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OUTLOOK

Special Update — TCI EXPO ’96

The National Arborist Association is pleased to report that TCI EXPO ’96 in Charlotte, North Carolina met and often exceeded most attendees’ expectations. The vast majority of arborists we talked with felt TCI EXPO was well worth their invested time. Both NAA member and non-member firms attended TCI EXPO to gain a well-rounded educational experience, as well as to see the newest in arborist equipment and advanced, specialized services. According to surveys completed by attendees, TCI EXPO is THE seminar/trade show for the tree care industry, and one not to miss.

More than 1,800 arborists from across the country and the world, including Canada, Australia, Venezuela and the U.K., actively participated in key seminars designed to improve the operations of their business and help them to be more successful in the years to come.

Many of these attendees talked with members of our staff while visiting TCI EXPO ’96. From their heartfelt comments, we learn that their success is the NAA’s success. Each of their genuine smiles reflected the appreciation they have for the NAA’s vital services. They also demonstrated that each has the faith and determination to make every day successful.

Arborist company presidents and owners, purchasing agents, students, tree climbers, sales personnel, 170 exhibitors and allied organizations felt positively and strongly about their future, especially with the assistance of the NAA. The hand shaking, the embraces, the illustration of trust and the listening for clarity was evident all throughout TCI EXPO ’96.

Many show-goers and exhibitors told us that Charlotte was their best show ever. An event of this size and complexity doesn’t come off without “hiccups,” and our philosophy is that there is always room for improvement. Several attendees offered excellent suggestions on how to enhance their experience, and exhibitors provided the NAA with additional key opportunity areas for everyone.

The growth of the arborist industry is in the hands of us all. The NAA takes this opportunity seriously—every day! The cooperative nature of our industry is the key to our mutual success.

Hats off to the participating organizations of ISA, Southern Chapter of the ISA and RISE, as well as publishers of Lawn & Landscape, Turf and Arbor Age. Each contributed to an impressive program. We especially want to recognize Pat Felix, whose fortitude and strength continues as an inspiration for all of us.

On behalf of the NAA, I want to thank everyone who chose to attend TCI EXPO ’96. We look forward to a command performance at TCI EXPO ’97 in Columbus, Ohio, Nov. 6-8, 1997. It’s just around the corner!

Chris Brown
Marketing Communications Manager

TCI's mission is to engage and enlighten readers with the latest industry news and information on regulations, standards, practices, safety, innovations, products and equipment. We strive to serve as the definitive resource for commercial, residential, municipal and utility arborists, as well as for others involved in the care and maintenance of trees. The official publication of the non-profit National Arborist Association, we vow to sustain the same uncompromising standards of excellence as our members in the field, who adhere to the highest professional practices worldwide.
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Blend the needs of the plant and the intent of the architect with the desires and budget of the owner. You can keep a plant in a position to renew itself for decades.

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Effective shrub pruning blends the needs of the plant and the intent of the architect with the desires and budget of the owner. It keeps the plant in a position to renew itself for decades. The major dead wood is removed. The amount of smaller dead wood removed is contingent on the location and importance of the shrub.

The removal of large canes allows more light into the base, giving the shrub a chance to send up new growth and renew itself.

Crown reduction in single-stemmed shrubs allows light to penetrate to the interior where new growth can develop and eventually be the piece that will need reduction. Crown reduction in shrubs with multiple canes allows the light to get to the soil line as well as the interior of the plant. Twiggling a veneer of green growth may be the first step in allowing the light to reach the inside of the plant or the soil line.

Dead wood removal and large cane removal may be combined with crown reduction to promote green growth throughout the plant. The extent to which we remove large canes and reduce the crown will dictate whether or not we are doing a partial or complete renewal pruning. The health, age and type of shrub will impact on the extent of the pruning. The role it plays in the landscape and the time frame to restore the shrub are also factors in the pruning decisions we make.

Fertilizer, water, soil and light are key components. No pruning techniques will offset a lack of light or fertility. Water, on the other hand, can be a large swing factor that is easily and inexpensively controlled.

We want a natural-looking plant in most cases that will allow light to penetrate, so we can continue to enjoy the shrub for decades to come. The overall approach remains very much the same as we move from shrub to shrub. Adjust from the chain saw to the handsnip depending on the size, location and importance of the shrub. In each setting with the different shrubs we encounter, apply and adjust your techniques to keep the green growth where it’s wanted and needed.
Introduction

This article is not meant as a training tool for shrub pruning. The goal is to share experiences, insights and approaches to different situations. I hope to provoke some needed thinking on the pruning of shrubs in the urban forest.

For too long, arborists have allowed landscape personnel to shear otherwise-attractive shrubs into balls, walls, squares and rectangles. I am not talking about the artistry of topiary, but the continuation of ignorance in the face of a growing awareness of the benefits of proper shrub pruning. Some lower-quality lawn care operations take the mowing mentality and apply it to shrub pruning, with disastrous effects. They shear the dead wood along with the remaining live growth.

Many of the points I make in this article are common and accepted practices. Some will not be shared by others. I use them because they have been proven in the field for more than a quarter of a century. I have worked to bridge the gaps between the needs of the plant, the needs and wishes of the property owner and the intent of the landscape architect, designer or contractor.

My goal in shrub care is to keep the shrub in a position to renew itself by sending up new growth from the soil line. There are exceptions to this, as I will note later. In order to achieve this, prune on a 1- to 3-year cycle, depending on the shrub and its location. Remove the major dead wood and some of the larger canes. Avoid shearing to allow a more natural look. This also allows light to penetrate to the inside of the plant. We don't want the shrub to shade out its future. Any damage to the larger or outer branches is not a long-term problem. The growth from within the plant will soon fill any gaps created when a large piece needs to be removed or cut back.

Finally, I hope to provoke thought. Evaluate what I have to share in light of your situation and needs. Take the parts that will be helpful to you. Decide the reasons for rejecting what you think will not work. Evaluate what you do and why. Some people avoid constructive conflict and opposing views. I use them to sharpen my most important tool: My mind.

Overview and Parallels to Trees and Woodland Settings

In explaining what I do and why to prospective clients, I often draw parallels between shrubs and trees. There are shrubs, like the burning bush, that closely resemble a dwarf tree and trees, like the amur maple or the amelanchier, that may have multiple trunks or canes and closely resemble a shrub. In my own back yard, I planted clump birch trees to provide a shrub-like function of an immediate green screen. I wanted the lower branches on my birch trees. I would not have been pleased to have an arborist raise up the birch trees that blocked my view of the neighbor's backyard.

In determining what we do to trees and shrubs, we need to inte-
Cover Story

Crown reduction is an option that will allow the plant to withstand adverse weather conditions. This gives the branches time to develop a larger diameter while supporting less weight. Crown reduction and how it is done can often be demonstrated on a shrub as you explain the need for it to the client.

When a shrub has one or only a few trunks or canes, then it more closely parallels a tree. In the case of shrubs with many canes, it will more closely parallel a woodland setting where many trees grow in close proximity. These parallels may be important as you explain what you do and why to

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the client. They are also important in how you approach and care for the plants. Protecting the few canes or trunks of some shrubs may be very important for their long-term health. Animals, string trimmers and mowers can easily put an end to the life of these shrubs and can also devastate young trees. A woodland setting or a shrub with many trunks offer their own protection, since the inner canes are protected by the outer. Insects and animals rarely damage all of a woodland or a multi-stemmed shrub. Removing canes in the shrub or trees in the woodland setting of the urban forest will allow light to reach the ground and aid in the development of new growth.

Urban woodlands and shrubs with many canes or trunks are able to renew themselves as older or diseased ones decline and die. It is the orchestration of this process that must be understood in order to maintain a green screen. Clients are often leery of pruning because they want to keep a screen. In a woodland setting, people lose the screen at the base when larger trees mature and shade out the smaller trees and shrubs at the bottom. Large canes shade the base of the shrub, turning screening in the 2- to 6-foot range into the 10- to 12-foot range. When the green screen moves too high up on trunks, clients find themselves looking into the view they want to screen. In other scenarios, when shrubs grow up and out they take up useful real estate and shrink the backyard. The leaners may come in contact with the ground and root, providing a new screen. The problem is the new screen takes up more lawn, and removing it may expose the declining trunks of the original planting.

Even in advanced stages of decline, you may be better off working with existing shrubs than starting over. Renewal pruning, done in stages with fertilization, may restore the screen faster and cheaper than a new planting. The extensive root system of an old shrub border is capable of putting out a lot of new growth. New shrubs will take time to recover from transplant and the cost is usually more, particularly if you want large shrubs for an immediate effect.

After you replace shrubs, the client should be informed of the need for regular care. The damage or decline of some elements in the property owner's landscape can be used as a training tool to educate and to preserve the rest of the landscape.

There are people who don't want the dead wood removed in a shrub border, since it provides some screening. I tell them that the only time dead wood makes a good screen is as a fence. That comment has turned on a lot of lights between the ears.

## Reasons for Pruning

My overall goal in shrub pruning is to keep it in a position to renew itself. In a shrub with multiple canes, I want it to be sending up new growth from the soil line as the large canes are removed. In the case of shrubs that have a single trunk or just a few, I want growth to be coming from within the plant. This will give me something to cut back when necessary and when crown reduction is called for to keep it in bounds or close to its original shape.

The single-trunked shrub should be thinned out to reduce excessive crowding or interference, but not stripped out. The outside must be porous enough to allow light inside so the interior growth is not shaded out. In this case, it is not the root system providing new growth at the soil line, it is the inner portion of the shrub. This same concept may be applied with trees to...
keep them in a confined area for decades.
In the shrub with one or a few trunks, keep the crown thin enough to allow light inside so there will be growth when the crown is cut back. Many landscape plantings have too many shrubs too close together. The owner, of course, wants all of them. He also wants them to look like the plants he bought. Some people accomplish this with topping and shearing. I thin the entire plant, keep an interior green reserve and reduce the crown. It works.

An entire shrub system can last for many decades, but the life of a trunk or an individual cane is finite. In order to maintain shrubs for years, older larger canes need to be removed in stages to encourage new growth. The practice of removing all the new growth or suckers at the soil line and becoming dependent on a few larger trunks sets the shrub on a finite course. We will discuss this in more detail later on.

The dead, diseased, declining and defective branches or trunks need to be removed in shrubs. In evaluating the reasons for pruning and the approaches that we use, we need to determine the function and importance of the shrub on the property. What was the goal of the designer or installer of the shrub? What role does it play in screening a particular view? Are the flowers important? What about the fruits or the color of the bark? Are the shrubs a focal point or do they point to the focal point of a particular landscape setting? All these questions (and more) need to be examined as we look at the reasons for pruning.

Apart from removing dead branches or trunks, we often prune a shrub to keep it in bounds. Owners may want a formal, sheared or tightly trimmed look. They may want it to look open and natural or to remain in a certain height range. All of these factors need to be evaluated as we examine our goals and reasons for pruning.

Some people don’t consider the need for proper pruning cuts on shrubs. However, it is almost always as easy to make proper cuts with either a power saw, hand saw, lopper, pole equipment or hand pruner. By making proper cuts, you reduce the heavy suckering seen on topped stubs, and you display a higher level of regard for the plants with which you work. I have found that it is easier and faster to prune properly than it is to butcher and hack away.

**Pruning Techniques and Reasoning**

Pruning a properly cared for shrub is enjoyable and often quick and easy. In many cases, however, you will be asked to trim shrubs that have been neglected for years or sheared into submission. The lower green growth that provided a screen is gone, and now the owner wants to know if you can help. The first thing to discuss is the time frame to achieve the desired results. Are the owners willing to wait 2 to 3 years for the restoration process? If you address that at the beginning, you will save a lot of hard feelings and frustration down the road. Also discuss the need for water, fertilization and insect or disease control if those are part of the program.

The light issue needs to be evaluated. You may be looking at shrubs that were planted when the trees were small and the shrubs were in full sun. They may now be in partial or full shade. Tree pruning may be needed in order to get enough light to the shrubs. The issue of light is often critical. Too many people work with shrubs that need more light than the landscape setting provides.

The removal of dead wood is one of the most obvious reasons for pruning. Large pieces should be removed as soon as possible. Beyond that, remove inner trunks and pieces that have died and remained in the shrub. A solid mass of dead and living shrub trunks will suppress the growth needed to renew the shrub.

It can be a difficult and time-consuming task to remove the large dead pieces from the interior of a shrub. In some cases, you have to cut the back or far side of the shrub open at the soil line. Then, you can remove the large dead pieces with a saw or loppers. The mass of dead canes in some shrubs are the ones that were topped years ago. Many of them are now interwoven with older canes in a declining state. I often find that they break off at the soil line.

The smaller and less obvious dead wood may not be important when the shrub is one of 50 along the back border. It may be critical, however, if it sits on the patio outside the kitchen window. Discuss the differences with a client before you find yourself hand pruning the dead tips out of 50 honeysuckle along the rear property line. A large shrub that needs a lot of work may take more time than would be required to trim some medium trees. As far as clients are concerned, tree prices are not the norm for shrub pruning.

Less detailed work and larger cuts with bigger pieces being removed is often the route to take in the initial work to restore a neglected shrub. Later, as the new growth from within the plant comes along, you can remove or prune back some of the canes that had a lot of dead wood. These were needed in the transition period while new
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growth developed and began to fill in the gaps left when the dead wood was pruned.

The removal of large canes or trunks is a standard part of shrub care. A lot of the public is aware that lilacs, for example, should have some of the large canes removed each year after they bloom. Once the major dead wood is removed, remove some of the large and older canes. Start with the ones that are declining. Some of the trunks may be half dead and need to be removed. Cut some to ground level and some to a lower branch junction. Remove the crossed and rubbing trunks. This can either be done at ground level or at a branch junction a few feet off the ground.

Evaluate the shrub at the start and as you are pruning. As you make pruning decisions, observe what will be left. I work to stagger the cuts throughout the shrub to promote green growth throughout the plant. Canes pruned back to a junction will also provide a support system to new growth. You may prune a few inches off the end of new growth if it is becoming too long and unable to support itself. I refer to this as a light tipping, which can be done with a hand snip. The remaining canes will also have more growth and may need light tipping later in the season. This allows precise cuts at a bud junction. It can also be done with a hedge shear. Light shearing is faster and more cost-effective for shrubs like spirea.

Once you have removed some of the large canes completely and cut back some of the others, you will find a lot more green growth arriving in the shrub. With some exceptions, you will want to target about 25 percent of the plant at the start of a renewal pruning process. If the shrub is old and declining, I reduce that amount and fertilize to get it growing again. You want the root system to send up the new shrub and keep the old shrub you are now looking at going until the new one arrives. During the next few years, the transition from the old to the new can be carefully orchestrated.

If you have removed the right amount, you will find more green growth and a better screen. Once the root system is no longer supporting all the wood you pruned, it will be able to provide more green growth and new shoots from the soil line.

Renewal pruning or partial renewal pruning in which the major dead wood is removed is what I have described in the last few paragraphs. The extent of smaller, dead wood removal is contingent on the shrub's location and its priority on the property. Older and declining trunks or canes are removed at the ground level. The crossed and interfering trunks or canes are cut back to branch junctions to reduce or eliminate the interference and open up the crown. The opening of the crown allows more light to penetrate the shrub and stimulate more green growth throughout the plant.

Once the green growth begins to develop, you have more to work with. The process of renewal pruning can be a 1- to 4-year project. You may be able to get it done in 1 to 2 years, but you may want to have a transitional period where you leave more of the large canes to keep a needed screen at a certain height. Larger and bigger cuts may be possible, but not desirable, since there will be too long a time without the needed screen.

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of shrubs, you may be able to begin the renewal process with the back row and simply remove the major dead wood and a few of the worst canes in the front row. A year later, as the back row is filling in, do a little more to the front row. I often differentiate between a complete renewal pruning, where 35 percent or more of the shrub is removed, and a partial renewal pruning where you limit the amount to under 25 percent. For a partial renewal, I usually leave more height. It takes longer to reach the desired goal, but you avoid the “shrub shock” for clients.

I also recommend a partial renewal pruning on older or declining shrubs. You need leaves that will work for you in this process. Removing too much in an old shrub may push it over the edge. In evaluating older shrubs, examine the soil line and evaluate the roots. Shake the larger canes. Are they solid? Are you able to move them easily? If the shrub is in sharp decline above and below ground with no new growth, you may be waiting years before you get the results you want, if ever.

It’s important to remember that some of the canes you cut back may decline, die back considerably or die completely. Some of the new growth from the soil line will still be shaded out. Individual canes will die within the shrub. However, make the final judgment 1 to 2 years from the start of your efforts. Evaluate the entire plant and not a few canes. Losing a few branches in a tree or shrub is not a failure.

Shearing and topping are the twin hammers that bring many landscapes to a premature end. They are also the two approaches that most property owners are aware for keeping their shrubs in line or in submission. Unfortunately, they are also a lot of landscape and lawn care personnel who only top and shear until they have to remove and replace.

Topping entire shrubs is ugly, unnecessary, produces more work and damages the plant. The only topping option I use now is cutting honeysuckle shrubs to ground level in border and woodland areas. We allow them to sucker up to provide erosion control or a low cover plant that will be cut again to keep the area open for vistas, walking and to allow more valuable plants to flourish. I’m sure that there are people who would describe some of the more dramatic renewal prunings we do as topping.

As you consider the time and effort you put into a shrub, consider its role in the landscape. Valuable shrubs in focal points
on the property require detail and attention that are not warranted along the back of a property. In other cases, the shrubs in an area may be the equivalent of weed trees as they encroach on more valuable trees. In some settings, they may be a component of a woodland and the equivalent of an individual cane in a large shrub.

Gear the time, amount of effort and detailing of a shrub to the situation. We can stimulate a lot of green growth in a border area along the edge of a woods by making selective chain saw cuts and removing the worst of the older, declining or interfering canes. Detailing shrubs with a hand snip in this setting would be a waste of your time and somebody's money.

Shearing does have a role to play in the urban landscape. Formal landscape settings and formal buildings require at least some shearing. My goal is not the elimination of shearing but the reduction of it. Some people are thrilled to find out their shrubs don't have to be sheared. Others are upset as soon as little bits of leaf or needle begin to grow out and ruin that smooth veneer of green growth. They cannot rest until the hedges and individual shrubs are sheared and smooth like the lawn. They become nervous as I talk to them about a more natural and open-looking hedge or shrub. They close or lower their eyes when I open the veneer of green growth and reveal the hidden dead wood in the plant.

Most people have other things to do besides shear their lawn and shrubs into submission. The thought of pruning some of the plants on the property once a year in the late winter or spring instead of shearing them a few times each growing season does appeal to a lot of people. Many don't know what options are available.

I explain what we do with shrubs and why. I show clients pictures of sheared shrubs that have suffered damage to the veneer of green growth. These pictures show the interior with no green growth. I open up their shrubs and show them how the tight veneer of growth suppresses the growth within the plant. I listen to their reactions, and we work toward a course of action that generally follows one of the scenarios listed below.

If they want to stop the shearing and go to a more natural look, we take one of the following routes. The season we are planning on doing the work will impact on the choices to some extent. Start by stopping the shearing and allowing the plant to grow out. Return in late winter or early spring and twig the shrub. twigging refers to thinning the crown of the sheared shrub or hedge. I use a hand snip for this work. If you have loose ends that have grown out, it becomes a little easier, especially for people who are starting out. It solves the problem of which ones to cut. Take the longer shoots in one hand, pull them to the side and reach in with the snip and cut the piece you are holding at a junction on the branch to which it is attached. Repeat this process over the entire veneer of green growth on the shrub or hedge.

Twigging opens up the veneer of green growth and allows in light. New growth will begin to develop within the plant. You can make hundreds of small cuts in a hedge using this technique, or fewer and bigger cuts. Evaluate the setting and kind of shrub, and integrate the views of the client. I often demonstrate what we will do to avoid shrub shock. Smaller and more visible plantings lend themselves to more small cuts. Larger plants can be done with small cuts and a few larger ones. For large plants farther away from the house, go with larger...
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season. Keep the shrub in bounds, make it attractive again in the event of die back or decline and remove dead flowers on some of the shrubs. I work to do as little as possible on shrubs in the late spring and summer months. A regularly pruned shrub needs little work at this time, beyond removing excessive growth.

Flowering is a key issue to evaluate in shrub pruning. An extensive renewal pruning on lilacs in early spring will remove a lot of the flowers that people appreciate. Dead wood and a few structural cuts may be done in the dormant season with minimal flower loss, but nothing too extensive. Nor should you perform a major crown reduction at this time. Anthony Waterer spirea may be extensively pruned in the winter months, and they will flower beautifully. Determine when the flower buds are set on a particular shrub before doing extensive pruning in the winter.

It may not be an issue for the property owner to lose flowers for one year on certain shrubs. That should be considered on an individual basis. I had one client who requested lilac trimming in the dormant season to reduce the flower volume due to allergies. The shrub will continue with fewer flowers, but you don’t want to anger someone over the loss of long-awaited floral displays on their shrubs.

Cutting back to a point or junction where the growth will continue in the right direction is key. Your choice of where to make a pruning cut is important. You direct the growth of the shrub with the choices you make. Whether you are simply cutting back a branch or doing some extensive thinning and crown reduction, make the cut so that it continues in the right direction. You don’t want the plant turning in on itself with a large number of crossed and interfering branches. You can thin and direct the growth in the proper directions or thin and set up future collisions within the shrub.

Pruning cuts that result in misdirected growth are one result of topping shrubs or parts of them. A mass of sucker growth emerges that will shade and crowd out other growth, creating problems down the road. On smaller canes, cut back to a bud scar and that will look like a topping cut. That bud will open in the spring and continue the growth. It works in many cases, but this is one situation where I have seen a good percentage of failure. Cutting back to an actual junction has a higher percentage of success and is more attractive.

Effective shrub pruning is an essential plant health care measure. I consider pruning to be part of the basic triangle of plant health care that includes fertilization and a spray/inspection program for insect, fungus and disease control. Mulching, winter protection, animal protection, aeration and other practices like cabling or bolting also come into play in preserving the health of a shrub.

An additional benefit of pruning is that it allows for a close physical examination of the shrub. Insect problems can be spotted and evaluated. Animal damage, especially at the base, can be checked. Inspecting the trunks or canes for girdling by animals is important before you select the canes to be pruned or removed. You don’t want to remove a few of the canes in the shrub and then discover the girdling that mice have done.

Cankered areas along the trunks may only be discovered upon very close examination. Scale problems may be reduced when you remove the three or four large canes in shrubs that have the heaviest in-

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festations. Mechanical damage can also be spotted. Root problems can be discovered when you find canes that move too easily. Sometimes, root problems and girdling from animals are both present. A wide range of plant health problems may be evaluated and cared for in the process of renewal pruning in the dormant season. Some of these issues are more difficult to pick up when you are shearing a shrub in full leaf.

I have found that if you plant a shrub and start pruning it properly from the start, it can be done very quickly if performed annually or every other year. The size of the shrub, variety, function and importance in the landscape all play a role in determining the frequency of pruning. Most of the shrubs that we care for are on a 1- to 3-year cycle.

One issue in the timing and frequency relates back to the planting and spacing. Many landscapers and property owners install too many plants and create pruning contests. How often are we pruning five shrubs in an area where three will do the job? With three, you can even let them grow! Planting to avoid pruning contests allows the plants you install to grow all the way around—not just on one or two sides. I often recommend transplanting in these
sorts of crowded situations. If the client is hesitant, we prune two of the five shrubs back and allow the others to expand. Then the client sees that the other two may be moved.

Effective shrub pruning combines concern and interest in plant health with specific tools and practices to create beauty in the landscape or urban forest. In spite of all the concern and talk about wetlands, old-growth forests, pristine wilderness settings and rain forests, most of us will spend much of our lives in close contact with the urban forest. More specifically, our own property, parks, boulevards, places of work or schools. As arborists, landscapers and plant health care professionals, we can create healthy, beautiful landscape settings for all to enjoy on a regular basis. We practice our craft where all the world will see it.

The plantings we care for comfort and soothe stressed bodies, minds and spirits. They create restful settings to sit in or walk through. Beautiful vistas and backdrops outside of windows help create peaceful settings that allow us to return to our tasks with renewed strength and a greater sense of peace. The urban forest has the most immediate and continuing impact on our lives.

Perry Crawford started pruning shrubs at the age of 10 or 11 by shearing the hedges of his neighbors. He started his tree care business in 1969. In the 27 years since, that tree business expanded into landscape installation and care. Many of the techniques and insights he shares in this article are a part of the shrub pruning segment of his eight-part video series on landscape care and plant health.

By working on the same properties for decades, including his own, he has been able to observe, photograph and videotape the results of his efforts. He moved into the landscape field to obtain control of the planting on many of the properties he worked on. This allowed him to stop many of the pruning contests that so many landscape contractors create in an effort to provide an immediate and finished look.

After years of coping with over planting, planting the wrong plant for the location and planting the wrong shrub for the function the property owner desired, he has been able to reduce his approach to a sound byte. "Less is more!" Plant less, give it the proper care and end up with more!
Cultivating a Positive Public Image

By Les Kozaczek

Entering my tenth year in journalism/media relations I've learned an important lesson: Many business owners don't appreciate the bottom-line advantages of having the media say good things about them or their business. They don't easily associate potential customers simply knowing their company's name and remembering it in a positive light with capturing more market share.

And that's too bad, particularly since building a positive public image, especially on a local level, isn't as tough as it might seem. It's doubly disappointing when those in the tree care industry don't make more of an effort to get their name "out there." After all, the general public really doesn't involve itself very much with the tree care industry, and, when it does, even a vaguely familiar company name can become a magnet for first enquiries and advice.

Here at the National Arborist Association, publicity is paying enormous dividends. Since March 1996, the NAA has generated more than 36 million reader impressions and more than $125,000 worth of free advertising in print media alone.

We've achieved that with a developing public relations program. If you're not grabbing your chunk of the millions of dollars of "free advertising" available in today's media outlets, then you're not making your business all that it can be.

Garnering public recognition doesn't take much expertise and doesn't have to be time-consuming. All it takes is a little initiative, a belief that you really do have newsworthy information to share, and that you pay attention to what's happening in your community and to the people whose job it is to disseminate that information: the media.

Here are a few pointers to help you make the most of the excellent reputation you're building for your professional tree care business. This is by no means a comprehensive account of all your public relations opportunities—those are limited only by the imagination and initiative of those involved in your company.

Not All Publicity Was Created Equal

Bad Publicity—It Happens to the Best of Us

"There's no such thing as bad publicity." This is a catchy phrase that might make sense in Hollywood. But, when it comes to the tree care business, there is such a thing as bad publicity, and it can kill a thriving enterprise.

Some of this bad publicity, or public attention, will hit you from out of the blue. It could be a dissatisfied customer telling his neighbors—rightly or wrongly—about the "mess" you made of his trees and his property. He might even tear your reputation to shreds on the local radio call-in show, as happened to a tree care owner who contacted the NAA's office recently. (The fact that the tree care owner had promised willingly to pay for any damage he might have caused did nothing to dissuade the customer from holding him and his company—by name—up to public ridicule.)

Other bad publicity is inflicted when tree care workers' damage and misdeeds are unfairly projected on your company. "Oh, you tree care people are all a bunch of crooks, anyway!" And even more bad publicity will be generated by poor customer relations: not returning calls; not showing up on time; giving unrealistic estimates etc.

In short, people will form their own opinions of your operation and will likely share those with others. It's up to the tree care company owner to acknowledge that and to decide how much an interest to take in shaping whatever part of his company's image that's available to be shaped.

When the bad publicity does hit, it's important that you don't panic. Letting yourself get carried away and overreacting—whether it's publicly admitting to too much or too little participation in whatever the problem is—can backfire. Never forget the fact that the media is coming to you for information, which puts you in charge of any ensuing conversations. (See the Sidebar "How to Deal With Reporters.")
Good Publicity—Attack is the Best Defense

While there’s no sure way to avoid a negative public image—remember Richard Jewell, who was mistakenly listed by the FBI as a prime suspect in the Olympic bombing in Atlanta?—there’s a lot you can do to generate positive publicity.

The first thing to do is to decide how you want your company to be perceived. What’s its identity? If it doesn’t have one, then give it one. Perhaps you can make yourself known as the tree care company in town that does volunteer work at the local elementary school, or that offers experts in pruning exotic trees.

Developing a strong public image will help shore up your company’s defenses should it experience troubles that reach the public’s eye. That isn’t to say that you’ll avoid public embarrassment if the chemicals you’re spraying leach into the town’s water supply. But a documented and popularly accepted reputation for being extremely responsible with the chemicals your company uses might well help to mitigate any damage done.

Developing a positive public image shows a willingness to participate in the community and a long-term perspective. Sending these “messages” to potential customers goes a long way to separating your company from the fly-by-night tree butcher who’s only interested in turning a fast buck.

How do I Tell the Difference?

To help put your name in the paper, you need a catch, an interesting idea, an arresting picture, a “good” news story. A few attributes that distinguish the story from the rest: audience impact, context, reporter beat targeting and novelty.

Audience impact—Will the story have an immediate impact on and move the audience? Most of the stories won’t result in life-changing experiences for those who read them, but many will inform an audience and cause people to think.

Context—Does your story idea have any connection with what’s currently in the news? One tree company owner traveled to South Africa to teach arboriculture shortly after apartheid was abolished in that country. That’s a good story made better by the context in which it occurred.

Beat targeting—Make sure you address your release to the appropriate editor or reporter. Most newsrooms are too hectic misaddressed will get tossed, and you’ll never know about it. Also, make sure that the person you address your release to is “up” on the topic and issues you are presenting with.

Novelty—Try to present your information—however mundane it might seem—in an interesting and novel way. For instance, an NAA release on the dangers of topping compared the practice with the amputation of a person’s arms. This image might seem extreme, but it piqued enough reporters’ interests to get it into many national and larger regional newspapers and magazines.

Once you’ve decided on an identity, it’s time to find out to whom, how and where to promote it.

Who Is the Media?

The Changing Newsroom

The nature and practice of the news business has changed considerably in the past few decades. It used to be that, if there were something of interest occurring in the

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neighborhood, a news outlet would dispatch a reporter. Like a hunter, he or she would return breathlessly with a notebook full of chicken scratch and an angle.

These days, however, most news selection and gathering is done at a distance, either over the phone, by fax, by mail and by E-mail. Reporters and editors frequently compile stories “on location” from the press releases they received in that day’s mail without breaking the embrace of their office chairs. The “angle” is often pleasing advertisers.

This lack of initiative isn’t necessarily due to laziness in the newsroom. More often than not, it’s due to staff cuts, dwindling expense accounts and the volume of news required to match advertisements sold. The modern editor’s bark of “get on it!” is a call for a reporter to pick up her phone, not her car keys.

So, the people you’re likely to be in contact with in a newsroom will be only too willing to have you bring a little of the outside world to them. This is particularly true of assignment editors, whose job it is to identify news and assign the right reporter to cover it.

Assignment editors are usually good people to know, since they have great sway over how the news outlet’s reporting manpower is used.

City editors and desk editors will also assign reporters. Some smaller media outlets will not be able to afford all of these titles and the people who go along with them. Instead, they might simply have a position called editor, which covers all the bases.

Reporters at smaller and local media outlets are usually new to the business. They are often fresh out of journalism school or college and they’re looking for their big break. For many, there’s a Pulitzer Prize lurking between the lines of every release. For many new reporters, receiving a release addressed to them by name is an ego boost.

How Do I Reach the Media?

When it comes to getting your name in the public eye, there is no substitute for having a favorite uncle who owes you a favor on the assignment desk of the Wall Street Journal or ABC News. If you’re lucky enough to be in this position, then skip this section.

The rest of us will have to rely heavily on press releases. That stark reality means that even the smallest news outlet receives more press releases from companies they’re not familiar with then they can possibly print. In some cases, they receive
more than they can even read.

Never call the newspaper to "check that you got my release" unless you've been asked to. It only makes them mad.

Here's a personal anecdote that illustrates the savage struggle for attention that rages in reporters' and editors' mail boxes.

A public relations consultant I used to work with returned from a trip to visit the Washington bureau chief of the Chicago Tribune. He had a frown on his face. I asked him why he looked so glum. "I just saw one of our releases on the bureau chief's chair," he said. I mentioned that this was probably a good thing. But he continued: "And I saw one in the pile on his desk. And there was another opened in his out box ..."

I got the message: This guy received a lot of press releases other than ours. Things seemed even more hopeless when my friend pointed out that the piles he was referring to were from that day's mail alone. The unread portion of these piles—the majority—would be pitched in the "circular" file. The one light on the horizon was that the bureau chief removed our releases before pitching the rest.

So, why did he hang on to our releases when he didn't even read most of the others? His answer: "Yours are always a little different. Even if I don't end up using them right away—or even at all—they often give me ideas and sources for future stories."

Usefulness to the reporter is what's key when it comes to writing an effective press release. That doesn't mean that spelling, grammar and brevity—releases longer than a single page are usually too long—aren't important. Rather, it means that the way you present your information should remove from the recipient as much effort as possible in seeing its relevance. Again, editors and reporters aren't necessarily lazy, but it's a fact that the less effort they have to put into producing an interesting and relevant story, the more amenable they are to "developing" a story idea.

**But, Who Cares About What I Do?**

**Me, Newsworthy? Nah.**

Ask most people what's newsworthy about themselves or their lives, and they'll answer "nothing." You'll get the same reaction from many tree care company owners. Yet, check out what shows up in your local newspaper and on local radio and television. What stories do they tell? Someone has just returned from an interesting trip overseas. Someone just won an award for community service. Or, maybe there's simply a photograph of children splashing next to a gushing fire hydrant on page three of the local newspaper. Most weeklies are full of "news" about real estate agents in town. Is any of this really news? Nothing earth-shattering here.

None of these types of stories is likely to make the national media, but they offer their local audiences the opportunity to get

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Striving to achieve media attention could well leave you on the business end of an interview by a reporter. Here are a few tips to help keep you in charge of the information that your potential customers receive about you and your company. When talking to a reporter:

1. Be assertive and don’t get pulled into areas or onto topics that you aren’t qualified to comment on.

2. If you’re asked an awkward question, avoid the “no comment” response. It suggests you have something to hide, which, to a reporter, works like the scent of blood to a hungry shark! Say you’ll get back to the reporter, or explain that someone else—your lawyer, perhaps—is acting as your spokesperson. Remember, honesty is the best policy.

3. Decide what you want to tell the reporter—exactly—before you meet, and stay focused on getting that message across. It is usually a good idea to write down your two or three main points before starting an interview. If you are discussing anything sensitive or controversial, don’t let yourself get ambushed. Feel free to take notes on your conversation and get back to the reporter later. If interrupted by the reporter, insist on making your point before moving on to the next question.

4. Consider every response. Being in a situation where you can relax and devote your full attention to the reporter will help you do this.

5. Short, economical answers are far more appropriate than their long, rambling counterparts. Give the reporter just the information needed. Never speak with a reporter “off-the-record.”

Les Kozaczek is the media relations director of the National Arborist Association.
New technology is constantly changing the way we do things. Accepting change doesn’t have to mean abandoning tried and proven techniques. It’s important not to forget what has gotten us this far and the persistent push through the vast unknown what it took to get here. Today’s tree climbing concepts, with the aid of the latest rock climbing equipment, have advanced remarkably. The failsafe factors are also improving.

With the latest equipment, the task of climbing into a tree is as laborious as you make it. When possible, I have the ground personnel help me in getting up a tree. One method that I use may at first seem expensive and complicated, but it can come in handy for excessively long rope climbs. The method will enable you to self-belay and receive assistance from people on the ground.

Start by placing a pulley in the tree. You can use either a static retrievable false crotch with a climbing line set in a pulley, or a pulley anchored at the base of the tree with a second line. Attach one end of the climb line to your saddle with an eye splice and a double-locking snap or carabiner. The remaining rope is placed in a Gri-Gri that is attached to your saddle. The Gri-Gri is a device that is used to assist in belay and to help arrest a potential fall. After you place the rope through the Gri-Gri take the free end of the rope and run it through another pulley. This pulley is attached with the aid of replaceable pin micro ascender so that when pulled down, its locks. This micro ascender is then pushed or pulled up the line. You can use a pole pruner to help slide it ahead of you on the line.

The throw line can also be tied to the micro ascender lever cam eye. The throw line is then placed in another pulley next to the pulley that is up in the tree. With the throw line attached, you can pull the micro ascender up the line ahead of you. This throw line assist only works when you use the second line anchored at the base of the tree. This allows you to place the pulleys side by side without any interfering limbs.

When you get to the top and want to come back down you can place the micro ascender on the rope that is dead-ended into your saddle. This will help you when you self-belay on the Gri-Gri. If you leave the micro ascender on the other line it will go up when you come down. This can create a cat-chase-mouse situation.

The use of this combination of climbing equipment will help reduce the effort required to climb on rope because it allows the ground help to do all of the pulling - good news to those of us who are not getting any younger, just getting along.
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This Won't Hurt a Bit

It's cold, no one wants to work outside and half your crew called in sick again. Is there anything you can do about it? Yes, bring your employees in for flu shots, says the Partnership for Prevention, a non-profit organization that helps businesses promote health in the workplace. The organization estimates that for every dollar employers spend on immunizations, for example, $30 is saved in health care costs alone. Some companies that offer flu shots to employees at the office reported a 20 percent drop in respiratory absences.

Violence at Work

Prevention is the most important factor in reducing violence at work, according to an official of the Workers' Compensation System in Texas. And the best way to prevent violence is for managers to create a system where workers can report on-the-job threats. In order to monitor workers, employers should use anonymous surveys and follow up with security evaluations after a violent incident or threat. Employers should also monitor the behavior of employees and keep an eye out for signs of depression or stress. Extensive training can help relieve stress, since knowledge will help give employees confidence and a clear idea of what is expected of them. Background checks are also recommended.

Are You Prepared to Pay Taxes Electronically?

Bet you never thought that the North American Free Trade Agreement would affect your tree care business. Well, think again. Part of the agreement, popularly known as NAFTA, includes a provision designed to replace the money the government lost when it lowered tariffs and fees. One way the Treasury Department plans to recoup is by requiring companies to make their federal tax payments electronically rather than by check. This lets the Treasury deposit payments a day earlier, which allows the government to begin collecting interest a day earlier.

The new rules apply to all firms that paid more than $50,000 in employment taxes in 1995. That figure drops in future years, to the point where the government expects that 95 percent of all depository taxes will be collected electronically within four years. The federal taxes covered by the new provision include corporate income taxes, excise taxes, unemployment taxes and withholding taxes. Fortunately, you won't have to be an Internet expert to comply. Your bank or payroll service can be instructed to make the transaction after a phone call. There are several different ways to make payments, however, and it can take up to three months to enroll in the Electronic Federal Tax Payment System. So the best precaution is to seek advice now on how to comply. While your business may not be included this year, all but the smallest companies will be soon.

Heave Ho

Researchers at the UCLA School of Public Health have found that workers who use back-support devices have one-third fewer back injuries. The Southern California Injury Prevention Center examined the records of 36,000 workers at 77 Home Depot stores in California. The study concluded that back supports can help reduce back injuries among workers who do a lot of lifting. The researchers recommend that proper training combined with back belts should be part of a back injury prevention program.
Professional arborist Paul Sisson of Seattle, Wash., defeated eight other competitors to win $10,000 and the title of national champion at the 1996 ArborGames National Final, held Oct. 6 at the Paul Bunyan Show in Nelsonville, Ohio. Sisson, a crew foreman at the University of Washington, earned a perfect score in the felling event to help secure his victory. He completed ArborGames training earlier this year in Portland, Ore.

Arborist Norm Hall of Island Lake, Ill., finished in second place for $3,500. Jim Weaver of Bend, Ore., took the $1,500 third prize.

ArborGames training, designed for tree care professionals, draws on skills taught in the Game of Logging program and adds climbing and rigging. Tim Ard, one of the founders of the Game of Logging, teaches the GOL skills in ArborGames, while Ken Palmer and Rip Tompkins offer instruction in climbing and rigging. Palmer and Tompkins both are past winners of the International Society of Arboriculture Tree Jamboree.

"ArborGames is by far the most well-presented and most advanced training for climbing and rigging that I've ever seen," Sisson said. "I was also very impressed with Tim Ard and his cutting and maintenance techniques. They were comprehensive and productive; they just made more sense."

Bandit Industries has completed construction of two new buildings, which has added 43,000 square feet to their manufacturing facility. This latest expansion follows a 20,000 square foot expansion to their primary manufacturing facility completed last fall. One of the new buildings will provide an assembly area to meet the increased demand for the Model 3680 Beast Recycler, which was introduced just over a year ago.

The second structure, which is a finishing paint and shipping facility, will free an area in Bandit's primary manufacturing facility. The additional area will allow Bandit to increase production of the new Model 280XP and Model 1850 and to increase production of towable and self-propelled whole tree chippers. These two plant expansions will help Bandit meet growing demand for its products.
Fanno International introduces the new Fl-1700 with an extra-heavy blade construction with 5 1/2 teeth per inch for faster cutting. The fully enclosed oversized handle offers balance and comfort. Fanno’s 17-inch pole saw blade, which serves as a replacement blade for the Fl-1700, saws large limbs faster with its revolutionary tri-edge design. Contact your local arborist supply company or Fanno, PO box 628, Chico, CA 95927. Phone: 916-895-1762; Fax: 916-895-0302.

RF Inter-Science Co. now provides three different types of portable, camera-adaptable microscopes. The Macroscope 25 provides fixed magnification of 25X, the Macroscope 18-36 ZOOM provides variable magnification of 18 to 36X and now the new Macroscope 45 provides fixed magnification of 45X. No slide preparation is necessary. The specimen is simply placed on any flat surface, the Macroscope unit placed over it and focused. It includes a measuring scale calibrated in inches and millimeters making it possible to measure objects as small as 0.05mm or 1/128inch. Although the unit is designed to work in normal ambient light, lighting accessories are available as well. For information, contact: RF Inter-Science Co., Inc., P.O. Box 445, Coram, NY 11727. Phone: 516-698-4799; Fax: 516-698-4988; E-mail RichF516@aol.com

Echo’s new EG-5601 generator with an overhead valve (OHV) offers operators a smoother-running engine with less noise and vibration. There’s less fuel consumption, and the powerful, 391-cc, 11-horsepower, Vanguard OHV engine offers a smooth, quiet alternative to typical side-valve engines. Combined with a 7.2 hour/per-tank run time, this is the ideal choice for operators needing power tools on remote sites. Echo’s exclusive Smooth Wave power flow control guarantees users clean, consistent voltage while minimizing premature tool failure, and the AC circuit breaker helps protect the generator end from electrical overload. It provides up to 5,000 watts (continuous load) and up to 5,600 watts during peak usage. For additional information, contact Echo Inc., 400 Oakwood Road, Lake Zurich, IL, 60047. Phone: 847-540-8400.

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"World-Class Power In The Palm Of Your Hand" is the theme of a new, four-color brochure and product video from Pellenc America, Inc. The video shows a variety of in-use applications of the battery-operated P2000 pruner. In both the video and the new, four-color brochure, Pellenc provides a variety of information; details the P2000; illustrates the simplicity of operation and maintenance; and shows benefits of the pruning process. For a free copy of the brochure and information on the video, contact Jean-Claude Soleil, managing director at Pellenc America, Inc., 955 S. Virginia Street, Suite 116, Reno, Nev. 89502. Phone: 702-926-4611.

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Where Do Tree People Learn to Be Leaders?

Twenty-six days of unknown challenges on an island lay ahead of me with 11 strangers. None of us were sure of what we were in for except that sailing, rock climbing, swimming and camping were listed in the brochure. To some, it would be hell and to others it would be fun.

Our days were full (5:00 a.m. to 11:00 p.m.) and sleep came fast and easy to all. The team building was full of ups and downs. Many were not ready for what we were up against and others had to carry their weight. A battery of daily team challenges both big and small improved communication and patience. Many were followers, but few were leaders.

Adverse conditions teach those who hope to be leaders how to give support, direction and guidance. In a few weeks, your mind, body, and soul had been tested to the extreme. I urge you to challenge yourself to grow with the Outward Bound experience.

Rolf Briggs
Tree Specialists, Inc.
Holliston, Mass.

Still Much to Learn

“Troubles in the Rhizosphere” (Shigo, October cover story) should serve to remind everyone that the tree care profession requires so much more than being the missing link between a carpenter and Tarzan. Topics such as saw technique, rope safety and business practices obviously must be dealt with in your page, but I think the frequent inclusion of articles like Shigo’s helps to elevate our thinking and our standards and reminds each of us that we really have so much yet to learn!

Guy Sternberg
Starhill Forest Arboretum
Petersburg, Ill

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OSHA Targets Ergonomics

A range of workplace injuries—generally known as carpal tunnel syndrome, repetitive motion or cumulative trauma disorders—have garnered increasing attention from health professionals, government officials and attorneys.

The judicial system has yet to assign blame—and the inevitable damage awards—in this area of health and law. One federal judge recently allowed a lawsuit against Apple Computer to proceed. On the other hand, IBM has won all 15 suits against plaintiffs who alleged that the computer manufacturer’s defective keyboards caused a variety of ailments.

The Occupational Safety and Health Administration (OSHA) released a summary of its first ergonomic proposal more than two years ago. The proposed standard (ANSI Z-365) would be designed as a guide to control work-related cumulative trauma disorders. The draft proposal would have covered more than 6 million businesses. After heated protests from industry groups, OSHA narrowed the rule to cover slightly more than 2 million businesses. That proposal was still too broad for Republicans in Congress, however, who have prohibited OSHA from developing a rule on ergonomics since 1994 by adding a restriction to appropriations bills for the Department of Labor. Under a compromise reached for fiscal 1996, OSHA was allowed to gather information, but was not allowed to develop a rule.

But this June the House voted to remove the prohibition and the Senate followed suit. Republican House members tried to have the restriction added to an omnibus spending bill that passed the House and Senate in late September but could muster only 31 supporters. The bill, signed by President Clinton on Sept. 30 just hours before the end of the fiscal year, contained appropriations for many federal agencies and avoided another government shutdown.

As a result of the lifting of the restriction, a rule on ergonomics now has the highest priority, according to Marthe Kent, OSHA’s acting deputy director of policy. She expects a final draft by spring.

The committee responsible for drafting new standards meets this month. Committee meetings held this summer resulted in a 19 page draft. Several industry associations objected to the draft, viewing it as “overly broad.” A letter to the committee signed by groups such as the American Petroleum Institute and the Chemical Manufacturers Association called ergonomics a “fledgling body of science.”

OSHA is currently considering three approaches: formal rulemaking, further research or voluntary guidelines. Secretary of Labor Robert Reich, who called cumulative trauma disorders the “fastest growing workplace injury,” asked OSHA Administrator Joseph Dear to forward recommendations within weeks on which direction the agency plans to take.
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For information, call the ACRT Institute of Arboriculture & Urban Forestry at 800-847-3541, extension 211, fax 330-945-7200 or e-mail to LynnK@acrtinc.com. ACRT's new web site, http://www.acrtinc.com, has information on all training materials and programs.

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Warm sun, turquoise waters, cool breezes and good friends. The 1997 NAA Winter Management Conference in Nassau, Bahamas is sure to be one of the best in history.

This year's meeting will be held at the Nassau Marriott Crystal Palace Resort located on Cable Beach in Nassau, Bahamas. The meeting will run Tuesday, Feb. 4, 1997 through Sunday, Feb. 9, 1997. It opens with a grand reception bursting with tropical island flair and ends with a fabulous dinner and evening of entertainment. Throughout the week, enjoy all the islands have to offer with snorkeling trips, duty-free shopping, deep sea fishing, golf, and every water sport you can imagine. Tremendous educational opportunities await, particularly the speaker program designed to help your business succeed! With all the restaurants and activities the Marriott has to offer, you don't even have to leave the hotel.

Nassau is easily accessible by air from almost every major U.S. city. However, February is a busy travel month for the Bahamas, so make your reservations early! For assistance with your air transportation, please call Travel Worldwide Network at 1-800-631-9675. To make your reservations at the Marriott, call 800-222-7466 x 316 between 8:30 a.m. and 5:00 p.m. Monday through Friday and be sure to reference the National Arborist Association room block.

So, when the snow, sleet, ice and rain of the winter months begin to wear you down, take a break. Attend the 1997 NAA Winter Management Conference. This is the opportunity of the year to network, socialize, learn to manage your business, relax and enjoy the beauty of the tropics.

For more information, call Carol Crossland, meeting coordinator, at the NAA: 800-733-2622 or write PO Box 1094, Amherst, NH 03031-1094.
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How Do You Finance Your Tree Care Operation?

By Joe Skoda

Before you can intelligently plan your company’s future, you must first generate a financial projection. Most people would create a projection that looks at least 6 months to a year ahead. That amount of time will let you know what you have in terms of assets and how much it will take to operate for a few months. But this will just get you started.

Do you have the resources to hire another crew or purchase new equipment? Can you pay for it? If not, do you have enough assets to interest a lender in your business? Even if you are just starting out in business, you should have projections whether you are looking for financing or not. You should always have an idea of where your business is headed.

Most businesses fail for two reasons:

1. They become insolvent, which doesn’t mean it was a bad business. It simply ran out of cash. Even a great business can run out of cash. If your business was cash poor and you did some work for General Motors, which pays in 180 days, you would be out of business too.

2. Due to poor record-keeping. The owners really don’t know where they stand at any given time. As a business person, you need to know that. I don’t expect everybody in business to be an accountant, but you need to know where you are, so that you know were you can go. If you know your business, you can talk to others intelligently about it. You should have a banker, accountant and lawyer working with you who understand your business. Otherwise, they won’t know how to help your business succeed.

So, what should you do?

Before you talk to bankers, talk to your state and local development people. Ask if there are any funds available. What often happens is that these organizations have funds that they will lose if they don’t loan them out. They are often happy to find someone who wants a loan.

Some of the cheapest money is available from state government. Most states have different programs with different rules. One may offer $15,000 in financing at 3 percent interest for every employee you hire. Municipalities, and, of course, the federal government have money to lend as well. Your local chamber of commerce should know where the money is in your community.

The Small Business Administration (SBA) has several programs of interest. The SBA makes character loans based on the fact that you’re a nice person who needs some money to go into business. You don’t need very many assets. Banks won’t loan you money based on your character, unless you are well known in a small town. Normally, banks want you to give up your firstborn. Find out if your bank is an SBA preferred lender, which means it has the authority to submit an application to the SBA and receive an answer within 24 hours.

Where can you get the money?

Bankers are strange people. They will tell you today that you can’t have a loan, and a week later will ask if you still need the money. If banks have a lot of cash on hand, all of a sudden that loan you couldn’t get a week ago is now a viable one to them.

Strange, but that is the way it works. We have one partner in our firm who sits at his telephone and fields calls from banks. We are a pretty good sized firm of 65 employees, and banks call all day asking if we know of anyone who needs financing.

Your neighborhood banker may not be the guy you want to do business with, because lenders have lots of preferences. Some will give you all the money in the world for equipment. Some people won’t touch it.

On the other hand, a leasing company that specializes in new or used equipment probably understands your business. They’ll buy equipment for you, then lease it back to you. Your local bank probably doesn’t have that type of understanding, unless you can find someone that works in your niche.

After you learn about financing, you may decide that you shouldn’t talk to your banker yourself. You may decide to send your accountant instead, because a banker regards your accountant as a disinterested third party. If your accountant thinks that you can pay off a loan, a banker will consider you a better risk. Keep in mind also that your accountant may have 2,000 other clients that a bank sees as prospects. A banker doesn’t want to make an accounting firm hostile because it might pull its clients out of that bank. You should always look to your accountants for help when you put together financing packages.
Approaching a bank

Write out the questions you plan to ask, and then allow for as much time as needed to answer questions yourself. Tell it like it is. Don’t go in there hemming and hawing, mumbling about needing a loan. Before you even make an appointment, you should know how much you need and what you will use it for. You should have a business plan and price quotes for equipment written down. You should know where your business is headed. This way, if questions or worst-case scenarios come up, you have an answer. If a banker thinks you are knowledgeable about your business and industry, it will help your chances.

Make sure you understand what the banker said. Often in our business people will go through a financial statement with their banker and act as if they understand. Then, two weeks later, something comes up and they plead ignorance. Stop the discussion and ask for clarification.

Sell yourself and your business by knowing what you are talking about. Let them know that you are the smartest guy in that room when it comes to tree care. From that point on, keep your banker informed. If you are generating financial statements on a regular basis, send them—whether you need money or not. Some day when you do, your banker will have a whole file of your statements.

Think like a banker

You need to understand how your banker thinks to learn about the loan request process. How does the banker think? He thinks about getting the loan repaid. He is conservative, not a gambler. A banker will create “what if” scenarios to try to anticipate future payment problems.

You need to ask yourself what you would do if certain negative things happened. Would you have enough cash in reserve to cover contingencies? A banker doesn’t always think like an entrepreneur. Those of you who started your own businesses are gamblers. You stuck your necks out, and you probably didn’t make any money at first. Bankers hate risk.

Nevertheless, you should evaluate your banker as a business advisor. Have a banker on your team along with your accountant, lawyer and insurer. All of these people should be a part of your business in a very real sense because you may know everything about the technical aspect of your business, but you don’t know everything. I know nothing specific about your business, but I could probably help you on finance and operations. Those are my areas of expertise. By the same token, a banker thinks about what will happen when the regulators come in for an audit.

What should you look for in a banker?

Find someone who is interested in you and understands your business. Locate someone who will ask you the tough questions, understand your thought process and help you develop your business in a proper way. You need someone who will constructively criticize your business plan, who will be more than a banker. He has to be an advisor who will take the time to help you grow the business.

When you have that meeting, don’t make promises you can’t keep. Don’t agree to a payment schedule that you know you can’t follow. Leave enough flexibility so that if something goes wrong, you can keep up with your commitments. If you should get into problems, call. Bankers like to be kept informed.

Don’t get impatient if a loan isn’t approved right away. Bankers are a different breed. Unfortunately, most of us first meet with people who don’t have the authority to loan us money. They have to send requests up the line, especially for any large sum. One of the ways to avoid having to sell your story over and over is to find out...
Rules for Dealing With Bankers

- Don't ever lie to your banker.
- Never surprise your banker.
- Don't change banks simply for a better interest rate.
- If your banker understands your business, stick with him because the next one may not.
- Listen to what they have to say.
- If you don't understand something, ask questions.
- Sell yourself and your business.
- Don't try to negotiate over the phone. Bankers want to look at you to see if you are looking at their eyes or down at the table.
- Don't go out and spend the money before you ask for it, because you may not get it.

What sort of information do you need?

You should ask your banker what you need to approve your loan request. He will give you an outline and explain it to you. Most banks belong to Robert Morris Associates, which is an arm of the financing industry that has a much shorter application than the one used in years past. Even the SBA has come out with a one-page loan application. You don't need a ton of data, you need the right data.

They want to see a balance sheet, income statement, cash flow statement, financial projections and personal financial statement. They will check on collateral, which isn't always needed. Remember, the people who will analyze these things are not the people you have talked to, so your paperwork must be easy to read and understand.

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What does a banker want to know about you?

- How long have you been in business?
- Who owns the company?
- Who are the key staff?
- What do you intend to do with your company?
- Who are your customers?
- How will you operate your business?
- How healthy is your personal financial statement?

Closing the deal

Allow for plenty of time to put the deal together, because banks don’t operate overnight—especially if you are not talking to the right people. Organize your team—accountant, insurance agent and attorney. Decide where you are going and how you are going to get there. Analyze your financial information and develop your 3- and 5-year forecasts. When you put together a loan request, have a cover page, a table of contents, loan proposal. State the nature of the business, the amount of money needed, how long it will take to pay it off, why you are borrowing and the terms and conditions to take care of the loan.

You will need a business plan. In that plan, talk about how you will market tree care services, manage the operations, and the financial information developed. Use your business references and anything else you might have: brochures, advertisements etc. Make it look good.

What will the bank think? They will look at your financial statement and check for an auditor’s report. Not all loan requests need an accompanying auditor’s report.

To finance or not?

If you have cash, should you go out and borrow money for new equipment? To answer this question, it is important that you run your cash flow projections to see what your cash requirements will be. You may be able to buy a piece of equipment for cash, but then you will hire more people to operate that equipment. Your payroll will be higher immediately, but your collections may be running 60 days behind. You know your situation, but always leave yourself enough of a cushion so that you aren’t running to your bank in an emergency situation. You may earn more money with more equipment, but it may take 6 months to a year for you to earn the cash back. Keep that in mind at all times.

If you only buy new equipment with cash, you won’t be expanding very fast because it will take time to build up the type of cash position that will allow you to buy even more equipment. If you borrow from a bank or leasing company, you can earn money on dollars you can use.

The name of the game is cash.

You must plan your cash flow. If you have a few bucks and want to finance your own operation, think about whether or not you want to spread your capital so thin. If you have a crunch period, you won’t have the time to borrow the money. No matter what else is on the books, you must work out a cash projection to know that you have enough funds to stay solvent.

Think like a banker. Nurture your relationship with your banker. This is often difficult advice for small business owners to accept, but a solid, working relationship with someone who has financial savvy and an interest in your success will help your business grow over time.

Joe Skoda is a CPA and has been an accountant for 35 years. He is a partner of Skoda, Minotti and Reeves in Ohio.

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Recycled Roots

By Marty O'Brien

This article is not necessarily about a new innovation in arboriculture. More accurate would be to describe the information below as a lazy arborist’s way of replacing trees. This item is about resprouts, whereby I have allowed the live roots of a removed tree to take over. If conditions permit and time is on your side, I recommend you let nature do its thing.

I started a resprout program about 12 years ago. It came about quite by accident. I cut down a small tree that was doing poorly due to mower damage. Although the tree was slated for replacement, a backlog of work prevented us from getting the job done right away. More than a year later, a 10-foot sprout had reared its pretty head over the site.

After convincing my supervisor to let these cut stumps grow, my resprout program was on its way.

My experiences during the past decades have taught me that resprouts have good and bad qualities. On the positive side, time and money are saved. A stump need not be ground out, nor a new tree planted. The downside includes the possible loss of desired cultivar. For example, the stump of a seedless ash may yield a tree that produces seed. Or worse, a thornless variety of honey locust may yield a thorny sprout.

The original specimens of the resprout program are now 20 feet tall and 8 inches in diameter. Many are multistem. Oftentimes, if a resprout is trimmed to only one stem, it is vandalized. One interesting individual comprises two species. An autumn purple ash had to be cut. In its place grew both autumn purple (the desired cultivar) and its root stock green ash. This many stemmed tree offers a purple and yellow pallet in the fall.

Ironically, I have discovered that resprout tree can grow faster than replacement trees. Side by side we have two trees growing. One was cut flush to the ground (mower injury), while the other was left untouched. Eight years later, the resprout is not only larger than the other tree, its current mower injury wound is clearly displayed, despite being mulched! Some things will never change.

Marty O’Brien is the chief forester of the Schaumberg Park District in Schaumberg, Ill.
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Tax Benefits

More than 1.7 million small businesses, including many
tree care and landscape maintenance operations, operate as S cor-
porations according to the Internal Revenue Service. Now, however, recent
changes to income tax laws have made S corporations easier and more rewarding
entities under which to operate.

In essence, S corporations are a special type of corporation that allow profits
and losses to "flow through" to the individual shareholder or shareholders. In
other words, the corporation does not usually pay federal income taxes.

Many family-owned tree care businesses are S corporations because tax
rules allow the owners to be taxed as individuals while protecting them with the
limited liability normally associated with corporations. In other words, an S cor-
poration is simply an incorporated tree care business that has chosen to be
treated as a partnership for income tax purposes passing on income and losses
to the shareholder(s).

Under the new laws passed prior to Labor Day 1996, the maximum number of
eligible shareholders of an S corporation increased from 35 to 75—but only for years
after 1996. S corporations will also be permitted to own shares of stock in regular or
'C' corporations after 1996, making the S corporation entity more attractive to grow-
ing and expanding businesses.

Best of all, the new tax laws allow any business that terminated its S corporation
election within a five-year period beginning immediately preceding the passage
of the new law on Aug. 20, 1996, to re-elect S status without the consent of the
Internal Revenue Service.

Remember, even under the old tax rules, an S corporation does not pay income
taxes. Instead, the corporation's income and expenses are divided among and
passed through to its shareholders, who then must report the income and expense
on their individual income tax returns.

Why an S corporation for the average tree care and landscape maintenance
business? The use of this unique tax status enables arborists to avoid the
penalties for accumulating earnings within the business as well as avoiding
the double-taxation of corporate earnings (once at the corporate level and again
when the shareholders are forced to pay tax on the dividends received).

Doing business as an individual, the average arborist usually computes his or
her tax bill using the bottom-line profits from the tree care operation as reported
on Schedule C of form 1040. On the other hand, taxes must be paid on bottom-line
profits of a regular corporation, since it
is a separate entity for tax purposes.

Should the owners of a regular corporation want to distribute its profits or earnings to the shareholders, they must use only the money that remains after the corporate taxes have been paid. The recipient, owner, shareholder or arborist must then pay taxes on that already taxed dividend income at his or her personal tax rate. Double taxation, in other words.

Losses are treated in a similar fashion. A loss sustained by a corporation may be used to offset past or future income. An individual who suffers a loss from his or her sole proprietorship can use that loss to offset personal income—present, past or future—from other sources.

Obviously, there are a number of restrictions on the use of S corporations. For example, only a domestic corporation with no more than 35 (75 after Jan. 1, 1997) shareholders can qualify for S corporation status.

Furthermore, a qualifying, incorporated tree care business can have only one class of stock issued and outstanding. Those shares of stock must be identical when it comes to the rights of the holders in the profits and assets of the operation.

Although not normally subject to tax, for any incorporated tree care business choosing S corporation status, a tax is imposed on any so-called “built-in” gain that may be realized on the disposition of any asset within 10 years from the first day of operations as an S corporation. Fortunately, the tax on recognized built-in gain does not apply to an incorporated business that has always been an S corporation.

Each shareholder of an S corporation separately accounts for his or her pro rata share of corporate income, deductions, losses and credits during the year in which the corporation’s tax year ends. These items must be separately stated wherever they could effect the shareholder’s separate tax liability.

Congress also recently approved a provision that, at least for tax years beginning after Dec. 31, 1996, says that S corporations and their stockholders will no longer be subject to the audit rules that are routinely applied to partners and partnerships. While this means that an S corporation tax audit will no longer automatically spill over to the personal tax returns of the shareholders, as in the past, consistent reporting by the operation and the owners/shareholders will still be required.

The choice of an S corporation must be made on or before the 15th day of the third month of the business’ tax year in order for the choice to be effective for the current year. In other words, a tree care business using a calendar year would have to make the S corporation election on or before March 15. Otherwise, as with an election made before Dec. 31, S corporation status would apply at the beginning of 1997.

Once made, the S corporation election applies until terminated. Voluntarily ending or terminating the S corporation status of any business is not difficult. A problem is created, however, when that S corporation status is terminated involuntarily.

Under current tax rules, S corporation status is automatically terminated if any event occurs that would prohibit the business from making the election in the first place. That means, adding additional shareholders, allowing an unqualified shareholder to buy an interest in the S corporation or in any other manner invalidating the S corporation election.

### Other Units Available

#### Altec Units
- 1987 Ford F700 Gas AA600P
- 1987 Ford F700 DSL LB-650A
- 1990 Ford F450 at 250G
- 1995 Ford F800 DSL AA600MH

#### Asplundh Units
- 1986 Chevy LN-50
- 1987 Ford F700 LR-50
- 1988 Ford F700 LR-50

#### Jery Chippers
- 1986 Hi Rangers
- 1985 Hi Rangers
- 1986 Chevy C70 5FI-52PBI
- 1995 Ford FT-900 10-90 I Ranger

For more information on Altec used equipment, call Buddy Dollar at 205-323-8751 or 800-931-8105 (voice mail).
results in immediate termination of that status. Frequently, this involuntary termination goes unnoticed for years until an IRS auditor picks up the infraction of the rules. Termination is both retroactive and expensive.

Otherwise, the S corporation election may be revoked only with the consent of shareholders holding more than 50 percent of the outstanding shares of voting stock. This voluntary revocation may designate the date when the revocation will become effective. Otherwise, the voluntary termination becomes effective at the beginning of the next tax year.

Making matters worse, if S corporation status is revoked or terminated, the incorporated tree care business may not, without IRS consent, reelect S corporation status until the fifth year after the year in which the termination or revocation became effective. After last summer’s law changes, any termination of an S election in a tax year beginning before Jan. 1, 1997, may be disregarded.

Restrictions on who may be a shareholder in an S corporation have been relaxed somewhat. Partnerships, nonresident aliens and some tax-exempt organizations are not permitted. S corporations are also presently prohibited from issuing preferred stock, which prevents them from seeking certain types of non-commercial capital financing.

As signed into law, the bill permits S corporations to own 100 percent of an S corporation subsidiary. The parent and the subsidiary would be treated as a single S corporation. In addition, the rule changes repeal the prohibition on S corporation membership in an affiliated group by allowing S corporations to own up to 100 percent of a regular, ‘C’ corporation’s stock.

The legislation also allows S corporation ownership by as many as 75 shareholders. More types of shareholders, such as employee stock ownership plans (ESOPs), pension plans, charities and even some financial institutions will be eligible. This should substantially increase the financing options available to every tree care business operating as an S corporation.

A corporation, by definition, is a legal entity, separate and distinct from the persons who own it. It is regarded under our laws as an artificial person, able to own property, incur debts, sue or be sued. Its main features include limited liability (generally, owners lose only what they invest), easy transfer of ownership through the sale of shares of stock and a continuity of existence.

The S corporate status permits every tree care professional to benefit from the advantages of an incorporated business while, at the same time, receive treatment for tax purposes as if that business entity were a partnership. All deductions and losses are passed along to the shareholder or shareholders to reduce their tax bills. And it will get even better as the new laws begin to take effect.

Mark E. Battersby is a tax and financial advisor to small businesses. His syndicated weekly column appears in newspapers nationwide.
The E-Z Beever Model 2500 is one of eleven high performance chippers in Morbark’s new 2000 Series.

Morbark started a revolution in the early 1980s with the invention of the disc-style brush chipper. We shook the industry again in the early 90s with the invention of the E-Z drum-style chipper. We don’t believe the perfect brush chipper has been built yet, but we aim for that goal every day. It must be working, because thousands of customers over the years have turned to Morbark for simple, dependable, heavy duty wood chippers.

We thank you for your past business as we continue making every effort to earn your business now and in the future. With that goal in mind, Morbark is proud to introduce our new 2000 Series of E-Z Beevers. Seven exciting new designs. High performance chippers in every size range to fit every waste wood disposal application and budget. Contact your E-Z Beever dealer or call us toll free at the factory for more information on our new '96 models. Ask for a demonstration. Compare features, performance and production and we believe you’ll find the best value where you’ve always found it ... in a Morbark chipper.

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Experienced climber/foreman needed for established Massachusetts tree service. Self-motivated arborist, certificate a plus, to work in a drug-free environment. Send resume or call Holbrook Tree Service, 252 Union St., Yarmouthport, MA 02675. Phone: 508-362-8085.

RELOCATE TO FLORIDA and enjoy year-round employment, great weather and a terrific working environment. We are growing fast and need: foremen, climbers, sales people and all-round tree care professionals and helpers. Excellent compensation and benefits with opportunity for advancement. Drug-free workplace. Call 407-968-1045.

California Bay Area company is seeking an enthusiastic, outgoing Certified Arborist to handle its residential sales division. Excellent pay and benefits, company car and help with relocation. Reply to Box CS-TCI, PO Box 1094, Amherst, NH 03031.

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Arborist—Representative: 1 hour from NYC. Sales and service to residential and corporate. Must be fully experienced and knowledgeable of the industry. Competitive package, benefits and growth opportunity. Send resume to: Box CC, TCI, PO Box 1094, Amherst, NH 03031.

Tree Climbers, foreman, bucket + boom truck operators w/CDL, must have Exp. Top wages & paid vacations. 804-428-6227.

Ira Wickes/Arborists, a leader in the green industry for over 68 years, seeks quality oriented individuals to help us continue our growth. Dedicated, career-minded candidates are needed for all facets of our organization, including Sales, General Tree Care, Plant Health Care, Integrated Plant Management and Turf Care. We consider professionalism, quality, safety and teamwork to be essential to our operations, so if you'd like to work in this environment, bring your experience and ideas to Ira Wickes / Arborists at 11 McNamara Road, Spring Valley, NY 10977. Phone 914-354-3400 or Fax 914-354-3475.


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We currently have openings for:  
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- Operations Managers  
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We offer excellent salary compensation and benefits package. EOE.

Please send fax resume to: SavATree Attn: Human Resources 205 Adams Street Bedford Hills, NY 10507 FAX (914) 666-5843 Or call 800-666-4873 to explore opportunities.

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Finally, I would like to conclude by reiterating the importance of considering your personal values and career aspirations when making a job decision. It is crucial to evaluate the fit between your professional goals and the opportunities available within the company. By doing so, you can ensure that you choose a career path that not only aligns with your passions but also provides the potential for growth and fulfillment.

In summary, when considering a position at your dream company, it is essential to conduct a thorough assessment of the organization's mission, values, and culture. By examining these factors in conjunction with your own career objectives and personal attributes, you can make an informed decision that will set you up for long-term success and satisfaction.
Are you a person willing to put forth extra effort to help yourself and your company succeed? We are seeking motivated individuals to fulfill positions in general tree care, climbing, PHC and sales for our offices throughout the metro areas of Chicago, Connecticut, New York, New Jersey and Washington, D.C. Our company offers excellent benefits, training and advancement potential. Send resume to Kathy Hendricksen, The Care of Trees, 2371 S. Foster Ave., Wheeling, IL 60090. Phone: 847-394-4220.

Almstead, Inc. - Our continuous expansion leads us in the pursuit of career-oriented professionals in the tree care industry. Supported by a 32-year reputation for total quality, we truly stimulate growth potential in a team atmosphere. The following positions in utility and residential arboriculture are available in the Northeast. All positions offer an excellent compensation package. Sales Representative • Tree Care Foreman • PHC Technician • Utility Supervisor. Forward resume to Human Resources, 58 Beechwood Ave, New Rochelle, NY 10801, or fax to 914-576-4487.

Two positions available: Arbor Art Tree Service needs experienced tree workers or arborists. We are located in Santa Cruz County, CA and focus on high quality tree care for clients located in the Monterey Bay and Santa Clara Valley areas. Applicants must have a valid driver's license, good driving record and a minimum of 2 years industry experience. Wages negotiable, based on experience and qualifications. Arbor Art has holiday, vacation and medical benefits. Mail resume to PO Box 1744, Aptos, CA 95001, or contact us at 408-688-1239 (telephone and fax).

Salesperson wanted for largest independent tree service in the New York metropolitan area, serving major corporate accounts and Long Island's most affluent estates and homes. A career with Ryan Tree Service, established in 1979, offers state-of-the-art facilities and equipment, top arborists, support staff and superior compensation packages with unlimited growth potential in a major market. Candidates must be team players who have excellent attitude, communication skills and experience. A college degree is helpful. Fax resume to 516-691-2392, or mail to Ryan Tree Service, Inc., 235 County Line Road, Amityville, NY 11701.

Relocate to England and join Salcey Arborcare - Experienced Climbing Arborist required. A full-time position that will include day-to-day Arboricultural activities. Most specifically, you will be required to assist with the training of other employees and with the growth of the company. Applicants must have at least 5-years experience, be able to show natural team leadership skills and be aged between 30-35. Must have a clean driver's license. We value experience, but a professional qualification would be an advantage. Salary: £18-20K. Send resume to 28 Forest Road, Hartwell, Northants, England NN7 2HE. References essential.

Exciting career opportunities for vegetation managers - Rapidly growing vegetation management company looking for experienced division managers to work out of our Northeast, Southeast and Midwest US locations. Must have minimum 2-years experience in vegetation management and/or a degree in horticulture/arboriculture/urban forestry or related field. Must be self-motivated, decisive, creative and have strong organizational skills. We offer excellent starting salary, bonuses, company-paid health insurance, vacations, 401k program & excellent working environment. Send resume to: DeAngelo Brothers, Inc., Attn: Paul D. DeAngelo, 100 N. Conahan Drive, Hazleton, PA 18201, 800-360-9333, EOE/AAP, M - F.
Working Foreman needed for established, quality tree care service. 95% residential. Good "people" skills and up-to-date understanding of arboriculture a must. Excellent compensation and benefit package available. Mail resume to Michael Grimm Services, Inc., 3678 Kennedy Rd., Lafayette, NY 13084 (Syracuse area) or fax: 315-469-3272. Phone: 315-469-1222.

Looking for self-motivated tree climber to work for Toppers Tree Service in the high Sierra Nevada mtns. of Quincy, CA - 80 miles west of Reno, NV. Line clearance certified a plus, company will certify for person who has experience. Duties will be power line clearing, hazard tree removal, proper pruning and tree care for commercial and private work. Starting pay $15, caps at $19 per hour. Call Dave Sims at 916-283-2194 or send resume to Toppers Tree Service, PO Box 1891, Quincy, CA 95971.

Safety Trainer - The Davey Tree Expert Company is a leading national firm in tree care, grounds maintenance and consulting services. We currently have an opportunity for a regional safety trainer. Duties will include: monitoring territory activities pertaining to loss control and measurements against company standards; assisting field management with implementation of new and existing safety programs to meet company requirements and government regulations; schedule and direct training sessions; analyze reports, manage claims costs and communicate needs with management; and visit field crews, prepare evaluations and provide summary reports. The successful candidate should have a minimum of 2 years supervision/foremanship; qualified line clearance tree trimming experience; a working knowledge of the green industry; safety training experience with First Aid and CPR; good communication skills; and the ability to travel. A working knowledge of PC-based software packages preferred. Relocation may be required. Drug screening required. Interested individuals should send a resume, along with salary requirements, to: The Davey Tree Expert Company, Attn: Personnel Administration-ST, PO Box 5193, Kent, OH 44240-5193. An Equal Opportunity Employer.

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1990 Chevrolet C7D diesel chassis with New Schodorf "Silver Knight" Forestry Bodies. One with 14' package, two with 16' package. Save thousands! Contact Tom at Schodorf Truck Body, 800-288-0992.

Can your stump cutter operate for $3 an hour and go anywhere? Ours can. The Alpine Magnum weighs just 88 lbs., can operate near fences, walkways, buildings, and sidehills. It can clear brush, dig shallow trenches and maneuver over soft ground without making tire tracks. Call or write: Alpine Machine, 7910 Thornbury St. S.W., Olympia, WA 98512-2368. (360) 357-5116.

'79 Ford w/20' boom log loader & dump bed, new paint, $9,995; '82 IH V-8 gas w/53 W.H. HiRanger, single-man bucket, flat bed, $24,000; 77 GMC 4x4 w/57 W.H. HiRanger single-man bucket utility bed, new orange paint, $22,000. S.J. Ross Co. 317-634-4499, Indianapolis.

Bucket trucks, chip trucks, trailer chippers, cranes, skidders, track machines and custom-built units to meet your individual needs. For sale or rent. M.I.R.K., Inc. Phone: 330-669-2000.

**Used Equipment For Sale:**

- (1) 1989 Model 1200 Brush Bandit w/Cummins 200-hp (rebuilt) winch;
- (1) 1991 Model 1250 Tree Bandit w/Cummins 200-hp diesel engine;
- (1) 1992 Model 1254 (14" diameter capacity) Brush Bandit w/Cummins 200-hp die sel engine;
- (1) 1993 Model 1254 Tree Bandit (14" diameter capacity) w/Cummins 200-hp diesel engine;
- (1) 1993 Model 1400 track (self-propelled) Bandit w/Cummins 200-hp diesel engine;
- (1) Morbark Model 20/20 EZ Chipper w/Ford 6-cylinder gas engine;
- (1) 1989 Asplundh 12" Drum w/Ford 4-cylinder gas engine;
- (1) Morbark Eeger Beever w/Wisconsin 65-hp gas engine;
- (1) 1986 Morbark Eeger Beever w/Cummins 483.9, 76-hp diesel engine;
- (1) 1988 Morbark Model 290 Eeger Beever w/Cummins 483.9 76-hp diesel engines;
- (1) 1974 12" Chipmore drum w/6-cylinder Ford gas engine;
- (1) 1979 Wayne Chipper w/Ford 6-cylinder gas engine;
- (1) Olathe Model 986 w/Ford 4.23 gas engine;
- (1) 1968 Asplundh w/Ford 6-cylinder gas engine;
- (1) 1989 Asplundh 16" Drum w/Ford V-8 gas engine;
Aerial Equipment, Inc. Your used chipper and stump cutter supplier, serving the Midwest! BRAND NEW-We now are the Midwest's largest supplier of Arborists supplies and equipment-Call for a free price list and talk to our professional staff. Used equipment available-(1) 1989 Rayco Hydro-Stumper (Rubber-tired); (1) 1994 Rayco RG20HD; (1) 1994 Rayco RG2HD; (1) 1989 Mini-Chief Stump Grinder; (3) Asplundh Whisper Chippers; (2) Brush Bandit Model 90 1-1989&1-1990 both with gas engines; (1) 1990 Morbark Model 290 Diesel; (1) 1991 Morbark Model 290 Diesel; (1) 1989 Morbark Eeger Beaver Gas Engine; (1) Vermeer Model 620; (1) 1992 Model 250 Diesel; (1) 1986 Ford F-800 Gas Engine-4Wheel Drive with a front mounted winch and a HOBBS chip box. Several new and demo Brush Bandit Chippers and Rayco Stump Cutters available also. CALL-Ron or Joel, Aerial Equipment Inc., Phone 847-394-1042.

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Bucket trucks: 1985 Ford, Cat diesel, 50' w/h Asplundh, utility bed, $12, 600. 1981 International, diesel, 50' w/h Asplundh, $10, 500. 1989 Ford, gas, 47' w/h Hi Ranger w/4000 lb. winch & jib on tip of boom, $14, 900. 1985 Top Kick, 4x4, Cat diesel, 70' w/h Hi Ranger excellent condition, $39, 400. Unit only - 70' w/H Ranger, 4 outriggers ready to mount, $14, 500. Three chip trucks, gas & diesel. Nice condition, $6, 900. Knoxville, TN. Phone: 423-986-0905


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FOR RENT


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The horticultural world comes to Mid-Am '97 in January. You should be there... it could be the most pleasurable and profitable move you'll make next year! Mid-Am is the professional's one-stop source.

For registration information, contact Mid-Am, 1000 N. Rand Road, Suite 214, Wauconda, IL 60084. Phone 847.526.2010; fax 847.526.3993; e-mail midam@mc.net

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Please circle 31 on Reader Service Card
Cities across the country are facing similar issues—a diminishing ability to protect natural resources in the face of population increases and development pressures, a decreasing urban forest and open space, higher capital improvement and maintenance costs, and an inability to provide infrastructure services in light of escalating costs. Some cities are unable to meet federally mandated attainment status for clean air and water.

Urban foresters and a growing number of citizens know that our nation’s urban forests are a valuable asset, yet municipal tree program budgets are continually cut back. The trees in a community are not valued as highly as built infrastructure, because citizens and urban foresters alike cannot convince public officials that the urban forest is an economic asset that can help cities address growth management issues. Community leaders need to understand the natural benefits provided by their local ecology.

American Forests, the nation’s oldest citizen conservation non-profit organization, is trying to change this scenario. It developed an Urban Ecological

### Miami Lakes

<table>
<thead>
<tr>
<th>Study Area:</th>
<th>4.75 acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree Canopy:</td>
<td>21%</td>
</tr>
<tr>
<td>Grass:</td>
<td>21%</td>
</tr>
<tr>
<td>Impervious:</td>
<td>35%</td>
</tr>
<tr>
<td>Buildings:</td>
<td>23%</td>
</tr>
</tbody>
</table>

#### Tree Statistics

<table>
<thead>
<tr>
<th>Tree Statistics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree Count:</td>
<td>88</td>
</tr>
<tr>
<td>Average Health Class:</td>
<td>4.8</td>
</tr>
<tr>
<td>Number of Species:</td>
<td>15</td>
</tr>
<tr>
<td>Dominant Species:</td>
<td>BLO (38.6%)</td>
</tr>
<tr>
<td>Ownership (V/B/U):</td>
<td>65% / 35% / 0%</td>
</tr>
</tbody>
</table>

#### Energy Benefits

| Total Savings: | $280 |
| Savings Per Home: | $20 |
| Total KWH Savings: | 3452 |
| KWH Savings Per Home: | 247 |

#### Carbon Benefits

| Carbon Storage: | 42.13 tons |
| Carbon Sequestration: | 0.33 tons/year |

#### Stormwater Benefits

| Precipitation: | 5.50 inches |
| Runoff Volume: | 4.25 inches |
| Time of Concentration: | 0.17 hours |
| Peak Flow: | 17.68 cfs |
Analysis (UEA) process that measures a community’s ecological benefits. It put the research applications developed by the U.S. Forest Service, Natural Resource Conservation Service and several universities around the country into a practical analytical package. Ecological benefits are assigned an economic value based on the contribution they make in conserving energy, reducing storm water runoff and peak flow, improving air quality and maintaining wildlife habitat.

These values, converted into dollar benefits, represent:
- dollars saved, such as reducing home cooling costs by shading homes with strategically planted trees;
- dollars avoided, using trees to remove atmospheric carbon, rather than using expensive air pollution mitigation equipment, such as scrubbers, or using trees to slow storm water instead of building concrete water-containment facilities.

American Forests recently conducted an UEA in Atlanta and found that the direct summer energy savings from trees shading homes is estimated at $4.6 million annually citywide. In one neighborhood, the residential canopy cover reduced runoff by about 35 percent. This reduction of storm water flow saves Atlanta over $1 billion in storm water management facilities.

In one neighborhood, the residential canopy cover reduced runoff by about 35 percent. This reduction of storm water flow saves Atlanta over $1 billion in storm water management facilities.

Cities that want to map and measure their own urban forest resources can demonstrate their community’s values. American Forests has developed CITY green, a desktop Geographic Information Systems software program to help conduct the analysis. A community can use CITY green with Archview II software to conduct an UEA in-house.

Ed Macie, urban forester with the U.S. Forest Service in Atlanta who tried the new software program, offered this assessment: "Finally, we have a desktop computer tool that enables decision makers to take a natural resources approach to building cities."

With CITY green, a community can simulate urban planning and planting scenarios and measure associated energy savings, storm water management and carbon sequestration benefits. In addition, the program can illustrate and calculate a city’s land-cover changes over time. CITY green’s storm water analysis also performs "what if" scenarios for a changing environment to assist with planning.

Cheryl Kollin is director of the Urban Forest Center for American Forests.

THE MOST POWERFUL GASOLINE ENGINES AVAILABLE!

NOW, you no longer have to accept under powered or out of production engines.
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Making the Right Decision

By David Anderson

As a plant health care consultant, I review an average of eight properties a day. One particular site stands out in my mind. My initial visit to the property was in early May. I found the typical problems you would expect to find in a metropolitan Boston landscape—winter burn on broadleaf evergreens, leaf miner on American holly, euonymus scale and snow-damaged limbs on ornamental trees. This was a "no brainer" of a review, or so I thought.

I left my report, and soon after I received a call from the client regarding the appropriate actions necessary to implement my recommendations. To my surprise, the client asked me about the structural integrity of a massive oak tree to the right of his home. Although I had no previous experience with this plant, I remembered it clearly. It was a majestic red oak with no dead wood and three cables. It seemed to be in perfect health.

At the client's request, I went back to his home to examine the tree. From three sides, there was no sign of a problem. It was growing right against the neighbor's fence and was surrounded by lilacs. Upon closer examination of the back of the tree, however, I was quite frankly a little embarrassed to find that the bark was falling off in an 8 foot by 3 foot swath right to the ground. There were deep stress cracks, cavities at the base and signs of carpenter ant activity. The lilac next to the tree was growing sideways, indicating the tree was slowly leaning toward the house, heaving the ground around the butt of the tree. I left a report with my findings and told the client I wanted to get a second opinion from another certified arborist.

I spoke with our area representative and also my general manager, both certified arborists. At my request, they investigated the tree, and we arranged a time when the three of us could discuss the options available. Our primary function as consulting arborists is to ensure safety in areas containing plant material.

Although our aim is to keep trees healthy and alive whenever possible, our collective feeling was to recommend removal of this particular tree. Had this tree been alone in the field with no targets underneath, we might have recommended that it be left alone. But the fact that it was leaning toward a home decided the matter.

We sent a letter to the client explaining our recommendations and a price for removal. The client agreed, but wanted to wait until winter hoping for a lower price. I explained that this tree could stand for several years or it could fail before winter. I didn't want to use scare tactics, but with the potential liability involved, I wanted to put the decision in his hands.

On a beautiful sunny day two months later, the giant tree fell. There was no wind and no recent storm activity. Luckily the tree just grazed the house. No one was hurt and the only major damage was to landscape plants.

Although I was somewhat surprised that the tree failed so soon, I was grateful that no one was hurt and there was minimal damage.

It is difficult to balance recommendations of removal for reasons of safety without sounding like an alarmist. Many times I have recommended removal of potential hazard trees that people refuse to take down, for one reason or another, and the tree stands for years. Then there are cases like this, when you aren't happy to be right but you have peace of mind because you handled the situation in a professional manner.

David Anderson is a certified arborist and a plant health care consultant in Lincoln, MA.

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(M) Homelite, Inc.
(Sub. of Deere & Co.)
14401 Carowinds Blvd.
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704-588-3200
Fax: 704-588-0926
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(D/M) Husqvarna Forest & Garden Company
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Fax: 704-599-4301
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606-878-1357
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Weedsport, NY 13166-9505
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315-834-6611
Fax: 315-834-9220 (24 hours)
E-Mail: leonardimfg@worldnet.att.net
Ezio Leonardi, Jr.
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315-458-5553
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Sam Cohoon
Jon Cleland

(M) Fred Marvin Associates
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Fax: 817-923-0246
Danny R. Matthews

(M) J.J. Mauget Company
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(S) Natural Path Forestry Consultants, Inc.
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Missoula, MT 59807-7723
406-721-3263
Fax: 406-543-2295
http://www.montana.com/natpath
E-Mail: natpath@montana.com
Mark Duntemann

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Bluffton, IN 46714
800-252-0043
219-824-6340
Fax: 219-824-6350
Bucket trucks, digger trucks, tonnage cranes, trenchers, chipper trucks, chippers, stump grinders, tension equipment, reel trucks, trailers, cable plows and much more! Rentals/leasing with options to purchase.
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508-678-8200
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Fax: 310-863-1296
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717-389-1814
Fax: 717-389-0126
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303-422-7608
Fax: 303-421-4142
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330-264-2686
Fax: 330-264-3697
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Fax: 708-810-0947
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800-959-6130
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516-249-2345, x 215
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686 Passiac Avenue, PO Box 809
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201-575-1322
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Plain City, OH 43064
614-873-1428
Fax: 614-873-4168
Skip Stringfield

(D) Shannon Technology Corp.
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<th>Phone</th>
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<td>Southco Industries, Inc.</td>
<td>1840 East Dixon Boulevard, Shelby, NC 28150</td>
<td>800-331-7655</td>
<td>704-482-1477</td>
<td>Richard P. Goforth</td>
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<td>Southeastern Equipment Company</td>
<td>386 Hurricane Shoals Rd., Lawrenceville, GA 30245</td>
<td>800-487-7089</td>
<td>770-962-6720</td>
<td>Don Fowler</td>
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<td>536 Viking Drive, Virginia Beach, VA 23450</td>
<td>800-GO-STIHL (467-8445)</td>
<td>804-486-9100</td>
<td>Tish Nakayama</td>
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<td>Tanaka</td>
<td>22461 72nd Avenue South, Building #3, Kent, WA 98032</td>
<td>206-395-3900</td>
<td>206-395-4245</td>
<td>Gary Slyke</td>
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<td>Tamkin Capital Partners, Inc.</td>
<td>11755 Wilshire Boulevard, Suite 2350, Los Angeles, CA 90025</td>
<td>310-575-9447</td>
<td>310-513-1113</td>
<td>Jeffrey Tamkin</td>
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<td>Tano</td>
<td>22461 72nd Avenue South, Building #3, Kent, WA 98032</td>
<td>206-395-3900</td>
<td>206-395-4245</td>
<td>Tish Nakayama</td>
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<tr>
<td>TAMKO</td>
<td>1840 East Dixon Boulevard, Shelby, NC 28150</td>
<td>800-331-7655</td>
<td>704-482-1477</td>
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<td>800-331-7655</td>
<td>704-482-1477</td>
<td>Richard P. Goforth</td>
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<td>TECO, Inc.</td>
<td>9733 Indianapolis Road, Fort Wayne, IN 46809</td>
<td>800-860-5438</td>
<td>219-747-1631</td>
<td>David C. Wick</td>
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<tr>
<td>TECO, Inc.</td>
<td>9733 Indianapolis Road, Fort Wayne, IN 46809</td>
<td>800-860-5438</td>
<td>219-747-1631</td>
<td>David C. Wick</td>
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<td>TILTON Equipment Company</td>
<td>Dept. RPM, PO Box 68, Rye, NH 03870-0068</td>
<td>800-447-1152</td>
<td>603-964-7102</td>
<td>Dick Woods</td>
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<tr>
<td>TILTON Equipment Company</td>
<td>Dept. RPM, PO Box 68, Rye, NH 03870-0068</td>
<td>800-447-1152</td>
<td>603-964-7102</td>
<td>Dick Woods</td>
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<td>TIMBERWOLF Wood Processing Equipment</td>
<td>118 Spruce Street, Rutland, VT 05702</td>
<td>802-775-4227</td>
<td>802-773-1275</td>
<td>Greg Webster</td>
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<tr>
<td>TIMBERWOLF Wood Processing Equipment</td>
<td>118 Spruce Street, Rutland, VT 05702</td>
<td>802-775-4227</td>
<td>802-773-1275</td>
<td>Greg Webster</td>
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<td>Time Manufacturing Company</td>
<td>7601 Imperial Drive, PO Box 20368, Waco, TX 76702-0368</td>
<td>817-776-0900</td>
<td>817-776-0900</td>
<td>Lee Taylor</td>
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<td>8111 Lyndale Avenue South, Bloomington, MN 55420-1196</td>
<td>800-525-0059</td>
<td>612-888-8801</td>
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<td>Tree Climbers International</td>
<td>628 W College Avenue, Decatur, GA 30030</td>
<td>404-377-9663</td>
<td>404-377-9663</td>
<td>Peter Jenkins</td>
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<tr>
<td>Tree Line Supply Company</td>
<td>1747 Copley Road, Akron, OH 44320</td>
<td>888-873-3546</td>
<td>330-864-0342</td>
<td>Dick Woods</td>
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<tr>
<td>Tree Management Systems, Inc.</td>
<td>4372 Silver Thorne Street, Bloomington, IN 47404</td>
<td>800-933-1955</td>
<td>330-864-0771</td>
<td>Dick Woods</td>
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* Please circle this number on the Reader Service Card for more information.

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.
AERIAL LIFTS

AERIAL LIFT, INC.

With the rear-mount design, this compact vehicle can maneuver with ease through tight spaces and give you additional working height. From trimming to removals, you gain the extra reach by working over the rear of the truck, enabling you to set up in smaller and tighter areas. Aerial Lift of Connecticut, 571 Plains Road, Milford, CT 06460. Phone: in CT 800-245-5438, USA 800-446-5438; Fax: 203-878-2549. http://www.aeriallift.com; E-mail: aerialinfo@aol.com

Circle 70 on the Reader Service Card

ALTEC INDUSTRIES, INC.

Altec's complete line of high-quality tree care products include aerial lifts with superior reach for maximum productivity and wood chippers with a proven record of durability and performance. Altec totally supports the tree care equipment it manufactures with a direct nationwide sales and service network and a warranty policy unsurpassed in the industry. For more information on Altec tree care equipment, call 800-958-2555. http://www.altec.com

Circle 71 on the Reader Service Card

AMERIQUIP

The Eagle 45, manufactured by AmeriQuip, is a trailer-mounted, articulated aerial lift with 25-foot side reach and 45-foot working height. It features positive bucket leveling, 360-degree continuous rotation and proportional hydraulic controls. Heavy-duty, quick-adjust outriggers are an integral part of the lift. AmeriQuip, 1480 Arrow Hwy., La Verne, CA 91750. Phone: 800-824-9776, 909-392-2033; Fax: 909-392-4651.

Circle 72 on the Reader Service Card

HOLAN/MOBILE TOOL INTERNATIONAL, 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/Mobile Tool International, Inc., 5600 West 88th Avenue, Westminster, CO 80030. Phone toll-free: 800-521-5351 or 303-657-2590.

Circle 73 on the Reader Service Card
AERIAL LIFTS

SIMON-TELELECT, INC.

Simon-Telelect Hi-Rangers have been used throughout the tree care industry for many years. Our latest Arborist Industry innovation is the Simon-Telelect XT-52. Providing you with 42.2 feet of side reach in the work zone and 57 feet of working height, the XT-52 also provides maximum user benefits while minimizing downtime and maintenance. Check it out! Simon-Telelect, Inc., 600 Oakwood Road, Watertown, SD 57201. Phone: 605-882-4000.

Circle 74 on the Reader Service Card

TECO, INC.

The TECO Saturn features 46-foot side reach that reduces set-up time and allows operator to position easily in difficult areas. Articulation of the upper boom is 210 degrees and lower boom is 138 degrees for greater side reach. Side-by-side rectangular booms for strength, easy-to-operate, one-handle platform control, no chains or cables and low maintenance design. TECO, Inc., 9733 Indianapolis Road, Fort Wayne, IN 46809. Phone: 800-860-5438 or 219-747-1631; Fax: 219-747-6732.

Circle 75 on the Reader Service Card

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, PO Box 20368, Waco, TX 76702. Phone: 817-776-0900; Fax: 817-776-7531.

Circle 76 on the Reader Service Card

ARBORIST SUPPLIES

AMERICAN ARBORIST SUPPLIES, INC.

The new BGF aluminum false-crotch blocks are available in four sizes: 1/2 inch, 5/8 inch, 3/4 inch and 1 inch. Each size is powder-coated with a different color for ease of identification. Features include wide cheek plates to prevent rope abrasion, a rope-lanyard bushing and an oil-lite bronze bushing. Constructed of a high strength aluminum alloy, the blocks are light in weight but have exceptionally high tensile strengths. Each block is stamped with recommended rope size, working load and safety factor. American Arborist Supplies, Inc., 882 S. Matlack Street, Unit A, West Chester, PA 19382. Phone: 800-441-8381.

Circle 77 on the Reader Service Card
THE AMERICAN GROUP - SAMSON DIV.

Professional tools for the professional arborist. You take your work seriously, so do we; we always have. That’s why you find the industry’s most complete product line under the Samson label. Our climbing ropes, bull ropes and arborist accessories offer quality as well as value. Visit your local professional arborist supplier and take a look for yourself. The American Group - Samson Division, 2090 Thornton St., Ferndale, WA 98248. Phone: 360-384-4669.

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BAILEY’S

Bailey’s is the World’s Largest Mail Order Woodsman Supplies Company, selling at discounted prices. They print five full-color catalogs a year and you can get their latest catalog for FREE. They sell Samson and New England ropes, steel-core ropes, blocks, brakes, snaps, hooks, carabiners, lanyards, saddles, spurs, leg straps, leg pads, Wesco climbing boots, and “Just Climb It” T-shirts, books, posters and much, much more. Est. 1975. Bailey’s Home Office, PO Box 550, Laytonville, CA 95454. Bailey’s Southeastern Division, PO Box 9088, Jackson, TN 38314. Phone: 800-322-4539; http://www.bbaileys.com; E-mail: baileys@bbaileys.com

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BARTLETT MANUFACTURING COMPANY

Bartlett complements their line of professional pole pruners, pole saws, hand saws, sheaths, lopping shears, climbing belts and fiberglass poles with items from other quality manufacturers, including: Buckingham Manufacturing, Corona Clipper, Council Tool, Dixie Industries, Gilmour Manufacturing, Klein Tools, New England Ropes, Samson Ropes and Weaver Leather. Bartlett Manufacturing Company, 3003 E. Grand Blvd., Detroit, MI 48202. Phone: 800-331-7101; Fax: 313-873-5454.

Circle 80 on the Reader Service Card

BISHOP COMPANY

Bishop Company celebrates 51 years supplying the professional arborist and landscaper with quality tools, equipment and service. Our 128-page catalog represents products from over 350 manufacturers. Call toll-free for your free copy today! Whether you need climbing gear, pruning equipment or gardening tools, let Bishop be your “one-stop shopping.” Bishop Company, 12519 East Putnam St., PO Box 870, Whittier, CA 90602. Phone: 800-421-4833.

Circle 81 on the Reader Service Card
NIEMEYER CORPORATION

The Niemeyer Corporation began in 1951 as a retail repair shop for mowers and chain saws. Today, Niemeyer also offers professional arborist supplies directly to the end user. The top climbers in our industry get their supplies from Niemeyer—why not you? Check out the new “Ness Assander” and the Oregon Arborist Super Hand Saw. Niemeyer’s special catalog is ready to be mailed to you. Call 800-327-2672 today. The Niemeyer Corporation, PO Box 355, Newtown Square, PA 19073. Phone: 610-356-2672; Fax: 610-353-7200.

NORTHEASTERN ASSOCIATES

Your arborist supply depot. Northeastern Associates provides the arborist industry with the most complete line of arborist tools, supplies and equipment. Rope, slings, saws, lowering devices—tools and supplies used every day. Plus a wide range of sprayers with tank sizes from 30 to 1000 gallons; pump capacities from 3 to 60 gpm. Everything is affordable and dependable while easy to use. Northeastern Associates, 19 H Commerce Road, Fairfield, NJ 07004. Phone: 800-261-SPRAY (7772) or 201-227-0359; Fax: 201-227-0865.

SAFETY TEST & EQUIPMENT COMPANY

Since 1947, Safety Test & Equipment Co. has been manufacturing and wholesale distributing a full line of tools, supplies and safety equipment for the tree care and utility industries. FREE CATALOG. Safety Test & Equipment Co., Highway 150 East, PO Drawer 400, Shelby, NC 28150, Phone: 800-438-0671; Fax: 704-482-7349.

SHERRILL ARBORIST EQUIPMENT & SUPPLY

Sherrill’s Arborist Supply Catalog, featuring the newest tools for the treeman’s trade: saddles, climbing gear, lowering devices, blocks and slings, pulleys and speed line, ropes, saws, pole pruners, loppers, safety gear and boots, cabling and bracing hardware, drills and fertilization, chain saws and accessories, chippers, mulchers, trailer-mounted aerial lifts, stump cutters, teeth and knives and so much more. Member and active supporter National Arborist Association (NAA) & ISA. Sherrill Arborist Equipment & Supply, 3101 Cedar Park Road, Greensboro, NC 27405-9657. Phone: 800-525-8873, 910-378-0487; Fax: 910-378-1096.
ARBORIST SUPPLIES

TREE LINE SUPPLY COMPANY

The “New” Chip on the Block for Complete Arborist Supplies for the Arborist by the Arborist. Featuring: Tree Tech Micro-Injection Systems, Weaver saddles, Corona pruners and saws, Buckingham climbing equipment, snaps, ropes (Samson, Wall, New England, Buccaneer), Swede Pro chaps, Marvin pruners, Peltor helmets, rigging systems, carabiners and more. If we don’t have it, we will find it. Visa/MC/Discover Cards—Shipping. Tree Line Supply Company, 1747 Copley Rd., Akron, OH 44320. Phone: 330-864-0342; In Ohio: 888-873-3546; Fax: 330-864-0771. Richard Woods, manager.

WESSPUR, INC.

Opening the boundaries of products and markets available to the tree care industry. Manufacturing chip retaining curtains and spill containment kits for brush and stump chippers. Representing machinery service parts for Rayco, Bandit, Promark and Dosko. Featuring a full line catalog of climbing and arbor-related products. We look forward to the opportunity to do business with you. WesSpur, Inc., 2111 Lincoln Street, Bellingham, WA 98225. Phone: 800-845-1213.

BRUSH CHIPPERS

BANDIT INDUSTRIES, INC.

Bandit’s Chipper/Chip Box Combo eliminates the need for a separate chip truck and related costs, such as insurance, licensing, etc. Available with Bandit’s 6-inch diameter capacity Model 65 or 9-inch diameter capacity Model 90XP. Combo unit features an 8.5 cubic yard dump box with hydraulic lift. Chippers are mounted on a turntable. Seven different chipping positions are provided and can be changed in a matter of seconds. For further information, contact Bandit at 1-888-3BANDIT, 800-952-0178.

GRAVELY INTERNATIONAL

The NEW PRO Chip 495 handles the biggest jobs. Perfect for municipalities and arborists, the 495 accepts branches and limbs up to 14 inches in diameter. Powered with either a 102-hp or 81-hp Perkins diesel engine and equipped with an electronic auto feed system that automatically maintains the engine speed for maximum performance. Gravely International, 150 S. Stratford Road, Winston-Salem, NC 27104. Phone: 910-777-1122; Fax: 910-777-1594; http://www.gravely.com; E-mail: info@gravely.com
**BRUSH CHIPPERS**

**KARL KUEMMERLING, INC.**

Manufacturer of the Mitts & Merrill brush chippers. Takes brush up to 8-inch diameter as fast as two or three men can feed it. Makes small chips which pack together on truck, resulting in fewer loads to dump. Small chips also excellent for mulch. No hydraulic system to maintain. Choice of 12-inch or 16-inch cutterheads and either gas or diesel engines. Karl Kuemmerling, Inc., 129 Edgewater Ave., N.W., Massillon, OH 44646. Phone: 800-338-2266 or 330-477-3457; Fax: 330-477-8528.

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**WOOD/CHUCK CHIPPER CORPORATION**

Quality heavy-duty chippers since 1969. Wood/Chuck combines many years of experience with new technology to produce superior chippers for the tree care industry. Including a variety of standard drum-style chippers, hydraulically-fed disc-style chippers, self-propelled chippers for accessing hard-to-get-to areas, and dual stage cutter/mulcher chippers for economically and environmentally conscious consumers. Wood/Chuck Chipper Corporation, PO Drawer 400, Shelby, NC 28150-0400. Phone: 800-269-5188, 704-482-4356; Fax: 704-482-7349. E-Mail at woodchuck@shelby.net and http://www.woodchuckchipper.com

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**CHAIN SAWS & ACCESSORIES**

**GB AMERICAN, INC.**

GB guide bars are engineered for demanding professionals. Made from solid alloy steel, these laser-cut bars have a precision-ground groove for uniform rail thickness, and are specially heat-treated for resistance to wear and cracking. Hard nose, replaceable sprocket nose and roller nose styles are available. Lengths from 12 to 72 inches. Specialties too, such as double-enders, carving bars and a full range of quality sprockets and rims. GB American, Inc., PO Box 514, Lancaster, NH 03584. Phone: 800-765-9357 or 603-788-2825; Fax: 603-788-4529.

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**HUSQVARNA FOREST & GARDEN CO.**

Husqvarna offers a powerful, lightweight, commercial chain saw featuring a unique air filtration system and generating the engine speed and power of much larger saws. Powered by a 3.5 cubic-inch (57cc) engine, the Husqvarna Model 257 is ideal for tree services, landscape contractors, farmers and heavy-duty homeowner use. Husqvarna Forest & Garden Co., 9006-J Perimeter Woods Drive, Charlotte, NC 28216. Phone: 800-GET-SAWS (438-7297), 704-597-5000; http://www.husqvarna.com

Circle 93 on the Reader Service Card
POULANPRO

PoulanPRO offers a full line of arborist-oriented chain saws designed to make tree handling as easy as possible. Models include the new 190 arborist, the popular S25DA, the 260, 425 and 505. Model 425 has proven itself to be a popular choice because it combines power and versatility into an easy-to-handle 14.9-pound powerhead. This pro-style saw features a 4.0 cubic-inch engine (65cc) and accepts guide bars from 16 to 36 inches. Poulan—Weed Eater, PO Box 91329, Shreveport, LA 71149-1329. Phone: 800-554-6723.

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SHINDAIWA, INC.

Shindaiwa's latest new products: EB480 backpack blower and SP415 backpack sprayer, our 357 chain saw, brush cutters and grass trimmers, like all our other products, are designed and built for comfort, durability, safety and reliability. For the independent servicing dealer nearest you, call Shindaiwa at 800-791-8647.

Circle 95 on the Reader Service Card

CLOTHING

AGAPE DESIGNS

New designs this year! Great gifts for the season, employees or special customers of your company. What better way to say what you mean than to wear what you believe in? Our complete TREE T-shirt product line of adult, children and infant sizes allows you to make a positive statement. We are able to customize any design with your company logo or allow us to design one especially for you. Agape Designs, 2660 W. Baseline Road, Mesa, AZ 85202. Phone: 800-990-TREE (8733); Fax: 602-820-3940.

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EDUCATION/REFERENCE

INTERNATIONAL SOCIETY OF ARBORICULTURE (ISA)

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 50 different publications, videos and other member items. To become a member, call ISA: annual membership is $85. ISA, PO Box GG, Savoy, IL 61874. Phone: 217-355-9411; Fax: 217-355-9516. E-mail: isa@scorpion.ag.uiuc.edu and http://www/ag.uiuc.edu/~isa

Circle 97 on the Reader Service Card
The NAA leads commercial arboriculture into the 21st century! Since 1938, the NAA has furthered the interests of commercial arborists. We have over 25 safety and educational programs for managers and field personnel and a complete library of technical and safety training videos. We help the small business owner with business and compliance-related issues. Call or write for information: National Arborist Association, Inc., PO Box 1094, Amherst, NH 03031-1094. Phone: 800-733-2622. http://newww.com/org/naa NAA E-Mail: 76142.463@compuserve.com

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ArborGold™ software for the hand-held and home-based PC. (Use the software in your office for 30 days RISK FREE!) Imagine converting handwritten estimates to print instantly and presenting them to your customers! Yes, it’s true! Estimates download to your PC, eliminating manual entry! The home-based software runs in MS Windows, tracks jobs, inventory, equipment and employees, schedules crews, invoices and much more! Call Tree Management Systems, Inc., at 800-933-1955 for details.

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Specifically for the tree care industry, B & C Series Cummins Engines provide a wide range of engine power—76 to 260 horsepower. Engines that are designed to meet the new and future Off-Highway Emissions Regulations. Call Cummins for details. Cummins Michigan, Inc., 41326 Vincenti Court, Novi, MI 48375. Phone: 810-473-9000; Fax: 810-473-8560.

Circle 100 on the Reader Service Card

Since 1941, we have manufactured the leading brands of soluble fertilizers and kept ourselves current on tree nutrition and fertilization research. Not only do we strive for the optimum in formulating the finest product for the tree but also to make the most suitable product for the tree health professional. (Soil-applied mycorrhizal spores.) Free catalog available. The Doggett Corporation, 31 Cherry Street, Lebanon, NJ 08833. Phone: 800-448-1862.

Circle 101 on the Reader Service Card
GROWTH PRODUCTS, LTD.


HAIMBAUGH ENTERPRISES, INC.

Save labor and time with "TREE FEEDER - The Fertilizer Is In The Tube™." Delivers measured amount of water right down to the root ball. 5-15-5 fertilizer is inside the tube. Install with new transplants to cut stress and trauma, help increase survival rates. Three sizes for professional or home owner. Haimbaugh Enterprises, Inc., Tree Feeder Division, 2392 No. Boeing, Warsaw, IN 46580. Phone: 800-822-8733; Fax: 219-269-1047.

NU-ARBOR TREE & SHRUB CARE PRODUCTS

NU-ARBOR, a manufacturer of premium fertilizers and specialty products, introduces the new STARTER PACKAGE containing the Kioritz Soil Injector, 5 gallons of NU-ARBOR 5-16-16 Root Fertilizer plus Root Enhancer, and 1 gallon of NU-ARBOR Soil Rejuvenate. NU-ARBOR fertilizers are designed to enhance vigorous root growth and improved plant/soil relations. NU-ARBOR Specialty Products include Soil Amendments, Anti-Transpirant, Spray Adjuvant and a natural Plant Wash. For a free catalog and details, contact NU-ARBOR, PO Box 151455, Grand Rapids, MI 49515-1455. Phone: 616-364-5509; Fax: 616-364-7616.

FINANCING

CORPORATE CAPITAL LEASING GROUP, INC.

Put the power of the ArborCard™ to work growing your business. Call today and apply by phone for fast, pre-approved leasing of up to $150,000 without financial statements for new or used equipment. You select what you want from the dealer you want. We take care of all the paperwork. Call today for a free brochure or fast approval. Corporate Capital Leasing Group, Inc., 109 East Evans Street, Box 504, West Chester, PA 19381-0504. Phone: 800-537-9108; Fax: 800-344-7712.
GRAPPLES

IMPLEMAX EQUIPMENT CO., INC.

NEW: IMx grapples now feature optional built-in winches up to 12,000 lbs. The ultimate tools for moving woodland materials: Grapples or Grapple/Winch combination units for tractors or skidsteers. When you're done, switch to other attachments. These heavy-duty attachments can move brush, logs and other debris quickly, safely and easily. Load full-length trees directly into chipper feeds. Assign labor to more difficult tasks and utilize your existing equipment more. There's nothing like it to increase crew productivity and profitability. Phone: 800-587-6656, 406-587-2662; Fax: 406-587-2808.

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KNIVES

BORDER CITY TOOL & MANUFACTURING COMPANY

Established in 1954, Border City Tool is the original manufacturer of carbide tipped stump cutter teeth. After 42 years, our commitment to quality products, prompt service and reasonable prices is still our goal. We have a full line of products for your stump cutter needs. Call our toll-free number for information on our products or to place an order. Border City Tool & Manufacturing Company, 23325 Blackstone Avenue, Warren, MI 48089. Phone: 800-421-5985; Fax: 810-758-7829.

Circle 107 on the Reader Service Card

LEONARDI MANUFACTURING CO., INC.

Quality, service and price. Fast service, dependable quality, knowledgeable leaders. Call today for your free brochure. Leonard Manufacturing Co., Inc., 2728 Erie Drive, Weedsport, NY 13166-9505. Phone: 800-537-2552; Fax: 315-834-9220, 24 hours a day. New E-mail address: leonardimfg@worldnet.att.net.

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SIMONDS INDUSTRIES, INC.

Eliminate your knife concerns and maximize your chipping time with Simonds Limb-inator knives. All Limb-inator knives are made with high-quality chipper knife steel and heat-treated to exacting tolerances. Simonds has been manufacturing chipper knives for over 115 years and pioneered the tough center brush chipper knife design. We have years of experience over our competition--perfect practice makes a perfect product! Simonds Industries, Inc., PO Box 500, Intervale Road, Fitchburg, MA 01420. Phone: 800-343-1616.

Circle 109 on the Reader Service Card
For over 50 years, Marvin pruners and saws have become standard equipment for the professional arborist. New to Fred Marvin is our own line of fiberglass poles and pruning packages. Several packages are available with an assorted length of pole extensions. Fred Marvin Associates, 1968 Englewood Avenue, Akron, OH 44312. Phone: 330-784-9211. http://www.pruner.com. E-mail: fma@pruner.com.
BANDIT INDUSTRIES, INC.

The Model 3680 Beast Recycler is a waste reduction machine you can afford to own and operate. Unique cuttermill cuts stumps, tree, brush, pallets, construction waste, housing demolition, railroad ties, piled brush, yard waste, wet newspapers and palm trees into fine particles of ideal size for mulch, boiler fuel or animal bedding. For further information, contact Bandit at 1-888-3BANDIT, 800-952-0178.

BROWN MANUFACTURING CORP.

Our newest model, the Brown Right-of-Way 9603 9 1/2-foot brush shredder is designed to quickly reclear your right-of-way and is most effective in light to medium growth areas. This shredder is suited for use behind a properly guarded farm series tractor with dual wheels for maximum flotation and traction. Designed for rugged mowing without excessive weight. Light enough to use in rough areas yet heavy enough to mow three- to four-year growth. Brown Mfg. Corp., Route 3, Box 339, Ozark, AL 36360. Phone: 800-633-8909 or 334-795-6603; Fax: 334-795-3029.

BROWN MANUFACTURING CORP.

The NEW 2600 Series Brown Tree Cutter has a hydraulic folding rear deck for added safety, allowing the operator two distinct types of mowing operations. With the deck folded up, the unit can back into and cut standing trees up to 8 inches in diameter. Positioned down, the unit cuts and grinds material that the tractor has driven over without the discharge problem usually produced by other models. 810 RPM blade bar allows blade contact 54 times per second. Brown Mfg. Corp., Route 3, Box 339, Ozark, AL 36360. Phone: 800-633-8909 or 334-795-6603; Fax: 334-795-3029.

JOHN BROWN & SONS, INC.

Each year thousands more acres of brush come under the control of the Brown Brontosaurus. John Brown & Sons, Inc., has developed a brush cutting attachment designed for most excavators in the 26,000-pound class. The cutter head is powered by an auxiliary motor with 120 hp and hydrostatic drive. The design enables cutting and mulching of small trees and brush in virtually any terrain. John Brown & Sons, Inc., Mowing Division, 14 B & B Lane, Sawyer Industrial Park, Weare, NH 03281. Phone: 603-529-7974; Fax: 603-529-7976.
JOHN BEAN SPRAYERS

Our stainless steel DM20E300SERH is a favorite of serious tree and grounds-care professionals everywhere. In fact, we offer a wide selection of tree sprayers with stainless steel tanks up to 1,500 gallons and pumps up to 60 gpm at 800 psi. Options include a variety of spray guns and hose reels. Manufacturing: 395 Industrial Drive, Hogansville, GA 30230. Phone: 706-637-5251. Sales: PO Box 1404, LaGrange, GA 30241. Phone: 800-241-2308; E-mail: johnbean@durand-wayland.com

GREEN PRO SERVICES

Polaris: The Rolls Royce of sprayers—without the cost. See the best innovation in design—solid value construction distinguishes our spray systems from all others. Grow your profits with multi-tank versatility for maximum production. Choose from many custom-built models to fit your budget. Let’s talk about increasing your profits now. “The one-stop expert source.” Green Pro Services, 380 South Franklin Street, Hempstead, NY 11550. Phone: 800-645-6464; Fax: 516-538-2042.

ITB CO., INC.

Birchmeier Backpack sprayers combine professional appearance and professional performance. Sprayers are equipped with a stainless steel base, external piston pump, quick adjust straps, polyethylene tank with UV protectant, brass spray valve and brass wand. Birchmeier maintains a one year warranty against manufacturer defect, and parts availability is guaranteed. Available in 2.5, 3.5, 5 gallon and BCS capacities. Accessories available: extension wand, spray shield, vario gun and spray boom. ITB Co., Inc., PO Box 2505, London, KY 40743. Phone: 800-866-1357.

STUMP GRINDERS

J.P. CARLTON COMPANY

J.P. Carlton Company manufactures a full line of stump cutters. Carlton machines incorporate many exclusive features. The available wired remote control, which allows the operator to distance himself from the noise and dust, reduces operator fatigue—increasing productivity. The optional torsion flex suspension system reduces wear to both the stump cutter and tow vehicle while enhancing cutting performance. We invite you to compare a Carlton. Phone: 800-243-9335.
STUMP GRINDERS

HODGES MANUFACTURING CO., INC.

How do you make money? For more information, contact: Hodges Manufacturing Company, Inc., 51 Oels Road, Mountain Home, AR 72653. Phone: 501-492-6800; Fax: 501-492-6801.

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MILLER MACHINE WORKS

Stump grinding attachments for use on tractors and skidsteer loaders. Using your tractor or skidsteer as both power source and tool carrier provides the lowest cost per delivered horsepower on the market ... by far! When combined with a tractor, front-end loader or skidsteer bucket, then stump removal, back-filling and wood handling becomes a one-man mechanized job. Six models are available from 24 to 150 horsepower. All are professional-grade machines with simplicity, durability and ease of maintenance, as well as low cost. Powerful, proven, patented performers. Miller Machine Works, PO Box 11, Brownsburg, IN 46112. Phone: 317-659-1524.

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RAYCO MANUFACTURING, INC.

Only Rayco makes a complete line of stump cutters from 12 to 175 hp. Worldwide, Rayco stump cutters command amazing popularity for their high profit earning performance and superior value. Either gasoline or diesel powered, each Rayco model (including the RG 106 DXH, shown) has special features that increase productivity while enhancing operator safety at a minimal labor cost. Rayco Manufacturing, Inc., 4255 Lincoln Way East, Wooster, OH 44691. Phone: 800-392-2686 US & CAN, 330-264-2686; Fax: 330-264-3697.

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TREE PROTECTION PRODUCTS

ARBORSYSTEMS, LLC

The Wedge™ Tip, developed by ArborSystems, will significantly reduce the amount of time necessary to treat trees for pests, diseases or other problems. Chemicals are injected through a 1/16-inch slit in the wood, eliminating the damaging effects of drilling. The Wedge™ Tip injection system is used exclusively with POINTER™ Insecticide (Merit®) and IRON NUTRIBOOSTERS™. ArborSystems, LLC, PO Box 34645, Omaha, NE 68134. Phone: 800-698-4641 or 402-339-4459; Fax: 402-339-5011.

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CREATIVE SALES, INC. (CSI)

ACECAP® and MEDICAP® tree implants are the industry’s lowest unit cost for prepared dosage systemics. We offer a complete product line, including insecticide, fertilizer and micro-nutrients. This unique application technique reduces time and labor, and there are no container disposal worries. Implants are available from an independent distributor network. Creative Sales, Inc. (CSI), PO Box 501, Fremont, NE 68026. Phone: 800-759-7739.

INDEPENDENT PROTECTION COMPANY, INC.

Lightning protection systems for trees, golf shelters, restrooms, club houses, maintenance buildings and secondary lightning surge protection for sprinkler systems. Tree lightning protection sales and installation kit available along with VHS, “How to Install Lightning Protection in Trees.” Free computer estimating program provides itemized material list for a specific tree. Independent Protection Company, Inc., PO Box 537, Goshen, IN 46527. Phone: 219-533-4116; Fax: 219-534-3719.

J.J. MAUGET CO.

Mauget’s new Micro-injection Field Manual has the answers about tree problems. This graphically illustrated field reference provides two pages of critical information each on more than 60 tree INSECTS, DISEASES AND NUTRITIONAL problems. The left page describes the pest, life cycle, host trees, geographic range, tree symptoms, treatment and timing. The right page displays, in color, the pest in all life stages with tree damage symptoms, including fertility problems. Use in conjunction with other control methods for complete tree care. J.J. Mauget Co., 2810 North Figueroa Street, Los Angeles, CA 90065. Phone: 800 TREES-RX (873-3779), in Calif., 213-227-1482.

MONTEREY LAWN & GARDEN PRODUCTS, INC.

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, Inc., PO Box 5317, Fresno, CA 93755. Phone: 209-225-4770; Fax: 209-225-1319.
TREE PROTECTION EQUIPMENT

PREFORMED LINE PRODUCTS

Labor-saving, economical, strong. Those are the benefits you get when you use the TREE-CROTCH™ Grip to reinforce the crotch of a tree, and what you can expect from the TREE-GRIP™ Dead-End for tree cabling installation. Both the TREE-CROTCH™ Grip and the TREE-GRIP™ Dead-End use the proven helical concept to grip strand. The helical method ensures that the Published Rated Breaking Strength of the strand is achieved. Installation time is greatly reduced, saving time and labor cost. Prefomed Line Products, PO Box 91129, Cleveland, OH 44101. Phone: 216-461-5200.

Circle 130 on the Reader Service Card

TREE PRO

TREE Pro offers a complete, integrated plant and tree care protection system. It consists of: Tree Pro Tree Protectors that create a “mini-greenhouse; Mycor Tree Root Inoculant boosts root development; Nutri Pro Time-Released Fertilizer; Soft Soil De-compaction Agent; and Weed Pro Weed Mats. We now offer all these products as a Survival Pak pre-packaged for one tree or plant. TREE PRO, 3180 W. 250 North, West Lafayette, IN 47906. Phone: 800-875-8071, 317-463-1011. http://www.nlci.com/treepro. E-mail: treepro@pop.nlci.com

Circle 131 on the Reader Service Card

TRUCKS

ARBORTECH

For the professional, Arbortech produces a complete line of forestry bodies: chip bodies, crew cabs, brush bodies, pickup caps, tool boxes. Ready-to-roll, turn-key packages are available with financing. Arbortech, 3203 W. Old Lincoln Way, Wooster, OH 44691-3298. Phone: 800-255-5715 or 330-264-4266; Fax: 330-264-0891.

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SCHODORF TRUCK BODY & EQUIPMENT COMPANY

“Silver Knight” forestry bodies, lengths from 9 feet to 18 feet. Very popular options include aluminum removable roofs, dump-through liftgates and “DRS.” Complete packages with chassis are available. You deserve the best. Let us provide it for you. For a free brochure/quote, contact Tom Siefert. Schodorf Truck Body & Equipment Company, 885 Harmon Avenue, Columbus, OH 43223. Phone: 800-288-0992.

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SOUTHCO INDUSTRIES, INC.


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USED EQUIPMENT

NESCO, INC.

The leader in sales and rentals of new and used utility equipment. We offer bucket trucks, aerial lifts, chippers, chipper trucks, stump grinders, digger derricks, trenchers, cable plows, reel trucks and trailers and more. Free catalog and videos available. NESCO, INC., 3112 E. SR 124, Bluffton, IN 46714. Phone: 800-252-0043; Fax: 219-824-6350.

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WOOD PROCESSORS

B & B MANUFACTURING

Sell your wood at $300 per cord or more. Double or triple your profits by shrink wrapping wastewood or firewood with WOODPAKER! Attractive, various-sized packages can be obtained with our high production, easily operated and affordable machines. Seven machines available. Inquire for free details. Video and packing samples at nominal fee. New: Inquire for details on economy starter package. B & B Manufacturing, West River Road, R.D. 3, Box 495, Olean, NY 14760. Phone: 800-654-5320.

Circle 136 on the Reader Service Card

BANDIT INDUSTRIES, INC.

Bandit’s Log Buster will: Split or quarter big oversized logs; split stumps; break big material to size for chipping or grinding; rid stumps of rock and dirt before you grind, chip or shred. For further information, contact Bandit at 1-888-3BANDIT, 800-952-0178.

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WOOD PROCESSORS

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TIMBERWOLF
WOOD PROCESSING EQUIPMENT

Timberwolf Wood Processing Equipment introduces the Model HD Wood Processor—by far the best value for the buck. High volume production: 1 1/2 to 3 cords per hour. Quality engine options. Affordable wood processing with high quality parts. Several models available. Offering professional wood splitters and conveyors. Our craftsmen have more than 12 years experience in building high quality wood processing equipment. Timberwolf Wood Processing Equipment, 118 Spruce Street, Rutland, VT 05702. Phone: 802-775-4227; Fax: 802-773-1275; http://www.timberwolfcorp.com; E-Mail: twolf@sober.net

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c/o ISA
PO Box GG, 6 Dunlap Court
Savoy, IL 61874-9902
217-355-9411
Here's just a sample of what your membership delivers:

- **NAA Management Guidelines on Everything from Compensation to Compliance**
- **Professionally-Developed Advertising and Public Relations Materials**
- **Arborist Liability Insurance Programs**
- **Member Discounts on Safety Training Programs**
- **A Supportive Network of Knowledgeable, Experienced Peers**
- **Arborists Consulting with Arborists on a Toll-Free Hotline**
- **National Publicity Campaign to Raise Public Awareness of Member Companies**
- **An Entire Staff of Talented, Experienced Tree People Working for You**
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- **Professionally-Developed Advertising and Public Relations Materials**
- **Arborist Liability Insurance Programs**
- **Member Discounts on Safety Training Programs**
- **A Supportive Network of Knowledgeable, Experienced Peers**
- **Arborists Consulting with Arborists on a Toll-Free Hotline**
- **National Publicity Campaign to Raise Public Awareness of Member Companies**
- **An Entire Staff of Talented, Experienced Tree People Working for You**
- **Free Company Listing on our World Wide Web Site**
- **The NAA Monthly Reporter – The Management Newsletter that gets Read!**

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