afraid to use the correct words when talking to customers or when on the witness stand as legal experts.

For instance, arborists should use the term phloem for inner bark and periderm for outer corky bark. "You can always explain later in more simple terms, but by using proper terms first you establish yourself as an expert whose opinion should be recognized."

Having performed thousands of tree autopsies himself from the cold woods

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of New Hampshire to sunny Florida, Shigo has refined the skill of reading a tree’s history to the point where he has been able to confirm the date of an injury to a tree within a matter of days—if it was injured during the growth period.

One court case involved a tree that had fallen and killed a woman. By reading the journal captured in a slice of the tree, he was able to confirm that the injury causing the tree to become dangerous occurred when a tree care company made an undercut on the tree and then left the job without taking it down. The obvious marks of injury captured in the tree’s growth rings coincided with the time when the tree crew was on the property.

What allows such precision is that trees begin to add growth of wood about the same time that leaves first appear. If an arborist knows from experience or observation when leaves appear and can see the signs of injury inside the tree, a fairly precise date for the injury can be made. And because most wood growth takes place within a 12-week span in temperate climates, the method is useful for narrowing down the causes of tree injury.

**Hands On**

Early in the workshop, the group of arborists were led to a chunk of white pine (*Pinus strobus*) butt. After yanking off a slab of outer bark with both hands, he began to list what arborists should learn to see. The inside of the bark, the phloem, showed the presence of fungus and of insect galleries. And the information carried in the wood itself showed that the tree suffered an injury 13 years after it started growing.

Because growth rings suddenly became larger in the years immediately following the injury, the tree was probably also released from a shady location at the same time. Shigo speculated that someone making a large flush cut had injured the tree, possibly during a logging operation.

Shigo points out the damage caused by an apparent flush cut on a slice of mulberry.
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tion. And that cut may have only been the beginning of the tree’s woes. The distinctive pathways of borers—mother beetles fed in this tree in straight lines and the offspring fed at right angles—showed that insects had infested the tree.

Shigo believes that borers know when a tree is weak. “We don’t know how—it’s one of those things that we see in nature all the time but can’t explain. After a while, you have to trust what your eyes are seeing and ignore what’s in the old textbooks.”

In fact, that type of direct, first-hand knowledge can be a lifesaver for arborists. “If people say you caused their tree to die, you may be able to prove them wrong with this method,” he said.

A common cause of injuries to yard trees is the installation of gardens, which can cause significant root damage. Gardens can also affect a tree’s natural growth due to the large amounts of nitrogen-rich fertilizer often used to grow plants. If you can show that the damage occurred five years before you even stepped foot on the property with your chain saws, you will save yourself a lot of trouble.

Using the tree autopsy method, Shigo has been able to prove that illegal logging occurred, even pinpointing the size of the chain saw used to cut trees on neighboring properties.

Tools of Autopsy Trade

To make meaningful tree autopsies possible, use an electric hand planer to smooth wood enough so it can be viewed without obstruction from chain saw marks or other imperfections. A hand lens can help focus on smaller marks inside the tree.

While he urges arborists to learn how healthy trees grow by looking inside them, past injuries are easiest to spot inside a tree’s growth log because trees cannot repair damage, they can only react to it. Injured trees of all species react first with electrical and chemical responses, forming barrier walls that not only protect the remainder of the tree but also freeze the injury in time.

Performing autopsies are what helped Shigo realize, for instance, that wetwood is not bad for trees. In fact, the practice of using a drain to remove the moisture from wetwood is more harmful than leaving wetwood in place.

Autopsy also shows that properly drilled holes for cabling and bracing of weak trees are easily walled-off. “A good cable job should last 30 to 40 years,” he said. But Shigo disagrees with recent theories suggesting that washers and nuts not be counter-sunk into a tree. (Coutersink washers as shallow as possible.)

Use Care in Saying Hazard

Autopsies show that even the healthiest-looking trees have major cracks and other wounds in their trunks. But every crack that can be seen in the trunk of a living tree shouldn’t necessarily be considered dangerous.

And Shigo tries not to use the words
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“hazard tree” unless it really is one. He now prefers high-risk for most trees instead. “Once you label a tree a hazard, it is one because you’ve called attention to it in that way."

High-risk trees should be evaluated based on two factors—condition of the tree and the loading. The loading factor should be given first. Even the best trees may fracture when the wind, ice or snow add high loading. The two factors together should add up to a value of 10. For a further explanation, see page 322 of *Modern Arboriculture*.

Unfortunately, while most trees are good at compartmentalizing damage, they can only do so when they have enough energy to sustain the effort. That fact is what led to the rapid decline of many urban American elms. And it is also what makes over-injection a difficult issue for Shigo. “Once you start injecting, you have to keep doing it,” he said. “Once you stop, the tree will begin to go down.”

**Trees Are Not People**

Historically, one of the biggest flaws in arboriculture has been to think of trees as comparable to people. That thinking led arborists in the early part of the 20th century to spend days digging rotted wood out of sugar maples and then filling the resulting cavities with cement or other fillers. The fact that so many sugar maples remain in spite of that treatment is proof that the species can handle almost anything.

Anything, that is, except root damage. “You can do almost anything to the top of a sugar maple and you won’t hurt it,” related Shigo. “But once you touch the sensitive feet, it will start to deteriorate in a hurry.” That’s why so many roadside specimens of the tree, which can live to close to 500 years, are in decline. Road expansion is the worst thing that ever happened to maples. And through autopsy, some unusual wounding agents have been found that took aim at sugar maples. For example, red squirrels will bite young sugar maples in order to get a rush from the fermented syrup.

**Too Quick to Quit**

In the end, tree autopsy can help arborists start and continue conversations with customers, Shigo believes. “If you are fortunate enough to talk for five minutes with a customer, you ought to be able to say something of value.”

One such thing might be to caution customers on trying to make perfect pictures out of nature. “Nature has flaws,” he said. “Sometimes the chances of trying to make it perfect by your standards carries greater risks than leaving it alone.”

In fact, true problem trees are rarely the ones that look sick or show signs of decay. On the other hand, cracked trees are the ones that most often lead to property damage and personal injury. In two years as an expert witness, Shigo never had a case of decay in a tree killing a person. It was always cracks. Ironically, one cause of cracks that can lead to a weakened tree is fast wound closure from flush cuts. Trees that rapidly close wounds can actually cause cracks as the woundwood grows back into the tree as a ram’s horn.

There are other signs that tree care professionals can learn to spot that will save lives, including their own. For instance, root rot in white pine often manifests itself as fungus fruit bodies near the base of the tree.

“If you’re going to be climbing a tree,” Shigo cautions, “you’d better be able to recognize the signs of root rot. In that case, the life you save could really be your own.”

The Portsmouth seminars usually occur in October and December. A second hands-on workshop is already being planned for summer of 2001. For more information, contact Northeast Shade Tree at 800-841-2498.
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DOT Hours Rules

The Transportation Department is further extending the public comment period on its proposed hours-of-service (H.O.S.) rules for commercial vehicle operation until Dec. 15.

The H.O.S. rules have not been revised in nearly 40 years. Although the proposal focuses on the relatively high fatigue-induced accident rates among long-haul and regional truck drivers, it will impact tree care and other industries where driving is incidental to the main occupation.

The proposed rules would put all commercial vehicle drivers on a 24-hour daily cycle, which Federal Motor Carrier Safety Administration said is shown in scientific research to coincide with the human biological wake-sleep cycle. The rules would reduce the total number of hours that drivers would be allowed behind the wheel in a given 24-hour cycle to be no more than 12 hours.

The proposal will limit the drivers of service and delivery vehicles to five hours driving in 13 hours "on-duty."

The proposed revisions, published in May, have triggered more than 40,000 comments, and the agency has already extended the comment period to Oct. 30.

In June the Senate voted 99-0 to insert language into the DOT fiscal 2001 appropriations bill (H.R. 4475) to block enforcement of any changes to the current rules. The restriction was not included in a House-passed version of the spending measure, however, and House and Senate appropriators failed to work out their differences before Congress began its summer recess.

Members of the National Arborist Association with concerns about how the proposed H.O.S. change might affect their operations should contact Peter Gerstenberger at the NAA office.

H-2B Reform

Supposedly, the U.S. Department of Labor (DOL) wants to remove the "seasonal" and "peak load" categories from the H-2B regulations; shorten the length of a time a temporary worker can stay in the United States to no longer than six months; and move the management of the H-2B program into the Immigration and Naturalization Service (INS).

Representatives of the green industry have been working with the Essential Worker Immigration Coalition (EWIC), which is looking at reforming or changing the entire H-2B guest-worker program. Recently, EWIC created draft legislation.

There is also an effort underway to add reform language to the Republican and Democratic Party platforms. Appropriate language has been sent to Republican platform committee co-chairs, Gov. Tommy Thompson (R-Wisc.), Sen. Bill Frist (R-Tenn.) and Rep. Sue Myrick (R-N.C.). The group is also working on draft language for the Democratic platform.

Estate Tax

On Sept. 8, the green industry's best chance for estate tax relief went down in defeat as House Republicans failed to override President Clinton's veto of a bill to abolish the tax.

By a 274-157, the House fell 14 votes short of the necessary two-thirds margin to override the veto. Fifty-three Democrats voted with all but one Republican for the override.

Clinton praised the vote and said the 10-year, $105 billion repeal bill was "a huge tax cut for the most well-off Americans" that threatened the nation's economic health and critical government programs.

"If the congressional leadership is serious about estate tax relief for small businesses, family farms, and principal residences of middle-class families that have increased in value, they should work with me in a fiscally responsible manner as Democrats in Congress have proposed," Clinton said.

But GOP leaders said only a full repeal would suit them.

"There is only one way to rid the code of this immoral, unfair and economically unsound tax, and that's to eliminate it," said Rep. Jennifer Dunn, R-Wash.

Move to Block Ergonomics

Both the House and the Senate recently passed Labor/Health & Human Services/Education appropriations bills that would prohibit the Occupational Safety & Health Administration (OSHA) from implementing an ergonomics program for a year, although a Clinton veto is almost assured.

Peter Gerstenberger is vice president of business management, safety & education for the National Arborist Association.
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Assessing Your Business
By Mary McVicker

Every business needs to take stock of its business operations periodically—and the end of the year with its focus on planning and resolutions is a particularly good time.

Taking stock, in this case, means assessing how the business is operating and where the weaknesses and strengths are in operations. An assessment is more than just a year-end exercise. It’s a useful tool in preventive maintenance. Weaker areas can be bolstered, often with minor adjustments, before they require large-scale repairs. Most importantly, an assessment enables you to spot potential trouble areas before they become problems.

With that in mind, consider the following questions. The list may look daunting, but remember that you need to look at most things from a variety of angles in order to get an accurate image of it. Think carefully about what could use improvement, and enjoy the satisfaction of what you do well.

**Finance**

Finance and cash are the underpinnings of every business, yet, surprisingly, these areas are often treated with benign neglect (or worse). A business with poor liquidity is a business in trouble.

Financial analysis is one of the most essential and basic tools of sound management. You may think of financial analysis in terms of all those ratios and percentages, but that’s just a part of it. Financial analysis means working with a wide range of financial information.

- Do you have an annual budget, broken down by months, that shows budgeted sales and expenses in detail? Do you use this both for planning and to track how the business is keeping to the budget? Do you adjust the budget for changes and variances?

**Marketing**

One of the easiest traps is to be so busy with the details of daily operations that you miss subtle shifts in the market. Suddenly you find that the market has changed—and the business has to scramble to accommodate the changes.

- Do you know what your current market share in your area is? Who makes up that market?
- Do you know who your key competitors are and what they are doing? How are they like your business—and how are they different? What are their strengths and weaknesses?
- Are you gaining or losing your market share?
- Are you gaining or losing long-term accounts? Short-term accounts? Are your new accounts generally more desirable than the lost accounts?
- Do you prepare a marketing strategy and budget? Do you work with them and modify them as needed?

**Strategy**

Business terms and ideas come and go. Several years ago, “strategic planning” and “strategy” were current, and seemingly every other article addressed some aspect of them. Eventually the terms fell into a shadowy disfavor, and the ideas seem outdated.

Fortunately, almost every business has strategies of some sort, although they might not consider them strategies. A strategy shouldn’t be something that happens or is only partially thought through.

1. Are there specific goals for the business, including long-range plans for achieving those goals? Is the business properly positioned to achieve those goals? Is the business well positioned with respect to meeting the competition?

2. Do you consider how the industry is changing and in what direction?

3. Are employees aware of plans and strategies for the business?

**The Organization**

Tree care companies tend to evolve. With luck this evolution occurs in a manner that meets the changing needs of the organization. Often, however, the evolution ushers in changes that should be temporary but end up being permanent.

Someone leaves, for instance, and a co-worker ends up taking over part of that person’s responsibilities “for the time being.” This may be viewed as a way to save money—why pay two people when you can get the work done with only one salary? Realistically, however, the work is being only half done—by someone who isn’t qualified or doesn’t have enough time to do it well.

The result is a poor organizational structure that doesn’t work effectively and doesn’t meet either the needs of the business or its customers.

Do you have a management chart? Many small tree care businesses don’t bother, thinking that they’re too small. Yet the essence of a management chart isn’t the position titles, it’s the responsibilities. Who does what? Who is responsible to whom? You may not need a “formal” chart, but everyone in the business needs to understand the structure of responsibility and accountability, from the owner on down.
to the greenest groundworker.

Is there a current, correct employee manual? Again, this is often dismissed as something more pertinent to “big business,” but it’s an essential factor, both for employees and managers. It need not be elaborate, but it should be clear and complete. The National Arborist Association has a sample employee manual available free to members.

Do snafus occur because decisions don’t get made when they’re needed? This is a problem not only with respect to customers, which is obvious, but also with respect to employees.

Do you provide opportunities for employees to discuss plans, ideas or their jobs?

Are you willing to be flexible with respect to job descriptions, responsibilities and opportunities?

**Ambiance and Culture**

These may seem more like questions for a restaurant review than for an assessment of a tree care company, but ambiance and culture are important to the corporate setting—how important we are only beginning to recognize. They both have direct effects on productivity, turnover and customer satisfaction.

Many of the following questions need an objective point of view for an answer. You might want to consider asking employees to assess the business with respect to this section.

- Does the business have a feeling of vitality? Is it an energizing place to be? Do employees seem reasonably happy to be at work?
- Do you recognize the individuality of your employees? Do you recognize individual achievements?
- Conversely, do you tend to think, or talk, in terms of “one big happy family” and try to promote such an atmosphere? This is a vestige of the past, and generally doesn’t work anymore, if it ever worked well. Do you distinguish between “family” and “collegiality”?
- What impression does an outsider get from the business premises? Does it look like a place where adults do important work or more like a junkyard? Does it look like a desirable place to work?
- Do you attempt to recognize employee’s efforts, even when they don’t end up producing tangible results?
- What ethical standards do you—and the rest of management—convey? Does management live by the same rules as everyone else?

**The Big Question**

Most of these questions could be considered under the umbrella of the Big Question: “Does management manage?”

In too many situations, the answer would be “No.” Management is busy doing everything but managing.

As we head into 2001, assess your position ... tighten up the loose areas ... attack the problems. Remember, you’re not alone on this project. You have other people in your business and mentors in the profession willing to help you. Finally, be sure that all of you take the time to celebrate what the business does well.

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TREE CARE INDUSTRY - OCTOBER 2000
INDUSTRY NEWS

Evergreen Foundation Announces Raffle for John Deere Trail Gator

The Evergreen Foundation (EF) announced its second fund-raiser of the year, the raffle of a John Deere Trail Gator utility vehicle, provided by the John Deere Worldwide Commercial and Consumer Equipment Division. The raffle will be held at the Green Industry Expo 2000 in Indianapolis on November 7. Only 400 tickets will be sold at $50 per ticket. The winner need not be present to win. EF is a non-profit organization dedicated to promoting and funding the creation of a national greenway system and to foster a greater appreciation for green spaces in cities and towns.

To purchase a raffle ticket, call EF at 877-758-4835 or check their Web site, www.evergreenfoundation.com.

GB of Australia Celebrates 40th Anniversary

Griffiths & Beerens Pty. Ltd., was a small engineering firm in 1960 when it won a contract to design and manufacture chain saw guide bars for the Australian Army. Today, the Melbourne-based manufacturer and its GB line of chain saw bars and related products are well known and respected around the world.

To celebrate its 40th anniversary, GB hosted 250 power equipment dealers from across Australia at a three-day event including an open golf tournament, a dinner-dance, factory tours and logging sports field day, complete with hot saw races.

GB Managing Director, Paul Duggan, summarized: "It's not every day that a company can celebrate 40 years of steady growth and success—especially in such a specialized and competitive industry.

We are proud of our past, and with our arsenal of high-tech manufacturing equipment, our quality-conscious employees, and fantastic new products, we are very excited about our future."

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TREET CARE INDUSTRY - OCTOBER 2000
Dow AgroSciences Announces New Award to Recognize Utility Vegetation Managers

To recognize the exceptional work performed by electric utility vegetation managers across the country, Dow AgroSciences introduced the Right-of-Way Vistas Lines of Distinction Awards. Utility right-of-way managers face countless trials on the job every day, and this brand-new awards program acknowledges their efforts to provide the nation with a high level of service reliability.

"We felt this type of awards program was long overdue," says Kent Redding, marketing specialist, Dow AgroSciences. "Vegetation managers provide an extremely vital service that all too often goes unrecognized. The Right-of-Way Vistas Lines of Distinction Awards is our way of saying thanks to these people for their outstanding service to their communities and to our industry."

The Right-of-Way Vistas Awards program is open to all utility right-of-way managers, as well as applicators and distributors, who may nominate their customers. A panel of industry experts will evaluate each entry based on several criteria—meeting objectives, operational integrity, innovation, stewardship and biodiversity. Deadline for entries is Oct. 12, 2000.

For information and entry forms, contact Greg Baldwin at 262-938-5475 or gbaldwin@bader-rutter.com.
Bobcat Company introduces the turbo-charged Bobcat 773 G-Series skid-steer loader, which is ideal for high-altitude jobs and applications requiring extra power. Features include a 56 hp Kubota V2003T engine and increased operating capacity of 1750 to 1850 pounds. The cab’s larger front opening offers easier entry and more head clearance inside. An optional, full-suspension seat adjusts to the operator’s weight and size. The instrument panels include sweep-type gauges for engine coolant temperature and fuel level. The digital engine hour meter doubles as a glow-plug countdown timer and mini-information center for system diagnostics. A new hydraulic Power Bob-Tach system makes changing attachments quick and easy, allowing the operator to remain in the cab while changing attachments. An optional Deluxe Instrument Panel includes a variety of patent-pending features, including keyless start security system, monitoring and diagnostic capabilities and system shutdown protection. For more information, use their dealer locator at www.bobcat.com.

Griffiths & Beerens (GB) of Australian marked their 40th anniversary by improving the popular Pro-Top line of replaceable sprocket nose guide bars. Pro-Top is a professional-duty, top-of-the-line chain saw bar made from solid, high-carbon steel. Its rugged nose assembly is attached by a unique self-locking design with high-tensile rivets. The new .404-inch pitch nose contains an 11-tooth sprocket with thicker gullets and broader teeth for optimum strength and smoother chain transport. The sprockets are supported by premium Swiss bearings and the groove is precision ground, not milled. The rails are hardened in a four-step heat-treating process. For more information call GB American Inc. at 603-788-2825 or e-mail gbbars@together.net.

STIHL’s new HT 75 pole pruner has an adjustable shaft that telescopes to 11.5 feet, eliminating the need to use a ladder. It is equipped with STIHL’s Easy Start system and ElastoStart shock-absorbing handle and a fuel pump primer that makes it easier to start. It is equipped with a 12-inch Picco Micro Narrow bar and saw chain combination. For more information about this and other STIHL products or for the name of your nearest STIHL retailer, call 800-467-8445 or visit their Web site at www.stihlus.com.

SIBTEC’s DmP (Digital microProbe) detects and measures decay in living trees. The DmP measures the hardness of wood—"hardness" being the rate that a very fine (only 1mm-diameter) probe drills into the wood. The more rotations of the probe, the harder the wood. Changes resulting from decay or from annual growth patterns show up very clearly. Normally, three or four drillings give enough information for a professional arborist to save or condemn a suspect tree. The digital information is transmitted in ASCII text, which means it can be collected on any computer. Once loaded into a conventional spreadsheet, the data can be analyzed, decay can be located and accurately measured, growth rings can be counted and density can be calculated. For more information, call SIBTEC in the UK at +44 1483 440724. E-mail them at DmP@sibtec.com or visit their Web site at www.sibtec.com.

Yale Cordage announces the release of Maverick, another rope designed specifically for the arborist market. According to Yale, the secret to the rope’s performance stems from three areas. First, by using finely twisted composite strands of olefin with polyester, they created a 12-strand rope whose durability matches that of a 16-strand. Second, it utilizes a coreless construction, which completely eliminates the possibility that the cover will “milk.” And third, the fabrication process depends on tighter woven strands and a more tightly woven braid that increases heat and snag resistance. Of greatest importance to arborists is something they will notice right away, less weight. It is also more economical to produce, providing savings that Yale is passing on to the customer. For more information or a free sample of Maverick, contact Dick Hildebrand at 207-282-4620 or e-mail Dick@yalecordage.com.
Wells Washables, machine-washable leather gloves, were introduced by Wells Lamont Industry Group. Made with special tanning technology, they can be machine washed and dried without the negative effects of water, detergent or high heat. Resists shrinking, cracking and hardening, they become softer with each washing, extending durability. They come in five styles for men and three styles for women. For more information call 800-247-3295 or visit their Web site at www.wellslamont.com.

MTI's new SBS Series of aerial lifts have side-by-side booms that reduce travel height and allow buckets to be stowed low for easy entry. They have a bucket capacity of up to 400 pounds. Increased operator productivity was the goal in designing this new series. With 130 degrees of lower boom articulation, side reach is enhanced and operators have easy access to service compartments without leaving the bucket. With working heights of 42, 47 and 50 feet and a side reach of more than 38 feet, the lifts have up to 270 degrees of upper boom articulation. Features include single-handle upper control, automatic two-speed throttle, a 12-gallon reservoir in the pedestal and a 24 by 30-inch one-man, side-mounted platform. For information call 800-860-5438.

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Welfare-to-work is a program that has proven successful for many large businesses as they try to fill labor, service and clerical jobs. Some of this country's business giants that have been successful in implementing Welfare-to-Work programs are UPS, Marriott, Bank of America, Loews Hotels, Cessna Aircraft, CVS, Xerox, Sears, Time Warner, IBM, Chase Manhattan, Allied Van Lines, Sprint, Monsanto, etc.

But did you know that successful welfare-to-work programs are not something that only a business giant can implement? Many small companies report success. One, C&S Paving of Georgia, employs 40 people. They turned to welfare-to-work programs to fill laborer and equipment operator positions.

Did you know that:
- more than 50 percent of all new jobs available each year to workers are found in small businesses?
- the majority of employers (80%) who have hired individuals from the welfare rolls cite them as hard-working and loyal employees? (Source: The Welfare to Work Partnership, Member Survey 2000)
- unemployment is at its lowest in 25 years and the demand for new workers is the strongest since 1978? (Source: Manpower, Inc., 1997)
- 27 percent of companies cite a lack of workers as a top challenge to the growth and survival of their business? (Source: Arthur Andersen, Enterprise Group, 1997)

How can our company explore these programs?

The Small Business Administration (SBA) is a place to start. The SBA is charged with helping small businesses start Welfare-to-Work programs and offers a Welfare-to-Work initiative to help. First, you need to contact the SBA to find out what they can offer your business.

You also need to assess your company's abilities and decide if this program can work for you. The employees would be prepared for labor jobs, but you need to train them in tree care practices. Employers have found that after the initial training period, Welfare-to-Work employees become similar to any other employee—bringing similar needs for continued training, incentives programs and opportunities for advancement.

Employers also need to put aside any pre-conceived notions about Welfare-to-Work program participants. In this regard, the Welfare-to-Work Partnership year 2000 member survey points out some interesting facts about employees hired from the welfare rolls:
- 80 percent of employers cite them as hard-working and loyal employees.
- 62 percent of employers rate them as having the same or higher retention rate as other employees.
- 57 percent employers gave them a raise after six months of employment.
- 91 percent of employers gave them a raise after one year of employment.

When Welfare-to-Work programs first began, critics, many of them from social service organizations and agencies, said the myriad of social problems faced by welfare recipients, such as drug abuse, lack of English skills, domestic violence, criminal records, and mental illness, would doom this program from the start. This has not happened, and, in fact, most employers say these problems are not frequently encountered.

The real challenges that employers face tend to be in the Welfare-to-Work employee's educational and interpersonal training. Again, the year 2000 member survey can shed some light about the real barriers to employment frequently encountered when hiring from the welfare rolls:
- 49 percent of employers cite no work history as a frequent problem.
- 41 percent of employers cite poor interpersonal skills as a frequent problem.
- 38 percent of employers cite lack of education as a frequent problem.
- 23 percent of employers cite substance abuse as a frequent problem.
- 14 percent of employers cite a criminal record as a frequent problem.
- 10 percent of employers cite lack of English language skills as a frequent problem.
- 7 percent of employers cite domestic violence as a frequent problem.
- 4 percent of employers cite mental health issues as a frequent problem.

What is the SBA Welfare-to-Work initiative?

Small businesses represent the “work”
side of the welfare to work equation. Small firms provide the largest potential source of jobs for individuals leaving public assistance. By hiring former welfare recipients, small business owners can tap into significant wage subsidies and tax breaks as well as gain access to new workers. Additionally, 61 percent of welfare recipients have prior work experience that they can bring to their new jobs.

What Is the SBA’s Role?
The SBA has an important role in the President’s Welfare-to-Work Initiative: connecting small businesses with service providers that can provide training, and support for, individuals leaving public assistance; and linking small businesses with federal resources that can support the businesses’ welfare to work efforts. The SBA has a national network of 10 regional offices, 69 district offices, 16 branch offices, approximately 1,000 small business development center locations, over 60 women’s business centers, 43 business information centers, 15 one-stop capital shops, 21 tribal business information centers, and nearly 800 Service Corps of Retired Executives locations. This makes the SBA ideally positioned to link small business owners and service providers to local resources and information on welfare-to-work efforts.

What Are the SBA’s Welfare-to-Work Goals?
- Provide leadership in the small business community by connecting small business employers to local welfare-to-work efforts and job-ready workers
- Target welfare-to-work efforts toward small businesses in industries like tree care that are experiencing labor shortages.
- Provide a national network of SBA resource partners to assist employers in identifying quality service providers and employment services that test, screen and train those leaving the welfare rolls.

How Will Small Businesses Benefit From Participating?
Businesses will be able to hire work-ready individuals through service providers and job training programs that
have tested, screened and trained them for employment. Upon hiring a former welfare recipient, businesses will receive additional benefits. Under the Welfare-to-Work Tax Credit, employers can complete a few simple forms and receive credits up to $3,500 the first year of employment, and up to $5,000 the second year. A number of participating states offer additional tax incentives. They may also offer wage subsidies of up to 50 percent of a former welfare recipient’s salary to employers providing the necessary on-the-job training. Contact your State Employment Security Agency for further details, or call the SBA’s Answer Desk at 1-800-U-ASK-SBA to request the telephone number of the SESA in your state.

Need More Information? Want To Participate?

For more information about the SBA’s role in the Welfare-to-Work Initiative, or if you are interested in hiring former welfare recipients, you may call the SBA Answer Desk at 1-800-U-ASK-SBA, or the SBA’s Office of Entrepreneurial Development in Washington, D.C., at 202-205-6706. You may also check your telephone directory for the number of the regional administrator of your closest SBA regional office.

While welfare-to-work programs may not be appropriate for every company, they have proven more and more successful for a growing number of companies. They should be looked at as one part of your strategic recruitment plans.

NAA Student Career Days

Looking for employees? Try the NAA’s Career Days Job and Internship Fair at TCI EXPO 2000.

Here is the Schedule of Events with a special thanks to partner companies who made this year’s student events possible:

At the Job & Internship Fair, employers and students have a chance to discuss career opportunities in tree care.
Schedule of Events:
TCI EXPO 2000, Thursday-Saturday, Nov. 9-11, at the Charlotte Convention Center
At TCI EXPO students can:
- Walk the floor of the largest arborist trade show
- Attend tree care business workshops and technical seminars
- Watch live arborist demos

Mini-Labs on Friday, Nov. 10, at the Bartlett Tree Research Lab, Charlotte NC
10:00 - 10:30 AM Meet Bartlett Tree Research Lab staff and learn about this exciting facility on the cutting edge of tree care research! Refreshments provided by STIHL, Inc.
10:30 - 11:30 AM Treatments for Soil Compaction, Concurrent Sessions. Conducted by Dr. Thomas Smiley, Tom Martin, Eldon LeBrun and Mike Sherwood, Bartlett Tree Research Lab staff.
11:30 AM - 12 PM Chain Saw Field Maintenance, Conducted by Mike Preddy, Product Application Specialist, STIHL Inc.
12:00 - 1:00 PM Lunch and Afternoon Refreshments provided by Stihl, Inc.
1:00 - 1:30 PM Chain Saw Field Maintenance, Conducted by Mike Preddy, STIHL Inc. Repeat of 11:30 AM mini-lab.
1:30 - 3:00 PM IPM for Ornamental Plants, Concurrent Sessions, Conducted by Dr. Donald Booth, Dr. Bruce Fraedrich, Tom Martin and Eldon Lebrun, Bartlett Tree Research Lab/Bartlett Tree Expert staff.
2:30 - 3:00 PM Tree Inventories, Conducted by Mike Sherwood and Alan Jones, Bartlett Tree Research Lab/Bartlett Tree Expert staff.

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- 1st place—020T chain saw with bar and chain and STIHL Timbersports series jacket
- 2nd place—026 PRO chain saw w/bar & chain
- 3rd place—Chaps, summer pants, helmet system and personalized equipment bag

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**Tree Care Skills competition, Friday, Nov. 10, at Bartlett Tree Research Lab, Charlotte NC**

This event made possible by Bartlett Tree Experts, Arbor Care, Bishop Company, Swingle, and the Care of Trees.

**Job and Internship Fair, Saturday, Nov. 11 at the Charlotte Convention Center - Ballroom A/B**

Ask tree care companies about career options and find an exciting and fun summer internship!

**NAA Student Career Days 2000 Jersey give-away**

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Of Terrible Tree Pruning and Formosan Termite Mega-Colonies

By Adrian S. Juttner

This is a picture of a 50-inch dbh (diameter at breast height) sweetgum (*Liquidambar styraciflua*) that has been grossly topped. This 60-foot tall stump is sprouting poorly, indicating that most of the top will die, making it an example of some of the worst tree pruning work ever seen in Louisiana. More than 100,000 cars pass this tree every day, carrying passengers to work across the Crescent City Connection over the Mississippi River to downtown New Orleans.

The topping job was done by Adrian's Tree Service of New Orleans at the company's office. Though it's a terrible job, we're unrepentant. This tree has a checkered past and is fodder for a new set of observations and experiments on the activities of Formosan termites (*Coptotermes formosanus*) in trees.

In 1996, the tree was first treated for termites. We drilled and applied five gallons of Bifentrin termiticide solution. We discovered during drilling that the tree had a rind of wood only 10-inches thick. Most of the trunk volume at the ground line was hollow. We topped the tree mildly at that time to prevent it from threatening the nursery school next door. It became re-infested the next year. It was treated again with our own entomopathogenic fungus concoction (old Greer strain) mixed in five gallons of water on Oct. 10, 1997. By the middle of 1999, this tree became infested again and termites were boiling up all over the yard, dining on the fences and any piece of wood left lying around.

Arborist Gene Tyburn of Santa Barbara, Calif., recommends flooding cavities with water when applying termiticides to get a better dispersion of chemicals and save on materials. So, in October 1999, I applied another five gallons of fungus spore suspension (Florida strain) mixed with 0.05 percent Premise and a surfactant. This time, the termiticide dose was chased with 20,000 gallons of water!

The tree stump readily accepted the water, which disappeared without a trace of wetness in the yard. Still concerned about windthrow and the school next door, I had my crew top the tree in the spring of 2000. As of July 2000, all swarming activity had ceased and termites were no longer popping up in the yard to dine on scrap wood. It would seem that I had not only controlled the termites in the tree, but in the whole yard as well.
The Search for Termite Mega-Colonies

Mega-colonies of Formosan termites—colonies of insects reaching the size of a school bus and buried as much as 30 feet underground—are rumored to exist in the New Orleans area. No one has actually seen one because it is impractical to excavate in an urban area, so we can only speculate and try to measure the mega-colony indirectly. When the New Orleans Mosquito and Termite Control Board did its seminal termite dyeing experiment, they calculated colony sizes of up to 10 million. This was based on a tally of foraging workers and soldiers, however. A termite colony is also composed of many immature alates that reside in the colony for a year or more before taking flight, as well as multiple queens and nymphs of all castes that don’t forage yet. Total colony size could easily be 20 million if all non-foragers were figured into the equation. How big a mass is that?

One of my secretary’s duties is to extract termites from carton nest material. She allocates 300 to 2,000 individuals in quart jars for experimentation. A solid mass of 2,000 termites of all castes (except queens) fills the bottom one-half inch of a one-quart Mason jar. It takes about one quart of densely populated carton nest material to yield 2,000 insects. That amounts to 8,000 to the gallon. A colony of 20 million termites would therefore occupy 2,500 gallons of carton nest material. Unoccupied nests and runs could theoretically increase the gallery capacity to over 5,000 gallons.

Even though our 50-inch sweetgum tree has a monster cavity in the center, that space in the trunk can only accommodate about two garbage-can loads, or 70 gallons of carton nest material. Where are all the other termites? The rest of them must be located in a cavernous nest in the ground sheltered by the root pan. Tunnels from this mass can easily run 100 yards out and the entire cavern easily accepted 2,000 gallons of water. My typical termiticide dose of five gallons applied to the tree cavity might be compared to urinating in the ocean and expecting a change in salinity!

In light of this, our apparent 90 percent success rate in treating these trees over the past 10 years could be a mirage. Through-
out this entire period, we’ve been dogged by a small number of termite infestations in large oaks that have resisted repeated treatments. The existence of underlying mega-colonies could be the explanation.

Yet, dealing with thousands of gallons of termiticide in a single treatment can become expensive very quickly. For example, a 16-packet box of Premise (a leading termiticide labeled for use in trees) sells for about $500, and makes only 4,000 gallons of finished solution at the lowest label dose. We’re talking thousands of gallons here—and even the water bill can become significant. The dilution factor would render almost any chemical termiticide ineffective. This is why we are experimenting with biologicals, such as Steinernema nematodes and our entomopathogenic fungus (patent pending). If these agents were well distributed by high volumes of water, they would be capable of starting a chain reaction of infection throughout the entire mega-colony—regardless of its size. And some of them, as we are learning, reach incredible size!

Adventures with Mega-Colonies

In the spring of 1997, I treated a 26-inch dbh magnolia with five gallons of high dose Bifentrin solution to a basal cavity only 10 inches or so across. Incredibly, the termites returned to the tree’s stump in just one month. It was treated again with a mixture of Steinernemas and fungus (old Greer strain) and removed forthwith, along with an uninfested 26-inch dbh Loblolly pine nearby.

The homeowner planted a hydrangea in the stump hole and by June of 2000 was asking me to retreat the stump because termites had eaten the root system off the hydrangea. While poking around the stumps, I hit the old pine stump a glancing blow with an axe and revealed carton nest material immediately under the surface. I sloshed it with five gallons of termiticide (Premise+fungus, Florida strain) and asked the homeowner to run the garden hose full blast into the stump hole to chase the solution into the suspected mega-colony. (We calculate that the garden hose running at maximum can deliver 500 gallons of water per hour.) Fourteen hours later, when the water was still running unimpeded into the stump (with no sign of wetness on the lawn), she called and asked me what to do. Citing the possible size of the water bill, I suggested turning the water off. In her

Jean Schaubhut holds a small piece of carton nest material frothing with Formosan termites, which are harvested to test the comparative virulence of seven strains entomopathogenic fungus.
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neighborhood of tidy upscale homes, every house has been tented and fumigated for control of rampant termites inside the walls—including hers. It is possible that her pine stump had tapped into a megacolony underlying the entire area.

In two other New Orleans lakefront treatments, a group of side pockets between the root flares of a big Laurel oak and a 1-inch thick ring shake in a termite-infested slash pine each accepted between 1,000 and 2,000 gallons of water. One house nearby had been tented and fumigated, the others had not.

I was once asked to treat a 30-inch dbh Arizona ash on a patio located 10 feet from a brick bungalow in the New Orleans suburb of Metairie. I drilled five holes, applied five gallons of fungus (U.K. strain) plus Premise termiticide solution, and chased it with 500 gallons of water. That evening, the homeowner reported thousands of termites were boiling out of the sheet rock in his back bedroom. The walls were ripped out, a termiticide applied and the damage was surveyed. I believe the termites from the tree colony had been quietly foraging and eating the house for several years. My water drench had flushed some of them from the main colony to their underground passageways and into the walls of the house. I not only succeeded in getting rid of the tree colony but saved his home as well.

Conclusions

Since the start of the year, we’ve chased almost 100 fungus/Premise termiticide treatments into trees with water volumes of 500 to 5,000 gallons. In almost all cases, the water ran unimpeded. We could probably hook a 2-inch water line from a fire hydrant and run 4,000 gallons of water per hour into many of these—but that kind of water flow starts to get scary to think about!

In all cases so far this year, we successfully eliminated the termites—the best batting average to date. One hundred percent success would be much better than 90 percent. Thinking about this makes me feel that all of the houses and trees in some areas are nothing more than tokens on the termites’ monopoly board.

In thinking about how to control the larger problem, I conjure up images of R2D2, the robot from the Star Wars movie. The little robot was able to tap the entire circuitry of the giant “Death Star” by simply plugging a probe into a slot in the wall. If we were to treat trees this way, we might be able to kill off the termites infesting them—and eliminate colonies over wide areas. That ugly sweetgum still stands, waiting to tell us whether or not we accomplished our mission.

Adrian Juttner is the owner of Adrian’s Tree Service of New Orleans, La.
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TCI 2000 demo schedule

Demonstrations of professional tree care skills will again take center stage at TCI EXPO 2000. There will also be bilingual (Spanish and English) presentations of selected demonstrations.

Scheduled demonstrations will take place during trade show hours during each of the three days of TCI EXPO 2000. See schedule below.

Demonstrators will be Robert Phillips, Mark Chisholm and Chris Sartain. Phillips is a well-known climber, innovator and educator from northern California. Chisholm works in his family’s business, Aspen Tree Service of Jackson, N.J. In the International Tree Climbing Championship this year, Mark had the highest combined score in the preliminary events, earning him the right to compete in the Master’s Challenge, where he finished a close second to Bernd Strasser of Germany. Sartain, who will be providing translation, is a supervisor with Agape Horticultural Services in Phoenix as well as chair of the ISA Western Chapter’s Hispanic Issues Committee.

There are ArborBucks drawings twice a day in the demo area, which are noted on the schedule, as well.

The EXPO event staff is grateful to members of the Charlotte Arborists Association for donating the tree and the tree installation.

Thursday, Nov. 9
11am Climbing Techniques
12 noon ArborBucks
12:05 pm Chain Saw Use in the Tree
2:00 pm ArborBucks
2:05 pm Basic Rigging

Friday, Nov. 10
10:00 am Basic Mechanical Advantage
12 noon ArborBucks
12:05 pm New Climbing Knots—Systems & Techniques
2:00 pm ArborBucks
2:05 pm Advanced Mechanical Advantage

Saturday, Nov. 11
10:00 am Recipe for Rigging
11:00 am ArborBucks
11:05 am Rigging for Removal
1:00 pm ArborBucks
World Champion Retains Title at 2000 ITCC

By Jim Skiera

Druid Hill Park was an ideal location for the 2000 International Tree Climbing Championship and other field day activities. Attendees were able to see the best of the best compete for the world championship and try out the latest in chippers, aerial lifts, chain saws and rigging and climbing gear.

The field of 34 climbers, led by last year's champion Bernd Strasser in the yellow jersey, progressed through the individual events at a record pace for much of the morning. A few minor delays began to develop at the throwline event. The 85-foot top target proved out of reach for many of the climbers. Snagged throwlines on lower branches became a major complication for technicians helping rotate the competitors through the event. Head Judge Rip Tompkins quickly corrected the problem and got the show back on schedule.

An afternoon rain shower shut the event down for over two hours. This didn't seem to dampen spirits, as attendees took advantage of the break to meet up with old friends and start new acquaintances. Climbers took the time to recharge and reflect. The break and weather conditions seemed to have little effect on the competitors. Many of the best times and scores were posted following the break. Despite the rain, a good number of spectators toughed it out through the showers under the pavilion and stayed on to provide support into the early evening.

After the preliminary events, a brief awards ceremony was held and the five finalists were announced to compete in the Master's Challenge. The five who advanced were Sam Robinson of the UK/I Chapter with 150.02 points, Peter Grover of the Western Chapter (153.96), Dan Kraus of the Pacific Northwest Chapter (160.76), Bernd Strasser, Returning Champion representing Germany/Austria (161.20) and first place finisher Mark Chisholm with a score of 163.00.

Master's Challenge Head Judge Ken Palmer and his judging team reviewed the conditions of the tree following the rain and extended the time from 20 to 25 minutes to provide adequate time to work the tree safely. Peter Grover started things off but was disqualified for misuse of the prussik during his ascent. Mark Chisholm was up next and performed a nice climb in 23 minutes, 46 seconds. Bernd Strasser, also had a good climb, finishing with a time of 16 minutes, 30 seconds. Dan Kraus finished at 23 minutes 49 seconds and Sam Robinson ran out of time.

After the times and totals were tabulated, Bernd Strasser was able to wipe out the curse of the yellow jersey and repeat as World Champion with a Master's Challenge score of 141.67. Mark Chisholm finished second (137.33), followed by Dan Kraus (129.67), Sam Robinson (104.33) and Peter Grover in fifth with a scratch.

How they finished

FOOTLOCK
Sponsored by Samson Ropes
1st Mark Chisholm 12:57 seconds
2nd Peter Grover 12:88 seconds
3rd Bernd Strasser 13:29 seconds

BELAYED SPEED CLIMB
Sponsored by ArborMaster Training Inc.
1st Mark Chisholm
2nd Bernd Strasser
3rd Brett Hamlin

THROWLINE
Sponsored by Sherrill Arborist Supply
1st Tony Brown
2nd James Roach
3rd Raymond Smythe

AERIAL RESCUE
Sponsored by Buckingham Manufacturing
1st Helmut Schwengels
2nd Jon Hartill
3rd Mark Chisholm

WORK CLIMB
Sponsored by Fanno Saw Works/Weaver Leather
1st Dan Kraus
2nd Mark Chisholm
3rd Brett Hamlin

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New York Chapter

Jeffery Evans
Midwestern Chapter

Chad J. Brey
Minnesota Chapter

Bruce Duffy
New England Chapter

Mike Fasig
Ohio Chapter

James Roach
Penn-Del Chapter

Kevin Oxley
Rocky Mountain Chapter

Tony Brown
Southern Chapter

Nicolas Martinez
Texas Chapter

Sean Gere
Wisconsin Chapter
**Kudos for those who made it happen**

The quality of this year’s event was made possible through the generous support of a multitude of volunteers and sponsors. Special thanks to primary event sponsor, The Davey Tree Expert Company, who provided food, refreshments, transportation and equipment for the climbers, officials and technicians over the three days of the event.

Most folks don’t realize the amount of volunteer time the Head Judge puts in behind the scenes to coordinate the 50 judges, technicians, tabulators and timers. Rip Tompkins and your ITCC volunteer army—Thank You! Local arrangements chair Jim Martin pulled things together for the local committee and spent some serious and intense time helping Luis Moreno of Spain at the scoring table. In closing, let’s send a special thanks to outgoing ITCC Chair Ken Meyer and ITCC Rules Committee Chair Herschel Hale for the generous donation of time and leadership to bring the ITCC to where it is today.

See you in Milwaukee.
Labor-Saving Devices

Tree service is physically demanding work. Here are some machines that can help.

By Thomas G. Dolan

Trimming or taking down a tree, then clearing away the debris, is a labor-intensive enterprise. With the number of 18- to 24-year-olds willing to do physical labor continuing to decline, arborists must keep up with methods and devices that reduce labor needs. Over the years, manufacturers have introduced a slew of products designed to ease the burden. Some work well, some not so well. Here are a few that tree care specialists find helpful in lessening the strain on employees and getting more work done with fewer employees.

Chipping the tree

"In 27 years in business, I’ve seen a lot of gadgets—we’ve been inundated with them. But this winch mounted on a chipper is a wonderful tool," says John Olsen, owner of Hugo’s Tree Service in Hugo, Minn. “It’s one of the best in many years.”

The idea of attaching a winch to a chipper has been around for a while, but only recently have the devices been improved to the point where they are adding real value to an arborist’s workday. The variation Olsen refers to is attached to a Vermeer 1800 brush chipper, though most of the major chipper manufacturers offer a similar feature in one form or another.

The way they have the winch mounted on the chipper allows groundworkers to pull very large logs. The winch can easily handle large piles of brush or an 18-inch log. When coupled with a pulley, crews can pull the material around corners.

Dragging the tree

A device favored by Robert Spaulding, president of Spaulding’s Tree Service in Valparaiso, Ind., is an ImpleMax 4836 grapple, in place of a bucket, mounted on the front of a John Deere skid loader. It has a hydraulic tong system and winch lines built into it, so it can actually drag trees along, then pick them up and load them into the chipper. These tongs also allow employees to load the logs onto a truck.

The significance of this, says Spaulding, “is that chippers have gotten so big—with up to an 18-inch capacity—that it’s not feasible to bring these machines into the homeowner’s yard. You have to keep them at curbside to stay away from liability problems. That’s where the grapple comes into the picture.

“It’s been a big labor saver,” Spaulding adds. “This attachment takes trees or piles of brush out of the yard. You just have one guy standing at the tree making piles of brush instead of carrying it all to the street. In fact, the same guy that stacks the piles can then go out and put them into the chipper.”

In addition, Spaulding has a PTO-driven Miller Machine Works stump grinder, mounted on a three-point hitch and towed behind the tractor. “With residential work, I once needed three to four different vehicles on the job,” he says. “This one composite machine does three functions instead of one—at less than one-third of the cost. Until I got this, I needed five to six employees. Now I never need more than two.”

Spaulding stresses that he can not only do more with less manpower, he is also able to bid for jobs that were out of reach before. “There are a lot of wooded areas with one-acre lots that need clearing. We could never put in a bid cheap enough to get in and out of there quickly. We just couldn’t compete with the big guy who has log loading and forestry equipment. Now we are able to match their costs.”

From his experience, Spaulding advises company owners to grow slowly and start with residential work. “You have to be in residential for quite a few years before you can afford to bid on commercial jobs. The cost of equipment is ungodly, but we’ve been surprised. We’ve been able to get some of these smaller commercial jobs we never could have earned before.”

By reducing labor, having the right equipment also reduces insurance costs. “Our insurance in this area is incredibly high,” Spaulding complains. “And everybody suffers from a labor problem. Using this equipment has really made us successful in keeping costs down and giving us much less frustration. It has put more money into our pockets.”

Pruning the tree

Pneumatic pruning tools save labor if the job involves a considerable amount of pruning work in a confined area. A typical machine includes a portable compressor with in-line oiler coupled with an air hose 40- to 50-feet long. This system works best in orchards, for pruning long hedgerows or in taking on a long-neglected landscape.

Lighter and more mobile is a power pruner, the labor-saving device of choice for Kenneth L. Kidder, owner of Custom Tree Service in Edgerton, Wisc. Power Pruner is one of the brand names of this equipment, but it also sums up the generic term.

“A chain saw on a stick,” is the way Kidder describes it. Most major chain saw manufacturers offer a model, and they come in three general categories: a telescopic version, which will extend reach in the 13- to 14-foot range; an insulated version for work around power lines; and a non-telescopic version...
for small tree and shrub pruning.

The engine is in a small rounded area at the bottom end. "Over the years, the technology has evolved," says Kidder. "Before, you'd see these pruners as huge units hooked on aerial lifts for work related to power lines. These air-compressor units were heavy and required considerable maintenance. They got it down to a little air compressor unit you could put on the back of a pickup, and then gradually down where you could hold it in your hands."

Kidder, however, wasn't quick to latch on to these more mobile units. "My philosophy is, let it be on the market for awhile," he cautions. "When it first came along, there were minor glitches."

For instance, the first units did not have a bar oiler, so users had to dip the bar into a can of oil or spray oil on it. Also, Kidder saw another brand that mounted the saw at an angle. Even though you could get used to this, his present unit is far more convenient because the blade is at the same angle as the pole when being held.

"At about 15 pounds," Kidder says, "the device is still heavy and takes strength to maneuver it. But the effort is worth it. With its extension capability, the Power Pruner can go out to 18 feet, so you can reach up that high while standing on the ground," he explains. "The biggest advantage I've found is that you can make critical cuts if you're up in a bucket dealing with damaged trees lying on top of each other. Even more important than the labor-saving quality, this almost eliminates the danger of injury. For me, the emphasis is on safety."

Kidder adds, "If you position the bucket in one spot, you can clear a half circle of about 15 feet around you. And you can put a lot of material on the ground in a small amount of time. I went down to a Boy Scout camp and in about two hours had the whole ground covered. It requires no more maintenance than a chainsaw and has a unique versatility."

**Lowering limbs**

Practical lowering devices made their first appearance more than 20 years ago, although variations have been around even longer. Useful for lowering large limbs (or, with different lines, lifting climbers high into the tree), lowering devices can pay for themselves in improved efficiency.

A winch rigging system adapted from the yachting industry is a device Mark J. Chisholm, a partner in Aspen Tree Expert Company in Jackson, N.J., finds especially helpful. It's called a GRCS or Good Rigging Control System developed by Gregg Good from just outside of Milwaukee, Wisc. Good basically adapted a standard yachting winch for use on trees.

The mount is strapped to the tree. The
rope wraps around the winch and is strung through a particular limb to lift or lower it in the way a sail might be lifted or lowered. "It works on a crane concept," says Chisholm. "But this is a portable crane."

This device allows an arborist on the ground to control a cut and swing the limb easily. The device cuts down on the number of people needed on the ground to pull the rope until it tightens. And this one is self-tailing. You can suspend the limb in the air without needing anyone to touch the rope. You don’t have to put a knot in the rope and the device, when so required, separates easily.

"This winch has a gear ratio of 44 to 1, which gives tremendous lifting power," Chisholm relates. "One person can easily lift a 2,000 pound load. Imagine having to remove a number of heavy limbs hanging over a house. With this device, you can lift them straight up and control the swing away from the roof, then lower them, rather than drop them, so they don’t damage the lawn."

While this work option makes for a safer and cleaner operation, Chisholm stresses the efficiency potential, too. "Since you have the control, you can take one big cut as opposed to two or three smaller ones."

**Safety Disclaimer:** Of course, you must make sure the weight of the limb is well within the safe working load of the lowering line, and your lowering line should be the weakest link in the rigging system.

### Getting to the tree

A utility golf cart in the tree care business? Paul Wiley, president of Leonardo’s Tree Service in Travers City, Mich., utilizes something along those lines. He uses a four-wheel quad pulling a three-point hitch brush chipper behind. "It has very low impact on the lawn," Wiley insists. "and it’s portable. A couple of people can load and unload it off a pickup truck. You can get the tractor and chipper into awkward places to do the chipping, instead of having to move all the material out to a chipper behind the truck.

"The customer is always concerned about how we’re going to get the tree onto the ground," explains Wiley. "It seems impossible to them. From our standpoint, after the tree gets on the ground is when the work is time-consuming and expensive. This equipment allows us to handle debris removal with much less labor."

On a slightly smaller scale is the Jonsered "Iron Horse," an alternative for hauling logs out of the woods. An arborist-assisted, tracked transporter, it is capable of moving heavy loads over varied terrain. Its low ground pressure allows transportation with minimal impact on a well-manicured lawn—not to mention the root zone of valued trees. Originally developed for log transport in small-scale forestry, the machine has also proven to be a tool for landscapers and arborists.

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Please circle 28 on Reader Service Card
By Phillip M. Perry

It's off to Charlotte for TCI EXPO 2000!

You have your suitcase. You have your business cards. You have your notebook. But wait ... do you have the people skills to get the most from every personal contact ... and to meet more of the right people?

You'd better! Travel costs are escalating. You are either taking time away from running your business or paying for employees to attend. It's no longer sufficient to walk from booth to booth, picking up information by chance. You need to maximize your return from every minute at TCI EXPO.

People skills are the most important tool for turning show hours into golden hours. Consider your need for product knowledge, education and news about industry trends. All are excellent goals, but you only reach them through people. If you fail to make the right personal connections or allow ex-

### Pump Up Your Team

Prior to the show, get your crew together to:

- Ask for input on what each person hopes to accomplish at the show, along with details of what exact steps they will take to achieve their goals. List names of people to see and what questions to ask.
- Avoid duplication of efforts by dividing responsibilities.
- Gather general suggestions. After your meeting, print the suggestions and distribute them to all show attendees.
- At the show, schedule a mid-point meeting to exchange ideas and information.
- After the show, get together to pool information. Ask each attendee for a brief verbal report, which you can turn into something written.

"Get as much information as possible," says JoAnn R. Hines, a consultant in Ackworth, Ga. "Then when you come back, pool all of the information for everyone’s use. Avoid duplication of efforts."
hibitors to monopolize your time at the show, you will not get the product and industry knowledge you need.

"Think of every trade show contact as a business blind date," says Mina Bancroft, a communications skills trainer in Pittsburgh, Penn. "You never know where it's going to lead, but you'll never find out unless you employ all of your personal skills."

Here's how to maximize personal contacts and minimize wasted moments at the show.

1. Take control as you enter each booth

To get the most from your visit to each booth (and not waste an exhibitor's time), you need to obtain product knowledge quickly that helps your business. To do so, express self-confidence with the right body language.

**Be Well Armed**

Lock and load your primary rounds of communication ammo prior to arriving on the field of battle. Here are some suggestions:
- Wear comfortable shoes.
- Keep a full stack of business cards in your outside pocket so you don’t have to root through an inside pocket or through a handbag.
- Clear out another pocket for the business cards that you want to follow up with. Jot notes on the back of all the cards you receive.
- Take self-sticking notes in different colors, and use them to make additional comments. Assign one color for each category of information. Back at work, just take the sticky notes off the business cards and put them in files. This saves you the time of re-entering information into notebooks.

"Take charge of the situation," suggests Jefferson A. Davis, president of Competitive Edge Training in San Bruno, Calif. "Show you know why you are there by walking directly to the person and introducing yourself. Don't just saunter in. Be direct."

Project a positive image with a smile and a handshake. It makes you feel and appear more energetic, and you project an openness that breaks the ice.

"Get close enough to shake the staffer’s hand, but don’t invade personal space,” cautions Dr. Richard Jamison, director of Productivity Enhancement, a business consulting firm in Rutherford, NJ. “We are talking a distance of perhaps two or three feet.”

Many buyers who want to address a person by name will glance first at the person's badge. While that is understandable—and addressing the person
Share the Wealth

Make appointments with other attendees who are not competitors, but who have been in the business many years. Ask them the same questions you are asking the exhibitors. Don’t ask for solutions; ask for suggestions or referrals. Ask “Who else might know about this?” Don’t forget to be generous with ideas for those individuals who share with you.

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- **Comply** with EPA and state agency chemical usage reporting laws
- **Track** unlimited client transactions for order, invoice, A/R, plant inventory, work history, and more...
- **Generate** unlimited reports on demand: sales trends, job costing, commissions, taxes, balance sheet...
- **Design** your own queries and reports with the flexible Report Builder
- **Increase Sales** by utilizing numerous Target Marketing methods to new and/or existing clients
- **Export** client data to popular word processing packages such as WordPerfect and MS Word, and other formats such as ASCII, Excel and others...
- **Maintain** equipment/fleet maintenance records and a whole lot more, safely and reliably for many years!

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**ArborWare® Software Users...**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
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<tbody>
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<td>Manage</td>
<td>General Tree Work, IPM, Plant Health Care, Pesticide Programs, Routine Maintenance, Landscape and Lawn Care programs</td>
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**Trucks to Work With, Not On**

<table>
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<th>Model</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>BRAND NEW</td>
<td>2000 GMC, C/K900, 3126 Cat diesel, 6 sp. XT 60/70 ft. Hi-Ranger Elevator/Dump &amp; Chips. 65’/75 ft. working height, insulated upper &amp; lower.</td>
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<tr>
<td>BRAND NEW</td>
<td>2000 Int'l 4700 DT466E, 6 sp. plus 52-foot Aerial Lift of CT. Flat bed, 57-foot w.h.</td>
</tr>
<tr>
<td>BRAND NEW</td>
<td>2000 GMC &amp; International XT 55’ Hi-Ranger Terex Telelect. 60’ w.h.</td>
</tr>
<tr>
<td>USED</td>
<td>1992-1997 GMC LR3 Altec. 60’ w.h.</td>
</tr>
<tr>
<td>NEW AND USED</td>
<td>Aerial Lifts of CT, LR50, Hi-Rangers, Holan, Lift-Aliss, Cab &amp; Chassis, Chip Trucks, Chippers, Chip Boxes. Many under CDL. Affordable pricing for everyone.</td>
</tr>
</tbody>
</table>

2. Steer the conversation

Steer the conversation by asking several specific questions that will guide you down a narrow channel ... leading to solutions for your business problems. Bear in mind that you have limited time and you need to get pointed information fast.

“The person who asks the questions controls the conversation,” says Jamison.

Don’t be surprised if the vendor uses the same tactic, turning your question back into another question. “Good sales people know that in a successful sales situation, the customer does most of the talking,” relates Jamison. “So they will try to get you to open up by asking you questions.”

One way to keep hold of the conversation is to avoid asking open-ended questions such as “What’s new?” Instead, ask pointed questions designed to elicit specific information.

Here is one example from Jacob Weisberg, director of Creative Communications in Trabuco Canyon, Calif. He suggests starting directly: “I do mostly removals. I am thinking of getting into stump grinding directly, and I have three important questions for you.” Then immediately ask the three questions, each geared to elicit answers that will help solve specific business problems.

Notice how that approach puts the ball squarely in the vendor’s court. The vendor may need to ask you questions before developing an answer. That’s fine, as long as the questions are to the point.

At the end of the third question, says Weisberg, you need to reach a decision. Do you want the interview to continue or not? “If you want the conversation to end, simply say, “thank you for your time—I’ll think about it.” Start walking.
If you are interested in what they have to say, ask, "Is there anything you want me to know that I haven’t asked about?"

**Bonus tip:** What if the vendor ignores your opening questions and launches a canned pitch? Say, "I’d love to spend more time if I could, but I just need to find out one thing ..." You may need to interrupt, say you have run out of time and leave the booth.

### 3. Insist on a knowledgeable source

One of the benefits of TCI EXPO is the quality and knowledge of attendees and sales people. Commonly, the company’s president, CEO, technical director or national sales people will be the ones manning the booths. After you have finished your initial screening, you will have a good assessment of the booth person’s expertise. Because you need knowledgeable answers quickly, be prepared to ask for a product specialist if you need to.

**Bonus tip:** Request a telephone interview if the knowledgeable person is not available while you are at the booth.

### 4. Sidestep rush times

You need the right surroundings to get solid answers to your questions. Too often, a noisy, rushed booth atmosphere is not conducive to a businesslike exchange of ideas.

"If you cannot focus on details with all of the confusion around you, suggest a meeting at a location which is more conducive to business," says Bancroft. "Hand the staffer your card and ask for a private meeting."

You can often arrange a breakfast or lunch meeting. Indeed, meals represent a tremendous potential at TCI EXPO. Learn to mine them for profitable nuggets. Which brings up another benefit of attending the world’s largest tree care expo—the chance to meet informally with peers. Don’t dine alone or with your staff (unless you have scheduled an information-sharing meeting). Instead, line up dining engagements with vendors or with other individuals who have information to exchange.

### 5. Pick your social events carefully

Social networking is great. You can dig out lots of useful information at vendor receptions and similar events. Just make sure that you go to those functions that are likely to attract people with ideas or leads.

---

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Follow the tips in this article to meet more people at TCI EXPO, and benefit the most from the people you meet. Without the right communication skills, you risk not getting what you need from the show. You may have had a real need for product and service information that would solve your business problems, but you didn’t get it because of a breakdown in the human part. Interact with people the right way, and you will reap rich benefits from the show. You win. The exhibitors win. Everyone wins.

Smart Seminar Tactics

Attend those seminars that will help you solve current business problems or will fill practical tree care needs. Take written questions and make sure they are answered. “Let others in your company know what you have found,” says Iris Kapustein, president of Trade Show Xpress in Boynton Beach, Fla. “Make it brief but to the point.”

Not sure that a certain seminar or its speaker is really what you need? Call the National Arborist Association (800-733-2622) beforehand for background information. Ask for some details of what will be covered.
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Sharpen Your Skills

By Rick Bryan IV

"To change and to improve are two different things." German Proverb

No matter how skilled the operator or how powerful the saw, you won’t cut with maximum efficiency with a dull saw chain. Below are some chain sharpening tips from Rick Bryan IV, technical manager for Bryan Equipment Sales, Inc., a distributor for STIHL Outdoor Power Equipment.

The cutting speed of a chain saw basically depends on three factors:

1. The design and power of the chain saw.
2. The condition of cutting attachment.
3. The cutting technique of the operator.

The factor that has the greatest influence on the speed of cutting is the part that is actually cutting, the saw chain. For an extremely accurate sharpening, it is vital to understand all of the components that make up the cutter and chain.

The chain works by removing chips just like a hand plane. (Refer to Diagram 1.) The top plate cutting edge (1) lifts the chip off the bottom of the kerf while the side plate (2) separates the chip from the wall of the cut. The depth gauge (3) determines the height at which the cutter enters the wood and the thickness of the chip. The distance between the top edge (3) and the front edge of the top plate (4) is called the depth gauge setting. For optimum performance, the depth gauge must slope upward over the whole length, parallel to the service mark (6). The top plate (4) and side plate (7) have a thin coating of chromium, which forms the tooth cutting edges. They also taper to the rear to form a clearance angle, so the cutter does not jam in the kerf. This taper makes it essential that we adjust our depth gauges to correspond with each cutter.

Filing

Proper file size will improve your filing and the performance of your chain. There are four common file sizes that will fit most chain.

5/32 inch for 1/4 pitch chain
3/16 inch for .325 pitch chain
13/64 inch for 3/8 pitch chain
7/32 inch for .404 pitch chain

Sharpening must be done from the inside toward the outside, cutting the tooth on the forward stroke only, knocking the shavings out of the file after every couple of strokes. Preferably, we will use a file guide to help maintain correct angles and file depth, but if not, we need to keep 1/10
to 1/5 of the file above the top plate. Next, maintain two important angles:

- the filing angle, which is measured from the top plate cutting edge at right angles to the guide bar. For most chains this angle will be 30 degrees in hardwood and 35 degrees in softwood. We must keep all of our filing angles uniform to obtain maximum performance. (See Diagram 2.)

- The second angle is achieved by holding the file perpendicular to the guide bar. (See Diagram 3.)

The other angles will automatically fall into place if the right size file and correct filing procedures are being used.

Finally, we need to set our depth gauges. For hardwoods we should maintain it at .025 inch to .025 inch, for softwoods .030 inch to .035 inch. (See Diagram 5.)

As we file back the cutter, we will need to file down the depth gauge periodically because of the slope of the cutter. Too high a depth gauge and the chain will not cut properly. Too low of a depth gauge and we risk serious personal injury and destruction of our chain saw from excessive vibration.

Ideally, use two new chains in rotation on a new sprocket. When the chains are replaced, replace the sprocket with them. Turn the guide bar over every time a chain is switched, and clean the guide bar groove and oil inlet hole at regular intervals. Tension a new chain until you can pull on it and see just the bottom of the chain. It should rotate freely. Run it with no load for three minutes to break it in, making sure that you are getting proper lubrication by holding the tip of the chain saw close to a light background that will show if oil is coming off the chain.

There is a process to effectively file saw chain, and with practice you will find that your sharpening skills will improve. Carry a new chain around and compare it to the one you are working with. This will be your true test and goal. Stay sharp, avoid the rock!

**Diagram 5**

**.025 Hardwoods .035 Softwoods**

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### TCI EXPO 2000 Exhibitors

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACRT, Inc.</td>
<td>BOOTH 1039</td>
</tr>
<tr>
<td>ADI Tools, Div of TOL Incorporated</td>
<td>BOOTH 0404</td>
</tr>
<tr>
<td>Aerial Equipment, LLC</td>
<td>BOOTH 0014</td>
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<tr>
<td>Aerial Lift, Inc.</td>
<td>BOOTH 1238</td>
</tr>
<tr>
<td>Agape Designs</td>
<td>BOOTH 0732</td>
</tr>
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<td>Alliance Equipment Company, Inc.</td>
<td>BOOTH 1435</td>
</tr>
<tr>
<td>Altec Industries Inc.</td>
<td>BOOTH 0300</td>
</tr>
<tr>
<td>Altunamats, Inc.</td>
<td>BOOTH 0747</td>
</tr>
<tr>
<td>American Arborist Supplies Inc.</td>
<td>BOOTH 0946</td>
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<tr>
<td>The American Group, - Samson Div.</td>
<td>BOOTH 0557</td>
</tr>
<tr>
<td>American Safety Utility Corp.</td>
<td>BOOTH 1055</td>
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<tr>
<td>American Standard Company</td>
<td>BOOTH 1226</td>
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<tr>
<td>AmeriQuip/MTI</td>
<td>BOOTH 1452</td>
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<tr>
<td>Amerisafe, Inc.</td>
<td>BOOTH 0127</td>
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<tr>
<td>Arbor Direct LLC</td>
<td>BOOTH 0553</td>
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<tr>
<td>ArborSystems, LLC</td>
<td>BOOTH 0821</td>
</tr>
<tr>
<td>Arbortechnologies</td>
<td>BOOTH 0706</td>
</tr>
<tr>
<td>Arborwear LLC</td>
<td>BOOTH 0728</td>
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<tr>
<td>Asplundh Tree Expert Company</td>
<td>BOOTH 0008</td>
</tr>
<tr>
<td>Bahco Tools Inc.</td>
<td>BOOTH 0860</td>
</tr>
<tr>
<td>Bailey’s</td>
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<tr>
<td>Bandit Industries, Inc.</td>
<td>BOOTH 1038</td>
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<td>Bartlett Manufacturing Company</td>
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<td>Bartlett Tree Expert Company</td>
<td>BOOTH 0006</td>
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<tr>
<td>Bayer Corporation, Ag. Division</td>
<td>BOOTH 0620</td>
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<tr>
<td>BBA Nonwovens / Reemay, Inc. / Bio Barrier</td>
<td>BOOTH 0324</td>
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<tr>
<td>Becker-Underwood Inc.</td>
<td>BOOTH 0406</td>
</tr>
<tr>
<td>Ben Meadows Company</td>
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<tr>
<td>Big Foot Industries Inc.</td>
<td>BOOTH 0724</td>
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<tr>
<td>Bio-Plex Organics</td>
<td>BOOTH 1340</td>
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<td>Bishop Company</td>
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<tr>
<td>Blue Ridge Arborist Supply</td>
<td>BOOTH 1227</td>
</tr>
<tr>
<td>John Brown &amp; Sons, Inc.</td>
<td>BOOTH 0012</td>
</tr>
<tr>
<td>Buccaneer Rope Company</td>
<td>BOOTH 0009</td>
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<tr>
<td>Buckingham Mfg. Company, Inc.</td>
<td>BOOTH 0630</td>
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<tr>
<td>C.A.G. Corporation</td>
<td>BOOTH 0152</td>
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<tr>
<td>J.P. Carlton Company, Div. DAF, Inc.</td>
<td>BOOTH 1026</td>
</tr>
<tr>
<td>Chesapeake Engine Distributors</td>
<td>BOOTH 0430</td>
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<tr>
<td>Christmas Decor &amp; Nite Time Décor</td>
<td>BOOTH 1445</td>
</tr>
<tr>
<td>Climb Axe, Ltd.</td>
<td>BOOTH 1059</td>
</tr>
<tr>
<td>CNA Commercial Insurance</td>
<td>BOOTH 0805</td>
</tr>
<tr>
<td>Columbian Rope Company</td>
<td>BOOTH 0956</td>
</tr>
<tr>
<td>Commerce Leasing, a Leasing Partners Co.</td>
<td>BOOTH 1052</td>
</tr>
<tr>
<td>Commercial Cutters Direct</td>
<td>BOOTH 1359</td>
</tr>
<tr>
<td>Concept Engineering Group, Inc. (CEG)/AIR-SPADE®</td>
<td>BOOTH 0509</td>
</tr>
<tr>
<td>Corona Clipper</td>
<td>BOOTH 0825</td>
</tr>
</tbody>
</table>

Creative Automation Solutions: BOOTH 1126
Creative Sales, Inc. (CSI): BOOTH 0704
Cutter’s Choice: BOOTH 1438
The Davey Tree Expert Company: BOOTH 0421
Dennis Tool Company: BOOTH 0723
Deutz Corporation: BOOTH 1157
DICA Marketing Co.: BOOTH 1453
Ditch Witch of the Carolinas: BOOTH 0253
The Doggett Corporation: BOOTH 0942
Doskocil Industries, Inc.: BOOTH 0120
Enginaire: BOOTH 1152
Engine Distributors Inc.: BOOTH 0330
Envirometrics Inc.: BOOTH 0722
Excalibur DMM: BOOTH 0644
Fanno Saw Works: BOOTH 0749
Fauer, Inc./Traver Tree Service Inc.: BOOTH 1045
FCI/Racine: BOOTH 1047
Fecon, Inc.: BOOTH 1449
First Sierra Financial, Inc.: BOOTH 0001
FMC Corporation - Specialty Products Business: BOOTH 0933
Forestindustry.com: BOOTH 1354
Forestry Equipment of Shelby, Inc.: BOOTH 0220
Forestry Suppliers, Inc.: BOOTH 1338
J.P. Fuller, Inc.: BOOTH 0628
G & A Equipment Inc.: BOOTH 0642
Good Tree Care Company: BOOTH 0625
Green Manufacturing Inc.: BOOTH 1130
Green-Releaf by Sybron: BOOTH 0431
GreenPro Services: BOOTH 0856
Growtech, Inc.: BOOTH 0757
Growth Products, Ltd.: BOOTH 0721
Gyro-Trac, Inc.: BOOTH 1228
The Hartford: BOOTH 0627
Horticultural Alliance, Inc.: BOOTH 0429
Hino Diesel Trucks (USA) Inc.: BOOTH 1460
Husqvarna: BOOTH 0528
IML - Instrument Mechanic Labor, Inc.: BOOTH 0505
ImpleMax Equipment Co., Inc.: BOOTH 0426
Independent Protection Company: BOOTH 0954
Institute for Land & Trees: BOOTH 0007
International Society of Arboriculture: BOOTH 0700
Jameson Corporation: BOOTH 0832
John Bean Sprayers / Durand-Rayland, Inc.: BOOTH 1434
Karl Klammerling, Inc.: BOOTH 1526
Kramer Equipment Company, Inc.: BOOTH 0109
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Labonville, Inc........................................BOOTH 0010
Leonardi, Inc........................................BOOTH 0003
Liberty Financial Group, Inc..................BOOTH 0123
Loftin Fabrication.................................BOOTH 0829
Fred Marvin Associates..........................BOOTH 0733
MAT-3, Inc..........................................BOOTH 0410
J. J. Maugat Company..............................BOOTH 0958
Mayo Global Transportation, Inc.............BOOTH 0125
McDonald Equipment Company (MECO).........BOOTH 0853
Mertz Equipment Sales / A Division of Mertz, Inc.. BOOTH 0420
Microtronics Inc..................................BOOTH 0854
Midwest Arborist Supplies....................BOOTH 1155
Miller Machine Works............................BOOTH 0147
Minnesota Wanner Company....................BOOTH 1328
MIRK Inc./Toombs Truck & Equipment.........BOOTH 0756
Monterey Lawn & Garden Products, Inc.......BOOTH 0827
Morbark, Inc........................................BOOTH 0338
Mountain Valley Manufacturing, Inc.........BOOTH 0646
MTI Insulated Products, Inc....................BOOTH 1448
National Arborist Association (NAA).........BOOTH 0800
National Arborist Foundation (NAF)........BOOTH 0155
New England Ropes, Inc........................BOOTH 0432
Niemyer Corporation.............................BOOTH 1054
North American Engine Company..............BOOTH 0145
Northeastern Associates.........................BOOTH 1254
Oregon Cutting Systems/Div. Blount, Inc....BOOTH 1043
Outdoor Equipment Distributors Inc.........BOOTH 1538
Oxford Capital - The Oxford Companies......BOOTH 0013
Payeur Distributions Inc........................BOOTH 1542
The Peavey Manufacturing Company..........BOOTH 1134
Petzl America.......................................BOOTH 0459
Pigeon Mountain Industries, Inc. (PMI)....BOOTH 0520
Pinnacle Concepts Inc. / Terra Vent..........BOOTH 0328
Plant Health Care Inc............................BOOTH 0654
Polecat Industries, Inc........................BOOTH 0533
Power Great Lakes, Inc........................BOOTH 0638
Power Great Lakes, Inc./ Auto Clutch........BOOTH 0720
Power Planter......................................BOOTH 1548
Practical Solutions, Inc.......................BOOTH 0005
Preformed Line Products.......................BOOTH 1132
Progress Leasing Company......................BOOTH 0143
Rainbow Treecare – Scientific Advancements..BOOTH 0823
Rainbow Treecare – Seminars..................BOOTH 0624
Rayco Manufacturing, Inc......................BOOTH 0200+0112
Rear's Manufacturing Company................BOOTH 1352
Redmax - Komatsu Zenoah America, Inc......BOOTH 0126
Remke Enterprises, Inc.........................BOOTH 0452
ROOTS Inc..........................................BOOTH 0621
Royal Truck & Equipment Inc..................BOOTH 0154
Safety Test & Equipment Company............BOOTH 0139
Salsco, Inc........................................BOOTH 0527
Schodorf Truck Body & Equip. Co.............BOOTH 0130
Service Communication Software.............BOOTH 0622
Shelter Tree, Inc./Tree Care Products.......BOOTH 0953
Sherrill, Inc........................................BOOTH 0538
Shinn Cutter Systems............................BOOTH 0354
Sibic & Associates...............................BOOTH 1455
Sierra Moreno Mercantile Company........BOOTH 1443
Simonds Industries, Inc.......................BOOTH 0935
Southco Industries...............................BOOTH 0552
Southeastern Equipment Company...............BOOTH 0252
Southern Chapter, ISA..........................BOOTH 0157
Southern Farm Equipment.......................BOOTH 0725
STIHL, Incorporated................................BOOTH 0926
Stump Removal Inc................................BOOTH 0754
Sunbelt Outdoor Products Inc..................BOOTH 1058
Sunbelt Rentals....................................BOOTH 1426
SwapLoader, USA Ltd.............................BOOTH 1231
Tanark Clearing Inc..............................BOOTH 0423
Tanaka Power Equipment.........................BOOTH 0434
Ten. Insurance Services (T.I.S. Insurance Services Inc.) BOOTH 0326
Terex Telelect Inc.................................BOOTH 0812
Tilton Equipment Company.....................BOOTH 0752
Timberwolf Manufacturing Corporation.......BOOTH 0658
Tree & Landscape Equipment Trader..........BOOTH 0526
Tree Tech Microinjection Systems.............BOOTH 0755
TreePro Direct (TM)...............................BOOTH 0011
Trueco, Inc.........................................BOOTH 1427
V & H Inc..........................................BOOTH 0454
Veneer Manufacturing Company...............BOOTH 0500
VERSALIFT, TIME Manufacturing Co ..........BOOTH 1156
Wall Industries.................................BOOTH 0531
Wall Industries/Silky.............................BOOTH 1439
Weaver Leather, Inc..............................BOOTH 0648
Willman's Earth Restoration Co................BOOTH 1327
Wis-Con Total Power Corporation............BOOTH 0320
Wood-Mizer Products, Inc.......................BOOTH 1356
Wood/Chuck Chipper Corporation...............BOOTH 0138
Woodman Inc......................................BOOTH 0820
Yale Cordage, Inc.................................BOOTH 0852
Zenith Cutter Co................................BOOTH 1326

TREESCARE INDUSTRY - OCTOBER 2000
I recently had an accident while removing an English elm at The Pennsylvania State University, where I have been employed as the tree surgeon/arborist for almost 15 years. The scenario was not uncommon for any functioning tree care operation.

We monitor our elms for Dutch elm disease (DED) on a regular basis, and while doing so a suspect tree was found. A sample was taken to the plant pathology clinic on campus. Several days later, we received confirmation and went into tree removal mode. Fifty percent of the tree was infected and there were other elms adjacent to it.

We looked at the tree and determined it could be felled into a parking lot—despite an existing landscape area and a street light—if we narrowed the canopy by reducing the width. It was late in the day, but we felt we could get one side lead off and take the remaining lateral limbs the next morning.

I ascended the tree to remove the large (25-inch diameter) lead and went about my work as usual. I roped off several limbs on the way up, disconnected a cable to this lead and then roped the remaining wood back to the base of the lead. The rest, approximately six smaller lateral limbs, would have to wait till the next day.

The next morning our crew divided. We sent two men to get a large dump truck and a payloader, one person was assigned to dump chips and two were to finish the width reduction and install a pull line to fell the tree.

I elected to set a climbing line with a throw ball so I could swing freely between the two leads that needed side limbs removed. I was able to set my line at 70 feet. I used the secured footlock method to enter the tree and then had my groundsman attach my climbing spikes and a chain saw once I was tied in. I proceeded to free fall several limbs into a lawn area and the parking lot. Last was a 12-inch diameter by 35-foot long horizontal limb that needed a little swing to it to miss the street light. I sighted down the limb and was able to determine that I could swing it to my right to miss the light.

I put in my notch and started the backcut. The limb started to sit and swing as I had hoped, but as it continued to swing horizontally, I knew it must be hung on something. About this time, the limb came loose on the butt end and stood straight up (butt heavy), landing on the outside edge of my right knee. There was a cracking sound as I was jostled around. When all came to rest, the limb was now beside me, attached by a light cable.

Most of the crew had gotten back by this point and were in aerial rescue mode. They made verbal contact, and I was able to tell them I was okay. I regrouped for several minutes and started feeling better.

Tied in by lanyard and climbing system, I had not moved at all. I reached out and cut loose the limb supported by the cable, thinking I might be able to step up and install the pull line. As soon as I went to step with my right leg, however, I realized I was done for the day. I was able to ease myself back 20 feet to get to the fairlead of my climbing line and then lower myself to the ground.

At the hospital I was diagnosed with a fracture of the lateral tibial plateau of the right leg. The repair involved surgery to install a plate, screws and a bone graft to set things right. They also found some injury to cartilage and ligaments that will require further evaluation after the leg heals.

I look back at this accident and try to decide how it could have been avoided. It seems that me that this type of accident is most likely to occur with an inexperienced...
climber, someone in a hurry or an older climber who views each job as just another tree. I fit the last description. I have done this kind of work thousands of times and have had a relatively safe, 28-year career as a climber. So, here is my new checklist of things to add to my pre-climb inspection whenever I go aloft.

1. Make the effort to learn the history of the tree. Has it been worked on in the past, or is it a tree with no previous history of maintenance?

2. Before removing any material, look for vertical or horizontal cracks, hollow spots, dry spots and cankers. Check to see if there is any reason to suspect that additional support for limbs might have been attached. If so, inspect further and make sure.

3. When setting a line high in the tree (via throw ball), do a very thorough assessment of the tree’s condition, looking for cables, widowmakers, etc. When you climb in a traditional manner, you get a better view of the tree before you do anything. This is certainly not the scenario when you are able to set a line high in the tree.

4. Always focus on the task at hand. I have been a fast worker traditionally, with a “let’s get it done and move on to the next project” attitude. Allow time to make good decisions.

5. As always, put safety first and foremost. Take nothing for granted and keep your head in the game.

When trying to weigh the productivity cost of a “safe and sure attitude” against a “keep it moving” mentality, keep in mind all of the results and costs of an accident. Obviously, my injuries have had a negative affect on me, but I feel much worse about the load I have dumped on others. Our crew had a 20 percent reduction in size and a 25 percent reduction in climbers, so they had to bear an additional load. My wife and children now have to deal with new duties until I am able to walk again, so their load is increased too. I am not quite the provider I was before the accident. I cannot work overtime, which, with five children, I had almost always taken on whenever I could. I also became a negative statistic for workers’ compensation rates, which affects everybody. I truly enjoy this industry and would not intentionally do anything to harm it.

These are some of my thoughts on what started out as a simple removal of a diseased tree. I hope this will help someone else avoid a similar situation and remind one and all to keep your head in the game—no matter what your level of expertise may be. We all care greatly for this industry, and by learning from others we can help improve the industry and make ourselves safer workers.

Kris Edson is a climbing instructor and the senior tree surgeon/arborist at The Pennsylvania State University in University Park, Penn.
Events & Seminars

October 1-4, 2000
Great Lakes/Great Trees
SMA Annual Conference
Holiday Inn South, Lansing, MI
Contact: 517-482-5530

October 5-6, 2000
Nebraska Arborist Association
Climbing and Pruning School
Lincoln, NE
Contact: 402-476-3852

October 6-7, 2000
Emerald Expo
Stadium Exhibition Center
Seattle, WA
Contact: 877-473-3655

October 6-8, 2000
Student Society of Arboriculture
5th Annual Conference and Job Fair
Camp Tahigwa, Northeast Iowa
Contact: twalsh@uwsp.edu

October 6-20, 2000
Committee for Adv. of Arboriculture
Advanced Tree Climbing School
Allaire State Park—Wall, NJ
Contact: 732-431-7903

October 9, 2000
Pennsylvania State Turfgrass Foundation
26th Annual Golf Tournament
Wildwood Golf Club
Allison Park, PA
Contact: Barry Grote, 412-366-5585

October 11, 2000
Committee for Adv. of Arboriculture
Chain Saw Safety
Allaire State Park—Wall, NJ
Contact: 732-431-7903

October 12-13, 2000
Northeast Shade Tree
A New Tree Biology, by the Book
Presented by Dr. Al Shigo
Portsmouth, NH
Contact: 603-436-4804

October 17, 2000
National Arbor Day Foundation
Building With Trees Seminar
Charlottesville, NC
Contact: 402-474-5655

October 17, 2000
Committee for Adv. of Arboriculture
Bracing & Cabling Workshop
Honiny Hill Golf Course
Contact: 732-431-7903

October 18, 2000
National Arbor Day Foundation
Building With Trees Seminar
Chicago, IL
Contact: 402-474-5655

October 18, 2000
Committee for Adv. of Arboriculture
Aerial Rescue & Electrical Hazard
Allaire State Park—Wall, NJ
Contact: 732-431-7903

October 17, 2000
Chain Saw Safety
Allaire State Park—Wall, NJ
Contact: 732-431-7903

October 18-19, 2000
Oklahoma State University
Multi-State Plant Materials Conference
Stillwater, OK
Contact: Mike Schnelle, 405-744-5405 or
mas@okstate.edu

October 18-20, 2000
Interstate Professional Applicators Assn.
2000 Convention
Cavansings Inn at the Park
Spokane, WA
Contact: 206-823-2600

October 19, 2000
Tree Evaluation Workshop
Grand Rapids, MI
Contact: 517-482-5530

October 19-20, 2000
Urban Forestry: 2000 and Beyond
9th Annual Tenn. Urban Forestry Conf.
Contact: Jennifer Smith, 615-352-8985

October 20-22, 2000
New Jersey Shade Tree Federation
75th Annual Meeting & Exposition
Cherry Hill, NJ
Contact: Bill Porter, 732-246-3210

October 21, 2000
Tree Climbing Championship
Cheekwood Botanical Gardens
Nashville, TN
Contact: Jennifer Smith, 615-352-8985 or
www.tufc.com

October 25-28, 2000
Canadian Urban Forest Conference
Chateau Lake Louise
Lake Louise, Alberta, Canada
Contact: 403-221-4698

November 3-4, 2000
Plant Health Care, Inc.
Plant Biology Workshop
Frogmore, SC
Contact: 843-838-7505

November 9-11, 2000
National Arborist Association
TCI EXPO 2000
Charlotte Convention Center
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...continued on page 62

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... continued on page 66
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---

**FOR SALE**

**Equipment For Sale**
1999 Ford F350 Powerstroke Crewcab Dump, 46,000 mi. $28,777; 1999 Carlton 4400 Stump Grinder, $18,000; 1999 John Deere Skid Steer, 72-inch construction bucket, light material bucket, grabber bucket, Worksite Pro CA25, 36-inch auger, 12-inch auger, Brad Co forks, spare tire. $25,900; 1999 US Cargo 318 USC818TA2, $3150; 1999 Morbark 2400 chipper, $33,000; 1999 Another Cleason sprayer w/ chem., $4300; 2000 Contractor Lowboy, 7x16, 12000 GVW, $1775; 200-300 cubic yards of hard wood mulch, best offer; 92 face cords of split, seasoned firewood, best offer. Call Hoot Owls Tree Service in Bartlett, IL (630) 372-4857.

1996 Bandit 250, 110 hp J. Deere. Winch, adjustable discharge, hyd. swivel discharge, auto feed, brakes, 3100 hrs., green paint. $1500. Call 203-426-3400

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**EQUIPMENT WANTED**

Wanted - Two Man Chainsaws
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**Versalift Bucket Truck - low stow model, 60-foot reach, rear mount, all aluminum body and tool boxes mounted on 1998 International 4800 4x4 all wheel drive, DT466, automatic transmission, air brakes, custom interior, under 26,000 GVW, 36,000 miles. Custom built. Asking $92,500 or best offer.**

**Versalift Bucket Truck - low stow model, 60-foot reach, rear mount on 1998 International 4900 with DT466, automatic transmission, air brakes, custom interior, under 26,000 GVW, 18,500 miles. Custom built. Asking $87,500 or best offer.**

**Chip Truck - 28 cubic yard, 16 feet long, all aluminum body and tool boxes, custom made with manual slide convertible top, ideal for multiple uses. Mounted on 1992 International 4900 with DT466, automatic transmission, custom interior, aluminum wheels, 33,000 GVW, 55,000 miles. Asking $42,500 or best offer.**

**Two Brush Bandit Chippers, model 250XP with John Deere engines, winches, hydraulic lift and chute, ext. tongue, many extras, 800 hours. Asking $22,000 or best offer.**

**One Rayco Stump Grinder, Model 1672 DXH, diesel, 200 hours, excellent condition. Asking $23,500 or best offer.**

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*continued on page 70*
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Equipment for Sale

- '94 F700 diesel, 5-speed, 14-foot Arbor tech forestry body, Posi rear, 51,000 miles, excellent condition.
- '82 International Truck 1900 DT466, 5x2 trans., 16-foot dumping body with logunks and stake body sides. 9000 pound knuckle boom, good rubber, runs great.
- '94 model 250 Brush Bandit chipper, 116 hp Cummins, hydraulic winch, hydraulic lift cylinder, live hydraulics.
- 4100D Canton stump grinder, brand new cylinder, live hydraulics.
- '82 International Truck 1900 DT466, 5x2 excellent condition.
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Well established tree care business for sale in the heart of Silicon Valley, richest county in the world. Located in San Jose, California and serving the bay area communities for the past 9 years. Medium-sized company grossing over a million annually with an average growth of over 20% per year in sales. As of May 31, 2000, sales are up 50% over the same five month period of 1999. Excellent reputation in the community with numerous repeat and referral work year round. All trucks and equipment are late model. A well-trained, motivated tree care management team runs the company with minimal supervision from the owner. This is a turnkey operation for the right buyer. All inquiries can be made by either mailing to James Welsh at PO Box 501, Cupertino, CA 95015 or through our website at www.commercialtree.com by contacting Robert.


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Officials in Massachusetts are keeping a close watch on the spread of the Gypsy Moth caterpillar amid signs that the bugs with voracious appetites are making a resurgence.

By mid-summer, one of the most heavily traveled stretch of highway in the state—the bottom leg of Route 3, which leads to the vacation spot of Cape Cod—was lined with small oaks stripped bare, according to a report in the Boston Globe.

Gypsy moths last terrorized the Bay State in the early and mid-1980s, when, for a time, it was impossible to grab an oak limb without squishing a handful of the caterpillars. The bugs were feeding in such numbers it was possible to hear them munching away on hot afternoons. What worries environmentalists most is that the gypsy moth, which has been around but in much smaller numbers since then, is attacking the same trees repeatedly, increasing the odds of killing them, and is beginning to widen its geographical area again, showing up in western and northern parts of the state.

The newspaper—which incorrectly reported that the insect does its eating in the moth stage—said that campers at Nickerson State Park on Cape Cod complained that caterpillar droppings were becoming a nuisance, forcing officials to resort to aerial spraying.

**Anthracnose Leaves Sycamores Bare**

It’s been a tough year for trees. In addition to the catastrophic spread of citrus canker in south central Florida, Michigan arborists have dealt with oak wilt that curbed the pruning season. Most recently, arborists’ phones have been ringing off the hook in the Detroit area, where sycamores are dropping their leaves.

The culprit, state officials told the Detroit News, was anthracnose—an ever-present disease ratcheted up a notch by a prolonged wet, cool spell during late spring and early summer. The trees would most likely recover, replacing leaves dropped in the damp weather. In the meantime, the sight of bare trees in summer has rattled many property owners.

The newspaper offered sound advice on how to handle diseased trees: don’t panic and cut them down. Call a professional tree care company to work on larger trees.

**An Imperfect Arborist?**

Sebastian Junger has been in the spotlight for three years now, thanks to his book, *The Perfect Storm*. This summer, as the movie version of the book hit theaters, Junger again withstood a wave of media attention. And once again, Junger was retelling the story of how he came to write the best-selling book. It all began with a chainsaw cut.

As Junger told the story to Boston Globe Magazine, he was working as an arborist while trying to make his way as a freelance journalist. While climbing a tree one afternoon, Junger knicked himself in the back of the leg. As he felt through his jeans to the freshly cut skin, he thought to himself, "This is a dangerous job."

No kidding. So Junger set out to write a book about the world’s most dangerous jobs—why do people do them? But halfway through his research, while looking into the lives of professional fishermen, he hit upon the storm of the century and the men lost at sea.

Junger also told a TV station that he still climbs trees now and then, helping out a buddy outside New York City. "I feel more alive at the end of a day of cutting trees than I do at the end of a day of writing," he said.

**Tree Farming Takes Patience—About 70 Years' Worth**

Some Ohio property owners are thinking long-term when choosing which trees to plant on their land.

According to the Toledo Blade, recent jumps in the demand and price for top-quality lumber—especially sugar maple and cherry for furniture making—has prompted some people to start informal tree farms. Of course, many of these farmers won’t see the results of their labors, since it takes many of the most desired trees 70 years or more to reach the age when they’re ripe for harvest. Ohio residents have an added incentive—they can receive up to three day’s per year of free consultation with a state forester.
HEAT TREATED POCKET

- Much stronger and wears longer than non-heat treated pockets.
- Pocket holds tooth securely when tightened, but springs back into shape when loosened for easier tooth removal.
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Please circle 40 on Reader Service Card
On Aug. 19, I kept an appointment with a new client at his lakeshore residence, accompanied by my son, an apprentice arborist. We had been hired on a “cost plus” basis, and anticipated a pleasant and enjoyable day’s work on the waterfront of a large inland lake.

The objective was to make two “windows” through the stands of cedar, sugar maple and basswood that would facilitate viewing of the lake from the patio across to the far shore. The property was fairly new and the owners were anxious to have the work done.

After explaining the critical nature of the root biomass to crown relationship, I assured them we would not compromise the maximum defoliation amounts I had determined for each tree, which I judged based on overall health and age. My son established his rope by throwbag over a high limb in a sugar maple, while I chose a large cedar to climb. We were approximately 30 feet apart. Before I had even started my ascent, he was already established at his work position in the tree.

I was up about 35 feet and free climbing the dense upper crown. Arriving near the top, I stopped to view the beautiful view across the lake. Returning to the task at hand, I located a good crotch for my safety line. I then heard hornets buzzing around my head. I did not notice any nests in my inspection before ascending, and their stinging attack on my back, head and arm kept me from spending too much time looking for one. In a semi-free fall descent that would put the famed Max Bunyan to shame, I reached the ground in a few seconds and started to detach hornets from my arm and shoulder.

My son figured out what had happened and spotted the location of the hornet’s nest—about four feet from where I had stopped to view the lake.

In my years as a climber, I have never had this happen before. I have since learned that inspection before ascending should not be limited to structural integrity and a search for branch defects. While I won’t use this as an excuse, I can say that the dense foliage obscured the hazard from the ground. I now look for hazards as I ascend the tree, instead of focusing on the view.

I have always maintained that the singular contributing cause of accidents in our vocation is the failure to focus on work every moment. Refuse to let your attention wander. This is precisely what happened to me. Had I been less taken with the view, I surely would have seen the hornet’s nest long before it was too late.

Our profession offers rewards and fulfillment that other occupations cannot hope to equal—healthy physical activity, challenges and the knowledge that skills of no small degree are needed to work safely. To forget, however, that an error can lead to severe physical injuries and/or death is to court eventual disaster. Experience may be the harshest, but is the most effective teacher. The lessons learned that day about hidden dangers will live with me and make me an astute student of the habits of Polistes (family Vespidae).

Edward Kennedy is the owner of Meadow Green Tree Experts in Ontario, Canada.

Do you have a story 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.
**Standard One Ton Forestry Body: Model S-11**

*(84" cab to axle chassis required)*

**General**
1. All 6-galvannealed material (Zinc coated, Resists Rust)
2. One piece design in body sides
3. All wiring in conduit
4. Sealed lexan lens lights meet FMVSS 108 specs
5. Anti-sail mud flaps
6. Class C Hoist
7. Safety body prop
8. Trailer light connector 6 pole
9. Pintle, or pintle/ball combination trailer hitch w/tow hooks
10. Bodies: mounted, undercoated, chemically degreased, cold tar epoxy coating inside chip box, primed and painted (paint warranted)
11. Tool Boxes w/theft resistant rods
12. Tool Boxes “weatherproofed”
13. Tool Box Hinges: include grease zerk
14. Chipper air exhaust vents

**Overall Body Dimensions:**
1. Length: 138”
2. Height: 60”
3. Width: 92”

**Chip Box Material:** (galvannealed)
1. Floor: 10 ga. plate
2. Sides & Front: (1) pc. design - 12 ga. plate
3. Top: 14 ga. plate
4. Tailgate: (270 swing) 12 ga. plate w/tubing frame
5. Runners: 6” structural channel
6. Cross members: 3” structural channel
7. Rear vertical support: formed ¼” plate
8. Rear horizontal support: 3” x 2” x ¼” rectangular tubing

**Tool Boxes (14 galvannealed material):**
1. “L” cross box - which includes underbody tool box
   - Cross box: 24” long x 92” x 37” high across chassis rails; (6) swivel rope hooks; (1) shelf; (3) gal. water cooler holder
2. Underbody tool boxes: (two) 55” long x 20” high x 17” deep
3. Ladder box (inside chip box) 107” long x 12” wide
4. Pruner Box: (inside chip box) 132” long x 12” wide
5. Locks: Keyed alike

**Optional:**
1. Top ladder & pruner rack.
2. **NOTE:** Chassis cabs available to complete the package.

---

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The new neonicotinoid insecticide from Novartis. Learn how to protect trees from a variety of insects, for a full season, with an easy soil application.

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This new frontier of tree science has many useful applications for the Arborist practitioner. While not yet available for tree health problems, it will be in the near future and could change how you manage many of the trees under your care.

Come see our seminars at Booth 624 and booth 823 for information

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For seminar details and times or information on these topics call toll-free 1-877-ARBORIST or (952) 922-3810

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Charlotte Convention Center

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National Arborist Association

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November 9-11
Charlotte Convention Center

The sky is the limit with what you'll learn from this year's exciting program. Over 170 exhibitors under one roof, bringing you cutting-edge tree care equipment, technology, supplies and services.

The NAA thanks the following sponsoring organizations...

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Why should you attend?

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

SAVE, SAVE, SAVE ... Take advantage of the educational seminars. If you are attending 5 or more seminars ... BUY GOLD!

Registration Procedure

Please photocopy and complete a separate registration for each conference attendee. Registration is REQUIRED to obtain your admission badge.

Register before the Early Bird deadline of October 9 to receive discounts on Trade Show Admission and educational seminars.

All TCI EXPO admission badges will be mailed to attendees who register prior to October 22, 2000. Individuals registering after October 22 must stop by the pre-registration desk located in the Second Street Concourse to pick up their admission badge.
Over 170 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 2000 and make a difference in your future!
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 p.m. and Saturday at 11:00 a.m. and 1:00 p.m.

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. Just complete the survey found in the center of your pocket program.

Arborbucks participants:

<table>
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<tr>
<th>Drawing Schedule</th>
<th>Thursday</th>
<th>12:00 noon</th>
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<tr>
<td>November 9</td>
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<tr>
<td>Friday</td>
<td>12:00 noon</td>
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<tr>
<td>November 10</td>
<td>11:00 am</td>
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Winners must be present to receive ARBORBUCKS cash!

American Arborist Supplies, Inc.
Aerial Lift, Inc.
John Bean Sprayers
Bishop Company
Concept Engineering Group, Inc.
DICA Marketing Co.
Green Manufacturing, Inc.
Growtech, Inc.
H.D. Hudson Mfg. Co.,
Green Garde Div.
Karl Kueemmerling, Inc.
MAT-3, Inc.
Northeastern Arborist Supplies
Peavey Manufacturing Company
Rayco Manufacturing Inc.
Schodorf Truck Body & Equip. Co.
Trueco, Inc.
Vermeer Manufacturing Company

Arborist Skills

Visit the Arborist Skills areas located on the trade show floor and sign up to receive hands-on instruction. Upon completion, ISA Certified Arborists will become eligible to receive ISA re-certification CEU’s.
Two Special Workshops

TCI attendees are invited to participate in either full-day workshop on Wednesday, November 8, 2000.

Registration Fee $95
Please use the TCI EXPO registration form to indicate attendance at either of these programs.

Limited enrollment. Early registration is encouraged.

The Bartlett Tree Research Laboratory Tour - Bartlett Staff

8:30 am - 3:30 pm
Second Street entrance
Charlotte Convention Center

The F.A Bartlett Tree Expert Company is widely regarded as a leader in delivering cutting edge, science-based tree care services. Take advantage of this rare opportunity, while EXPO is in Charlotte, to tour the Bartlett Tree Research Lab, the proving ground for the company’s innovative services.

Participants will depart at 8:30 a.m. and return at approximately 3:30 p.m. Lunch included.

Business Managers’ Workshop - Jerry Gaeta

<table>
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<tr>
<th>morning session</th>
<th>afternoon session</th>
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<tr>
<td>Understanding Costs &amp; Pricing Services</td>
<td>Building Your Employee Benefit Program</td>
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<tr>
<td>9:00 am - 12:00 pm</td>
<td>1:00 pm - 4:00 pm</td>
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<td>Room 211</td>
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What is the relation between estimating, job costing and accounting? In a profitable business, they must work in unison. In this program, Mr. Gaeta will explain the relation of these three important components of business management and show you how they must balance each other.

Lunch not included.

Jerry Gaeta and two partners own a full service design/build and commercial landscape, irrigation and landscape maintenance firm in Mt. Pleasant, S.C. Jerry is a successful estimator who has bid hundreds of millions of dollars in site development work. He became an associate with Vander Kooi & Associates, Inc. in 1994, and has consulted with many companies in the green industry, developing overhead recovery budgets, teaching the principles of estimating and improving their performance and profits. He was elected “1991 Nurseryman of the Year” by the SC Nurserymen’s Association, the only landscape contractor ever to receive such an honor.
7:30 REGISTRATION OPENS

8:30-9:45 KEYNOTE ADDRESS: MANAGING THE FUTURE - AGE WAVES IN THE WORKFORCE - Robert Tucker
Baby Boomers are turning 50 at the rate of one every eight seconds. Generation X, 17 million Americans, are the force in the workplace today. They are telling their employers that they work under and are motivated by different rules than were Boomers. Now Generation Y is making its presence felt strongly, especially in service businesses like tree care that tend to employ younger workers.

In his upbeat, interactive session, Robert Tucker will explain the most important do's and don'ts regarding Generation X, and help you understand Generation Y's unique requirements.

9:57 TRADE SHOW OPENS

Don't miss a single booth! Wear your walking shoes, because with over 170 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 live demonstrations and plenty of hands-on opportunities with some of the leading names in the arborist industry. Check your show program for times and locations. To keep up with the industry, you won't want to miss a single demo. Bonus: Key demos will be presented in Spanish each day of the show. Bring your Spanish-speaking employees!

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

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

4:00 TRADE SHOW CLOSES

4:00-5:00 NEW TREATMENTS: CLAIMS, THEORIES & RESULTS - Dr. Bruce Fraedrich and Dr. Thomas Smiley
If you couldn't join us for the Bartlett Lab tour, you can still reap the benefit of that organization's "R & D" by coming to hear two of Bartlett's head researchers talk about their ongoing projects and findings.

4:00-5:00 MARKETING TO GENERATIONAL CUSTOMERS - Robert Tucker
In this presentation, Robert Tucker will help you brainstorm new market opportunities in serving the three age waves, help you identify the age waves among your customers, and help you predict and control how an aging population will affect your business.

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

See you next year in Columbus, Ohio! November 1-3, 2001
John Ball
much how to do IPM, but how to market the
service and make a profit at it. Following the
classic IPM methods appears to be a good way
of having your IPM program become DOA. But
pesticide regulations and public attitudes are
changing and clearly IPM can be an excellent
profit center. Ball has a number of great success
stories as well as some pitfalls to avoid.

RES I - Employer Panel
qualified employees among different racial and
ethnic groups. Share the philosophies and some
of the strategies that companies of various sizes
use to attract and hold on to a culturally diverse
work force.

equipment, technologies and services, and
exchanging ideas with your peers. There’s no
show like TCI EXPO.

JMPHS - Don Blair
rigging jobs he has worked on in a lifetime as
a commercial arborist, equipment specialist,
and innovator. Come prepared to laugh, to
think, and to take notes for your next rigging
job!

RES II - Employee Panel
You can become a better employer if you
listen to these panelists elaborate on what
those needs are as employees, and as
members of distinct cultural communities,

**AROBREUXS DRAWING** - Tree Demonstration Area
drawing. You could be the winner!

**CARE TREATMENTS** - Dr. Don Marx
with beneficial bacteria and mycorrhizal fungi.

Dr. Marx, now retired from the U.S. Forest
Service, has over 34 years experience working
with trees and how they grow. He has contact
with scientists all over the world working
with trees that helps keep him on the cutting edge
of new and innovative methods.

ABOUT E-COMMERCE - Steve Ener
concepts and their potential significance to your
business, and he’ll give you enough information to
let you start to apply what you learn immediately.

As a technology consultant, Steve has helped guide
hundreds of American businesses to the future. He’s
been widely published and quoted in various
business publications, including the Wall Street
Journal.

**GRAM UNVEILED**
members will present details, through a discussion format,
of the NAA Accreditation Program for commercial tree
care businesses, which is scheduled to launch in 2001.
GETTING THERE

Driving

From I - 77 South:
Exit John Belk Freeway (I - 277) South. Take Stonewall Street Exit. Turn left onto Stonewall Street. Follow Stonewall to College Street (3rd traffic light). Convention Center is on the corner of College and Stonewall.

From I - 77 North:
Exit John Belk Freeway (I - 277) North. Take College Street Exit. After exiting, go through the first traffic light and the Convention Center will be on your right.

From I - 85 South & North:
Exit onto I - 77 South. Exit John Belk Freeway (I - 277) South. Take Stonewall Street Exit. Turn left onto Stonewall Street. Follow Stonewall to College Street (3rd traffic light). Convention Center is on the corner of College and Stonewall.

From US Highway 74 West (Wilkinson Blvd):
Continue on as this turns into John Belk Freeway (I - 277) North. Take College Street Exit. After exiting, go through the first traffic light and the Convention Center will be on your right.

From US Highway 74 East (Independence Blvd):
Follow John Belk Freeway (I - 277) South. Take Stonewall Street Exit. Turn left onto Stonewall Street. Follow Stonewall to College Street (3rd traffic light). Convention Center is on the corner of College and Stonewall.

From the Airport:
Follow the airport exit signs to I - 77 North. Proceed on I - 77 North to John Belk Freeway (I - 277) North. Take College Street Exit. After exiting, go through the first traffic light and the Convention Center will be on your right.

US Airways

US Airways has been selected as the primary air carrier. Special discounts have been arranged on your air transportation. To take advantage of this special offer, please call US Airways' Meeting and Convention Reservation Office at 1-877-874-7687 and refer to Gold File No. 17171423. Plan ahead and receive an additional 5% discount by ticketing 60 days or more prior to departure.

Airport Transportation

For those arriving by air, the Charlotte/Douglas International Airport is located seven miles west of Uptown Charlotte. Arrangements have been made with Carolina Transportation Company, Inc. shuttle service for transportation to Uptown hotels. Look for coupons in your registration confirmation packages. This coupon will entitle you to a conference rate of $14.00 per person, round-trip.

The Carolina Transportation Company ticket booth is located outside of U.S. Airways baggage claim door C. Hours of operations are from 6 a.m. to midnight 7 days a week. You must present your coupon to the representative on duty to receive the reduced rate.
Finding a hotel room

This year the host hotel for TCI EXPO 2000 is the OMNI CHARLOTTE HOTEL, located at 101 South Tryon Street (within walking distance to the Convention Center). The OMNI CHARLOTTE HOTEL is offering TCI EXPO 2000 attendees a rate of $112 single/double occupancy. Valet parking is available for overnight hotel guests at a daily rate of $16. This includes in and out privileges on a 24-hour basis. Self-parking is available for $6 per day and includes in and out privileges. Space is limited, be sure to make your reservation early. This rate will be offered until October 8, 2000. To make your reservation please call the OMNI CHARLOTTE HOTEL at 704-377-0400. Be sure to reference the National Arborist Association/TCI EXPO room block.

Alternative accommodations are available at the Four Points Sheraton located at 201 South McDowell Street, just a few blocks from the Convention Center. The Four Points Sheraton will offer TCI EXPO 2000 attendees a rate of $92 single/double occupancy. Self-parking is complimentary. Reservations must be made by October 9, 2000 in order to guarantee this preferred rate. To reserve your room, please call the hotel at 704-372-7550 and be sure to reference the National Arborist Association/TCI EXPO room block.

Additional accommodations are available at the Holiday Inn Center City located at 230 North College Street. The Holiday Inn Center City will offer TCI EXPO 2000 attendees a rate of $91 single/double occupancy. Complimentary self-parking is available for overnight guests. Reservations must be made by October 6, 2000 in order to guarantee this preferred rate. To reserve your room, please call the hotel direct at 704-335-5400 and be sure to reference the National Arborist Association/TCI EXPO room block.

FREE Uptown Shuttle

The Uptown Shuttle is an ideal way to travel to various locations within the Uptown area. The free shuttle stops in front of the Charlotte Convention Center as well as near many of the Uptown hotels. The Uptown Shuttle runs on a seven minute schedule, Monday - Friday from 7:30 a.m. to 6:00 p.m.
TCI EXPO Goes On-line

For the first time ever, you can register on-line at www.natlarb.com for the world’s largest tree care show. NAA offers a secure transaction line, and confirmation of your registration will be received within minutes.

You could WIN

When you register on-line, you are automatically entered to win one of the 200 Arborwear shirts (retail value greater than $50), which will be given out at the show.

This shirt is made of soft, pre-washed 10 oz. canvas for a remarkably comfortable fit. The relaxed room in the sleeves and collar offer unparalleled freedom of movement.

This promotion is only applicable to on-line registrants and winners will be picked at random. Void where prohibited. All prizes must be picked up before the show ends. NAA will not ship unclaimed shirts. All Arborwear LLC products are unconditionally guaranteed.

Registration Procedure

Please photocopy and complete a separate registration for each conference attendee. Register before the Early Bird deadline of October 9 to receive discounts on Trade Show Admission and educational seminars. Registrations received after October 9, not complying with the appropriate fees, will be billed accordingly. Registration is required to obtain your admission badge. Everyone is required to wear a badge issued by the National Arborist Association to enter the exhibit hall and all seminars. Be sure to pre-register and avoid long lines at the registration area.

TCI EXPO Badges

All TCI EXPO admission badges will be mailed to attendees who register prior to October 22, 2000.

Individuals registering after October 22 must stop by the pre-registration desk located in the Second Street Concourse to pick up their admission badge.

PLEASE NOTE: Registrations will be processed but not confirmed until paid in full.

Seminars

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

If you are attending 5 or more seminars . . .

BUY GOLD!

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

Seminar Registration Cancellations

All seminar registration cancellations must be received in writing at the National Arborist Association office. Cancellations received on or before October 27, 2000, will receive a full refund less a $25 administrative fee. Fees cannot be refunded after October 27, however you are welcome to send a replacement. No telephone cancellations will be accepted.
1. Registration Form

Name ____________________________
Title ______________________________
Company __________________________
Address ____________________________
City _____________________________ State ___________ Zip ___________
Phone ______________________________ Fax __________________________
Signature __________________________ Date ___________________________

2. Source Request

How did you hear about TCI EXPO?
- TCI EXPO Brochure
- TCI Magazine
- Arborist News
- Other Industry Publication
- NAA website
- Co-worker/Friend
- Other Trade Show
- Other __________________________

3. Seminar Selections

THURSDAY, NOVEMBER 9
- #1 - 8:30am Managing the Future - Age Waves in the Workforce .......... 1 Hour
- #2 - 4:00pm New Treatments: Claims, Theories & Results ...................... 1 Hour
- #3 - 4:00pm Marketing to Generational Customers .................... 1 Hour

FRIDAY, NOVEMBER 10
- #4 - 8:00am IPM in the Real World ........................................ 1 Hour
- #5 - 8:00am Hiring From Other Cultures I (Employer Panel) ................. 1 Hour
- #6 - 9:30am Rigging Challenges & Triumphs .................................. 1 Hour
- #7 - 9:30am Hiring From Other Cultures II (Employee Panel) .............. 1 Hour
- #8 - 8:00am Carbon Allocation & Tree Care Treatments .................. 1 Hour
- #9 - 8:00am What You Should Know About E-Commerce ..................... 1 Hour
- #10 - 5:15pm NAA’s Accreditation Program Unveiled .................. FREE

SATURDAY, NOVEMBER 11
- #11 - 8:00am IPM in the Real World ........................................ 1 Hour
- #12 - 8:00am Implementing a Drug-Free Workplace ........................ 1 Hour
- #13 - 9:30am Fertilization & Pest Control Strategies .................... 1 Hour
- #14 - 9:30am A Wage & Hour Law Primer ................................... 1 Hour

TOTAL SEMINAR HOURS ____________

4. Registration Options

- Gold Card - Includes any 8 seminar selections and admission to trade show
  (Wednesday Workshops are not included in Gold Card option)
- Individual Seminars multiply cost by number of seminar hours X $ 50 $ 60 $ 50
- Trade Show Entrance Only - Free with paid seminars $ 15 $ 25 $ 15
- Business Managers' Workshop (lunch not included) - Wednesday, Nov. 8, 2000 $ 95 $ 95 $ 95
- The Bartlett Tree Research Laboratory Tour - Wednesday, Nov. 8, 2000 $ 95 $ 95 $ 95

TOTAL $ ____________

5. Payment Method

- Check Enclosed
- MasterCard/Visa/AMEX AMOUNT $ ____________
  CARD NO. ____________ EXP. DATE ____________
  NAME ____________________________ SIGNATURE ____________________________
  (as it appears on your card)

6. NAA Membership & TCI Magazine Information

1. Is your company an NAA Member Firm? Yes No
2. Do you wish to receive NAA Membership Info? Yes No
3. Do you wish to receive a complimentary subscription to TREE CARE INDUSTRY (TCI) Magazine? Yes No
4. Business/Industry: (Please check one that applies) Tree Service Landscape Contractor Governmental Entity
   Property Mgmt. Consulting Firm Utility School/University Other: ____________________________

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

ON-LINE REGISTRATION www.natarb.com
REGISTER BY FAX
(CREDIT CARD PAYMENTS ONLY)
603-314-5386
REGISTER BY PHONE
1-800-733-2622
8:00 am - 5:00 pm Eastern Time
REGISTER BY MAIL
TCI EXPO
3 Perimeter Road, Unit 1
Manchester, NH 03103

1. Is your company an NAA Member Firm? Yes No
2. Do you wish to receive NAA Membership Info? Yes No
3. Do you wish to receive a complimentary subscription to TREE CARE INDUSTRY (TCI) Magazine? Yes No
4. Business/Industry: (Please check one that applies) Tree Service Landscape Contractor Governmental Entity
   Property Mgmt. Consulting Firm Utility School/University Other: ____________________________

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

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8:00 am - 5:00 pm Eastern Time
REGISTER BY MAIL
TCI EXPO
3 Perimeter Road, Unit 1
Manchester, NH 03103
... next stop for the
WORLD'S LARGEST
tree care expo

Columbus
Ohio
November 1-3
Greater Columbus
Convention Center