2015 TREECARETIPS.ORG Consumer website re-launch

1990 TCI Magazine and TCI EXPO launched

1999 NAA website launched

2003 NAA becomes TCIA

2009 First TCI Digital Magazine

2013 TCIA Magazine and TCI EXPO launched

2015

TREE CARE INDUSTRY MAGAZINE
1990 - 2015

25 years of growing the tree care industry!
TCIA Magazine 25th Anniversary

TCIA MEMBERS – This is YOUR Magazine!

By Don Sturak

A group of members of the National Arborists Association, now TCIA, got together 25 years ago and started this magazine. There was an existing publication that served the industry, and an existing trade show, but tree care members and associate members, those who provide the equipment and services for the industry, wanted their own. So, in June 1990 they launched Tree Care Industry Magazine, and the following November, TCIA EXPO was born.

Bob Felix, executive vice president of the association at the time, served as the magazine’s first publisher. In his inaugural Outlook column, the editorial that still runs on the first page today, Bob stated the magazine’s purpose.

“The goal of this issue and future issues is to present an overview of all levels of the industry and to help it grow to its fullest potential. With that growth will come the recognition arborists so fully deserve.”

While the magazine and the industry have grown, the magazine has stayed true to that mission, and the bottom of the Outlook page in each issue today still carries an expanded version of that message: “TCI’s mission is to engage and enlighten readers with the latest industry news and information on regulations, practices, safety, innovations, products and equipment. We strive to serve as the definitive resource for commercial, residential, municipal and utility arborists, as well as for others involved in the care and maintenance of trees. The official publication of the non-profit 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.”

“Simply, the magazine, like the association itself, exists to help its members do business better and, yes, to do so profitably.
Throughout the past year, we have been looking back into our archives and publishing excerpts from past issues of TCI. Somewhere along the way we came across a discussion around why one should be a member of TCIA, and a longtime member who attributes his success in great part to TCIA membership said the question should instead be, “How could you not be a member?”

Similarly, why wouldn’t you subscribe to and read TCI Magazine? When Bob Felix passed away in 1996, association staff wrote an Outlook column recalling his leadership: “Bob, we lost a friend and colleague, but the NAA (TCIA) is successful… Bob Felix still working with Bob Felix, the staff wrote in his memorial column.

“Yet, the standards and values that Bob instilled in us remain, larger than life, and compel us to strive even harder to make certain that the NAA(TCIA) enjoys a successful future in service to its members.”

“We’d like to think that the torch has been successfully passed and carried forward as Bob might have wanted, both for the association and the magazine. We continue to grow and develop and strive to disseminate information to improve both the science and business of arboriculture, and to gain recognition for arboriculturists as professionals.

Today’s association does not depend solely on the printed magazine as the “Voice of Tree Care” in pursuing those goals. Today we have a digital version of TCI Magazine online. We have a website chock full of industry resources. We have a blog. We have TreeCareTips.org, our consumer-oriented website where consumers can research any number of tree care-related issues as well as find contact information for TCIA members who work in their neighborhoods. And, of course, we are on Facebook, Twitter and LinkedIn. This issue marks the end of our year-long 25th anniversary celebration, looking back into our archives each month at the issues that were news in the industry over that time. While we hope you will continue to look back at past issues in our online archive – keyword searchable by author and title – we also want you to look forward with us, sharing your pictures and ideas for articles. This is your association and your magazine – make it what you want it to be.

Don Sturak is editor of TCI Magazine and the Reporter News, TCIA’s monthly member newsletter.

Take a peek into our online archives...

In honor of our 25th anniversary, we created PDF versions of TCI Magazine back to the first issue, June 1990, and have made them all available online. We also have a list of articles and authors for all of the 25 years that can be accessed online. That list is keyword searchable and will soon have live links to the articles. Perform your own look back on www.tcia.org, under Publications/TCI Magazine/Archives.
NAA Publishes First Issue of TCI

The first issue of Tree Care Industry (TCI) magazine came off the presses on Tuesday, June 12. Shown holding one of the magazine's signatures, the printing term for the large piece of paper on which eight pages are printed simultaneously, are from left to right: Pat Felix, advertising manager; Angela Cosgrove, associate editor; Peter Gerstenberger, editor; Robert Felix, publisher. To the right in the photo is one end of the huge, four-color press that printed the signature.

By now, you have probably had the June TCI delivered to your office. All NAA member firms automatically receive one complimentary subscription as a benefit of membership; however, TCI operates as a separate entity within NAA, and is not dependent on dues income. Publication of TCI is paid for by its advertising and subscriptions.