The Official Publication of the Tree Care Industry Association

Volume XIV, Number 12 - December 2003

Firewise Landscaping

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December Buyer’s Guide Inside
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What (who) made this year great?

As I talk to people at the end of 2003, things seem to be looking up again. The stock market is dancing around 10,000. NASDAQ is playing with 2000. Spirits are up. It was palpable at TCI EXPO this year. Not only was attendance way up but people were happy – talking about a great year, backlogs and plans for the coming year. You could practically see streaks of green from wallets flying toward big toys again!

So what made this year great? I can tell you exactly what – or who - made TCIA’s year great – the people. Without a doubt, on a daily basis, I know I can count on our board of directors and my staff to serve the membership, to come up with new ways to enhance the value to members, and to have a great attitude. It’s the people.

There is no doubt in my mind that my back is always covered – that I’ve done something absolutely stupid, one of my staff or a member of the board will say, “Cynthia, are you sure you want to send this out this way? Did you really mean that?” It’s not just me; we look after each other. It’s important to each one of us to take pride in what we do and guard how we are perceived by the industry and the public on your behalf.

One of the things that continues to confuse me is how people are treated in the workplace. I was interviewed for an article in Association Trends, a weekly trade magazine for those of us who work in associations. It wanted to know what we do about vacation and holiday time off and how association execs make decisions about who gets time off, more time off, in what order, and on what days, etc. My quotes were used throughout this article, and they pretty much contradicted what others were saying.

I said such horrendous things as, “Everyone is entitled to rejuvenation, and seniority doesn’t have anything to do with having a revitalized team that is always ready to perform at peak level.” I also said, “I don’t see any drawbacks of having a happy workforce that is productive throughout the year.” A number of my peers follow systems whereby vacation time is based on seniority, which also dictates who is first on the list for time off during the holiday seasons. The perception seems to be that time off is a reward – instead of being the smartest business move you could possibly make for productivity, lower health care costs and your bottom line.

Business – and personnel management – have changed. I have an extremely diverse staff that celebrates very different holidays. We have a certain number of holidays per year that are “official” and the staff can take off. However, if they don’t want to take those days off, they can take the ones off that do have meaning to them.

Here at TCIA, staff doesn’t have to work a certain number of years to get a certain number of days off. I know a lot of you are going to disagree with me on this one, because you were raised on a different system. Hear me: People who are in their early 40s and younger DON’T STAY ANYWHERE FOR 15, 20 OR 30 YEARS! The prospect of a third week of vacation after five years on the job will not entice them to stay at your company. Paid vacation is not perceived as a reward. Instead, employees who don’t have time off will be worn out at some point in the year, and you’re not going to get their best work.

If you want peak performance out of your staff, giving all of them adequate time off is the smartest thing you can do. If you want to see where stress and burnout really hit your bottom line, look at the number of sick days your staff members take. Excess stress equates to sick employees and reduced productivity.

So next time you think about what – or who - made your year so great, remember, it’s the people who work with you every day. Most of those people aren’t going to work for you longer than two or three years. Graded vacation days and long vesting periods for pensions are no longer perceived as rewards by your people.

One of the smartest business moves you can make for your bottom line is to take care of your people. They’re the ones taking care of your customers!

Happy Holidays!

Cynthia Mills, CAE
Publisher
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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 nonprofit Tree Care Industry 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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Last month, millions of Americans watched their televisions in horror as news footage showed flames engulfing homes in southern California's San Bernadino Mountains. Dead pinebark-beetle-infested timber had been accumulating for years on adjacent public lands, but bureaucratic red tape prevented large-scale salvage operations. Everyone knew that sooner or later a fire would come through, but the common hope was that it would be later. Recalls Audrey Teasdale of the Monrovia Nursery Company in Azusa, Calif., "I was in Big Bear last summer, and everyone knew a fire would be terrible if it happened. There was so much dead wood, just waiting for something to happen."

Maureen Gilmer, author of *California Wildfire Landscaping* (Taylor Publishing, 1994), notes: "These fires had been expected by the fire service for a long time. They just happened to come this year when we had the right constellation of influences and multiple ignition points. Fuel concentration in those areas had increased to such an extent that once they got started they were that much more difficult to put out."

Given the density of fuel that had built up on public lands by the time fire started, some observers argued that there was little that individual homeowners could have done to save their homes. But California fire ecologist Carol Rice disagrees. "They really could have done things – including in many cases reducing the volume of plant material around their houses. You have
to be neat and tidy next to your house. You may need to clear up to 400 feet away. But even if you clear out that far and you still have a yard full of flammable vegetation, you have no benefit.”

Every homeowner should consider themselves a little tiny vegetation management world, according to Gilmer. And they should manage as much vegetation as they can possibly handle. “That’s probably their only chance for their house to survive. They have to act like little city states.”

But to the extent that the problem existed on adjacent public lands, a community effort would have been needed to prevent the southern California fires. Says wildfire expert Dr. Stephen J. Pyne of Tempe, Ariz., who co-authored the definitive Introduction to Wildland Fire (Wiley, 1996), “When you are dealing with public wildlands, everything you want to do – every tree or shrub you want to cut, becomes a national political issue. The dynamics at that level are very hard to make anything happen.”

Retired U. S. Forest Service employee Stephen F. Arno of Missoula, Mont., – another wildland fire expert – thinks that an orchestrated effort, beginning with the individual property owner, could have paid off.

“Fire-resistant landscaping can be contagious,” Arno says. “If you do it, maybe you can get your neighbors to see the wisdom in doing it. Then maybe the adjacent landowner, which might be the forest service or some other public agency, will do it.”

Arno suggests going to a public agency and saying, “Look what I’ve done and look what we’ve done in our neighborhood. But you’ve got this untreated forest here.”

“It gets to be pretty hard to argue with that,” he insists. “The adjacent landowners start to see that it is their responsibility, and chip in to do their part. It’s different when people haven’t done much themselves and want the adjacent landowner to do everything.”
Meanwhile people need to be thinking about fire greenbelts around fire-prone communities. Pyne recommends that these greenbelts be a mile wide – maybe two miles in places – so that crown fire chains can be broken. He notes that these greenbelts can be both attractive and ecologically interesting.

On individual properties, particularly on lots of more than one-half acre in size, there are definitely fire-resistant landscaping possibilities. But one problem is that many people have been told they have to strip out everything within 100 feet of their homes. Pyne cautions that the practice of stripping a landscape in order to protect a house not only results in an unattractive yard but is also ecologically self-defeating.

Actually, it may be possible in some cases to achieve fire-resistance even with densely wooded landscaping. Dr. Dale Bartos of the U.S. Forest Service has been studying ways to take advantage of the natural fire resistance of quaking aspens to reduce fire danger around rural homes and communities in Utah and Colorado.

Aspens do not ignite easily, and specific conditions must arise before the trees ignite and the fire spreads. Firefighters who manage wildfires in Western states like to run the fires into stands of quaking aspen because they know that the fires will lay down there and not go much farther. Bartos explains, “Aspens modify the microclimate. They retain a little bit more humidity. The tree is notorious for being difficult to burn. If you have pure stands of aspen, they are almost impossible to burn.”

Aspen also happens to be the most widely dispersed forest type in North America. It occurs from Newfoundland down partway on the East Coast. It is found in the Rocky Mountains and grows all the way up to Alaska. Although Bartos’ research focuses on natural situations where aspens tend to be most effective in impeding fires, he says, “Planting aspens would be a very logical thing to look at in small
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Aspens withstanding, conventional firewise landscaping practices recommend keeping the area immediately around a home free of trees and overhanging branches. Opinions vary, however, on how to best educate the public about fire-resistant landscaping practices. Donna Moramarco of PlantAmerica in New York says, “It’s very self-serving if an arborist goes in and tells Johnny Homeowner, ‘You have to thin your trees.’ I think education has to happen with university extension services. In addition, garden writers and people who are the multipliers of the information need to be educated so they can educate their readership.”

Audrey Teasdale thinks retail nurseries should assume some of the burden of educating the public. She spoke to a forest service employee last summer who was planning to put up kiosks in California nurseries aimed at educating homeowners about firewise landscaping practices.

However Stephen Pyne sees a need for a far deeper public education about living with the natural world. “I’m not sure that a fire-awareness campaign would mean very much. I think we might be able to educate people about fire in the same way we educate them about reintroducing wolves. But that’s a very select argument.”

In any case, achieving fire resistance may be far more complex than choosing the right landscaping, as the 1991 Berkeley-Oakland Hills fire demonstrates. Shortly after noon on October 19, 1991, I stepped outside an auditorium in Berkeley, Calif., to find thick smoke drifting overhead. Two hours earlier, embers from a cooking fire in a homeless encampment in the nearby hills had ignited. By the time I noticed the smoke, 700 homes had already been destroyed. By evening, 3,354 houses and 456 apartments had burned to the ground, leaving 25 people dead, 150 injured and 5,000 without shelter.

As I watched the fire spread that afternoon from my vantage point of the sidewalks of North Oakland, I saw closely spaced wooden homes on hillsides thick with stands of eucalyptus and Monterey pine ignite like torches. Although the homes, many on 40- by 100-foot lots, were
surrounded by trees, it was not the trees that were catching the homes on fire. The fire was spreading from house to house by radiant heat and/or by ignition of shake roofs. As a local fire marshall later commented, "In many cases, the homes were the fuel which ignited the trees."

After the fire, many Berkeley residents were allowed to rebuild their homes using wooden materials, even as they were advised on landscaping practices to reduce fire risk. A demonstration firewise garden was planted to show homeowners the principles of fire-resistant landscaping. But as landscape professional Barrie Coat of Los Gatos, Calif., notes, "Firewise landscaping does no good if houses are flammable."

Pyne believes that the kind of intermix fire that ravaged the Oakland-Berkeley hills can ultimately be traced to human failure. "After an earlier fire ravaged the Berkeley-Oakland Hills in 1923, California banned combustible materials as roofing," he notes. "That was rescinded after World War II during the big housing boom." Pyne says there is no excuse for continuing to build fire-prone homes.

Human failure to make peace with the natural world has consequences far beyond an increased risk for firestorms. As an example, Pyne cites an ice storm that paralyzed Chapel Hill, N.C., in December 2002, resulting in 13 deaths, 6,200 road accidents, and 18,000 people without power within six days of the storm. Much of the problem, he notes, was traceable to the overgrowth of trees in the community - the very trees that fell on porches, roofs, streets, and telephone and power lines during the storm.

Pyne contends that Americans have been recolonizing rural America with an urban mentality, without a lot of appreciation for the rural landscape. "All of us are urbanites," he says, "whether we live in the suburbs or ex-urbs. Our experience with fire is alien. People just do not have experience with fire in their daily lives."

Firewise landscaping tips

A plant's resistance to fire depends on the severity of the fire and the characteristics of the plant. Factors that come into play include the amount of fuel and the way it is arranged, as well as the fuel moisture content, topography, windspeed, and structure of the surrounding plant community. One of the best ways to learn about the effects of fire on vegetation is to visit an area that has recently burned, paying attention to the species that are present, and the amount of injury sustained by the plants.

Fire ecologist Carol Rice points to the following factors that may influence a plant’s fire resistance:

• Plant age. In general, the fire resistance of plants correlates well with the age of the plant, with the resistance of trees to fire generally increasing with the tree’s age as bark thickness and stem diameter increase. But some studies have found the relationship to depend on species or environment.

• Moisture content. Plants that retain high
levels of moisture lower fire risk and act as heat sinks, effectively lowering fire intensity and the spread of the fire. Firewise landscaping practice is to plant vegetation that retains water closest to the house.

- Dead material. Dead material is usually much drier (and more flammable) than living tissue, rarely having a moisture content higher than 25 percent compared to 70 percent or so for many plants in dry conditions.
- Surface-to-Volume Ratio. Materials that have large surface-to-volume ratios, for example, flat leaves, dry out more rapidly in a fire than branches or fleshy leaves.
- Geometry. The geometry and bulk density of a plant affects how air flows and heat is transferred through a plant, as well as fuel continuity.
- Total plant volume. Smaller plants do better in fires because they provide less fuel.
- Chemical content of the plant. Some plants contain volatile chemicals that increase fire risk.

Poorly maintained landscapes can become fire hazards even if they include fire-resistant plants. Although the plant species represented in the demonstration firewise garden in the Berkeley Hills remain good examples of what might be planted in a fire-resistant garden, the volume of plant material in the garden now tends to overwhelm everything else. According to Carol Rice, the demonstration garden, which is now attractive precisely because it is overgrown, probably defeats the purpose of firewise landscaping because it contains so much fuel mass. A problem with this type of landscaping, notes Maureen Gilmer, is that “vegetation growth is so gradual that you do not notice it.”

Audrey Teasdale agrees that it is easy to be misled into thinking that just because you have planted with low flammability in mind, you have achieved fire-resistance. “No plant is fire-resistant,” she says. “Any plant will burn at a particular temperature. Some will burn at a lower temperature than others. Maintenance is really a big key – not only the height, but any kind of dead material that might be inside of it. To say something is fire-resistant can give a false sense of security.”

Additional resources

Maureen Gilmer, California Wildfire Landscaping, Taylor Publishing, Dallas, TX, 1994
97 FORD LNT8000: Cummins 8.3L, 275 hp, 6 spd, 33,000 lb GVW, with 14 ton MANITEX 1461 crane, 111 ft hook ht, 6 ft steel flatbed, $84,500.

97 FORD LNT8000: Cummins 8.3L, 275 hp, 6 spd, 33,000 lb GVW, with 22 ton MANITEX 2284 crane, capacity alert, 119 ft hook ht, 20 ft steel flatbed. $84,500.

97 FORD LNT8000: Cummins 8.3L, 275 hp, 6 spd. 58,000 lb GVW, with 22 ton MANITEX 2284 crane, capacity alert, 119 ft hook ht, 20 ft steel flatbed. $84,500.

97 FORD LNT8000: Cummins 8.3L, 275 hp, 8 spd, +lo, +lo/lo, with 13 ton RO TC150-2 crane, 103 ft hook height, 21 ft steel flatbed. $29,500.

98 FORD LNT9000: DT466E, 250 hp, 10 spd, 54,000 lb GVW, 17 ton USTC 1700 JBT crane, 120 ft hook ht, 20 ft wood flatbed. $69,500.

96 GMC TOPKICK: CAT 3116, 275 hp, 6 spd, +lo, +lo/lo, with 14 ton MANITEX 1461 crane, 111 ft hook ht, cap alert, 4 outriggers + front stabilizer, 18 ft wood flatbed. $64,500.

97 GMC TOPKICK: CAT 3116, 275 hp, 8 spd, +lo, +lo/lo, with 22 ton MANITEX 2284 crane, 111' max reach, radio ctrls, 14 ton HIBAB 070A knuckleboom, 34' max side reach, 20 tons steel flatbed. $29,500.

101 STERLING LT7501: CAT 3126, 300 hp, 8 spd +lo, 60,000 lb GVW, 27 ton MANITOWAC 2749JBT crane, 150 ft total hook ht, 20 ft steel flatbed. $99,500.

99 STERLING LT7501: CAT 3126, 300 hp, 8 spd +lo, +lo/lo, 60,000 lb GVW, with 25 ton USTC 2500JBT crane, 150 ft hook ht, 20 ft steel flatbed. $99,500.

97 FORD LNT8000: Cummins 8.3L, 275 hp, 8 spd, 58,000 lb GVW, with 22 ton MANITEX 2284 crane, capacity alert, 119 ft hook ht, 20 ft steel flatbed. $84,500.

87 FORD F9000: 7.8L diesel, 210 hp, 10 spd, 46,000 lb GVW, with NATIONAL 6566-NY crane, 87 ft hook ht, 20 ft wood flat. $29,500.

98 INT 4900: DT466E, 250 hp, 10 spd, 54,000 lb GVW, 17 ton USTC 1700 JBT crane, 120 ft hook ht, 20 ft wood flatbed. $69,500.

87 FORD F9000: 7.8L diesel, 210 hp, 10 spd, 46,000 lb GVW, with NATIONAL 6566-NY crane, 87 ft hook ht, 20 ft wood flat. $29,500.

92 MACK DM690SX: EM7-300 diesel, 300 hp, 7 spd, 70,300 lb GVW, with 6 ton PALFINGER PX14080 knuckleboom, 27'11" max reach, radio ctrls, 14 ton HIBAB 070A knuckleboom, 34' max side reach, 20 tons steel flatbed. $29,500.

87 FORD LNT8000: CAT 3126, 300 hp, 8 spd +lo, +lo/lo, with 22 ton MANITEX 2284 crane, 111 ft hook ht, cap alert, 4 outriggers + front stabilizer, 18 ft wood flatbed. $64,500.

99 FORD F8000: Cummins 5.9L, 275 hp, 6 spd, 33,000 lb GVW, with 67 ft ALTEC AM900 bucket, 2 man bucket, 16 ft steel flatbed, 27K miles. $68,500.

87 FORD F8000: Cummins 5.9L, 215 hp, 6 spd, 33,000 lb GVW, with 67 ft ALTEC AM900 bucket, 2 man bucket, 16 ft steel flatbed, 27K miles. $68,500.

87 FORD F8000: Cummins 5.9L, 215 hp, 6 spd, 33,000 lb GVW, with 67 ft ALTEC AM900 bucket, 2 man bucket, 16 ft steel flatbed, 27K miles. $68,500.

101 STERLING LT7501: CAT 3126, 300 hp, 8 spd +lo, +lo/lo, 60,000 lb GVW, with 27 ton USTC 2750JBT crane, 150 ft hook ht, 20 ft steel flatbed. $99,500.

97 FORD LNT8000: Cummins 8.3L, 275 hp, 8 spd, 58,000 lb GVW, with 22 ton MANITEX 2284 crane, capacity alert, 119 ft hook ht, 20 ft steel flatbed. $84,500.
Web Tools for a Safer Workforce

The 2002 National Survey on Drug Use and Health, recently released by the Substance Abuse and Mental Health Services Administration (SAMHSA), indicates that the vast majority of drug users work. Of the 16.6 million illicit drug users age 18 or older in 2002, 12.4 million (74.6 percent) were employed either full or part time. In addition, most individuals classified with substance dependence or abuse were employed either full or part time.

Furthermore, the majority of the nation’s adult binge and heavy drinkers are employed. Of the 51.1 million adult binge drinkers in 2002, 40.8 million (80 percent) were employed either full or part time. Similarly, 12 million (79 percent) of the 15.2 million adult heavy drinkers were employed.

Analysis of data collected in previous years shed light on the impact these individuals’ drug use has on the nation’s workplaces. In 2000, workers reporting past month drug use were more likely to have worked for more than three employers in the past year, missed work more than two days in the past month due to illness or injury, and skipped work more than two days in the past month. Perhaps most significant in the tree care industry is the fact that employees under the influence can and do undermine safety on the job.

Employers can protect their businesses from these negative affects by developing drug-free workplace programs that educate employees about the dangers of alcohol and drug abuse and encourage individuals with related problems to seek help. The U.S. Department of Labor’s Working Partners for an Alcohol- and Drug-Free Workplace program provides resources and tools to help employers establish and maintain such programs. Visit the site at www.dol.gov/dol/workingpartners.htm

West Coast News

Washington State rejects ergonomic rule: When put to a vote on Nov. 4, the citizens in Washington decided that the added expense of trying to mandate ergonomic remedies in the workplace wasn’t worth it. This vote ends – for the time being – an almost four-year battle in which the State’s Department of Labor and Industries attempted to promulgate what industry viewed as a sweeping (and expensive) piece of regulation.

California freezes all regulatory actions: Upon taking office, Governor Arnold Schwarzenegger “terminated” virtually all regulatory activity for up to six months with an executive order. During that time, the new administration wants to review any regulations issued during the Davis administration to assess their impact on business and their conformity to the Administrative Procedures Act. Schwarzenegger also wants to assess and identify any “back door regulation”; that is, activities that circumvent due process to effectively create new regulations or change the meaning of old regulations through interpretations, guidelines, etc.

Cal/OSH’s Standards Board alone has issued 120 regulations since January 1999, and among them were several that affected the tree care industry significantly.

Tax Issues

Support for Mobile Machinery FET bill grows: The Mobile Machinery Tax Fairness Act, HR 3246, now has 95 co-sponsors. This legislation was introduced by Rep. Paul Ryan (R-WI) and would protect the long-standing exemption from the federal excise tax on heavy trucks for specialized mobile machinery used for purposes other than transportation.

Please send your representative an e-mail asking that they co-sponsor HR 3246. You can find your representative by going to www.house.gov. If you do not have Internet access, write your representative at: US House of Representatives, Washington, DC 20515

New tax law favors equipment investments: The Jobs and Growth Tax Relief Reconciliation Act of 2003, signed by President Bush over the summer, allows your business to write off new business equipment in the year of purchase. The law covers a wide array of equipment, from computers to trucks. Currently, the business is only able to “direct expense” the first $25,000 of the purchase and must depreciate the rest. You may wish to discuss the changes to Section 179 of the tax code with your accountant or tax preparer.

Peter Gerstenberger is senior advisor to the president for safety, standards and compliance at the Tree Care Industry Association.
Known as the National Arborist Association since 1938, we've recently changed our name to the Tree Care Industry Association (TCIA). But our mission remains the same: to advance tree care businesses.

We're still dedicated to providing our members with easy access to the business management expertise they need to succeed, including marketing, finance, estimating, sales, accounting and human resources. We keep our members informed about the latest innovations in tree care safety, equipment, technology and techniques. We continue to add each TCIA member company to our comprehensive new business referral list. And our members contribute their voice to our lobbying efforts in seeking fair and beneficial governmental regulations and legislation.

If you like the sound of our new voice and the strength of our familiar face, then call 1-800-733-2622 or go to the Web at www.treecareindustry.org to learn more about the benefits of joining TCIA.
Events & Seminars

January 5-9, 2004
Advanced Landscape Plant IPM PHC Short Course
University of Maryland
College Park, MD
Contact: Debbie Wilhoit, (301) 405-3913, debrar@umd.edu or www.pest.umd.edu/events/events.html

January 7-9, 2004
Mid-Atlantic Nursery and Trade Show (MANTS)
Baltimore Convention Center
Contact: 1-800-431-0066

January 11-13, 2004
2004 Empire State Tree, Nursery, & Landscape Conference
East Wind Resort Hotel
Wading River, NY
Contact: NY Nursery/Landscape Association, 1-800-647-0384; N.Y. State Arborists, (845) 855-0225; or www.nysnia.org

January 12-15, 2004
Turfgrass IPM Short Course
University of Maryland
College Park, MD
Contact: Debbie Wilhoit, (301) 405-3913, debrar@umd.edu or www.pest.umd.edu/events/events.html

January 13-15, 2004
Indiana Arborist Association
Marriott East
Indianapolis
Contact: (765) 494-3625

January 13-15, 2004
Congress 2004
Canada's International Trade Show and Conference
Toronto Congress Centre, Toronto, Canada
Contact: (905) 875-1805, showinfo@landscapeontario.com

January 14-16, 2004
Mid-Am Trade Show
Lakeside Center at McCormick Place
Chicago, IL
Contact: (847) 526-2010

January 16-17, 2004
Oklahoma Nursery and Greenhouse Trade Show and Convention
Tulsa, OK
Contact: Mike Schnelle, (405) 744-7361 or mas@okstate.edu

January 21-22, 2004
Massachusetts Tree Wards and Foresters Association Annual Conference
Dr. Alex Shigo, featured speaker
Host Hotel & Conference Center
Sturbridge, MA
Contact: Pat Felix, (781) 894-4759

January 21-23, 2004
Iowa Nursery & Landscape Association
INLA Annual Convention & Trade Show
Polk County Convention Center
Des Moines, IA
Contact: Nancy Langemach, (515) 801-2000 or www.thinktreesnw.org

January 29-30, 2004
18th Annual Think Trees Conference
ISA/Rocky Mountain Chapter
NMSU Cooperative Extension
Albuquerque Parks/Recreation
Albuquerque Marriott
Contact: 505-243-1386, www.thinktreesnm.org

February 1-3, 2004
Penn-Del Chapter – ISA
Lancaster Resort Hotel
Lancaster, PA
Contact: (215) 795-0411, www.penndelisa.org

February 5-7, 2004
New England Grows
Hynes Convention Center
Boston, MA
Contact: (508) 653-3009, www.NEGrows.org

February 7, 2004
5th Annual Clays Tournament Benefiting the Arbor Fund
Walnut Creek Conservation Club
Sunbury, OH
Contact: Al Shauck (216) 469-1227

February 8-12, 2004
Winter Management Conference 2004
Tree Care Industry Association
Frenchman's Reef & Morning Star Marriott Beach Resort
St. Thomas, US Virgin Islands
Contact: Carol Crossland, 1-800-733-2622; Crossland@TreeCareIndustry.org or www.TreeCareIndustry.org

February 8-10, 2004
Ohio Chapter ISA Tree Care Conference and Trade Show
ISA Arborist Certification Examination/Preparation Workshop
Columbus Marriott North
Columbus, OH
Contact: (614) 544-4737

February 16-17, 2004
Michigan Forestry & Parks Association Winter Conference
Lansing Holiday Inn
Contact: (517) 482-5530

February 16-18, 2004
ISA Ontario Chapter - Annual Conference
Rama Conference Center
Orillia, Ontario
Contact: (519) 376-1882, www.isaontario.com

February 18-May 5, 2004
Certification Preparation Course
Brea Conference Center
Brea, CA
Contact: Ted Stamen, (949) 454-2429

February 24, 2004
ISA Arborist Certification Examination
Davey Tree Institute
1500 N. Mantua St.
Kent, OH
Contact: 1-888-ISA-TREE

February 24-27, 2004
ASCA 2004 Consulting Academy
Sheraton Newark Airport Hotel
Newark, NJ
Contact: (301) 947-0483, asca@mgmtsol.com
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• 2-speed Winch
• Jib optional

New Ford F750
• 230 Turbo Diesel
• 6-Speed Trns.
• 20-Ft. Bed
• A/C

March 2-5, 2004
Work Truck Show 2004 and 40th Annual
NTEA Convention
Baltimore Convention Center
Baltimore, MD
Contact: Kristen Simpson, (330) 666-3450,
ksimpson@urda.com

March 3-5, 2004
Michigan Green Industry Association
Annual Trade Show & Conference
Novi Expo Center
Contact: (248) 646-4992, or Landscape.org

March 4-5, 2004
Missouri Community Forestry Council
Annual Conference
Columbia, MO
Contact: Justine Gartner, (573) 522-4115,
or www.mo.communitytrees.com

March 25-27, 2004
TCI EXPO Spring
Tree Care Industry Association
Sacramento Convention Center
Sacramento, CA
Contact: Carol Crossland, 1-800-733-2622;
crossland@treecareindustry.org or
www.treecareindustry.org

June 12-14, 2003
Sixth Annual Snow and Ice Symposium
Snow and Ice Management Association
Buffalo, NY
Contact: SIMA.org

August 7-11, 2004
ISA Annual Trade Show & Conference
Pittsburgh, PA
Contact: (217) 355-9411, ext. 24

October 20-21, 2004
Garden Expo
Canada's Fall Show for the Green Industry
Toronto Congress Centre,
Toronto, Canada
Contact: (905) 875-1805,
showinfo@landscapeontario.com

October 28-30, 2004
TCI EXPO 2004
Tree Care Industry Association
COBO Conference/Exhibition Center
Detroit, MI
Contact: Carol Crossland, 1-800-733-
2622, crossland@treecareindustry.org or
www.treecareindustry.org

Send information on your event to:
Tree Care Industry, 3 Perimeter Road,
Unit 1, Manchester, NH 03103
E-mail: Garvin@treecareindustry.org

Please circle 43 on Reader Service Card
HT 101 Pole Pruner

Stihl's new HT 101 pole pruner features the patented, low-emissions Stihl 4-Mix engine combined with a telescoping shaft that extends from 7.5 feet to 11.5 feet for tough, hard-to-reach branches. Reaching deadwood or storm-damaged limbs while standing comfortably and safely on the ground is a snap with the HT 101. And, the fuel efficiency of Stihl's 4-Mix technology minimizes refueling time, making quick work of tough pruning jobs. Professionals will appreciate the fast acceleration and cutting torque of the HT 101, which is equipped with a 12-inch bar and chain. The automatic bar and chain oiling system provides smooth, efficient operation. Tool-less oil cap with retainer and side-access chain tensioner are standard. The HT 101 has a displacement of 31.4 cc (1.9 cu. in.), 1.30 bhp (1.0 kW) and weighs 16.1 lbs. (7.3 kg). Stihl, of Virginia Beach, Va., manufactures chain saws and cut-off machines, and produces a full line of powerful, lightweight and versatile handheld outdoor power equipment for homeowners and professional users. For more information or for the name of the closest Stihl servicing dealer, visit www.stihlusa.com or call 1-800-GO-STIHL (1-800-467-8445).

HDX Snowplow

Hiniker Co. has released a new line of extreme-duty snowplows for 4-wheel-drive pick-up trucks. The HDX line incorporates design features to handle the demands of wet, heavy snowfalls. The Hiniker HDX uses a split trip edge with a 9-inch high pivot point to provide protection from higher obstacles. A high-density polyethylene moldboard reduces friction and provides a corrosion-free plowing surface. Ten laser-cut ribs give vertical strength. Two versions are available – a conventional power-angling design, and Hiniker’s patented C-Plow configuration. Power is provided by a plow-mounted electric/hydraulic system. A compact handheld joystick controller provides convenient control. The magnetic Hiniker Flexstand is available for mounting. The Quick-Hitch mounting system is retained on the HDX series. Hiniker plows are built in Mankato, Minn., and sold throughout the U.S. and Canada by a network of factory-authorized dealers and distributors. For more information contact Hiniker Company at 1-800-433-5620 or visit www.hiniker.com.

Tin-Plated Busbars

Cole Hersee Co. recently introduced new tin-plated busbars to connect circuit wires carrying heavy current. Constructed of solid brass with a protective coating of tin, and designed for forestry applications, the busbars are intended to provide a secure connection and exceptional conductivity while resisting tarnishing and discoloration. Cole Hersee's busbars are terminal blocks with common hot-feed connections, and have an insulator base of molded plastic that is moisture-resistant. The busbars hold 8-32 roundhead screws for connections and come in both 10-gang and 20-gang. The terminals have ¼-20” brass studs with hex nuts included, and safely carry up to 36 volts. The mounting for the busbars is designed for two number-10 countersink flathead screws for easy installation. For more information, contact Cole Hersee Co. at 20 Old Colony Ave., Boston, MA 02127-2467; (617) 268-2100, ext. 416, fax (617) 314-4100 or via www.colehersee.com.

RedMax Extends Cultivator Engine Warranty

RedMax has extended the engine warranty on its CV225 cultivator to five years. This compact, lightweight cultivator is powered by RedMax's reliable G24LS two cycle engine. The rugged serpentine tines carry a lifetime warranty against defects while the other components carry a two year warranty. The 20 pound CV225 is compact enough to go anywhere a person can go, but is tough enough to turn almost any type of soil. For information, contact RedMax, Komatsu Zenoah America Inc., 4344 Shackleford Road, Suite 500, Norcross, GA 30093. Telephone 800-291-8251, ext 213, fax 770-381-5150, or visit www.redmax.com.
Perkins Engines has added a range of 4 and 6 cylinder Industrial Open Power Units (IOPUs) to its 1100 Series range. An IOPU offers a time-saving "drop in" diesel power solution, incorporating a complete cooling and air filter package that is simple to integrate into a machinery application. Perkins offers IOPUs in naturally aspirated, turbo charged and charge air-cooled variants. Each model features an aluminum radiator and, where applicable, aluminum charge air-cooler to minimize packaging size and weight while improving cooling performance. All models are offered in a variety of configurations, and are certified to meet EC 97/68 Stage 2 and EPA CFR 40 Tier 2. Perkins standard 2-year, 3000 hour warranty. Options available include a choice of 12/24 Volts, pusher or puller fan and, on the 4 cylinder engines. Perkins Engines are sold through 4000 dealers and distributors in 140 countries. For information contact Perkins Engines Inc., N4-AC6160, PO Box 610, Mossville, Illinois, 61552-0610. Phone: (309) 578-7364, Fax: (309) 578-7329, or visit their Web site at www.perkins.com.

Please circle 194 on Reader Service Card
Echo names top producers at annual meeting

Echo Inc. of Lake Zurich, Ill., named its top-grossing distributors for at its Annual Distributor Meeting in Santa Barbara, Calif., giving each company an award of distinction for their outstanding achievements.

Timberland Machines, a division of Turf Products Corp., received Echo’s 2002 Distributor of the Year Award in recognition of their top-grossing sales performance. This marks the second consecutive year Timberland has received this honor.

Located in Lancaster, N.H., Timberland distributes several major lines of power equipment to more than 1,300 retail dealers in the six New England states and New York. A leading power equipment distributor in the northeast region since 1971, Timberland provides regional advertising, marketing, service and warranty back-up to each of their dealers, as well as professional field sales coverage.

Florida Outdoor Equipment was awarded the Echo Outstanding Performance Award as second highest grossing distributor. Located in Orlando, Fla., Florida Outdoor is known for their dealer service standards and top quality, innovative equipment lines. For more than 27 years, their sales programs and team-oriented approach have supported their company philosophy to “think like a customer.”

Charlestown Power Equipment Inc. was awarded the Echo Outstanding Achievement Award, for being the third highest grossing distributor. Located in St. Charles, Ill., Charlestown Power Equipment is known for their dealer service standards and high-quality product lines.

“Our top distributors represent the very best in industry leadership,” stated Joe Rund, senior vice president of sales at Echo Inc. “We are very pleased with their stellar achievements this past year, and look forward to their continued hard work in the future.”

Echo Inc., a subsidiary of Kioritz Corp. of Japan, designs and manufactures commercial-grade outdoor power equipment. For more information, please visit www.echo-usa.com.

Klinger honored with Green Community Achievement Award

The New Jersey Community Forestry Program, in partnership with the New Jersey Community Forestry Council and the New Jersey Tree Foundation, recently presented George Klinger with a 2003 Green Community Achievement Awards to recognize individual, group, civic and corporate efforts that:

- Environmentally improve New Jersey communities through wise management and care of its tree resources;
- Raise the awareness and value of community trees and forests;
- Enhance the beauty of New Jersey’s cities and towns with trees through programs or projects;
- Contribute efforts deemed to be of exceptional merit to the field of urban and community forestry.

In Freehold Township, Monmouth County, N.J., Klinger is a passionate advocate of tree worker safety and a role model as a leader in community forestry. He has volunteered on the ANSI Z-133 Arborist’s Safety Standards Committee for more than 20 years, the Crane Safety Committee, and he chairs the Vehicle & Mobile Equipment Sub-group. He is an active member of the Tree Care Industry Association’s Safety Committee and co-chairs the Injury & Accident Analysis Statistics Group. His work on TCIA’s Model Company Safety Program earned him TCIA’s Volunteer of the Year Award. Klinger has authored numerous magazine and professional journal articles and has presented countless safety workshops at state and national meetings.

In 1981 Klinger initiated Freehold Township’s annual Arbor Day tree plantings at all seven public schools. As Shade Tree Commissioner he has kept Freehold Township a Tree City for 22 years, and his municipal tree protection ordinances are a statewide model. Additionally, he is recognized for his efforts in starting a township arboretum, a Living Memorial to the victims and heroes of 9/11, and for his tireless efforts in the promotion of New Jersey’s new commercial vehicles license plate.
Swingle Tree recognized as ethics leader

Swingle Tree & Lawn Care was recognized recently as a Torch Award finalist in the Denver/Boulder area. The Better Business Bureau hands out the Torch Awards to companies that display leadership in ethics.

Swingle was selected as one of four finalists out of a 111 nominations. "This is an honor to be considered for such an award," said Thomas R. Tolkacz, Swingle president. "It is nice to be recognized for 56 years of hard work and perseverance."

The purpose of the Torch Award is to recognize businesses for their commitment to maintaining a culture that consistently sets exceptionally high standards of behavior in buyer and seller relationships. These awards also illuminate the importance of corporate conscience and responsibility in fulfilling a company's obligation to the marketplace to do what is right and fair and adhering to Better Business Bureau ethical standards. Each of the companies is judged by its ethical standards and ethical practices toward employees, customers/vendors, communications/marketing and media/community.

"I am very proud because this type of award, it shows the hard work of all of our employees," Tolkacz added.

Utah's Leavitt sworn in as EPA administrator

Former Utah Governor Mike Leavitt (R) was sworn in as EPA administrator Nov. 7. On Nov. 10, he appointed Rich McKeown, his former chief of staff when he was governor, to be his senior counselor. Prior to his tenure with Leavitt, McKeown was a commissioner of the Utah State Tax Commission and a partner in a Salt Lake City law firm. Leavitt also named Cynthia Bergman as EPA press secretary in the Office of Public Affairs. Bergman previously handled communications for the Maine Republican Party and was press secretary for former Sen. Slade Gorton (R-WA).

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Please circle 19 on Reader Service Card
Here's a quiz: You want to invite your most loyal clientele to a customer appreciation party. How do you get the message out?

A display ad's not the answer: It addresses too broad an audience. But how about a postcard mailed to your top 100 customers, ranked by total purchases over the past year?

Great idea! Postcards should be part of your advertising arsenal for this very reason: They reach targeted audiences more effectively — and less expensively — than costly flyers or lengthy sales letters.

"Postcards are especially effective when your sales are flat or falling and you need a way to perk things up," says Sarah White, a consultant at Third Wave Research, a marketing and survey firm in Madison, Wisc. (www.thirdwavere search.com).

Postcards also reinforce the message you are communicating through other media such as display ads or Web sites. They create an "echo effect" that resonates in the customer's mind.

Okay. So you want to mail some postcards. How to do it well? Here are some tips from marketing professionals:

1. Keep it simple

"Postcards are perfect if you have a fairly simple message to convey," explains David Ehrlich, president of Track Marketing Group in Alexandria, Va. Bear in mind that you have room for only a short headline and perhaps 100 words of text. That's enough to throw a spotlight on a simple theme — but no more.

Examples of simple messages are:

• Save money by taking action now.
• Come to our evening party or seminar.
• Winter pruning special.
• Save now by scheduling your spring landscape services.
• Here's a special deal for previous customers only.

As the last entry suggests, deadlines can further compel the recipient to take action. Phrases such as "This Week Only" encourage the recipient to bring the card to your store right away rather than post it on the refrigerator to take action "some time."

Use headline words that catch the eye and lead the recipient into your compelling message. Powerful words and phrases include "Free," "New," "For Loyal Customers Only," and "Not Available to the Public."

2. Make it compelling

Your message must be simple, but it also must stop the show. "Your message needs to have an 'attention compeller,' element," recommends Burton M. Nudelman, president of Nudelman + Associates, a management consultancy in Portland, Ore. "It could be a photo, a headline, or some strong wording in the title. But without one, you are wasting your time." Half of your recipients will not look at the postcard at all, points out Nudelman. You need to worry about the 50 percent that do. "Your message needs to hit them on the head."

Examples of messages that are compelling:

• Save money.
• Enhance the value of your property.
• Enjoy service from an experienced staff.
• Benefit from being a loyal customer.
• Act right away to take advantage of the offer.

While a simple message is vital, it's also true that postcards can be used as part of a larger effort to communicate more complex information. "Many times the postcard will be the first step in a sales process," notes Ehrlich. "Don't try to complete the sale with just the card. Instead, invite the recipient to call for free information or visit your Web site."

Bonus tip: To see if your message is simple enough, ask a friend to scan your card for 10 seconds, then tell you what the sales statement is.
3. Time your mailings

Your mailings will be more effective if you give some thought to timing. The postcards should reinforce some larger marketing effort underway. “Take a look at your calendar and decide which promotions you want to reinforce with a postcard.” suggests Sara Johnson-Bewley, owner of the Hill Shepherd Design in Killbuck, Ohio. “Then plan six weeks back from that time to get the postcard designed and into the mail.”

Bonus tip: Make your message more compelling by celebrating a change of season.

4. Call for action

You want the customer to do something, or you wouldn’t be mailing the postcards. Make sure you state that “to-do” in a simple sentence, then include it as a tag line on your postcard.

“Every postcard should contain a call to action,” says Ehrlich. “What do you want the recipients to do? Don’t be subtle about the next step.”

5. Spruce it up.

Your recipients get lots of mail. Make your postcard stand out against the herd with great graphics. “Your card needs to be attractive physically and emotionally,” says Ehrlich. “You need something that grabs the recipients or they will throw it out.”

One great eye-grabber is four-color. Color almost always outperforms black and white in terms of attention. That’s not to say that black and white won’t work, but the fact is that it has to be very well done to grab attention.

Pretty pictures help, too. You might have a beautiful image on the main side of the card, along with a selling headline that ties in to the more complete message on the other side. Remember that many people look at the address side of the card first. So have some eye-grabbing graphic – perhaps a black and white cartoon that reinforces the message and somehow echoes the color graphic on the front. And include your logo.

Finally, use the largest size card that you can, within postal guidelines. While the postal service sells cards measuring 3-1/2 by 5-1/2, larger 4 by 6 cards can be mailed at the same rate. A bigger card will give your mailing more impact.

Bonus tip: Don’t overlook the stock color photos that are now available from so many printers. (See the sidebar, “Finding a Printer.”) These can add a measure of professionalism to even short-run mailings.
6. Mail to the right list

The best message won’t pull its weight in sales if you mail to a poor list. Since postcards are great vehicles for getting more business from current customers, most advertising experts advise looking to your house list first. If you take the time and effort to build a detailed database, you will be able to customize your mailings to customer wants.

“We are seeing more companies move toward personalization of their mailings,” says White. “Each piece comes out customized with slightly different messages and pictures, depending on what customers have purchased in the past.” While such customization has long been prohibitively expensive, today’s low cost laser printers allow you to customize your printings even for short runs.

Other lists are available. If you want to increase the number of repeat customers, consider regular mailings to everyone who resides or works within your work area. You can obtain such lists, filtered by zip code, from your local chamber of commerce, newspaper or list broker. You can also order lists that are filtered by age, income, or parental status.

Finding a Printer

If you are looking for real economy, you can photocopy cards four-up on card stock, then cut them apart and merge print address labels from your in-house database. There’s nothing wrong with that, but you may opt to get better results by farming out the print work.

Start with your local printer who may be able to do your work in a cost effective way, and work hand-in-hand with you so you know the job is done well. If you can’t get the work done locally, try the Web. Thanks to the Internet, prices have become more competitive for short runs of postcards. You can get 500 4-1/4 by 6-inch postcards for around $175, and 5,000 for around $500-$600.

You can place an order for postcards using the interactive pages of all of the following sites:
- ArtAndAdvertising.com, Northport, N.Y., offers a variety of printing and design services from postcards to color brochures. Order as few as 500 postcards.
- CciCards.com: A variety of promotional postcards and greeting cards.
- Best site: Modern Postcard. www.modernpostcards.com. Excellent site with the best array of tips on getting more from postcards. Also has an extensive selection of stock color photos.
- Pelland.com. Good pricing for orders of 2,500 and up. Has some useful guidance on selecting a card size.
- PostcardPromotions.com: This is the online ordering site for Track Marketing Group. Has a spec page for help in comparing rival print bids.

Collect E-mail Addresses

Postcards are great for promoting your services, but don’t overlook their potential for building your email database. That’s the advice from Steve Holsborg, president of Westlake Advertising Agency, Westlake Village, Calif.

Here’s how it works: “Start by designing a graphically pleasing postcard offering a discount coupon code the recipient can use on your Web site,” says Holsborg. “By punching in the discount code from the postcard, the customer receives a one time discount on a service, such as deep root fertilization. In so doing, the target’s e-mail address is automatically entered into your database. This can also be set up to be permission-based so as not to spam unwilling targets.”

Once in the database the target is periodically e-mailed new offers, coupon codes and promotions in lieu of using postcards. The postcard served its purpose.

“This system keeps the customers coming back for more while saving you mailing costs,” says Holsborg. “That makes everybody happy.”

Bonus tip: As you experiment with different lists, find out which ones work best by coding the cards above the address. Have customers who call in read the code on the card to you and track the resulting sales.

7. Mail regularly and be consistent

Especially to your house list, mail regularly to keep stimulating customers and informing them about what’s new. If you make each message compelling, recipients will learn to pay attention to your cards. Since it often takes more than six impressions to get through to someone, consider repeat mailings. To save costs, over-print the front (glossy color side) and leave the back side blank for future imprinting or print multiple backs at the original printing. This dramatically lowers the cost per card. Since the back is read first, the same front as not a major problem. Another option is to send the identical card (front and back) to prospects multiple times – perhaps about a month apart.

And be consistent. Create an echo effect by using the same colors, categories of pictures, and types of message time after time. “Once you develop a winning look and feel, stick with it,” says Ehrlich.

The tips in this article should help you put together a winning postcard promotion that pulls homeowners to your business and encourages customer loyalty. Says Ehrlich: “A well-designed and targeted postcard promotion can zoom right into your target’s life and propel them to take action.”
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What Arborists Need to Know About Lichens

By Dr. Alex Shigo

WARNING! Learning about lichens can become addictive!

Customers often ask about things on and near their trees. If you know, fine, tell them. If you do not know, say you will find out soon and get back to them. The more you know the better for your credentials, and the next job.

What are lichens?

Lichens are organisms made up of fungi – mycobionts – and photosynthetic algae, cyanobacteria, or both, – photobionts. The connections between the organisms are so highly ordered that the organisms repeat. There are at least 30,000 known species of lichens worldwide. Lichens are micro ecosystems. The body is called a Thallus. They come in many shapes, sizes and colors.

The algae and cyanobacteria (old name, blue-green algae) contain chlorophyll that traps the light energy from the sun, and passes some of it on to the mycobionts. The fungi have haustoria, which are finger-like projections that penetrate each cell of the
photobiont. Most cyanobacteria fix nitrogen, which means they have an enzyme system that converts atmospheric nitrogen to ammonia and ammonium ions. The ammonium ions then act as building blocks for many other essential chemical compounds, especially proteins that build mass of an organism, and enzymes that make processes move in a highly ordered way.

Where do lichens grow?

Lichens can be found on many different surfaces, from rocks, soils, trees, dead materials, and even old rusting machines, especially abandoned cars. They often appear as thin or thick paint blotches on tree trunks. They seem to be every place where others could not or would not grow. They grow under conditions that would be extremely difficult, or impossible, for other organisms. For example, they grow far beyond the tree lines, and are major energy sources for many other land organisms, especially large animals like reindeer and caribou.

Do lichens harm trees?

If lichens cause diseases of trees, can they also cause diseases of rocks? Silly, YES! There are no data that shows lichens cause tree or rock diseases. Yet, this does not stop some people. Believe it or not, some people charge uninformed customers to remove lichens. Sad, indeed!

The beard-moss lichen can hang several meters from trees, usually trees such as spruces growing in very cold climates near the tree lines. It is often confused with Spanish moss. Spanish moss is a flowering plant, and pineapples are in the family. Pineapples are very far removed from lichens. Whether the lichens help the spruce trees, or limit photosynthesis, nobody knows. And, as with lichens, some people charge customers to remove Spanish and ball moss from trees that grow in warm climates.

I hope you are beginning to understand now why people need to know something about lichens, and other things on trees. Lichenology needs much attention from research.

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Symbiosis or controlled parasitism?

The lichen experts are still not sure whether the mycobionts enslave the photobionts, or whether both benefit all the time as symbiosis, leading to synergy where all partners benefit far beyond their abilities if growing alone. I'm no lichen expert, but I believe the latter is true, and synergy is at work.

Lichens are masters of dormancy. They can survive for long periods under very harsh conditions. When conditions do become favorable, they are able to respond rapidly, and grow rapidly. Consider that they grow where very few to no other organisms can grow. In favorable places they can be so aggressive that other organisms have difficulty gaining space. They are abundant in the tropics, and dry deserts, and very cold places. Again, they seem to be everywhere!

Many experts think lichens were some of the first organisms to colonize land surfaces on young earth. The root-like organs of lichens are called rhizines. The rhizines penetrate rocks and aid decomposition. Lichens also produce acids and other chemicals that break down rocks and other materials. The materials are also used to support growth of the lichens. In a sense, the rocks are long-term or very-slow-release fertilizers. The rock decomposition minerals start the formation of soils. As lichens die they add to the organic material to the soil. Again, for these reasons, I believe they are synergistic, and one partner is not enslaving the other partner.

Many people believe that so-called higher organisms became higher organisms as they connected with many other organisms (mitochondria?). Maybe the lichens got the message first. Who knows?

Are lichens of any value?

The wool for the original Harris Tweed coats was dyed using materials from lichens. The spread of radioactive materials from Chernobyl was traced using lichens because they concentrated the radioactive contaminants in their parts, and the lichens were then eaten by large animals. Lichens are used for food in many parts of the world, especially in Asia. Their extracts are used for perfumes. They are very sensitive to pollutants, and are used to detect their presence. If lichens die suddenly, a real pollution problem is on the way. New medicines are coming from lichens. Some lichens are known to produce antibiotics. Many countries are now keeping a close eye on lichen collectors, and forbidding the export of lichens.

I have only touched the surface of this subject. It needs much more attention. But, be careful, and remember my warning at the beginning! Go out and connect with some lichens; touch them, and don't forget on the way to TOUCH TREES!

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TCI EXPO 2003
14th Annual EXPO Sets “Smart Manager” Seminar Track Attendance Records.
The convenience of having so many vendors displaying such a wide array of products and services under one roof has always been a major factor in TCI EXPO attendance. This year’s EXPO in Baltimore, Md. was no exception. It seemed there were more new and innovative product offerings than ever before. Where else can you see more than 120,000 square feet of arborist supplies, equipment, vehicles and service offerings from 174 vendors?

It was no surprise that the 14th annual EXPO was well-attended. What was a bit astonishing was the number of arborists that attended TCIA’s “Smart Manager” track seminars. Due to unexpectedly high demand, some of the meeting halls were standing room only.

“While the ‘Expert Practitioner’ seminar track has always been popular, this year the management issues really dominated the discussions,” says Sachin Mohan, VP of Corporate Relations & Marketing for TCIA. “The Business Manager’s Workshop was packed, and so was Effective Leadership Skills,” Mohan added. He went on to surmise that the economic slowdown has something to do with the record numbers of owners and managers that registered for these seminars.

Other hot topic areas were sales and marketing. Jeff Stokes, co-author of The 21st Century Supervisor: Nine Essential Skills for Developing Frontline Leaders, was speaker for the seminar entitled Sales & Marketing, Strategies that Work. Mr. Stokes so captivated the attendees of that session, that they asked him to please continue after the allotted hour was up. In fact, the audience found the seminar so interesting, it went on interactively for another hour and a half.

Another extremely popular seminar in the Smart Manager track series was Power Selling: What Makes a Top Salesperson, hosted by Hal Becker, former number-one salesperson for Xerox. Mr. Becker, author of the national best-selling book, Lip Service: 50 Humorous Stories of the Worst Customer Service in America and Interviews with the 10 Best Companies in the World, is a dynamic and energetic speaker. Reviews of this seminar by those in attendance were excellent.

Another seminar that proved to be a crowd-pleaser was Managing and Scheduling Work Crews by Tony Bass. Bass studied agricultural mechanization at the University of Georgia. His company, Bass Custom Landscapes, grew to over $2.5 million in annual sales in a county with a population of barely 100,000 people. His session focused on key areas and methods of efficiently managing crews, including scheduling and routing, job costing, downtime, planning and motivation and management skills.

The influx of Hispanic-Latino immigrant workers has greatly affected the tree care industry in the last decade, bringing to the forefront many issues related to the employment of Spanish-speaking workers. In the seminar, Managing your Hispanic/Latino Workforce, Mauricio Velasquez addressed many of the concerns that tree service managers have. Velasquez is president and CEO of the Diversity Training Group and is a bilingual professional who is the son of Latino immigrant parents. Many informal discussions were heard after this session in which attendees shared ideas and networked.

An animated panel discussion entitled When to Call the Landscaper/Arborist was hosted by a group of experts whose companies are well known in the industry. Panelists included Scott Jamieson (president of The Care of Trees), Eric Schultz (principal of Schultz Industries), Trent Sible (project manager with Moore Landscapes), and Tom Tolkacz (president of Swingle Tree Company). This panel discussion focused on the benefits of experts in their respective fields working in cooperation. Discussing case studies from real life working businesses offered a unique vantage point from which attendees could assess ways that landscapers and arborists could work together for mutual benefit.

For those of you who couldn’t attend EXPO ’03, audio recordings of the seminars may be ordered by calling Sound Recordings at (866) 827-3778 or on the Web at www.soundrecordings.org.
Images of TCI EXPO 2003
Thank you to all attendees & exhibitors!
Excellence in Arboriculture at TCI EXPO 2003, Baltimore

It is Friday evening, November the 15th, and outside the Baltimore Convention Center gusts of wind flap street signs violently against their poles in a frenetic wobble that has many working arborists in attendance here concerned. Are they going to be needed back home for emergency services? For two days straight the unrelenting winds have battered the East Coast. Airline travelers have arrived, a bit green around the gills, telling stories of collective sighs of relief and manic clapping and cheering upon landing at BWI Airport. Inside meeting room 308 it is quieter, calmer, but a mood of expectation, of anticipation, hangs.

The ceiling in meeting room 308 is at least 15 feet high and a large backlit screen stands 12 feet tall. The din of people socializing, making small talk and comparing notes rises above the rows of tables, long and draped white with linen. Inside this room are gathered some of the finest practitioners in commer-

2003 Grand Award winner: Wachtel Tree Service of Merton, Wisconsin, for the Mayerson Residence project. Over a six-month period, Wachtel prepared and implemented a plan to provide the highest level of professional arboricultural care to the Mayerson's trees. An experienced Certified Arborist who also has a BS degree in Forestry made the pruning prescriptions, removal recommendations, and planting specifications. Certified Arborists were used throughout the project.
cial arboriculture. Well after the Trade Show floor has been closed for the day, they have gathered to honor the best of their lot, to pay tribute to excellence.

These are the Excellence in Arboriculture Awards, hosted by the Tree Care Industry Association.

In an industry working hard to combat poor safety track records (and resulting sky high insurance rates), employee shortages, and a public very much lacking in education, these awards have come to signify something much more significant than the simple bestowing of honors or the handing out of prizes. This ceremony has come to embody an industry’s attempt at redefining itself. In the attention to fine detail, in the recognition of work artfully performed, in the efforts that rocket above and beyond the scope of contractual obligations, there lurks a powerful force. It is hope. Hope for the future.

This presentation caps countless hours of preparation. The submission and judging processes have been carefully completed and those who win will walk away with their industry’s highest honors. They will leave their mark and enhance their company’s reputation and they might even garner some valuable media attention. And so along with hope, Excellence in Arboriculture also presents a peg to hang one’s hat on today.

Award recipients will have demonstrated achievement in an area of expertise that is often overlooked by the general public, even though it is certainly an area of great social importance. Inside meeting room 308, among a group of their peers who recognize the brilliant quality of their work, the winners of the TCIA Excellence in Arboriculture Awards have helped boost the image of an entire industry.

Congratulations to the recipients of all Excellence in Arboriculture Awards and to all of those who celebrated with them at the TCI EXPO in Baltimore.

Three Heritage Award projects: The Heritage Award is bestowed only on projects of Grand Award caliber, but recognizes pro bono work done for trees or sites of historic significance.

Busy Bee Tree Service, Forest City
Tree Protection, Ohio Chapter ISA collaborated to enhance the health and structural stability of the Jesse Owens Olympic Oak, extending the tree’s life for future generations to enjoy. The arborists sought to create a safe environment for students and teachers of neighboring James Ford Rhodes High School.

Hartney Greymont of Needham, Massachusetts provided care for three significant sites in Massachusetts: the Concord Museum in Concord, the Codman House in Lincoln, and the Stevens-Coolidge Place in North Andover.

SavATree in New York donated their services to care for a small grove of trees in Manhattan, two blocks from where the World Trade Centers fell. As treasured as they are by virtue of where they grow, the young trees in Millennium Park had inherently poor structure and were in need of a lot of help.
The Judges Award: bestowed on a project deserving of recognition that doesn’t conform to any of the established tree project categories.

Treeworks Limited in Montpelier, Vermont was part of a team that installed a huge complex of tree houses and handicap-accessible ramps for the Hole in the Wall Gang camp in Connecticut, serving children with various health issues, bringing joy to the hearts of many.

Four Award of Merit recipients:

The F.A. Bartlett Tree Expert Company sent crews to the island of Haiti to preserve an important part of Haitian heritage. Bartlett accepted the challenge of helping to preserve surviving sections of a 1770, French-built aqueduct on the grounds of the Albert Schweitzer Hospital. Although tree pruning and removal were called for, it was also their goal to preserve surrounding forest.

McCullough’s Tree Service helped assure a safe, functional and aesthetically pleasing living environment for low-income individuals and their families at the Zanesville Metropolitan Housing Authority. McCullough’s provided care for the trees as well as planted new trees at Coopermill Manor.

Excellence factoids:

- The Excellence entry period is 12 months, running from mid-June through mid-June. You never know when the opportunity will present itself, so keep that camera handy to get “before” photos of potential winning projects.

- Entries do not “compete” for awards, but are evaluated against pre-established criteria. This places companies of all sizes on equal footing.

- It isn’t necessarily the biggest projects that win awards, either. Every year, Excellence has bestowed high awards to the smallest of companies and to single-tree projects.

- The entry process has been streamlined and simplified. You no longer have to write an essay to enter, but simply answer some questions about your project.

- Want to make a lasting impression on your client? Invite them to the Excellence awards, or present them with a plaque, or both! TCIA will be happy to accommodate.

- Many companies enter year after year because they know the value of an Excellence award to their employees, their reputation in the industry, and with existing and potential clients.

For further information on the TCIA’s Excellence in Arboriculture awards, please visit the “Excellence in Arboriculture Award” page of the TCIA Web site at www.treecareindustry.org or call 1-800-733-2622.
Owen Tree Service
in Attica, Michigan performed work on the Knauf's trees to maintain their long-term appearance and structural integrity. The work outlined in this project dealt with crown cleaning to prevent breakage and restoring storm-damaged trees to good form and health. Two months after completion, the arborists' recommendations and treatments were put to the ultimate test by a major ice storm.

Winkler’s Trees Service
in LaGrange Park, Illinois worked in the community of Schiller Park, with a typical small community ailment - big trees and small budgets. Winklers pruned more than 100 trees to improve their safety, structure, health and appearance. They were also out to increase the public’s awareness of tree care and safety.

Q: What is the Excellence program all about?
A: Excellence in Arboriculture recognizes exemplary tree work performed by TCIA Member tree service firms. Companies who win Excellence awards receive recognition among their peers as well as from the public.

Q: Is Excellence a competition?
A: No. Entries are judged by a panel of experts against established standards.

Q: What types of tree work are candidates for this program?
A: Excellence has the following categories: Tree Maintenance, Tree Relocation, Construction Site Tree Preservation and Technical Rigging.

Q: What are the entry requirements?
A: The Excellence program is open to TCIA Active and Affiliate members in good standing. All entries must be for work performed, and where applicable completed, within 12 months prior to the entry submission deadline. A registration fee is required for each entry. Two sets of photographic prints or digital images of the project are required. There should not be more than eight photos/images for a single-tree project or 12 photos/images for a multiple-tree project. You cannot include your company name, logo or any company identification on or within the cover sheet, introduction, narrative or slides/prints.
There are 10 Honorable Mention designees in this year's Excellence program:

Arbor Green, Limited
in Morton Grove, Illinois worked on a project called Oakbrook Reforestation. The project’s goals were to remove undesirable, invasive plants choking out the trees and closing off access to the 12-acre site, to create more of a park-like setting for the benefit of the nearby community and to save or improve the health and aesthetics of the remaining trees, including many American elms.

Aspen Tree Surgery
in Anchorage, Alaska submitted the Hoben Park Poplar. This majestic and enormous tree in Seward, Alaska grows at the head of a long fjord and bay. It is literally a shoreline tree, subject to the unabated forces of storms generated in the surrounding mountains and in the Gulf of Alaska. The goals of the project were to create uniform crown density, lessen the tree’s wind sail, and remove dead, dying and defective limbs.

Gamma Tree Service
and St. Louis County Parks collaborated on a project spanning four locations, called simply, “Winter hazard reduction.” With a relatively mature forest in all four areas, the goal of the project as its name implies was to lessen the tree hazard to the visiting public by removing dead or dying trees, as well as by pruning to mitigate other structural hazards.

RTEC Treecare
This RTEC project was completed on the Northern Virginia Community College campus. The mature laurel oaks entrusted to their care during a construction project had spent their existence confined to what amounted to large planter boxes, and had received very little prior care. RTEC developed construction specifications and implemented a tree preservation program including, pruning, monitoring, watering, treating with tree growth regulator, aerating and root pruning.

Care of Trees
in Wheeling Illinois, completed a five-month project for a new housing development named Oak Crest. The goals were to use the tree preservation process to create a wooded residential community enhanced by a wealth of mature trees, including 100- to 200-year-old oaks and hickories, and to launch landscape restoration of the site’s 20-acre oak savanna, which was severely overgrown with buckthorn. In an area dominated by cornfields, their client wanted to provide a wooded environment - “to build among acorns instead of field corn.”

Tree Doctor
from New South Wales, Australia submitted the only tree transplanting project in this year’s program. When it comes to moving a tree of monstrous proportions with enormous value - and a non-native species to boot - it’s best to consult with a recognized authority, who in this case was also a non-native. The setting was the San Diego Zoo and the process took more than six weeks. The subject tree was a mature strangler fig 77 feet high, with a crown spread of 80 feet, six trunks spanning three feet, and weighing more than 240 tons.
RTEC Treecare
of Falls Church, Virginia completed a project at National Memorial Park Cemetery. RTEC developed and implemented a comprehensive program to improve the health of a row of more than 100 mature Hemlocks and a specimen American elm. The trees had received no significant care in the 50-year history of the site.

RTEC Treecare
On the campus of Northern Virginia Community College, several years of drought had compounded plant problems brought on by neglect. RTEC checked and amended soil pH for the boxwoods and treated them for psyllid infestation, hand-pruned the boxwoods as well as the elms, and provided the school with a maintenance plan to extend the plants' health into the future.

RTEC Treecare
In the Eagle Project at Smithsonian National Zoo, RTEC turned their focus to tree preservation during a construction project at the bald eagle exhibit area. They prepared mature trees for inevitable stress by improving cultural conditions of critical roots and devised a plan for low impact construction techniques and materials, hand pruning roots when no other options existed.

Treeworks, Limited
of Montpelier, Vermont worked on the Brick House project at the Shelburne Museum, originally part of a 4,000-acre estate on Lake Champlain. Areas of its landscape were designed by famous landscape architect Frederic Law Olmstead, who is most well known for Central Park in Manhattan. Treeworks provided care for trees in outlying areas of the property, inventoried and devised a management plan for the trees in the immediate vicinity of the house. Trees were inventoried and evaluated using a simple but effective software program developed by Treeworks founder Bill deVos.

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North American Tree Failure Database

A unique opportunity for arborists

By Dr. Jim Clark

Photo 1. Compiling information such as when a failure occurred, the part of the tree that failed, the weather at the time of failure and the defects in structure associated with the failed part, allows arborists to discover species-specific patterns of failure.

A rborists are concerned about tree failures, particularly how to predict which trees are most likely to fail and when that failure may occur. We have good methods to help us evaluate a tree’s structure, evaluate the extent of decay and characterize defects. We now have a unique opportunity to help increase our knowledge of tree failures – the North American Tree Failure Database (NATFD).

We can imagine the database as a library containing records of trees that have failed. Included in this record would be the date, time and location of the failure; the species of tree; its age, health and management history; the weather and site conditions at the time of the failure; and the defects and related factors that contributed to it. As the “library” becomes larger, arborists and researchers will be able to access the information. We’ll be able to use the information to answer questions like, “How many trees failed in that big December snowstorm? Did pruning the tree increase or decrease the likelihood of a failure?”

A bit of background

One of the first discussions of tree species and their patterns of failure was prepared by a USDA Forest Service scientist, Willis Wagener, in 1963. In the 1970s, Lee Paine, a forest pathologist with the University of California, invited foresters and
recreation site managers to report on tree failures. By recording the species involved, time of year and nature of the failure, they were able to identify patterns associated with failures. One of the outcomes of this effort was what has become known as the “Paine system” of tree hazard assessment and ratings.

Working independently of the forestry community, some arborists also began to pay attention to patterns of tree failure. In 1987, Dick Harris, Alison Berry and Larry Costello of the University of California and UC Cooperative Extension developed the California Tree Failure Report Program (CTFRP). The goal of the CTFRP was similar to that of the Forest Service scientists – to assemble information about tree failures. The CTFRP’s program format relies on trained cooperators, largely arborists in the San Francisco Bay area, to report tree failures (Photo 1). Individual reports are compiled into a database. Information from the database is reported to cooperators through an annual meeting, a newsletter, and in response to individual inquiries. To date, some 200 cooperators participate in the program and more than 3,600 reports have been submitted. You can access CTFRP’s Web site at http://treefail.ucdavis.edu/.

At HortScience, we’ve found the information from the CTFRP to be invaluable in understanding how and why trees fail. For us, the two most important features are:

1. Species failure profiles
2. Overall failure rates. Species failure profiles are those patterns of structural defect(s), management history, site conditions, time of the failure, and weather. Examples of these profiles are found in the Journal of Arboriculture and are summarized in the latest (4th) edition of Arboriculture – Integrated management of landscape trees, shrubs and vines.

For example, London plane (Platanus x acerifolia) is one of the most commonly planted street and landscape trees in the U.S. (Photo 2). Yet, there are very few reports for this species in the CTFRP. This suggests that London plane has a low failure rate.

The success of the CTFRP in providing information on tree failure has led other ISA Chapters to consider initiating their own report program. Similarly, in the ’90s representatives of the USDA Forest Service and the CTFRP attempted to develop a single, comprehensive database for tree failures. Although the idea was a good one, funding was not forthcoming.

**North American Tree Failure Database (NATFD)**

In 2002, the USDA Forest Service made approximately $50,000 available for a pilot project aimed at creating a Web site and database of information on tree failures. Because of the interest of forest pathologists in Canada as well as arborists in British Columbia, the pilot project involves the U.S. and Canada.

Modeled on the California Tree Failure Report Program, the NATFD would create a “library” where arborists and foresters would report tree failures to a central database. The database could be accessed by
researchers studying the nature of tree failures as well as arborists seeking information on species failure profiles. It would function as the CTFRP does at the present time but expand the geographic range immensely. A unique feature of the new program is that it will allow cooperators to submit tree failure reports and make queries of the database via the Internet.

An organizing committee composed of foresters and arborists has developed the framework of a program (Photo 3). We've created a form for recording information on a failure as well as a training manual. If you can imagine a tree lying on the ground, you can try to list the information that might be of interest to the project. When did the failure occur? What was the weather like? Where did it occur? What part of the tree failed? What was the tree's health and vigor? Were there any structural defects associated with the failure? Was decay present? What were the site conditions?

The USDA Forest Service has taken the lead on the project. The agency has supported development of a Web site, http://stdpweb.fs.fed.us/natfdb/. At this time, access to the site is restricted. Once we finalize the structure of the site and the recording forms, the site will become accessible to trained cooperators.

What we need now are cooperators! In order to demonstrate the viability of the project to potential funding sources and project leaders, we need a group of vigorous, active supporters who will submit tree failure reports. If the NATFD is truly to become continent-wide, arborists and foresters must support the project by sending in reports!

The information we can gain from the program will only be as good as the information submitted by cooperators. In order to ensure a level of validity about the information being reported, the NATFD is adopting the California model of accepting reports only from trained cooperators.

TCI EXPO takes the lead

This year's TCI EXPO had its usual dynamic mix of educational sessions, demonstrations and trade show. But it also hosted the first training session for cooperators for the NATFD, presented by Tom Smiley, Larry Costello and me. During our session, we introduced the program as well as the report form and training manual.

TCI EXPO was the first opportunity for arborists to receive the training necessary to complete the form and participate as a cooperator. Thanks to the Tree Care Industry Association for its support!
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Candid comments from our readers

Crown reduction, drop-crotching and precise definitions

I’ve been a longtime supporter of PlantAmnesty even though I’m on the Right Coast. Your approaches to restoring damaged shrubs are gospel for me. When I saw the title of your TCI article, I thought, “Great! More support for my May 2003 TCI article against severe drop-crotching!”

Boy was I surprised. You dismissed heading cuts without reason and decried the decisions others make for lack of data while offering no data to support your own case. I strongly agree with you that Risk Assessments should be the arborist’s No. 1 job. Calling them Hazard Evaluations needlessly forces many tree removals, since retaining anything termed a hazard creates a liability problem. The “Hazard Tree” term is a black-and-white approach, ignoring wide gray areas.

I also disagree with:

1. Follow-up care being unlikely. After crown reduction, this arborist gets a signed contract from the tree owner stating that follow-up pruning will be done. A town or company can similarly budget and contract for follow-up care. Not as many arborists are fly-by-nighters as you imply; few tree owners are likely to move away in the three-year period when the first, most critical, follow-up pruning takes place. Calling for the removal of trees that can be responsibly managed with follow-up care is not plant amnesty.

2. Crown reduction having no scientific basis. Tree Statics studies provide much data showing that shorter trees with lighter crowns stand stronger. Simple physics indicates the same. I share your belief that biology must be considered too, but a lot of biological evidence and real-life case studies show that trees respond favorably to crown reduction. More science behind crown reduction and selective heading cuts should be demonstrated soon in another publication.

3. The demands of dignity. Everyone has a different view at different times of what constitutes a dignified-looking tree. The photo on page 9 shows a severely reduced tree. Done merely as a fear-reducing preventive treatment, it appears extreme. Done after storm damage, it may be proper. Seen without foliage right after pruning, it looks unnatural, even ugly. Seen after three seasons of growth and a thinning of sprouts, it may have sealed wounds and stout new branches and look great. Years later it may even look dignified! So dignity is not only in the eye of the beholder, but in the conditions driving the treatment and in the time of the beholding.

Deep drop-crotching often creates more problems than it solves. There is more than one way to prune a tree, and given the variability of these diverse biological organisms there will never be enough hard data to guide our every move. I believe the first rule of an amnesty on trees should be to let them live unless there is a very good reason to kill them.

Finally, I was confused by the subtitle given to this article, “Confusing terms lead to haphazard results”. Ms. Turnbull did not really clarify much, and may have even muddied the terminology even more. But all in all, I enjoyed the article and commend your willingness to publish articles by practitioners.

Guy Meilleur, Consulting Arborist
Better Tree Care Associates
Apex, N.C.

Crown reduction, drop-crotching and facts

I’m sure you’ll receive many comments (plus and minus) on your Nov. TCI article on drop-crotching. I will offer a positive one. You are right to question the “rules” suggested in trade magazines and non-refereed journals (you already know this), and, frankly, I’m a little disappointed in both practitioners and scientists (the latter should certainly know better) who put forth intuitively tempting ideas without any real data to support their claims. You are also correct in that there are no empirical data on the effects of pruning on wind loading of shade trees, although there are some treatments of pruning and tree failure in forest stands (Hutte 1983, Matthesen 1992, Rowan et al. 2003). The articles you cite are based on either theory or observation, not experimentation.

While I do appreciate an arborist’s experience (I worked in the field for over 10 years), I firmly believe in the scientific method to set the basis for making practical recommendations. Hopefully your article will stimulate further debate and encourage the TREE Fund and other grantors to fund more research on this topic.

I applaud your critical reading of some rather tenuous manuscripts that are all about answers, without any rigorous evidence to support their claims.

Brian Kane
Assistant Professor of Arboriculture & Urban Forestry
Virginia Tech University
Blacksburg, Va.
More on drop-crotching

I would like to applaud Cass Turnbull for writing an article that not only has substance, but feeling as well!

I practice very closely everything that Cass mentions at the end of the article. I would like to say that I never over-prune, but on occasion, I have raised the crown of some trees along our very-rich lake front. I never leave a tree in a situation that would compromise its future, or I do my all to get it removed.

We have an ordinance here that only allows up to 33% removal of stems within 75 feet of the lake. Many times when there are many fairly young trees, a 30% reduction is not enough. I have the feeling that I will be challenging our DNR in the future. I would like to converse some more with Cass as I like her demeanor and candidness.

David Ryan
Tree Releaf
Green Lake, WI

Community forestry is More than money

Regarding the article “Community Forestry is Good Business” in the October issue of TCI. After spending quite some time on the phone with the writer, Lana Robinson, and reading the article, I was compelled (or rather forced) to write. The writer should be commended for going above and beyond the call of duty. She was likely given a subject of “how community forestry is good for business” and found out that there is much more than meets the eye.

Involvement in urban forestry by arborists and the public greatly contributes to the health and well being of our cities in many ways (according to scientific research). Trees clean air, water and soil... can you? No, but you can take pride in your role in maintaining the trees that provide these and many other beneficial functions. Arborists should take a leading role in local forestry issues, not because it’s good for business but because it is vital to the future of our children and society.

Ms. Robinson did much more than cover the subject and began to see the “whole picture”. She obviously has an interest in people and understood the importance of the issues. Also, I would point out that Cynthia Mills article on page two of the same issue, “Acting Like Winners” has a direct correlation to the subject of arborists’ involvement in community forestry. The question is how to encourage arborists to do more than just make a living and view the profession as humble stewards of every city’s greatest asset.

Steve Houser, Consulting Arborist
Arboriological Services Inc.
Wylie, Texas

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H. Dennis P. Ryan, Chair, Arboriculture Search Committee, Dept. of Natural Resources Conservation, University of Massachusetts, Amherst, MA 01003.
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Department of Transportation
We submitted comments on the revision to the CDL training requirements.

We have also been working a grassroots effort to effect the implementation of the DOT Hours of Service Requirements. Cynthia Mills and staff have interacted with the CEO and the governmental affairs team of the Edison Electric Institute to seek their support on any regulatory actions that impact utility work.

A Political Action Committee
Cynthia Mills recently visited our attorneys in Washington and met the entire team. The paperwork for the PAC has been filed, and we are officially the "Voice for Trees Political Action Committee."

Work has begun on identifying our key federal and state legislators and agencies that we want to focus on. Erin Hass, a former legislative assistant to Senator Bob Smith and a staff member for the Senate Environmental Committee, has been hired to help move our efforts forward.

ANLA Legislative Conference
Mark Garvin and Cynthia Mills attended the ANLA Legislative Conference, which is held every two years. (The last time was Sept. 11, when we had to escape D.C.) This time we followed Hurricane Isabel.

In our two days, we met with our four New Hampshire Senators’ and Representatives’ legislative aides; learned that one of them had written letters on behalf of the utilities around the Hours of Service Issue; learned another is an industry supporter on the Small Business Committee. We heard from Christopher Spear, Assistant Secretary for Policy at DOL; Randel Johnson, Vice President of Labor, Immigration, and Employee Benefits, U.S. Chamber of Commerce; John Satagaj, President, Small Business Legislative Council; Charlie Cook, The Cook Political Report; Thomas Sullivan, Chief Counsel for Advocacy, Small Business Administration; Rep. Nydia Velazquez, Ranking Democratic Member of the House Small Business Committee; Rep. Sam Farr of CA; David Rehr, President, National Beer Wholesalers Association who has built his PAC for a trade association of only 1,850 family businesses to $1.18 million; and Denny McNamara, Minnesota State Representative and landscape company owner.

We believe there are two options for TCIA. Have a Legislative Conference established by 2005, or partner with ANLA for their 2005 Conference and begin to ease into this next phase of activism. It will be time for us to begin to really marshal our grassroots membership and train them on how to carry their “Voice” to the Hill in another two years.

TCIA Alliance with OSHA paying dividends
As a result of TCIA’s Alliance with OSHA, we were invited to attend their Drug-Free Workplace Conference. Peter Gerstenberger, vice president for safety, standards & compliance, will be putting new initiatives in place for TCIA members based on what tree care companies need to learn in order to have effective Drug-Free Workforce programs.

The concept of “Drug-Free Workforce,” as opposed to Drug-Free Workplace, was promoted to underscore the importance of collective action to reach out into society and reduce drug and alcohol abuse, rather than just keeping the problem out of the workplace.

As a result of the conference, TCIA will be better able to guide members in the development of their own DFW programs.

A “Safety & Health Topics” Web site has been developed through our Alliance that will be hosted on
OSHA's Web site. The information – the result of much hard work by David Marren, chair of TCIA’s government affairs committee, and Peter Gerstenberger – will be used to educate OSHA’s compliance officers. The new site is undergoing review by OSHA, with plans to “go live” before the end of the year.

David Marren and David Wallis of OSHA produced a side-by-side analysis of Z133’s deviation from federal OSHA standards for the Z133 Committee. This was submitted to the Z-133 Committee for review to begin to develop clarifications that will eliminate the discrepancies, where possible, between the industry consensus and OSHA standards.

David Marren and Cynthia Mills held their third quarter meeting with OSHA to:
- finalize Web site release dates
- establish a working schedule to develop the workshop curriculum to be released around the country
- discuss the crane regulations that are under development
- review progress on the Alliance to date.

Three OSHA compliance officers called the TCIA office to consult during the quarter. One was instrumental in keeping a job involving a crane from being shut down.

Crane Standard
During the above meeting, we were given a personal introduction to the director of the directorate that is in charge of the committee that is meeting to revise the crane standards in the construction industry. Our strategy has been to identify when we should provide testimony to this committee in order to influence this regulation, so that if language gets pulled when the general industry standard gets rewritten, we will have documented comments.

We also learned that in storm situations, our industry CAN be cited under the construction standard, which was new information to us. Cynthia Mills subsequently spoke with the lead counsel on this Committee and was invited to be present at the committee to provide testimony at our convenience between now and next July. This has all come about due to our alliance.

Comments on OSHA 1910 Standards
We submitted comments on OSHA revision of Subparts D (walking/working surfaces) and I (personal protective equip.), 1910.67 (aerial lift - fall protection) and 1910.269.

David Marren and Cynthia Mills met with Deputy Assistant Secretary Gary Visscher and his team of attorneys to discuss our concerns around these comments.

Maryland Department of Natural Resources
On Nov. 10, Cynthia Mills, David Marren and Peter Becker met with the Secretary to:
1. Review TCIA organization goals
2. Review TCIA /MD DNR work plan
3. Review of MD Tree Expert licensing changes and legislation
4. Identify TCIA resources to the department
5. Review commercial arboriculture/utility interests
6. Discuss the TCIA role in A-300 and Z133 standards development
7. Communicate our support for an arboriculture curriculum

We drafted comments on the proposed changes to Maryland licensed tree expert law and submitted them. Thanks to our work with Mike Galvin of Maryland DNR, we will have an opportunity to review the law with them annually for modifications as necessary.

Mike Galvin also graciously agreed to serve on our Accreditation Council, which provided us with the credibility of government participation and further cemented a positive working relationship.

CalOSHA
Accepted TCIA comments for revision of §3427, preserving arborist’s right to choose “a safe” means of tree access.

The Board approved staff’s recommendation to take up CalOSHA §2951, which proposes to limit the second worker’s duties when person aloft is proximate to wires. We have hired attorney Jeff Tanenbaum to represent us.

Virginia Governor’s Office
Peter Gerstenberger worked with the Virginia Governor’s office to help them design a Web site to counsel consumers on hiring arborists for hurricane cleanup.

New Jersey Tree Worker Safety Act
TCIA is supporting the development of a N.J. Tree Worker Safety Act, proposed by TCIA member Steve Chisholm, Sr.

Ongoing regulatory assistance to members
Peter Gerstenberger helped two members with OSHA state plan citations. He also prevented a member’s crane job from being shut down through intervention and dialogue. He helped another member to get penalties reduced substantially in the aftermath of electrocution fatality, and recently counseled a member in the aftermath of a fatality caused by a fall from a bucket truck.
New CEO of Almstead Tree & Shrub Care

Almstead Tree & Shrub Care Co. announced that Ken Almstead, vice president of the company, has been promoted to Chief Executive Officer. He started working for Almstead in 1992, and has played a part in all aspects of the business, including finance, sales and marketing.

Almstead is a privately owned company with approximately 150 employees, with offices throughout New York, New Jersey and Connecticut.

Recent member recruitment mailing

Recently a few members have called regarding a letter they received about joining TCIA. Whenever a mailing list is purchased, we do our best to have members’ names removed. However, if your company name is on the list and is different than our database, the name is overlooked during the search. Please be assured that your membership is active, and we apologize for any inconvenience.

Memberships terminated

“Pursuant to the recommendation of the Ethics Committee, and in accordance with the Bylaws, the memberships of Bradley Tree Service, Litchfield, N.H. and Frank’s East Coast Tree Experts, Bel Air, Md. were terminated by the TCIA Board of Directors for violation of Bylaws Article V, Section 8.1 (iii): unprofessional conduct or any other conduct determined by the Board of Directors to be detrimental to the interests of the Association.”

Straun Edwards of Arborwell receives Canopy Award

The nonprofit tree advocacy group Canopy - Trees for Palo Alto recently presented Straun Edwards, safety and operations officer for Arborwell in Castro Valley, Calif., with the Arnold Soforenko Award for his special care and skilled supervision in restoring the historic trees along San Francisquito Creek in Palo Alto. It turned out to be one of the largest tree pruning and maintenance projects in Palo Alto, and in California, extending from El Camino Real to the historic “Governor’s Lane” area of Stanford University. It included trees that had not been pruned for at least a century!

Dave Dockter, city arborist for Palo Alto, nominated Edwards and said that the scope of the project was immense and the work on the massive trees had to be delicate. The pruning of the historic area “would be the most important activity the trees would ever experience,” he said.

Straun’s concern and skill with these historic trees will help to preserve and protect this important area for future generations.

Discounts for TCIA members on arborist supplies

Available to members only, TCIA has teamed up with one of the industry’s leading suppliers to save you money and contribute to the tree care profession.

Under the agreement, Midwest Arborist Supplies will contribute 2.5 percent of total ONLINE purchases (less shipping) made by confirmed TCIA members to be applied toward dues of members. The company will also contribute 2.5 percent to TCIA to be applied toward the development of safety and educational programs for the tree care industry.

For Example:
If you buy $2,000 worth of products from the Midwest Web site, you will receive a credit from TCIA for a reduction in membership dues by $50; and TCIA receives an additional $50 royalty from the company for development of safety and educational programs. Can you think of any reason why you wouldn’t want to reduce your membership dues and contribute to industry safety – all at no additional cost to you? Neither can we.

Midwest has a full line of equipment and supplies for arborists. Go online – and be sure to click the “Member Discount Program” box – at www.treecaresupplies.com to start reducing your dues payment today.
Call to Action:
More affordable health insurance

President Bush urged the Senate to act on legislation allowing for the creation of association health plans (AHPs). The Small Business Health Fairness Act (H.R. 660), which would allow the formation of association health plans (AHPs), was passed by the House June 19 by a 262-162 margin. The bill would allow for association-sponsored health plans by permitting associations to provide insurance to association members and their members' employees under the Employee Retirement Income Security Act (ERISA), which preempts state-mandated benefits. The plans would be administered under the Department of Labor, much like corporations are already. The Senate version (S. 545) is under review by the Health, Education, Labor, and Pensions Committee.

This could be a critical value enhancement for our members if this is passed, since the industry’s group buying power could help us negotiate lower cost health plans for our members. If you have not been vocal with YOUR legislators, please contact them.

ASC A300 - Fertilization public comment period

The ASC A300 held its fall meeting Oct. 9-10, 2003 in Napa, Calif. The committee gave final approval for the revision draft of ANSI A300 (Part 2) - Fertilization, contingent upon a limited 30-day public review period. The limited review period was needed after substantive changes were made to two sub clauses of the standard.

This means that the public review will be held from 11/14/2003 to 12/14/03 and is limited to comments on the two sub clauses in question:

14.1.3.1 Slow-release fertilizers should be applied at rates between 2 and 4 pounds of actual nitrogen per 1000 ft² (1 to 2 kg N/100 m²) and should not exceed 6 pounds of actual nitrogen per 1000 ft² (2.9 kg N/100 m²) within 12 months.

14.5.3 Injection site spacing and depth shall be specified. Injection sites should be 12 to 36 inches (30 to 92 cm) apart, and 4 to 8 inches (10 to 20 cm) deep, not to exceed 12 inches (30 cm) deep.

Key for 14.1.3.1: Bold text indicates changed language. “Should” was “shall” and “12” was “24.”

Key for 14.5.3: Underline text indicates added language.

Direct comments to Rouse@treetcareindustry.org

New alliances in development

Georgia Electrical Membership Corporation: Strategic alliance built to deliver EHAP training in Georgia and broaden TCIA’s outreach.

Forest Industry Safety Training Alliance (FISTA): A strategic alliance is under development to deliver a comprehensive safety message for field level and management in select states in the upper Midwest.

JJ Keller: A strategic alliance is being researched to enhance TCIA’s product offerings and provide added value to members.

FCC fax broadcast ban on hold

The attempt to have all associations obtain written permission from everyone to send faxes has been put on hold through January 2005. TCIA participated in a petition on this issue and will stay vigilant to allow free and easy communications and marketing with our members without an overly burdensome process to gain written permission.
2003
List of Feature Articles

January 2003
Avoiding storm hazards
By Jacqueline Gately

The next generation of lifts?
By Lenny Polonski

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By Lana Robinson

Building your professional image
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A seasonal stroll through symptoms and solutions – winter
By Cheryl Smith

Adjustable false crotches and improved climbing techniques
By Tim Walsh

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Excellence in Arboriculture
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Safety gear: helmets
By Michael Roche

Fruit trees for the landscape
By Dr. Lakshmi Sridharan

Wholesale, retail, installed costs...Which is right?
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Log in for smoother operations
By Thomas G. Dolan

Keeping customers once we get them
By Ted Tate

Making a difference with Tour de Trees
By John R. Hendricksen

California tree ordinances are tough love for property owners
By Don Dale and Janet Aird

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Assaulting and saving urban trees
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Increasing the life of your chain saw
By James Mayes

Discovering new uses for tree growth retardants
By William R. Chaney

Pruning shrubs in early spring
By Ruth Foster

Marketing in a tough economy
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What makes a good chipper knife?
By Michael Roche

Out of Africa
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The search for a portable sawmill
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Processing firewood by the bundle
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Mulch ado about recycled debris
By Phillip Meeks

April 2003
Understanding the biology and management of borers
By Dr. Daniel A. Herms

Getting the most out of your sprayers
By Dr. Lakshmi Sridham

Pruning the wisteria vine
By Cass Turnbull

Managing multilingual workers
By Mauricio Velasquez

Dynamic tree installation specifications
By Bonnie Appleton, Carolyn Beatty and Scharen Floyd

Storm damage and restoration pruning: latent nodes as natural targets
By Guy Meilleur

An off-duty arborist
By John Stepp

The next generation at Student Career Days
By Robert Rouse

Log loaders call for many decisions before purchase
By Ken Kelley

Moving specimen trees takes care, attention and expertise
By Doug Saunders

May 2003
How does your organization’s safety program measure up?
By Peter Gerstenberger, Melissa LeVang and George Klinger

Pruning to correct structure
By Henry Davis

Understanding clearwing and roundheaded borers
By Dr. Daniel A. Herms

What’s new in rope?
By Phillip Meeks

You and your accountant: Managing your most important business relationship
By Mary McVicker

Don’t let lightning become a striking danger in trees
By Rick Howland

Articulating loaders keep production levels high and labor levels low
By Michael Roche

Recycling urban tree waste with gourmet mushrooms
By Jim Clark

Standards of best practice for arboricultural crane operations
By Paul Elcoat

Fusarium in palms is preventable
By Don Dale
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I would like to pass on this story about a large, dead oak tree we removed in a nice suburb of Indianapolis, Ind. The tree was in a very precarious position. It was dead and leaning sharply over two $300,000 homes, a beautiful inground swimming pool and a double-decker deck, not to mention several small trees and the landscaping.

We had to use a 70 ton crane to remove this tree safely. After successfully completing the job, I set up a meeting with the owner for the next evening to settle up on the bill. He presented me with the letter below that one of his neighbors anonymously left in his mailbox. His wife immediately sat down and typed out the poem below in response and distributed it throughout the neighborhood.

To Our Baffled (& Spineless) Neighbors
(All Others See Attached)

Shame on us? You bear the shame.
You did not even sign your name!
Our tree was dead, (if you must know) And eventually it had to go.

We thought it best to take it down Before it fell and hit the ground.
Each time it stormed & the wind did blow We never knew which limb would go.
If one of our neighbor’s house it did hit, He would have an awful fit!
What truly was our biggest dread-
A limb would hit a grandchild’s head.

We, too, wish you could have had our tree. Then you would be paying the huge removal fee.

Then after you’ve acted in a responsible way, You can get your mail and have someone say ...

SHAME ON YOU!

Brian Hurd is the owner of Autumn Oaks Complete Tree Service in Indianapolis, IN

Do you have a story From the Field?

TCI will pay $100 for published articles. Submissions become the property of TCI and are subject to editing for grammar, style and length. Entries must include the name of a company and a contact person. Send to: Tree Care Industry, 3 Perimeter Rd., Unit 1, Manchester, NH 03103, or Garvin@treecareindustry.org.
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- Stuart Brown Landscape and Arborist Supplies
- Tree Tools
- Vermeer Sales & Service
- Western Tree Equipment & Repairs

**Bioinsecticides**
- American Arborist Supplies
- Arborjet, Inc.
- ESSCO Distributors Inc.
- Midwest Arborist Supplies
- Professional Tree Surgeon Supplies, Inc.
- Sherrill Arborist Supply

**Biopesticides**
- American Arborist Supplies
- Arborjet, Inc.
**Subject Listing:**

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<td>Tree Management Systems, Inc./ Arbor Gold Software</td>
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<td>Royal Truck &amp; Equipment, Inc.</td>
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<td>Southco Industries, Inc.</td>
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</table>
**Subject Listing:**

**Distributor**

Southeastern Equipment Company

**Diagnostic Tools**

Air-Spade®/ Concept Engineering Group, Inc.
American Arborist Supplies
Bishop Company
IML - Instrument Mechanic Labor, Inc.
Tree Tools
WesSpur, LLC

**Education/Workshop/Reference**

American Arborist Supplies
Arborist Supply Co., Inc.
Fresco Arborist Supplies
J. J. Keller & Associates
Rainbow Treecare Scientific Advancements (SciVance)
Shelter Tree, Inc./Tree Care Products

**Engines & Engine Parts**

Aerial Equipment, LLC
Cal-Line Equipment, Inc.
Capital Engine Co.
Cherry Valley Tractor Sales
Cleaves Company, Inc.
Commercial Cutters Direct
Cummins Bridgeway, LLC
Engine Center
ESSCO Distributors Inc.
Hilby, Rogal and Hamilton
McDonald Equipment Company (MECO)
Sherrill Arborist Supply
Southeastern Equipment Company
Superior Diesel Inc.
Tree Tools
Vermeer Sales & Service
Western Tree Equipment & Repairs

**Excavators**

Cleaves Company, Inc.
MRK, Inc./Toombs Truck & Equip. Co.
Payeur Distributions Inc.
Rayco Manufacturing, Inc.
Vermeer Sales & Service

**Fertilization Supplies**

American Arborist Supplies
Bishop Company
Cleaves Company, Inc.
Green Pro Services, Inc.
Midwest Arborist Supplies
Northeast Shade Tree
Plant Food Company, Inc.
Professional Tree Surgeon Supplies, Inc.
Shelter Tree, Inc./Tree Care Products
Sherrill Arborist Supply
Western Tree Equipment & Repairs

**Fertilization/Aeration Equipment**

AgriChem America
Air-Spade®/ Concept Engineering Group, Inc.
American Arborist Supplies
Arborjet, Inc.
Cherry Valley Tractor Sales
Cleaves Company, Inc.
Grow Gun Corporation
J. P. Fuller Inc.
Midwest Arborist Supplies
Northeastern Arborist Supply

**Footwear**

Bailey's
Bishop Company
Blue Ridge Arborist Supply
Commercial Cutters Direct
Forestry Suppliers, Inc.
Karl Kuemmerling, Inc.
Sherrill Arborist Supply
Vermeer Sales & Service

**Fungicides**

AgriChem America
American Arborist Supplies
Arborjet, Inc.
ESSCO Distributors Inc.
Plant Food Company, Inc.
Professional Tree Surgeon Supplies, Inc.
Rainbow Treecare Scientific Advancements (SciVance)
Shelter Tree, Inc./Tree Care Products
Sherrill Arborist Supply

**General Arborist Supplies**

Aerial Equipment, LLC
Alexander Equipment Co. Inc.
American Arborist Supplies
American Chainsaws & 2 Cycle, Inc.
Arborist Supply Co., Inc.
Arborlink
Bailey's
Bartlett Arborist Supply & Manufacturing Company
Bishop Company
Blue Ridge Arborist Supply
Cal-Line Equipment, Inc.
Cleaves Company, Inc.
Commercial Cutters Direct
Cutter's Choice
Droege Equipment Inc.
ESSCO Distributors Inc.
Fehr Bros. Industries, Inc.
Forestry Suppliers, Inc.
Fresco Arborist Supplies
Holli Wood Enterprises
Karl Kuemmerling, Inc.
Kramer Equipment Co., Inc.
Midwest Arborist Supplies
Peak Trading Corp.
Professional Tree Surgeon Supplies, Inc.
Shelter Tree, Inc./Tree Care Products
Sherrill Arborist Supply
Sierra Moreno Mercantile
Stuart Brown Landscape and Arborist Supplies
The Knifesource, LLC
Tree Tools
WesSpur, LLC
Western Tree Equipment & Repairs

**Generators**

Capital Engine Co.
Cleaves Company, Inc.
Hilby, Rogal and Hamilton
J. P. Fuller Inc.
McDonald Equipment Company (MECO)
Northeastern Arborist Supply
Tree Tools
### Subject Listing:

#### Grapples/Loaders
- Bailey's
- Cherry Valley Tractor Sales
- Crane & Shovel Sales Corp.
- MIRK, Inc./Toombs Truck & Equip. Co.
- Payeur Distributions Inc.
- Royal Truck & Equipment, Inc.
- Southeastern Equipment Company

#### Growth Retardants/Regulators
- Plant Food Company, Inc.
- Sherrill Arborist Supply

#### Herbicides
- American Arborist Supplies
- Forestry Suppliers, Inc.

#### Hydraulic Tools & Equipment
- Aerial Lift, Inc.
- Alexander Equipment Co. Inc.
- American Arborist Supplies
- Bishop Company
- Cherry Valley Tractor Sales
- Karl Kuemmerling, Inc.
- Midwest Arborist Supplies
- MIRK, Inc./Toombs Truck & Equip. Co.
- Peak Trading Corp.
- Professional Tree Surgeon Supplies, Inc.
- Southeastern Equipment Company
- WesSpur, LLC

#### Insecticides
- American Arborist Supplies
- Bayer Environmental Science
- ESSCO Distributors Inc.
- Midwest Arborist Supplies
- Professional Tree Surgeon Supplies, Inc.
- Shelter Tree, Inc./Tree Care Products
- Sherrill Arborist Supply

#### Integrated Pest Management
- American Arborist Supplies
- Arbor Computer Systems
- ESSCO Distributors Inc.
- Northeast Shade Tree
- Professional Tree Surgeon Supplies, Inc.
- Rainbow Treecare Scientific Advancements (SciVance)

#### Irrigation/Aeration Products
- Sherrill Arborist Supply

#### Knives Chipper Repair
- Aerial Equipment, LLC
- Alexander Equipment Co. Inc.
- American Arborist Supplies
- Blue Ridge Arborist Supply
- Cal-Line Equipment, Inc.
- Cherry Valley Tractor Sales
- Cleaves Company, Inc.
- Droege Equipment Inc.
- ESSCO Distributors Inc.
- Karl Kuemmerling, Inc.
- Northeastern Arborist Supply
- Professional Tree Surgeon Supplies, Inc.
- Shelter Tree, Inc./Tree Care Products
- Southeastern Equipment Company
- The Knifesource, LLC
- Tree Tools
- Vermeer Sales & Service
- WesSpur, LLC
- Western Tree Equipment & Repairs

#### Ladders
- Aerial Equipment, LLC
- Bishop Company
- Cleaves Company, Inc.
- Karl Kuemmerling, Inc.
- Kramer Equipment Co., Inc.
- Shelter Tree, Inc./Tree Care Products
- Sherrill Arborist Supply
- Tree Tools
- Vermeer Sales & Service
- Western Tree Equipment & Repairs

#### Lawn Maintenance Equipment
- Air-Spade®, Concept Engineering Group, Inc
- American Chainsaws & 2 Cycle, Inc.
- Cherry Valley Tractor Sales
- Commercial Cutters Direct
- Cutter's Choice
- ESSCO Distributors Direct
- Fred Marvin Associates
- J. P. Fuller Inc.
- Karl Kuemmerling, Inc.
- Loftness/US Attachments
- Stuart Brown Landscape and Arborist Supplies
- Tree Tools
- WesSpur, LLC

#### Lightning Protection Systems
- American Arborist Supplies
- Independent Protection Company
- Northeastern Arborist Supply
- Tree Tools

#### Lubricants
- Cherry Valley Tractor Sales
- ESSCO Distributors Inc.
**Subject Listing:**

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Subject Listing:

Pumps
American Arborist Supplies
Capital Engine Co.
Cherry Valley Tractor Sales
ESSCO Distributors Inc.
Minnesota Wanner Company
Northeastern Arborist Supply
Rainbow Treecare Scientific Advancements (SciVance)

Recycling/Wood Processors
Aerial Equipment, LLC
Alexander Equipment Co. Inc.
Cherry Valley Tractor Sales
Cleaves Company, Inc.
Hollie Wood Enterprises
Karl Kuehnerling, Inc.
Northeastern Arborist Supply
Preferred Processors Company, LLC
Rotochopper, Inc.
Southeastern Equipment Company
The Knivesource, LLC
WesSpur, LLC

Regulatory Compliance Information
J. J. Keller & Associates

Repellents
American Arborist Supplies
ESSCO Distributors Inc.
Forestry Suppliers, Inc.
Fresco Arborist Supplies
Sherrill Arborist Supply

Right of Way/Land Clearing Equipment
Alexander Equipment Co. Inc.
Cherry Valley Tractor Sales
Cleaves Company, Inc.
MIRK, Inc./Toombs Truck & Equip. Co.
Rayco Manufacturing, Inc.
Southeastern Equipment Company

Root Barriers
American Arborist Supplies
Bishop Company
Forestry Suppliers, Inc.
Sherrill Tree, Inc./Tree Care Products
Sherrill Arborist Supply
Tree Tools
Western Tree Equipment & Repairs

Root Cutters
Tree Tools
Western Tree Equipment & Repairs

Rope
Aerial Equipment, LLC
Alexander Equipment Co. Inc.
All Gear, Inc.
American Arborist Supplies
American Chainsaws & 2 Cycle, Inc.
Arborist Supply Co., Inc.
Bailey's
Bartlett Arborist Supply & Manufacturing Company
Bishop Company
Blue Ridge Arborist Supply
Cal-Line Equipment, Inc.
Cleaves Company, Inc.
Climb Axe, Ltd.
Commercial Cutters Direct
Cutter's Choice
Droege Equipment Inc.
ESSCO Distributors Inc.
Forestry Suppliers, Inc.
Fresco Arborist Supplies
Hollie Wood Enterprises
J. P. Fuller Inc.
Karl Kuehnerling, Inc.
Kramer Equipment Co., Inc.
Main Line Mower and Tree Care Supplies
Midwest Arborist Supplies
Northeastern Arborist Supply
Peak Trading Corp.
Petzl America
Plymkrat, Inc.
Professional Tree Surgeon Supplies, Inc.
Shelter Tree, Inc./Tree Care Products
Sherrill Arborist Supply
Stuart Brown Landscape and Arborist Supplies
Tree Tools
Vermeer Sales & Service
WesSpur, LLC
Western Tree Equipment & Repairs

Snow Removal Equipment
Cherry Valley Tractor Sales
Cleaves Company, Inc.
Commercial Cutters Direct
J. P. Fuller Inc.
Lofness/US Attachments
MIRK, Inc./Toombs Truck & Equip. Co.

Soil Amendments
AgriChem America
Bartlett Arborist Supply & Manufacturing Company
ESSCO Distributors Inc.
Green Pro Services, Inc.
Midwest Arborist Supplies
Northeast Shade Tree
Professional Tree Surgeon Supplies, Inc.
Shelter Tree, Inc./Tree Care Products

Sprayers & Accessories
American Arborist Supplies
Bartlett Arborist Supply & Manufacturing Company
Cherry Valley Tractor Sales
ESSCO Distributors Inc.
Forestry Suppliers, Inc.
Green Pro Services, Inc.
J. P. Fuller Inc.
Karl Kuehnerling, Inc.
Minnesota Wanner Company
Northeastern Arborist Supply
Professional Tree Surgeon Supplies, Inc.
Shelter Tree, Inc./Tree Care Products
Sherrill Arborist Supply
Tree Tools

Stump Cutter Teeth
Aerial Equipment, LLC
Alexander Equipment Co. Inc.
American Arborist Supplies
Arborist Supply Co., Inc.
Bailey's
Blue Ridge Arborist Supply
Cal-Line Equipment, Inc.
Cherry Valley Tractor Sales
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<td><strong>Trailers/Ramps</strong></td>
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<td>Shelter Tree, Inc./Tree Care Products</td>
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<td>Sherrill Arborist Supply</td>
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<td>Southeastern Equipment Company</td>
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<td>Thayer Chevrolet Toyota Great Lakes Ford Nissan</td>
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<td><strong>Tub Grinders</strong></td>
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<td>American Arborist Supplies</td>
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<td>Rotochopper, Inc.</td>
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<td>Cleaves Company, Inc.</td>
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Subject Listing:  

Distributor - Manufacturer

Crane & Shovel Sales Corp.  
ESSCO Distributors Inc.  
Forestry Equipment of Virginia  
G & A Equipment, Inc.  
Karl Kuemmerling, Inc.  
Mickey's Truck & Equipment Sales Inc.  
Mills Truck Sales  
MIRK, Inc./Toombs Truck & Equip. Co.  
Opdyke, Inc.  
Pete Mainka Enterprises, Inc.  
Professional Tree Surgeon Supplies, Inc.  
Rayco Manufacturing, Inc.  
Royal Truck & Equipment, Inc.  
Shelter Tree, Inc./Tree Care Products  
Southeastern Equipment Company  
Stuart Brown Landscape and Arborist Supplies  
Thayer Chevrolet Toyota Great Lakes Ford Nissan  
Trueco, Inc.  
V & H, Inc. Trucks  
Vermeer Sales & Service  
WesSpur, LLC  

Aerial Lifts  
Aerial Lift, Inc.  
Altec Industries, Inc.  
American Truck & Trailer Body Co.  
MAT-3, Inc.  
NiftyLift, Inc.  
Payeur Distributions Inc.  
Terex Telelect, Inc.  
VERSALIFT, TIME Manufacturing Co.  

Augers - Earth & Bits  
Border City Tool & Manufacturing Co.  
ECHO Incorporated  
Karl Kuemmerling, Inc.  
Power Planter, Inc.  
Redmax/Komatsu Zenoah America Inc.  

Bioinsecticides  
Monterey Lawn & Garden Products  

Biopesticides  
Envirometrics Systems, Inc.  
Monterey Lawn & Garden Products  

Blowers & Debris  
ECHO Incorporated  
Redmax/Komatsu Zenoah America Inc.  
Stihl Incorporated  

Cabling & Bracing  
Berkshire Products, Inc.  
Preformed Line Products  
Wall Industries  

Chain Saws & Accessories  
Buckingham Manufacturing Co., Inc.  
ECHO Incorporated  
Husqvarna  
Jameson, LLC  
Oregon Cutting Systems Group Blount, Inc.  
Plastic Composites Company  
Rapco Industries, Inc.  
Redmax/Komatsu Zenoah America Inc.  
Stihl Incorporated  
Tilton Equipment Company  

Chipper/Shredder/Vac  
Dynamic Manufacturing Corp.  
ECHO Incorporated  
Salsco, Inc.  
Wood/Chuck Chipper Corporation  
Woodsmen Chippers  

Chippers  
Bandit Industries, Inc.  
Dynamic Manufacturing Corp.  
J. P. Carlton Company, Div. DAF Inc.  
Karl Kuemmerling, Inc.  
Lofness/US Attachments  
M-B Companies, Inc.  
Morbark, Inc.  
Salsco, Inc.  
Trelan Manufacturing  
Vermeer Manufacturing Company  
Wood/Chuck Chipper Corporation  
Woodsmen Chippers  

Manufacturer  

Adjuvants/Miscellaneous Chemicals  
AgriChem America  
Monterey Lawn & Garden Products  
Nu-Arbor Tree & Shrub Care Products  

Aerial Lift Parts & Equipment  
Aerial Lift, Inc.  
Alliance Equipment Company, Inc.  
Altec Industries, Inc.  
Buckingham Manufacturing Co., Inc.  
DICA Marketing Co.  
Jameson, LLC  
NiftyLift, Inc  
Plastic Composites Company  
Terex Telelect, Inc.  
U.S. Rigging Supply/Pelican Rope Works  
VERSALIFT, TIME Manufacturing Co.  

Utility Carts  
Cherry Valley Tractor Sales  
Kramer Equipment Co., Inc.  
Rayco Manufacturing, Inc.  
Sherrill Arborist Supply  
Western Tree Equipment & Repairs  

Skidsteer Loaders & Implements  
Cherry Valley Tractor Sales  
Cleaves Company, Inc.  
Payeur Distributions Inc.  

Tree Protectors  
American Arborist Supplies  
American Chainsaws & 2 Cycle, Inc.  
Bailey's  
Cleaves Company, Inc.  
Forestry Suppliers, Inc.  
Midwest Arborist Supplies  
Shelter Tree, Inc./Tree Care Products  
Sherrill Arborist Supply  
Tree Tools  
Western Tree Equipment & Repairs  

Manufacturer  

Adjuvants/Miscellaneous Chemicals  
AgriChem America  
Monterey Lawn & Garden Products  
Nu-Arbor Tree & Shrub Care Products  

Aerial Lift Parts & Equipment  
Aerial Lift, Inc.  
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DICA Marketing Co.  
Jameson, LLC  
NiftyLift, Inc  
Plastic Composites Company  
Terex Telelect, Inc.  
U.S. Rigging Supply/Pelican Rope Works  
VERSALIFT, TIME Manufacturing Co.  

Bioinsecticides  
Monterey Lawn & Garden Products  

Biopesticides  
Envirometrics Systems, Inc.  
Monterey Lawn & Garden Products  

Blowers & Debris  
ECHO Incorporated  
Redmax/Komatsu Zenoah America Inc.  
Stihl Incorporated  

Cabling & Bracing  
Berkshire Products, Inc.  
Preformed Line Products  
Wall Industries  

Chain Saws & Accessories  
Buckingham Manufacturing Co., Inc.  
ECHO Incorporated  
Husqvarna  
Jameson, LLC  
Oregon Cutting Systems Group Blount, Inc.  
Plastic Composites Company  
Rapco Industries, Inc.  
Redmax/Komatsu Zenoah America Inc.  
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Tilton Equipment Company  

Chipper/Shredder/Vac  
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Karl Kuemmerling, Inc.  
Lofness/US Attachments  
M-B Companies, Inc.  
Morbark, Inc.  
Salsco, Inc.  
Trelan Manufacturing  
Vermeer Manufacturing Company  
Wood/Chuck Chipper Corporation  
Woodsmen Chippers  

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### Subject Listing: Manufacturer

**Climbing Gear**
- Karl Kuemmerling, Inc.
- New England Ropes, Inc.
- U.S. Rigging Supply/Pelican Rope Works
- Vermeer Manufacturing Company
- Wall Industries
- Weaver Leather, Inc.
- Yale Cordage, Inc.

**Clothing**
- Agape Designs
- Arborwear, LLC
- Karl Kuemmerling, Inc.

**Communication Systems**
- Arbor Computer Systems

**Composting Equipment**
- FAE-USA, Inc.
- Fecon, Inc.
- Morbark, Inc.

**Computer Hardware/Software**
- Arbor Computer Systems
- Practical Solutions, Inc.
- Tree Management Systems, Inc./Arbor Gold Software

**Cranes**
- Southco Industries, Inc.

**Diagnostic Tools**
- Air-Spade® / Concept Engineering Group, Inc
- J. J. Mauget Company

**Engines & Engine Parts**
- DEUTZ Corporation
- Enginaire
- Woodsman Chippers

**Excavators**
- Air-Spade® / Concept Engineering Group, Inc
- Payeur Distributions Inc.
- Rayco Manufacturing, Inc.

**Fertilization Supplies**
- Arborjet, Inc
- Creative Sales, Inc.
- Doggett Corporation
- J. J. Mauget Company
- Monterey Lawn & Garden Products
- Novozymes Biologicals, Inc. Roots® Plant Care Group
- Nu-Arbor Tree & Shrub Care Products
- Plant Food Company, Inc.
- Plant Health Care, Inc.
- Tree Tech Microinjection Systems

**Fertilization/Aeration Equipment**
- AgriChem America
- Air-Spade® / Concept Engineering Group, Inc
- Arborjet, Inc
- Doggett Corporation
- Grow Gun Corporation
- J. J. Mauget Company
- Minnesota Wanner Company
- Nu-Arbor Tree & Shrub Care Products

**Footwear**
- Karl Kuemmerling, Inc.

**Fungicides**
- AgriChem America
- Arborjet, Inc
- ArborSystems, LLC
- Bayer Environmental Science
- J. J. Mauget Company
- Monterey Lawn & Garden Products
- Tree Tech Microinjection Systems

**General Arborist Supplies**
- Arborwear, LLC
- Bahco Tools, Inc.
- Bartlett Arborist Supply & Manufacturing Company
- Bashlin Industries, Inc.
- Buckingham Manufacturing Co., Inc.
- Corona Clipper
- ECHO Incorporated
- Fanno Saw Works
- Jameson, LLC
- Karl Kuemmerling, Inc.
- Lemco Tool Corporation
- Oregon Cutting Systems Group Blount, Inc.
- The Knifesource, LLC
- U.S. Rigging Supply/Pelican Rope Works
- Vermeer Manufacturing Company
- Wall Industries
- Weaver Leather, Inc.
- Yale Cordage, Inc.

**Grapples/Loaders**
- Hol-Mac Corporation
- Implemax Equipment Co., Inc.
- Payeur Distributions Inc.
- Vermeer Manufacturing Company

**Grinders Horizontal**
- Bandit Industries, Inc.
- FAE-USA, Inc.
- Fecon, Inc.
- Morbark, Inc.

**Ground Cover Equip/Mats**
- Alturnamats, Inc.

**Growth Retardants/Regulators**
- Monterey Lawn & Garden Products
- Tree Tech Microinjection Systems

**Herbicides**
- Bayer Environmental Science
- Monterey Lawn & Garden Products
- Tree Tech Microinjection Systems

**Hydraulic Tools & Equipment**
- ADI Pruning Tools by TOL Incorporated
- EZ Dumper Products, LLC
- FCI-Racine Hydraulic Tools

**Insecticides**
- ArborSystems, LLC
- Creative Sales, Inc.
- FMC Corporation-APG Specialty Prod.
- J. J. Mauget Company
- Monterey Lawn & Garden Products
- Tree Tech Microinjection Systems
Subject Listing:

Integrated Pest Management
J. J. Mauget Company

Irrigation/Aeration Products
Air-Spade®/Concept Engineering Group, Inc
ECHO Incorporated

Knives Chipper
Karl Kuemmerling, Inc.
Loftiness/US Attachments
Morbark, Inc.
Simonds Industries, Inc.
The Knifesource, LLC
Vermeer Manufacturing Company
Wood/Chuck Chipper Corporation
Woodsman Chippers
Zenith Cutter Co.

Knives Chipper Repair
Morbark, Inc.
Simonds Industries, Inc.
The Knifesource, LLC
Vermeer Manufacturing Company
Woodsman Chippers
Zenith Cutter Co.

Lawn Maintenance Equipment
Air-Spade/Concept Engineering Group, Inc
Altunamats, Inc.
Corona Clipper
Dynamic Manufacturing Corp.
ECHO Incorporated
EZ Dumper Products, LLC
Minnesota Wanner Company
Stihl Incorporated

Lightning Protection Systems
Independent Protection Company

Micro Injections
J. J. Mauget Company
Tree Tech Microinjection Systems

Miticides
Arborjet, Inc
ArborSystems, LLC
Creative Sales, Inc.
J. J. Mauget Company
Tree Tech Microinjection Systems

Mulch Coloring Equipment
Fecon, Inc.
Morbark, Inc.
Rotochopper, Inc.

Natural Homeopathic Remedies
Doggett Corporation

Organics
Arborjet, Inc
Plant Health Care, Inc.

Personal Protective Equipment
Arborwear, LLC
Bashlin Industries, Inc.
Buckingham Manufacturing Co., Inc.
Stihl Incorporated
U.S. Rigging Supply/Pelican Rope Works
Vermeer Manufacturing Company
Wall Industries

Pneumatic Tools
Air-Spade®/Concept Engineering Group, Inc

Power Pruning Equipment
ECHO Incorporated
Husqvarna
Jameson, LLC
PYGAR, Inc.
Redmax/Komatsu Zenoah America Inc.
Stihl Incorporated

Pruning Supplies
Bahco Tools, Inc.
Bartlett Arborist Supply & Manufacturing Company
Bashlin Industries, Inc.
Corona Clipper
Fanno Saw Works
Fred Marvin Associates
Future Forestry Products Inc.
Jameson, LLC
Oregon Cutting Systems Group Blount, Inc.
Peavey Mfg. Co.
PYGAR, Inc.
Stihl Incorporated

Pumps
ECHO Incorporated
Minnesota Wanner Company

Recycling Equipment/Wood Processors
Bandit Industries, Inc.
Dynamic Manufacturing Corp.
Fecon, Inc.
Morbark, Inc.
Preferred Processors Company, LLC
Rotochopper, Inc.
The Knifesource, LLC
Timberwolf Manufacturing Corporation
Woodsman Chippers

Right of Way/Land Clearing Equipment
Bandit Industries, Inc.
Brush Technology
Fecon, Inc.
Franklin Equipment Company
Implemax Equipment Co., Inc.
Morbark, Inc.
Rayco Manufacturing, Inc.
Vermeer Manufacturing Company
Wood/Chuck Chipper Corporation

Root Barriers
BBA Fiberweb

Root Cutters
Corona Clipper
Vermeer Manufacturing Company

Rope
Bashlin Industries, Inc.
Buccaneer Rope Co.
Karl Kuemmerling, Inc.
Marlow Ropes
New England Ropes, Inc.
Plymkraft, Inc.
### Subject Listing:

**Manufacturer - Service**

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<th>Subject Listing</th>
<th>Manufacturer - Service</th>
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<td>Fecon, Inc.</td>
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<td>Border City Tool &amp; Manufacturing Co.</td>
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<td>Karl Kuemmerling, Inc.</td>
<td>Tree Management Systems, Inc./ Arbor Gold Software</td>
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<td><strong>Tree Injection/Implants</strong></td>
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<td>Creative Sales, Inc.</td>
<td>Environmental Consultants, Inc.</td>
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<td>Doggett Corporation</td>
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<td><strong>Consulting-Business</strong></td>
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<td>Environmental Consultants, Inc.</td>
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<td><strong>Consulting-Urban Forestry</strong></td>
<td>Howard L. Eckel &amp; Associates</td>
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<td>Arborjet, Inc.</td>
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<td><strong>Service</strong></td>
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<td>Aerial Lifts Parts &amp; Equipment</td>
<td>Arbor Computer Systems</td>
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<td>Mickey’s Truck &amp; Equipment Sales Inc.</td>
<td>Arborist Skills, Inc.</td>
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<td>MIRK, Inc./Toombs Truck &amp; Equip. Co.</td>
<td>ArborSoftWorx</td>
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<td><strong>Business Opportunity</strong></td>
<td>Arbor Computer Systems</td>
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<td>Arbor Computer Systems</td>
<td>ArborSoftWorx</td>
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<td><strong>Computer Software/Hardware</strong></td>
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<td>ACRT, Inc.</td>
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<td>J. J. Keller &amp; Associates</td>
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</tbody>
</table>
Subject Listing:

**Diagnose Disease**
Air-Spade®/ Concept Engineering Group, Inc

**E-Commerce for Businesses**
Fresco Arborist Supplies

**Education/Workshops/Training/Reference**
ACRT, Inc.
Arbor Training & Tools
Arborist Skills, Inc.
ArborMaster® Training, Inc.
ArborMaster Training Canada, Inc.
Forest Applications Training, Inc.
J. J. Mauget Company
Northeast Shade Tree
Shelter Tree, Inc./Tree Care Products
Tree Tools

**Fertilization Supplies Application**
ESSCO Distributors Inc.

**Financing**
Cherry Valley Tractor Sales
Greystone Financial Group, Inc.
Liberty Financial Group, Inc.
N. L. Financial Services, Inc.
Pete Mainka Enterprises, Inc.
Tree Tools

**GPS Mapping**
ACRT, Inc.
Vermeer Manufacturing Company

**Insurance**
Amerisafe
CNA Commercial Insurance
Hal Rose Agency Inc.
National Insurance Programs
NRC Insurance Agency
Ogilvy Hill Insurance
The Hartford

**Lease/Rental**
Aerial Equipment, LLC
Alexander Equipment Co. Inc.
Cherry Valley Tractor Sales
Greystone Financial Group, Inc.
Karl Kueemmerling, Inc.
Liberty Financial Group, Inc.
Lowe's Company, Inc.
MAT-3, Inc.
MIRK, Inc./Toombs Truck & Equip. Co.
N. L. Financial Services, Inc.
Shelter Tree, Inc./Tree Care Products
Vermeer Manufacturing Company
WesSpur, LLC

**Regulatory Affairs**
ACRT, Inc.
J. J. Keller & Associates

**Repair of Aerial Lift Parts & Equip.**
Aerial Equipment, LLC
Aerial Lift, Inc.
Plastic Composites Company

**Repair of Pneumatic Tools**
Aerial Lift, Inc.

**Repair of Recyl/Wood Processors**
MAT-3, Inc.

**Repair/Rebuilding**
American Arborist Supplies
Cherry Valley Tractor Sales
Cleaves Company, Inc.
MAT-3, Inc.
MIRK, Inc./Toombs Truck & Equip. Co.
Shelter Tree, Inc./Tree Care Products
Tree Tools
Vermeer Manufacturing Company
Vermeer Sales & Service
WesSpur, LLC
Western Tree Equipment & Repairs

**Soil Amendment**
Air-Spade®/ Concept Engineering Group, Inc
Northeast Shade Tree

**Transportation Services**
Mayo Global Transportation Inc.
(S) ACRT, Inc.  
PO Box 401  
Cuyahoga Falls, OH 44221-0401  
Phone: 330-945-7500  
Fax: 330-945-7200  
Toll-Free: 800-622-2562  
E-mail: askacrt@acrtinc.com  
Web: www.acrtinc.com  
Mr. Michael Weidner

(M) ADI Pruning Tools by TOL Incorporated  
PO Box 1498  
Tulare, CA 93275  
Phone: 559-366-2844  
Fax: 559-685-1006  
Toll-Free: 800-732-2142  
E-mail: scott@tol-inc.com  
Web: www.tol-inc.com  
Ms. Scott Hermann

(S) Aerial Arboricultural Training Svc Ltd  
19 Saxonwood Rd  
Cheswick Green  
Sollhull, W Midlands B90 4JN  
UNITED KINGDOM  
Phone: 01216890442  
E-mail: swalkerarbor@yahoo.com  
Mr. Steve Walker

(D) Aerial Lift, Inc.  
571 Plains Rd, PO Box 66  
Milford, CT 06460  
Phone: 203-878-0694  
Fax: 203-878-2549  
Toll-Free: 888-822-8008  
E-mail: aerial@aerialequipment.com  
Mr. Joel A. Chitty

(D) Aerial Lift Inc.  
2381 S Foster  
Wheeling, IL 60090  
Phone: 847-398-0620  
Fax: 847-394-1042  
Toll-Free: 888-822-8008  
E-mail: aerial@aerialequipment.com  
Ms. Cheryl DePiero

(M) Agape Designs  
2047 West Elliot Road  
Chandler, AZ 85224  
Phone: 480-899-9835  
Fax: 480-899-4350  
Web: www.agapelift.com  
Ms. Vanessa Walker

(D) Agripower Equipment  
460 E 3rd St  
Mount Vernon, NY 10553  
Phone: 914-668-6252  
Fax: 914-667-2363  
Mr. Frank Iorio

(M) Alterc Industries, Inc.  
210 Inverness Center Dr  
Birmingham, AL 35242  
Phone: 205-991-7733  
Fax: 205-981-2522  
Toll-Free: 800-958-2555  
E-mail: homepage@alterc.com  
Web: www.alterc.com  
Mr. David W. Hill  
For over 70 years, Alterc has provided equipment solutions, exceptional customer service, and the most advanced manufacturing and engineering techniques. We've made a business of understanding the unique requirements of every industry we serve. That's why we've become known throughout the country as "The Hazardous Workers' Comp Specialists." Toll Free: (800) 897-9719; Fax: (800) 499-8958; Web Site: www.amerisafe.com.

See our 4-color Reader Service listing

(M) Alturamas, Inc.,  
PO Box 344  
Titusville, PA 16354  
Phone: 814-827-8884  
Fax: 814-827-2903  
Toll-Free: 888-544-5287  
E-mail: sales@alturamas.com  
Web: www.alturamas.com  
Ms. Janet Aaron  
Custom arborist software to manage daily office operations: accounting, plant health care, tree inventory, job cost, video imaging and more.

See our 4-color Reader Service listing

(D) American Arborist Supplies  
882 South Matlack Unit A  
West Chester, PA 19382  
Phone: 610-430-1214  
Fax: 610-430-8560  
Toll-Free: 800-441-8381  
E-mail: aa@arboris.com  
Web: www.arborist.com  
Mr. Dave Francis  
For the widest selection of professional tree care tools and supplies call American Arborist Supplies. We have the saddles, rope, rigging, saws, pruners, cabling supplies, power equipment (gas, pneumatic and hydraulic) and parts from the industry's leading manufacturers.

Our staff ships orders received by 2:00 pm, ET the same day. See our latest color catalog or visit our updated Web site for full product descriptions.

See our 4-color Reader Service Listing

(D) American Chainsaws & 2 Cycle, Inc.  
3351A Lawrenceville Hwy  
Tucker, GA 30084  
Phone: 770-934-7297  
Fax: 770-493-8085  
Web: www.arboristequipment.com  
Ms. Sheila Rutledge

(M) American Truck & Trailer Body Co.  
100 W Valpico Rd Bldg D  
Tracy, CA 95376  
Phone: 800-499-8958  
Fax: 209-836-1871  
Toll-Free: 800-499-8958  
E-mail: antruck@pacbell.net  
Mr. Michael Garner

(S) Amerisafe  
2301 Hwy 190 West  
DeRidder, LA 70634  
Phone: 800-897-9719  
Fax: 800-450-1091  
Toll-Free: 800-256-9052  
E-mail: sbhattachar@amerisafe.com  
Web: www.amerisafe.com  
Ms. Vanessa Walker  
Amerisafe is an "A" rated, provider of Workers' Compensation Comp coverage. We specialize in the logging, transportation, construction, oil & gas, excavation and agri-business industries. That's why we've become known throughout the country.


See our 4-color Reader Service Listing

(S) Amigos Labor Solutions, Inc.  
3141 Hood Street Ste 440  
Dallas, TX 75219  
Phone: 214-526-5665  
Fax: 214-526-5777  
E-mail: bobs@amigos-inc.com  
Web: www.amigos-inc.com  
Mr. Bob Wingfield

(D) Arbor Computer Systems  
PO Box 548  
Westport, CT 06881-0548  
Phone: 203-226-4335  
Fax: 203-434-3019  
E-mail: Phannan@arborcomputer.com  
Web: www.arborcomputer.com  
Mr. Peter J. Hannan  
Custom arborist software to manage daily office operations: accounting, plant health care, tree inventory, job cost, video imaging and more.

See our 4-color Reader Service Listing

(D) Arbor Equipment Co. Inc.  
4728 Yender Ave  
Lisle, IL 60532  
Phone: 630-663-1400  
Fax: 630-663-9754  
E-mail: info@arborsequip.com  
Web: www.arborsequip.com  
Mr. Steve Johnston

(D) All Gear, Inc.  
2715 Oak St  
Highland Park, IL 60035  
Phone: 847-564-9016  
Fax: 847-564-9017  
E-mail: tda@allgearinc.com  
Web: www.allgearinc.com  
Mr. Tom Daly

(D) Alliance Equipment Company, Inc.  
1000 North Union Ave  
Alliance, OH 44601  
Phone: 800-383-2291  
Fax: 800-383-2290  
Web: www.alliance-equipment.com  
Ms. Debbie Mclaughlin

(D) Allied Utility Equipment  
W 204 N 11509 Goldendale Rd  
Germantown, WI 53022  
Phone: 262-255-6161  
Fax: 262-628-4350  
Web: www.alliedutilityequipment.com  
Mr. Gary Mayworm

(D) Altar Equipment  
35 W 140th St  
Cuyahoga Falls, OH 44221-0401  
Phone: 330-945-7500  
Fax: 330-945-7200  
Toll-Free: 800-622-2562  
E-mail: rich@altar-inc.com  
Mr. Rich Nathanson  
Manufacturer of the AIR-SPADE® product line. AIR-SPADE® uses powerful supersonic AIR to excavate tree and plant roots in minutes without damage. Get results faster using AIR-SPADE®. See our 4-color Reader Service listing
Alphabetical Listing of Members

(D)= Distributor, (M)=Manufacturer, (S)=Service

(S) Arbor Training & Tools
9495 Jackson St
Mentor, OH 44060-4513
Phone: 440-357-1695
E-mail: J_A.jackson@msn.com
Web: www.arbormaster.com
Mr. Jeff Jackson

(S) Arborist Skills, Inc.
3883 Strawberry Hill
Hillsdale, MI 49242
Phone: 517-439-0903
Fax: 517-439-0903
E-mail: arboristskills@modempool.com
Mr. David Hineline

(D) Arborist Supply Co., Inc.
30 Artist View Dr
Calgary, AB T3Z 3N4
CANADA
Phone: 403-240-3993
Fax: 403-240-3993
Toll Free: 888-240-3993 (Canada)
E-mail: arborweb@cadvision.ca
Web: www.arboristsupplyco.com
Mr. Robert A. Romeril

(D) ArborLink
70 Cross St
Winchester, MA 01890
Phone: 781-721-0795
Fax: 781-938-7515
E-mail: peterwild@arborjet.com
Web: www.arborjet.com
Mr. Peter M. Wild

(D) ArborLink
PO Box 683
Virginia, 4014
AUSTRALIA
Phone: 617-386-5725
Fax: 617-386-5744
E-mail: sales@arborlink.com.au
Mr. Alan Drinnen

(S) ArborMaster Training, Inc.
PO Box 62
Willington, CN 06279
Phone: 860-429-5058
Fax: 860-429-5058
E-mail: rip@arbormaster.com
Web: www.arbormaster.com
Mr. Rip Tempkins

(S) ArborMaster Training Canada, Inc.
RR 1 Site 9 Box 4
Olds, AB T4H 1P2
CANADA
Phone: 403-224-3772
Fax: 403-224-3776
E-mail: armarcanada@arbormaster.com
Web: www.arbormaster.com
Mr. Dwayne Neustater

(D) ArborSoft Worx
10500 Old Court Rd
Woodstock, MD 21163-1112
Phone: 410-461-5858
Fax: 410-463-3939
Toll-Free: 800-49-ARBOR (27267)
Web: www.ArborSoftWorx.com/tcia
Mr. Mark Smith
ArborSoftWorx is the Proven Leader in the Tree Care Industry providing feature rich software and hardware computing solutions. Success comes with using the right tools. ArborSoftWorx Commercial is designed for Arborists, Landscapers, and Lawn Care specialists. Be more organized, save time, increase productivity, and improve your bottom line. Efficiently manage your customer data from the initial phone call to Estimates, Proposals, Work Orders, Invoices and Receivables. Generate Renewal Contracts, manage Property Inventories, perform Effective Data Mining for Marketing, e-mail Proposals and other documents. ArborSoftWorx Municipal is designed for Municipal, City and Campus Arborists. Efficiently manage your Urban Forest, perform Comprehensive Inventories based on ISA standards with GIS schedule and track Inspections and Maintenance. Perform Cost Analysis for Budget Development and Forecasting. Perform Historical Analysis of inspections and work, utilize GIS mapping, and more... Features in both include: Mobile Field Office -- exchange data between the office and the field, Scheduling with Mapping and Routing, Job Costing, Landscape Drawings and Digital Photos. Spanish language translation of service instructions for Spanish speaking crews. Why pay more for less? Discover the ArborSoftWorx difference. Serving our customers throughout the U.S.A., Canada and Europe since 1983.

(M) ArborSystems, LLC
PO Box 34645
Omaha, NE 68134
Phone: 402-339-4459
Fax: 402-339-5011
Toll-Free: 800-698-4461
E-mail: chip@arborsystemslc.com
Web: www.arborsystemslc.com
Mr. Chip Doolittle

(D) ArborTech
3203 West Old Lincoln Way
Wooster, OH 44691
Phone: 330-264-4266
Fax: 330-264-0891
Toll-Free: 800-255-5715
Web: www.arbortech.cc
Mr. Bob Basinger
See our 4-color Reader Service listing

(M) Arborwear, LLC
PO Box 629
Newbury, OH 44065
Phone: 440-564-9264
Fax: 440-564-9271
Toll-Free: 888-578-8733
E-mail: info@arborwear.com
Web: www.arborwear.com
Mr. Paul Taylor
See our 4-color Reader Service listing

(S) Arborwear & B Manufacturing
3007 W. River Road
Olean, NY 14760
Phone: 716-373-5881
Fax: 716-373-5883
Toll-Free: 800-654-5320
Mr. Leonard Buringame

(D) B-Trac Equipment Ltd.
45 - 51 Riose Rd.
Wellingborough
Northants NN8 4BA
UNITED KINGDOM
Phone: 01933 274400
Fax: 01933 274403
E-mail: mail@b-trac.co.uk
Web: www.b-trac.co.uk
Mr. M. J. Wright

(M) Bashlin Industries, Inc.
PO Box 867
Grove City, PA 16127
Phone: 724-458-8340
Fax: 724-458-8342
E-mail: sales@bashlin.com
Web: www.bashlin.com
Mr. Roderick A. Paul

(D) Bayer Environmental Science
95 Chestnut Ridge Rd
Montvale, NJ 07645
Phone: 201-307-6843
Fax: 201-307-6870
E-mail: Jim.Santoro@bayercropscience.com
Web: www.bayercentral.com
Mr. Jim Santoro
### Alphabetical Listing of Members

**Note:** (D)= Distributor, (M)=Manufacturer, (S)=Service

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
<th>Web</th>
<th>See our 4-color Reader Service listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>(M)</td>
<td>BBA Fiberweb</td>
<td>70 Old Hickory Blvd</td>
<td>Old Hickory, TN 37138-3651</td>
<td>Phone: 615-847-7137</td>
<td>Fax: 615-847-7068</td>
<td>Toll-Free: 800-264-2780</td>
<td>Web: <a href="http://www.biobarrier.com">www.biobarrier.com</a></td>
</tr>
<tr>
<td>(M)</td>
<td>Beaver Squeezer Grapple, LLC</td>
<td>879 Pleasant Acres Farm Rd</td>
<td>Nicholson, GA 30056</td>
<td>Phone: 706-546-6187</td>
<td>Fax: 706-227-0910</td>
<td>E-mail: <a href="mailto:Stan@beaversqueezer.com">Stan@beaversqueezer.com</a></td>
<td>Web: <a href="http://www.beaversqueezer.com">www.beaversqueezer.com</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Berkshire Products, Inc.</td>
<td>PO Box 591</td>
<td>Sheffield, MA 01257</td>
<td>Phone: 413-229-7919</td>
<td>Fax: 413-229-0465</td>
<td>Web: <a href="http://www.berkshireearthworkings.com">www.berkshireearthworkings.com</a></td>
<td>Mr. Alan Zablonski</td>
</tr>
<tr>
<td>(D)</td>
<td>Blue Ridge Arborist Supply</td>
<td>PO Box 1626, 17277 Poor Farm Rd</td>
<td>Culpeper, VA 22701</td>
<td>Phone: 540-829-6890</td>
<td>Fax: 540-829-6889</td>
<td>Web: <a href="http://www.bishco.com">www.bishco.com</a></td>
<td>Mr. Keith McCormick</td>
</tr>
<tr>
<td>(D)</td>
<td>Blue Ridge Arborist Supply</td>
<td>PO Box 1626, 23525 Blackstone Ave</td>
<td>Warren, MI 48089-2675</td>
<td>Phone: 586-758-5574</td>
<td>Fax: 586-758-7829</td>
<td>Toll-Free: 800-421-5985</td>
<td>Mr. John Such</td>
</tr>
<tr>
<td>(S)</td>
<td>Bown &amp; Brown Metro, Inc.</td>
<td>67 Walnut Ave</td>
<td>Clark, NJ 07060</td>
<td>Phone: 800-258-2250</td>
<td>Fax: 732-815-0188</td>
<td>Ms. Dawn Becker</td>
<td></td>
</tr>
<tr>
<td>(M)</td>
<td>Brush Technology</td>
<td>6015 Pleasant Hill Rd</td>
<td>Harford, WI 53027</td>
<td>Phone: 262-670-6044</td>
<td>Fax: 262-670-0282</td>
<td>Mr. Gary Spencer</td>
<td></td>
</tr>
<tr>
<td>(D)</td>
<td>Buccaneer Rope Co.</td>
<td>22319 Alabama Hwy 79</td>
<td>Scottsboro, AL 35768</td>
<td>Phone: 256-587-6232</td>
<td>Fax: 256-587-9223</td>
<td>Toll-Free: 800-358-ROPE (7673)</td>
<td>Web: <a href="http://www.bucrope.com">www.bucrope.com</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Buckingham Manufacturing Co., Inc.</td>
<td>PO Box 1690</td>
<td>Binghamton, NY 13902</td>
<td>Phone: 607-773-2400</td>
<td>Fax: 607-773-2425</td>
<td>Toll-Free: 800-937-2825</td>
<td>E-mail: <a href="mailto:jim@buckinghamfg.com">jim@buckinghamfg.com</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Cal-Line Equipment, Inc.</td>
<td>6100 South Front Rd</td>
<td>Livermore, CA 94551</td>
<td>Phone: 510-654-8749</td>
<td>Fax: 925-443-6573</td>
<td>E-mail: <a href="mailto:dgknight@josephglobal.net">dgknight@josephglobal.net</a></td>
<td>Web: <a href="http://www.cal-line.com">www.cal-line.com</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Capital Engine Co.</td>
<td>97 Cypress St</td>
<td>Reynoldsburg, OH 43068</td>
<td>Phone: 740-964-0089</td>
<td>Fax: 740-964-0839</td>
<td>Mr. Dan Barnhart</td>
<td></td>
</tr>
<tr>
<td>(M)</td>
<td>CEI</td>
<td>PO Box 406</td>
<td>Osseo, MN 55369-0406</td>
<td>Phone: 763-425-1167</td>
<td>Fax: 763-424-9528</td>
<td>Toll-Free: 800-333-5234</td>
<td>Web: <a href="http://www.cei-clim.com">www.cei-clim.com</a></td>
</tr>
<tr>
<td>(M)</td>
<td>Cleaves Company, Inc.</td>
<td>300 Reservoir Street</td>
<td>Needham, MA 02194</td>
<td>Phone: 781-449-0833</td>
<td>Fax: 781-444-9611</td>
<td>E-mail: <a href="mailto:leo.dube@worldnet.att.net">leo.dube@worldnet.att.net</a></td>
<td>Mr. Lenny Cleaves</td>
</tr>
<tr>
<td>(D)</td>
<td>Climb Axe, Ltd.</td>
<td>PO Box 42314</td>
<td>Portland, OR 97242-0314</td>
<td>Phone: 503-236-9553</td>
<td>E-mail: <a href="mailto:sales@acratech.com">sales@acratech.com</a></td>
<td>Web: <a href="http://www.climbaxe.com">www.climbaxe.com</a></td>
<td>Mr. Joe Garland</td>
</tr>
<tr>
<td>(S)</td>
<td>CNA Commercial Insurance</td>
<td>CNA Plaza 57 South</td>
<td>Chicago, IL 60685</td>
<td>Phone: 312-822-5000</td>
<td>Fax: 312-817-0775</td>
<td>Toll-Free: 800-CNA(262)-6241</td>
<td>Web: <a href="http://www.cnamercial.com">www.cnamercial.com</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Commercial Cutters Direct</td>
<td>6450 Pottery Rd</td>
<td>Warners, NY 13164</td>
<td>Phone: 315-468-4248</td>
<td>Fax: 315-468-4183</td>
<td>Toll-Free: 800-611-8486</td>
<td>Web: <a href="http://www.commercialcutters.com">www.commercialcutters.com</a></td>
</tr>
<tr>
<td>(M)</td>
<td>Corona Clipper</td>
<td>1600 Innes Rd</td>
<td>Corona, CA 92883</td>
<td>Phone: 909-737-6515</td>
<td>Fax: 909-737-8657</td>
<td>Toll-Free: 800-847-7863</td>
<td>E-mail: <a href="mailto:sales@coranaclipper.com">sales@coranaclipper.com</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Crane &amp; Shovel Sales Corp.</td>
<td>26781 Cannon Rd</td>
<td>Cleveland, OH 44146</td>
<td>Phone: 440-439-1479</td>
<td>Fax: 440-439-2177</td>
<td>Toll-Free: 800-362-8494</td>
<td>E-mail: <a href="mailto:jsuch@craneandshovel.net">jsuch@craneandshovel.net</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Cruise Bearcat Co</td>
<td>237 NW 12th Street</td>
<td>West Fargo, ND 58078</td>
<td>Phone: 701-282-5520</td>
<td>Fax: 701-282-9522</td>
<td>Toll-Free: 800-247-7335</td>
<td>Web: <a href="http://www.cruise.com">www.cruise.com</a></td>
</tr>
<tr>
<td>(M)</td>
<td>Creative Sales, Inc.</td>
<td>PO Box 501</td>
<td>Fremont, NE 68026-0501</td>
<td>Phone: 402-727-4800</td>
<td>Fax: 402-727-4841</td>
<td>Toll-Free: 800-759-7739</td>
<td>E-mail: <a href="mailto:wdws@uswest.net">wdws@uswest.net</a></td>
</tr>
<tr>
<td>(D)</td>
<td>Cummins Bridgeway, LLC</td>
<td>21810 Clessie Court</td>
<td>New Hudson, MI 48165</td>
<td>Phone: 248-573-1600</td>
<td>Fax: 248-573-1598</td>
<td>E-mail: jim.m.osbornecummins.com</td>
<td>Mr. John Such</td>
</tr>
<tr>
<td>(D)</td>
<td>Cutter’s Choice</td>
<td>PO Box 10308</td>
<td>Erie, PA 16514</td>
<td>Phone: 814-889-6129</td>
<td>Fax: 814-889-0275</td>
<td>Toll-Free: 800-824-8521</td>
<td>Web: <a href="http://www.cutterschoice.com">www.cutterschoice.com</a></td>
</tr>
</tbody>
</table>
Alphabetical Listing of Members

(D) Distributor, (M)=Manufacturer, (S)=Service

(D) Forestry Equipment of Virginia
12600 East Lynchburg Salem Turnpike
Forest, VA 24551
Phone: 434-525-2929
Fax: 434-525-0917
E-mail: jaklough@msn.com
Web: www.feva.net
Mr. Jim Loughney
See our 4-color Reader Service listing

(D) Forestry Suppliers, Inc.
205 West Rankin Street
Jackson, MS 39201-6126
Phone: 601-315-3565
Fax: 800-543-4203
Toll-Free: 800-360-7788
Web: www.forestry-suppliers.com
Mr. Ken Peacock
See our 4-color Reader Service listing

(M) Franklin Equipment Company
PO Box 697
Franklin, VA 23851
Phone: 757-562-6111
Fax: 757-562-3631
Toll-Free: 800-229-7152
Web: www.franklin-treefarmer.com
Jim Keene
See our 4-color Reader Service listing

(D) Fresco Arborist Supplies
13705 26th Avenue N, Suite 116
Minneapolis, MN 55441
Phone: 763-559-7071 x13
Fax: 763-559-5515
E-mail: info@frescoarborist.com
Web: www.frescoarborist.com
Mr. Tony Sackett
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Fax: 813-247-7999  
Toll-Free: 800-488-8889  
E-mail: btnce@trueco.com  
Web: www.trueco.com  
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Phone: 704-739-9591  
Fax: 704-739-1401  
E-mail: lisawinfield@trucks.com  
Web: www.trucks.com  
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<th>Toll-Free</th>
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<td>800-624-1116 ext 314</td>
<td>714-694-9792</td>
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<td><a href="mailto:rod@usrigging.com">rod@usrigging.com</a></td>
<td><a href="http://www.usrigging.com">www.usrigging.com</a></td>
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<td>2706 Broadhead Rd, Bethlehem, PA 18020</td>
<td>610-866-1400</td>
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<td><a href="http://www.utilityonesource.com">www.utilityonesource.com</a></td>
<td>Mr. Ray Yee</td>
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<td>800-826-2308</td>
<td>715-486-8435</td>
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<td><a href="http://www.vhtrucks.com">www.vhtrucks.com</a></td>
<td>Mr. John Thornton</td>
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<td>641-628-3141</td>
<td>641-621-7734</td>
<td></td>
<td><a href="mailto:tbriggs@vermeermfg.com">tbriggs@vermeermfg.com</a></td>
<td><a href="http://www.vermeer.com">www.vermeer.com</a></td>
<td>Mr. Tony Briggs</td>
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<td>800-826-2308</td>
<td>952-882-2980</td>
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<td><a href="http://www.vermeer.com">www.vermeer.com</a></td>
<td>Mr. R. J. &quot;Skip&quot; Klinkhammer</td>
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<td>800-399-2100</td>
<td>800-562-7062</td>
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<td>Mr. R. J. &quot;Skip&quot; Klinkhammer</td>
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<td>704-785-8484</td>
<td>704-785-8486</td>
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<td>Mr. Brett Clendening</td>
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<td>360-733-6311</td>
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<td><a href="http://www.wesspur.com">www.wesspur.com</a></td>
<td>Mr. Ryan Aarstol</td>
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<td>503-543-7110</td>
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<td><a href="http://www.westcoastshoe.com">www.westcoastshoe.com</a></td>
<td>Ms. Roberta Shoemaker</td>
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<td>916-852-8900</td>
<td>916-852-5800</td>
<td>800-942-7267</td>
<td><a href="mailto:west8733@aol.com">west8733@aol.com</a></td>
<td><a href="http://www.westcoastshoe.com">www.westcoastshoe.com</a></td>
<td>Ms. Marsha Hutnick</td>
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<td>704-482-4357</td>
<td>704-482-5926</td>
<td>800-269-5188</td>
<td><a href="mailto:dennisbeam@att.net">dennisbeam@att.net</a></td>
<td><a href="http://www.woodchuckchipper.com">www.woodchuckchipper.com</a></td>
<td>Mr. Dennis A. Beam, III</td>
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<td><strong>WOODSman Chippers</strong></td>
<td>614 West Fifth St, Clare, MI 48617</td>
<td>889-386-9454</td>
<td>889-386-9487</td>
<td>800-953-5532</td>
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<td><a href="http://www.woodsmanchip.com">www.woodsmanchip.com</a></td>
<td>Mr. Bob Engler</td>
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<td><strong>Yale Cordage, Inc.</strong></td>
<td>77 Industrial Park Rd, Saco, ME 04072</td>
<td>207-282-4260</td>
<td>207-282-9253</td>
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<td><a href="mailto:info@yalecordage.com">info@yalecordage.com</a></td>
<td><a href="http://www.yalecordage.com">www.yalecordage.com</a></td>
<td>Mr. Jamie Goddard</td>
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<td><strong>Zenith Cutter Co.</strong></td>
<td>5200 Zenith Parkway, Loves Park, IL 61111</td>
<td>815-282-3396</td>
<td>815-282-9478</td>
<td></td>
<td><a href="mailto:info@zenithcuttermfg.com">info@zenithcuttermfg.com</a></td>
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