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CONTENTS

Features

4  THOUGHTS ON PRUNING
   An experienced arborist shares his feelings on this important skill.

Departments

2  OUTLOOK

14  INDUSTRY INPUT

16  WASHINGTON IN REVIEW

17  MANAGEMENT EXCHANGE

22  INDUSTRY ALMANAC

23  CUTTING EDGE

24  CLASSIFIED

28  FROM THE FIELD

COVER PHOTO:
Season's Greetings from the staff at Tree Care Industry. Photo courtesy of Mary K. Reynolds, Concord, New Hampshire.
The new year is going to present many major challenges to business in general and the tree care industry in particular. Not only are we going to have a new administration in Washington with whatever impact that will have, but we also will have to face the reality of a very different economy for the tree care industry.

There are several factors that need to be taken into account. First, the "yuppie" generation is gone, along with its seemingly unlimited disposable income.

Second, a major segment of our population is now over 65 years of age, retired and living on fixed incomes. Interest rates on their savings are way down, restricting their disposable income.

Given this situation, how will you be able to grow your company? Where will new business come from? With whom will you replace the clients you lose to natural attrition? Your cost of doing business isn’t going to decrease significantly. What are you going to do?

If new business isn’t there, then you must increase your share of the market.

This doesn’t mean that you hire a salesperson away from a competitor and then steal as much business as you can. No doubt, that will happen. It happens all the time. You may buy another company to increase your market share. That happens all the time, too. You could lower your prices and underbid all of your competition, but that has diminishing returns and will put you out of business.

In most cases, the only way to increase market share without making a major investment or giving the service away is to sell more to those clients who are currently being serviced by another company at profitable prices. That is a challenge.

You must convince them that your firm is better, more efficient, more productive, more professional, more everything. How do you do that? You must project a professional image from the first contact through the time that the bill is paid, every moment in between and forever after. This is not easy, by any means, and may require some investment on your part.

Your firm’s image is a perception on the part of your client. What a client sees is most important in the beginning. The impression that you and/or your sales staff makes as well as the person who answers your telephone can make the difference. The appearance of your equipment and field personnel is equally important.

What about performance? Certainly you want your people to do a better, more efficient job than anyone else. Be sure that everyone is well trained so that you can be confident of their ability.

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Thoughts On Pruning

By Donald F. Blair

Trees are the tallest, bulkiest and longest-lived seed-plants upon the earth. They cover 26% of the land surface, and in Australia alone, there are more than 1200 species. (Heatwole and Lowman)

According to the USDA Checklist of United States Trees (Little), there are 679 native species of trees in this country (Alaska included but not Hawaii). In addition, there are 69 naturalized species, i.e., eucalyptus and ailanthus.

Early man truly worshipped the trees. The vast forests, which seemed to him like huge temples, were the favorite abode of his gods. It was here that he chose to hold his religious ceremonies.

Nothing, of course, was more capable of creating religious awe than the profound silence of these mysterious forests. The only sounds were the gentle rustling of leaves and the lapping of the waters of some stream winding its half-hidden course through the ferns and moss of the virgin landscape.

This vague sentiment of awe and veneration soon became transformed into an association of certain deities with individual types of tree. For example, the oak was dedicated to Jupiter and Cybele, the seapine to Bacchus and Pan, the olive to Minerva, the laurel to Apollo, the myrtle to Venus, the ash to Mars (since its wood was used to make lance handles), the poplar to Hercules, the cedar to Eumenides, the palm to the Muses, etc.

However, the apparently superstitious beliefs were based on a symbolism of purely human origin: Cybele, the goddess of fertility, protected the oak, whose acorns provided early man with his food; Minerva preferred the olive, the source of a peaceful wealth for the inhabitants of Attica, and so on. The associations went farther than that, as this kind of emblem was attached to the constellations and the signs of the Zodiac.

A number of North European peoples were tree worshippers. For example, the Druids particularly venerated the oak and above all, the mistletoe, a parasite plant of that tree, which they gathered with much ceremony (Note: The Druids used a golden scythe to harvest the mistletoe.)

The early German tribes worshipped the oak, pine and linden, and the early inhabitants of Hesse offered sacrifices in honor of "The Great Thunder Oak" which Saint Boniface had chopped down during the reign of Charles-Martel.

The religious significance bestowed upon trees gradually disappeared as Christianity replaced pagan superstitions, and it slipped into oblivion as the forests receded.

While modern nations do not consider trees as objects of worship, they at least regard them as monuments of extraordinary events. This was the case of the "Trees of Freedom," which dated back to the earliest days of Greece and Rome. The custom spread to Europe and, through the British, moved to the American colonies, under the name of "Maypoles." (Marvelous World of Trees: Jean Dupuis, 1976.)

If the course of human events and world civilization had taken a different turn, arborists would be the most important elders and high priests in each community rather than "the guys who chop down trees."
Even though society has not accorded us the significance that I feel we deserve, we should never forget our responsibility to the trees. As individuals and as a profession, we must hold our heads high knowing that we perform a service essential to life on earth. While people have made jokes about tree surgeons all through this century, we are actually doctors of trees in the absolute sense of the word: We diagnose ills and prescribe treatments.

Pruning defined

Since surgery is defined as the branch of medical science that relates to (body) injuries, deformities and morbid conditions that require remedy by operations or instruments (Funk and Wagnalls), we are truly tree surgeons when we undertake the process of pruning. Take pride in your profession.

Pruning. The word brings up different connotations to different people. Some people will think of pruning rose bushes, while others might think of pruning fruit trees.

The dictionary defines pruning as the cutting away of plant parts such as branches, shoots, buds or roots. Many tree people confine their concepts of pruning to the smaller shrubs, roses and fruit trees, reserving the term “trimming” for the large-scale trees.

Blair’s definition of pruning is somewhat different, and refers to the removal of plant material regardless of size or species. You can prune with a chain saw or a hand pruner or your fingers as you pinch buds or shoot tips. You can prune roses or huge oaks.

Why prune? The “textbook” reasons are:

1. To improve fruiting or flowering;

2. To improve health or reduce hazard through the removal of dead, dying or weakly attached limbs and leaders;

3. To alter or improve or restore the size and contour of a tree. Aesthetics are important to this classification;

4. To remove tree-related interferences with utility installations, structures, roadways, rights-of-way, and other plants;

5. To improve air and light circulation to understory vegetation; and

6. To gain access to a solar collector, an antennae or a chimney obstructed by tree parts.

In addition to these “textbook” reasons, I have also encountered some of these “real world” reasons for pruning, along with my own thoughts (in parentheses).

1. It’s too tall. (For what?)

2. It’s time to prune (or top) my tree(s). (Some people keep strict schedules.)

3. I’m tired of leaves in my gutter. (Put screens over them.)

4. I’m tired of leaves in my yard. (Buy a condo.)

5. I want my neighbor’s tree and all the roots cut to the line. (Call a cop.)

6. How much would you charge to come out and look my trees over and make some recommendations for their long-term and low-intensive care? (Hip Hip Hooray! I’ll be there as soon as we can schedule an appointment.)

I think it is important to remember that not everyone who contracts for tree maintenance services necessarily likes trees. Not everyone who contracts for tree pruning understands what is involved or why a tree needs to be pruned. People have had their trees worked on because their neighbor across the street was having work done.

I have personal knowledge of tree companies who sell their services by canvassing a neighborhood, offering group discounts and the like as incentives. From my ivory tower perspective, the problem is that the work in most cases is an appalling indictment on our profession.

Often, people are motivated to prune out of a desire to accomplish something for the human benefit. On the other hand, it’s a joy to work with people who love their trees and honor them. I have cherished my encounters with the rare individual who would contact us to learn solely what the tree needed to thrive. We have had clients who would sacrifice a couch or a vacation in order to budget for needed tree maintenance. I like those people.

In my opinion, the average residential pruning consumer has no idea of what good tree work is and too often, I think, we make the mistake of assuming that they do. The result is that we fail to educate them on the difference between proper and improper pruning.

An upscale residential neighborhood blessed with large, mature specimen trees might go for decades with correct maintenance practices. Eventually, the original homeowners begin to sell out, the established arborist retires, and the first tree gets topped or improperly pruned. Instantly, the accepted standard for that neighborhood is lowered and over time many properties get down-graded as the “brush guys” make their rounds.

Rounding over a tree is wrong. Plan to maintain the tree’s natural growth.
Don't try to tell me that municipal tree ordinances aren't good for business. If we were smart, we'd march into the city councils of the communities where we work and demand protection measures. Better yet, we would organize tax-paying citizens to do the lobbying on behalf of the quality of life in the community and protection of property values.

**Our responsibilities**

Too often I've heard normally decent arborists say: "Look, all they want to pay for is a topping job. If we don't do it, someone else will, and you know the year we've been having. We need the work and the money!"

Sad but true, someone else will do the work. I don't have a good, simple answer to the arborist's lament, but I can say this about the way we ran our own firm. We worked constantly to establish a long-term clientele. We worked hard to develop maintenance programs, scheduled work. We managed our business with an eye on the calendar several years in advance. We got slow occasionally in spite of our best efforts, but I can honestly say in 65 years, we never topped a tree because we needed the money.

Tree biologists are telling us now that certain times of the year are bad for certain tree maintenance practices, i.e., fertilization and different types of pruning, because of susceptibility to depletion of energy reserves and infestation by decay-causing organisms.

We need to know as much as we can about these concerns so that we can schedule work year-round and at the appropriate time.

In my career I have encountered people in the brush business who would inject a dead tree in winter (it looks dormant, and their phone will be disconnected by spring).

I have also worked with quasi-religious tree fanatics who live in caves and subsist upon nuts and berries. They carry on a near-holy tree care practice. The problem is that they judge the worthiness of each request with much gnashing of teeth and tearing of hair.

In my opinion, I believe that our professional obligation requires us to know as much about the facts that make a tree a tree. We have to maintain a moral and ethical obligation to protect those needs.

We also have to learn how to get the public to accept the relevancy of a tree in this technological, people-centered age. We have to learn to deal with trees within the context of the world in which they must now dwell. They need our help—politically as well as professionally.

**Pruning specifics**

In my opinion, if a good, professional arborist has a problem with his/her pruning technique, it is usually a case of over-thinning rather than not taking out enough.

More problems may be attributed to over-thinning than under-pruning (if there is such a thing). Sunburn, excessive sprout growth and bushy regrowth may all be attributed to taking out too much. It's hard to stop sometimes. You can get involved in really doing a nice job and clip and snip and saw and lose sight of the end product. It's sort of like not being able to see the tree for the branch.

In order to really develop the "eye," it is essential to have an understanding of the natural habits of the trees you work with.

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Study healthy trees that have never been pruned and see what their natural distribution of foliage is. Learn what the natural habits of growth are. Look for trees that have naturally shed their limbs and see what the wound response and callus development looks like. As Alex Shigo says: "Touch trees!"

Beyond the tree biology problems created by over-pruning/thinning, we have the practical, production-oriented considerations. Time spent pruning beyond the point of what is correct is time poorly used. Unnecessary time spent in a tree means greater worker exposure to risk as well as needless wear and tear on equipment and workers. It can also mean excess debris to dispose of, possibly reduced profits and possibly a higher cost for the tree owner.

**Strategy**

Pruning strategy actually begins as the job details are being negotiated. The pruning plan process should begin to take place as the salesperson is determining job specifications.

An important note: Especially in the case of residential tree owners, there may be a specific limb that serves an important function for the client. This limb might frame a nice view from a picture window; a squirrel or other small animal might entertain the family with its antics; or, it may serve as the future location for a swing or hammock. Whatever function this limb might serve, it is the first limb to be removed unless the specifications establish that the branch is to be preserved. Always ask if there is a limb that is important for any reason. They are hard to put back once removed.

A client won’t realize there was an important limb until it is gone. Once gone, nothing you can do will satisfy the client. You have to be the one to ask. This key question was one of my secrets for establishing a client rapport that was nearly impervious to competition.

Also, in new landscapes, the landscape architect or owner should inform the arborist if any trees are to be given special or different pruning at the time that structure and growth habits are being established.

These issues considered, now you can draw up your plan, which should include the following:

1. Understand the job specifications (or create your own).
2. Determine an approach strategy. Some trees prune best from the inside out. An aerial lift in this case quite often provides little tactical value. Some trees require pruning from the tips back (the outside in). Here, an aerial lift, scaffold or ladder might be a great help.
3. Select your pruning tools—hand saw, chain saw, pole pruner, pole saw, hand pruner, lopping shear, long-arm pruner, specialty pruning tools, i.e., hedge shears.

(Note: I have seen some unnecessarily bad work done with pole saws. It’s not the tool’s fault. A tree worker situated himself/herself in the center of a tree and proceeded to gut out the interior, creating the classic "liontail" pruning job. For that reason, some companies have banned pole saws, but again, it’s not the tool’s fault.)
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4. Develop the pruning plan in accordance with the job specifications. Locate the obvious "Gotta Go's—The 3 D's": Dead, Dying, Diseased; crossing, rubbing or interfering limbs; weak branches, (look for "V" crotches and co-dominant stems); excess interior growth and water sprouts, epicormic growth.

5. Maintain the following principal pruning goals whenever possible, practical or appropriate:

a. Address requirements specific to the job specifications/work order. Start in the top of the crown (canopy). You'll only have to make the long climb once. In most cases, you'll be able to stay above and in control of any hangers that develop.

b. Do not disturb a full crown or over-thin it. Just remove "3 D's" and leave the healthy foliage as undisturbed as possible. The more shade you can leave to the interior of most trees, the less problem you'll have with sunburn and excessive sprout growth.

c. Strive to achieve a uniform distribution of foliage.

d. Avoid the stripping (lion-tailing) of limbs from the inside to the tips at all costs. Whenever possible, it is better to make cuts from the tips back.

e. Learn when numerous small cuts are preferable to taking out one large limb.

f. Learn when the removal of one larger limb is the best method to achieve the desired effect.

g. Try to plan for a finished contour that is in keeping with the natural habits of growth of that species.

h. Always strive to make a properly placed pruning wound. From a distance, a tree might have quite an aesthetic appearance. Up close, if many cuts are stubs or flush cuts, we have failed in our attempt to achieve a balance between the needs of the tree and the client.

i. Certain types of pruning, i.e., line clearance tree trimming and other hazard reduction pruning, may require the removal of limbs that would not normally be selected if tree health and aesthetics were the only factors in consideration. Although the tree worker may not always be in control over a limb to be removed, he/she is always in control of the final cut. In my opinion, the final cut is the most important arborist skill of all. If you strive to make a good cut every time, the process will become so second-nature that whether you do detailed aesthetic pruning or rural right-of-way line clearance tree trimming, your cuts will become first quality.

Considerations

As we help a client create a job specification, we have to add the requirements of tree biology to the list of goals. Regardless of what the client needs in terms of clearance, shape or form, we must add:

1. Correct positioning of pruning cuts;
2. Correct timing of pruning to avoid stress and infection, particularly with certain species;
3. Insect and disease control or management;
4. Micro-climate protection, i.e., preservation of the crown (canopy); and
5. Species and genus specific requirements.

In my apprenticeship, I occasionally encountered a tree that was so hopelessly overgrown or misshapen that I was intimidated. I couldn't figure out for the life of me where to begin. In the early days, I was always afraid of making the "wrong cut" and opening up a huge hole that would ruin the aesthetics of the tree.

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**Safety, quality, production**

Pruning as well as all tree maintenance must be balanced by the factors of safety, quality and production. Broken down into an outline, we can begin to see the framework of a thorough training program.

1. **Safety**—Safety encompasses four main areas: personal, occupational, general and operational. All safety standards must be in compliance with ANSI Z133 (currently in revision). The National Arborist Association has a wealth of training aids, manuals and videos to assist in safety training and accident prevention.

2. **Quality**—Quality refers to standards of workmanship, job specifications and aesthetics.

   a. Standards of workmanship—Houses are built to a code. Trees are maintained to a contemporary professional standard. Presently, the NAA and ISA have Pruning Standards. The profession is working through ANSI to create a new and universal tree maintenance standard: A300. The “building code” for trees is a full understanding of the “what, when, where, why and how” of tree biology.

   b. Job specifications—Quality in some respects is judged against the given specifications of the job. Quality depends upon a thorough understanding of what the pruning is intended to accomplish as well as proper cuts and appropriate limb removal.

   c. Aesthetics—Developing the all important “eye.” Some people make perfect pruning cuts in all the wrong places. The master arborist has developed a keen eye for preservation and enhancement of the natural beauty and integrity of the plant as well as having technical competence.

3. **Production**—Wait a minute! You mean first we have to be safe, then we gotta do it right and now you want me to do it fast?

   Not necessarily. Fast isn’t always efficient. Fast isn’t always best. Training, knowledge and experience lead to efficient tree maintenance. Work smart...not hard.

   The keys to productive pruning are knowing exactly what the job requires; correct selection of well-maintained tools; efficient execution of a good pruning plan; strict discipline in all safety matters; and on-going job communication.

   Pruning and proper cut placement are our most important arborist skills. Pruning in a young plant can direct growth and establish a strong framework that will enable the tree to reach maturity with a minimum of structural problems.

   Pruning a mature tree is a science and an art. Correct pruning, properly timed can provide the client with a maintenance investment that can last for as long as 10 years.

   While it is true that many problems can be solved through proper pruning, it is also sadly true that many of our problems arise from improper pruning. We have that much power over another life. Let’s make the right choices, and as Sgt. Phil Esterhaus on “Hill St. Blues” used to say: “Let’s be careful out there!”

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Donald F. Blair, arborist, author and lecturer, is a consulting arborist with the M.F Blair Institute of Arboriculture and owner of Sierra Moreno Mercantile in Big Pool, Maryland.
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A challenge issued

After reading Art Braunschweiger’s article concerning his company’s removal of a 120-year-old tulip tree, I had to respond. He mentioned that no test boring was done to determine the structural condition of this tree, even though a nominal fee was quoted. He also stated that he had lost count of the number of trees he has removed for “no really good reason.”

As a professional arborist dedicated to tree preservation, I find this attitude very disturbing. A true arborist has the responsibility of educating people in tree preservation. Sometimes extra measures must be taken to sway the customer, such as test boring at no charge, if it will save a worthy tree. I have trimmed, sprayed and fertilized trees for free in an effort to prove to the customer that their trees are worth the extra effort. If, after consultation, the customer is still determined to remove a healthy tree or top a tree, I advise them to call someone else. Wouldn’t it be nice if everyone they called also refused to take the life of a tree for “no good reason.” Unfortunately, the customer usually doesn’t have to look very far to find a company that will remove or butcher a healthy tree, without a second thought.

Today I challenge the dedicated arborists of this country to take that extra step and prove to the customer that their tree is valuable and should remain standing. If we don’t watch out for this valuable natural resource, who will? We must lead by example.

Walt Kanoff
Earth Designs
Mishawaka, Ind.
This directory contains listings of companies supplying the tree care industry with products and/or specialized services. The information contained herein should not be construed as an endorsement of products or techniques.
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Brian DePiero
800-245-5438 (in state)
800-446-5438 (out of state)

Aero Lift Co.
15 Fairfield Place
West Caldwell, NJ 07006
Peter Bentey
201-575-7484

Agape Design
2047 West Elliot Road
Chandler, AZ 85224
Doreen L. Orist
602-820-3939

Agroske
7415 Whitehall Ave., #119
Fort Worth, TX 76118
Janet Curry
817-284-9831

Agrotec, Inc.
Highway 35 North, Box 49
Pendleton, NC 27862-0049
919-585-1222

Aircut
2588 S. Railroad Ave.
Fresno, CA 93706
209-266-6832

Albiez Insurance Agency
P.O. Box 1593
Union, NJ 07083
Gerald Holmes
800-272-6771

Alexander & Alexander/ITT Hartford
2 Pickwick Plaza
Greenwich, CT 06836-1409
William P. Miller
203-869-1140

Alexander Equipment Co.
1050 North Dupage Ave.
Lombard, IL 60148
Steve Johnston
708-268-0100
Distributor of Morbark brush chippers, used equipment and parts for all makes and models.

Alliance Equipment Co., Inc.
1000 N. Union
Alliance, OH 44601
Sharon McCarty
216-821-2291

Allied Utility Equipment, Inc.
W. 204 N. Goldendale Road
Germantown, WI 53022
Gary Mayworm
414-255-6161

Altec Industries, Inc.
P.O. Box 10264
Birmingham, AL 35202
205-991-7733
See our ad in product guide.

American Arborist Supplies, Inc.
882 S. Matlack St.
West Chester, PA 19382
Richard Miller
800-352-3458 (in state)
800-441-8381 (out of state)
Available for immediate shipment is the latest in rigging equipment; a full line of safety gear; reference books and diagnostic supplies; professional-quality saws & pruners; gear bags; gas- and air-powered pruners & saws. Now, for your convenience, we have a 24-hour answering service and all orders received by noon are shipped the same day! If you can't find it, CALL US - We locate that hard-to-find tool!

American Hydraulics, Inc.
Route 4, Box 4668
Hartwell, GA 30643
Russell Tupper
404-376-3192

American Intertool, Inc.
1255 Tonne Road
Elk Grove Village, IL 60007
Val Bob
708-640-7766
800-334-3675
American Manufacturing Co., Inc.
200 Southpark Road, P.O. Box 88000
Lafayette, LA 70598
J.A. Berthelot
318-837-9241

American Safety Utility Corp.
P.O. Box 1740
Shelby, NY 28150
Betty Hardin
704-482-0601

American Standard Co.
157 Water St.
Southington, CT 06489
Nat Florian
203-628-9643

AmerQuip
1480 Arrow Hwy.
LaVerne, CA 91750
Rex Perisho
714-392-2033
See our ad in product guide.

Andy's Truck Center
1141 S. Military Trail
W. Palm Beach, FL 33415
Andy Olivera Jr.
407-965-6666

Arbor Care Equipment
1650 W. Oakland Park Blvd.
Fort Lauderdale, FL 33011
John Draskovich
305-735-6887

Arborchem Products Co.
P.O. Box 1567
Fort Washington, PA 19034
David L. Krause
215-659-7922

Arbor Computer Systems
117 Weston Road
Westport, CT 06880
Peter Hannan
203-226-4335

Arborist Supply House, Inc.
P.O. Box 23607
Fort Lauderdale, FL 33307
Geri Hoyt
800-749-9528
We carry arboriculture books by Harris, Pirone, Shigo, & Cornell U Press. Also Klein, Buckingham, & Miller saddle, climbers & lanyards. Arbor Plex rope, Felco pruners, & Deep Root Barriers in stock.

Arborline, Inc.
P.O. Box 101
East Longmeadow, MA 01028
Fred Spain
800-432-7267
See our ad in product guide.

ArborSystems, Inc.
Box 31294
Omaha, NE 68131
David Mooter
402-896-6320

Arbortech
3203 W. Lincoln Way
Wooster, OH 44691
Dick Williston
800-255-5715
See our ad in product guide.

Ariens Company
655 West Ryan St.
Brillion, WI 54110
Pat Jelen
414-756-2141

Artistic Arborist, Inc.
P.O. Box 39026
Phoenix, AZ 85069
Tim Johnson
800-843-8733
602-263-8889

Ai Asher & Sons, Inc.
5301 Valley Blvd.
Los Angeles, CA 90032
Robert Asher
213-225-2295

Atlantic Pressure Washers, Inc.
6407 Ritchie Highway
Glen Burnie, MD 21061
410-789-7511

Baker Equipment Engineering Co.
1700 Summit Ave., P.O. Box 25609
Richmond, VA 23260
James Gouldin
804-358-0481

Bandit Industries
6750 Millbrook Road
Remus, MI 49340
Jerry Morey
517-561-2270
Complete line of drum or disc-style hand-fed tree and brush chippers. Nine models to choose from. Bandit also offers a line of whole tree and self-propelled chippers with capacities up to 19" in diameter. See our ad in product guide.

Bartlett Manufacturing Co.
5003 E. Grand Blvd.
Detroit, MI 48202
John or Henry Nelson
313-873-7300
Manufacturers of professional pruning products: Lopping shears, hand saws, fiberglass handle tree trimmers and pole saws. Distributors of arborist ropes, climbing gear and accessories. Serving the tree care industry since 1912.

B & B Mfg./Burlingame Bldrs.
West River Road, RD #3
Olean, NY 14760
Melissa Nix
800-654-5320

D.A. Beam Enterprises, Ltd.
P.O. Drawer 400
Shelby, NC 28150-0400
D.A. Beam Jr.
800-438-0671

Berkshire Software
P.O. Box 656
Lee, MA 01238
Judd Reiss
413-243-0343

Better Built Corp.
845 Woburn St.
Wilmington, MA 01887
Lynn Stewart
508-657-5636

B & G Equipment Co.
P.O. Box 130, 6120 Route 611
Plumsteadville, PA 18949
Michael C. Stevens
215-766-8811
Big John Tree Transplanter Mfg.
P.O. Box 608
Heber Springs, AR 72543
Charles Blankenship
501-362-8161

Bishop Company
12519 E. Putnam St.
P.O. Box 870
Whittier, CA 90602
Jack McCormick
Chuck Reisner
Jim Gorham
800-421-8161
Bishop Co. is a stocking distributor of quality tools & equipment for the professional arborist & landscaper. Representing products from over 350 manufacturers. CALL for your free catalog today! See our ad in product guide.

10 North Park Drive
Hunt Valley, MD 21030
Ellen Foreman
301-527-7000

Blackburn Manufacturing Co.
P.O. Box 86
Neligh, NE 68756
Don T. Gartner Jr.
402-887-4161

Blade Equipment Inc.
1211 Sherbrooke Court
Raleigh, NC 27612
Dan Deriscavage
800-736-5060
Distributor of Bandit Chippers, Carlton Stump Grinders. Check out our low finance rates. We stock a full line of Bandit parts.

Bomar Corporation
1813 Harper Road
Kerrville, TX 78028
Robert Lyebecker
512-895-4373

Border City Tool & Mfg. Co.
23325 Blackstone Ave.
Warren, MI 48089
John R. Parenteau
800-421-5985
See our ad in product guide.

H.L. Bouton Co., Inc.
P.O. Box G
Buzzards Bay, MA 02532
Jeff Sherman
508-295-3300

Brewt Power Systems/Malbo
5120 N. Arena Way
Atwater, CA 95301
Butch Rhoton
209-394-3122
Pneumatic pruning equipment: a complete system - shears, lopper, chain saw & more. Tools extendable to any desired working height.

Briggs & Stratton
P.O. Box 702
Milwaukee, WI 53201
Ron Miskelley
414-259-5333

Brooks Books
P.O. Box 21473
Concord, CA 94521
Philip B. Nesty
510-672-4566

Brown Bear Corporation
PO Box 29
Corning, IA 50841
David Harder
515-322-4220
See our ad in product guide.

Brown Manufacturing Corp.
Route 3
Ozark, AL 36360
Jeff Thagard
205-795-6603
800-633-8909
As the industry leader of right-of-way mowing equipment, Brown offers a full line of self-propelled rubber tire or track units, and many tractor mounted models with hydraulic or mechanical drives. See our ads in product guide.

Bryan Equipment Sales
457 Wards Corner Road
Loveland, OH 45140
John Chubb
513-248-2000

Buccaneer Rope Co.
4711 126th Ave. North
Clearwater, FL 34622
Dan Pockman
800-358-7673

Buckeye Truck Equipment
939 E. Starr Ave.
Columbus, OH 43201
Jim Butcher
614-299-1136
800-282-6520

Buckingham Mfg. Co., Inc.
P.O. Box 1690
Binghamton, NY 13902
James Pennefeather
607-773-2400

E.D. Bullard Co.
Route 7, Box 596
Cynthiana, KY 41031
Kathy Fogle
800-827-0423

Paul Bunyan Equipment Sales
R.D. 6 Box 749
Somerset, PA 15501
J.R. Enos
814-443-2991

Bush Leasing, Inc.
185 A Park Drive
Wilmington, OH 45177
Scott Sargent
800-766-2874

C

Cal-Line Equipment Co.
1001 "D" Shannon Court
Livermore, CA 94550
Dennis Knoll
510-443-6432
Sales, parts, service. Brush chippers, stump grinders, mulchers, tub grinders, new and used, financing available.

Canns-Bilco Distributors, Inc.
125 E. Penn Ave.
Alburtis, PA 18011
Bill Reiss
215-966-3733

Cargotec, Inc.
307 Broadway
Swanton, OH 43558
Harvey Lodge
419-825-2331

J.P. Carlton
121 John Dodd Road
Spartanburg, SC 29303
Daniel Falatok
803-578-9333

Carlton Company, Saw Chain Div.
P.O. Box 68309
Milwaukee, OR 97268
Brian Lepine
503-659-8911
Carolina Industries, Inc.
9416 E. Washington St.
Chagrin Falls, OH 44022
William Yarnell
216-543-5889

CEI
P.O. Box 406
Osseo, MN 55369
Carrie Turner
800-333-5234

Century Equipment, Inc.
4199 Leap Road
Hilliard, OH 43026
Edward W. Daniel Co.
216-543-5889 714-737-6515

Creative Sales, Inc.
P.O. Box 501
Fremont, NE 68025
Bryan K. Wolfe
800-759-7739

Cross Country Equipment
P.O. Box 608, 120 Boyd St.
DeSoto, MO 63020
Jerry Flesher
314-586-5933

Crowder & Assoc.
5602 Randolf Blvd., Suite 1
San Antonio, TX 78233
Tom Crowder
800-367-5467

Cummins Engine Co., Inc.
Box 3005
Columbus, IN 47202
Jim Billington
800-DIESELS

Cummins Michigan, Inc.
41326 Vincenti Court
Novi, MI 48050
Jim Osborne
313-473-9000

Cutwell Products
201 S. 88th Ave.
Yakima, WA 98908
Ted Bellamy
509-966-1499

Davisson Golf & Landscape, Inc.
64 Cedar Ave.
Towson, MD 21286
Tim Davisson
410-823-4203

Deutz Corporation
3883 Steve Reynolds Blvd.
Norcross, GA 30093
Mike Cooper
404-564-7100

De Will, Inc.
61 S. Herbert Road
Riverside, IL 60546
Joel Willard
708-447-1158

Dicke Tool Company
1201 Warren Avenue
Downers Grove, IL 60515
Todd Belobraydich
708-969-0050

Direct Safety Company
7815 S. 46th St.
Phoenix, AZ 85044
Dawn Thornton
602-820-1812

Dirt & Chips
2622 Bethlehem Pike
Halffield, PA 19440
George Wasser
800-673-7841

Ditcher Saw, Inc.
701 Riverside Drive, P.O. Box 68
St. Marys, WV 26170
Eric Lyle
304-684-3800

TCI PRODUCT DIRECTORY - 4
DowElanco
9002 Purdue Road
Indianapolis, IN 46268
Phil Fell
317-871-8279
DowElanco manufactures a full line of industrial herbicides for weed/brush control and tree growth regulators that manage fast-growing trees that cannot otherwise be removed. Call your chem dealer or DowElanco specialist for more info. See our ad in product guide.

D.S.R., Inc.
1109 Trinidad Lane
Garland, TX 75040
Donald M. Eilertson
214-272-9928

Duer, Inc.
207 Crestline
Spokane, WA 99202
Dennis Duer
509-536-6069

D.E. Errick, Inc.
P.O. Box 322
Port Allegany, PA 16743
Connie Benson
814-642-2589

Echo, Inc.
400 Oakwood Road
Lake Zurich, IL 60047
Dan Dickinson
708-540-8400

Environmental Consultants, Inc.
207 Lakeside Drive
Southampton, PA 18966
Dennis E. Holewinski
215-322-4040

Estex Manufacturing Co., Inc.
402 East Broad St.
Fairburn, GA 30213
Brent C. Wilkes
404-964-3322

100 N. Main St., P.O. Box 458
Monticello, IA 52310
Angela Hanken
319-465-3537

Engine Distributors, Inc.
332 South 17th St.
Camden, NJ 08105
Glen Cummins Jr.
609-365-8631

Engine Distributors, Inc.
777 Annapolis Road
Gambrills, MD 21054
Stephen Cummins
301-923-0811

Engine Center, Inc.
2351 Hilton Road
Ferndale, MI 48220
Bob Tell
313-399-0002

Engineers, Inc.
322 S. Cedar St.
Fresno, CA 93725
David Sprott
209-485-1662

Fairfield American Corp.
201 Route 17 North
Rutherford, NJ 07070
W.K. Bill German
201-507-4880

Fairmont Hydraulics
507 Downtown Plaza, P.O. Box 517
Fairmont, MN 56031
Bart Stadtherr
507-238-4557

Falkenburg, Inc.
9429 S.E. Lawndale
Clackamas, OR 97015
Gary Falkenburg
800-424-7867

Fanno Saw Works
P.O. Box 628
Chico, CA 95927
Robert A. Fanno
916-895-1762
Fanno saws and tools have been made since 1921. The Fanno Int'l line of tools offers high-quality imported tools. Call for a catalog. See our ad in product guide.

Federal Signal Corporation
2645 Federal Signal Drive
University Park, IL 60466
Jan Mol
708-534-3400

Federal Signal Corp.
1037 Watervliet-Shaker Road
Albany, NY 12205
518-869-2439

Forestry Suppliers, Inc.
P.O. Box 8397
Jackson, MS 39284
Jerry Pelly
601-354-3565

TCI PRODUCT DIRECTORY - 5
C.V. Foster Equipment Co.
2502 Harford Road
Baltimore, MD 21218
410-235-3351

Fox Manufacturing, Inc.
P.O. Box 6, 16005 Delmar
Lowell, IN 46356
Dan Fox
219-696-1440

Friend Mfg. Corp.
Prospect St.
Gasport, NY 14067
Terry P. Culp
716-772-2622

Allan Fyfe Equipment Ltd.
261 Bowes Road
Concord, Ontario L4K 1 H8
Canada
Alastair Fyfe
416-669-1313

Grow Gun Corporation
5322 Howell St.
Arvada, CO 80002
Chuck Staudinger
303-278-9112

Growth Products Ltd.
P.O. Box 1259
White Plains, NY 10602
Clare Reinbergen
914-428-1316
Growth Products provides the arborist with a complete line of professional liquid fertilizer, micronutrients & natural organics for every season. Each product contains our exclusive methylene urea - a slow release nitrogen source. Please call for more information.

H

Hagalof, Inc.
P.O. Box 856
Ridgeland, MS 39158
Maurice Reed
601-856-5119

Hann's Safety Equipment, Corp.
P.O. Box 230, Rte. 173 North
Grove City, PA 16127
Rick Hall
412-458-7202

Hanson & Associates
P.O. Box 7604
Madison, WI 53707
James R. Hanson
608-222-2330
800-433-2330

Harmony Products
2121 Old Greenbrier Road
Chesapeake, VA 23320
Mark Nuzum
804-523-2849

Hawkenske Enterprises, Inc.
Route 25
Plymouth, NH 03264
Steve Huss
603-536-2433
Distributor of Brush Bandit chippers, Husky saws, John Deere, Kubota, knives and parts for all makes and models.

Haybuster Mfg., Inc.
Box 1940
Jamestown, ND 58402-1940
Steve Egeland
701-252-4601
Manufactures tub grinders to turn waste wood into compost mulch or a variety of organic products. See our ad in product guide.

Hercules Engines, Inc.
101 Eleventh St. SE
Canton, OH 44707
Bob Morgan
216-454-5631

HMC/The Green Machine
P.O. Box 4070
Medford, OR 97501
Bill Chambers
213-603-9888

Hodges Manufacturing Co., Inc.
Route 4, Box 328B
Mountain Home, AR 72653
Jake Minton
800-525-6312
501-492-6116

Hoffco, Inc.
358 N.W. "F" St.
Richmond, IN 47374-2297
Carol J. Smith
317-966-8161

Holan Mfg., Inc.
5600 W. 88th Ave.
Westminster, CO 80030
Dick Eskins
303-427-3700
Holan manufactures a full line of insulated, over-center, articulating aerial lifts for heavy-duty tree trimming applications. Complete, ready-to-roll units are available for immediate delivery, with working heights from 4' to 55'. See our ad in product guide.

Homelite/Div. of Textron, Inc.
14401 Carowinds Blvd.
Charlotte, NC 28273
Stephen Peace
704-588-3200

H.D. Hudson Mfg./Green Garde Div.
500 N. Michigan Ave.
Chicago, IL 60611
Gene Short
312-644-2830
Husqvarna Forest & Garden Co.
9006-J Perimeter Woods Drive
Charlotte, NC 28216
Mark Michaels
704-597-5000
800-438-7297
Manufactures and markets a complete line of chain saws, clearing saws, cutoff saws, and lawn and garden products, including mowers, tractors, tillers, edgers, brush cutters, grass trimmers, and blowers. Also makes a line of protective apparel and accessories. See our ad in product guide. 

Hypro Corporation
375 Fifth Ave. NW
New Brighton, MN 55112
June Nusz
612-633-9300

Illinois FWD Truck & Equip. Co.
7128 Barry Ave.
Rosemont, IL 60018
Frank Hantak
312-296-7171

Independent Protection Co., Inc.
1603-09 South Main St., P.O. Box 537
Goshen, IN 46526
Robert E. Cripe
219-533-4116

Industrial Engine & Equip. Co.
311 N. Polk St., P.O. Box 609
Pineville, NC 28134
704-889-7511

Innova Corporation
370 17th St. Suite 2700
Denver, CO 80202
800-533-7165, ext. 300
Dist. of Isolite porous ceramic. Derived from diatomaceous earth. Isolite's non-compactable continuous pore spaces works with Grow Gun to keep soil fractures open permanently and to facilitate oxygen, water and nutrient exchange. See our ad in product guide.

International Knife & Saw
P.O. Box 100535
Florence, SC 29501
David Graham
800-426-6226

International Reforestation Suppliers
P.O. Box 5547, 2100 W. Broadway
Eugene, OR 97405
Gary Stewart
503-345-0597

J

Jameson Corp.
P.O. Box 240277
Charlotte, NC 28224
Bob Hillard
704-525-5191
800-346-1956

Jarraff Industries, Inc.
P.O. Box 2012
North Mankato, MN 56001
George Boyum
507-345-1115
800-767-7112

Jeffrey Div., Dresser Ind., Inc.
Box 387
Woodruff, SC 29388
R.J. Adams
803-476-7530

JLG Industries, Inc.
JLG Drive
McConnellsburg, PA 17233
Todd Willman
717-485-5161

JRP International, Inc.
P.O. Box 1472, 545 Bragg St.
Fond du Lac, WI 54936-1472
John Rixen
414-922-6717
Nutri-Pak controlled-release plant food for trees, shrubs. Increases growth rate by up to 25%. Handy packet feeds up to 5 years. Wholesale, retail. See our ad in product guide.

K

Kadco, USA
27 Jumel Place
Saratoga Springs, NY 12866
Sharon L. Lewion
518-587-2224

Kemp West, Inc.
4911 Bickford Ave.
Everett, WA 98205
Tim Davison
206-334-5572

Kenco Engineering
P.O. Box 1467
Roseville, CA 95661
Brad Johansen
Dave Lutz
800-423-4518
916-782-8494

Kendall Mfg., Inc.
P.O. Box 831
Lawrenceville, GA 30246
Robert Williams
404-822-9822
See our ad in product guide.

Kershow Manufacturing Co., Inc.
P.O. Box 24410
Montgomery, AL 36124
205-271-1000

Kinetic Stump Cutter, Inc.
P.O. Box 983
Saratoga Springs, NY 12866-0897
Russell E. Mollberg
800-422-9344

Klein Tools, Inc.
P.O. Box 590033
Chicago, IL 60659
708-677-9500

Knaack Mfg. Co.
420 E. Terra Cotta Ave.
Crystal Lake, IL 60014
815-459-6020

Kohler Co. Engine Division
444 Highland Drive
Kohler, WI 53044
800-544-2444

Knapack Co., USA
129 Edgewater Ave., NW
Massillon, OH 44646
Charles Ritz
216-477-3457

Labonville, Inc.
504 Berlin-Gorham Road
Gorham, NH 03581
Richard Labonville
603-752-4030
Lambeth Corp.
P.O. Box G-825
New Bedford, MA 02742
Carolyn Hughes
508-995-2626

Lanier Industrial Products, Inc.
P.O. Box 1166
Perry, FL 32347
Louis Lanier
904-584-3340

Lanphear Supply
1884 S. Green Road
Cleveland, OH 44121
Dave Ausperk
216-381-1704

Lectric Lites Co.
5600 Midway Road
Fort Worth, TX 76117
Dennis Morrow
817-831-0961

Lenan Corp.
20 S. Main St.
Janesville, WI 53545
Bill Forbes
608-752-1601

Leonard Safety Equipment
253 Waterman Ave., P.O. Box 14344
East Providence, RI 02914
401-434-4660

A.M. Leonard, Inc.
P.O. Box 816
Piqua, OH 45356
Mark Barhorst
513-773-2694

Leonardi Mfg., Inc.
2728 Erie Drive
Weedsport, NY 13166
Ezio Leonardi Sr.
800-537-2552
See our ad in product guide.

Lesco, Inc.
2005 Lake Road
Rocky River, OH 44116
David Hoek
216-333-0961

Lewco Manufacturers, Inc.
P.O. Drawer L
Wynne, AR 72396
Jed Hollan
800-524-9252

Lift All/Hydra Tech, Inc.
3020 Commercial Road, P.O. Box 9738
Fort Wayne, IN 46899
Neal Anklam
219-747-0526

Lobo Consulting
Jug End Road, P.O. Box 261
South Egremont, MA 01258
Susan B. Haup
413-528-5030

Lutz Corporation
501 Ford St.
Oregon, IL 61061
Lee Lutz
815-732-2383
Lutz palm tree spikes improve palms deficient in manganese, magnesium, and potassium. A maintenance spike fertilizes and enhances the beauty of healthy palms. See our ad in product guide.

Lyons Equipment Co.
Route 353
Little Valley, NY 14755
Andy Reese
716-938-9175

M

Manitex, Inc.
4300 Acapulco Ave.
McAllen, TX 78503
Jack McKay
512-630-2690

J.J. Maugel Co.
2810 N. Figueroa St.
Los Angeles, CA 90065
Nate Dodds
800-TREES-RX
800-873-3779
See our ad in product guide.

McCulloch Corp.
P.O. Box 11990
Tucson, AZ 85734
602-574-1311

Medi-Ject Tree Injection Sys. Co.
520 Eldora Lane
Lincoln, NE 68505
John Fishbach
402-467-5926

Merk & Co.
P.O. Box 2000
Rahway, NJ 07065
Paul Hudson

Midland Land Mobile Radio
1690 North Topping Ave.
Kansas City, MO 64120
816-241-8500
800-669-4567, ext. 1690

Miller Equipment
1355 15th St.
Franklin, PA 16323
Rob Beightol
814-322-2118

Milwaukee Electric Tool Corp.
13135 W. Lisbon Road
Brookfield, WI 53005
Debra Saykowsk
414-783-8311

Minnesota Wanner Co.
5145 Eden Ave. So.
Minneapolis, MN 55436
Tom Wanner
800-247-4998

Morbark Sales Corp.
P.O. Box 1000
Winn, MI 48896
Larry Burkholder
517-866-2381

Morrison Industries, Inc.
2101 Business Center Drive, Suite 200
Irvine, CA 92715
Jim Morrison
714-476-2777

Moyer & Son, Inc.
113 E. Reliance Road, P.O. Box 198
Souderton, PA 18964
Mark Phipps
800-345-0419
215-723-6000

Muench Co., Inc.
15 Virgil St.
Stamford, CT 06902
Alan F. Ritch
203-323-9921

Multitek, Inc.
700 Main St., P.O. Box 170
Prentice, WI 54556
Howard C. Heikkinen
800-243-5438
715-428-2000

TCI PRODUCT DIRECTORY - 8
Nor-Am Chemical Co.
P.O. Box 7495
Wilmington, DE 19803
B.J. Bilas
302-477-3014
Manufacturers of a complete line of turf and ornamental products. See our ad in product guide.

North American Micron
P.O. Box 1227
Reedley, CA 93654
209-638-4252

North American Engine Company
156 Industrial Ave.
Greensboro, NC 27406
919-370-4776

Northeast Shade Tree
166 Clinton St.
Portsmouth, NH 03082
Jeffrey W. Ott
603-436-4804

Northeastern Associates, Inc.
23 I Commerce Road
Fairfield, NJ 07004
Vince Dujets
201-227-0359
Northeastern offers a wide range of standard & custom built tree & shrub sprayers. We carry all arborist tools & supplies, such as ropes, climbing gear, pruners, saddles, etc. See our ad in product guide.

Northern Hydraulics
P.O. Box 1499
Burnsville, MN 55337
800-533-5545

Novo Nordisk Bioindustries, Inc.
33 Turner Road
Danbury, CT 06813
Tom Schmidt
800-283-3386
Novo Nordisk Bioindustries, Inc., manufacturers Foray bioinsecticide for the arborist market for control of leaf-eating caterpillars on trees and shrubs. See our ad in product guide.

Oberon Co./Paramount Corp.
435 Coggeshall St.
New Bedford, MA 02746
Randell Hirschmann
508-999-4442

OEM Controls
10 Controls Drive
Shelton, CT 06484
Brian Simons
203-929-8431

Omnidata International
124 S. 600 W.
Logan, UT 84321
Jan Saalfeld
801-753-7760

Olathe Manufacturing, Inc.
201 Leawood Dr.
Industrial Airport, KS 66031
Steve Rogers
913-782-4396

Onan Corporation
1400 73rd Ave. NE
Minneapolis, MN 55432
Ron Hansen
612-574-5000

Opdyke, Inc.
3123 Bethlehem Pike
Hatfield, PA 19440
Robert Opdyke
215-721-4444

Oral Ivy, Inc.
104 Guy’s Lane
Bloomsburg, PA 17815
Bob Miller
800-553-6778
Manufacturer of Oral Ivy for prevention of ivy, oak, and sumac poisoning. See our ad in product guide.

Oregon Cutting Saws
P.O. Box 22127
Portland, OR 97227
Rhys Campbell
503-653-8881

Oaktree Systems, Inc.
54 Woodville Road, P.O. Box 610
Shoreham, NY 11786
516-744-8270

The Pancoast Concern, Ltd.
23 E. Main St., Suite 4
Victor, NY 14564
Duane A. Pancoast
716-924-4570
Peavey Manufacturing Company
P.O. Box 129
E. Eddington, ME 04428-0129
207-843-7861
Manufacturers of white ash octagonal and fiberglass poles in sectional or full length as well as pruner heads and saws, logging tools and pole line construction tools. See our ad in product guide.

Piedmont Power Products
639 McWay Dr.
High Point, NC 27263
W. H. Maerlender
919-861-8600

Plant Food Co., Inc.
Highstown-Cranbury Station Road
Cranbury, NJ 08512
Ted Platz
609-448-0935
800-562-1291
Manufacturers of fluid fertilizers, distributors of related products. See our ad in product guide.

Plastic Composites Corporation
8301 N. Clinton
Fort Wayne, IN 46825
Craig Keoun
219-484-3139
800-747-9339

Poulan PRO
P.O. Box 91329
Shreveport, LA 71149-1329
Carol Munden
318-687-0100
See our ad in product guide.

Practical Solutions
7100 N. High St., #202
Worthington, OH 43085
A. Maris Franke
614-436-9066

Precision Laboratories, Inc.
P.O. Box 127
Northbrook, IL 60065
Bob Gordon
708-498-0800
800-323-6280

Preformed Line Products
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Robert D. Skilton
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Manufacturer of tree-grip dead-ends, tree-crotch grips, and safety guy wire dispensers.

Professional Tree & Turf Equipment
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Steve Tangsrud
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303-422-7608
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Al Keller
800-437-9618

Promark Products-Ariens Co.
655 West Ryan
Brillion, WI 54110
Mike Thuecks
414-756-2141

Wellington Puritan
P.O. Box 244
Madison, GA 30650
Terry McMichael
800-221-5054

Rayco Industries, Inc.
12130 N.E. Ainsworth Circle, Suite 240
Portland, OR 97220
Ronald F. Blehm
503-255-6355

Rayco Manufacturing, Inc.
4255 Lincoln Way East
Wooster, OH 44691
Jake Stout
800-392-2687 (in state)
800-392-2686 (out of state)
See our ad in product guide.

Reading Body Works, Inc.
P.O. Box 14
Reading, PA 19603
Debbie Hartranft
215-775-3301

Recycling Systems, Inc.
P.O. Box 364
Winn, MI 48896
Gary Bardos
517-866-2800

Red Wing Shoe Co.
419 Bush St.
Red Wing, MN 55066
Craig Livingstone
612-388-8211

RGC Construction Equipment
P.O. Box 681
Buffalo, NY 14240
Bill Krawczyk
716-895-1156

Rhone-Poulenc Ag. Co.
Pro-Lawn Products, Inc.
P.O. Box 12014
P.O. Box 4908
Syracuse, NY 13221-4908
Jack Boyne
919-549-2000

RMS, Inc.
111 Railroad Avenue
Westminster, MD 21158
410-876-1160

Rockland Corporation
P.O. Box 809
Wellington Puritan
West Caldwell, NJ 07006
Steve Stys
201-575-1322

Root Control, Inc.
2525 NW Expressway
Oklahoma City, OK 73112
Kurt Reiger
405-848-2302

Roots, Inc.
25 Science Park
New Haven, CT 06511
Wayne Williams
203-786-5295

Rapco Industries, Inc.
2090 Thorton Road
Ferndale, WI 54110
Sandy Reiger
715-866-2800

Recycling Systems, Inc.
P.O. Box 809
Wellington Puritan
West Caldwell, NJ 07006
Steve Stys
201-575-1322

Root Control, Inc.
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Kurt Reiger
405-848-2302

Roots, Inc.
25 Science Park
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Wayne Williams
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Sancoz Crop Protection
1300 E. Touhy Ave.
Des Plaines, IL 60018
Ron Fister
708-390-3705
Schodorf Truck Body & Equip. Co.
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Columbus, OH 43223
Paul Schodorf
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614-228-6793
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Scott Leuckel
314-298-2700

Seppi Div., C.T. & E. Co.
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Rosemount, MN 55068
Jim Ochetti
612-423-2222
800-642-4441

Services & Materials Co.
2200 South J St.
Elwood, IN 46036
Patty Hensley
317-552-3352

Sharp Edge, Inc.
8431 S. Winn Road
Winn, MI 48896
Jeff Recker
517-866-2780

The Sharp Tool Co., Inc.
7 Bonazzoli Ave.
Hudson, MA 01749
Amy Hollister
508-568-9292
800-221-5452

Shawtown Industries, Inc.
4580 Calle Alto Unit D
Camarillo, CA 93010
Howard Schau III
805-987-5809

Sherrill Arborist Supply
3101 Cedar Park Road
Greensboro, NC 27405-9657
Tobe Sherrill
800-525-8873
Rayco stump grinders, Bandit chippers, supplies.

Shindalwa, Inc.
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Tualatin, OR 97062
David Dahlstrom
503-692-3070

Sidefire, Inc.
6 Johnson Court, P.O. Box 671
Bay City, MI 48707
Mike Whaley
517-894-4570

Sierra Moreno Mercantile Co.
P.O. Box 292
Big Pool, MD 21711
Donald F. Blair
301-842-2544

Sign Up Corporation
P.O. Box 14624
Portland, OR 97214
Sherri Wahle
503-238-3732

Simon-Telelect, Inc.
600 Oakwood Road, P.O. Box 1150
Watertown, SD 57201
Terry VanConant
605-882-4000

Skyline Northwest Corp.
224 SW Hamilton
Portland, OR 97201
John Runckel Jr.
503-241-0528
800-547-8664

Smith Bros. Contracting Equip., Inc.
5731 North Military Trail
West Palm Beach, FL 33407
Simon Smith
800-262-2280 (in state)
407-689-9880 (out of state)

Snap-Cut/Gilmour Group
P.O. Box 838
Somerset, PA 15501
800-458-0107

Snyder Industries, Inc.
P.O. Box 4583
Lincoln, NE 68504
Dan Pensick
402-467-5221

Solo Inc.
5100 Chestnut Ave., P.O. Box 5030
Newport News, VA 23605
Sheila Mikita
804-245-4228

Source Technology Biologicals, Inc.
3355 Hiawatha Ave., Suite 222
Minneapolis, MN 55406
Will Hartfeldt
800-ELM-TREE

Southco Industries, Inc.
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Shelby, NC 28150
Richard Goforth
704-482-1477
800-331-7655
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Don Fowler
404-962-6720

Southern Mill Creek Prod. Co., Inc.
5414 N. 56th St.
Tampa, FL 33612
Mike Wiggin
800-282-9115

Spectrum Technologies, Inc.
12010 S. Aero Drive
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Mike Thurow
800-248-8873

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Terry Stone
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St. Louis, MO 63108
Tom Moore
314-535-1682

Spring Valley Turf Products
1891 Spring Valley Road
Jackson, WI 53037
Bill Vogel
414-677-2273
TECO, Inc.
9733 Indianapolis Road
Fort Wayne, IN 46809
Dave Wick
219-747-1631

Tendaire Industries, Inc.
1100 W. Cedar St.
Beresford, SD 57004
Keith Jones
806-658-3558

Tilton Equipment Co.
P.O. Box 68
Rye, NH 03870
David Tilton Jr.
603-431-9087
800-447-1152

Time Manufacturing Co.
P.O. Box 20368
Waco, TX 76702-0368
Lee Taylor
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"Versalift" aerial devices with working heights to 65 feet. See our ad in product guide.

Tol, Inc.
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Dan Walter
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Trebor Corp.
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Warren Vannest
404-366-0957
800-331-1449

Tree Equipment Co.
5550 Rosewood
Lake Oswego, OR 97035
Joe Osborne
503-635-3916
800-635-4294

Tree Trimmer Equip. & Supply
3001 Mt. Carmel Ave.
Glenside, PA 19038
George Sarosky
215-885-5354

Tuf-Tug Prod./Ohio Hoist & Pulley
3314 Encrete Lane
Dayton, OH 45439
J. Deuer
513-299-1213

Tyler Equipment Corp.
251 Shaker Road
East Longmeadow, MA 01028
Thomas Tyler
413-525-6351

UD Trucks Of Dallas/Fort Worth
8231 Carpenter Highway
Dallas, TX 75246
800-375-8383
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Uniroyal Chemical Co.
Benson Road
Middlebury, CT 06749
203-573-2000

Utility Equip. Leasing Corp.
N4 W22610 Bluemound Road
Waukesha, WI 53187
Bill Harrington
414-547-1600
800-558-0999

V

Vacu/Village Blacksmith/SMS Ind.
1219 S. Los Angeles St.
Glendale, CA 91204
John Vombar
213-245-3739

Valent Corp.
P.O. Box 8025
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Steve Carlson
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Vermeer Manufacturing Co.
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Pella, IA 50219
Kent Rotert
515-628-3141
800-829-0051

V.I.T. Products, Inc.
10890 Thorrmiint Road, Suite 100
San Diego, CA 92127
Don Pagano
619-673-1760

H.P. Wheelburro Co.
725 Roslyn Pl.
Evanston, IL 60201
Frank K. Hoover
708-869-8056

Wicko Industries, Inc.
Route 2, Box 154
Broken Bow, NE 68822
Brandon Ideen
800-872-8864

Wis-Con Total Power Co.
3409 Democrat Road
Memphis, TN 38181
Fred Vollbach
901-365-3600
800-932-2858
See our ad in product guide.

Weatherly Consumer Products, Inc.
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Lexington, KY 40593
Robin Stanley
606-263-3633

B. & D.A. Weisburger, Inc.
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White Plains, NY 10601
Michael A. Weisburger
914-428-2829

Wells Cargo, Inc.
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Elkhart, IN 46515
Don Helvey
219-264-9661
800-348-7553

Weatherly Consumer Products, Inc.
P.O. Box 1750
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Robin Stanley
606-263-3633

Wis-Con Total Power Co.
3409 Democrat Road
Memphis, TN 38181
Fred Vollbach
901-365-3600
800-932-2858
See our ad in product guide.

Yale Cordage Co.
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Yarmouth, ME 04101
Richard Hildebrand
207-774-9253
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The Westheffer Co., Inc., has been in business for over 30 years serving the needs of the tree and turf industry. For all your spraying needs call Westheffer. See our ad in product guide.
ALTEC INDUSTRIES, INC.

Altec's linebacker Aerial Lifts feature 135-degree lower boom articulation and 210-degree upper boom articulation, providing superior side reach and a large work area. The cylinder and linkage elevating mechanism used to operate the upper boom and the twin-cylinder elevating mechanism for the lower boom ensure high productivity and low maintenance. Free brochures available. Altec Industries, Inc., 210 Inverness Center Drive, Birmingham, AL 35242. Phone: 800-232-7373.

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AMERIQUIP

The Eagle 44, manufactured by AmeriQuip, is a trailer-mounted, articulated aerial lift with 25-foot side reach and 44-foot working height. It features positive bucket leveling, 360-degree continuous rotation and outstanding portability for easy access for a variety of maintenance tasks. Heavy-duty, quick adjust outriggers are an integral part of the lift. Eagle Aerial Lift, AmeriQuip, 1480 Arrow Hwy., La Verne, CA 91750. Phone: 800-824-9776; 714-392-2033 FAX: 714-392-4651.

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HOLAN MANUFACTURING, INC.

Holan's Model 829 Tree Trimmer is available in 50-foot and 55-foot working heights. Features include an over-center, 210-degree articulating upper boom and a 130-degree articulating lower boom for 40 feet of side reach in non-over-center position, and over 41 feet of side reach in over-center position. Model 829 aerial lifts with forestry bodies are mounted and ready to roll, coast to coast. Holan Manufacturing, Inc., 5600 W. 88th Ave., Westminster, CO 80030. Phone: 303-427-3700.

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TIME MANUFACTURING COMPANY

Time Manufacturing Company offers Versalift aerial devices in working heights to 65 feet. Featured is our most popular tree-trimming unit, the over-center model VO-50, with 55 feet of working height. Save time and money with a Versalift! Complete specs, pricing and delivery schedules available. Time Manufacturing Company, P.O. Box 20368, Waco, TX 76702. Phone: 817-776-0900 FAX: 817-776-7531.

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ARBOURIST SUPPLIES

ELVEX CORPORATION

Elvex offers a full range of personal protective products for the arborist. Product line includes chain saw chaps, chain saw vests, head/face/hearing protection units with mesh or polycarbonate visor, safety glasses and hearing protection. Products are sold through leading outdoor power equipment distributors, arborist and landscape supply distributors. Elvex Corporation, 7 Trowbridge Drive, P.O. Box 850, Bethel, CT 06801. Phone: 800-888-6582.

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BISHOP COMPANY

Bishop Company presents its 1993 catalog - 128 pages of quality tools and equipment for the professional arborist and landscaper. This year's catalog features products from over 350 manufacturers and more than 400 new items. Whether you need climbing gear, pruning equipment or gardening tools, let Bishop be your "one source under the rainbow." Call toll-free for your free copy! Bishop Company, 12519 E. Putnam St., P.O. Box 870, Whittier CA 90602. Phone: 800-421-4833.

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ARBOURIST SUPPLIES

PEAVEY MFG. CO.

Peavey Mfg. offers a variety of long-length handles in either white ash octagonal or fiberglass up to 16 feet long. We also carry sectional poles with light-weight aluminum couplers, pruner heads and saws, as well as a complete line of logging tools and pole line construction tools. Call or write for free brochure. Peavey Mfg. Co., P.O. Box 129, East Eddington, Maine 04428. Phone: 207-843-7861.

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BIOINSECTICIDES

NOVO NORDISK BIOINDUSTRIALS

Foray is a B.t. (Bacillus thuringiensis subsp. Kurstaki) product that has proven successful in controlling foliage-feeding caterpillars such as gypsy moths, tent caterpillars, loopers, leafrollers, webworms, bagworms, cankerworms and others on trees and shrubs. It is biodegradable and safe to humans and all non-targeted organisms. Available to arborists in 2-1/2-gallon containers. Novo Nordisk Bioindustrials, Inc., 33 Turner Rd., Danbury, CT 06813-1907. Phone: 800-283-3386.

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**HUSQVARNA**

The Husqvarna Model 394XP, a new 5.7-cubic inch (94 cc) professional saw, boasts vibration levels of saws half its size and offers the Husqvarna Air Injection system. A decompression valve makes the engine easy to start and releases automatically, and idle speed can be adjusted without tools. The air filter and the chain brake are easily accessible. Husqvarna Forest & Garden Co., 9006-J Perimeter Woods Dr. (PR), Charlotte, NC 28216. Phone: 704-597-5000.

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**POULAN PRO**

The new Poulan PRO Model 365 chain saw packs professional performance into a versatile, easy-to-handle 12-pound design. It features a 3.7-cubic inch engine (60 cc) with one of the industry's best power-to-weight ratios. It comes with an 18- or 20-inch guide bar, electronic ignition, gear-driven automatic adjustable oiler and anti-vibration system. Made in the USA. Poulan PRO, P.O. Box 91329, Shreveport, LA 71149-1329. Phone: 318-687-0100.

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**BANDIT INDUSTRIES, INC.**

The new Bandit Wide Frame Model 90 is a 9-inch diameter capacity, hydraulic-fed, disc-style chipper. This unit has the same feed system and hydraulic system as the Model 200+, and is available with several gasoline or diesel power units. This compact machine weighs 3275 pounds and is equipped with a 6000-pound axle and 700-by-15 tires. Bandit Industries, Inc., 6750 Millbrook Road, Remus, MI 49340 Phone: 517-561-2270 FAX: 517-561-2273.

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**WIS-CON TOTAL POWER CORP.**

The widest selection of engine options for the wood chipper and stump grinder market. Continental liquid-cooled power units and Wisconsin air-cooled units are offered with gasoline, diesel and LPG are also fuel options from 47 to 72 horsepower liquid-cooled and 7 to 65 horsepower air-cooled. We also offer worldwide parts and service after the sale. Wis-Con Total Power Corp., 3409 Democrat Rd., Memphis TN 38118 Phone: 800-932-2858.

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ARBORTECH

Designed to be efficient work centers for today's tree care professional, Arbortech chip bodies are manufactured from rust-resistant galvanneal steel. A full line of sizes available, from 9 to 25 cubic yard capacities. Complete packages built to order for every budget, including new or quality used chassis. Financing assistance available. Call for quotation. Arbortech, A Scott Fetzer Company, 3203 West Lincoln Way, Wooster, OH 44691. Phone: 800-255-5715.

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SCHODORF TRUCK BODY

Schodorf Truck Body offers a complete line of forestry bodies and cabs. Some popular options include: cranes, lift-gates, removable roofs and sides, and sloped or notched rear corners. Units can be delivered uninstalled, in primer, or complete with chassis. In business for 111 years, you can rely on our quality. Let us provide it for you! Schodorf Truck Body, 885 Harmon Avenue, Columbus, OH 43223. Phone: 800-288-0992.

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The industry's largest manufacturer of forestry bodies. Sizes ranging from 10 to 30 cubic yard capacity mounted on your choice of Ford, GMC, International or Freightliner chassis cabs to complete your package. Southco Industries also sells brush chippers, aerial units, knuckle boom cranes, service bodies and platforms. Southco's mission & guarantee is customer satisfaction. Find out why. Southco Industries, Inc., 1840 E. Dixon Blvd., Shelby, NC 28150. Phone: 800-331-7655.

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HAYBUSTER MFG., INC.

The Haybuster HD8 Big Bite Industrial Grinder is ideal for grinding tree limbs up to 6 inches in diameter and waste wood into compost, landscape mulch, wood fuel or other organic products. The HD8 is easily pulled with a 3/4-ton pickup. Load with any skid steer loader. Powered by 110 hp diesel with 26-inch hammermill. Eight-foot tub makes it easy to feed tree limbs and wood debris. Haybuster Mfg., Inc., P.O. Box 1940, Jamestown, ND 58402-1940. Phone: 701-252-4601 FAX: 701-252-0502.

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J.J. MAUGET COMPANY

Creating the smallest wound in the industry, the Mauget Micro Injection System infuses small doses of nutrients and protectants into the tree’s sap stream. Mauget now introduces a hypo infusion system for small, thin bark trees. For over 30 years, Mauget has controlled chewing, sucking or boring insects, elemental deficiencies and pathogenic diseases without spraying. J.J. Mauget Company, 2810 N. Figueroa St., Los Angeles, CA 90065. Phone: 800-873-3779. FAX: 213-225-3810.

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ORAL IVY, INC.

Prevent the fiery itch! Oral Ivy, (Homeopathic Rhus Tox 3X HPUS), is made from poison ivy leaves. A few drops daily in water or juice stimulates the body’s natural defenses against poison ivy, oak and sumac. A safe and effective way to cut lost time and reduce compensation claims due to ivy poisoning. The 1.2-ounce squeeze bottle lasts about six months. Oral Ivy, Inc., 104 Guy’s Lane, Bloomsburg, PA 17815. Phone: 800-553-6778. FAX: 717-389-0126.

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CORONA CLIPPER COMPANY

Corona Clipper Company’s Razor Tooth Saws cut through branches twice as fast as conventional pruning saws. Each saw tooth is whetstone ground at three angles for superior sharpness. Advanced blade design cuts through green and dry wood without bending. Hardwood handles are designed to increase cutting power on the pull stroke. Shown is the folding saw, #SA411 and rigid saw, #413W. Corona Clipper Company, P.O. Box 1388, Corona, CA 91718-1388. Phone: 714-737-6515.

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FANNO SAW WORKS

The Fanno Saw Works continues its reputation of offering the tree care professionals quality and unique tools through the Fanno International name. The FI-1311 Tri-Edge hand saw offers its user the most durable saw of its type on the market. Fanno Saw Works, P.O. Box 628, Chico, CA 95927. Phone: 916-895-1762 FAX: 916-895-0302.

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TECHNIC TOOL CORPORATION

Technic Tool Corporation introduces the Model D insulated Power Pruner, which meets ANSI and OSHA standards for non-conducting products. Offering safe, effective pruning around high-voltage sources, the unit is ideal for municipalities, utilities and tree care professionals. The unit is outfitted with a 10-inch chain saw. Technic Tool Corporation, P.O. Box 1406, 725 29th St. North, Lewiston, Idaho 83501. Phone: 800-243-9592; 208-746-9011. FAX: 208-746-0616.

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BROWN BEAR CORPORATION

The 225-hp Forestry Shredder is designed for high-speed right-of-way clearing or site preparation, and can clear up to 3 acres per hour in dense regrowth with trees up to 6 inches in diameter. Capacity will vary with types of trees, density and terrain. The horizontal shaft design offers greater safety by discharging cut material beneath the Forestry Shredder or directly in front of the cutter. Brown Bear Corporation, P.O. Box 29, Corning, IA 50841. Phone: 515-322-4220 FAX: 515-322-3527.

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BROWN MANUFACTURING CORP.

The finest tractor-mounted mower on the market. The Tree Cutter can handle clearing and right-of-way problems behind your 60 to 100 hp farm tractor. The Brown Tree Cutter uses high-strength double off-set alloy blades with an ax-chopping effect. By backing into the material to be cut, the unit can cut up to 8-inch-diameter trees. Hydraulic or mechanical drive. Brown Mfg. Corp., Rt. 3 Box 339 Ozark, AL 36360. Phone: 1-800-633-8909 (Inside AL: 205-795-6603).

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BROWN MANUFACTURING CORP.

As the terrain or the job becomes too tough for a farm tractor, the Brown Linetender is your answer. The Brown Linetender is built from the ground up as the industry's best-designed rough-terrain mowing machine. The Linetender is the only unit on the market that offers both hydrostatic and gear drives, rear-mounted push blade, double off-set cutting blades and 4-blade mowing system. Brown Mfg. Corp. Rt.3 Box 339 Ozark, AL 36360. Phone: 1-800-633-8909. (Inside AL: 205-795-6603).

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**KENDALL MFG., INC.**

The Kendall Cutter is the mid-sized mower for all your right-of-way clearing needs. The front-mounted heavy-duty cutterhead will handle trees up to 8 inches in diameter. The chassis combines 4 WD hydrostatic drive with a 10-foot inside turning radius. Tough design at a low price. Call or write for brochure. Kendall Mfg., Inc., P.O. Box 831, Lawrenceville, GA 30246. Phone: 404-822-9822.

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**ARBORLINE, INC.**

Arborline offers an outstanding selection of conventional and extra high-strength ropes. Featured is our new Power Braid bull rope, designed to outlast standard arborist lines 2-to-1, while offering easy handling and increased security. Available in these diameters with approximate breaking strengths: 1/2-inch, 10,000 pounds; 9/16-inch, 12,500 pounds; 5/8-inch, 16,000 pounds; 3/4-inch, 19,000 pounds. Arborline Inc., P.O. Box 101, East Longmeadow, Mass. Phone: 800-432-7267.

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<table>
<thead>
<tr>
<th>Category</th>
<th>Company Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree Spades</td>
<td>Big John Tree Transplanter, Vermeer Manufacturing Co.</td>
</tr>
<tr>
<td>Supplies</td>
<td>Cabling &amp; Bracing, Climbing Gear, Misc. Arborist Supplies, PROF. SERV.</td>
</tr>
<tr>
<td>PROF. SERV.</td>
<td>Advertising/Public Relations, Computer Software/ Hardware, Consulting, Education/ Training</td>
</tr>
</tbody>
</table>

**Supplies**

- **Cabling & Bracing**
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  - V.I.T. Products, Inc.

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The 103rd Congress

Several Key Issues Expected To Resurface

By Brian Barnard

Now that election-year semantics are behind us, what can we expect from the 103rd Congress? Several key issues affecting tree care did not pass during the last congressional session, but are sure to surface again in the next two years.

Pesticides

A bill introduced in the Senate last session titled "The Notification Control and Application Act of 1991" will be presented again in revised form. Hearings are expected in the spring, just in time for spray season.

The bill will propose advance notification of pesticide application based on a registry system. Applicators would be required to notify all abutting neighbors in writing of the first application each year, and explain that a registry is available. Individuals wishing to be notified in advance of all future pesticide applications would be listed in their state registries.

The original version would have required that site owners and occupants within 1000 feet be notified 72 hours in advance of any commercial pesticide application. It also would have required that signs be posted. After being reviewed by a Senate subcommittee, several changes were proposed that would ease certain restrictions.

The new version of S. 849 will reduce the radius of notification from 1000 feet to notification of occupants of the application site, neighbors and anyone on the registry list within 800 feet. Another expected change would require homeowners as well as commercial applicators to post signs at the time of application.

The bill's authors are still proposing a 72-hour advance notification period. This requirement will come under review, however, as broad-based advance notification would negatively affect integrated plant health care management programs.

OSHA

Legislation that would reform the 1970 Occupational Safety and Health Act failed to make it to the Senate floor last year. A strong push to pass this legislation is expected this year.

The proposal required joint labor-management health and safety plans.

Further OSHA reform would allow criminal prosecution of employers in cases in which an employer's actions resulted in a worker being seriously injured. Current law permits criminal prosecution only when a worker is killed on the job.

In the Regulatory domain, issues sure to evolve include preventive programs for ergonomic illnesses and motor vehicle safety.

Last summer, OSHA issued an advance notice of proposed rule-making on ergonomics. The August 3 notice stated: "In recent years there has been a significant increase in the reported cases of ergonomic disorders in the workplace."

Acting OSHA administrator Dorothy Strunk said: "Now we want to determine whether there should be a specific standard dealing with ergonomic hazards and what should be included in such a standard."

OSHA says: "Ergonomics seeks to fit the job to the person rather than the person to the job." This definition does not relate well to tree care. Simply put, OSHA cannot change the shape of natural landscapes, particularly trees, to match the human body's physical capabilities.

Educating employees about potential ergonomic hazards in the workplace and methods to avoid ergonomic injury is important. OSHA will continue to make companies aware of ergonomic issues by further developing the ergonomic standard.

Meanwhile, OSHA's motor vehicle safety standard has been stumbling towards the final rule stage since it was first proposed in July 1990. The rule failed at the end of September when a Senate and House conference committee denied an enforcement inclusion in a fiscal 1993 appropriations bill. This blocked OSHA's right to enforce the rule.

The motor vehicle safety rule would require employers to provide driver safety training and ensure that workers use safety belts. The final rule is expected to be published early next year.
The Low-Priced Spread
A Dip In Prices Can Be A Part Of Your Business Strategy

By George P. Tyler

Isn't it almost a cardinal rule in business to try to keep your prices up? Charge as much as the market will bear? Of course, it is. It's the key to your success. Or is it?

Throughout my years in business, I don't think I ever heard anyone claim to be the least expensive competitor in the market. In most cases, it was the opposite—the "other guy" is keeping prices down, making it hard to compete. When discussing the quality of work, the "other guy" is doing bad work, pulling down the industry's reputation and making it hard to gain real professional status. And, most often, isn't it the guy with the low prices who does the poor quality work?

Too often price and quality are thought to be inseparable. Too often that is correct. In most cases, companies with both low prices and a reputation for poor-quality work result when owners have little training in the fundamentals of business or arboriculture. This leads to the common belief that being the low-priced spread in your marketplace will carry an unfavorable connotation. And few people want to be thought of as the cheapest competitor.

Let's be honest. Price does not necessarily have anything to do with quality. This is particularly true in a service industry. Price is a function of a variety of business factors not necessarily related to quality. The level of quality is related to the business's philosophy and character.

Like any other business decision, pricing policy should not be determined in an uninformed or arbitrary fashion, largely influenced by our competitors. Nor once formed should it be treated as if it were cast in concrete. Rather, pricing policy should be considered flexible, a tool to be used whenever the business environment dictates.

We do ourselves a disservice when we exclude pricing as a legitimate tool to be used to achieve a business goal.

Pricing policy should be both active and reactive. Unfortunately, prices are altered as a reaction to some force outside the business—a competitor, the economy, etc. This takes the control of a vital aspect of the business and puts it into unfriendly hands, substantially limiting the ability to use pricing policy in a proactive fashion.

Pricing to achieve a goal

We do ourselves a disservice when we exclude pricing as a legitimate tool to be used to achieve a business goal. There are several obvious areas where a flexible pricing policy might make sense to your overall business strategy. They include, among others, establishing a new business, increasing market share, protecting market share, entering a new market and increasing business volume.

In all but the last of these, pricing policy should be considered an option to be used on a relatively short-term basis, but long enough to help achieve the desired goal. Once that is accomplished, prices would return to a margin level that is more market-oriented than price-oriented.

Exercise caution when you choose to use your policy to lower prices. Having instituted a lower price, the obvious error is letting it stay in place past its useful life.

Remember, we do not want to lower prices simply to lower prices, but rather to achieve a specific business goal. If the low prices are left in effect beyond their use, you simply deprive the company of needed and expected returns.

Role of overhead

To use pricing policy as an effective business tool, you must know at least two essential elements: the business's overhead and what portion of that overhead is fixed. Until you know what the overhead cost is, you can't peg your prices effectively or have any idea how long you can keep them at that level.

If you do not understand the part that overhead plays in pricing, then any price is a pure guess, any positive result is pure luck, and luck is a 50-50 proposition. Know your overhead before you establish your prices because you need better odds than 50-50 to be successful.

If there is one lesson that the current recession should have taught us, it is the necessity of knowing and controlling overhead cost. When overhead grows out of proportion with business operations, its cost becomes a noose around the neck of the company in a decline.

We all know examples of good companies that folded because they let their overhead expand. They were good at what they did, but they let their fixed costs become larger than what they could support.

When overhead is under control, then pricing policies become a viable tool in helping to achieve your business goals. Being able to raise or lower prices to achieve a competitive goal is nothing to be ashamed of, particularly if it works.

Measuring the effects

You need to determine a way to measure the effects of the pricing change so
that you will know when to raise your prices again. This is easier said than done in an industry the size of tree care, where there is no regular reporting of sales information to any clearing house from which market share or other measurements can be derived much less extrapolated to a local basis.

It is simple to measure volume if your goal is to reach a predetermined level. Just peg where you want to go in sales volume and return your prices to their previous level when you get there. When you increase your volume you will also increase your relative market share, since the increase likely will come at the expense of your competitors rather than from new customers.

Of course, that is the whole purpose of having a flexible pricing policy: to be able to control your competitive position within what is basically a finite potential market.

If your goal is to secure market share, then lowering prices without changing or affecting the quality level of service is just as viable as purchasing equipment to achieve the same result. In either case, the company makes an investment in an attempt to achieve a future reward.

Since there is no accurate way to determine the size of your market, you will have to estimate it. You know who the competition is and about how many employees they have, etc. By taking this information and comparing it to your own situation, you should be able to estimate reasonably well the total market value and your share of it. Admittedly, there is a lot of room for error in this guesstimate, but it is better than nothing and you would be surprised how good it is for this purpose.

Once that is done, you can use your volume increase as a measure of market share and thus determine when the pricing policy has achieved your goal.

**Pricing and competition**

Some of you may be put off by the concept of using pricing to enhance your competitive position at your competitor’s expense. Remember that unless you start in an absolutely virgin territory, virtually every dollar of new sales will come at the expense of your competitor. Competition is good for an industry; the competitors improve and clients are better served. Our premise is that you can use your pricing structure as an effective way to increase your competitive edge.

Most of us can quickly think of several successful and well-known companies that have used flexible pricing policies as a tool to achieve their goals of growth or market share. In fact, using this tool has contributed to their success. But, as smart business managers, they altered their prices to suit the new situation when they achieved their goal.

Companies that choose a low pricing policy to achieve volume generally must commit to it as a long-term—if not permanent—policy. These companies have decided that they would rather have their profits spread over a greater number of sales units, thus requiring a large volume of business to achieve their anticipated earnings. This type of business decision requires a long-term commitment, tight control of overhead and lower margins on a per-unit-of-sale basis.

Generally, this type of business plan works best in a commodity-based business where there is not much to separate the type or quality of goods between competitors. To the contrary, our industry is highly specialized and personalized, making it difficult to be successful when...
This handsome publication is a superb reference manual. Although this book is not a substitute for specific legal advice, it discusses many duties and responsibilities a landowner, municipality, private tree company, practicing arborist, or public utility company have under various circumstances. It also covers the rights and measures of damages a property owner has in given situations.

There are ten chapters with questions that are asked and answered; three appendices; and a table of cases cited. Also included is a color plate section with photographs showing trees damaged or destroyed by improper application of herbicides and pesticides.
based purely on a low-price-high-volume concept.

It has not been my purpose to advocate that every company lower its prices. I believe that every company should earn a sufficient return on its investment and risk to satisfy the investors and the needs of the company. But the life of a business is not a straight line, and there are times when an investment may be necessary and the prudent use of flexible pricing policy may be the least expensive way to make that investment.

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So what is wrong with being the low-priced spread? When it helps you achieve your goals, absolutely nothing.

George Tyler is founder and retired president of CUES, Inc., (Consolidated Utility Equipment Service), a major supplier of truck equipment. A longtime member of the National Arborist Association, he has served as a member of the board and president. He received the NAA Award of Merit in 1990.
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Contact: Don McSween, 704-336-4262

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Contact: Donn Sanford, 708-526-2010

**January 17-19**
Empire State Tree Conference
Suffern, N.Y.
Contact: 518-783-1322

**January 25-27**
Plant Health Care Conference
Leach Botanical Gardens
Portland, Ore.
Contact: Bruce Nelson, 503-774-9642

**January 27-29**
Annual Conference and Trade Show
Wyoming Groundskeepers and Growers Association
Casper, Wyo.
Contact: Bruce Potter, 307-637-7060; Chuck Kostboth, 307-265-1870

**February 1-2**
Wisconsin Arborist Association Annual Conference
Stevens Point, Wis.
Contact: Jeffrey Boeder, 414-278-3593

**February 3-4**
New England Grows
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Hynes Convention Center
Boston, Mass.
Contact: 617-431-1622

**February 8-9**
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51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70
71 72 73 74 75 76 77 78 79 80
81 82 83 84 85 86 87 88 89 90
91 92 93 94 95 96 97 98 99 100

**December 1992 Issue**

This card expires April 1993

Please allow up to six weeks for replies. TCI is not responsible for any advertiser's failure to respond to a request. The listing of an advertiser does not constitute affiliation with or endorsement by TCI.
Consulting Arborists Enjoy Record Turnout In Asheville

Nearly 250 consulting arborists, spouses and guests from across North America gathered in Asheville, North Carolina, for the American Society of Consulting Arborists (ASCA) Annual Conference in October. About 80 of the attendees were guest arborists who were seeking information on how to develop the consulting part of their business.

Among the highlights of the meeting was a session on how to use the new Eighth Edition of the “Tree Appraisal Guide,” including examples of how to determine regional cost factors.

Next year’s conference is scheduled for October 1-4 and will be hosted by ASCA member John Moran and his wife, Bonnie, in Portland, Maine, at the Holiday Inn By The Bay.

For more information, write ASCA, 5130 W. 101st Circle, Westminster, CO 80030, or call 303-466-ASCA.

ASCA Elects New President

John S. Miller, Richmond Hill, Ontario, has been elected president of the American Society of Consulting Arborists. Miller worked for 45 years with the Davy Tree Expert Company, serving as vice president of the company’s Canadian subsidiary. He was elected to membership in ASCA in 1973.

Other officers and board members for 1993 include: Erik Haupt, Danbury, Connecticut, president elect; Sam Knapp, Riverside, California, vice president; Gene Himelick, Urbana, Illinois, secretary/treasurer; Neil Engledow, Nineveh, Indiana, director; Larry Holkenborg, Sandusky, Ohio, director; Denice Froehlich Britton, St. Helena, California, director; Steve Day, Denver, Colorado, director.

The results of balloting were announced at ASCA’s recent conference in Asheville, North Carolina. Retiring president Jack McNeary told the gathering that this year has been a year of progress for the Society, with the implementation of a continuing education program, the launching of a Document Review Service, the beginning of work on establishing report protocols, continued growth in financial reserves, and a highly successful annual conference with a record 250 people in attendance.
HELP WANTED

Arbor Care /Southern California—Arborist position requires sales & management abilities. Must have strong background in operations with high safety standards, an interest in high quality product and a drive for customer satisfaction. Send resumes to Peter Sortwell, General Manager, Arbor Care, 477 Old Winder Garden Road, Orlando, FL 32811.

We are a full service arboriculture firm with offices in the Midwest and the East Coast. With our continued expansion, we are seeking qualified arborists for production, plant health care and sales positions within our company. We consider safety, quality, production and communication to be the foundations of proper tree care. If you believe the same and wish to make arboriculture a career, we would like to hear from you. Send your resume with salary history to Carol Nallen, c/o The Care of Trees, Inc., 2371 S. Foster Ave., Wheeling, IL 6090. Phone: 708-394-4220.

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

FMC Bean D050, 1000-gal stainless tank, Wisc engine, hose/reel/gun, sump pump, end line, mounted '74 International truck. All excellent condition. $13,500. Phone: 908-356-3336.

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LIST OF ADVERTISERS

Reader Service Number* Page No.
1 American Arborist Supplies .............................. 20
2 Andy’s Truck Center ........................................... 20
3 Arbortech ............................................................ 6
4 Bartlett Manufacturing Co. ................................. 23
5 New England Ropes ............................................. 3
6 Border City Tool & Manufacturing Co ........................ 22
7 Brown Manufacturing Corp ................................... 27
8 Fox Manufacturing, Inc ........................................ 10
9 Independent Protection Co .................................... 26
10 International Society of Arboriculture .................. 19
11 Jameson Corp ...................................................... 22
12 Kenco Engineering Co ........................................ 14
13 Kinetic Stump Cutter, Inc ................................. 28
14 Leonardi Manufacturing Co., Inc ....................... 12
15 J.J. Mauget Company ........................................ 9
16 Mid-Am Trade Show ........................................... 13
17 Morbark Sales Corp ........................................... Back Cover
18 National Arborist Association ......................... 15, 21
19 New England Grows ......................................... 26
20 Opdyke, Inc ...................................................... 7
21 Peavey Manufacturing Co .................................. 24
22 Plastic Composites Corp ..................................... 20
23 Professional Tree & Turf Equip ............................. 10
24 Rayco Manufacturing, Inc ................................. 8, 23
25 Schodorf Truck Body & Equip, Co ....................... 14
26 Shindaiwa, Inc ................................................... Inside Front Cover
27 Southco Industries, Inc ...................................... 18
28 Tamarack Clearing, Inc .................................... 12
29 TECO, Inc ......................................................... Inside Back Cover
30 Time Manufacturing Co ................................... 11
31 Western Tree & Landscape Supply .................... 24
32 Wis-Con Total Power Corp ............................... 25

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Stranger Than Fiction

By John M. Haller

In “The Cask of Amontillado,” one of Edgar Allan Poe’s most popular tales, a man is lured into a wine cellar by a secret enemy masquerading as a friend during the height of a drunken orgy. Once down within the vault where his cries could not be heard, the half-tipsy victim is chained to the wall. His enemy, having made all the necessary preparations, now reveals his true identity and gloatingly begins to seal him up stone by stone in a masonry cocoon whose contents were never to be discovered.

We all enjoy this as a good story without really believing it. Such things never happen in the real world. Or do they?

Working as a tree surgeon in Texas when cavity filling was in vogue, I was commissioned to repair a mammoth cavity in a large oak. The cavity extended from ground level upward to about 10 feet and was so wide that we worked inside it, cleaning out the punky and decayed wood with adzes and axes.

Filling so large a cavity solid with concrete had gone out of style some years before. The new technique was to build a sturdy board backing, bracing it firmly against the rear and side walls, wedging it into the living tissues near the edge of the wound. The backing would then be positioned in such a way that a concrete facing two or three inches thick would be all the material needed to close the cavity mouth while at the same time conforming more or less with the circumference’s natural contour. In this way, much less material was used, less time was spent, the concrete-to-wood contact area was reduced to a minimum, the cavity’s center was left comfortably hollow and dry, and all openings were sealed shut to prevent entrance of insects, vermin, rodents, or anything else.

“Anything else” is the key phrase. What happened next is almost beyond belief, but truth is stranger than fiction.

Three of us labored on this huge cavity for several days, doing all the work with hand tools: adze, axe, hatchets, chisels and various handmade scoopers and scrapers. As the chain saw had not yet been invented, everything moved at a much slower pace. By the end of the fourth day we had finished the cleaning out process and had begun construction of the board backing. We knocked off work Friday afternoon when we had brought it to an approximate 5-foot level.

We returned on Monday and went to work with a will, hoping to complete the backing and to begin laying down the facing. We had secured three more boards in place when we were stopped in our tracks by a sudden stirring within.

I climbed up the stepladder and peered over the boards. The day was overcast and the boards blocked out the little light that was available, so all I could make out was a formless dark object huddled up on the ground in the farthest recess.

Bob ran to the truck and got the flashlight out of the glove compartment. At the first beam of light the mystery object stood and revealed itself. It was a man!

By a combination of threats and persuasion and poking with a long stick, we finally roused him from his drunken stupor and managed to get him out into the open.

A derelict looking for a place to sleep, he had chanced on our oak tree, had climbed in and settled down for the night.

Luck was with him, for a recently cleaned out cavity inside a large oak is one of the snuggest retreats imaginable—far better than any bedbug-ridden skid-row hotel. Luck was also with him in that his bottle was doubtless greatly lightened when he climbed in. Had it been full and had he drunk it all, he might not have awakened in time to make his presence known.

John Haller is the owner of John M. Haller Tree Service Co., Modesto, California.

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