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ARBOR microinjection units are hermetically sealed. Each unit consists of an “O” Ring between two interlocking plastic sections which are welded to a funnel-shaped dispenser tube.

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Some customers are so happy with a crew's work that they just can't help but show their emotions.
In a few weeks it’s going to be 1995. I’m not known for my predictions, but I can’t help but think that we are about to see the economy as good in 1995 as we have seen in a long time. All of the signs are there. There is more disposable income available. Sales are up. Unemployment is down. We may even see some changes in the way Washington behaves. At least, that’s what they tell us.

What does that mean for the average tree company? I’m already hearing about the symptoms. “Hey, Bob, do you know where I can find some good climbers?” “Yeah, Bob, I’m selling work like crazy but I haven’t got enough people to get it done.”

It has been ever thus. When the tree business is off, personnel problems disappear. When the tree business is good, everybody is looking for climbers. Last time you looked there were 18 million people out there between the ages of 18 and 24. Now there are only 8 million. Your labor market has decreased by 55%. This time you are going to have to be more creative.

I have been through this cycle with the industry a dozen times. It always happens under these circumstances. I recall reading an article which Dr. Francis A. Bartlett had written in the 1920s for a Bartlett company newsletter in which he asked employees to be on the lookout for a few good men. Nothing changes.

Existing employees are always a good source of new people. You can advertise in the papers and/or contact the various schools with horticulture or arboriculture programs. You might get lucky. Many have turned to the non-English speaking segment of our population with great success. You have to recruit in markets where you may never have been before. Don’t hesitate. If you don’t do it, your competitor will.

Also, don’t let the shortage of field personnel deter you from taking advantage of the opportunities you will have. Remember, if you can’t get enough help, neither can your competitors. That makes the services available more valuable. More valuable services are worth more money. Now is the time for that price increase you wanted to implement but were afraid to.

If you have quality people but can only provide a limited amount of quality service because you can’t increase your labor force, don’t be afraid to charge for it. It’s the simple law of supply and demand. I’m not suggesting that you price gouge, but certainly be sure that you are making a fair profit at what you are doing.

As good as the economy is going to be, you are still going to have to plan, prepare and execute.

Robert Felix, Publisher
When you climb on our orange ropes, you’re recognized as a professional who’s serious about safety. The instant success of Braided Safety Blue High-Vee demonstrates that clearly identified climbing ropes promote safety in the tree. Now, New England Ropes introduces a high visibility version of our famous Safety Blue three-strand rope and, for those who prefer a 12-strand rope, our completely redesigned TreeLine with a new abrasion resistant finish and optional fleck pattern.

New England Ropes is committed to making the best climbing ropes possible. That’s why when your safety is on the line, New England Ropes comes through with flying colors.

For a sample and the name of your nearest dealer, please call or write us.
Maximize Profits

By Peter Gerstenberger

From a business point of view, the key to survival is productivity. You get the job done with a minimum of non-productive time. If the work is priced right and you are making timely collections on Accounts Receivables, then everyone gets a turkey for the holidays.

If your operation isn't productive, then your associates might start calling you the turkey.

Your trucks aren't on the list to receive turkeys, but perhaps they should be. Your aerial lift or chip truck contributes to the overall efficiency of your operation.

The most aggressive companies make a careful study of the productivity of their equipment. The design and construction of a vehicle can make it more productive.

Of course, a more productive vehicle means a more profitable one. Keys to profitability with a work vehicle, stated simply, are: knowing all costs associated with its purchase and upkeep; estimating the number of billable hours you will achieve; setting a billing rate that covers costs and produces a net income; and selling enough work to meet or exceed your projection for billable hours.

Ed Johnson is vice president for the Davey Tree Expert Company. The productivity bottleneck he encounters most often with bucket crews has nothing to do with the vehicle. The lift simply isn't up in the air enough. Therefore, the key to efficient use, in Johnson's opinion, starts with training the ground person to be productive.

In residential/commercial tree care, Johnson finds that the end-hung bucket is best. As for boom height, he says: "It's important to make sure you have enough bucket - you can't trim a 50-foot tree with a 35-foot bucket, but there is a point of diminishing return. You wouldn't want to buy a 65-footer and put it on telephone work."

Says Winn Johnson, president of Keene Tree Service, Keene, New Hampshire, "The customer demands the equipment on the job, and it's not totally the job that demands it." He maintains that part of the reason that a company is able to sell its services is the customer's confidence that the company has the equipment to do the job efficiently and safely. Equipment helps form the image of professionalism. "If you want to operate with a rope and pickup truck, that's fine," says Johnson, "but you're not going to get your choice of educated customers who are willing to pay the long dollar."

Keene Tree has five aerial lifts - a rear-mount bucket for tree removal as well as four units with chip boxes. Johnson esti-
The idea of a truck with a multi-use body may make the most sense if you are a small but diversified company. (Photo courtesy of Schodorf Truck Body & Equipment.)

The key to productive lift use starts with training ground people to be productive. (Photo courtesy of Mirk, Inc.)

Ladder racks can make your truck more productive. (Photo courtesy of Arbortech.)

Optional equipment such as special box configurations can add to your truck's productivity. (Photo courtesy of Southco Industries.)
mates the company has had 25 lifts in the last 10 years and tries to replace the lifts every four years. The company also has three chip trucks.

In 1987, utility work comprised 80% of Keene's gross sales. That has been reduced to 12% as the company seeks a higher profit margin. Keene's prices were - and still are - significantly higher than the national utility line clearance contractors. Keene Tree Service has remained competitive through the years by emphasizing high productivity and efficiency.

At Davey, Ed Johnson's goal is to use each aerial lift 2000 hours per year and he believes in doing whatever it takes - overtime, split-shifts or Saturday work - to reach that goal.

"You can't put $100,000 into an aerial lift and have it sit idle," Winn Johnson agrees. His rule of thumb is to keep his trucks working three days a week to be profitable in the private sector. That doesn't necessarily mean three days of tree work.

There is a saying that in northern New England, there are but two seasons: July and winter. While that might be a bit of an overstatement, winters in the area tend to sideline tree care operations.

So in the last two years, which have brought unusually heavy snowfall, Keene Tree Service has found a new use for its aerial lifts - shoveling roofs, with a concentration on industrial accounts such as high-pitched peaked roofs of municipal buildings. The company did well last year, even with only a small ad in the daily paper. Keene Tree Service has also used its buckets to install flag poles and to wash windows. The company has also rented out its trucks for motion picture film crews and commercial video projects.

Other companies sometimes use their aerial lifts for installing Christmas lighting, replacing light bulbs in shopping mall parking lots, installing and maintaining barriers on golf courses, maintaining billboards and shingling steep roofs.

Winn Johnson notes that the buckets on Keene Tree Service's aerial lifts are mounted on the left side of the upper boom. This feature, he says, increases their productivity. His crews use hydraulic tools and chain saws heavily. With the bucket to the left of the boom, working with the boom over center, operators can work faster without worrying about running their tools into the end of the boom.

Billable hours

Ed Johnson's comment about 2000 hours per aerial lift per year and Winn Johnson's comment about three days per...
1974 International, V-8, 13 spd., with reach all HDS, 120 bucket, 125' working height ........................................ $44,500

1983 International 5000 6x6, DT466, auto with Holan E75 bucket, 75' working height ........................................ $49,500

1981 International 1954, 3208 Cat, 5 spd./2 spd. with high-range 85' bucket ....................................................... $39,500

1987 GMC, 3208 Cat, 6 spd./2 spd. with Teco 55' bucket ................................................................. $34,500

1980 Chevrolet, V-8, 5 spd./2 spd., with Baker 50' bucket ................................................................. $19,500

1987 Chevrolet, V-8, 5 spd./2 spd., with Hi Ranger 50' bucket ................................................................. $34,500

1985 GMC, 8.2 diesel, auto with Asplundh 50' material handler, winch & job ....................................................... $37,500

(2) 1989 International 4x4, 466 diesel, auto with Teco 50' bucket ................................................................. $44,500 Ea.

1987 Ford, 7.8 diesel, 6 spd./2 spd., chip box and 50' Holan ................................................................. $39,500

1987 GMC 4x4, diesel, auto with LR50 Asplundh ................................................................. $25,500

(3) 1985-1986 Ford & GMC, gas & diesel with 42' Holan .......... Call For Price

1985 Ford, diesel, 5 spd./2 spd. with Pitman HS 41 ................................................................. $19,500

1981 GMC 4x4, diesel with Holan 46' ................................................................. $19,500

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OPDYKE INC. (215) 721-4444
week production from his aerial lifts point to perhaps the most critical component in profitability - billable hours.

For some companies, this might mean a multi-use truck body. The concept is straightforward: Get one vehicle to perform a variety of tasks and keep it on the road making money rather than gathering dust in the yard. The idea of a truck with a multi-use body may make the most sense if you are a small but diversified company. Just as your spray crew in the spring becomes a pruning crew in the summer and fertilizing crew in the fall, one vehicle converts to fill those needs. As a result, you reduce the need for equipment that sits around much of the year while you maximize billable hours for your truck.

Industry sources say a multi-purpose truck may cost $2000 more than a forestry body or a platform body. Rather than simply looking at the up-front cost, consider the potential for increased use in your operation. Perhaps spending more for a versatile body will save you from buying a second vehicle. Owners use multi-purpose trucks to haul lawn and tree sprayers and salt spreaders. Landscapers maintenance operations may call for towing a small chipper one day and hauling plant material out of the wind and sun the next.

If you are thinking of purchasing a multi-purpose unit, be sure you know how long it takes to remove or replace the roof and sides. It can become significant when you consider that you are probably paying the wages and workers comp for two employees to perform this task.

Brian Fenske, president of Professional Tree Care Company in Berkeley, California, is a prime example of how to use a multi-purpose unit. His company, which includes seven employees, uses the truck for many purposes, but primarily for large tree take-downs with a crane. Fenske's company also has two other dump trucks. About 30% of Fenske’s business is tree removal; the company also does tree transplanting.

The primary purpose of Fenske’s multi-purpose unit is loading and dumping chips, but he finds it easy enough to convert it for other uses. “We put the tops back on with two men in the pouring rain in ten minutes,” he says.

Multi-use truck bodies have been around for a number of years, and are produced by several manufacturers. Consult the subject listing in this issue’s directory under “Truck Chassis” for a partial list of those manufacturers.

Crew productivity

The next time you consider purchasing a truck, you might want to think about how its design features will affect crew productivity. Other features to consider include: tool box size and configuration, ladder racks, ladder/pruner boxes, special tailgates, liftgates and hoists.

Say you’re considering a new piece of equipment, or perhaps a retrofit or replacement for an existing vehicle to make your operation more productive and profitable. Can you anticipate just how much more profitable it will be after the change? Maybe.

You may want to re-read Susan Haupt’s article entitled “Your New Truck & Profit” in October’s TCI. An analysis of any change in your equipment or your operation will change some of the variables you use to create a schedule like the one in the article. Making schedules that show you where you are and where you hope to be equipment-wise will help you determine if the change is worthwhile.
Changing handles takes one tool and one minute.

MAKE IT STRONG. KEEP IT LIGHT.
MAKE IT CUT CLEAN AND FAST AND EASY.
DESIGN IT TO REDUCE WORKER FATIGUE AND INCREASE PRODUCTIVITY.

Give us more cuts per hour, especially during those last hours of long days at the end of the pruning season. Give us a blade that we can replace without taking apart the handles—one that holds its edge, is easy to sharpen and simple to adjust. The handles should never need replacing but, if they do, it should take only seconds and require no special tools.

By the way, make it unbreakable and guarantee it forever.

That's what you told us it would take to make the perfect vineyard and orchard loppers. So we did it. And then some.

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

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

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

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

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

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

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

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

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

Like all our professional tools, these loppers come with a lifetime warranty. If they break, we'll fix or replace them.

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

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

For further information, contact your Corona dealer or call us at 1-800-234-2547.
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...without wasting a minute...prepared for every job that comes his way...

while you stand around waiting

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It’s not because he owns more equipment.

His equipment was shipped yesterday.

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to get the supplies you need when you need them.

INDUSTRY INPUT

Article gave good advice

I certainly enjoyed the article “Consulting Services” written by my colleague Scott Cullen in the October issue. There certainly was a lot of good advice and information on the consulting industry, and how to become an “accredited” consulting arborist.

In my opinion, as a consulting arborist, there should be more emphasis on the difference between a true consultant and a contractor who provides consulting. Mr. Cullen writes about the arborist who charges a fee and then will credit this fee toward any work performed. This amounts to a deposit on an estimate for tree work. As he points out, the tree advice amounts to a selling expense.

One of the main advantages in retaining a consultant, and a selling point that I frequently use, is that the client is hiring someone for his or her expertise. As a consultant, I have nothing to sell but knowledge, experience and advice.

I do own a tree service company in Washington, D.C., but when someone hires me as a consultant, I tell them up front that they cannot use my contracting firm. This, in my opinion, would be a conflict of interest.

Again, thank you and Mr. Cullen for a fine presentation on the consulting practice.

Lew Bloch
Washington, D.C.

Letters should be addressed to:
Tree Care Industry, Editor
P.O. Box 1094
Amherst, NH 03031
Pay Back & Your New Truck

More on Nimble Tree, Inertia Tree, and their new trucks

By Susan B. Haupt

In the past two months we have analyzed how purchasing a new truck would affect two different companies. Nimble Tree planned to use its truck almost every day. Inertia was not a very active tree care organization and its truck would be parked in the yard far more often than it was on the job.

The first comparisons, which appeared in the October issue of TCI, were Profit Analyses, showing how much net income each company’s truck was expected to generate. This income is necessary to support company overhead and to contribute to company profit.

The analysis showed that Nimble’s Truck would be profitable. However, Inertia’s truck’s earnings were insufficient to benefit the company in any way. They could not support overhead and would make no contribution to profit.

The second comparison, in the November issue, was a Cash Flow Analysis. Before buying a truck, it is important for you to calculate how much money - cash - you expect it to earn, and how much cash it will cost your company. You certainly don’t want any new equipment to be a constant drain on your available cash. A Cash Flow Analysis helps you to evaluate your planned purchases.

Again, not surprisingly, Nimble’s truck proved it would generate enough cash to support itself and company overhead. Inertia’s truck analysis showed that it would be a continuing drain on the cash resources of the company.

There is a third way to review the effect of purchasing equipment. This is the Cash Pay Back Period Analysis, the period of time it will take for your company to earn back the cost of its purchase. This analysis is relatively simple and serves a good

The Cash Pay Back Formulae

Total Earned Income (INC) - Total Expenses (EXP) = Net Cash Flow (NCF)
Cost of Equipment (CST)/Net Cash Flow (NCF) = Cash Pay Back Period (CPB)

CST/NCF=CPB

Cash Pay Back analysis of Nimble Tree’s $35,000 truck

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Using the 5-year averages: Income = $12,6000, Expense + $3560
INC - EXP = NCF = $9040
CST = $35,000, NCF = $9040
CST/NCF = CPB = 3.87 years
Cash Pay back period: $35,000/$9040 = 3.87 years, or 4 years 1 month
By mid-November 1997, Nimble’s truck would have earned enough to pay its operating expenses and its purchase cost.

Cash Pay Back analysis for Inertia’s $35,000 truck

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Using the 5-year averages: Income = $8500, Expense + $2036
INC - EXP = NCF = $6464
CST = $35,000, NCF = $6464
CST/NCF = CPB = 5.41
Cash Pay back period: $35,000/$6464 = 5.41 years, or 5 years and 5 months
At the end of 5 years, Inertia’s truck would have earned $2680 less than the amount necessary to pay its operating expenses and its purchase cost.
purpose if you need to borrow funds. Banks should be more willing to loan money, and at a lower interest rate, if you can demonstrate your company’s ability to recover the total cost of your investment. The shorter this pay back period, the lower will be the bank’s risk in your investment. This analysis will show you, as well as the bank, that you will be less likely to experience losses and/or be unable to meet your loan payments because of negative changes in the business environment.

Years ago, enthusiastic equipment buyers would brag about how fast they could earn back their purchase cost. Buy something for $15,000, charge $8 or $9 per hour and get all the money back in about a year. It sounded pretty good, a really short pay back period. One important item was overlooked: the cost to operate. There is more to a cash pay back period than we thought back in our less informed days.

The cash pay back period is calculated by using the excess amount (Net Cash Flow) of total dollars earned over total dollars spent for one piece of equipment. This method does not consider the profit expected, or desired, for your investment in equipment as did October’s article. This method also differs from November’s Cash Flow Analysis. It does not include the cost of borrowing. It is concerned only with a truck’s operating income and expense.

The two Cash Pay Back Period Analyses, Schedule A for Nimble Tree and Schedule B for Inertia Tree, use the same financial data that was used in the last two months’ articles.

Look at the two schedules. How would you interpret them? How do you think a
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TREE CARE INDUSTRY - DECEMBER 1994
banker would react to each company’s request for a loan? Wouldn’t you rather own Nimble Tree than Inertia Tree?

These cash pay back analyses reinforce what the previous two analysis methods demonstrated. Nimble Tree will earn back its purchase cost in less than four years. There is little doubt that it will be able to repay its truck loan.

At the end of the 5-year period, Inertia still will not have earned back the cost of its truck. Notice that its annual net cash flow, $6,464, is less than its annual loan payment, $7,200. Its ability to keep up its loan payments would appear doubtful.

Use this cash pay back period analysis as one more way to help you make management decisions.

With the Profit Analysis, Cash Flow Analysis and Cash Pay Pack Period Analysis, you have a variety of ways to analyze your equipment purchases. It will take some time and effort to do any analysis the first time. Once you have learned, though, it will be relatively easy.

Are you going to do this kind of in-depth analysis every time you purchase new equipment? Probably not. You may understand your income and expenses well enough so that you don’t have to do this every time. There are some people who decide they want/need something now, reckon they will pay for it somehow, proceed on that basis, and make out just fine.

Many other people do this and don’t make out well at all. Not knowing and understanding your income and expenses can almost guarantee problems. Four out of five new businesses fail in the first five years. The overwhelming cause of this failure is lack of cash. They just plain ran out of money and nobody would loan them any.

You have known all along what you are doing - taking care of trees. Financial analyses will keep you informed about how you are doing. Financial analysis is definitely worth the effort.

Think about how great it will be to relax and enjoy all the benefits that come from running a profitable business.

Susan Haupt is senior vice president of the Haupt Tree Company, Inc., in Sheffield, Massachusetts. She is a business consultant and vice president of the National Arborist Association.
OSHA Keeps Up Pace

Agency is expected to stay aggressive in worker safety issues

By Brian Barnard

The Occupational Safety and Health Administration's (OSHA) aggressive role displayed in worker safety this year is expected to continue through 1995. OSHA Administrator Joseph Dear will soon receive an action list of high-priority job safety and health measures to be addressed in the coming year. These recommendations will come from an interagency committee chaired by OSHA Policy Director Michael Silverstein.

The intent of this action list is to help OSHA have greater control over its own agenda. Although not officially released, the list is likely to include several topics important to tree care firms.

Record-keeping forms

OSHA has been attempting to rework the employer's injury and illness logs, known as the OSHA 200 form. Final details are currently being worked out on the new form. It will then be sent to the Office of Management and Budget for approval before being published in the Federal Register.

Employers with 10 or more employees are required to record all workplace injuries and illness on the OSHA 200 form throughout the year. This document is to be posted each February. Also, OSHA requires employers to provide this form to an inspector on request.

Pilot programs now being developed require selected employers to submit these forms directly to OSHA. The agency's intent in collecting the data is to target "highly hazardous work sites," according to a Labor Department publication. More than $3 million has been budgeted for the pilot program.

Motor vehicle safety

Officials within OSHA are considering reopening the controversial Motor Vehicle Safety rule to gather additional information. The proposal would require employers to ensure that their employees wear safety belts at all times while driving and require specific driver safety training. The proposal was withdrawn in 1992 after substantial opposition.

Indoor air pollution

This issue will likely continue to absorb much of the agency's manpower. While seemingly unimportant to the arborist, the proposed rule contains a provision that would regulate the use of pesticides in interiorscapes. Over 100,000 written comments were sent to OSHA on this proposed rule.

Ergonomics

The proposed rule on ergonomic injuries in the workplace is expected this month, and will likely create as much stir as the agency's indoor air proposal. The National Arborist Association recently received a preliminary draft from OSHA's Ergonomics Team that indicates a direct impact on tree care employers. Though the draft does not reflect OSHA's official position on ergonomics, it does offer a fairly good picture of where the agency is headed on this issue.

Hazard abatement

As reported in the July issue of Tree Care Industry, OSHA has proposed a Hazard Abatement rule. This rule would require employers to tag cited equipment and take additional steps to prove that a citation has been corrected. The NAA submitted formal comments to OSHA on this proposal and will continue to be active as the issue unfolds in 1995.

Electrical Hazard Awareness

For those tree company owners who are not aware, OSHA will begin enforcing on January 31 all sections of the new vertical standard on working near power lines, 29 CFR 1910.269. If your employees work near any electric power lines, this rule affects you.

Employers must certify that their employees have been adequately trained to work safely around electrical hazards. Employees must be able to recognize the maximum nominal voltage in lines they may be working around, as well as the safe work practices involved in the operations. First Aid and CPR training also apply, as does aerial rescue training. Call the NAA at 800-733-2622 for training programs.

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Brian Barnard is Government Affairs specialist for the National Arborist Association.
Creating a Company Identity

By Duane Pancoast

There's a saying that clothes make the person. Company clothes make your business, too. People judge your company by what they see because the average customer is not capable of judging the quality of your work. For this reason, the old arbor care axiom that your work speaks for itself is not valid.

A company identity program begins with a name, followed by the design of a graphic logo or distinctive printing of your name. As part of the graphic design process, a color scheme should be selected. Vehicles, clothing, stationery, billheads, business cards, brochures, newsletters, advertising and anything visual that represents your company should be done in your corporate colors and incorporate your logo.

What's in a name?

We began helping arbor care companies with this process more than 20 years ago. Our first client was Ted Collins Tree & Landscape in the Rochester, N.Y., suburb of Victor. The company's corporate name is Ted Collins Associates, Ltd., but that was not descriptive enough, so all graphics refer to the company as Ted Collins Tree & Landscape. There are arbor care companies, however, whose names should have been changed much more drastically than the Ted Collins name. These include names that may have sounded cute or unique when thought up by the arborist or his wife, but rank very low for marketability. Some have been downright demeaning to the profession.

The name Ted Collins Tree & Landscape includes the owner's name and what the company does. Today, Ted Collins no longer owns the company, but its repu-
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TREE CARE INDUSTRY - DECEMBER 1994
Choosing a color scheme

The second task in the Ted Collins program was to select a color scheme for vehicles and wearables. Since nobody else used black, that was the vehicle color chosen. If a truck of any other color is purchased, its first stop is the paint shop where it is painted black. A green and white decal is then applied to each door. Over time, company vehicles went from merely displaying the company name to sporting decals on the door panels.

The smaller decal design was developed several years ago when the company changed sales department vehicle policy. Instead of providing a vehicle, a generous allowance is now offered for the sales people to purchase a black vehicle and put magnetic signs on the doors when working. The smaller size was needed to accommodate the curves in the doors of new cars and light trucks. Now, big trucks also have curved surfaces, so the smaller size decals were made for permanent attachment.

The logo and color scheme have become so recognizable in Ted Collins' major marketing area that the large decals are now unnecessary. When the color scheme was
new, however, people thought the company had made a major investment in equipment because they saw the vehicles all over town. Actually, some were the same vehicle moving from job to job throughout the day.

In those early days, Collins, who has been in business since 1957, budgeted $25,000 for advertising. Today, the company budgets the same amount. However, money buys less today, so the advertising budget has actually shrunk over the past two decades. But, as recognition increased, the size and amount of advertising could be reduced.

The green and white color scheme from the signs is used on wearables, including T-shirts for field crews, golf shirts and V-neck sweaters for sales representatives and supervisors, caps, winter and summer jackets and sweat shirts.

Marketing tools

In the early days, advertising included short runs on radio, television, billboards and bus cards throughout metropolitan Rochester. After a few years, the company concentrated its advertising in weekly newspapers that reached the communities that accounted for most of its business. This was backed up by an aggressive program of free publicity. Today, the company uses the weekly newspapers less and advertises on a talk radio station that reaches older, upscale adults. The primary marketing tool, however, is a newsletter that is published in spring and fall.

In 1986, many of the same corporate identity principles used for Collins were applied to Zimmerman Tree Service in Palm Beach County, Florida. Zimmerman Tree Service, however, did have a logo. It just needed refining. The color scheme was red with yellow lettering, although it was not strictly adhered to in those early days. Today, all vehicles are red with yellow lettering, as are employee T-shirts. Sales reps' golf shirts, however, are white with red lettering.

Zimmerman's first aggressive advertising program was a newsletter, which was mass-mailed to selected neighborhoods as well as to customers and prospects. A major objective was to educate a community that was used to topping trees. The quarterly newsletter, combined with much publicity including community tree pruning clinics and workshops for municipal tree crews, made many people aware of the need for proper pruning.

This technique worked well for Zimmerman. After five years, he was able to reduce the amount spent on advertising and public relations. Today, the company uses direct mail to call attention to such problems as insect infestations or seasonal pruning. Although mass-mailed to selected neighborhoods as well as customers and prospects, these flyers are sent to fewer people less often than the newsletter.

Over the past two decades, we have produced radio and television commercials for arborists, as well as newspaper ads. Yellow Pages ads, brochures ranging from simple single-color to full-color pieces, direct mailers and publicity material. There is no one single formula that works for all. For example, large Yellow Page ads are an important part of Zimmerman Tree Services' advertising budget because they work in his market. Ted Collins Tree & Landscape, on the other hand, uses very small Yellow Page ads.

If one medium comes close to universality, it is the newsletter. Arborists attribute more new business to their newsletter than any other medium. However, most use the newsletter in conjunction with at least one other of the media listed above.

Newsletters are successful because they are soft sell and educational. They explain why a particular service is necessary or recommended. They inform people about how their plants grow and seasonal plant health requirements. Arborists who have tried newsletters and not found them successful have usually made one of two mistakes: either they sent them only to customers, or they failed to hire a professional writer. To be effective marketing tools, newsletters have to be sent to prospects you have identified or mass-mailed to neighborhoods populated by the people you would like to be customers. We recommend professional writing by someone who knows trees and tree care because arborist-written newsletters read as though they are written for other arborists instead of tree owners.

Whether your company is brand new, struggling to get established or is stagnant and ready for a change, following the success stories presented here will result in the public awareness you need. Over the short term, however, it is going to cost you major dollars. But, spending the money now will reduce the amount you have to spend later. Besides, it is satisfying to be one of the most recognizable companies in town. Just ask Ted Collins, or his successors, Greg Frank and Doug Ward, or Mike Zimmerman.

Duane Pancoast is president of the Pancoast Concern, Ltd., a public relations counseling firm and advertising agency that serves tree care companies nationwide, as well as manufacturers supplying the arbor care industry.
A New Hook For Tree Removals

By Norm Hall

In the greater Chicago area, tree care is a very competitive service, so we are continuously trying different ideas to help make our job in the field that much more efficient. One idea we have had great success with is the safety hook and loop method for limb and tree removal. Depending on the application, we have spliced or tied 1-ton, 2-ton or 3-ton safety hooks onto our lowering lines around a steel teardrop thimble and spliced or tied lengths of rope into loops. We prefer to have spliced eyes and loops due to the rope strength retention and ease of usage.

After crotching the lowering line in the appropriate location, a loop is girth hitched around the limb or log to be lowered and the safety hook is then snapped onto the hitched loop. After the cut piece is lowered to the ground, the groundperson unsnaps the safety hook from the loop and resnaps it onto the bight of the girth hitch which pulls the loop free. This is a much faster process than tying and untying knots or hitches. Another reason for using loops is that it is usually hitched at a different location on the rope, extending its service life.
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The arborist doing the cutting will have two or more loops with him. While the cut limb is being lowered, another limb can be looped off. As soon as the safety hook is pulled up to the cutter, this loop is snapped onto the safety hook, expediting the process.

In addition to using loops, we also have 20-foot, eye-to-eye, chokers with a prusik loop hitched on, which is used for two-point lowering. This is used when the limb or log being cut has to be lowered at either its balancing point or its natural growing position. It doesn't matter what angle the limb is at because the prusik hitch can be positioned to have equal tension on both anchor points.

The lowering rope can also be used for drop hitching trunk sections. After the notch is cut, the safety hook end is half-hitched and then brought around again and snapped onto itself.

We have done tree removals, including drop hitch, without using a single knot or hitch for lowering.

Norm Hall is employed by Hendrickson, The Care of Trees, Inc., Wheeling, Illinois. He has been an arborist since 1971.

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

**Reporting Claims Promptly Saves Money**

One of the best ways to control the cost of workers compensation claims is to report claims promptly. According to workers comp experts at ITT Hartford Insurance Group, early reporting lets the insurer get a quick start in managing the medical and rehabilitation services injured workers need. In addition, injured workers receive benefits in a more timely fashion.

A recent analysis of more than 200,000 ITT Hartford lost-time claims shows that the longer employers take to report a claim, the more the claim will cost and the longer it will take to settle.

**Higher loss payments**

While employees' claims are waiting to be reported, wage loss and medical expenses are piling up. If the claim is reported promptly, the insurer’s claim staff can monitor the injured worker’s medical and rehabilitation program and focus on the worker’s return to work.

**Higher settlement expenses**

While employees' claims are waiting to be reported, injured workers may not know what to do next or how their medical bills and living expenses will be paid. Many times, an employee who is deeply concerned about these issues will hire a lawyer to help sort things out. When this happens, claim costs and settlement expenses increase greatly.

**Longer settlement time**

The longer it takes to report a workers compensation claim, the less control the insurance claims office has over its ultimate settlement - both time and cost are affected. The prompt reporting of workers' claims is a crucial first step in managing these claims in the best interests of all parties, and returning a healthy employee to work as fast as possible.

*Through Hartford Specialty Company, ITT Hartford administers the group property/casualty insurance program for members of the National Arborist Association. For more information on the program, call the NAA at 1-800-733-2622.*
Eugene B. Himelick Elected ASCA President For 1995

At its 27th Annual Conference in Vail, Colorado, the American Society of Consulting Arborists (ASCA) announced the results of membership balloting for its 1995 officers and directors. Heading the 1995 board of directors is Dr. Eugene B. Himelick as President from Urbana, Illinois.

Following his service in the U.S. Navy in World War II, Dr. Himelick received his B.S. degree from Ball State University and his Masters degree from Purdue University. In 1959, he earned a Ph.D. in Plant Pathology from the University of Illinois. He served for many years at the Illinois Natural Survey and has authored numerous research and educational publications. He also served as Executive Director for the International Society of Arboriculture. Himelick’s background has served him well in the field of arboricultural consulting.

1995 ASCA Board of Directors

Joining Himelick on the 1995 ASCA board of directors are Neil Engledow (Pres-Elect) from Nineveh, Indiana; Steve Day (V. Pres.) from Denver, Colorado; Denice Britton (Sec/Treas) from St. Helena, California; John Moran (Director) from New Fairfield, Connecticut; Mitch Van Yahres (Director) from Charlottesville, Virginia; Jim Ingram (Director) from Marstons Mills, Massachusetts; Dorothy Abeyta (Director) from Pleasant Hill, California; and Sam Knapp (Past President) from Riverside, California.

1994 Accomplishments

Retiring President, Sam Knapp, noted in his closing remarks at the conference that 1994 was another strong year for the Society. Accomplishments included: launching the Arboricultural Consulting Academy; establishing the Candidate Member and Mentor Programs; signing an agreement with ISA to publish ASCA’s Report Handbook for Consulting Arborists; and undertaking new workshop programs for 1995 in Hazard Tree Evaluation and Tree Retention to supplement the existing Tree Appraisal workshops.

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Contact: Jeff Lefton, 317-846-7020

January 10
Michigan Arborist Association
Chainsaw, chipper & aerial lift seminar
Location to be announced
Contact: 810-391-0030

January 10-12
Illinois Landscape Contractors Assn.
Design Seminar
Westmont, Ill.
Contact: Julie Nicoll, 708-932-8443

January 23-24
ISA, WAA Chapter Conference
Holidome Convention Ctr./Holiday Inn
Stevens Point, Wis.
Contact: 414-286-3593

January 23-26
Professional Horticulture Conf./VA, Ltd.
Virginia Beach, Va.
Contact: Polly Carden, 804-523-4734

January 25-28
Think Trees/Pollen Conference
Albuquerque, N.M.
Contact: Ext. Service, 1510 Menaul NW,
Albuquerque, NM 87107

January 31
Michigan Arborist Association
Vehicle inspection, operation and maintenance seminar
Location to be announced
Contact: 810-391-0030

February 6-7
Illinois Landscape Contractors Assn.
Landscape Foreman Training
Holiday Inn
Willowbrook, Ill.
Contact: Julie Nicoll, 708-932-8443

February 7
Michigan Arborist Association
Insect Practical Applicator Training
Location to be announced
Contact: 810-391-0030

February 8-10
Illinois Landscape Contractors Assn.
Landscape Sales Training
Willowbrook, Ill.
Contact: Julie Nicoll, 708-932-8443

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- 1990 Ford F-700 Dsl w/LR 50, Chip Dump

Hi-Ranger Lifts
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- (2) 1986 GMC 7000 w/AL-50, Chip Dumps, Pony Motors (New Cables)

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- 1989 Ford F-800 DSL w/AA600
- 1984 GMC TopKick w/AA600
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TREE CARE INDUSTRY - DECEMBER 1994
Asplundh Launches New Employee Certification Program

The Asplundh Tree Expert Company has developed new training requirements that will result in company certification of competence for ground personnel, climbers, bucket operators and crew foremen. Asplundh's program far exceeds the training required for line clearance personnel as set forth in the Occupational Safety and Health Administration's vertical standard for the electric utility industry or in the new ANSI Z133 standard.

Company President Chris Asplundh indicates that it is the company's intention to improve safety, quality, productivity, morale, customer service and public relations by bringing training programs to the highest possible level. In the process, this program also provides a standard company structure for meeting regulatory requirements.

All field personnel will be required to complete this program up to the level of their assigned responsibilities before January 31.

While existing Asplundh training programs are an integral part of this process, the new program takes the extra step to provide skill training in the proper care of trees. It incorporates the technology included in Dr. Alex Shigo's "Field Pocket Guide for Qualified Line-Clearance Personnel" and the standards set forth in the newly adopted ANSI A300 Standard for Pruning.

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TREE CARE INDUSTRY - DECEMBER 1994
New Tree Species Rating Guide Is Now Available From ISA Mid-Atlantic Chapter

The Mid-Atlantic chapter of the International Society of Arboriculture has just published the "Mid-Atlantic Tree Species Rating Guide." This publication is for use by the professional tree and landscape appraiser as a companion to the 1992 edition of the "Guide for Plant Appraisal" (The Guide).

The Guide was developed by the Council of Tree and Landscape Appraisers, which is made up of representatives from each of the following groups: Associated Landscape Contractors of America, American Society of Consulting Arborists, American Association of Nurserymen, International Society of Arboriculture and National Arborist Association.

It has long been recognized by the courts, the Internal Revenue Service and accountants that plants have a value all their own, separate from the real estate.

One of the major departures from the previous editions of The Guide was recognizing that each geographical region should arrive at its own species value and basic plant value. This new publication, written by a committee of local arborists, landscape architects, landscape contractors, nurserymen and consultants, establishes those values and criteria to be used by the professional appraiser in this region.

For further information on ordering the Mid-Atlantic Tree Species Rating Guide," contact Edward P. Milhouse, 4641 Sudley Road, Catharpin, VA 22018.
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Arborists/salespeople - Almstead Tree Company is a professional fast-growing, full-service tree care company located in Westchester County, NY. We are looking for highly motivated personnel who are both knowledgeable and personable. Almstead Tree Company, 58 Beechwood Ave., New Rochelle, NY 10801. Phone: 914-576-0193.

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For $199.95 the Rope Step system comes complete and ready to use along with a handy canvas tote bag. For more information and to order call:

Rope Step, Inc. at 1-800-545-8021.
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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 Demski, c/o The Care of Trees, Inc., 2371 S. Foster Ave., Wheeling, IL 60090. Phone: 708-394-4220.

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To really be prepared to do business in the 21st Century -- just a few years from now -- perhaps you should hire a cutting edge team of marketing, legal, and financial consultants. Or, join the National Arborist Association. We've done the hiring for you. NAA experts have already developed free or low cost programs that offer:

- Safety and Technical Training
- Management Programs
- Compliance with Federal Regulations
- Liability and Health Insurance
- National Publicity
- Marketing and Advertising
- Employer Certification

NAA members are ready for the future with inside information on everything from plant health care to navigating ever-increasing government regulations to planning for the future.

Plus, members can network with other, non-competing tree care companies -- large and small -- to get their peers' point of view on everything from pruning ornamentals to cutting overhead; from haggling sales to negotiating contracts. We're even developing an on-line bulletin board to facilitate computer networking among members and our staff.

When you're in business, you can count on only one thing: nothing stays the same. To stay competitive, tree care companies must plan for next year and the next century. And the NAA should be a big part of your plans. Join today for just $150 for the first year. Put the NAA to work for you today, and you'll be ready for the 21st century.

**CALL 1-800-733-2622**

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**Order Form**

Please use this form to order Ropes, Knots & Tree Climbing. Mail this form and payment to: National Arborist Association, The Meeting Place Mall, Route 101, P.O. Box 1094, Amherst, NH 03031-1094.

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

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

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

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

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If you can't get to it safely you can't prune it or otherwise work in a tree. NAA's video orientation to ROPES, KNOTS & TREE CLIMBING provides:

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To order the ROPES, KNOTS & TREE CLIMBING video program please fill out the order form on page 36 or call the National Arborist Association Hotline at 1-800-733-2622.
The Loving Customer

Here's one customer who knows how to show his emotions

By Clifford Templeman

One morning last spring, I had just gotten up and was watching the 6 a.m. news and weather. I glanced out our front slider and saw a pickup truck pull up to the business sign at the end of our driveway. It was still a little dark and I saw a light go on in the cab of the truck. I thought to myself: "They'll be calling me soon."

About 20 minutes went by and sure enough the telephone rang. When I answered, all I heard was "Help! Help!" The man on the other end of the line finally calmed down and gave me his address. I told him I would have a crew to his house by 8 a.m. He thanked me profusely and hung up.

When we arrived at the house we were met by a man in his late 60s with a bad knee. He showed us a twin ash next to his house that he had been trying to remove. The half that was closer to the house had been chained to the half that leaned away from the house at 25 foot ladder height in several places. He had then cut the bottom of the tree so that the half that leaned away from the house would pull the other one over.

The customer told us he had been awake all night worrying about the tree falling on the house. So after making him comfortable in a lawn chair, we went about removing the tree. We devoted 15 minutes to removing the chains, ropes, and block and tackle from the two trees. In no time, the job was finished.

As the crew was finishing up, the man could not thank us enough. After shaking hands with everyone, he approached me and kissed me on the cheek! This did not go unnoticed by the crew!

Clifford Templeman owns and operates Templeman Tree Service in Westborough, Massachusetts.

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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(402) 289-3248
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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.
To really be prepared to do business in the 21st Century -- just a few years from now -- perhaps you should hire a cutting edge team of marketing, legal, and financial consultants. Or, join the National Arborist Association. We've done the hiring for you. NAA experts have already developed free or low cost programs that offer:

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800-334-3675
708-640-7766
FAX: 708-228 7067
Ken Nieft
American Truck & Trailer Body Co.
100 W. Valpico Road - Building D
Tracy, CA 95376
800-499-8985
209-836-8985
FAX: 209-836-1871
Mike Garner

AmeriQuip
1480 Arrow Highway
La Verne, CA 91750
800-824-9776
909-392-2033
FAX: 909-392-4651
Rex A. Perisho
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Arbortech
3203 West Lincoln Way
Wooster, OH 44691
800-255-5715
FAX: 216-264-0891
Keith Barr
Don Rose

Arbortech
3203 West Lincoln Way
Wooster, OH 44691
800-255-5715
FAX: 216-264-0891
Keith Barr
Don Rose

Baertschi of America, Inc.
P.O. Box 1099
Gatlinburg, TN 37738
615-436-2008
FAX: 615-436-5082
Paul Bennett

Bailey's Mail Order Woodsman Supplies
Western Division
P.O. Box 550
Laytonville, CA 95454
707-984-6133
FAX: 707-984-8115
Bill Bailey

Southeastern Division
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Jackson, TN 38314
901-422-1300
FAX: 901-422-6118
D. Foote
D. Mullins

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FAX: 804-342-6888
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Gary McAlexander
Bill Asher

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FAX: 517-561-2273
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313-873-7300
FAX: 313-873-5454
John Nelson
Henry Nelson

Ben Meadows Company
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Atlanta, GA 30341
800-241-6401
FAX: 800-628-2068
Denise Rice
Ellen Meadows

Bishop Company
P.O. Box 870
Whittier, CA 90608
310-698-9818
213-723-1522
714-521-1468
800-421-4833
FAX: 310-698-2238
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John Brown & Sons, Inc.
14 B & B Lane, Sawyer Industrial Park
Weare, NH 03281
603-529-7974
FAX: 603-529-7976
John Brown

Brown Mfg. Corp.
Route 3 - Box 339
Ozark, AL 36360
205-795-6603
Jeff Thagard

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1044 Pike Street, P.O. Box 396
Milton, WV 25541
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FAX: 304-743-5425
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FAX: 207-273-2405
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800-387-4940
FAX: 905-795-1632
Mike McNairn

CRS, Inc.
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704-785-8484
FAX: 704-785-8486
Gene Verbie

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FAX: 610-966-2015
Bill Riess

Continental Western Corp.
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Seattle, WA 98108
206-623-0466
FAX: 206-682-6205
Don Puckett

Cummins Michigan, Inc.
41326 Vincenti Court
Novi, MI 48375
810-236-6335
FAX: 810-473-8560
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FAX: 803-578-0210
Daniel R. Falatok
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Corona Clipper
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1540 E. Sixth Street
Corona, CA 91718
909-737-6515
FAX: 909-737-8657
John Reisbeck

Crowe Rope Company
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FAX: 207-273-2405
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FAX: 612-424-9528
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222 Park Avenue, P.O. Box 501
Fremont, NE 68025
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FAX: 402-727-4841
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Charlotte, NC 28224
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704-525-5191
FAX: 704-522-6161
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414-922-6717
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Sioux Falls, SD 57104
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Karl Kuemmerling, Inc.
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Massillon, OH 44646
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Kauai Nursery & Landscaping
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Lihue, Kauai, HI 96766
808-245-7747
FAX: 808-245-9289
Lelan Nishek

Lanphear Supply
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South Euclid, OH 44121
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FAX: 216-381-5309
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FAX: 616-940-0401
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Monterey Lawn & Garden Products
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FAX: 209-225-1319
W.T. Thomson
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P.O. Box 1000/8507 South Winn Road
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517-866-2381
FAX: 517-866-2280
Neil Schumacher

Moyer & Son, Inc.
113 East Reliance Road
Souderton, PA 18964
215-723-6001
FAX: 215-721-2800
Mark W. Phipps

NESCO, Inc.
3112 East St Road 124
Bluffton, IN 46714
800-252-0043
FAX: 219-824-6350
Eugene Glover

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848 Airport Road
Fall River, MA 02720
800-333-6679
FAX: 800-647-6731
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FAX: 310-863-1296
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FAX: 207-843-5005
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Omaha, NE 68112
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402-457-5708
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Hydraulic tools; rope; tree climbers and accessories; aerial harnesses & belts; pruning saws & shears; aerial lift accessories; tree saddles; tool guards; tool bags; traffic control devices.
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FAX: 216-442-8816
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Golden, CO 80403
800-237-7785
FAX: 303-421-4142
Steven Tangsrud

Pre-Lawn Products, Inc.
P.O. Box 4908
Syracuse, NY 13221
800-437-9618
FAX: 315-447-6599
Alton Keller

Pro-Lawn Products, Inc.
P.O. Box 4908
Syracuse, NY 13221
800-437-9618
FAX: 315-447-6599
Alton Keller

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Rockford, IL 61104
815-963-9225
FAX: 815-963-9469
Mike Rohrbacher

Rayco Manufacturing, Inc.
6822 Lincoln Way, East
Wooster, OH 44691
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216-264-8699
FAX: 216-264-3697
John Bowling
Jake Stout

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John W. Durfee
Jack Boyne
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Frogmore, SC 29920
803-838-7505
FAX: 803-838-7506
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Roots, Inc.
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203-786-5295
FAX: 202-786-5762
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Sandoz Agro, Inc.
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FAX: 708-390-3940
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Tualatin, OR 97062
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FAX: 503-692-6696
Dave Dahlstrom
Maria Campbell

Sierra Moreno Mercantile
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Big Pool, MD 21711
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301-582-3639
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FAX: 315-768-4220
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Minneapolis, MN 55406
800-ELM-TREE
FAX: 612-724-8733
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FAX: 704-482-2015
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FAX: 804-486-9288

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Denver, CO 80202
800-476-5483
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FAX: 303-831-0272
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FAX: 310-513-2199
Tish Nakayama

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FAX: 219-747-6732
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FAX: 205-987-7557
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Honeybrook, PA 19344
610-942-2500
FAX: 610-942-9195
Paul Materi

Tilton Equipment Company
Dept. RPM
P.O. Box 68
Rye, NH 03870-0068
800-447-1152
603-964-6560
FAX: 603-964-7102

Time Manufacturing Company
P.O. Box 20368
Waco, TX 76702
817-776-0900
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W

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405-227-3711
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The International Society of Arboriculture keeps its members informed on the latest practical and scientific information through the Journal of Arboriculture and Arborist News. Members receive each publication six times per year. In addition, members are entitled to discounts on over 20 different publications, videos and other items. To become a member, call ISA; annual membership is $70. ISA, P.O. Box GG, Savoy, IL 61874. Phone: 217-355-9411; FAX: 217-355-9516.

Circle 113 on the Reader Service Card

NATIONAL ARBORIST ASSOCIATION, INC.

Since 1938 the NAA has furthered the interests of arborists. We have over 25 safety and educational programs for managers and field personnel and a complete library of technical and safety training videos. NAA staff are advocates, consultants, speakers and information-givers for its members and the profession. The NAA - leading commercial arboriculture into the 21st century. Call or write for program or membership information. National Arborist Association, P.O. Box 1094, Amherst, NH 03031-1094. Phone: 800-733-2622.

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Get the equipment you need now to grow your business. Affordable, tax-deductible leasing that conserves your cash. Call the experts in financing for the arborist industry and get instant credit approval on new or used equipment without financial statements. Ask for Jane Eppley. Corporate Capital Leasing Group, Inc. 800-537-9108.

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Prevent the fiery itch! A few drops of Oral Ivy® 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. Toll Free Order Line: 800-553-6778. Phone: 717-389-1814; FAX: 717-389-0126.

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Florel Fruit Eliminator, long used to control nuisance fruits (olives, carobs, crabapples and apples) is now registered to control both leafy mistletoe on deciduous trees and dwarf mistletoe on conifers as well as nuisance fruits on cottonwood, elm, pear, maple, oak, pine, sour orange, sweet gum, and sycamore. Odorless, non-staining, fast acting. Monterey Lawn & Garden Products, P.O. Box 5317, Fresno, CA 93755. Phone: 209-225-4770; FAX: 209-225-1319.

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PRUNING TOOLS

FANNO SAW WORKS

The Fanno Saw Works continues its reputation of offering tree care professionals quality and unique tools through the Fanno International name. The Fl-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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NORTHEASTERN ASSOCIATES

Northeastern Associates offers a range of sprayers with tank sizes from 30 to 1000 gallons and pump capacities from 3 to 60 gpm. Our sprayers are affordable, dependable and easy to use, backed by quality and 25 years experience. Perfect for your Plant Health Care programs, a 12-volt diaphragm pump system that can reach up to 35 feet. Northeastern Associates, 231 Commerce Road, Fairfield, NJ 07004 Phone: 201-227-0359; FAX: 201-227-0865.

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UPCOMING EVENTS

February 14-19, 1995
NAA Annual Meeting and Management Conference
Buena Vista Palace
Orlando, Florida

August 13-16, 1995
International Society of Arboriculture Annual Conference
Hilton Head Island, South Carolina

November 16-18, 1995
TCI Expo '95
Hyatt Regency/Indianapolis Convention Center
Indianapolis, Indiana

February 13-18, 1996
NAA Annual Meeting and Management Conference
San Diego Hilton Beach and Tennis Resort
San Diego, California

August 11-14, 1996
International Society of Arboriculture Annual Conference
Cleveland, Ohio

November 7-9, 1996
TCI Expo '96
Charlotte Convention Center
Charlotte, North Carolina
SUBJECT LISTING

Arborist Supplies
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Bailey's Mail Order Woodsman Supply
Bartlett Manufacturing Company
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Bishop Company
Border City Tool & Manufacturing Company
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Yale Cordage Inc.

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Independent Protection Company

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Oral Ivy Inc.

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Professional Tree & Turf Equipment
Sherrill Arborist Supply
Shindaiwa, Inc.
Stihl, Incorporated
Tanaka
Tilton Equipment Company
WesSpur Inc.
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C.U.E.S., Inc.
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Cummins Michigan, Inc.
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Laser Sales
Niemeyer Corporation
Northeastern Associates
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Power & Telephone Supply Company, Inc.
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- Bailey's Mail Order Woodsman Supply
- Ben Meadows Company
- Bishop Company
- Bryant Orthopedic, Inc.
- Canadian Forestry Equipment Ltd.
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- Canns Bilco Distributors
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- Lanphear Supply
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- Northeastern Associates, Inc.
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- Professional Tree & Turf Equipment
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- Summit International Group of NY Inc.
- WesSpur Inc.
- Western Tree & Landscape Supply

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- Canadian Forestry Equipment Ltd.
- Cleaves Co, Inc.
- J.L. Matthews Co., Inc.
- J. Mollema & Son Inc.
- Power & Telephone Supply Company, Inc.
- Summit International Group of NY Inc.
- Western Tree & Landscape Supply

**Tree Protectors**
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- Canadian Forestry Equipment Ltd.
- J. Mollema & Son Inc.
- WesSpur Inc.
- Western Tree & Landscape Supply

**Tools, Hand**
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- J. Mollema & Son Inc.
- Niemeyer Corporation
- Power & Telephone Supply Company, Inc.
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- WesSpur Inc.
- Western Tree & Landscape Supply

**Tree Injection/Implants**
- American Arborist Supplies
- Ben Meadows Company
- Creative Sales, Inc.
- ESSCO Distributors

**LIST OF ASSOCIATIONS**

<table>
<thead>
<tr>
<th>Association</th>
<th>Contact</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>American Forests</td>
<td>Gary A. Moll</td>
<td>P.O. Box 2000</td>
<td>202-667-3300</td>
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<td>Washington, DC 20013-2000</td>
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<td>American Society of Consulting</td>
<td>John Duke</td>
<td>5130 W. 101st Circle</td>
<td>303-425-0814</td>
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<td>Arborists</td>
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<td>Westminster, CO 80030</td>
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<td>Council of Tree &amp; Landscape</td>
<td>1250 &quot;T&quot; St. N.W. #504</td>
<td>Washington, DC 2005</td>
<td>202-789-2592</td>
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<td>Appraisers</td>
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<td>International Society of Arboriculture</td>
<td>William Kruidenier</td>
<td>P.O. Box GG, 6 Dunlap Court</td>
<td>217-355-9411</td>
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<td>Savoy, IL 61874-9902</td>
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<td>Municipal Arborist &amp; Urban Foresters</td>
<td>Dave DeVoto</td>
<td>24453 E. Typo Dr, NE</td>
<td>612-626-3377</td>
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<td>Society</td>
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<td>National Arborist Association</td>
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<td>The Meeting Place Mall</td>
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<td>Robert Miller</td>
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<td>Paul Appelt</td>
<td>Commonwealth Edison, T &amp; D Services</td>
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<td>Society of Commercial Arboriculture</td>
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<td>150 Duffy Ave.</td>
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<td>TCI PLANT HEALTH CARE DIRECTORY - 20</td>
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MARK YOUR CALENDAR NOW!

TCI EXPO '95

November 16, 17 & 18, 1995
Indiana Convention Center
Indianapolis, Indiana

Contact the National Arborist Association at 1-800-733-2622 for more information.
LEADING COMMERCIAL ARBORICULTURE INTO THE 21ST CENTURY