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Airlines are going bankrupt. The surplus in the U.S. budget has vanished due to our response to terrorism. Greenspan, known for his cryptic messages, states clearly that for the foreseeable future, economic conditions point to economic weakness. Two-thirds of state governments report that they will be operating deficit budgets by the end of the year. August saw some of the lowest consumer confidence in the past nine months. People are not traveling – business or otherwise. Tree care companies report backlogs of one to two weeks instead of six to eight weeks. Water restrictions loom across the United States. Employee issues have not eased up and will not in the near future. Insurance premiums continue to climb.

And now for the good news. In the midst of one negative message after another, where can you find relief, hope and solutions? Never before has this particular combination of variables come together to stump economists, politicians and business people. Never before have we needed each other so much – as businesses and as people.

Never before has the community of the NAA been so important. It is at times like these that the benefits of being part of a trade association are the strongest. Yes, we do everything we can to stay current with materials and information to keep you on the cutting edge. Yes, we do our best to provide you with educational programming, solutions and news to keep you thinking about how to grow and improve your business.

But the one thing that is most important for business people to do is to get together. All of the information and materials serve as the foundation, but the greatest energy for change comes when you meet face to face. “Where two or more arborists are gathered, there is an interesting conversation.” Talking, sharing, testing theories and ideas – THAT is what the NAA is all about. We’re your community.

And if you’re not there, you’re going to miss out. This is true whether you have just started your business, run one crew, or have an enormous corporation. The real learning comes from each other – from challenging each other, from NOT reinventing the wheel because someone has already solved your current problem, from asking questions, and most importantly, from listening to each other.

If you’re not part of the NAA, you’re not going to be prepared to deal with one of the most challenging business climates we have ever experienced. If you’re not part of the NAA, you’re going to waste time trying to find solutions that are already out there. If you’re not part of the NAA, you’re going to waste even more time trying to locate resources that could be at your finger tips if you had access to our staff and our information. If you’re not part of the NAA, you’re not going to have a chance to interact with the most exciting business leaders in your own industry.

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Anthropologists have been reporting on “cocooning” for the past few years – the phenomenon of neighbors not knowing neighbors; people just coming home from work and decompressing by “holing up” in their homes. NAA, after all, is just one big neighborhood. If your address doesn’t include NAA membership, the tree care industry is missing out on part of the family.

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Cynthia Mills, CAE
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Using Diagnostic Equipment to Inspect Trees
(Bring a Calculator!)

By Ed Hayes

The large elm failed in calm conditions under its own weight (gravity). It had less than a 20 percent remaining wall for much of the lower stem circumference and it was leaning. Leaning dramatically increases the probability of failure, and, in this case, there were signs of the tree’s eminent failure on the upper tension side of the lean.

Evaluating the risk of tree failure is both an art and a science. The process begins with a visual tree inspection (VTA) for a variety of tree defects. Are signs or symptoms of decay present? Where tree decay is suspect, the process quickly changes from visual inspection to hands on. Begin with sounding for decay and then, if needed, probe for the extent of decay with a drill, increment borer, or a Resistograph.

What equipment is needed?
The basic equipment list includes but is not limited to:
- Mallet for sounding
- Diameter tape
- Logger’s tape, or suitable distance tape
- Portable drill, preferably 18 volt or more
- Drill bits, preferably what are called brad point bits, 1/8 inch by 8 inch to 12 inch
- Increment borer
- Resistograph
- Clinometer
- And finally, bring a calculator!

Sounding for decay
Sounding for decay is easy to learn and a reliable way to detect internal wood decay. Basically, it involves listening to the sound or pitch for a sharp sound vs. a dull sound. A sharp sound indicates sound wood and a dull sound indicates the likelihood of decayed wood. I prefer a small plastic mallet. The stem, branches and the root flares can all be sounded for decay.

Where decay is suspect, the first step is
Sounding is the first step for suspect decay. The large northern red oak has a sign of decay: the conk. As the internal decay encounters the outside air, the formation of the conk begins and cascades down the stem between the root flares. During the initial inspection, the only root flare that sounded dull for the presence of suspect decay was the one to the left of the conk on which the mallet sits [right]. A further inspection of at least three to five more points is now needed to evaluate the internal extent of decay.

A Resistograph reading (graph) of the condition of the cross-section of an American elm is shown here with an increment core sample. Note on the graph that the strength of the discolored, wound-altered heartwood (protection wood!) is stronger than the white sapwood (defensive wood!) until it enters the decayed altered wood, where no strength remains. The dark area just below the graph in the heartwood is from moisture in the wood sample that was forced up through the spring wood vessels by the pressure of the increment borer moving through the wood to obtain the core sample.

to determine how much sound wood the inspection requires. It is not the extent of the internal decay that is the primary issue, but the amount of sound wood present in the remaining wall that is most important. This is based on stem and branch diameter or cross-section. Trees can have decay, and most mature trees do. On average, a full crown tree without a lean can be up to 65 percent to 70 percent hollow. This amount of decay represents a level of risk that needs to be fully evaluated for possible mitigation. Anything above this amount of decay increases the risk factors dramatically. Specific guidelines for the remaining wall requirements can be found in my book, “Evaluating Tree Defects.”

**Diameter tape: How much sound wood is enough?**

A diameter tape is used to measure the diameter at breast height. Sound wood requirements are based on diameter or size of the cross-section at the point of weakness.
A good field guideline calls for 1 inch of sound wood for every 6 inches of stem or branch diameter to be present in the remaining wall for up to 80 percent of the stem circumference. The exact remaining wall thickness will be calculated in percent based on the results of the sample at the drilling site. This is where the calculator is needed (more on that below).

A word on invasive techniques

Invasive techniques are used where needed to confirm or alleviate our suspicions of decay. The wounds made by the drills may or may not affect the ultimate extent of decay for the tree, depending on any number of unpredictable outcomes. However, for a tree that has a serious structural defect, the sampling can result in extending its life with effective mitigation.

**Portable drill**

A portable drill and bits can be used to determine the amount of sound wood. The procedure calls for both visual inspection and the feel of the drill bit as it moves through the sound stem or branch wood.

**Increment borer**

The increment borer can be used to determine the amount of sound wood by extracting a core of wood at the sample site. The increment borer is turned into the wood to the desired depth; then the extractor is used to remove the wood.

---

Ed Hayes conducts a field exercise with members of the Kentucky Arborist’s Association in Lexington in June. The one-day seminar included an afternoon field session with hands-on inspections and group discussions.
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Ed Hayes checks the amount of soundwood just above the anchoring root flare on a Catalpa (C. speciosa). The stem above has an average 25 percent remaining wall. Mitigation is still possible as long as the lower stem and major root flares are not decayed beyond acceptable field guidelines.

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The increment borer is labor intensive. Bring some elbow grease! There is always the fear of getting the borer stuck in the tree as the bit leaves the sound wood and enters decayed wood. It has not happened yet in all the hundreds of trees I have sampled with this method, but there’s always a first time, so knock on wood! When boring very dense hardwoods, do not waste any time turning the borer back out of the tree after removing the core, since the internal natural defensive circumferential stresses may claim your borer. It can also be difficult to remove the core sample if it instead is pushed into the void (central column of decay) by the extractor. It is also possible to receive a shower as soon as you remove the extractor with the core. The central columns of decay (voids) in some trees can be filled with water! All in all, the increment borer is a useful tool for determining the amount of sound wood at the sample site. The removed core can also be stored for future documentation.

When purchasing an increment borer, it is useful to know that a two-thread borer will penetrate deeper and comes out of the wood faster than a three-thread borer. The best core diameter is .200 inch (5 mm). This is also the size of wood cores needed for use in the German models of the Fractometer, which is a pocket-sized wood testing device. It bends a round sample of wood extracted from the tree by use of an increment borer. The wood sample is placed into the device and is bent until it breaks. At that point the breaking angle (sample stiffness) and load (wood strength) required to break the sample is recorded. The values obtained from the test can be compared to a chart of relative breaking angles and wood strengths for that particular species. The comparison will be an estimate of the remaining condition and strength of the wood in the area from which the sample was extracted. The increment borer is especially useful for building experience and learning how to use the Resistograph.

Resistograph

For accuracy and reliability, the Resistograph is a useful tool for evaluating the existing sound wood and the extent of decay. It was designed specifically for decay detection in trees and other wooden structures. The machine makes a 3 mm hole as it penetrates wood fibers. The micro drill accurately maps resistance to penetration over the cross-section of wood being probed. The Resistograph produces a simple graph traced on a strip of waxed paper, which is placed along the top of the drill for one or more drillings. The graph
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is calibrated in inches or centimeters of drilling depth, moving from left to right. Some models also record the graphs electronically for downloading and further analysis with a computer.

The way the machine works is easy to understand. The drill bit and shaft progress through the wood fibers at a predetermined speed, depending on the wood fiber density. Variations in resistance to penetration of the drill bit result in increases and decreases to the amount of torque applied to the drill bit and shaft. It is this changing resistance to penetration that is graphed to scale for easy interpretation of the internal condition of the wood at exacting points across the cross-section. Higher graph points (readings) indicate higher wood density, higher drilling resistance, and higher torque. Lower graph points indicate less density, less drilling resistance, and lower torque. There are two settings: one for softwoods and one for hardwoods. In most drillings there is an increase in resistance with increasing depth of the probe caused by the friction between the probe-shaft and the displaced wood fibers that line the drill hole. This results in a graph pattern that slightly increases over the cross-section of sound wood being probed. In addition, the machine’s output will show the thickness of the bark, where the decay begins, and the presence of any cracks. In conifers, typically, annual increments are easy to see, given the unique anatomy of conifers that includes late wood, thicker walled fiber tracheids packed with resin (harder to drill through). Most species produce typical grafts for that species. Learning how to interpret the charts is easy and comes with experience. All in all, the machine can not be beaten for information and documentation for drilling methods.

Clinometer

The Clinometer is used for measuring tree height. With total tree height and diameter at breast height, we can easily calculate the tree’s height-to-diameter ratio. The height-to-diameter ratio, or the slenderness factor, is a good reference for taper. Taper is a risk factor depending on where it falls within an acceptable range, its setting, and other contributing risk factors (other defects). The Clinometer is easy to use. The model with the percent and topographic scale reads directly at either 100 feet or 66 feet—that’s where the logger’s tape comes in handy.

Calculator

Bring a calculator! Once the sound stem or branch wood is measured by any of the above drilling methods, the exact remaining wall in percent is calculated. It is easiest to compare the measured sound wood in the remaining wall to the radius of the cross-section in percent. A tree that is 65 percent to 70 percent hollow will have a 30 percent to 35 percent remaining wall. The sound wood requirement for the major buttress flares will also need to be calculated, which is 15 percent of dbh for every two out of three flares present.

Summary

The first step in assessment, the inspection process, can be detailed and challenging. The second step is formulating a decision. That involves balancing several factors, including multiple defects, species characteristics, location and extent of decay, crown size, crown ratio, height to diameter ratio, exposure, target considerations, tree value, and owner attitude. The arborist performing tree risk assessments today should be well trained and possess a high level of comfort and experience with the inspection process. Thorough training in biology, structure and function, and basic tree biomechanics is necessary.

Final Note: On the horizon are potential non-invasive tools that will complement all of the equipment explained above. Stay tuned.

Ed Hayes is the author of the field guide “Evaluating Tree Defects,” which may be ordered by calling 1-800-733-2622 or online at www.natlarb.com. He will present a special three-hour workshop on Evaluating Trees for Hazard on Wednesday, Nov. 6, in conjunction with TCI EXPO in Milwaukee. See the TCI EXPO brochure in center of this magazine for more details. Hayes may be reached at ehayes@safetrees.com.

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Customer Service: How to Keep Clients for Life

By Hal Becker

The idea is 10 percent, the implementation is 90 percent, and you can’t teach pigs to fly no matter how long the runway is.

Customer service, at its essence, is about being nice. Customer service is about attitude. The problem is, I can’t train people to be nice and you can’t train your employees to be nice. Nor can you train desire, discipline, dedication, focus, sincerity or honesty.

We are always in a hurry. Since our society is moving so fast, we don’t pay close attention to our friends, customers, family and employees. If we want to improve our customer service, we have to slow down. All customer service comes out of two things: customers you have and customers you don’t have. The ones that you don’t have you try to get and the ones you do have need to be sucked up to.

We all tend to do business with the people we like and trust the most, whether we are dealing with a commercial tree care company or a dry cleaner. You are an arborist. To a customer, you are a tree care “doctor.” You tell your customer that one of his trees has such-and-such disease, and if the customer likes you, he is going to trust you. When it comes to customer service this is so simple, yet we don’t practice it all the time.

What can you do to build relationships with customers? First, ask more questions. Communication is essential to building relationships. Ask your customers how they think you are doing so far with their work. Ask your customers if there is anything else that you can do to make them happy. You would be surprised at the response. People are afraid to ask that question.

Look at a person straight in the eye and let him talk. If you keep talking about how great you are and how much money you make, people won’t appreciate it. Ask your client questions—people love to talk about themselves.
Weed out the hassles and hire people who smile!

If the people you do work for are small accounts, we call them customers. If they are big accounts, we call them clients. You want clients. The cheaper customers drive you crazy because they nickel and dime you to death. Most small businesses have about 2 percent of their customer list that drive them nuts. They talk down to you or are abusive. Get rid of them. I would rather spend my time on the other 98 percent that are good. If you are really good at what you are doing and provide good service, you can afford to lose them because people will call you. Always remember that the people who spend the most money are your best clients.

Always remember, too, that you are only as good as your weakest employee. Let's say you are staying at the Hilton for three days during your trip to TCI EXPO. Service is good at the convention, hotel check-in is great, food, beverage and housekeeping are all perfect. You go to check out and the employee behind the counter is having a bad day. She treats you badly and is rude to you. What are you going to tell people now? You won’t tell them not to see the person named Debbie behind the desk at checkout time; you tell them not to stay at the Hilton. Clients will blame your company for one bad employee.

Imagine that every day when you go to work, your mother is right next to you listening to how you talk to people. If she doesn't like the way you are communicating, she will let you know. Can't you just hear her telling you not to be rude?

Most people who receive bad service just shrug and chalk it up to the way things are nowadays. That's not the way things should be, and that’s not the way you want your business to run. If I agree to do business with your company and we agree on certain terms and prices and accomplishments, that is what I expect to happen - not more, not less, but exactly what you told me you were going to do when I hired you.

For one of my books, I interviewed the CEO's of some of the companies considered to be the best in the world at customer service: Lexus, LL Bean, Nordstrom, Ritz-Carlton, Southwest Airlines, Little Debbie Snack Foods, and Disney. I told them I had six questions for them. I was amazed when all 10 CEO's answered two of the questions identically. The first question was this: "What is the most important element that you look for when you hire people?" All 10 answered attitude.

The next question was, "What are your procedures regarding customer
service?” All 10 answered, “Just take care of the customer and do it.”

Here’s how you can improve customer service, too.

Understand what your clients want

Customer service is not what you think it is, but what the customer thinks it is. What you think is not important. Think about when you go to a restaurant and experience bad food or bad service and the server comes up to you and asks how everything is. You tell her not so good and she offers you a free dessert. Maybe you don’t want a free dessert. She should ask you what wasn’t enjoyable and what she can do for you. Do the same for your clients. Most people are reasonable.

Do more than the client expects

Let’s use an example. You take your vehicle to a dealership. They tell you that it will be ready at 4. They call you at 2 and tell you that your car is ready. You pick it up and the bill is $20 less than the estimate – and they washed your car for you. You will go back to that dealership and you will tell people how good it was.

Too few business owners think long-term. You don’t want to spend a lot of money on advertising or making cold calls. You want people to call you because of a great reputation. You want to hear people tell you they heard about your great work from a friend.

Be nice

Realize the customer may not always be nice. The customer is never right – and they are usually dead wrong – but they are in charge. People buy from people. If they like you and you are competitive, then they will probably stay with you. I love my landscaper and I will never leave him. I am loyal to him because he is nice. I guess his prices are competitive. When I have a question, he is there with answers. Customer service and selling are the same thing – asking and not telling, listening and not talking. Think about how you treat your customers. Treat them like Greek Gods and you will have many customers. If you catch yourself flying off the handle a little bit, take a deep breath and stop. Then apologize. The two greatest words you can say are, “I’m sorry.” Business is a relationship.

If 99 percent of your customers were totally satisfied, would that be enough? Let’s do some comparisons. If it were truly enough, then:

- you would have unsafe drinking water four days a year.
- you would have no telephone service, television transmission, electricity, heat nor cable for 15 minutes every day.
- there would be nine misspelled words on every page of this magazine.
- 20,000 incorrect drug prescriptions
would be filled annually.
- Two planes would crash every day at Chicago's O'Hare airport.
- 16,000 pieces of mail would be lost every hour.
- 500 incorrect surgical operations would be performed each week.
- 19,000 newborns would be dropped at birth annually.

The problem with believing that 99 percent of your customers are satisfied is that 96 percent of your unhappy customers don't complain. Studies show that for every complaint the company finds out about, there are 26 others that they know nothing about — and six of them are serious. Between two-thirds and 90 percent of these non-complainers will never buy from you again. And you will never know why. Also bear in mind that studies show the average customer who has had a bad experience will tell 10 others, while 13 percent of that group will tell more than 20. On the other hand, someone who is happy, on average, only tells five people. In a small geographic area in which most tree companies work — say five to 15 towns — bad customer service will kill you.

Most books about customer service focus on the best companies in America. I wanted to write a book illustrating the worst. I kept a tape recorder in my pocket for four years, and every time I had bad service, I would note it. I had hundreds of stories which I pared down to the top 50. I had to change the names of the companies involved in the stories, but the book tells the stories of awful service and it tells you what they should have done.

Let me end with a little poem entitled "Attitude" by Charles Swindoll.

"The longer I live, the more I realize the impact of attitude on my life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company ... a church ... a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past ... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the string we have, and that is our attitude ... I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you ... we are in charge of our attitudes."

A former No. 1 salesperson at Xerox Corporation, Hal Becker is also the author of At Your Service and Can I Have Five Minutes of Your Time? In 1983 he launched his own business, Direct Opinions, a customer service telemarketing firms which now conducts over 2 million phone calls per year.
Midwest Arborist Supplies Adds Sales Manager

Midwest Arborist Supplies recently named Kevin Spiller as sales manager. In this new position, Kevin is responsible for customer service, sales and technical support. The company’s product line includes specialty chemicals, fertilizers and tree care equipment sold nationwide through its catalog and Internet site.

Kevin is a certified arborist with 15 years of practical arboriculture experience.

Before joining Midwest Arborist Supplies, Kevin held sales positions with Arborguard, Inc. in Atlanta, Ga.; The Care of Trees in Chicago, Ill.; and Winkler Tree in Chicago.

Midwest Arborist Supplies is a supplier of tree care products, Mauget micro-injection, chemicals and fertilizers.

Penn State Turfgrass Research Available

The 2001 Research Report from Penn State’s Center for Turfgrass Science is now available. The report includes results from experiments dealing with fungicide, herbicide, insecticide and turfgrass evaluations, as well as other research related to turfgrass management. Research at Penn State’s Center for Turfgrass Science is funded by the Pennsylvania Turfgrass Council and other turfgrass associations and companies.

To obtain a free report, call (814) 863-0129 or e-mail hgw1@psu.edu.

Echo, Inc. Announces 2001 Distributor Awards

Echo, Inc. has announced the recipients of the 2001 Distributor Awards presented in July at the company’s annual distributor meeting in San Francisco, Calif.

Timberland Machines, a division of Turf Products Corp., was given the 2001 Distributor of the Year award, in recognition of the corporation’s top-grossing sales performance. Based in Lancaster, N.H., Timberland Machines distributes several major lines of power equipment to more than 1,300 retail dealers in six New England states and New York, and is known for its comprehensive support of its dealer customers.

Texas Outdoor Power Equipment, located in Georgetown, Texas, was named a top-producing distributor of 2001. Texas Outdoor Power Equipment is a family-owned and operated distributorship serving the southwest region of the state.

Midwest Equipment and Supply Co., Inc. also earned a top-producing distributor award for its sales achievements. Located in Evansville, Ind., Midwest Equipment is a wholesale supplier of outdoor power equipment to retailers in Indiana, Kentucky and southeastern Illinois.

Briggs New Marketing Director at Vermeer

Tony Briggs has recently been named the director of marketing communications for Vermeer Manufacturing Co. Briggs is responsible for establishing corporate marketing objectives and strategies, directing all global advertising efforts, managing company participation at trade shows and other sales events and developing e-business strategies.

Briggs joined Vermeer in 1998 as a marketing training specialist and was thereafter promoted to the role of district account manager, servicing the 10-state Midwest district. He served most recently as Global Account Manager.

He holds a bachelor’s degree in marketing from the University of Northern Iowa and an MBA degree from Drake University.

Senesco and ArborGen Working Together

Senesco Technologies, Inc. and ArborGen, LLC, have signed a development and option agreement that will enable the two companies to incorporate Senesco’s technology into forestry products being developed by ArborGen. The financial terms of the agreement were undisclosed.

Bruce Galton, president and CEO of Senesco, stated, “ArborGen is an ideal co-development partner in the forestry field due to their ability to incorporate our technology into their pre-existing development programs. We believe that Senesco’s technology coupled with ArborGen’s extensive knowledge will yield products that are superior to any presently on the market.”

“The Senesco technology is an ideal fit for our research and development portfolio,” stated Maud Hinchie, chief technology officer of ArborGen.

ArborGen brings more than 20 years of forest biotech research with the goal of improving trees for both environmental and productivity gains. ArborGen seeks partnerships with independent laboratories, universities and other companies to bring technological advances in forestry biotechnology to the world’s tree growers. Senesco takes its name from the scientific term for the aging of cells: senescence. The company has developed technology that regulates the onset of cell death. Delaying cell breakdown in plants extends freshness after harvesting, while increasing crop yields, plant size and resistance to environmental stress for flowers, fruits and vegetables.

Certis USA Acquires Ecogen Inc. Assets

Management of Certis USA LLC, a subsidiary of Mitsui & Co. Ltd., recently announced it has completed the purchase of certain assets of the Bt biopesticide and insecticidal nematode businesses owned by Ecogen Inc. of Langhorne, Pa.

Certis USA has already shipped initial quantities of newly manufactured product under a business transition agreement signed with Ecogen in May.

Separately, Certis USA has immediately begun to apply its formulation expertise to the potent Bt strains used in the CryMax and Lepinox bioinsecticides that it has acquired from Ecogen. Bacillus thuringiensis (Bt) insecticides are used to control Lepidopteran (caterpillar) pests.

In addition to the biological insecticides, Certis USA also purchased Ecogen’s rights in Bt strain libraries for use for microbial applications, and its related product registrations, trademarks, patents or licenses.
International Line-up of Tree Climbing Champs

Bernd Strasser of Gomadingen, Germany, and Wenda Li of East York, Ontario, Canada, were recently named male and female world champions, respectively, at the ISA’s 26th International Tree Climbing Championship in Seattle.

The annual event showcases the talents of some of the best climbers in the world as they are tested on their ability to climb quickly, professionally and safely maneuver in a tree and perform work-related tree care tasks.

Strasser was one of four men competing in the final round of climbing July 28; Li was one of two women. Others who finished in the top six overall were:

- Patrick Zurcher of Mattwil, Switzerland
- Jared Abrogena of Antioch, Calif.
- Mark Chisholm of Freehold, N.J.
- Kia Martin of South Yarra, Australia

The most talked-about event during the championship was the belayed speed climb, which required climbers to race up a 91-foot vertical climb. The champion had to complete the climb in under 30 seconds and Martin led the women with a time of 39.09.

Competitors from the United States, Canada, Europe, Australia and New Zealand performed six different climbs over a two-day period last month. The events were meant to simulate working conditions and allow arborists from around the world to learn new techniques and use new equipment.

“This event really brought the best of the best together,” said Jim Skiera, associate executive director of the ISA. “It also serves as a reminder that arboriculture is an exciting but sometimes dangerous field. Professional arborists really have to know their stuff, tree climbing being among the tasks they have to master.”
Impact Wrench
FCI-RACINE Hydraulic Tools has introduced the improved RACINE hydraulic impact wrench with enhanced speed, operational flexibility and efficiency. The wrench uses FCI's Tri-ball Quik Chuck, designed to facilitate fast bit changing and to reduce wobble. It has an enhanced operational flexibility and easy changing from open to closed center operation with a dual action spool (non-adjustable version also available). The addition of a trigger spring gives the impact wrench a complete shutoff, and a three-part design allows for simple component removal and replacement. FCI's RACINE impact wrench uses a Gerotor drive motor designed to reduce the possibility of loose tool components, cause less damage to driven items, and make for smoother operation. For more information, contact FCI-RACINE at 1-877-255-0935 or www.racinetools.com.

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GH1100 Portable Hose Reel
The Hannay GH1100 Portable Hose Reel is lightweight and designed to sustain tough working conditions. The reel features a steel handlebar, a one-piece foot and heavy duty rubber-tired wheels. The handlebar is detachable for ease of transportation and storage. A camlock brake device is used to brake the reel, and lifetime bearings and adjustable tension control help ease payout and rewind. For more information, contact Hannay Reels Inc., 553 State Route 143, Westerlo, NY 12993-0159; call 1-877-GO REELS; fax 1-800-REELING; visit www.hannay.com; or e-mail reels@hannay.com.

Please circle 91 on Reader Service Card

Super Axe and Tool Sharpener
Creative Sales has introduced the Super Axe and Tool Sharpener. Designed to sharpen axes, pulaskis and hatchets, the Super Axe and Tool Sharpener utilizes diamond-ground tungsten carbide inserts that hone sharp, precision edges on both sides of the blade with a few strokes. It is lightweight, easy to grip and designed to take away the need for files and grinders. The Super Axe and Tool Sharpener is made of high-impact plastic and is 10 inches long and 1 inch diameter. For more information, contact Creative Sales at 1-866-869-8115.

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Puzzle Weights
Puzzle Weights – named for their design and shape – are created to enhance vehicular traction and safety when driving in snow, mud and on slippery surfaces. They can be filled with dry sand and are available for all types of passenger cars, vans and small trucks. The system configures and installs in the trunk of passenger cars, over the rear axles of vans, and in the beds of pickup trucks. Puzzle Weights are made of black polyethylene plastic. Two interlocking pieces form the length and width of the desired area; a third piece is square and serves as the interior of the perimeter puzzle pattern. The top and bottom surfaces of each Puzzle Weight are molded in half-inch square relief patterns to provide skid resistance and moisture runoff. When filled with dry sand, each piece weighs 18 pounds. For more information, contact PAK Enterprises at 1-800-843-1866 or visit www.puzzleweight.com.

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**Versalift LT 56-62**

TIME Manufacturing has introduced the Versalift LT 56-62. The LT 56-60 is designed for outdoor advertising and maintenance groups to utilize in the daily upkeep of roadside billboards, exterior maintenance on multistory buildings, repair of parking lot lighting, and other applications. Features of this multipurpose unit include a standard platform that is 49 inches long, 33 inches wide and 43 inches high with a step-through opening. The maximum platform capacity is 440 lbs. Platform leveling is controlled automatically by a master and slave cylinder arrangement. The platform leveling system can be manually activated from the upper or lower controls to level the platform. The platform rotation provides 180-degree hydraulic platform rotation. The major components of the outer/inner boom assemblies include an outer boom, a telescoping middle boom, a telescoping inner boom, an extension cylinder, and a hose carrier system. For more information, contact Gabriel Smith, Marketing Services Manager, Time Manufacturing Co., P.O. Box 20368, Waco, TX 76702-0368 or e-mail gabriels@versalift.com.

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**PhotoTemp MX6**

Raytek Corp. has combined digital photography and infrared thermometry in the new PhotoTemp MX6. The PhotoTemp MX6 takes non-contact temperature measurements and simultaneously documents the measurements with digital photographs. It is designed for plant maintenance professionals to photograph, share and store critical measurement results. Temperature, location and date/time data are superimposed on the PhotoTemp images when viewed on a computer or in reports. Up to 100 temperature measurements and photographs can be stored in the PhotoTemp MX6 and later downloaded into a PC for analysis and reporting. Reports can be created by importing or pasting data and photos from PhotoTemp files. For more information, contact Raytek Corp. at 1-800-227-8074 or visit www.raytek.com/phototemp.

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It's getting close to that time of year again. The air is getting cooler and the days are getting shorter. It's time to winterize the equipment, check the antifreeze in the trucks and chippers and prepare for a slowdown. Unfortunately, for many companies, it also means its time to start looking at layoffs.

Many people look forward to winter for various reasons, but for the owners of most residential tree companies – and some of their employees – it is one of the worst times. The work just isn’t there anymore, which means the money...
just isn't there either. Layoffs are generally impossible to get around each winter. However, just having to let a bunch of good employees go isn't the only problem. It's getting those same quality workers back the next year - employees such as the "new kid" who is just starting to learn to climb and is getting excited about tree work, or the groundsman who does not want to climb but can cut a cord of wood in an hour. For some reason, the odds of getting most of these workers back the next year is low, no matter how many times they promise.

Several companies have tried to do various things to keep the funds flowing in the winter so they can keep more of those employees. Services such as firewood deliveries, hanging Christmas lights or even snowplowing are all great ways to make extra money, but they aren't always enough to keep all employees working. Sometimes, it is barely enough to keep the foreman and top climbers busy, much less an entire crew.

When winter is over and business starts picking up again in the spring, many companies have to go through a rebuilding process. Generally, the regulars are there, but those other employees who just seemed to make the crew work on all eight cylinders are nowhere to be found. One has moved to another town or state, another went to work for a different tree care company that started getting busy a couple weeks earlier, and another one has found a good paying job inside, and is afraid to let it go. Usually, it is the same thing, year after year.

So how can a company get those employees back the next year? Honestly, there is no foolproof plan. There are, however, ways to increase the possibility.

Help them find a winter job

The main way is to help your employees find a job before they have to look for one on their own. When there is only a couple weeks worth of work left, give them a day off to go look, so they have another job ready when your work slows. Most companies take one to two weeks before they hire a new employee. Drug testing, background tests, references and a check on previous employers are standard hiring procedure for most employers, and they all take time. From the viewpoint of the employee, this is a one- to two-week span with no money coming in. If the company holds checks a week, then it could be three weeks after the date of hire before he sees a check. That's four to five weeks without any funds at all coming in. An employee will really appreciate getting to look for a new winter job before his or her seasonal tree job ends.

A good place for employees to look for jobs is in the temporary market. If they plan on coming back to the tree care company in the spring, there are many jobs out there that end around that time of year. Warehouses, for example, are
often looking for extra employees in the winter due to the Christmas season. Most of them increase their workforce around November for all the extra products being shipped out and brought in, and then lay off employees in February, when all the store returns have been shipped back to the warehouse and restocked.

Retail stores also increase their workforce for the same reason. Wal-Mart and Kmart are good examples. Granted, the pay may not be that great, but it's better than not making anything through the winter, and generally, most of the new employees get laid off after February, which again brings them back to the tree care company.

Almost all companies that increase their workforce in the winter are involved with the Christmas season. Delivery companies are the same way. The have more packages to ship than they have drivers. The delivery companies that hire the most employees for loading and unloading trucks include UPS and FedEx, but smaller ones hire as well. Companies that deliver big ticket items, like pianos or furniture, get busy around Christmas. The pay at these types of companies is a little better than what retail stores pay, but the jobs go quickly. The employee seeking a job needs to get to these companies fairly early in the winter season.

There are several miscellaneous companies that have slight increases in employment opportunities in the winter as well. These include flower deliveries, or those companies directly related with them, such as 1-800-flowers. Those companies always keep their extra employees till at least Feb. 14th—Valentine's Day. Several telemarketing companies hire for the same winter season as well.

Of course there are thousands of other companies out there that hire during the winter, but not many jobs are temporary. If a tree company helps the employee find a job that lasts only through the winter, the chances of the employee returning in the spring greatly increase. The employee will be grateful for the company letting him find a job before his summer job comes to an end because it shows that the company is really concerned about the employee's well-being, and that the company wants them back the next year. People love being needed.

Second, most of these jobs end about the same time the tree company begins getting its first calls of the new season. So the previous employee will be “looking” for a job about the same time the tree company is “looking” for more employees. What a coincidence! Most companies know that there is no guarantee that the previous employees will return, and the employees know that there is no guarantee they will go back to the same company the next year. For the never-ending search for good companies and employees, however, any chance is better than none at all.

James Mayes is the owner of Tree Care of Denton in Krum, Texas.
Electricity is the most dangerous hazard facing any tree worker. This is especially true for those who have not been fully trained on how to work around electrical hazards. The newly revised and improved Electrical Hazards Awareness Program (EHAP) from the National Arborist Association (NAA) will help solve this problem.

EHAP is a comprehensive correspondence course that incorporates written exams, video training and hands-on training. It cost-effectively provides your employees with the knowledge and training they need to prevent accidents when working around energized conductors. Furthermore, the updated EHAP training manual will help your company meet all-important OSHA safety compliance requirements, while providing the necessary documentation.

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EHAP provides the forms for employer verification of basic first aid/CPR training, completion of a practice aerial rescue, and trainee viewing of the Aerial Rescue and Electrical Hazards & Trees videos. NAA recognizes individuals who complete all EHAP requirements.

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Whenever someone installs sidewalk grates or trunk guards around street trees, someone else will have to maintain them over the years. Most cities I am familiar with give no thought to maintaining this heavy metal and must really scramble to perform these services— if they think about it—when the time comes. Some do not perform the maintenance and sidewalks become unsafe. Valuable trees get ruined in just a few years. In many cases, an offset of one-half inch creates a tripping hazard sufficient to make sidewalk repair necessary.

Quite a bit can go wrong with this scrap iron to mandate repair or replacement:

- Hit-and-run drivers or delivery trucks that are driven over curbs can smash grates and guards. If the grate halves are installed with their abutting edges running parallel to the curb, usually only one half is damaged. If they are installed with the abutting edges perpendicular to the curb, often both halves are smashed, thus doubling the cost of repair.
- Vandalism steal grates.
- Litter, leaves, blowing soil, deicing salts or a combination of these can build up under grates and slowly raise them high enough above the surrounding sidewalk to become tripping hazards. Root growth and basal swell also raise grates. Periodically grates must be removed, all debris cleaned out, then reset to original grade.
- As trees grow in diameter, apertures in the grates do not. Unless apertures are cut out larger to allow for this growth, eventually trees will either be girdled and killed or will incorporate parts of the grates into themselves. Stump grinders love this! After trees have grown into grates it is almost impossible to make repairs without doing major damage to the trees. Fast-growing trees need to have their grate apertures enlarged more frequently than do slower-growing trees, thus making a single maintenance cycle difficult. Electric utilities know how expensive and inefficient this process can be.

- Grates come in many different sizes and shapes that also have various sized openings for air and water to reach roots. Some grates have apertures for lights and reflectors. Some have attachments for trunk guards. Other grates are quite ornamental. Some grates are specially cast for a specific job; for example, with the name of the city or tree incorporated. When grates, especially the unique or highly ornamental ones, need to be replaced, it may take a year or more to do so (if they even can be) unless several extras were ordered and stored from the beginning. I know one city that had "Red Oak" cast into those grates around red oak trees. (There were several species of trees used on this big job.) When a couple of trees died and had to be replaced with other species, the public thought the city was crazy. ("Doesn't the city know that's a maple and not a red oak like the grate says!?"

- Trunk guards (a.k.a. gorilla cages, originally put around trees to keep horses from eating bark) get broken and bent by vehicles and vandals. Even in perfect condition, guards can damage trees when wind blows trees into the guards, tearing up bark. Vandals use the top of guards as fulcrums over which to break the tree in half. Guards and some grates need to be periodically painted.

- Installing grates and guards often requires bolting the pieces together. When trees are small, there is plenty of room to use wrenches, etc. After trees have grown and bolts and nuts rusted, a cutting torch that can easily injure trees is needed to make repairs.

- The extra cost necessary to form special sidewalk supports to hold grates level and to purchase, ship, store and install the grates (and maybe guards, too)
can easily more than double the per-tree cost of the job.

* To allow room for grates, trees must be planted up to 6 inches lower than if no grates were used. This often results in trees growing more slowly and being less healthy than trees planted high without grates. Additional maintenance is needed to keep grated trees relatively healthy.

The best way to guard against these grating problems is to convince architects (who virtually never get involved with maintaining what they design) to simply scrap the heavy metal. Do not install grates and guards around street trees. Plant trees high with flowers around them. Flowers get fertilized and watered, which also helps trees. Save money now and in the future by not using grates. Or budget the same amount now and plant twice as many trees. Trees are so incredibly beautiful by themselves. Grates and guards can never make trees more beautiful.

Grates and guards are certainly not necessary for the health of trees — in fact, the reverse is true. A number of city attorneys have stated that grates around trees are just a decorative part of the sidewalk system because they are not necessary for trees to thrive. And, when sidewalks are sufficiently wide for the normal pedestrian load, grates around trees are not necessary to meet the requirements of the Americans with Disabilities Act (ADA).

If you are not successful in simply planting trees without all the scrap iron, there are a number of things that should be done by your city to better prepare to accomplish the necessary maintenance:

One city agency must be designated to be responsible for grate and guard maintenance. This should be the same agency that maintains sidewalks, since grates are a part of the sidewalk system. The sidewalk people should work closely with the forestry people. When forestry officials inspect their trees on a regular cycle, they can notify the sidewalk officials — based on the growth rate of various trees — as to which grates need to have their apertures enlarged. Any time a broken or raised grate is observed by anyone, the report should go to the sidewalk maintenance people in the same manner reports about any other defective sidewalks do.

The sidewalk agency must work from day one as an integral part of the design team for each city development project to help standardize the grates.
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used across the city and ease streetscape maintenance.

With project money, purchase 20 percent more of the various styles of grates used on each job; then store them in a secure city site for future use. The storing agency must develop an inventory control system and check out new grates to the city crews, contractors or abutting property owners who are repairing broken grates. When the supply dwindles to a certain point, new grates should be ordered. Most city waterworks agencies already have such a system for highly specialized valves and fittings that are not readily available on the open market but might be needed on an emergency basis.

Buy no extra guards. Never put on replacement guards. Remove original guards as soon as possible before trees injure themselves on them and while you still have room to work with hardware that has not rusted too badly. Hide the removed guards in the junkyard! The sidewalk agency must develop standards and contract specifications to properly repair and replace the heavy metal.

Have an annual budget appropriated sufficient to carry out the grate maintenance program. Some cities repair sidewalks without involving abutting property owners. In this case, the budget must cover all work. Other cities inspect sidewalks and order abutting property owners to make repairs to city standards at their immediate expense. In this case, your budget must cover inspection costs plus the costs of making grate repairs when the abutting owner refuses to do so. It is very important that property owners who are using grates for sidewalk repairs be told up front that they are now responsible for paying for grate repair as well.

Develop cooperation between the city's forestry and sidewalk maintainers. Forestry department officials can learn what makes a sidewalk unsafe and in need of repair. Then, while inspecting their trees for low limbs, defects, insects and diseases, pruning needs, etc., they can also inspect the grates and guards using sidewalk report forms and can then notify the sidewalks department to make repairs. With white paint, forestry officials can mark how far the aperture needs to be enlarged around specific trees. The forestry department should not charge the sidewalks department for these inspections since they are already there inspecting trees and the extra time is negligible.

Although I have not discussed these yet, the same maintenance program and funding should be developed from the beginning for any project using decorative pavers, bricks, stones, cobble stones, interlocking tiles, pre-cast grate surrounds, or any other non-typical concrete sidewalk materials, especially near street trees. These things almost always pose heaving and sinking problems, thus becoming tripping hazards, much more rapidly and frequently on standard concrete sidewalks. They can also be very expensive and time consuming to repair.

For many reasons, it is best to plant street trees without grates and guards. However, if this is impossible, trees and scrap iron can work together only if your city develops and funds programs to promptly maintain both their trees and the heavy metal.

*Steve Sandfort is an urban forestry consultant in Cincinnati, Ohio.*
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New Products to Watch For at EXPO 2002

Arborscape Pro
Arborscape Pro has introduced tree and green care industry customer management software that offers streamlined bid, billing, and contact management. Customers are tracked from estimates to invoices to future callbacks. Customer history is provided at a glance. Relationships between customers and multiple work locations are managed. Enter your custom work items and descriptions specific to tree care and landscaping, and Arborscape Pro provides customized estimates and invoices as well as customizable reports. Image files such as digital photos and site maps are linked with your customer data. Arborscape Pro integrates with Quickbooks Pro and Premier 2002 financial software and also integrates contacts with Microsoft Outlook. For more information, visit Booth #705.

Rotochopper CG-118 Chip Processor
Rotochopper recently introduced its new CG-118 chip processor to add value to wood chips by grinding them to colored mulch in one pass. Unlike Rotochopper's larger grinders, however, the CG-119 was not designed to handle solid wood materials. Instead, it was designed for landscaping contractors, sawmills and city cleanup crews that often have to pay for chip disposal. The processor changes the texture of the chips so that they are more stable. The advantage of the machine is that it can convert material that once represented a disposal cost to one that represents a saleable product. The CG-118 is powered by a Cat 86 hp diesel engine and can process and color up to 40 cubic yards of chips per hour. For more information, visit Booth # 1011.

Tree-Mate-O
T-Mate-O is bringing several products to TCI EXPO. Tree-Mate-O tree support is designed to keep newly planted trees from blowing over in windy areas. Deciding whether to stake newly planted trees has always been a challenge, as the natural swaying of trees enables them to develop proper form, taper, and root strength. This tree support uses only one vertical stake and offers flexible support in very windy conditions. Tree-Mate-O permits a newly planted tree (up to 2½ inches diameter) to gently sway, allowing for improved form, taper, and root strength, when attached to a common T or U post. An EPDM rubber band is included to cradle or train the tree. An extension is available to accommodate a larger root ball, pot or container. The Tree and Plant Guard from T-Mate-O protects trees from pest and mechanical damage. The PostMate is a guided T post driver and puller. The height-adjustable unit keeps posts straight. For more information, visit Booth #1152.

Arthur Clesen Dutch Trig
Dutch Elm Disease is widespread not only in the United States but also in the Netherlands where Dutch Trig originated 12 years ago. Dutch Trig is a non-chemical, non-toxic biological control agent that can protect large numbers of healthy elms in a short amount time. Injections are made with a gouge pistol, which holds one vial of the Dutch Trig. This one vial will treat 250-inch DBH - that is, 10 25-inch trees - with an average of three minutes per tree! For more information, visit the Arthur Clesen Inc. Booth #108.
Electronic Controlled Hydraulic Chipper Clutch

PT Tech has introduced its hydraulically actuated and microprocessor controlled HPT08 clutch for wood chippers. Hydraulic actuation eliminates the need for adjustment. The microprocessor controller makes the clutch push-button operated. The controller’s start-up sequence matches the engine to the load, making each start-up smooth and consistent regardless of the operators’ skills. To prevent operator abuse, the controller inhibits engagement when engine speed is too high and prevents the operator from repeatedly engaging the clutch to clear a jam. The HPT08 increases chipper reliability and long-term profitability to its owner by eliminating the typical problems that plague over-center and automotive style clutches. For more information, visit Booth #748.

Future Forestry Ultimate Log Carrier

Future Forestry Products Inc. is replacing the large log-moving capability of the T40 Arch with a larger arch in the new Ultimate Log Carrier. The Ultimate Log Carrier carries fully suspended loads of up to 54 inches in diameter and in log lengths of up to 16 feet. The Ultimate will also be able to carry the most popular Fetching arch and JR arches within one highway package. The new Snowmachine Arch is slightly smaller than the ATV Forwarding Arch, designed to run right in the tracks of a snowmobile. It can carry logs up to 22 inches in diameter. The ski structures are interchangeable with wheels and tires, so the arch can be used in any season, while just the skis can be fitted to Future Forestry’s ATV or Fetching arches too. For more information, visit Booth #713.

Dynamic Mfg. Expands ConeHead Line of Chipper

Dynamic Manufacturing Corp. has introduced the Model 350 (to 60 hp), Model 400 (to 100 hp) and Model 550 (to 225 hp) to its line of ConeHead chippers. All units come equipped with the new ConeHead drum design. Styled after the Model 500, the three new models are extra heavy duty and feature the widest cut and most square inches of chipper throat opening in their respective classes, designed for smooth feeding and less de-limbing. For more information, visit Booth #1151.

Mat-TREE 75-foot Working Height Truck

MAT-TREE has introduced its 75-foot working height truck. MAT-TREE trucks have telescopic upper booms, solid boom construction (not inferior pipe construction), a reach of 48 feet at 30 feet above the ground and non-over center design for greater stability. With no chains or cable for boom actuation, the MAT-TREE allows for fast tower operations coupled with heavy platform capacity and compact stowed heights. For more information, visit MAT-3 at Booth #953.

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Ergonomics: the latest

Following ergonomics has been like watching a tennis match from half court. In the past 18 months, enabling legislation has been voted down by Congress. OSHA has changed its focus to guidelines, and Congress has re-introduced legislation in a series of activities that reflect the power struggle both within Congress as well as between Congress and the Bush administration.

In the aftermath of the Clinton administration’s failed attempt to enact legislation, Sen. John Breaux (D-La) introduced new legislation (S.2184) on April 17 for the re-issuance of a rule relating to ergonomics. The latest major action for the bill took place on June 19, when the Senate Committee on Health, Education, Labor, and Pensions, headed by Mass. Sen. Edward Kennedy, ordered the bill to be reported favorably. It now awaits further Senate action.

In related activity, the current version of the House Appropriations bill for the Department of Labor earmarks $2 million in a $49 million budget for potential ergonomics regulatory activity.

If enacted, the bill calls for the Secretary of Labor to issue a final rule relating to ergonomics within two years of the date of enactment. The standard under the final rule would take effect no later than 90 days after the date on which the rule is promulgated.

The Senate bill calls for the standard to:
- address work-related musculoskeletal disorders and workplace ergonomic hazards;
- not apply to musculoskeletal disorders that are not related to work;
- set forth in clear terms the circumstances under which an employer is required to take action to address ergonomic hazards; the measures required of an employer under the standard; and the compliance obligations of the employer;
- emphasize the prevention of injuries before they occur; and
- cover all industries where workers are exposed to workplace ergonomic hazards and there are economically and technologically feasible measures to control these hazards.

In the meantime, under the Bush administration, OSHA announced its intention to draft ergonomics guidelines in order to provide practical solutions for reducing ergonomic-related injuries and illnesses in affected industries. Ostenibly these guidelines will not be used for enforcement purposes.

At the end of August, Secretary of Labor Elaine Chao announced the availability of draft of the Ergonomics Guidelines for Nursing Homes. You can read this draft at OSHA’s Web site, www.osha.gov.

Future plans include developing similar sets of guidelines for retail grocery store and poultry processing plant workers.

The tree care industry isn’t standing around to see what happens. With the help of its member companies, the National Arborist Association is developing industry-specific “best practices” guidelines to help reduce strains, sprains and other musculoskeletal disorders.

At the end of the day, the real power to effect change and create a safer workplace doesn’t reside in Congress nor the Department of Labor, but with employers and employees.

Peter Gerstenberger is vice president of business management, safety & education with the National Arborist Association.
At a show recently, I had a young fellow of about 70 years begin a conversation with me about how chain saws have changed in his lifetime. Since his early years—which included some time on one end of a crosscut saw—saws have really come a long way. It made me realize that in my 20-some-year term behind one, there have been some major milestones. In the past couple of years, however, things have really changed fast.

Most two-cycle chain saws (most chain saws fall under this category) have had to go through some major intake and exhaust changes to meet the clean air standards in recent years, and they still have a few more hurdles to jump by the middle of this decade. Saw engines have had to become "leaner," so to speak, in their operations in order to reduce emissions. More efficient engines have required fantastic improvements in electronic ignitions and carburetion as well as with regard to refined designs of the crankcases and cylinder porting. On top of all these improvements are the considerations relating to weight and package size for the operator.

Chain saw powerheads today are much lighter than those of just a few years ago. Some 4- to 5-cubic-inch saws of the late '70s weighed almost 50 percent more than today's equivalent size units.

Other features of today's saw technology (in alphabetical order) include:

**Compression releases**

This option has been around for years and is used mainly to reduce compression on larger saws of old. But today these standard equipment devices have become more efficient and less fouling than those of yesteryear, and they work flawlessly. They are a great addition to 50cc and larger saws. They reduce wear on the starter system, rope and rope pulley. Faster spinning of the flywheel because of the reduced compression makes for quicker starts. They also reduce muscle fatigue for the operator.

**Filtration systems**

Heavy duty air cleaning systems reduce a lot of internal engine wear on saws today. Some use a pre-filter wrap or screens to capture larger and then smaller dirt particles. One of the most unique prefiltering systems on the market today is the air-injection system: A tube is placed close to the flywheel cooling fins that lead up to the carburetor box. The air to the intake is routed through the flywheel side of the saw and separated by this tube at the spinning air of the flywheel. Larger dirt and chips are blown past the tube, allowing cleaner air to pass through the tube to the carburetor. The longer you can keep the larger debris from the filter surface, the better the engine can breathe. The device greatly improves the time between cleaning intervals. Some saws may go for days before major filter cleaning or months before replacement is needed.

**Improved vibration dampening**

Experimentation has led to using different positioning and material updates in the latest vibration dampening systems. Moving the positions of the handle and crankcase mounts...
and going to rubber buffers and springs with “limiters” have made anti-vibe systems more rugged while requiring less replacement and still giving the operator virtually “vibless” control of the saws.

**Lightweight guide bars**

A huge breakthrough in saw guide bars has opened the door to reducing total saw weight. Can you image removing one-third of the weight from a 32-inch guide bar? This could mean lowering the weight of a 70 cc to 85 cc chain saw by two to three pounds. Reducing the bar weight naturally reduces the total weight of the saw. Oregon Cutting Systems has a new process to reduce some guide bars by better than 30 percent of its weight with an insert of special alloys. More to come on this in the future ...

**Lower bar oil waste**

Oiling system improvements involving pump adjusters, guide bar and drive link improvements have increased the oil flow to the chain and guide bar. This means you can reduce the flow of oil wasted while still maintaining sufficient lubrication.

**Opaque fuel tanks**

Just a few years ago, a professional user might have to open his or her saw’s fuel cap five to 10 times a day to make sure there is sufficient fuel to finish a task. Not so today — fuel tanks now are so revealing! They are translucent so you can see through the plastic of the tank and tell just how much fuel you have in the tank. Oh. how easy life has become!

**Reduced reactive force saw chains**

One of the greatest innovations of pro-
“Climbing trees is second nature. So is carrying Stihl.”

As a 3rd generation arborist, Mark knows what it takes to bring down a tree. As a world champion tree climber, he also knows what it takes to get up one. That’s why he prefers the STIHL MS 200T. It’s lightweight, powerful and designed for use up in trees. As Mark says, “Taking down a tree over power lines and homes isn’t easy, so you better believe I want the best saw of its kind up there with me.”

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duction while retaining safety is the introduction of a newly designed Depth Gauge/Raker of the saw chain tooth. A new design called the Oregon "V" series has a raker that is bent over, so to speak. This wide raker surface allows the chain tooth to run at more constant depths. Whether on the top, bottom or tip of the guide bar, the Rakers remain positioned in the cut, creating a truly full-chisel tooth configuration with reduced reactive force tendencies.

Safety features
Saws today are, in my opinion, much safer to operate because of three very common features: The chain brake, the throttle interlock and the chain catch. When looking to buy a saw, make sure you ask the retailer to show you a saw that has all three. These features have helped reduce the number and severity of operator injuries. I don't run a saw without them! Also, ask the retailer to show and explain to you the latest PPE equipment that is available — and, in some jobs mandatory — for saw operators.

Side chain tension adjusters
I learned many years ago that saw chains can get loose on the bar quickly if you don't keep them sharp or apply too much pressure during the cut. The saw chain should do the cutting without a lot of pressing on the handles by the operator. So, the side chain adjuster isn't a necessary item if you don't have to adjust a lot. However, if you need it, it's great to have on the side of the saw so you don't have to dig around in that little space between the bucking spikes and the bar to tighten or loosen the adjuster.

Summary
All of these great features are being applied to the many model combinations saw manufacturers offer today. Saws for homeowner uses, tree farms, city, county and state operations, arborist/tree care and logging have changed a lot in the past few years. As safety- and productivity-conscious operators, the most important thing to remember is that we need to stay current with technology. Check your equipment often ... are you up to date?

Tim Ard is president of Forest Applications Training, Inc. He is co-author of an e-Book "The Complete Guide to Chain Saw Safety & Directional Felling," which is available by calling 1-800-733-2622 or online at www.natlarp.com. Ard may be reached at PO Box 1048, Hiram, GA 30141-1048; phone: (770) 459-3791; E-mail: info@forestapps.com; Web: www.forestapps.com.
The 335XPT arborist saw by Husqvarna. Powerful, balanced, and more reliable than ever. It boasts an unbeatable power to weight ratio, snag free shape, and the industry exclusive ArborGrip™, our textured handle with thumb and throttle finger supports for greater control and to get you to those tight, high places with ease. Nobody is more committed to the Arborist than Husqvarna. We offer a full line of specially designed safety gear and are a proud sponsor of the ArborMaster training programs. To find the nearest Husqvarna Power Retailer call 1-800-HUSKY-62 or visit our web site at www.husqvarna.com. For information about ArborMaster Training, call 1-860-429-5028.

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Come Inside the Industry

Are you a member of the National Arborist Association? Many tree care professionals who receive Tree Care Industry magazine believe they are NAA members. But membership offers so much more. Unfortunately for would-be members of the NAA, membership is restricted to the owners of commercial tree care companies.

Not to worry—you can still gain insider access to some of the NAA's publications, resources and inner workings with two new types of subscriptions available for everyone, including owners and managers of non-member commercial tree service businesses.

Now available to nonmembers, the NAA's Business Inner Circle and Industry Inner Circle opportunities offer subscribers some of the best that the NAA has to offer.

Business Inner Circle

All non-NAA members will be eligible to become part of the Business Inner Circle. As a Business Inner Circle subscriber, you will receive NAA's regularly published and highly acclaimed publications, among them:

♦ The widely praised Tree Care Manager e-newsletter, sent to your e-mail inbox every month. The e-newsletter contains professionally written business articles, tips and other information, as well as links to key business information sources on the Web.
♦ Timely e-mail notification of upcoming events, new products and new services available through the NAA and its partners.

Best of all, being a part of the NAA Tree Care Business Inner Circle won't cost you a dime—it is 100 percent FREE! To subscribe, go online to www.natarb.com or call 1-800-733-2622.

Industry Inner Circle

What if you want the benefits of being a full-fledged NAA member but are ineligible? The NAA's newly created Industry Inner Circle subscription has been crafted specifically for you—utility arborists, municipal arborists, academics and students.

The benefits of being an Industry Inner Circle subscriber are numerous. As a subscriber, you will receive:

♦ Reporter newsletter via e-mail. This monthly newsletter will keep you informed of the latest inside information on tree care businesses. Features including "Safety Corner" and "Hotline Question of the Month" offer practical solutions to real-life business challenges. From regulations in Washington that affect tree businesses to news of events and people in the profession, the Reporter is the voice and resource for successful companies.
♦ Tree Care Manager e-newsletter. This monthly newsletter is written by arborists primarily for field employees. Each colorful issue provides "how-to" pointers on important subjects, such as improving client relations, rigging and avoiding vehicular accidents. Tech Notes, Knot of the Month, Safety and Pest Alert features make this monthly publication "must" reading for company owners and field employees alike.
♦ NAA Annual Wage & Benefits Survey results via e-mail. The data generated by this survey of NAA's Active Member firms provides you with current, detailed, region-by-region wage rates, as well as other demographic information, including sales levels and benefits.
♦ PLUS, as part of the subscription, you will receive the full-color, glossy Tree Care Industry magazine in your mailbox every month! TCI is simply the best publication available in the business of caring for trees, shrubs and other woody plants. Each month, TCI is packed with informative articles on subjects such as soil biology and tree chemistry, line-clearance trends and training issues, transplanting and pruning practices, new products and equipment, rigging techniques, and real-life "From the Field" experiences.

Each issue features business management articles tailored to specific, everyday concerns of commercial tree care companies. Plus, two "Buyer's Guide" issues each year provide the most complete and up-to-date directory available of vendors serving the arborist profession.

By being a subscriber of the NAA's Industry Inner Circle, you will be sure to:

♦ Stay abreast of breaking news in commercial arboriculture
♦ Obtain information previously available only to NAA members
♦ Reduce the clutter of newsletters and publications by receiving NAA publications electronically
♦ Pay only a fraction of the cost of NAA membership

The annual cost of being a Tree Care Industry Inner Circle subscriber is $75 for individuals in the U.S. and Canada, and $90 (U.S. funds) for individuals overseas. Only those who are otherwise eligible for regular NAA membership can become Industry Inner Circle subscribers. To subscribe, go online to www.natarb.com or call 1-800-733-2622.
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Part of the thrill of owning your own business is the notion of going it alone, of winning or losing according to the decisions you make for yourself, rather than having to abide by those foisted upon you by a boss or an owner.

That control offers business owners a great deal of freedom to fail or succeed, but it also comes with a lot of responsibility, particularly if you employ other people who are counting on you for their livelihood; you hope that you make the right decisions but you never know what tomorrow will bring— for better or for worse. Wouldn’t it be nice to be able to maintain the thrill of owning a business, while, at the same time, increasing the likelihood that you will meet your many responsibilities?

Some business owners have found that happy middle ground by becoming franchisees of larger companies that are offering the same service product they do. While it offers no guarantees of success, becoming a franchisee of a larger company increases markedly your shot at business success.

Part of the reason for this is the sharing of risk and resources that are part and parcel off the franchiser-franchisee relationship. In return for an up-front fee and a percentage of returns from a franchisee, a franchisher will provide— immediately— valuable resources that could take a beginning and small business owner years to acquire, including expensive machinery, specialist storage facilities, business leads, access to financial services such as loans and insurance, and, of course, an established and trusted name in your particular line of business.

This spreading of load is particularly useful for those companies that have to deal with any more than a couple of the four seasons, says Blake Smith, president Christmas Decor and Nite Time Décor, in Lubbock, Texas.

Christmas Décor, which currently has 340 franchisees in 47 states and Canada, offers franchisees the opportunity to offer their customers a systematic, profitable service offering commercial and residential holiday decorating. One of the major benefits to franchisees, Smith says, is that installing holiday lighting “fills the off season. It also allows our franchisees to keep their employees during the slow time of the year,” allowing arborists to “increase utilization of their assets such as trucks, trailers, bucket trucks, climbing equipment, ladders etc. This can offset fixed overhead costs dramatically,” adds Smith.

Christmas Decor has a two-tiered start-up franchise program,
depending on the size of the market. Each has its own start-up cost: small markets (40,000 to 60,000 population), starting at $9,500; and large markets (populations of 100,000-plus) starting at $15,900. Along with franchising fees, the start-up costs pay for unlimited online and toll-free phone support.

"We also hold annual conventions and provide continuing education seminars regionally," Smith says.

"As a landscape company, Christmas decorating services made up 25 percent of our gross sales ($350,000 out of $1.4 million total) and 50 percent of the company’s profits," recalls Smith. "But the real impact was even larger. We were able to keep good employees and offset overhead. We also cross-sold the service to existing customers and grew our customer base phenomenally in the process," Smith says.

He adds that "We knew that seasonal service companies would benefit hugely. And it just so happens that our most successful franchisees specialize in tree care."

David G. Liu, President, president of Foliage Design Systems, based in Orlando, Fla., echoes Smith’s comments on the uncertainties of the seasons for tree care and similar businesses. He says that FDS has managed to ease those uncertainties for its franchisees whose plant services are indoors.

"Many arborists are limited by inconsistent contracts or are on-call only. Our contracts provide consistent reoccurring revenue," explains Liu. "People seek to enjoy plants indoors 365 days per year. Our contracts consistently extend for years at a time without regard to seasonal conditions," Liu says.

This consistency of contact with clients can help reinforce what Liu sees as the backbone of his company: personal service. "While our expertise lies in the provision and service of fine indoor plants from small offices to large atriums, we are best known for consistent personalized service," Liu says.

This year-round revenue stream can be attained by many arborists, Liu insists. Any arborist whose client list includes those with indoor plants will likely already have many of the skills they would need to become an FDS franchisee. And those skills that franchisees do not possess can be acquired with FDS’ daily support throughout the duration of the franchise agreement.

"Our executive and administrative staff consists of some of the most highly regarded experts in the field," stresses Liu. "We are available daily to provide business, technical, marketing and product sourcing support."

FDS currently has 36 active franchisees, and it operates four more franchises itself. FDS’ franchisees are mainly spread across 14 states, including 11 in Florida, five in South Carolina, one in Texas and one in Colorado.

The company, which was started in 1971, began franchising in 1980. Part of the decision to franchise was based upon
the same need that franchisees have: growth and security. This illustrates well the inter-
dependence of the franchiser and franchisee.

"Franchising to the qualified entrepreneur is
well-known as the quickest path to sustained growth and
strong quality control," he explains. "Remember, each franchisee is an owner."

Becoming an FDS franchisee can take
less than a month (after the suitability of
the franchisee is determined) and requires
an initial franchise fee that ranges from
$20,000 to $100,000. The franchisee will
also need additional working capital of
$23,250 to $20,000.

The whole process typically proceeds as
follows:
1. Prospect franchisee completes and
submits franchise qualification form
(available online);
2. FDS reviews the application and con-
tacts prospect for phone interview;
3. Prospect franchisee meets with FDS
in Florida;
4. Both parties receive and review the
franchise agreement, deposit agreement
and other important information;
5. The franchise agreement is executed.

John Eggleston, manager at Service First
Irrigation based in Michigan, sees that the
major advantage to their irrigation franchi-
sees is that franchisees “don’t have to
reinvent the wheel.”

“Service First provides pricing structure,
training, marketing” and basically every-
thing an arborist needs to start an irrigation
maintenance franchise. Although the irri-
gation franchise does not run in the off-season in the
same manner that Christmas Decor’s business does,
it instead presents a se-
asonal opportunity to gain
greater profits with little
extra time, equipment and
employees involved.

“Irrigation is more of a
year-round service,”
Eggleston says. “Even in northern cli-
mates, you get eight months of
revenue-producing opportunity.”

The irrigation maintenance franchise
involves basics such as repairs, turning cli-
ents’ irrigation systems on in the spring
time and then winterizing the systems in
the fall. All franchisees are trained in these
operations as part of the start-up process by Service First.

As a franchisee progresses with his irri-
gation business, he has the option to work
his way into irrigation system installations
— a more cumbersome endeavor that re-
quires a greater investment in personnel

Installing holiday lighting keeps crews busy from Thanksgiving through
mid-January.
and equipment.

The advantage to arborists is that "they can run service calls within their existing routes ... and they already have the trucks and vans they will need for the (irrigation) job," Eggleston emphasizes.

A tree care company "can take a person on a part-time basis and step into (the irrigation business) rather than going out and hiring an irrigation installation crew," he adds, pointing out that the franchise can be built up in a "lo-key" manner.

The initial cost of investment, however, is a tolerable $12,000 to $20,000, including startup materials.

"It's a good price advantage as far as product goes," Eggleston says. "Franchisees get large-contract pricing even though they are a small contractor."

Service First is relatively new to the franchising market, having begun its public franchising operation just two years ago, and is building up its network slowly, concentrating mostly on the northern areas of the United States were seasonal conditions require spring water turn-on's and fall winterizing. Neverthe-

Contact information for franchise opportunities:
Christmas Decor and Nite Time Decor
Blake Smith
Phone: 1-800-687-9651
Fax: (806) 722-9627
E-mail: info@christmasdecor.net
Web site: http://tx.easywebusa.net/christmasdecor/f_h1.htm

Foliage Design Systems
John Hagood
Phone: 1-800-933-7351
E-mail: info@foliagedesign.com

Service First Irrigation
John Eggleston, manager, or Edward Dudgeon, manager
Phone: 1-877-353-4533
Fax: 1-800-721-1191

Is franchising for you?

Franchising offers tree care company owners the opportunity to expand their business in a creative manner that can draw upon under-used resources that are already part of the business' infrastructure. By carefully building up a more well-rounded business with franchises, an arborist can just about guarantee his company will make the most of his resources — and can ensure a steady stream of income.
Student Extravaganza at TCI EXPO!

What could be more beneficial to students than the chance to meet with the most professional tree care companies in the world at TCI EXPO's Student Career Days? How about the chance to attend workshops from some of the industry's most knowledgeable speakers as part of the Student Society of Arboriculture's Seventh Annual Conference?

How would you describe the educational opportunities for students when these two events are combined for the first time? Indescribable?

Add a field day and climbing championship, mix it all together with a reception and prizes, and you have the first combined SSA Annual Conference and Student Career Days at TCI EXPO.

The SSA and the NAA have teamed up for the premier educational event for students interested in careers in arboriculture. The combined event will take place Nov. 6-9, in Milwaukee, Wis., in conjunction with TCI EXPO. The two events will run as one.

The preliminary program will expand the original events, and offer some new ones, too. Some of the confirmed speakers are:
- Robert Phillips, Pacific Slope Tree Co-op, Inc.
- Dr. Robert Blanchette, University of Minn.
- Dwayne Neustaeter and Ken Palmer, ArborMaster Training, Inc.
- Rex Bastian, The Care of Trees
- Gary Mullane, Low Country Tree Care, Inc.

There will also be student presentations, posters, job fair and a variety of student competitions, including - but not limited to - tree ID, pest ID, knot tying, small tree pruning, sales, plus the climbing and safety competition. There will also be an Arborist Mentoring/Recreational Climb on Saturday, Nov. 9.

Befitting the historic nature of this event, a record number of industry suppliers have stepped forward as partners, including:
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Despite the growth of electronic commerce, there's no substitute for face-to-face interaction at TCI EXPO. Read on for tips to make your annual pilgrimage to the industry's premier trade show more enjoyable as seasoned denizens of the airline and auto rental cosmos reveal the secrets of a successful sojourn.

First, let's introduce our experts: Leil Lowndes is a New York-based speaker who keynotes business conventions and leads training seminars. John Tschohl is president of Service Quality Institute, a Minneapolis-based consulting firm. James Feldman is a Chicago speaker who, as "Doctor Travel," gives seminars on "The Cure for the Common Trip." Here's what they say:

Prepare for success

Plan a successful trip long before you leave the office. "I always keep a travel bag handy with items that I know I'll need on any trip," says Lowndes. You do the same. If you grab this bag on your way out the door, you won't be caught short. Common pre-packed items include business cards, aspirin, vitamins and prescriptions drugs, breath mints, a small umbrella, an extra laptop battery, extra paper and pens, two small alarm clocks, a toothbrush, and toiletries, including small bottles of shaving cream or cologne.

"To decide what should go on your own list, keep track of everything you use for two weeks prior to a typical trip," suggests Lowndes. Keep the list in your travel bag, and then check each item before you go.

And pack your own meals. Airlines have cut way back on service, and business trips are notorious for waist-expanding junk food. "I always take a bag of healthy snacks and a sandwich," notes Lowndes. "They'll cost twice as much at the typical hotel shop – which is often closed by the time I arrive if I'm traveling late in the day."

Pack some fruit to save a significant amount of money over the hotel's overpriced breakfasts and to keep you from settling for sweet rolls that give you a fast energy boost but make you tired by noon.

Tips for smart airline travel

• Don't cut connections too close. Avoid costly glitches by scheduling buffer time between your flights and the open-
ing of the trade show, "If I have to be somewhere in the morning, I avoid taking the last flight out the night before," says Feldman. "If the flight is delayed or canceled, I can still make it to where I'm going."

♦ Get the best seats. "Call the airline and ask them to send you their seating charts," suggests Feldman. "Most will do so at no charge." With some airlines such as Delta, which is offering a discount on flights to TCI EXPO, you can choose your seat online. Many decisions about seating positions have trade-offs. For example, while exit rows usually have more leg room, in some cases the seat arms do not go up, so you have less sprawl space. If you take aisle seats, you will have more leg room and can more easily get up and down, but you are more likely to get bumped by attendants and other travelers as they walk the aisle. Some travelers get aisle seats near the front because it's quicker to get up and get off at arrival. On a night flight, take a window seat so you have more room for your pillow. Avoid the row immediately behind the bulkhead, which is the upright partition separating sections of the plane. There is less room to store your gear and often less room to stretch your legs.

♦ Keep hold of the good stuff. "I never check the materials I need for a trade show," says Tschohl. "The chances are too great of losing luggage." Keep your valuable materials with you in a small carry-on. And make sure that the bag is small - airlines are getting tougher about the size of luggage you may take aboard. Some even have metal templates through which your carry-on must fit. Prior to your trip, call the airline to get their maximum luggage dimensions.

When measuring your luggage, be sure to include the wheels. If a flight is really full there may be no room for your carry-on, even if it is under the maximum size allowable. In such cases the crew may check your luggage bag after you board, so be prepared for this possibility by packing a plastic bag at the very top of your carry-on. If you need to surrender your luggage, pull out that plastic bag and unload the absolute essentials, which you can hold on your lap or store in a small space under a seat or overhead.

There are some other steps you can take to assure you will have room for your carry-on. Airlines board passengers by row, so try reserving a seat toward the back of the plane to make sure you will be among the first on: there will be more overhead space available. You can also improve your overhead access by boarding early once you're at the airport.

♦ Order special meals. "Special meals are fresher and are hand-made as opposed to mass produced," says Feldman. "Look at the kid's meal: 'I have to be somewhere in the morning, I avoid taking the last flight out the night before,'" says Feldman. "Most will do so at no charge." With some airlines such as Delta, which is offering a discount on flights to TCI EXPO, you can choose your seat online. Many decisions about seating positions have trade-offs. For example, while exit rows usually have more leg room, in some cases the seat arms do not go up, so you have less sprawl space. If you take aisle seats, you will have more leg room and can more easily get up and down, but you are more likely to get bumped by attendants and other travelers as they walk the aisle. Some travelers get aisle seats near the front because it's quicker to get up and get off at arrival. On a night flight, take a window seat so you have more room for your pillow. Avoid the row immediately behind the bulkhead, which is the upright partition separating sections of the plane. There is less room to store your gear and often less room to stretch your legs.

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order these meals 24 hours in advance.

- **Travel in comfort.** "I always keep a blow-up pillow, a sleeping mask and a pair of soft slippers in my permanent travel bag," says Lowndes. Catching some shut-eye in mid-flight can make up for truncated sleep the night before. And that can make a big difference at your arrival city.

### Car rental do's and don'ts

- **Don't buy the rental agency gasoline.** The car will have a full tank when you receive it. Make sure you buy your own gasoline and return it with a full tank. Otherwise the agency will charge you a big premium for fuel.
- **Don't pay for insurance you already have.** Check with your current insurance company to see what car rental agency insurance you can decline. In some cases, credit card companies will pay for collision damage; find out before you travel. The savings can be significant.
- **Ask for an upgrade.** You can often get a better automobile just by asking nicely. "Use your best smile and ask, 'Is there any chance you can give me a complimentary upgrade?'" suggests Tschohl. Approaching counter personnel in warm and caring manner can pay off. "Most of the counter people get beat up by customers all day, so you want to pump them up and make them feel better," he says.
- **Rent from the agency location at your hotel.** If you travel frequently to the same hotel, you will get to know the car rental agency people and they will be more lenient with your car return times.

### Hotel smarts

- **Make sure the computer is with the program.** "I always ask, 'Is the reservation entered in the computer?'" says Tschohl. These days, whatever the computer says goes. So make sure your room reservation and the special TCI EXPO attendee price are in the system. Otherwise prepare for a battle upon arrival.
- **Ask for the right room.** Because of the way buildings are made, corner rooms are usually bigger," says Feldman. "I also try to get on the concierge floor. These typically have meal service and complimentary soft drinks."

You need peace and quiet. Ask for a room away from the elevator, on a higher floor, and on the side of the building away from the street. Planning to arrive around 11 in the morning? The hotel may promise you they'll have a room ready, but it's smart to give them a reminder so you won't have to cool your heels in the lobby. "I call them sometime after 9 a.m. and ask them to save me the first available room," says Lowndes. Get the person's name to encourage accountability.

- **Get a suite deal.** Many hotels have suites that are designed to be roomy enough for business meetings, but offer just a couch and wall bed for overnight guests. Many customers get irate when they get stuck with a room without a traditional bed — but not you! You would rather have the extra room for your business activities.

"If you are checking in late in the afternoon or evening, ask if the desk will give you a suite for the same or lesser price," suggests Tschohl. "Many times you'll do the hotel a favor by taking that room off their hands."
- **Don't take the mini-bar key.** Fed up with downsizing too many? Turn down the key. "The net worth of the mini-bar exceeds that of many a guest," quips Feldman.
- **Use toll-free numbers if it's cheaper.** While hotels may charge you a steep rate for local calls, they may waive this for 800 numbers. In this case, you can save money by using your MCI, Sprint or other telephone card to make calls. Here are some additional hotel-smart tips from Lowndes:
- Hang your clothes on the shower rod to steam out the travel wrinkles.
- If you're prone to misplacing those plastic security cards that pass as keys today, train yourself to slip them behind the "fire exit" signs that always seem to be screwed onto the inside of your hotel door.
- No safe in the room? Ask if there's one at the front desk.
- Want to be treated well? Always tip the maid and the concierge. And you'll be more likely to get back any items you may leave in the room on your departure.
- Left some computer gear at home? Guest books often have leather covers.
that make great substitutes for mouse pads; hotel towels are usually thin enough to roll up for wrist supports.

- When tracking down a good restaurant, avoid asking for suggestions from the hotel concierge, who is often paid by an over-priced eatery for referrals. If the concierge offers to make a reservation for you, that’s a dead giveaway.

It’s easy to leave valuable goods behind when you check out. Says Lowndes: “Maids tell me that people most often leave things in three places: On the back of the bathroom door, on the side of the tub, and under the bed.” So check out these places before you leave.

Some travel miscellanea

- **Check safety of pressurized cans.** If you’re planning to take shaving cream or other pressurized cans, call the airline for their instructions and rules. Some cans will explode, by the way, if they are stored in the un-pressurized luggage area. That can ruin anything stored in your suitcase.

- **Carry small change.** “No matter where you travel, taxicab drivers have the same routine: They claim they don’t have any change with the hope you will give them more money,” says Tschohl. “I always carry a supply of small change for this very reason.”

- **Have a pre-addressed label ready for brochures.** Take a pre-addressed label so you can pack up brochures, pamphlets and equipment specs that you don’t want to haul around with you. When you get ready to leave TCI EXPO, mail them back to your office.

- **Keep receipts in one place.** How do you handle the dozens of little receipts, notes and business cards you pick up on your journey? Take a tip from Feldman: “I get one of United Parcel Service’s International Pouches,” he says. “These are Zip-lock bags with adhesive on the back. I remove the paper and attach the pouch to the inside of a manila file folder. Everything goes into the bag.” When he gets back to the office, Feldman files the manila folder in a drawer for easy access.

There’s the lowdown from our high fliers. Take their advice and maybe your next trip will go a little smoother.

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Contact: 1-888-683-3445, otfinfo@offinger.com or www.ohioturfgrass.org

October 3-4, 2002
Hazard Tree Workshop - Advanced Evaluation Techniques
Bartlett Tree Research Laboratory
San Francisco, CA
Contact: Lynn Roberts, (704) 588-1150, Ext. 121 or lroberts@bartlettlab.com

October 6-8, 2002
NE ISA 36th Annual Convention
Cambridge, MA
Contact: Marcia Charter, (978) 388-1000, Ext. 507 or macharter@prodigy.net

October 7-9, 2002
Fifth Canadian Urban Forest Conference
Hilton Suites, Markham, Ontario
Contact: (416) 864-9027, (416) 864-9047, cufc5@event-horizons.com or www.event-horizons.com/cufc5/

October 8, 2002
"Declaration of Independence - Mycorrhizal Relationship"
Charlotte, NC
Contact: Danise & Associates, (704) 532-9783

October 8, 2002
Tree Appraisal Program
Bamboo Farm & Coastal Gardens
Savannah, GA
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October 8-9, 2002
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Tinley Park, IL
Contact: April Toney, IAA, PO Box 860, Antioch, IL 60002 or 1-877-617-8887 or IAA@wi.rr.com

October 11-12, 2002
"Plant Biology Workshop"
by Plant Health Care, Inc.
Frogmore, SC
Contact: P&H Education Center, 1-888-290-2640 or www.planthealthcare.com

October 13-16, 2002
"Research in the Urban Forest"
Society of Municipal Arborists
38th Annual Conference and Trade Show
Ithaca, NY
Contact: Andy Hillman (607) 272-1718, andyh@cityofithaca.org or www.urban-forestry.com

October 16, 2002
Texas Tree Conference and Show
Waco Convention Center
Waco, TX
Contact: Mike Walterscheidt, (512) 587-7515

October 17-18, 2002
"Tree Autopsy & Dissection Lab, with Microscopes"
Dr. Alex Shigo seminar series
Portsmouth, NH
Contact: The Portsmouth Seminars, 1-800-841-2498

October 18, 2002
19th Annual Perennials Conference
The Scott Arboretum
Swarthmore College
500 College Ave.
Swarthmore, PA
Contact: Longwood Gardens, (610) 388-1000, Ext. 507

October 18-20, 2002
Annual Meeting & Exposition
N.J. Shade Tree Federation
Grand Hotel
Cape May, NJ
Contact: Bill Porter, (732) 246-3210

October 21-27, 2002
23rd Annual International Irrigation Show & Exposition
Ernest N. Morial Convention Center
New Orleans, LA
Contact: The Irrigation Association, (703) 536-7080, fax (703) 536-7019 or www.irrigation.org
October 22, 2002
Arborist Lightning Protection Seminar
Bamboo Farm & Coastal Gardens
Savannah, GA
Contact: David Linvill, (912) 652-7981 or David Moulder, (912) 653-2231

October 23-24, 2002
“Electrical Hazard Awareness Program”
Mass. Arborist Association and MTWFA
Field Station,
Waltham, MA
Contact: (508) 653-3320 or (781) 894-4759

October 24-25, 2002
“Quality in the Urban Forest”
Tennessee Urban Forestry Council
11th Annual Urban Forestry Conference
Checkwood Botanical Gardens
Nashville, TN
Contact: TUFC, (615) 352-8985, tufc@wave3online.com or www.tufc.com

October 26, 2002
Tennessee Urban Forestry Council
Tree Climbing Championship
Nashville TN
Contact: Michael Bouton, (615) 895-4043; Sam Adams, (665) 522-0533 or mbouton732@aol.com or visit www.tufc.com

October 28, 2002
ArborMaster Seminar
Delano Park
Decatur, GA
Contact: Sherrill Arborist Supply, (256) 341-0700

October 29, 2002
“Resources to Help you Build a Safe Company”
Mass. Arborist Association
Wayland, MA
Contact: (508) 653-3320, MAArbAssn@aol.com

November 1-3, 2002
Wild Bird, Wildlife and Backyard Habitat Expo
Washington Co. Fair Park
West Bend, WI
Contact: 1-800-324-3337 or www.backyard-birds.com

November 6-8, 2002
“Wildland Urban Interface”
Alabama Urban Forestry Association
The Lodge and Conference Center at Grand National
Opelika, AL
Contact: (205) 226-7760, 1-877-548-0440, www.aufa.com or aufa@bsc.edu

November 7-9, 2002
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“Bridging the Divide: Creating Green Partnerships in our Communities”
Decatur, GA
Contact: Kacey Ratterree office, 1-800-994-4832, www.gufc.org

November 19, 2002
“The Effects of Improper Planting”
Mass. Arborist Association
Wayland, MA
Contact: (508) 653-3320, MAArbAssn@aol.com

November 23, 2002
Annual NJAISA Work Day
John E. Tooan Kiddie Keep Well Camp
Edison, NJ
Contact: Harry P. Banker, (973) 887-7064.

December 5-6, 2002
“Tree Chemistry and Biology”
Portsmouth, NH
Contact: The Portsmouth Seminars, 1-800-841-2498

December 6-7, 2002
“Plant Biology Workshop” by Plant Health Care, Inc.
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Contact: PHC Education Center, 1-888-290-2640 or www.planthealthcare.com

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TREE CARE INDUSTRY - OCTOBER 2002
Facing the Fall Cankerworm

By David Munson

Walk along any city street in midsummer and you are likely to find this: a thin, delicate little caterpillar measuring its way across the sidewalk or descending to the ground on a silken thread. Known to most children as inchworms, the loopers represent a large and diverse group of caterpillar species, one of which has a southern city fearing for the future of its trees.

Like many other native lepidopteran pests, the fall cankerworm, Alsophila pometaria, usually keeps a fairly low profile. Found from Texas to Canada, the fairly inconspicuous larvae of the species seem content to spend most seasons quietly munching away high up in the canopy of various shade trees – rarely raising an eyebrow on any arborist who might pass them by. The species does, however, achieve localized outbreak status according to a fairly regular population cycle, and can occasionally become a serious threat to the health and vitality of its host trees.

Don McSween, city arborist in Charlotte, N.C., is a seasoned veteran in the war against these leaf-hungry loopers. McSween has been battling high populations of fall cankerworm for more than a decade, and expects to face yet another wave of hungry larvae next season.

“Literature put out by the U.S. Forest Service in the 1960s stated that finding more than 90 females over the course of a season can be regarded as a heavy infestation,” McSween relates. “We’ve had traps capture 9,000 to 10,000 females on a single tree. I think that clearly qualifies as heavy.”

Massive, long-term infestations such as the one in Charlotte are the exception, however. In most cities and towns, a high population of fall cankerworm is generally an aesthetic problem more than anything else. While an inchworm or two traveling across the back deck can become a few moments of entertainment, the local arborist’s phone will generally begin to ring only when battalions of the 1-inch wigglers begin to descend on cars, houses, and playing children. Large populations of A. pometaria can easily defoliate stands of oak, maple, hickory and other hardwoods, leaving behind only the tough midrubs of the leaves and unsightly accumulations of frass in their wake.

As with so many lepidopteran pests, the insect becomes most noticeable for the homeowner at a time when it is extremely difficult to control. Concerned homeowners usually first notice the mature larvae as they begin to disperse on long silken threads, or, unfortunately, as they finish off the last few leaves on the neighbor’s oak tree. This leaves the arborist with little choice but to recommend a control program aimed at next year’s population, rather than make a futile attempt to control mature larvae after the damage has already been done.

In most cases, outbreaks of fall cankerworm will subside in time with little or no assis-
The mature fall cankerworm caterpillar typically measures 1 to 1 1/2 inches in length with a dark dorsal stripe and white lines on each side. The cankerworms and other loopers are so named for the unmistakable looping motion they use when walking.

A row of mature willow oaks and other shade trees are banded to protect them from fall cankerworm in Charlotte.

tance from the arborist. Diseases, parasites and other natural controls typically knock back large populations within two to three years—returning the insect to the quieter portion of its 15- to 20-year population cycle. Charlotte’s fall cankerworm problem is an unusual one, however, with high populations of the pest lasting more than a decade. McSween suspects that the urban environment has somehow interfered with the natural control mechanisms that normally bring cankerworm populations back to normal levels.

Working closely with Tim McGraw of North Carolina State University and John Ghent of the U.S. Forest Service, McSween has had some success in keeping the insect at bay—mainly through the use of tree bands and aerial sprays of Bacillus thuringiensis. Banding is particularly useful in protecting isolated stands, since the larvae themselves rarely spread beyond their original host and its immediate neighbors. Since the female is wingless and ascends the host tree in the fall to lay her eggs (hence the name fall cankerworm), tree banding helps reduce the number of eggs deposited in the canopy. Extensive banding of mature willow oaks and other shade trees has been an important part of McSween’s control efforts in Charlotte, although he admits that banding, even on a large scale, is not a “magic bullet” when it comes to cankerworm control.

“We’ve put a lot of time and effort into our banding program—banding park and street trees and working with neighborhood groups to encourage banding private trees—but we still have high numbers of cankerworms,” reports McSween. “But it has to help when you catch 9,000 females in a single tree—that’s at least 900,000 caterpillars that didn’t make it to the top.”

Large-scale applications of Bt have also helped knock back larval populations as well, but aerial spraying of even a relatively safe pest control measure like Bt can become problematic in a heavily populated area such as Charlotte. Bt is most effective when the larvae are still small, usually around the time that new leaves have swelled to full size. Young cankerworm damage can be recognized by the presence of BB-bullet-sized holes in young leaves.

McSween has been experimenting with other control measures as well. He recently worked with a Canadian company to test a pre-packaged tree banding system that he has found both easier to install than the traditional tarpaper-and-Tanglefoot variety and less likely to fill up with leaves and other debris. The BugBarrier Tree Band, which is manufactured by Envirometrics Systems Inc., in London, Ontario, (online at www.envirometrics.ca) comes packaged in a pizza-style box for homeowner use and is also sold in bulk rolls for arborists and landscape contractors.

McSween is also looking at predatory mites and parasitic insects that may show some promise for cankerworm control.

While there are several insecticides registered for use against fall cankerworm, McSween has found Bt to be just as effective and is resistant to the large-scale use of chemical pesticides because of the potential risks to human health and the environment.

Fall cankerworm populations over the next few years may well determine the fate of Charlotte’s trees. Chronic defoliation by the insect, combined with the stresses of a three-year drought, have left many of the city’s willow oaks and other shade trees yellowed, sparse, and more susceptible to root rot, limb die back, and other health problems. These issues are of no small concern for McSween, who fears for the future of the city’s majestic oaks.

“If something doesn’t change,” he worries, “the next two to three years may be catastrophic for Charlotte’s willow oaks.”

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The Tree Research & Education Endowment (TREE) Fund is pleased to announce that the Bob Felix chipper raffle will take place on Friday, November 8, 2002, at the Milwaukee Convention Center, during TCI Expo 2002, through the generous support of the Wood/Chuck Chipper Corporation. To avoid some of the confusion from the last raffle, ticket sales will stop promptly at 1:00 p.m., two full hours before the 3:00 p.m. drawing. Also, the only incentives will be those listed on the raffle form.

This year, Wood/Chuck, in association with Engine Distributors, is offering a new chipper model valued at more than $35,000. As in the past, 100 percent of the proceeds will be given to the TREE Fund. This year, the all-new Wood/Chuck model W/C-19G, powered by the Deutz BF4M 2012C engine, will be raffled.

This whole-tree chipper comes standard with innovative new items such as staggered, eight-blade disc; aggressive new hydraulic feed system; and several patent-pending features including the “panic bar” and an all-new compression system. Also standard is the Wood/Chuck winch boom system that drags logs and assists in loading them into the heavy-duty feed horn. As a result of the compact design and the power-to-volume ratio of the new 2012C Deutz engine, this unit is equipped with a single set of flotation tires to reduce turf damage off road. The Deutz 2012C is a new, 125-hp, water-cooled, turbo-charged engine featuring easy access to all service points, which are located on one side of the engine. The engine has three hydraulic mounting points which allow for live hydraulics. Hydraulic-powered options are also available.

Wood/Chuck is proud to support the Robert Felix Memorial Scholarship Fund, which is dedicated to advancing arboriculture through scholarship and education. Each year, three $4,000 scholarships are awarded to students pursuing a career in arboriculture. The TREE Fund is also exploring avenues to make young people aware of career opportunities in arboriculture. The late Robert Felix, former executive director of the National Arborist Association, dedicated his life to the advancement of commercial arboriculture. The scholarship fund is a program of the TREE Fund, which is the merged organization of the National Arborist Foundation and the ISA Research Trust.

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The TREE Fund and Wood/Chuck would like to thank everyone who has purchased tickets in the past, and offer thank-yous in advance to those who buy the tickets this year. Thanks also to ISA and NAA, along with their members and staffs, who support the Robert Felix Memorial Scholarship program and care about the future of arboriculture. Special thanks to Pat Felix, who allows us to raise funds in her husband’s name.
Microsoft's New Licensing Plan: Can It Save You $$?

By Alex Slosman

In the spring of 2001, Microsoft announced a new licensing plan would be put into place. The following months brought about confusion, rumor and misconception about what the new system would mean. So much was misunderstood that the company extended the transition time between the old and new licensing plans for six months to give customers more time to understand the new setup and make appropriate business decisions. The new licensing plan became effective July 30.

Careful consideration of Microsoft's program is essential not only for compliance reasons but also to ensure appropriate software purchase management. A good software management and purchasing plan could mean significant savings. The opposite also true: Purchases made without considering licensing and upgrade issues may well result in significant costs in unneeded upgrade rights or missed savings opportunities.

License basics

To understand the scope of the transition, it is best to first understand what a license is. Simply put, a software license is formal permission to use a program. The specifics of any given license are spelled out in the end user licensing agreement (EULA), but generally, a program may be installed and used on only one computer per license. (Other restrictions may also apply.)

When you install a software program on a computer, it is a good idea to maintain the license for that software for as long as the program is in use. Microsoft generally accepts the following as proof of license: invoices, certificates of authority, ELUA's, online documentation, or E-open listings (explained below).

License options

Several different licensing options are available: OEM licenses accompany new computers and cover programs installed by the manufacturer. New PC-type computers with Windows installed are OEM licensed for the Windows operating system.

A retail license is obtained when a program is purchased at a store and accompanies installation media (disks or CD's used to install the program). Volume licensing generally does not include the installation media -- which is purchased separately -- but allows multiple installations of the software up to the limits of the license. Retail media will not accept volume licensing keys nor allow multiple installations under one product key for activation, so retail media is not recommended for multiple licensing installations.

Changes to licensing agreement

OEM licensing

Several changes have been made to the Microsoft licensing matrix. First of all, it is now possible to downgrade or install a previous (and supported) version of a software program using a current OEM license. This means that if you buy a new computer with Word 2002 but prefer to keep using Word 95, you can install the earlier version of Word under your current Word 2002 license.

For the Windows XP Pro operating system, OEM licenses are eligible for downgrade to Windows 2000 Pro, Windows NT 4.0, or Windows 98 Second Edition. Microsoft will not supply the older installation media, however.

Retail licensing

Few changes have been made to retail licensing. A consumer still purchases the licenses and installation media from a retailer and installs the software on one computer. In other words, a very small business or an individual consumer with one or two computers will not see much difference under Microsoft's new licensing plan. The real change for consumers comes in the availability of Software Assurance (explained below).

Similar to OEM licensed products, downgrade rights are also available for non-OEM, or retail, licensed application programs that don't arrive pre-installed on a new computer. For example, you can use a license for Visio 2002 (a drawing and charting program) when you install Visio 2000. Again, Microsoft will not provide the older software when you purchase the new software.

Volume licensing

For volume licensing (five or more licenses for one program) under the new system, license keys are not shipped with volume licensing media but must be obtained separately -- however, volume licenses do not require activation like the retail versions do. Volume license keys are now assigned to a company or organization -- not an individual -- which is responsible for the proper use of the license. Licenses can be purchased from a reseller, but the license keys must be obtained from the Microsoft E-open Web site or from the Microsoft Activation Center at 1-800-352-7140. (See the NAA Web site at www.natalarb.com and follow the publications links to "As seen in TCI" for contact information.) At the E-open Web site, a company opens a license account to track license keys. One license key can apply to several licenses for the same piece of software.

Microsoft is now offering several volume licensing options with savings from the retail price. The first level is Open License, which has two sub levels: Open Business and Open Volume. These programs are designated "small business," "academic," "charity" and "governmental organizations."

Open Business is the simplest level of open licensing. To be eligible, five licenses must be ordered initially. Licenses can be added in subsequent orders in any number.

Open Volume and other volume licensing, designed for medium- to large-sized businesses, requires meeting a specific "point minimum." Each program falls into a category, called a "pool," and is assigned
a "point value." By adding up the number of licenses you need for various products in their respective "pools," you determine how many "points" you have in each pool and whether you are eligible for a volume license for software in that "pool."

For larger purchases, Microsoft offers higher-level volume programs with greater discounts and benefits. These programs also require longer commitments, as the discounts available are based on projected future purchases. The best source for up-to-date information on these programs is the Microsoft Open Licensing Web page. (See the NAA Web site at www.natarb.com and follow the publications links to "As seen in TCI" for a link to this page.)

Software Assurance

Prior to the implementation of the new licensing plan, several systems for obtaining upgrades were available to consumers and businesses. Each of these systems had its own rules and requirements. This was confusing, and maintaining the appropriate documentation was difficult at best. The new program has been simplified, is easier to understand and administer, and ultimately gives the consumer more flexibility.

At this time, when new Microsoft software is purchased, a second product, called Software Assurance, may also be added. Software Assurance is a license maintenance plan that replaces the old Upgrade Advantage program. It is currently the only license maintenance plan available for Microsoft products.

Software Assurance guarantees that if Microsoft comes out with a new version of the software within the period that you have purchased the Software Assurance for (usually one year), you will receive the update for free.

For operating systems, the only way to obtain downgrade rights from Windows 2000 to Windows 98 Second Edition (Windows 95 and the original release of Windows 98 are no longer supported platforms) is with the purchase of Windows 2000 Pro with Software Assurance.

So how much will this peace of mind cost? Between 25 percent and 29 percent above the cost of the software, per year. The exact cost of Software Assurance varies according to the price of the software. For server software, the price of Software Assurance is 25 percent of the cost of a standard edition for each year of coverage. For PC operating systems, the formula is 29 percent of the cost of the professional version of the operating system per year. For desktop application software, Software Assurance is available for 29 percent of the cost of the standard edition per year of coverage.

Alex Slosman is Senior Technical Coordinator for the National Arborist Association. He is available for individual consultation with NAA members only. TCI
Trees planted, removed from Safeco Field

In March, the Seattle Mariners baseball team planted 26 trees in its Safeco Field to hopefully cut down on solar glare for hitters between 4 and 6 p.m.

In August, those trees came down. Apparently, they weren’t successful in blocking the glare.

“Most of our hitters wanted them removed,” Randy Adamack, team vice president of communications, told The Associated Press as the trees were being removed.

Mariners second baseman Bret Boone, hitter Edgar Martinez, first baseman John Olerud and backup catcher Ben Davis had all complained that glare from the setting sun makes it difficult for them to see the ball coming out of the pitcher’s hand.

Davis wears sunglasses when he’s catching day games on sunny days at Safeco.

Adamack said the cone-shaped cypress trees would be transplanted to the grounds of the Children’s Hospital and Regional Medical Center in Seattle.

“Hopefully, all the trees will survive the move,” Adamack said, although one of the trees had already died and had been painted green.

The trees were planted in front of the 24-foot-high wall behind center field known as the “batter’s eye” at the recommendation of one of the Mariners players, Adamack said.

Researchers discover redwoods “drink” fog

A few years ago, researchers discovered that California’s coastal redwoods can “create” rain by condensing heavy fog, enabling the life-saving water to reach their roots. Now, research has revealed that the tallest trees in the world actually “drink” from the clouds that hover over the coast for much of the dry season.

“You essentially have two ends that take in water — at the top and the bottom,” plant ecologist Todd Dawson of the University of California, Berkeley, told The Associated Press. “That breaks all the rules ... and may explain how they can achieve these great heights.”

Dawson and others surmise that “cloud-drinking” is key in enabling the mammoth trees to grow as high as 37 stories, since current research suggests that a tree’s ability to siphon water from its roots to its canopy — against gravity and friction — is one of the most limiting factors in how tall trees are able to grow.

“Theory says you can’t transport water that high,” Dawson said. “Yet trees do it all the time. We want to understand how.”

Researchers are studying this phenomenon further to see how much water the trees — some of them 2,000 years old — absorb through their branches and needles.

The closest estimation Dawson has right now is, “It’s a bunch.”

Pine cones show up in the off-season

A strange occurrence at a San Jose museum has drawn visitors to see more than just indoor exhibits.

Twenty-pound pine cones on monkey puzzle trees at the Rosicrucian Egyptian Museum are supposed to show up every three years, but the massive cones appeared this year even though they bloomed one year ago.

“I came to work and found one of these large pine cones at the base of the tree,” museum manager Steve Hack told a local news station. “I immediately roped off the entire area to make sure no one would get hit on the head by one.”

The trees were planted decades ago, but the museum’s arborist says he’s never seen anything like this. The museum has hired a company to pluck the pine cones so that nobody gets hurt.

Arborist Among Dickies ‘Worker of the Year’

Dickies Workwear recently announced its 2002 state and national winners in the 11th Annual American Worker of the Year Awards.

The 2002 Vermont Worker of the Year is Hobie Chitt, 29, an arborist from Manchester. He was nominated by Jessica Ancona, who wrote in her winning essay that “he is not just a hardworking man, but as people around town call him, the salt of the earth.”

“I love the outdoors and found it was a natural that I did what I do,” said Mr. Chitt. “I love my job, everything from pruning a tree to saving a tree, making the world a more attractive place. Sometimes I still wake up amazed I get to do this.”
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<td>52</td>
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<tr>
<td>12. Border City Tool &amp; Manufacturing Co.</td>
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<tr>
<td>13. Buckingham Manufacturing Co., Inc.</td>
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<td>14. C.A.G. Corporation</td>
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<td>15. J.P. Carlton Company</td>
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<td>16. Concept Engineering Group, Inc. (CEG)</td>
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<td>17. The Davey Tree Expert Company</td>
<td>37</td>
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<td>18. DICA Marketing Co.</td>
<td>68</td>
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<td>19. Doggett Corporation</td>
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<td>20. Fanno Saw Works</td>
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<td>21. G&amp;A Equipment, Inc.</td>
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<td>22. Good Tree Care Company</td>
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<td>23. Gyro-Trac</td>
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<td>24. Husqvarna Forest &amp; Garden Company</td>
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<td>25. IET</td>
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<td>26. IML - Instrument Mechanic Labor, Inc.</td>
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<td>27. ImpelMax Equipment Co.</td>
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<td>28. Independent Protection Company</td>
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<td>29. Leonardi Teeth</td>
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<td>30. Lewis Utility Truck Sales, Inc.</td>
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<td>31. Lowe’s Company Inc</td>
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<td>32. MAT-3 Inc</td>
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<td>33. Mickey’s Truck &amp; Equipment Sales Inc.</td>
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<td>34. Miller Machine Works</td>
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<td>35. Morbark, Inc.</td>
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<td>36. NAA - EHAP</td>
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<td>38. NAA - Tailgate Safety Program</td>
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<td>39. Nelson Tree Service Inc</td>
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<td>40. Opdyke, Inc.</td>
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<td>41. Payeur Distributions Inc.</td>
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<td>42. Pete Mainka Enterprises, Inc.</td>
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<td>43. Polecat Industries Inc.</td>
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<td>44. Rainbow Treecare Scientific</td>
<td>Back Cover</td>
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<td>45. Rapco Industries, Inc.</td>
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<td>46. Rayco Manufacturing, Inc.</td>
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<td>47. Royal Truck &amp; Equipment, Inc.</td>
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<td>48. SavATree</td>
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<td>49. Schodorf Truck Body &amp; Equipment Company</td>
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<td>50. The Sharp Tool Company Inc</td>
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<td>51. Sherrill Arborist Equipment &amp; Supply</td>
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<td>52. Southco Industries Inc</td>
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<td>53. Stihl Incorporated</td>
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<td>54. Swinger Loaders Div. NMC-Wollard Inc.</td>
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<td>55. Timberwolf Manufacturing Corporation</td>
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<td>56. Tree Fund</td>
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<td>58. Trucks &amp; Parts of Tampa</td>
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<td>59. Western Tree Equipment &amp; Repairs</td>
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<td>60. Zenith Cutter Co.</td>
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</tbody>
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**C85FM MINI CRAWLER FORESTRY MOWER**

- 82 hp diesel engine
- Mulches Trees and Underbrush
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- Compact cab forward design

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A common occurrence in the tree care industry is the frustration an arborist feels when trying to explain to a homeowner "why" certain branches must go and others can stay. On smaller trees, the importance in removing co-dominant branches cannot be better illustrated by the enclosed photo of a tree that was not pruned properly at an early age. As you can see, this tree is a perfect example of a tree that had two dominant branches allowed to coexist until the stress finally took over one side and a branch collapsed, almost crushing the homeowner's residence. Once upon a time, this young oak tree was a trainable tree that grew to a 215,000-pound accident waiting to happen.

We can talk as much as we want about trying to tell unqualified homeowners why a certain branch must be removed, regardless of the immediate cosmetic effect it will have upon the tree. Showing a picture like this can instantly verify why we are trained to do what we do.

Ben Geiger is owner of Big Ben's Tree Service in Jacksonville, Fla.

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. Send your article to: Tree Care Industry, 3 Perimeter Road, Unit 1, Manchester, NH 03103. Fax: (603) 314-5386; E-mail: Garvin@natarb.com
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Improve the Durability of Urban Trees

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Vegetative growth is reduced by approximately 40-60% over 3 years. This energy can be reallocated to root development, defense, and storage.

Heightened Tolerance to Drought, Heat, and Cold
Plants treated with Cambistat™ have greater ability to photosynthesize under adverse conditions. They also conserve their moisture resources more effectively during drought.

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Root System Enhancement*
A root system with greater capacity to explore the soil for water and minerals will improve a tree’s durability under all urban stress situations.

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Studies show that plants treated with Cambistat™ have less stress related insect and disease issues than untreated controls.

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This program is guaranteed to give you a new effective tool to use if you are a city forester or an arborist. You will gain new knowledge on how to deal with tree decline, construction injury, trees growing in stressful sites, over-mature trees, chlorotic trees, trees growing in tight quarters, growth management, and more.

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*stimulation of fibrous roots has been seen in oaks, elms, maples, and lindens. other species need more research, photo courtesy Gary Watson, Morton Arboretum
Nov. 7-9, 2002
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MILWAUKEE, WISCONSIN

The Greatest Tree Care Show On Earth

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* 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.

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

NAA will provide certificates of recognition to those individuals who attend each of the six (6) SMART MANAGER seminars during TCI EXPO, with additional recognition for those who attend the “Business Managers’ Workshop” on November 6.

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

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 4 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 11, 2002. Individuals registering after October 11 must stop by the pre-registration desk located outside of Hall D to pick up their admission badge.

**Bring your employees to TCI EXPO 2002. TCI EXPO - a valuable educational experience!**
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Adams Business Media
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Alexander Equipment Co. Inc.
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American Standard Company
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ArborSoftWorx
ArborSystems, LLC
ArborTech
Arborwear, LLC
Arthur Ciesen, Inc.
Asplundh Tree Expert Co.
Auto Manufacturing, Inc.
Bahco Tools Inc.
Bailey’s
Bandit Industries, Inc.
Bartlett Manufacturing Company
Bayer Corporation
BBA Nonwovens/Remay Inc./Bio Barrier
Ben Meadows Company
Blue Ridge Arborist Supply
Brush Technology
Buckingham Roper Co.
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Central Power Distributors
Climb Axe, Ltd.
Commercial Cutters Direct
Concept Engineering Group, Inc./AIRSPADE
Corona Clipper
Creative Sales, Inc.
Cutter’s Choice
Davel Tree Expert Co.
DICA Marketing Co.
Doggett Corporation
Doksoil Industries, Inc.
DUECO, Inc.
Dynamic Manufacturing Corp.
ECHO, Inc.
Enginaire
Engine Distributors, Inc.
The F. A. Bartlett Tree Expert Co.
FAE Grinding Equip., LLC
Fanno Saw Works
FCI-Racine Hydraulic Tools
Fecon, Inc.
Fehr Bros. Industries, Inc.
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Franklin Equipment Company
Fred Marvin Associates
Fresco Arborist Supplies
Future Forestry Products Inc.
Gempler’s
Good Tree Care Company
Green Manufacturing, Inc.
Growtech, Inc.
Gyro-Trac, Inc.
The Hartford
Horticultural Alliance, Inc.
Husqvarna
IML - Instrument Mechanic Labor, Inc.
Implement Equipment Co., Inc.
Independent Protection Company
International Equipment & Training, Ltd.
International Society of Arboriculture
Jameson
Jarratt Industries Inc.
John Bean Sprayers/Durand-Wayland, Inc.
The Knife Source, LLC
Karl Kuemmerling, Inc.
Leonardi Mfg. Co., Inc.
Liberty Financial Group, Inc.
The Loader Div of NMC – Wollard
Marshall Manufacturing
MAT-3, Inc.
J. J. Maugat Company
Mayo Global Transportation Inc.
McDonald Equipment Company (MECO)
Mickey’s Truck & Equipment Sales Inc.
Midwest Arborist Supplies
Miller Machine
Mills Truck Sales
Minnesota Wanner Company
Morbark, Inc.
MTI Insulated Products Inc.
National Arborist Association
Niemeier Corporation
Nifty Lift, Inc.
Northeast Arborist Supply
Payeur Distributions Inc.
Peavey Mfg. Co.
Petzl America
Plant Health Care, Inc.
Plastic Composites Corporation
Polecat Industries, Inc.
Power Great Lakes, Inc.
Power Planter, Inc.
Power Transmission Technology
Practical Solutions, Inc.
Preformed Line Products
Rainbow Treecare Scientific Advancements
Rayco Manufacturing, Inc.
Rear’s Mfg. Co.
Reinders Inc.
Roche Diagnostics Corporation
ROOTS, Inc.
Samson Rope Technologies
Schodorf Truck Body & Equipment Co.
Service Communication Software
Sherrill Arborist Supply
Sierra Moreno Mercantile
Southco Industries, Inc.
Spirit/Miller Driveaway
Stihl Incorporated
Stump Removal Inc./KAN-DU
Sunrise Concepts Inc.
Tamarack Clearing Inc.
Tanaka Power Equipment
Terex Telelect, Inc.
TerraLift
Tilton Equipment Company
Timberwolf Manufacturing Corporation
T-Mate-O Tree Supports
Tree & Landscape Equipment Trader
Tree Management Systems, Inc.
Tree Tech Microinjection Systems
Trucks & Parts of Tampa
U.S. Rigging Supply/Pelican Rope Works
Urban Forestry Solutions
V & H, Inc.
Veermeier Manufacturing Company
VERSALIFT, TIME Manufacturing Co.
Wall Industries

Weaver Leather, Inc.
Wisconsin Arborist Association
Wood/Chuck Chipper Corporation
Woodsmen, Inc.
Yale Cordage, Inc.
Zenith Cutter Co.

Your TCI EXPO 2002
Attend TCI EXPO 2002 and make a difference in your future!

The products and services you need to achieve success with your tree care company are all under one roof.

EXHIBITORS
There will be two drawings each day on the Trade Show floor for at least $200 in ARBORBUCKS. Drawings will be held on Thursday and Friday at 12 noon and 2 p.m. and Saturday at 11 a.m. and 1 p.m.

ARBORBUCKS can be used the same as cash to make purchases at the show from participating vendors. There is no cost to enter the drawing. Just complete the survey found in your pocket program.

Winners must be present to receive ARBORBUCKS cash!

ARBORBUCKS participants:
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- Allturnamats, Inc.
- American Arborist Supplies Inc.
- Arborjet, Inc.
- ArborSoftWorx
- Arborwear LLC
- Concept Engineering Group, Inc.
- DICA Marketing Co.
- Fehr Bros. Industries, Inc.
- Fresco Arborist Supplies
- Growtech, Inc.
- Karl Kuemmerling, Inc.
- Marshall Manufacturing
- Minnesota Wanner Company
- National Arborist Association, Inc.
- Northeastern Arborist Supply
- Plant Health Care, Inc.
- Rayco Manufacturing, Inc.
- Sherrill Arborist Supply
- T-Mate-O Tree Supports
- U.S. Rigging Supply/Pelican Rope Works
- and more - see final list at registration

Tree Demonstration Area
Visit the Tree Demonstration Area on the trade show floor for scheduled demonstrations of various arborist skills. Upon completion of a scheduled demonstration, **ISA Certified Arborists will become eligible to receive ISA re-certification credits by filling out a demonstration attendance form.**
Two Special Workshops

Business Managers’ Workshop I
Morning Session
9 am – 12 pm
Room 201 C/D
Midwest Express Center

Taking Control of Your Business Financial Planning - David G. Dewsnap, CLU
For the past 20-plus years, financial planner David Dewsnap has worked with business owners on effective methods of conducting business and personal financial planning. During this time, he has helped bring special attention to the unique problems associated with business succession planning and its corollary issues: retirement income planning, estate tax reduction, and special situation planning. In addition to his presentations for NAA Business Management workshops, he has spoken before groups from Vermont to Georgia, and been guest lecturer at the University of Delaware and the Wharton School of Business. David is affiliated with Whipple & Associates in Horsham, Pa., and is a registered representative of MML Investors Services of Springfield, Massachusetts. In this session, he will be providing attendees with some of the valuable insights he has gained through his considerable experience and extensive education so that they can improve their business financial planning skills and techniques.

Business Managers’ Workshop II
Afternoon Session
1 pm – 4 pm
Room 202 A/B
Midwest Express Center

The 11-Step, Bulletproof, “Kick Butt” Super-Selling Process - Marty Grunder
Marty Grunder is a nationally recognized speaker, consultant, and entrepreneur. His years of running a successful multi-million dollar landscaping business has prompted not only other landscapers but entrepreneurs from across the country to seek Marty’s advice. The informal requests for his secrets of success from the same client that resulted in the formation of The Winner's Circle in 1996. Today, The Winner’s Circle — a marketing, management, and motivational consulting company — works with small businesses all over the U.S. and Canada. In this session, participants will learn the exact 11-step bullet-proof selling process to instantly improve their sales, including how to handle rejection, squash price shoppers, make big sales on the first visit, get indecisive prospects to make a decision, get multiple sales from the same client in a one-year period, get referrals without begging, sell while you’re asleep, get the sales even if you are the highest price, raise your prices at renewal time and still get the job, and much more.

Professional Practitioner Workshop II
Afternoon Session
1 pm - 4 pm
Room 202 A/B
Midwest Express Center

Elements of a Hazard Tree Risk Management Program
Mark Duntemann
As arborists, consultants and urban foresters, we deal with the question of risk on a regular basis. The past 15 years has seen a marked increase in hazard tree diagnosis training. A parallel to this training is an increased concern about the liability associated with managing trees. Adding a third and final element to the discussion on hazard trees, this session focuses on risk and how we, in a profession that maintains and manages trees, can develop progressive-risk reduction strategies that are achievable, defensible and reasonable. Duntemann is president and owner of Natural Path Forestry Consultants, Inc., Montpelier, Vt. His business deals with all facets of urban forestry. His client base is primarily government agencies ranging from local cities and park departments to state, national and international agencies, located in 17 states and five countries.

Professional Practitioner Workshop I
Morning Session
9 am - 12 pm
Room 202 A/B
Midwest Express Center

Evaluating Trees for Hazard - Ed Hayes
The mission of this workshop, like the stated mission of Safetrees, is to bring to the field the best research available on tree assessment and risk management in an easy-to-understand format. Dr. Ed Hayes, co-founder of Safetrees, has over 25 years of experience with this topic. He is the author of Evaluating Tree Defects, and a veteran of numerous tree hazard assessment presentations throughout the world.

NAA will provide certificates of recognition to those individuals who attend each of the six (6) SMART MANAGER seminars during TCI EXPO, with additional recognition for those who attend the “Business Managers’ Workshop” on November 6.
Thursday, November 7, 2002

7:30 am REGISTRATION OPENS

7:45 - 8:15 am ANNUAL BUSINESS MEETING - Open to NAA members only

The business of the association will be conducted at this time including the Board of Directors election.

8:30 - 9:45 am KEYNOTE ADDRESS: CONSEQUENCES OF PROLONGED DROUGHT ON TREES AND WHAT YOU CAN DO ABOUT IT - Dr. Philip Wargo

Two dry bands of drought straddle the nation. The first runs up the East Coast from Georgia to Maine, the second blankets the Rocky Mountain States down to the southern tip of Texas and west to California. Predictions are that drought is likely to persist or intensify. Amid water ban discussions and rising water costs, trees silently suffer, because drought is a leading cause of plant stress. Dr. Philip Wargo, Principal Plant Pathologist with the Northeastern Research Station at Hamden, Conn., focuses on the physiological effects of stress and how it predisposes trees to dieback and decline diseases. He has developed and evaluated procedures to measure tree health and to predict the onset of decline. Learn what to expect as trees begin to display the long-term effects of drought, and what you can do for your clients to mitigate the problem.

9:57am TRADE SHOW OPENS

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

12 Noon 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 pm ARBORBUCKS DRAWING - Tree Demonstration Area

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

4 pm TRADE SHOW CLOSES

4 - 5 pm ★ HAVE MORE FUN AT WORK WITH MODERN ARBORCULTURAL TECHNIQUES - Tom Dunlap

Technological advancements in the past 30 years have affected many aspects of arboriculture, and they could make your days in the trees a lot more numerous and enjoyable. Tom Dunlap is the owner of Canopy Tree Care and a partner in Tree Climbing Team-USA in Robbinsdale, Minn. He teaches Arboriculture at Hennepin County Technical College and serves as the advisor to the Urban Forestry Club at the University of Minnesota.

4 - 5 pm ★ MANAGING AND SCHEDULING WORK CREWS - Tony Bass

Tony Bass grew the company he started (Bass Custom Landscapes) to over $2.5 million in annual sales while working in a county that has a total population of barely 100,000 people. In addition, he has worked with numerous companies as their personal consultant and has spoken to several leading industry organizations. In this session, which is geared primarily for owners/operators, team leaders, project managers, and schedulers, Tony focuses on key areas and methods of efficiently and effectively managing one crew to multiple crews, including scheduling and routing, job costing, downtime, planning in advance, and motivation and people management skills.

6 pm WELCOME RECEPTION & EXCELLENCE IN ARBORCULTURE AWARDS PRESENTATION for all Attendees and Exhibitors -

104 C & D, Midwest Express Center

Complimentary hors d’oeuvres,

This celebrated evening recognizes and honors commercial tree care professionals and their valuable clients. Join us and enjoy an evening of fun with fellow tree care professionals.

In partnership with The Hartford

Friday, November 8, 2002

7:30 am REGISTRATION OPENS

8 - 9 am ★ WOOD BUILD-UP AND BREAKDOWN

Dr. Robert Blanchette

Dr. Blanchette will discuss what happens in tree structures as they defend themselves from various environmental challenges. The session will emphasize the biological and ecological need for understanding the tree as a whole organism.

8 - 9 am ★ SUPERVISOR’S SKILL-BUILDERS WORKSHOP - Productivity and Morale - Low

Over the past 20 years, Lou Benson, President of Benson Consulting Services, has conducted seminars in the areas of change, leadership, and employee motivation. Experienced managers and supervisors will learn how to communicate effectively and develop a strong work group.

9 am TRADE SHOW OPENS

Plan on an information-packed day of exhibiting services, and exchanging ideas with your colleagues.

9:30 - 10:30 am ★ PRESERVING TREES DURING CONSTRUCTION

Sharpen your consulting skills! Jim Kirner will discuss issues related to preserving trees during construction. Mr. Kirner has written three books on construction and road design. He set up the city’s in-related tree failures.

12 Noon 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 pm ARBORBUCKS DRAWING - Tree Demonstration Area

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

4 pm TRADE SHOW CLOSES

4 - 5 pm ★ HOW TO WRITE PRUNING SPEC’S

Expectations are pivotal in business. You and your customers expect you to do your job properly and efficiently. Sharpen your consulting skills in this session. Learn how to effectively convert the needs of a customer into a written plan.

4 - 5 pm ★ HOW TO GET TOP DOLLAR FOR EVERYTHING

Jeff D. Stokes is the CEO of Pinnacle Properties. This session will help attendees learn how to set and communicate your objectives to your clients. He will cover setting rates, getting referrals, and increasing business through referrals.

5:15 - 6:15 pm HOW DOES YOUR ORGANIZATION

Panel: Karen Doherty, David Hawkins, and others

Your company's safety program one year? This free session will discuss the benefits of your own program. The panelists will share their experiences and insights on how to implement successful programs.

Acorn = ISA Certified Arborist CEUs available  Blue Star = Expert Practitioner Series  Red Star = Smart Manager Series
HOW TREES DEFEND THEMSELVES IN AN URBAN ENVIRONMENT

In: How trees defend themselves in an urban environment

Trees as trees are invaded and decayed in the urban landscape and provide Dr. Blanchette's work is in the area of forest pathology and wood disease mechanisms, deterioration processes of wood, biotechnological uses of pathogens, and the conservation of archaeological wood and wood of forest microbes.

RKSHOP: PRACTICAL TECHNIQUES TO IMPROVE QUALITY

Benson, Ph.D.

Research and presented many of the nation's most popular workshops, in a competitive effort, the topics presented will be: leadership and supervision, this session participants will have the tools to communicate and inspire time, priorities and resources.

Demonstrations, browsing the newest equipment, technologies and more. There's no show like TCI EXPO.

RUCION - Jim Kringer

Ructions will discuss how to save trees during construction projects, with an offer for the city of Milwaukee for 33 years, the past 22 in engineering service program that has drastically reduced the number of construction.

N THE NEW MILLENNIUM - Jean L. Seawright, CMC

Of the most respected HR management consulting firms in the nation and is the hiring, coaching, and termination system of choice for small businesses to everyday human resource challenges, Jean, whose visionaries have stood up to the successful practical and useful tips for hiring talent during the "new war." Don't miss it!

Construction Area

You could be the winner of ARBORBUCKS currency. ARBORBUCKS can be used to purchase tools.

Construction Area ... It's not too late to enter the drawing. Go and win!

SING A300 - Tim Johnson

When you meet or exceed your customer's expectations, you get repeat or 00 Standard to write pruning specifications, you start considering high, your salespeople, and your crew. Tim Johnson, owner of over 10 years as chairman of the ASC A300 Committee. He's got your expectations using the newly revised A300 Pruning Standard.

KEYNOTE - Jeff D. Stokes

Performance Group, Inc., an organizational development solution provider. In a predict what the buyer is willing to pay and what the competition is likely to be the markup for any product; and make adjustments from bid performance to participants will learn how to: allocate overhead to ensure they aren't overpriced; they establish operational support and sales support capacity and price. Tim Johnson, owner of over 10 years as chairman of the ASC A300 Committee. He'll have your expectations using the newly revised A300 Pruning Standard.

10:30 am - 11:30 am

S FormBuilder: How to Measure Up?

Melissa LeVangie & Peter Gerstenberger

Identify those things that contribute to your success, or one that stands in your way, then give you NAA's Model Company Safety Program to help you bring new life to your business. You'll be led in an exercise to evaluate your program's strengths and weaknesses, making safety programs "come alive" in other companies.

REGISTRATION OPENS

Saturday, November 9, 2002

7:30am

HOW ACCIDENTS OCCUR, AND WHY: ARBORCULTURAL SAFETY IN THE U.S. - Dr. John Ball

Learn how to reduce risk in your profession and business. Dr. Ball (South Dakota State Univ.) will present data and analysis from a survey of tree care companies in the U.S. on accidents over the past five years. He will cover the types of accidents as well as injuries that occurred, the industry's current safety training needs, and more. Since the survey is being conducted right now, the data will be current.

8 - 9 am

POWER SELLING: WHAT MAKES A TOP SALESPERSON - Hal Becker

As an internationally known expert on sales and customer service, a best-selling author, and a dynamic and entertaining speaker, Hal Becker makes more than 120 presentations a year to organizations that include IBM, Disney, Blue Cross, AT&T, Continental Airlines, U.S. Postal Service and many more companies and associations. He also provided informative and entertaining presentations at NAA's TCI EXPO in 1996 and 2001. In this session, attendees will learn that to be the best takes an easy-to-follow system. Hal uses his own experience as Xerox's No.1 salesperson, along with a 10-step common sense, back-to-basics approach to give the tools they need to succeed.

9 am

TRADE SHOW OPENS

This is your last day to see and learn everything you need to keep your business moving. Be sure to take advantage of all TCI EXPO 2002 has to offer!

9:30 - 10:30 am

NEW LIFE (AND PROFITS) FROM OLD TREES - Dr. Sam Sherrill & Steve Bratkovich

If you are like most arborists who process wood waste into chips or firewood, there is a potentially profitable wood utilization alternative right under your nose: turning urban trees into finished lumber products. Dr. Sherrill of the University of Cincinnati and Steve Bratkovich of the U.S. Forest Service will share their research, knowledge of the markets, and other information you will need to decide if this is a potential profit center for your firm.

9:30 - 10:30 am

GROWING YOUR BUSINESS WITH IMPROVED CUSTOMER SERVICE - Kennette Reed, CLP

Kennette Reed, CLP, is a customer service specialist marketing professional, speaker, author and interior landscape consultant. In this session, participants will learn: why every staff member must provide excellent customer service; how improvements in service quality affect customer retention; the true cost of acquiring new customers; the long-term value of retaining existing customers; how to increase profitability through increased in customer retention rates; how to be thankful for customers who complain; what tools your customer service staff needs to be successful; and how to begin the process of converting to a proactive customer service team.

11 am

ARBORBUCKS DRAWING - Tree Demonstration Area

It's not too late to enter the drawing. You could win!

12:30 pm

ISA Certification Exam Check-in

1 pm

ARBORBUCKS DRAWING - Tree Demonstration Area

Your last chance to win! See you at the demo area.

5 pm

ISA CERTIFICATION EXAM

To sit for the exam, you must call ISA at (217)-355-9411. Application and registration fee must be received at ISA 12 working days prior to exam date.

3 pm

TCI EXPO 2002 TRADE SHOW CLOSES!

SEE YOU NEXT YEAR IN BALTIMORE, MARYLAND! November 13 - 15, 2003
Driving to the Midwest Express Center

From General Mitchell International Airport:
- Start out going north on S. Howell Avenue/WI-38 N towards Airport Exit by turning left.
- Turn left onto W. Grange Avenue.
- Turn slight left to take the ramp toward I-94.
- Take the WI-119 W ramp.
- Merge onto Airport Spur.
- Merge onto US-41 N.
- Take I-43 N toward Green Bay.
- Merge onto I-43 N.
- Take the Kilbourn Avenue exit (exit number72C) towards Civic Center.
- Keep right at the fork in the ramp.
- Turn right onto N 6th Street.
- Turn left onto US-18 E/W Wells Street.
- Turn right onto N 4th Street.

From North (Sheboygan, Green Bay & points north)
- Go south on I-43 South to downtown and take "Wells Street/11th Street/Civic Center" exit.
- Follow signs for Wells Street. (left on ramp)
- Go east on Wells Street, see Midwest Express Center overpass ahead, past 6th Street.
- For parking and main entrance, continue into underpass. Parking entrance is on left inside underpass. Main entrance is at 4th Street & Wisconsin Avenue; continue through underpass and turn right, go one block.

From West (Waukesha, Madison & points west)
- Go east on I-94 East to junction with I-43 and I-794, near downtown.
- Follow signs to "James Lovell Boulevard/Civic Center" exit. Exit is an "Exit Only" lane on right, just beyond ramp marked "Chicago." (I-94 East)
- Take "James Lovell Boulevard/Civic Center" exit; go left on ramp, under freeway.
- Continue on James Lovell Boulevard three blocks to Wells Street.
- Turn right on Wells Street, see Midwest Express Center underpass just past 6th Street.
- For parking and main entrance, continue into underpass. Parking entrance is on left inside underpass. Main entrance is at 4th Street & Wisconsin Avenue; continue through underpass and turn right; go one block.

Flying

US Airways
US Airways has been selected as the primary air carrier. Special discounts have been arranged on your air transportation. Plan ahead and receive an additional 5 percent discount by ticketing 60 days or more prior to departure.

US Airways also offers exclusive negotiated rates for attendees who are unable to meet the restrictions of the promotional round-trip fares.

To take advantage of this special offer, book online with usairways.com using Meeting ID: MTG000361 or call US Airways’ Group and Meeting Reservation Office toll free at 1-877-874-7687 and refer to Gold File No. 29622383. Should you require assistance with booking online, refer to the following addresses: http://usairways.com/groups/guide.htm -or- http://usairways.com/groups/faq.htm.

Delta Airlines
Delta Airlines is offering special rates which allow you a 5 percent discount off Delta’s published round-trip fares. By purchasing your ticket 60 days or more prior to your departure date, you can receive an additional 5 percent bonus discount. Special round-trip Zone Fares are also available for savings on mid-week travel to the meeting. Two-day minimum stay; no Saturday night stay required. Seven days advanced reservations and ticketing required. For reservations, call Delta Meeting Network Reservations at 1-800-241-6760 and reference Delta File Number 187414A.
Airport Transportation

Ground Transportation is available on the baggage claim level.

Airport Connection provides shuttle service to downtown hotels. A special rate of $16, applicable to roundtrip transfers only, has been established for TCI EXPO attendees. The Airport Connection reservation desk is located near Baggage Claim 2 or call (414)769-2444 in advance to make your reservation. Please reference the National Arborist Association/TCI EXPO when making your reservations.

Exhibit Hall Hours

Thursday
Nov. 7, 2002
9:37 am - 4 pm

Friday
Nov. 8, 2002
9 am - 4 pm

Saturday
Nov. 9, 2002
9 am - 3 pm

Finding a hotel room

This year the host hotel for TCI EXPO 2002 is the Hilton Milwaukee City Center, directly across from the Midwest Express Center via skywalk at 509 West Wisconsin Ave. Hilton Milwaukee City Center is offering TCI EXPO 2002 attendees a rate of $117 single/double occupancy. Self-parking is available on a daily basis at a charge of $12 per day. This includes in and out privileges on a 24-hour basis. Space is limited; be sure to make your reservation early. This rate will be offered until October 6, 2002. To make your reservation, please call the Hilton Milwaukee City Center direct at (414)271-7250. Be sure to reference the National Arborist Association/TCI EXPO room block when making your reservations.

Alternative accommodations are available at the Holiday Inn Milwaukee City Centre, located across the street from the Midwest Express Center. The address for the Holiday Inn Milwaukee City Centre is 611 West Wisconsin Ave., Milwaukee, WI 53203. The Holiday Inn Milwaukee City Centre will offer TCI EXPO 2002 attendees a rate of $90 single/double/triple/quad occupancy. Valet parking is available for overnight hotel guests at a daily rate of $8. This includes in and out privileges on a 24-hour basis. Reservations must be made by October 4, 2002 in order to guarantee this preferred rate. To reserve your room, please call the hotel direct at (414)273-2950 and be sure to reference the National Arborist Association/TCI EXPO room block.
TCI EXPO Online
Register online 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.

REGISTRATION
Please photocopy and complete a separate registration for each conference attendee. Register before the Early Bird Deadline of October 4 to receive discounts on Trade Show Admission and educational seminars. Registrations received after October 4, 2002, 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 11, 2002.

Individuals registering after October 11, 2002 must stop by the pre-registration desk located outside Exhibit Hall D to pick up their admission badge.

SEMINARS
Check the box beside each seminar you wish to attend. Be careful not to pick two seminars scheduled for 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.

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

Name ____________________________________________

Title __________________________________________

Company ____________________________________________

Address ____________________________________________

City ___________________________ State ________ Zip ________

Phone ____________________________ Fax __________________

E-mail Address ____________________________

2. Source Request

How did you hear about TCI EXPO?

☐ TCI EXPO Brochure
☐ TCI Magazine
☐ Arborist News
☐ Other Industry Publication
☐ NAA Web Site
☐ Co-worker/Friend
☐ Other Trade Show
☐ Other ________

3. Seminar Selections

THURSDAY, NOVEMBER 7
☐ #1 - 8:30am Consequences of Prolonged Drought on Trees ........................................ 1 Hour
☐ #2 - 4:00pm More Fun at Work With Modern Arboricultural Techniques ... 1 Hour
☐ #3 - 4:00pm Managing and Scheduling Work Crews ........................................ 1 Hour

FRIDAY, NOVEMBER 8
☐ #4 - 8:00am Wood Build-up and Breakdown .................................................... 1 Hour
☐ #5 - 8:00am Supervisor’s Skill-Building Workshop ............................................ 1 Hour
☐ #6 - 9:30am Preserving Trees During Construction .................................. 1 Hour
☐ #7 - 9:30am Interviewing & Hiring Talent in the New Millennium ................... 1 Hour
☐ #8 - 4:00pm How to Write Pruning Specs Using A300 ................................. 1 Hour
☐ #9 - 4:00pm How to Get Top Dollar for Every Job ................................... 1 Hour
☐ #10 - 5:15pm How Does Your Organization’s Safety Program Measure Up? 0 Hour

SATURDAY, NOVEMBER 9
☐ #11 - 8:00am How Accidents Occur, and Why? .................................................. 1 Hour
☐ #12 - 8:00am Power Selling: What Makes a Top Salesperson? ....................... 1 Hour
☐ #13 - 9:30am New Life (and Profits) From Old Trees ................................. 1 Hour
☐ #14 - 9:30am Growing Your Business with Improved Customer Service ....... 1 Hour

TOTAL SEMINAR HOURS __________

4. Registration Options

☐ Gold Card - Includes all 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

☐ Trade Show Entrance Only - Free with paid seminars

☐ Business Managers’ Workshop (lunch not included) - Wednesday, Nov. 6, 2002

☐ Professional Practitioner Workshop (lunch not included) - Wednesday, Nov. 6, 2002

BEFORE OCT. 4, 2002 AFTER OCT. 4, 2002

$205 $250

$50 $60 $15 $25 $95 $95 $95

TOTAL $ __________

5. Payment Method

☐ Check Enclosed ☐ MasterCard/Visa/AMEX AMOUNT $ __________

CARD NO. _______________________________ EXP. DATE __________________

NAME _______________________________ (as it appears on your card) SIGNATURE __________________

6. NAA Membership

1. Is your company an NAA Member Firm? ☐ Yes ☐ No

2. Do you wish to receive NAA Membership Info? ☐ Yes ☐ No
November 13-15, 2003

Baltimore!
The Biggest Show Ever