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A nniversaries are celebrated in a number of ways and for a variety of purposes. A wedding anniversary can honor a commitment of decades and provide the opportunity to reflect upon the curves, bumps and hills overcome along the journey.

For an organization such as the Tree Care Industry Association, an anniversary serves as a way to honor the commitment of the pioneers who established the organization, to reflect on the volunteer members who oversaw its growth, and to salute the current members who act as stewards for its ongoing legacy.

TCIA was established in 1938 as the National Arborist Association with a mission to advance tree care businesses. Since its founding, the association has been helping tree care companies grow and keep employees safe.

In 2013, TCIA will celebrate its 75th anniversary. Entities don’t usually last this long unless they are generating results for their stakeholders. In fact, many of our founding members and those who joined them in the early years are still investing their dues with TCIA. We are grateful for their loyal commitment.

How, specifically, does TCIA help members advance their businesses?

By providing a network of resources

It can be lonely out there running a business by yourself with competitors, regulators and employees posing challenges daily. TCIA’s hotlines, business mentors program, member-to-member storm assistance network, and ongoing information sharing provides members with ways to reach out and communicate with other tree care professionals. When members need industry-related information or assistance with a specific business challenge, they call on TCIA – and each other – for answers. TCIA’s network of companies, industry resources, business advisors, staff arborists and regulatory experts will find the answers to members’ questions.

By making the industry safer

Since its inception, association staff, members and volunteers have dedicated themselves to improving safety for those in this industry who are open to change and improvement. At the end of the day, TCIA wants your employees to return home safely to their families and loved ones. TCIA works with government agencies to write understandable and enforceable rules to improve safety in the industry. The association creates safety training programs to help make sure this happens – programs available to members for free or at steep discounts. More than 1,000 Certified Treecare Safety Professionals around the country serve as training and innovation leaders in companies, municipalities and utilities large and small.

By advancing professionalism and public recognition

TCIA has been a driving force for professional business practices in arboriculture. The world has changed significantly since TCIA first opened its doors. The sheer volume of information that is always available electronically gives everyone a voice, an opinion and a platform. Slicing through the clutter to define professional practices and ethical conduct for consumers looking to purchase tree work and for companies striving to be the best has always been an integral part of TCIA’s mission.

There’s a reason why many of TCIA’s founding companies started out as one- or two-man operations and decades later are multi-million dollar businesses. Through hard work and a partnership with TCIA, they have stayed plugged-in to an industry that is constantly evolving. The business challenges faced by owners 70, 50 or 30 years ago are remarkably similar to the ones faced today. TCIA members know they are better off working in association with others in such a competitive and hazardous industry than trying to advance in isolation.

TCIA’s mission is to advance tree care businesses … since 1938. In 2013, our 75th anniversary year, celebrate with us.

Mark Garvin
Publisher
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DECEMBER

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DuPont’s 2011 weed killer was identified as the cause of death for thousands of trees, and some tree, lawn and landscape professionals have shared consumers’ frustrations with the restitution process.

By David Rattigan

Long after the lawsuits are settled over the damage caused by DuPont’s Imprelis, the residual memory will be – in Tom Delaney’s words – “mind boggling.”

Delaney is director of government affairs for PLANET, an association of lawn and landscape professionals in North America whose members were caught in the middle when the DuPont product proved to be a killer of more than weeds in 2011.

“It’s devastating, but also very confusing because of the way the damage appeared,” Delaney says. “In some cases (it was) not at all, in other cases, heavy; in some cases, different parts of the property. In some cases, there’d be three trees in a row and only one or two out of the three would have any effects or damage. It was mind-boggling to our members, their customers and the company trying to find out what was actually going on with the product.

“The whole reason customers hire our industry is for aesthetics and the health of their landscape. When the exact opposite happens, everybody’s concerned.”

The 2011 release of weed-killer Imprelis by the E.I. du Pont de Nemours and Company – more commonly known as DuPont – was disastrous for thousands of trees, property owners, and for the tree and landscape professionals stuck in the middle when damage was done on their watch.

Not surprisingly, DuPont drew the ire of many after a backyard disaster that hit on a grand scale. While lawn and tree care professionals give the corporation credit for providing restitution for the damage, they say the process has moved slowly, and required the individual tree and lawn care companies to expend time and effort as they try to maintain their good reputations.

“They’re the ones that face the heat, and they’re the ones whose fault it is not,” says arborist Mark Stennes, director of the...
plant pathology division for S&S Tree & Horticultural Specialists, Inc., of South Saint Paul, Minnesota. His company did not use Imprelis, but he was called in to examine trees that were damaged by the herbicide.

He gives DuPont credit for stepping up to take responsibility and provide restitution, but asks rhetorically, “How did they get themselves in this mess, and who else is responsible but them?”

(He also noted that the Environmental Protection Agency approved the herbicide as safe. “If it accepts the responsibility of making sure that the product is safe, then it better test itself or somehow know that what the chemical company says is true,” Stennes says. “Therein lies the EPA’s responsibility as the agency that labels these pesticides.”)

The large corporation is trying to maintain its good reputation as well.

According to DuPont spokesperson Kate Childress, DuPont has offered resolution agreements to more than 80 percent of the thousands of property owners who have filed claims and anticipates offering agreements to the remaining property owners by the end of the year.

“Resolution of Imprelis damage is a top priority for DuPont Crop Protection products,” says Rik Miller, president, DuPont Crop Protection. “We sincerely regret any damage or inconvenience that the use of Imprelis may have caused.”

According to Childress, the main components of compensation can include tree removal and disposal, tree replacement or compensation, care for the replacement tree, a warranty, care and maintenance of other impacted trees, and additional compensation to property owners and golf courses.

From the DuPont side, this has been a complex process, with approximately 34,000 filings through DuPont’s claims resolution process. The evaluation process is property specific, which means that each claim is reviewed individually, and claims often require a physical review of the property.

“DuPont has a large and dedicated team working on Imprelis claims to create tailored compensation proposals for property owners as quickly as possible,” Miller says in the emailed statement. “This is a complicated process and it takes time to prepare accurate and fair assessments of each property. We appreciate the patience and cooperation of property owners, and we are responding to each inquiry as quickly as we can.”

Because of ongoing negotiations or impending lawsuits, some Tree Care Industry Association members said they could not speak about the situation. (In October, the company reached a proposed settlement on a class action lawsuit. At press time it was awaiting approval in the Pennsylvania court system.) However, others shared their experience with DuPont’s compensation process.

While Norway spruce and white pine have been identified as two types of trees particularly damaged, Rusty Girouard of Milford, Ohio-based TCIA member company Madison Tree Care & Landscaping, Inc. says that in her company’s service area the herbicide also damaged or killed locus trees and other types of tree and plant life.

“It was the best weed control that you could get, but obviously in their testing they didn’t take into account the effect it might have on trees in the area,” she says. “In our area – in the Midwest – we’re not talking about hundreds of trees, we’re talking about hundreds of thousands of trees.”

Mirroring Delaney’s comments, Chris Smith of Lansing, Michigan-based TCIA member company Smith Tree & Landscape Service says that while his clients have been understanding about his role in this difficult situation, “It hasn’t been good to be a tree preservation company that has killed my clients’ trees.”

Tough launch

In addition to weeds, the herbicide Imprelis also killed or damaged trees, according to an August 2011 article from ConsumerReports.org, leading the company to pull it off the market one week before the Environmental Protection Agency banned its use. “Originally heralded as an environmentally-friendly treatment,” the article read, “Imprelis has been implicated in the deaths of thousands of trees, specifically the evergreens balsam fir, Norway spruce and white pine.”

A series of claims followed, from homeowners, golf course operators, industry professionals and others in the industry. DuPont promised to settle the claims, and set up a procedure for lawn care professionals to process claims for their clients.

While those interviewed for the story acknowledged that some clients and tree care companies were satisfied, for many, that process proved time-consuming and effort-intensive, and the results may have been less than satisfactory.

“It’s been labor intensive, expensive, with little compensation,” says Girouard, noting that the time drain has taken time away from the company’s business devel-
She notes that while her company responded as quickly as it could when trees started dying, DuPont lagged behind.

It took DuPont more than six months to put together the resolution agreement, and she notes that the company, “did not actually take responsibility for the damage until sometime in September (2011). So between April and September trees were dying in clients’ yards, (and) they were saying they didn’t really have a problem and weren’t sure what the problem was.”

Once it did take responsibility, the company put a procedure in place for claims – a multi-page document that included client consent, maps, photographs and documentation or information including whether the trees were uphill or downhill, what size and age the trees were, how much material was put down, and more.

“For most claims you got $200, which doesn’t nearly compensate for the fact that you had certified arborists out there taking pictures – you needed five pictures of each plant, showing height and location and the damage – and it all that had to be electronically submitted,” Girouard says. “It was a very intense year of dealing with Imprelis.”

(For some claims, those with more than five trees, the company paid more than $200 per claim.)

By the end of February 2012, Madison Tree Care & Landscaping, Inc. filed claims for all of the 160 clients whose land it used Imprelis on, about half of which had damage. DuPont is still processing the claims.

If a client wants to have a tree removed and DuPont has not finished processing that claim, there is no guarantee that the client will be compensated.

“It’s been very frustrating,” says Girouard, who adds that in addition to all of the steps needed to make customers whole, it’s been difficult for her to receive answers from DuPont. “The process has just been laborious.”

A “mixed bag”

The Tree Care professionals acknowledge that some clients were well compensated for their losses

“The DuPont experience is quite a mixed bag, with lots of mixed answers, opinions,” says Chris Smith, whose experience has also not been great.

“We used Imprelis once in spring 2011,” Smith explains in a lengthy email. “After the crap hit the fan and we began to realize we had a problem, we began initial communications. We were basically given two choices: do all our own inspections ourselves (by their specification) or turn in our list of ‘affected properties.’ Given their documentation requirements, we elected to turn in our entire client list (even though we did inspect each property ourselves).

“Another factor in this decision was our reading of their conditions, (which) indicated we would have been prohibited from advising our clients to the fairness of the DuPont resolution offer,” wrote Smith. To him, that requirement created “a pretty big conflict of interest.”

The company also had a communications issue with the big corporation.

“Our problems were exacerbated by the fact that we could not contact anyone outside of their ‘hotline’ number, so we were never able to receive any information beyond their ‘boilerplate’ answers,” Smith says. “In fact, I finally had my lawyer contact them complaining about our inability to talk to a qualified manager – which resulted in an end to any communication at all between us.

“They began their inspections in January of 2012. This was quite premature in that while we had very few trees with severe symptoms (our applications took place after candle elongation, so we had very few trees with the characteristic candle distortions/curling, etc.), but tremendous numbers of trees with very pronounced swelling of buds. Also, if deciduous trees were damaged, winter inspection was very inappropriate (as became evident the following spring with the honey locusts).

“Our second concern was the apparent unevenness of the quality of the inspectors. While all were certified arborists, it became evident that many of them had pretty limited experience in diagnostics. Many of our
clients asked us to be present during the DuPont inspections, so we were able to witness some of this unevenness first hand.”

Another issue for Smith, and one that has been reported elsewhere, were the long periods of inactivity and no communication as the process moved along.

“There was generally about a three- to four-month lag between inspections and resolution offers,” Smith says. “As they came in, our clients asked us to check the trees and verify the fairness of the offers. In general, what we found was two-fold:

- The level of damage was widely understated on some properties, and overstated on many others. The damage rating system was quite narrow (0-5, with 5 being a dead tree). If a tree was rated a 2, the client received a fairly small offer for ‘tree care.’ If rated a 3, they were offered what looked to be a pretty fair compensation package. So fair, in fact, that I have many clients allowing them to cut pretty healthy trees, or trees primarily damaged by needlecast/shade/canker rather than Imprelis injury.

- On the other hand, we have a huge number of clients with arborvitae/cedar, spruce and white pine with severe damage, and (received) very minimal offers. In those cases, we provided our analysis and suggested they appeal the offer and ask that DuPont re-inspect the trees.

“Three to four months later, most of these clients received letters telling them that DuPont would not be sending out teams to inspect again, and please provide full documentation (including very specific photographic requirements). So far, I have performed and submitted about 20 of these appeals to DuPont at no charge to our clients.”

To date, Smith says, the company has put in an excess of 600 hours on the claims process, “the majority of it mine,” and still has claims to settle. That’s one of three points he stresses, including that, as mentioned earlier, the trees died on his watch, which has put him in a difficult situation.

Additionally, because DuPont had a list of “approved contractors” doing the work, he has had to put hours into the claims settlement process only to then have competitors come to perform the tree removal services.

“So to this point, I’m not real happy about our DuPont experience,” he says.

In addition to all of that, Smith says he has concerns about the company-imposed claims deadline of Dec. 31, 2013.

“The trees don’t know that they only have till then to live or die,” he says.

Stennes, the arborist who notes that because his company hasn’t used Imprelis he has “no dog in the fight,” says he’s also concerned about potential long-term effects of Imprelis in the soil.

“The people who are luckiest are the ones who had trees that died right out,” he says, noting that other trees didn’t die completely, and to the untrained eye might still appear to be healthy, but have stopped producing buds. “I can’t imagine not noticing that you’re not getting new growth on your spruce trees, but these trees are still green, and this year’s buds never broke. You look at the tree from a distance and it looks like it is green, but that tree is basically dead … and that’s fooling a lot of people.

“So the more we learn, the more we really don’t know at all, and that includes the (long-term) effect of the chemicals in the soil. When are we going to know what’s safe and what isn’t?”

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In the industry of tree care we all wear different hats. We are owners, salespersons, plant health care technicians and production workers as well as filling other needed roles. But whether we are 80 feet in a tree or working in an office, we all have something in common – we all drive to and from our jobs.

All of us pride ourselves in being experts at our particular specialty, but we all need to also become experts at driving and navigating the challenges of getting to and from our assignments. As I wrote this article I thought of the challenges with driving in the wake of Hurricane Sandy. This reminded me that every day the same road that I travel multiple times a day can present new challenges, and that driving is serious business.

One estimate is that around 20 percent of all accidents that end up in insurance claims are driving related. As a salesperson, I find myself driving around all day, easily putting more than 150 miles on the odometer. My main tree crew goes out to one job a day, typically, and makes one trip to and from that job, with the exception of running loads of debris to the dump. Regardless the number of miles driven, we all can and should contribute to lowering driving-related claims. Improvements can be made, and I say we can strive to drive less.

There are always new challenges to face when driving. The northeast was recently ravaged by Hurricane Sandy, but weather is one of the main challenges facing drivers across the nation. In any adverse weather we need to think of the road conditions. Watch for traffic light outages, leaves on the road, puddles and flooding, and other dangers adverse weather throws our way. Winter is almost upon us and for most of us that means the road conditions will certainly get worse. Winter weather brings an entire new element of unsafe driving conditions that should be talked about early and often in safety meetings.

Safety meetings should be designed for relevance. Our insurance company lists snow plowing to be in the top five types of driving accidents for the landscaping/arbiculture industry. After a long season of landscaping and tree work, our workers are presented opportunities to earn more doing snow removal. However, this is an entirely different animal with many safety challenges. Snow work seems to be done mostly at night, in the dark, to clear parking lots before morning arrivals. This presents new problems, and safety needs to be kept in mind when working on these projects.

Another huge problem running rampant on our highways is a cultural one – distracted driving and the use of mobile devices. Everywhere I look drivers are distracted, looking down at their phones, reading or typing away and not keeping the road as their primary focus. In addition to implementing a “don’t-do-this” policy for distracted driving, we should also think of the other distracted drivers and implement more stringent defensive driving in the face of this problem. We can brainstorm how to be better aware of others on the road, what to look for and how to become safe drivers.

I asked my insurance representative to compile statistics from all of his clients over the last three years. The statistics showed that 26 percent of the claims each year were someone else’s fault. This means that for 74 percent of the claims “we” are at fault. That 74 percent figure shows there is a lot of room for improvement.

We all know that the root cause of accidents, and thus the fix of this problem, lies in our culture. How do we apply our culture of safety to driving?

A strong safety program commits to a strong driver training program, and if you don’t have a driver training program then it should be added, not just in policy but in practice.

At our company we found that a large portion of our claims in the last few years were driving accidents. In fact, more than half of our claims were motor vehicle related. We needed to make big changes in how we thought of driving. We were focusing so much on the job itself that driving was overlooked. So we began to look at this differently and have made changes.

Here are some of the important driving polices in place at our company that have helped us improve the culture and driving safety:

► We installed GPS and tracking in all fleet vehicles. Some may think this is a big brother step, however if an accident happens and is called in, we can quickly find out right where the vehicle is and send someone to help if needed. We can also track speed, when someone left, if they go out for lunch, etc. We have deemed some parking lots off limits for breakfast and lunch spots because they are small and our large trucks do not fit. These lots are flagged and show up as an alert if someone goes to one of these spots. Alerts can also be set to indicate when someone is speeding.

► We require that our crews get ready the night before and have all equipment loaded and ready to go. This saves rushing around in the morning and confusion in the shop. The time saved may be minimal, but if you do not feel rushed in the morning and are mentally prepared, you can concentrate on driving to the job in the morning and not be

By Jason Gaskill, CTSP

CTSP Corner
wondering what you forgot or what equipment you didn’t load. We think that leaving the shop by 7 a.m. is important not just for efficiency and time management but also for safety. The roads get busier and busier all morning, and leaving early beats the mobs on the road at rush hour.

► We now have incentives in the form of raises for getting a CDL endorsement. We don’t care if our employee drives a pickup truck. The raise is not, in itself, a big deal. Those who earn their CDL are more valuable employees with this endorsement, and CDL drivers are generally safer drivers, in my experience. We all go through driver education as teenagers and are not required to do any further education in driving for the rest of our lives. The process of getting a CDL requires more education and training. Candidates have to study a manual and take a test. This provides added education and awareness of driving. Being a CDL driver, whether driving a pickup truck or bucket truck, is a privilege and gives an employee a designation of being a professional driver. This alone makes one a more proud and thoughtful driver.

► Tailgate safety sessions now almost always include reminders about driving. We have designed more detailed tailgates for each part of driving. We have safety topics on backing up, road speed, seatbelts, weather and hazardous road conditions, cell phones and driving, setup of parked vehicles once on site, defensive driving, and plowing.

► Our insurance agency representative comes out once a year and goes through PowerPoint presentations on driving as a defensive driving course. Ask your insurance company if they can do the same. Chances are they may have this and it’s an additional resource to take advantage of. It also will help come renewal time by showing your insurance company that you are taking the correct steps to reduce claims.

► On the door handles of our trucks we have placed “Be Safe” stickers to remind ourselves when we enter the vehicle to keep safety in mind.

► The crew now chock their trucks even at our shop. This makes it habit and helps create a culture of vehicle safety.

► New employees must now complete a road test. This is a new policy and we think this will impat to new employees, from the beginning, how we feel about driving.

► Backing-up procedures, cell phone polices, and all topics discussed in tailgates and safety meetings are considered policy requiring employee sign-off. There is recourse when procedure is not followed.

These are a few aspects of our driving safety program, which is still growing. Any time we find a new idea that is shared from someone else, we consider implementing it into our program. Much improvement in life and in any company starts with the willingness to change. Always be on the lookout for improvements and you will get better.

I leave you with this: Driving is part of our jobs and our lives, and as the National Highway Traffic Safety Administration says, “Driving Safely is Living Safely.”

Jason Gaskill, CTSP, is safety coordinator for DiSabatino Landscaping & Tree Service, Inc., a 13-year TCIA-member company located in Wilmington, Delaware.
Exitting:
Getting Ready for the Day that Always Comes

By Kevin Kehoe

Whether planned or not your business will be “sold” one day – either for something or for nothing (should you choose simply to shut it down). Therefore, it truly “pays” to be ready at any time because health, marital and other issues (people generated) may suddenly hasten its arrival. In practical terms, however, when you reach the conclusion that you are ready to “get out,” you should take about two years to get your house in order.

What do I need to do to prepare?
Let’s start with the idea that you need a checklist to prepare – and if followed and completed these actions will materially raise the value of your business and bring you more money at close.

Books: Are your books in order? Bring your accounting practices up to speed. Separate personal from business expenses. Account for all revenues. You will get a higher value if you have accurate and timely job costing, class and customer revenue reporting easily available and accessible. In addition, separate and track owner add-backs and operational expenses.

Earnings: Is your pricing at market and is it consistent across your customer base? Assess gross margins by customer and service line. Consider raising prices where margins are lower than market. Consider lowering some prices to drive up sales volume on some services. Organize all your long-term recurring revenue contracts and make certain they are signed. Get multi-year contracts signed where possible. Having this information in historical and accessible form always impresses a buyer. Focus on renewing work and adding upsells where practicable. If you have gotten out of the habit, go back out in the field and start visiting your customers to identify at-risk customers, upsell opportunities and referrals. Your sales people aren’t always so great at this. The biggest area for improving earnings is reducing labor hours. Review the three P’s: policy (vacation, holiday, etc.), procedures (weekly hours and schedules that increase OT and non-billable), and personnel (consider getting rid of unnecessary overhead and deadwood.)

People: Get comfortable with the idea that after you sell, you will probably work for at least 12 to 24 more months. Buyers who pay top price want to keep the best talent around as long as possible. Identify your key players. Be certain certifications, licenses and credentials are current. Prepare resumes for key people for a buyer to review. As you get closer to the sale you will need to make some key players aware of the sale and work on employment contracts with the buyer. For many of your people, the sale of the business can be positive and a great opportunity for them – career wise and financially.

Review your personnel files. Documentation on legal status and background checks of your labor staff should be in order. Nobody wants to find big problems here during the buyer’s due diligence. It is an area that comes under intense scrutiny these days. Review and improve your safety records and performance and document all that you do in this area to reduce your mod rating. If possible bring your compensation rates into balance with the market. Update your employee and policy manual. Prepare for the impact of the new health care law.

Representations: Clean up any litigation issues whether customer or employee related. You do not want lawsuits popping up during the closing. Be certain there are no IRS issues unresolved. Clean up any EPA program/requirement issues and document your compliance with chemical or other disposal programs.

Balance Sheet: You don’t have to pay off your debt as the buyer will not be assuming it, but good ratios (Debt to Assets, Days Payable and Current Ratio) and solid long-term relations with bankers and vendors will definitely impact the value of your business. Minimize your working capital needs through better collections, buying and margins. Having a
strong and loyal vendor list is a great asset.

**Equipment:** If you are not already, pay special attention to preventative maintenance and operator training programs to reduce wear and tear on equipment. The truth is that equipment — from the buyer’s viewpoint — is not as highly valued as the other items outlined above. It’s not that it doesn’t matter, it’s just that they know they will have to replace and purchase new equipment as a matter of course in the future. The key is cleaning up the shop, getting rid of the junk, and presenting fleet and equipment in “very good” condition so as to minimize the negative impact a beat-up old fleet will have on the value of your business. The same can be said about your facilities and offices.

**Ownership:** Be certain you have clear title and ownership of the business. This includes documentation of termination/separation from past partnerships and other business relationships. Be certain there are no verbal promises of equity made to employees that can come back to scuttle a deal near the end. Update any buy/sell agreements and policies so that there is no problem with transfer of ownership to the buyer.

**Representation:** Build your exit team. In some cases it may include a key employee. In every case — given that selling a business is an emotional rollercoaster — get an advisor to represent you in the deal. A good one will “quarterback” the entire process working with your CPA and a “deal lawyer.” You do not want to “sell the house yourself.” A good advisor will shield you from the normal negotiating tactics of the buyer and get you the best price possible by putting together a prospectus that tells and sells your story.

**Conclusion**

In some ways, most of this is just good business practice. But setting a date when you want to exit, even if you don’t actually exit at that time, will have you ready when the opportunity arises. Consider this — if you are like most owners, you have worked long and hard probably making every mistake in the book because you were doing things for the first time. Believe me, you do not want to apply that process to your exit and make selling your company a “first time learning experience.” Get yourself ready now!

Kevin Kehoe, a senior partner at Three Point Group, has been consulting on business and leadership topics for more than 25 years. He has worked with more than 150 green industry companies, helping them increase growth and profits with focus on sales and marketing strategy, acquisition and valuation. He is also an author whose books include Making Money in Landscape Contracting, Meetings That Work, Enhancing Leadership Impact, The Selling Advantage, How to Build A Five Year Plan, and The Little Red Book of Sales and Customer Service.

Kehoe will be one of five presenters at TCIA’s Winter Management Conference in St. Kitts February 10-14, 2013. For more information on the other speakers, a complete schedule or to register for WMC, visit www.tcia.org or call 1-800-733-2622.
Bandit, New River partner to sell stump cutter wheels

Bandit Industries has partnered with New River Equipment Corp. to distribute The Revolution stump grinder cutter wheel and associated parts, including the SaberTooth cutting teeth, for most stump grinder makes and models. Revolution is available from Bandit or through any Bandit dealer as well as from New River Equipment. Bandit-specific wheels and parts are available only through Bandit.

The Revolution wheel is now standard equipment for new Bandit stump grinders. Owners of older Bandit stump grinders can purchase The Revolution as an upgrade.

“The Revolution really is a revolution in stump grinding,” said Mark DiSalvo, knife and wear parts manager for Bandit Industries. “This wheel really builds on the previous success of the DuraDisk II, perfecting the design to create a system that cuts better with less component wear.”

BugBarrier Tree Band gets new owner

Envirometrics Systems Inc., manufacturer of the BugBarrier Tree Band, is now Envirometrics Systems USA Inc. The new company is headquartered in Victor, New York. The previous company, owned by Denis Crane, was located in London, Ontario.

Envirometrics Systems USA Inc. is owned by Brian, Kathleen and Duane Pancoast. Brian and Duane Pancoast also own The Pancoast Concern, Ltd., a 27-year-old marketing and communications firm that focuses on tree, landscape and lawn care accounts. They are also a 12-year TCIA associate member company, dba Bug Barrier Tree Band.

The BugBarrier Tree Band is a pesticide-free, adhesive tree banding system for trapping insects on tree trunks.

Brian Pancoast, Envirometrics Systems USA president & CEO, says manufacturing will be moved to the United States from Canada by the first of the year.

“We have been a part of Envirometrics Systems’ growth for nearly a decade,” Pancoast explains, “so, when Denis Crane announced plans to retire and offered us the company, we took the opportunity to continue the legacy of protecting trees against dangerous insects.”

HMI launches new client referral program

HMI is known for referring new clients to members of its Authorized Member (AM) Network. Traditionally, these referrals have been related to emergency tree removals or other jobs HMI is assigned by its insurance company clientele. The treeShield Warranty is available exclusively through HMI’s AMs that covers the cost of repairing or removing storm damaged trees. This service has recently drawn the attention of marketing firms that want to offer it to their existing residential and commercial clients. HMI is now in a test marketing program whereby treeShield Warranties will be sold on behalf of the AMs in HMI’s Network.

“HMI’s primary commitment to its Members is to provide them with new clients,” says Doug Cowles, HMI president and CEO. “treeShield provides us with another opportunity to refer valuable prospects to our Network Members, but with treeShield the referral comes ‘before’ damage has occurred. During our pilot test, the Warranty is going to be marketed on behalf of our Members to residential and commercial clients alike.”

Since treeShield is only available through HMI’s AMs, each prospect will be referred to a local member that is offering it. “That referral now becomes a valuable new client for our member.”
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Prentice/Epsilon Self-Loader

The new Prentice/Epsilon line of self-loaders is designed to provide speed and precision for applications requiring increased duty-cycles, while protecting components from damage in harsh environments. The line is available through a marketing agreement by Caterpillar Forest Products and Palfinger Inc., a TCIA associate member company. The self-loaders are produced by Epsilon Kran GmbH, part of the Palfinger Group, and marketed through Caterpillar.

The self-loader line features two configurations: the L-boom, a standard boom; and the Z-boom, which allows the operator to fold and stow the loader during transport without disconnecting the attachment. Various boom lengths and capacities are available within each type. Lift capacity and boom geometry are core advantages of these H-frame self-loaders. What the self-loader can lift at ground level is the same as at 10 feet off the ground. This provides the operator a smooth range of motion at a consistent speed eliminating the need to drag and pull the load. Light weight is another advantage, enabling operators to carry more wood instead of giving up payload for the loader.

Echo CS-355T chainsaw

Echo Inc.’s new CS-355T top-handle chainsaw features a compact design that offers the best combination of light weight, easy starting and powerful cutting performance at an affordable investment.

Fecon FTX400

Fecon Inc.’s new FTX400 mulching machine brings the best combination of cutting performance, track power and serviceability in the 400hp class of mulching machines. Equipped with the Cummins QSM11 400hp engine, the FTX400 delivers aggressive hydraulic flow to the variable-speed mulching head and solid power to the hydrostatic all steel oscillating undercarriage. Fitted with the Fecon BH300 Bull Hog, the unit can achieve 98-inch effective cutting height and 32-inch below grade reach, giving the operator unparalleled range of motion. Fecon’s Power Management system optimizes torque and rotor speed; allowing the FTX400 to tackle tough material, rough terrain and demanding schedules. It features a spacious comfortable cab with outstanding visibility through Lexan windows. Coupled with large compartment doors, tilting cab and efficient component layout, it offers easy maintenance and serviceability.

Terex Snow Blade Attachments

Terex compact track loaders are ideal for snow removal, using their exceptional traction to push through wet, heavy or drifted snow. Terex Snow Blade Attachments are available for all Terex loaders. Three different models allow matching the blade to the width of a particular machine. Excellent flotation lets the operator climb higher to push snow further than other machines. High ground clearance allows working over deep, soft snow without getting stuck.

Snow blades quickly and easily attach to the Terex loader’s quick-attach interface. The machines auxiliary hydraulic system powers variable-angle adjustment using two hydraulic cylinders. Snow blades for Terex loaders include four compression trip springs and a bolt-on cutting edge that is reversible and replaceable. Blade ends can oscillate up to four degrees up or down and ride on adjustable cast skid shoes.

Cutting Edge - Products

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<table>
<thead>
<tr>
<th>Event Date</th>
<th>Event Name</th>
<th>Location</th>
<th>Contact Information</th>
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<tr>
<td>December 5, 2012</td>
<td>ISA Exams (All Exams &amp; Tree Worker Written/Skills)</td>
<td>Grand Rapids, MI</td>
<td>(517) 337-4999; <a href="http://www.asm-isa.org">www.asm-isa.org</a></td>
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<tr>
<td>January 7-10, 2013</td>
<td>Advanced Landscape Plant IPM PHC Short Course</td>
<td>Plant Sciences Bdg., -Maryland, College Park, MD</td>
<td>(301) 405-3913; <a href="mailto:akoeiman@umd.edu">akoeiman@umd.edu</a></td>
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<tr>
<td>January 13-15, 2013</td>
<td>Brainstorming Seminar with Jim Huston</td>
<td>Courtyard Marriott, Orlando, FL</td>
<td><a href="mailto:contact@jrhuston.biz">contact@jrhuston.biz</a>; visit <a href="http://www.jrhuston.biz">www.jrhuston.biz</a></td>
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<tr>
<td>January 15-16, 2013</td>
<td>Certified Treecare Safety Professional/CTSP Workshop</td>
<td>Elicott City, MD</td>
<td>1-800-733-2622; <a href="mailto:peter@tcia.org">peter@tcia.org</a></td>
</tr>
<tr>
<td>January 16, 2013*</td>
<td>A300 Integrated Pest Mgt. (IPM) Practitioners Summit</td>
<td>Embassy Suites, Buena Vista, Orlando, FL</td>
<td>Bob Rouse (603) 314-5380; <a href="mailto:rrouse@tcia.org">rrouse@tcia.org</a></td>
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<tr>
<td>January 22-23, 2013</td>
<td>NJ Plants-Professional Landscape &amp; Nursery Trade Show</td>
<td>New Jersey Convention Center, Edison, NJ</td>
<td><a href="http://www.NJPlantShow.com">www.NJPlantShow.com</a></td>
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<td>February 27-29, 2013*</td>
<td>Wisconsin Arborists Association Annual Meeting</td>
<td>Green Bay, WI</td>
<td><a href="http://www.waa-isa.org">www.waa-isa.org</a>; exhibit Jeff (262) 538-1900</td>
</tr>
<tr>
<td>February 27-29, 2013*</td>
<td>Brainstorming with Jim Huston</td>
<td>Iron Horse Resort, Winter Park, CO</td>
<td><a href="mailto:tiffany@jrhuston.biz">tiffany@jrhuston.biz</a>; visit <a href="http://www.jrhuston.biz">www.jrhuston.biz</a></td>
</tr>
<tr>
<td>February 4-7, 2013</td>
<td>2013 Mid-Atlantic Horticulture Short Course</td>
<td>Marriott City Center, Newport News, VA</td>
<td>(757) 523-4734; <a href="http://www.mahsc.org">www.mahsc.org</a></td>
</tr>
<tr>
<td>February 6-8, 2013*</td>
<td>New England Grows</td>
<td>Boston Convention &amp; Exhibition Center, Boston, MA</td>
<td><a href="http://www.NewEnglandGrows.org">www.NewEnglandGrows.org</a>; (508) 653-3009</td>
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<tr>
<td>February 10-12, 2013</td>
<td>Ohio Tree Care Conference</td>
<td>Dayton, OH</td>
<td><a href="http://www.ohiochapterisa.org">www.ohiochapterisa.org</a>, (614) 771-7494</td>
</tr>
<tr>
<td>February 10-14, 2013*</td>
<td>Winter Management Conference</td>
<td>St. Kitts Marriott Resort</td>
<td>1-800-733-2622; <a href="mailto:dcyr@tcia.org">dcyr@tcia.org</a></td>
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<td>February 13-15, 2013</td>
<td>ISA Ontario Chapter Annual Meeting</td>
<td>Crowne Plaza, Niagara Falls, Ontario, Canada</td>
<td><a href="mailto:info@isaontario.com">info@isaontario.com</a></td>
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<td>February 19-20, 2013</td>
<td>ArborCon 2013</td>
<td>Lansing, MI</td>
<td>(517) 337-4999; <a href="http://www.asm-isa.org">www.asm-isa.org</a></td>
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<tr>
<td>February 20, 2013</td>
<td>ISA Exams (All Exams &amp; Tree Worker Written/Skills)</td>
<td>Lansing, MI</td>
<td>(517) 337-4999; <a href="http://www.asm-isa.org">www.asm-isa.org</a></td>
</tr>
<tr>
<td>February 24-26, 2013*</td>
<td>PennDel Shade Tree Symposium</td>
<td>Lancaster, PA</td>
<td><a href="http://www.penndelisa.org">www.penndelisa.org</a>; (717) 412-7473</td>
</tr>
<tr>
<td>March 6-8, 2013</td>
<td>The Work Truck Show</td>
<td>Indiana Convention Ctr., Indianapolis, IN</td>
<td>1-800-441-6832; <a href="http://www.ntea.com">www.ntea.com</a></td>
</tr>
<tr>
<td>March 24-26, 2013*</td>
<td>Southern Chapter ISA</td>
<td>Memphis, TN</td>
<td><a href="http://www.isasouthern.org">www.isasouthern.org</a></td>
</tr>
<tr>
<td>April 17-18, 2013</td>
<td>Certified Treecare Safety Professional/CTSP Workshop</td>
<td>Arcadia, CA</td>
<td>1-800-733-2622; <a href="mailto:peter@tcia.org">peter@tcia.org</a></td>
</tr>
<tr>
<td>May 7-10, 2013*</td>
<td>Western Chapter ISA</td>
<td>Indian Wells, CA</td>
<td><a href="http://www.wcisa.net">www.wcisa.net</a></td>
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<tr>
<td>June 9-11, 2013*</td>
<td>Trees Florida</td>
<td>Ft. Lauderdale, FL</td>
<td><a href="http://www.treesflorida.org">www.treesflorida.org</a></td>
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<tr>
<td>November 14-16, 2013*</td>
<td>2013 TCI EXPO Conference &amp; Trade Show</td>
<td>Pre-conference workshops Nov. 13</td>
<td>Charlotte, NC Contact: 1-800-733-2622; <a href="mailto:dcyr@tcia.org">dcyr@tcia.org</a> Save the date!</td>
</tr>
</tbody>
</table>

* Indicates that TCIA staff will be in attendance
Until recently, Hawaii administered an OSHA-approved state plan to develop and enforce occupational safety and health standards for public and private sector employers. That autonomy ended, at least temporarily, September 21.

Final approval of a State Plan requires, among other things, a finding by the Assistant Secretary that the plan provides worker protection “at least as effective as” that provided by federal OSHA. A final approval determination results in the relinquishment of federal concurrent enforcement authority in the state. The Hawaii State Plan received initial federal OSHA plan approval on December 28, 1973 and final approval on April 30, 1984.

During the past three years, the Hawaii State Plan has faced major budgetary and staffing restraints that have significantly affected its program. Impacts on the state plan are clearly reflected throughout OSHA’s recent monitoring reports. Joint efforts were made by federal OSHA and HIOSH to address these issues, yet Hawaii continues to face severe programmatic, staffing and training challenges.

Therefore, the Hawaii Director of Labor and Industrial Relations requested a temporary modification of the state plan’s approval status from final approval to initial approval, to permit exercise of supplemental federal enforcement activity and to allow Hawaii sufficient time and assistance to strengthen its state plan. Hawaii has pledged to accomplish the necessary corrective action to regain final approval status in a timely manner.

OSHA published notice of its reconsideration of Hawaii’s independent status; proposed resumption of concurrent federal enforcement authority; and a request for written comments and opportunity to request an informal hearing on July 19 (77 FR 42462). That notice contains a more detailed description of the Hawaii State Plan and the identified deficiencies. The comment period closed August 23, with OSHA receiving only four written comments.

For reasons understandable to those in the business world, the Hawaii Business League stated a strong preference for Hawaii to maintain a state plan.

The head of federal OSHA made a final decision to modify the Hawaii State Plan’s approval status from final approval to initial approval, and to reinstate concurrent federal enforcement authority over occupational safety and health issues in the state, pending the necessary corrective actions. Concurrent federal enforcement authority will be exercised in Hawaii effective September 21. His decision is based upon the facts determined by OSHA in monitoring the Hawaii State Plan and HIOSH’s request for enforcement assistance, and after consideration of all public comments.

The agreement between HIOSH and federal OSHA includes an Addendum with goals and milestones for returning all enforcement responsibilities to Hawaii. Also for reasons that are easy to understand, this internal working document between the director of the Hawaii Department of Labor and Industrial Relations and OSHA’s regional administrator for Region IX, outlining the plan of action for the Hawaii State Plan to work towards regaining its autonomous status, is not available for public review and comment.

During the period of concurrent state and federal authority, both Hawaii and federal OSHA have authority to conduct inspections and issue citations. However, the terms of this new arrangement delineate areas of coverage to ensure employers are not burdened with duplicative enforcement efforts.

Federal OSHA compliance officers will be conducting inspections and issuing citations and penalties under federal standards. OSHA claims that no changes in the state’s rules or regulations are necessary to accommodate concurrent jurisdiction.

Federal OSHA compliance officers may issue citations effective immediately. Contested federal citations and penalties will be reviewed by the Federal Occupational Safety and Health Review Commission. HIOSH will retain enforcement authority in any case commenced before September 21.

OSHA may accompany HIOSH on enforcement activities for purposes of technical assistance and training, and HIOSH may accompany federal OSHA on enforcement activities for training purposes.

The agreement remains in effect for three years, but is subject to revision or termination by mutual agreement of the parties, by either party upon 30 days written notice, or when the results of evaluation or monitoring reveal that state operations are at least as effective as the federal program and responsibilities may be returned to the state.

Just recently, the new federal occupational safety authorities in Hawaii sought greater insight into the tree care industry by requesting a subscription to TCI Magazine. Accidents in the tree care industry are not going unnoticed, in Hawaii and elsewhere.

Peter Gerstenberger is senior advisor for safety, compliance & standards for the Tree Care Industry Association.
Utility and municipal arborists need to work together before the storm

By H. Dennis Ryan and Brian Kane

Last year, 2011, was a rough year in many parts of the country for citizens, trees and the electric utility industry, and 2012 has turned out to be a tough one as well. The heavy snow season of 2010/2011 in the Northeast was a record breaker, there were tornados in several areas, and a major hurricane led to major tree damages and flooding. To cap off 2011 we had a major snowstorm in October with leaves still on the trees. June 2012 was very tough on trees and utilities, with a major storm hitting the mid-Atlantic at the end of June leaving more than 3 million homes and businesses without power for up to a week. To finish off 2012, “Superstorm” Sandy caused catastrophic damage in New York and New Jersey.

There has been considerable debate at public meetings in Massachusetts and Connecticut and in the press since the Halloween Snow Storm about how the utility industry responded to the storm. These same concerns are now being expressed in reference to Sandy. Many of the concerns expressed show a complete lack of understanding as to just how much damage was done to the utility system.

The tree workers and utility crews that were brought in from around the country did a fantastic job restoring power to the utility grid. In the authors’ opinion, the utilities in affected areas failed to inform the public as to the full extent of the damage, or to provide a realistic timeline for restoring power. If someone is told they will have power in 24 hours and it turns out to be several days, they will be upset, and rightfully so.

What many people do not realize is the utility industry is required by the National Electric Safety Code and litigation to keep vegetation away from their utility wires. The two primary reasons to keep electric lines free of conflicts with vegetation are safety of the general public and electric reliability. Electric lines that come in contact with trees can cause both reliability and safety risks for the utility company and the general public. A tree growing in contact with electric wires can conduct electricity.

Reliability is a major issue. Today, the general public and businesses are more dependent than ever on having a steady and reliable flow of electricity. When the lights go out today, it’s not just the lights, but also computers, medical apparatus, traffic lights and the air traffic control systems at major airports. The bottom line is that the utility industry is required to keep the electricity flowing both safely and reliably. If the utility company fails to do this, it is held accountable.

In reviewing the Halloween Snow Storm of 2011, it was very apparent that trees or tree branches in the utility pruning clearance zone did not cause the vast majority of long-term power outages. Most of the utility pruning of distribution lines in New England is on a four- to five-year pruning cycle. Standard distribution pruning requires 10 to 15 feet of clearance above, 6 to 10 feet to the side and 6 to 10 feet below the electric conductors. In most cases this level of maintenance will provide safe and reliable service for several years. However, the utility companies have challenges in meeting these pruning specifications.

In Massachusetts and in many other states, in order to prune trees on town property, the utility needs a pruning permit from the municipal tree warden; and if it is a tree on private property consent from the tree’s owner. In many cases the
brought in from outside of the region, as local crews are already involved.

In the case of the Halloween Snow Storm, most of the long-term outages were not caused by trees in this utility pruning belt, but from large trees growing outside the clearance zone on private property that were broken or in many cases uprooted by the weight of the heavy snow on their leaves. Prior to this storm, the Northeast experienced a very wet season, leaving the soil saturated. With the combination of wind, snow and leaves still attached, many trees could not support the weight and literally fell over. No amount of utility pruning would have prevented this.

As an example, on Route 116 in Granby, Massachusetts, a large oak uprooted and fell. This tree was 40 feet from the road on private property. When it fell, it ripped down two utility poles and blocked the state road. This type of damage cannot be fixed without first removing the tree, replacing two poles and restringing the lines – not an easy or fast job. This is one example and there were thousands of these across New England. See Fig. 2 and Fig. 3.

The future

Since the Halloween Snow Storm, there have been many voices insisting that these utility outages should not happen again, but, as one old-time tree warden from Cape Cod said many years ago – “you can do all the pruning you want, but when a major storm comes through, all bets are off.”

What is required in order to have fewer conflicts is to have the municipal arborist work more closely with the utility arborist. A new section was added to Massachusetts General Law Ch. 87. This is the statewide municipal tree law that governs trees along the “public way.” The Governor signed “section 14” into law on January 13, 2011. This new section is designed to encourage tree wardens and the utility companies to work together on an annual vegetation management plan for the municipal trees alongside utility distribution lines. At this time, the Massachusetts Tree Wardens’ & Foresters’ Association, the Massachusetts Department of Conservation and Recreation urban forester and the utility companies are working on a plan to implement this new regulation.

Municipal tree wardens need to work with the utility arborists in educating homeowners who have trees near the utility lines to the fact that these trees must be pruned. Remember, it only takes one tree to shut down the electric system.

Another problem facing utility lines is the improper planting of trees near utility lines. One would never see a utility arborist plant a tree under the utility lines, but one has seen and will continue to see town Departments of Public Works, homeowners and landscape architects plant large growing trees near electric lines. Planting trees in the wrong place not only causes problems for the utility company, but also the municipality, with unhealthy trees and broken sidewalks. See Fig. 4.

In Massachusetts, MGL Ch. 87-Section 7 allows the planting of publicly funded shade trees up to 20 feet from the road edge on private property. By doing setback planting, in many cases the trees are away from the wires and the road. This provides the benefits of a healthy street tree without the problems.

The big storm

FEMA and the USDA Forest Service have been encouraging states and municipalities to plan for the next big storm, NOW. The last really big storm to do a tremendous amount of widespread tree and utility damage in New England was in September 1938, 74 years ago. Yes there have been some localized storms, but nothing like that Great Hurricane of 1938 that struck Long Island and New England. It had sustained winds of 121 mph, and a peak wind gust of 186 mph in Massachusetts. The lowest pressure recorded with the storm was 27.94 inches of Hg while it generated a peak storm surge of 17 feet above normal in Rhode Island. Waves as high as 50 feet came crashing ashore near Gloucester, Massachusetts. See Fig. 5.

There were a total of about 100 people killed in the Long Island region and another 600 people were killed in New England. The damage caused by the storm in 1938 dollars was $6.2 million, which adjusts to $15 billion today. The reason it was called the Long Island Express is because of the rapid fashion the storm moved up the East Coast, and into New England. The ground speed of the Long Island Express ranged between 60 and 70 mph up the coast. The forward motion added to the wind speeds in the Northeastern quadrant of the storm due to its counterclockwise motion.

Can it happen again? According to a study done by J.E. Hughes in 1998, the answer is yes. They found that a major hurricane struck the New York Metropolitan, New England area every 80 years or so and that major hurricanes have hit the region in 1635, 1815, 1821, 1893, and 1938. Yes Sandy was a bad storm and did a tremendous amount of damage in New Jersey, New York and Connecticut, but it was not
the big one, and no comparison to the 1938 storm. So when is the next one and are we/you ready?

The time to think about storms is well before any storm hits your region. The USDA Forest Service has a series of storm preparation websites that can be reviewed, including:

▶ i-Tree Storm, www.itreetools.org/storm/ – i-Tree Storm establishes a standard method to assess widespread damage immediately after a severe storm in a simple, credible and efficient manner. This assessment method is adaptable to various community types and sizes, and it provides information on the time and funds needed to mitigate storm damage. A Hurricane Adaptation of the utility is also available for i-Tree Storm users.

▶ Storms Over the Urban Forest – U.S. Forest Service manual, www.na.fs.fed.us/spfo/pubs/uf/sotuf/sotuf.htm – Preparing for these natural disasters, which strike urban forests in large cities and small communities, should involve the cooperative effort of a wide array of municipal agencies, private arboricultural companies, utilities and volunteers. Principles and methods determining how to mitigate or minimize the impact of natural disasters are critical in determining the capability of communities to respond. This manual is intended to assist community leaders and governmental agencies to prepare for natural disasters, respond appropriately when these natural disasters occur, and recover from the subsequent loss of vegetation.

▶ Ice Storm Publications, http://na.fs.fed.us/fhp/ice/durham/pubs/publications.shtm – This website provides information to aid in the recovery from the ice and snowstorms.

Conclusion

We can have trees and we can have electricity, but we need to be realistic. When a major storm comes through, no amount of pruning will prevent all long-term outages. We can reduce outages by having tree wardens, utility arborists and homeowners work together. Trees planted in the right place and allowing for proper pruning of trees on both municipal and private property will reduce outages. But remember, we live in North America and we are famous for our weather.

H. Dennis Ryan is a professor of arboriculture & community forestry in the Department of Environmental Conservation at the University of Massachusetts-Amherst. Brian Kane is the Massachusetts Arborist Association professor of commercial arboriculture in the Department of Environmental Conservation at UMass-Amherst.
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Preparing for the Next Emergency

By Reid Goldsborough

Hurricane Sandy, which led to so much damage in New York City and New Jersey in late October, was only one of innumerable natural and man-made disasters that, along with destroying life and property, also destroyed data.

Whether you work for a large company, run a small business, or use a computing device in your home, whether it’s corporate trade secrets or family photos, data can be irreplaceable.

The key to disaster recovery is disaster preparation, and the key to disaster preparation is redundancy. In a nutshell, backups.

If you have backup power such as a generator, you can continue to compute if the electricity goes out. If you have one or more backup computers, you can still get things done if equipment is damaged. And if you have backup data, you can pick up any project where you left off.

For several years now a big buzzword in the computer world has been the “cloud,” which is just a whimsical way of saying the Internet. Instead of storing data or using programs on computers at your location, with cloud computing you use data or programs stored on other computers you connect to over the Internet.

One of the most effective uses for cloud computing is making remote backups of data. That way, even if your computer equipment is totally destroyed in a flood or fire, you won’t lose your data. The same can’t be said for a backup stored at your location that you’ve made onto an external hard drive, USB drive, optical disc, or tape, though these media can still be useful among other ways as a backup for your backup.

A host of free and fee-based remote backup services have popped up in recent years. The free services typically provide a limited but often appreciable amount of storage space, with additional storage costing.

Along with using such services for backing up, you can often use them for other purposes as well, such as sending others large files in ways that are more convenient than email or other older technologies, syncing files you’re working on from different computers, and collaborating with others on the same project.

Here’s a rundown of seven of the more useful or otherwise notable file hosting services that primarily are for backing up files or can be used for this purpose. Each of the services below is free for a given amount of storage space. Big names are important, since you don’t want such a service to go away, but the smaller guys listed below appear stable.

Dropbox (dropbox.com). This may be the most talked about and recommended file hosting service. It’s fairly skimpy on the free storage, offering only 2 gigabytes, but it’s easy to use and versatile. You use it by either copying files you want automatically backed up into a Dropbox folder or subfolders on your computer, or you ensure that the files you want automatically backed up are stored in one of these folders.

SugarSync (sugarsync.com). With 5 gigabytes of storage before you have to pay, SugarSync is more generous than Dropbox. It also doesn’t require you to create special folders but instead lets you designate which of your folders you want automatically backed up with its own interface.

IDrive (idrive.com). This is the most generous of the services listed here, giving you 10 gigabytes of free storage. Unlike some other services, IDrive lets you choose between continuous backup and scheduled backup, which is the default.

Google Drive (drive.google.com). If you already use Google Docs, a free cloud suite of word processing, presentation, spreadsheet and other programs, this is where your files are stored. But you can also use Google Drive with data created using programs on your own computer. It offers 5 gigabytes of free storage.

Amazon Cloud Drive (amazon.com/clouddrive). This is Amazon’s cloud storage service, but it’s clunkier than the other services here. Amazon Cloud Drive offers 5 gigabytes of free storage. It helpfully makes copies of previously backed up or deleted files in case you need to retrieve them.

iCloud (apple.com/icloud). From Apple, this service is tailored to Apple products. It can work with an iPad, iPhone, iPod Touch, or Mac, and it works with Windows PCs as well. iCloud gives you 5 gigabytes of free storage.

Skydrive (skydrive.live.com). This is Microsoft’s offering, with 7 gigabytes of free storage. Along with Windows PCs and Windows Phone, Skydrive also works with Macs, Apple devices, and Android devices.

Ultimately, more important than choosing among these services is choosing, and using, one.

Reid Goldsborough is a syndicated columnist and author of Straight Talk About the Information Superhighway.

Damage in the aftermath of Hurricane — or Superstorm — Sandy in Arlington County, Virginia. Photo by Arlington County/flickr.com.

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In the St. Louis and St. Charles areas of Missouri, Hansen’s Tree, Lawn & Landscaping, Inc. is known for more than its quality tree care. For the past 10 years, they’ve been making and selling their own brand of mulch, compost and topsoil.

“We ran the green waste facility inside a landfill for years,” says Chad Hansen, director of HR and Safety and son of Jeff Hansen, owner and president of the company. “Now we have another location, in Jefferson County, in an old rock quarry next to a landfill.”

Jeff founded Hansen’s Tree, Lawn & Landscaping in St. Charles in 1989 and joined TCIA in 1995. The company has expanded into two additional locations, one in Springfield/Branson, which is run by Jeff’s son-in-law, Mike Walker, and one at Chad’s home base, O’Fallon, near St. Louis.

“I grew up in the business,” Chad says. “I was on tree crews. After I graduated from college in business management in 2010, I joined the company full time. I’m in the office more now, but I still like to go out with the crews a few times a month and play in the trees.”

Seventy percent of Hansen’s tree care customers are residential. Most of their work in volume and revenue comes from tree care, mulch and compost, and tub grinding.

The company provides pruning, deep root fertilization and pest management, which includes dormant oil applications and Mauget injections, where a concentrated amount of pesticide is delivered directly to the vascular system of the tree. They also do tree risk analysis, diagnosis, appraisals and consultations.

Hansen’s specializes in difficult removals as well as the preservation of specific trees on construction projects.

“We have extensive equipment and qualified personnel to do them (removals),” Chad says. The equipment includes bucket trucks and a crane that improves efficiency and safety.

Hansen’s has a wide variety of tub and horizontal grinders to quickly remove green waste from project areas and turn it into wood chips for its organic mulch and compost division. They recycle all their own green waste as well as green waste from counties, municipalities and residences in Eastern Missouri, for a total of approximately 56,000 cubic yards per year. The production of organic mulch, compost and soil employs 15 to 20 people and has become approximately a third of their business, he says. They sell to their customers and to retail outlets.

Hansen’s compost is certified by the Seal of Testing Assurance Program, the only program in the country that certifies the quality of compost. They add an extra ingredient to the traditional mixture of grass, wood chips, manure and soils.

“One thing that makes us different in compost is that we also take drywall from construction companies for the gypsum,” Chad says. “We let it break down and then grind it up.”

On the west side of St. Louis, the land becomes rural, and much of it is forested. Their Forest Management Program is run by an accredited forester to help property owners manage their timber to prevent tree diseases, rot, insect infestations and the growth of unwanted trees.

“We try to educate people,” he says. “We explain the benefit of taking out invasives and letting the natives come up from underneath.” Removing these trees improves the health of the desirable ones and ensures that the forest remains sustainable.

They use a technique at the edges of the forests called “edge feathering,” which creates a transition zone at the wood line to create cover habitat for upland birds and small game. They also offer forest management planning, timber marking and timber sale brokerage services.
Jeff began the lawn care business some 20 years ago as a side business. Some 90 percent of their customers are residential. While business has remained steady through the years, the market for their compost top dressing among these customers has grown.

Hansen’s has a commitment to employee education. Of their approximately 30 employees in the field, 11 are certified arborists.

“We just started Hansen University,” Chad says. “It’s a program that helps us promote people within our company. It’s also a great way for employees to self-promote. Their pay scale is higher and their security goes up.”

Classes are eight weeks long, with classroom and fieldwork two hours per week. The 12 employees in the first division will become TCIA-certified tree climber specialists. The second division is an aerial lift class that leads to certification through both Hansen’s and TCIA.

About half the company’s business comes from repeat customers and referrals. To attract new customers, they sponsor a garden program on a local radio station that has about a million listeners per week.

In addition, he says, “We’ve done all kinds of things to give back to the community, which help us out. We donated a lot of time, work and equipment for Joplin relief after the hurricane in 2011. Our forester spends time talking to Boy Scout troops, and we received the Beautification Award from the Branson Chamber of Commerce after we did some work there.”

Hansen’s was TCIA accredited in June 2005, the first in Missouri.

“My dad has always stood for quality work,” Chad says. “When he found out what Accreditation stood for, he did it. We’re very proud of our morals and our ethics and the work we provide.”

Jeff’s daughter, Ciera (Hansen) Walker, handled all the details. “She’s a perfectionist,” he says. “She spent two or three months to get everything in place.”

The company already had a business plan, but it was eight or 10 years old.

“It was enlightening to update everything and figure out what our new goals were,” he says. The economy has had an impact, but business is on the upswing. In the next five years, they’d like to have an office in Kansas City.

Going from their system to a different one was the biggest challenge, although they managed to do it in a short time. They changed their application forms and employee handbook. They do more paperwork now, for example, for tracking, but the advantage is that now they know exactly what they have. They became more safety conscious, and they changed some of their production practices.

“Now when customers ask us to top trees, we simply say we can’t do it. Accreditation backs us up, especially when we’re talking to municipalities.”

Accreditation also has helped attract good employees. Some employees contacted them because they knew about Accreditation and wanted to work for a quality company.

“I would definitely recommend Accreditation,” Chad says. “It brings value to a company and peace of mind to the clientele. It reassures them they’re dealing with a quality company.”
Starting about three years ago and pretty much up to early 2011, the discussion of what to do with wood waste revolved around “biofuel,” the hip-sounding word for firewood and glorified fuel products such as pellets, boiler fuel, briquettes, biodiesel, cellulosic ethanol and other products. Even the federal government was getting hot for the idea, with the U.S. Information Administration agency of the Department of Energy for the first time releasing price and availability outlooks for pellet fuel and firewood last year.

Our industry also seemed to be getting its arms around the new potential, with machines, systems and accessories such as sifting screens designed to reduce chips and sort them to specific, precise and uniform sizes as required for each specific biofuel market.

Then economics and market factors set in and pellet prices as well those for chipped and reduced wood used for large scale heat and electricity fell off sharply. The independent North American Wood Fiber Review (the non-profit U.S.-Canadian watchdog for this market segment) reported in October 2012 that the price of wood chips had fallen again and that inventories had risen.

Some of that fall-off has been attributed to the economy as general demand for virtually everything falls off, but also inventory levels have to do with an unusually warm winter last year and mere lack of consumption.

So, what to do NOW if you’re looking at grinders and chippers with the aftermarket for products from wood waste in mind?

Listen. The language seems to have returned to a tried-and-true product – mulch.

What all this means is actually relatively
good news. Think of it as price hedging based on product shifting; if one market goes down, the other can fill the void. So, if you’re thinking of making that strategic purchase and were worried about using the post take-down material as a profit center to offset some of your investment, not to worry. One way or another, there will be a market.

TCIA member Hansen’s Tree, Lawn & Landscaping, Inc., an accredited TCIA-member company based in O’Fallon, Missouri, is indicative of the chip market behavior as 2012 draws to a close. Located about 30 miles west of St. Louis and with a market extending in a 300-mile radius, Hansen’s is a regional tree care company that also produces mulch for resale. Founder Jeff Hansen’s perspective dates to 1989 when he gave up a second job to focus full time on tree care.

“The business did nothing but grow ever since,” Hansen says.

Hansen breaks down the business this way: 70/30 residential/commercial, but he notes that 90 percent of the grinding he does comes from commercial accounts.

“We do power line clearing and we’re very involved in the Joplin cleanup.” (Joplin, Missouri, was virtually flattened in the Spring of 2011 by a series of killer tornados.) “We also have a facility in Branson (Missouri) run by my son-in-law, so we have our hands full with municipality work throughout Oklahoma, Kansas and Arkansas as well.”

According to Hansen, “Starting in the 1990s, we began to have trouble disposing of logs and chips. I refused to burn it and wound up grinding it into mulch and compost.”

“People still call it wood waste. It is not,” he emphasizes. “It is a wood resource! And the sooner government comes to that conclusion and prevents its burning the better off we all will be. We need to be good stewards and not watch this resource go up in smoke. There are so many valuable uses for this wood resource.”

He says, “We found a strength showing municipalities how to cut costs with brush and log debris. Why pay a trash company to haul it away? Most times when there is a big storm coming through the counties, officials take a parking lot or field to take

brush there and burn. The following spring, they spend thousands of dollars on mulch to dress up the city hall and parks rather than put into use their own resource to accomplish what they need. We go into a municipality to grind up tree material and make mulch and show municipalities how to save money. This is huge and getting bigger all the time,” Hansen states.

“At one point, we had five grinders working. Now we are down to two, one of them a newer Vermeer. The newer ones are so much faster and higher in production output, and we are in the market for another newer one just to keep up with demand,” he maintains.

“The new machines are so much more productive than those of the early 2000s, so much so that we actually can’t afford to run the old ones profitably,” he continues. Hansen also noted that his team had just returned from the Vermeer plant in Iowa in
early November where they were looking at an additional, highly productive, energy-efficient grinder.

Hansen says his grinders are running 30 to 40 hours a week, nine months a year, with variables of course, he notes, with events such as storm activity. Even with a cost of $700,000 to $900,000 each and burning 30 or more gallons of diesel fuel per hour, “We still make money. Oh yeah…,” Hansen says.

According to Hansen, following the grinding process, chips for mulch are sent to a Colorbiotics unit for environmentally safe dyeing.

Regarding the market for pellet or chip fuel, Hansen says, “We were pursued heavily by a large petrochemical company two years ago for biomass material, but the market fell off, and the industry can’t make the numbers work yet. We would absolutely consider the biomass market in a minute if there were money to be made. Remember… it is a resource, not waste,” he concludes.

Ray Sawvell runs Sawvell Tree Service of Mundelein, Illinois. He’s been in the tree care business for three decades and breaks his customers down to two-thirds municipal, one-third residential.

“I got into the recycling business because we were accumulating debris like logs and chips,” he says. “We bought a horizontal grinder to process our own material and to make a little bit of money, instead of dumping. This opened a lot of doors. We now have other companies paying to dump tree material at my location,” Sawvell says, adding that in some cases he actually gets paid twice, once to take in others’ material and again when the processed mulch is sold.

“We use the Bandit 2680 Beast Recycler to make a variety of mulches,” he adds. “We purchased a 2002 model in ’04 and still use it 40 to 55 hours a week, always doing the updates per the manufacture. As a matter of fact, we put 10,000 hours on the first motor and recently just put in a new one.”

According to Sawvell, the machine allows him to make his own custom blends of natural mulch comprised of 70 percent hardwood and 30 percent soft. He also makes a second line of products, in black, walnut, brown, rustic red and harvest gold, dyed darker using a machine by another company. “There is a very good market for mulch… very profitable,” he concludes.

Another TCIA member, Warren Kappen, is founder of Kappen Tree Service, an accredited company located in Cass City, Michigan. The company serves a 200-mile radius area there, mostly for commercial and utility work, with some residential, he says. Now focusing on mulch, Kappen previously would take wood chips to a nearby wood-to-energy plant just north of Detroit.

“When the market to sell to co-generation plants fell off (Michigan has eight fired by wood products), it didn’t even pay to fuel the truck,” he says. “We have to do something, either raw chips or mulch, whichever pays best.”
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“We use all Morbark chippers at the start of the operation,” Kappen explains. Last spring, we added a shaker deck with screens (to separate chips by size) and a custom-built Morbark conveyor and feed hopper as well as a colorizing machine. We run the chips through the shaker deck to the size we want, then send them to our color plant (Colorbiotics). Oversize chips go back to be re-ground to size, then to the color plant.”

What is really interesting in Kappen’s business model is that grinding chips to a particular smaller size is pretty straightforward, but what about the very fine material that is not really chip? What Kappen does makes use of virtually every wood fiber.

“The fine stuff goes to Scott’s, maker of lawn and garden care products, to be made into bagged mulch and plant care material,” he explains.

Although this processing profit center currently represents just under 10 percent of the business revenues, Kappen expects the percentage to grow quickly. “It’s all about reinvesting in new customers and places to sell. Scotts is only 15 miles away. Though mulch is a short-lived operation, we may be able to ship material all year,” he adds.

In the 1990s, it became clear to Steve Sylvester, founder of accredited TCIA member-company S&S Tree and Landscaping Specialists in St. Paul, Minnesota, that his market had changed.

“Up to that point it was not that hard to get rid of wood waste and chips,” he says.
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But in the '90s things started to get more difficult, with government regulations as to what we could and could not do. We had to start paying tens of thousands of dollars annually to get rid of the tree waste. So, I started to look at the situation and thought there must be a market for this."

“Minnesota had just started some co-generation plants, and anyone and everyone with a chipper flooded them with so much product that even they started to charge us to dump. What should have been good for us became the same old problem,” Sylvester continues.

“So I started talking to landscape designers and large wholesale commercial centers. We started to sell them woodchips, then in came chips made from pallets and other wood debris, like construction material. And that started to flood that market. Keep in mind that if you grind up a pallet, you do not know what had been leaching into the wood, like chemicals, then into the landscape. We decided we wanted to develop a pure product made from our wood only, with no filler, nails or construction debris – 100 percent virgin wood,” he explains, adding, “It took about two years working with Rotochopper,” initially using the smallest machine the company made at the time.

Over the years Sylvester developed a unique system. “What we do is use our Vermeer tub grinders and run the raw product through to reduce it, then run it into the Rotochopper, which makes the finished product in one pass. We used to have three machines, but now we have just one, the biggest Rotochopper, an 800-horsepower model, which can grind and color 200 to 250 yards an hour. The efficiency is phenomenal,” Sylvester says.

“We use one machine to do the large material, taking the tub grinders to other companies and cities, then truck the material back to run through the final grind and color, and out it goes,” he notes.

“Remember, when we started, other companies and I had to develop the market and create the demand. We are now a multi-million dollar business. The mulch portion represents about 20 percent of that, and it’s growing. It actually is the fastest growing part of our business and by far the most profitable,” he concludes.

Similarly, in some areas the biofuel market is alive and well, and we found you don’t need a horizontal or tub grinder to get into the market.

Northeast Tree Inc. of Reading and Woburn, Massachusetts, serves residential and municipal customers in Massachusetts in the heavily settled suburban area north of Boston. According to Barbara FitzPatrick, co-owner, the company “takes down big trees, chips them and ships the chips to Maine,” where they are used for biofuel.

She says that’s primarily achieved using the Terex 790L, a loader-style machine that helps feed the chipper. A whole-tree chipper, it is at the higher end of the Terex Woodsman chipper line.

“We have been a Terex user and a dealer...
for more than eight years,” she says, adding that this 790L and a smaller Terex Woodsman chipper are in regular use. “Basically we work in a 10-to-15-mile radius and have three crews working constantly,” FitzPatrick explains.

“Both machines do not fall under CDL (commercial driver’s license) requirements. That’s important because we are limited with CDL Class A drivers,” she adds.

Whether it is for mulch or biofuels or any other wood-based product, the aftermarket for wood “waste” – or, more accurately, wood “resources,” is a stable one. Though the sell-through market can vary with the economy – one year mulch, the next pellets or animal bedding – one thing is certain. When it comes to maximizing the value of your product, your focus needs to be on the machine creating it.
Company cited in tree trimmer electrocution

The U.S. Department of Labor’s Occupational Safety and Health Administration has cited AAA Professional Lawn Care Inc. of Johnston, Rhode Island, for seven alleged serious violations of workplace safety standards in connection with the July 30, 2012, death of a worker. The worker was fatally shocked while trimming a tree when the aluminum pruner he was using came into contact with an energized 7,200-volt overhead power line.

An investigation by OSHA’s Providence Area Office found that the employer failed to de-energize or ground the power line before the work was begun, as well as to provide protective shields, barriers or insulating materials to protect workers from shocks, burns or other electrical-related injuries. In addition, the pruner was not insulated and was used within 10 feet of the power line, the employee lacked both proper training and protective gloves, and the employer did not institute work practices to reduce the electrical hazard. A serious violation occurs when there is substantial probability that death or serious physical harm could result from a hazard about which the employer knew or should have known.

“This worker’s death could have been prevented had AAA Professional Lawn Care ensured that the power line was de-energized or otherwise properly protected,” said Patrick Griffin, OSHA’s Rhode Island area director. “Further, the company should have ensured the use of proper equipment, training and work practices to minimize this deadly but avoidable hazard.”

AAA Professional Lawn Care, which faces $49,000 in proposed fines, had 15 business days from receipt of its citations and proposed penalties to comply, meet informally with the OSHA area director or contest the findings before the independent Occupational Safety and Health Review Commission.

As reported by the website www.WorkersCompensation.com.
Robert Tonn was one of three men cutting down trees in Hamlin Township when a tree apparently twisted and fell the wrong way, striking Tonn. Tonn was taken by ambulance to Madison Hospital and later air lifted to Avera McKennan Hospital in Sioux Falls, South Dakota, where he died, according to a Morris Sun Tribune report.

**Man killed by cut tree**

A man was killed October 22, 2012, in Ringgold, Georgia, after a tree he was working on fell on him. Emergency crews found James Henry Blevins, 74, pinned under a tree. Blevins succumbed to his injuries at the scene.

Blevins had been cutting trees on his property when the incident happened, according to the WRCB TV Channel 3 report.

**Road crew worker injured by cut tree**

A township road crew member cutting a tree stuck on power lines October 30, 2012, in Lower Pottsgrove, Pennsylvania, was injured after the tree struck him. The identity of the worker was not immediately available, though sources confirmed the man was conscious at the scene, according to a report in The Mercury.

**Contractor killed clearing storm-damaged tree**

A contractor working at a home to remove trees after superstorm Sandy in Annapolis, Maryland, was killed October 31, 2012, when a tree fell on him.

Tree removal workers were taking away trees in the area when a tree in the back of the home fell on a worker. Officials say the man, who was in his late 40s or early 50s, was pronounced dead at the scene, according to a WTOP report.

**Town worker injured cutting tree**

A Milton, West Virginia, man was injured October 31, 2012, while working to cut a tree that blocked access to the town’s water tank. The worker was identified as David Black.

The victim and a co-worker were checking the tank’s water level, as electricity is needed to shut off the pump when the tank is full, and it had been without electricity due to downed utility lines in the area. After they noticed a tree laying on a utility line, they cut the tree. Once they cut the tree, a 12-foot portion of it slid on the utility line and hit Black.

Black was conscious and talking at the scene, and appeared to have minor injuries. He was taken to an area hospital for treatment, according to The Herald-Dispatch.

Send your local accident reports to editor@tcia.org.
In the spirit of the upcoming holidays, we gave some of the arborist supply manufacturers and retailers exhibiting at TCI EXPO in Baltimore in November an opportunity to show off some of their hottest climbing gear in a sort of fashion shoot. On these next few pages are some of those shots, along with brief descriptions pointing out some of the features of the gear they are wearing.

We had more pictures than we have room for in this issue, so we’ll run more of these shots in future issues of TCI.

Happy shopping!

SherrillTree

Tim Bushnell, at left, regional business manager and longtime SherrillTree employee, showed off some of the newest climbing gear they sell while hanging around the SherrillTree booth at TCI EXPO.

He is sporting an Edge arborist saddle by Buckingham Manufacturing. Strapped to his right calf is a Tsurugi saw by Silky. He’s on Poison Ivy climbing line from Yale, with a Lava work-positing lanyard climbing line from New England Ropes, an A.R.T Positioner, and a Spiderjack (mechanical prusik) by A.R.T. (in his right hand).

He is using a CMI foot ascender, and using Petzl OK carabiners, DMM Ultra O carabiners, Petzl AmD and Williams carabiners.

He is wearing a Kask helmet with clear visor, and Arborwear pants.
Jared Abrojena, Petzl team member, was happy to show off some of Petzl’s new wares at TCI EXPO, including:

**Vertex Best helmet** – the unventilated shell ensures protection against electrical risks and molten metal splash. Its six-point mesh headband ensures comfort, and its CenterFit adjustment system adjusts the headband and keeps it centered on the head.

**Petzl Zigzag mechanical Prusik** with linked rings that provide precision and fluidity when moving around; pulley mounted on ball bearings allows slack to be taken up easily. ($275)

“The ZigZag was the new hot item at the show,” says John Evans, marketing director for Petzl America.

**Petzl OK Triact carabiner** ($22.95)

**Petzl Am’d Triact carabiner** ($18.95)

**Petzl Swivel**, which prevents the rope from twisting when the load is turning; excellent performance and reliability due to maintenance-free sealed ball bearings. ($69.95)

**Sequoia harness** – Extra-wide, semi-rigid waistbelt offers exceptional support and ventilation; waistbelt and suspension seat lined with breathable perforated foam for maximum comfort when suspended; “Fast” buckles on the waistbelt and leg loops. ($395)

**Petzl OK Triact carabiner.**

**Petzl Ascension handled ascenders** – right- and lefthanded versions; wide, ergonomic molded handle allows a comfortable yet powerful grip; toothed cam with self-cleaning slot. ($74.95)

**Petzl Cordex gloves** – Lightweight belay/rappel gloves; natural, high-quality leather; durable double layer of leather in high-wear areas (fingertips, palm, between thumb and index finger); back made of breathable stretch nylon; carabiner hole to attach gloves to harness. ($35.95)

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**Anchors Away.**

Sterling Rope’s A/R Anchor is a friction saver that is both adjustable and retrievable. The HTP Ring Sling™ has a large aluminum ring sewn onto one end, and a tight-eye sewn on the other side. The RIT RING™ Bound Loop Prusik, with a small ring, hitches to the HTP Ring Sling allowing quick adjustment by positioning it anywhere along the HTP Ring Sling. The A/R Anchor is designed to be easily set and retrieved from the ground.

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Bartlett Arborist Supply

Jake Carufel, CTSP, a Certified Arborist with Bartlett Arborist Supply & Manufacturing, is wearing a hi-tech bright orange Kask helmet ($134.95) and the universal size, lightweight TreeMotion harness ($470). In his hand, he is holding Bartlett’s newest climbing line – the Cougar Blue with spliced eye ($159), lightweight and flexible and low stretch for excellent footlocking. Equipped on the rope Jake is holding is the new state-of-the-art rope wrench by ISC ($124.95), the Hitch Climber Pulley Rapide ($61.70) by DMM, and the new stitched eye-to-eyes ($22).

By Jake’s left leg, you will see Bartlett’s own high-quality pruner poles and polesaws, available in any length. Manufactured with brass fittings for durability and strength, these fittings have recently undergone some improvements, making taking them apart a cinch.

Also shown are several Weaver and Buckingham rope bags, Buckingham rope brakes, a Tachyon rope with spliced eye ($148), which features new Flexifirm technology; the rope knots easily and does not “bunch up” when used with a friction hitch. There is also a sampling of carabiners, ascenders, descenders and slings.

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* New membership rate of $195 is available to first-time, new members only. Limited time offer, call Brenda or David for details.
Buckingham

Buckingham Manufacturing’s Todd Lambert is wearing the Buck ErgoLite saddle (#17906), the latest addition to the Buckingham Ergovation Family, modeled after Buckingham’s popular Ergovation Saddle. Features include stainless-steel clevises at either end of a high-strength warp speed bridge, which allows for simple bridge replacement when necessary; front buckle closure; comfortable, lightweight, and very breathable waist belt, and lightweight aluminum full-sized work positioning dee rings; and quick-adjust strapping.

He’s carrying a BuckTube Rope Bag (#4369B3), an ultra light bag made with 22-ounce vinyl and climbing-grade webbing with double reinforced seams, and a Rope Prusik (#705A1) manufactured with a rope/cordage that was specifically developed for making a Prusik.

His Rope Friction Saver, Model 60-48, is 48 inches long (comes in lengths from 24 inch to 96 inch in 12-inch increments).

He is on a Buck RigidLine (#7808R18M6), a 7/16-inch uniline rope lanyard with the BuckGrab Adjuster that has the same rigidity as a wire core flipline without the metal core. This model features a 1704 swivel snap and is available in different lengths.

Weaver/American Arborist

Climber Eddie Simril is sporting Weaver Leather’s Cougar Rope Bridge Tree Saddle (# 08-01075), a lightweight saddle that offers a combination of comfortable memory foam, adjustability and thoughtful design, and featuring 4-inch-wide leg pads and an extra wide 7-inch back; an additional layer of memory foam for in back; adjustable leg and bridge straps; and weighing approximately 6.5 pounds.

Courtesy of American Arborist Supplies, Simril has a PMI Advantage hard hat made of Kevlar; Recluse eye protection from Edge Eyewear; at the front of his saddle is a Climb Right HMS carabiner attached to a CMI 2-way micro-pulley. The line is attached to an American Arborist Supplies Beeline eye-and-eye Prusik. On the side of the saddle is an American Arborist Supplies 8-foot microjuster safety lanyard.

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Classifieds

Production Manager, Redwood CA

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Arborist Representative
The Bartlett Tree Experts location in Westbury, NY, is currently searching for an experienced arborist representative to manage an established and lucrative territory in Brooklyn & Queens, NY. The ideal candidate will have 5+ years of experience selling and managing residential and commercial properties with a proven track record of success. Qualifications: ISA Certification (required & no resume will be considered without this credential). Degree in Forestry, arboriculture or related field. Bartlett Tree Experts has been in business for over 104 years. We are the largest family owned tree care company with over 80 offices in the USA. We pride ourselves in offering scientific tree care and have unmatched resources with the Bartlett Tree Research Laboratory. If you are someone who is looking for upward mobility and a long term future with a great company, then send us your resume. No phone calls please. We offer excellent compensation and benefits. EEO Employer. Opportunity Grows on Trees. Email your resume to ad posted at www.jobs.tcia.org.

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Please consider sharing your passion with other arborists that you believe would benefit from joining ISA. We also hope that you’ll accept any of the rewards listed below with our sincere thanks for your support.

Points and Rewards for the 2013 Share Your Pride ISA Membership Drive
Redeem points you earn for any of the great rewards listed below.

<table>
<thead>
<tr>
<th>Points</th>
<th>Reward Description</th>
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<tbody>
<tr>
<td>2 Points</td>
<td>Choice of one Best Management Practices booklet</td>
</tr>
<tr>
<td>5 Points</td>
<td>Choice of a Trees Are Good t-shirt</td>
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<tr>
<td>10 Points</td>
<td>Choice of one course in the ISA Online Learning Center</td>
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<tr>
<td>20 Points</td>
<td>One registration for the 2013 ISA Annual Conference in Toronto</td>
</tr>
<tr>
<td>Grand Prize</td>
<td>$500 Gift Certificate to Arborwear</td>
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In addition to the prizes listed above, we will randomly select two members with at least two points, and they will receive complimentary 2014 ISA Memberships.

For full details on this program, visit www.isa-arbor.com/connect.
The tree care industry currently has protocols in place to assess the structural stability and potential risk of trees, but until now there had not been an actual tree health assessment platform. Jerry Bond has utilized existing industry research and created this missing link with his field guide *Urban Tree Health: A Practical and Precise Estimation Method*. This intermediate-level guidebook is very manageable and simple to understand. Color photos and step-by-step examples provide the tree assessor with all the tools needed to make specific, objective tree health estimations. Using the tools in chapter three, “Observation Details,” the tree assessor is trained to record and interpret tree health and non-tree health factors. Live crown ratio, crown class and vitality are among the observable inputs. The clear examples of how to measure live crown ratio are depicted with graphics and photos of real-world, less-than-perfect trees. This clever system uses combinations of tree characteristics to provide either a basic or in-depth assessment that can be repeated by other assessors. Bond’s manual is put to best use out of the office and in the field for day-to-day tree evaluation. Follow the step-by-step input method in the sample charts to create your own data.

The practical and precise estimation method promoted in this book offers many advantages to accurate tree health assessment, such as:

- restricts the scope of work to the health of the biological tree and ignores structural concerns
- estimates long term health, focusing observations on effects rather than causes
- employs parameters optimized for urban trees
- involves limited time and personnel needs
- creates the possibility of fast and accurate data collection through the use of percentage classes
- renders explicit the interpretation of field observations

Bond conveys three essential arguments throughout the book: there is currently not a solid methodology for estimating tree health; tree health can be estimated by following well-defined parameters, and; consistent recording/reporting provides pertinent information to the end user.

Even though this handbook covers the basics for clear-cut tree health estimates without the common data-heavy requirements, become familiar with it in an office or classroom setting before your first use in the field. A short learning curve on the estimation method will greatly speed your beginning assessments.

This book does not in any way suggest a cookie-cutter approach to tree health assessment. It does, however, offer specific information, tools and recording procedures for tree health assessors to make clear, repeatable assessments. *Urban Tree Health: A Practical and Precise Estimation Method* is a welcomed addition to the market for anyone performing PHC assessments, consulting and level-3 tree inventories.

Tchukki Andersen, BCMA, CTSP, is staff arborist for the Tree Care Industry Association.

*Urban Tree Health: A Practical and Precise Estimation Method* is available from TCIA via our online store at [www.tcia.com](http://www.tcia.com), or by calling 1-800-733-2622.
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By Barry Maher

There’s a story about me that’s been reported in a couple of national publications. I’ve never confirmed it and I’m not going to now, but I am going to repeat it because it illustrates perfectly a point I want to make.

I was working with a client – a well known and powerful senator – on his personal selling skills. As Selling Power magazine reported the story:

On Maher’s second day in Washington, he set up a roleplay for the senator who quickly turned it into a filibuster. “Senator,” Maher allegedly broke in, “shut up!”

Stunned, the senator did just that – for a moment anyway. But every time he tried to speak, Maher interrupted, talking over him, refusing to let him squeeze in a syllable. When Maher started shaking a figure in the man’s face and lecturing, the senator reached the point of apoplexy. That’s when Maher flipped on the VCR and played a tape of the senator doing the exact same thing the day before – to another legislator, a less powerful man – but one whose vote the senator needed.

I work with some of the most intelligent people in the country. And I respect all my clients. But if I had done something like this, it would have been because sometimes you simply have to demonstrate to someone how his behavior makes the person he’s hoping to persuade, feel.

Most salespeople realize that the days are long gone when they can ram a product down the customer’s throat and choke off his or her objections. The rest of us need to realize it as well. Particularly those of us in management. Because though we never try to do it with superiors and seldom try it with peers, too many of us are still in a cram-and-ram mode when it comes to our subordinates. Which doesn’t tend to generate wholehearted, enthusiastic support.

A few years back, Psychology Today reported a study of top executives, comparing those who had gotten “derailed” in their careers with those who keep moving on up to senior management. The most common problem among the “derailed?” Insensitivity to others: an intimidating, bullying, abrasive style. Which means a lack of empathy, an inability to look inside themselves and find a piece of themselves that’s very much like whomever they’re dealing with.

You may think of yourself as the stereotype tough boss with a heart of gold, “crusty but benign,” like Lou Grant from the old Mary Tyler Moore show and so many other TV and movie bosses.

Those who work for you may not be getting the same picture.

Even many of us who’d never cram and ram are frequently guilty of not listening. Not observing. Once again, this is an especially serious problem in management. There’s always a tendency for managers to talk too much and listen too little, to ramble on and waste our people’s time.

People with less power have to act interested in what we say. So we start believing we’re fascinating, and we talk too damn much. We know we should spend more time listening, but we seldom do.

If power corrupts, the first thing it corrupts is the little voice in our heads that tells us when to shut up.

Tip: Shut up.

Barry Maher is a sales trainer, speaker and consultant helping individuals and companies improve productivity and attitude and ultimately, the bottom line. Author of Filling the Glass, cited as “[one of the seven essential popular business books]” by Today’s Librarian magazine, his latest book is No Lie: Truth Is the Ultimate Sales Tool, from McGraw-Hill. He has appeared on The Today Show, NBC Nightly News and CNBC, and has been featured in USA Today, The Wall Street Journal, The New York Times, The London Times, Business Week and – what he insists is his personal favorite – Funeral Service Insider.

Maher will be one of five presenters at TCIA’s Winter Management Conference in St. Kitts February 10-14, 2013. For more information on the other speakers, a complete schedule or to register for WMC, visit www.tcia.org or call 1-800-733-2622.
Letters & Emals

Kudos to TCIA for TCI EXPO

To my hard-working Leadership:

Thank you for again, for providing us an annual time and space where we, the arboriculture community, can connect with our suppliers, where our eyes can see far outside the bounds of our daily work zone, and where we, as a professional community, and all those connected with us can share each other’s company, in person.

Our mission is to advance tree care businesses.

I am comforted to know there is strong leadership out there that supports me as I support them. Keep up the good work and let’s have a GREAT EXPO.

Jim “Tree Machine” Clark, president
The Tree Machine, Inc.
Indianapolis, Indiana
(Six-year TCIA member)

Editor: Thanks. We did! We hope all of the more than 2,000 who attended did as well.

Tree Care Industry Association Code of Ethics

The Tree Care Industry Association (TCIA) recognizes that the manner in which members’ conduct business reflects upon the professionalism of the entire tree care industry and the arboriculture profession. Therefore, upon acceptance into membership, TCIA requests that members abide by the Arborist Pledge and the TCIA Code of Ethics in word, action, and within the spirit of integrity, which is at the core of these principles.

Members of the Tree Care Industry Association assume a responsibility to the profession, society and their peers by pledging to uphold and abide by the following:

1. Arborists have the responsibility to provide professional care of trees for current and future generations. We pledge to be advocates and practitioners of the highest arboricultural standards and practices.

2. Since arboriculture is an ever-changing science, we pledge to educate ourselves, our constituents, and our clients in the most current research and practices available to the industry.

3. We pledge to conduct ourselves and businesses in an honest and dignified manner, reflecting our adherence to the laws that govern us locally, nationally and internationally.

4. We agree that the arboriculture profession is extremely high profile in public perception. We pledge to look and act professionally in order to reflect a positive image for the green industry and promote our profession.

5. We agree that safety, training and education are of the utmost importance in maintaining a professional workforce. We pledge to provide for the safety and training of employees to ensure a healthy work environment. We will endeavor to grow our work force through training and employee development.

6. We pledge to respect the views, ideas and contributions of our peers. Open and honest communications, sharing of ideas and experiences has been a cornerstone of TCIA membership, fostering goodwill between companies. We pledge to continue this tradition.

7. As members of TCIA, we believe that active participation on committees and Boards and serving in other areas of leadership are extremely important to keeping a healthy, diverse association.

Revised January February 22, 2010
For the first time in what seems like months, I have a little time on my hands to catch up on some reading, ponder things that need pondering, and even do a little writing.

The other night as I was watching the evening news and catching up on a few back issues of TCI Magazine, my daughter arrived home carrying with her a piece of freshly cut firewood. As she entered the living room, she directed me to turn off the lights including the television.

"Look at this dad," she said.

At first I thought this piece of wood was merely reflecting a minor light source in the room. As she continued to turn the split piece of wood, I realized that there was no light being reflected and it was indeed glowing in the dark.

“What is it?” she inquired.

“Wow,” I exclaimed. “I have never seen anything like this before.”

I turned the lights back on and examined the wood more closely. There was only some discoloration and dirt in the area of the faint glow. As I turned the piece of wood over, I pointed out some remaining rhizomorphs (root-like structures of fungi). I recalled reading somewhere over the years that the Armillaria mellea fungus was known to produce a soft glow known as foxfire.

What an amazing phenomenon, to be sure!

“Where did you get this?” I asked.

She said that her friend had just cut and split the wood that day on his farm. When she arrived that evening, she helped him put the wagon load of wood in the barn. That’s when they noticed the strange glow.

Sure enough, after a quick Google search, I found a short article entitled “Foxfire: Bioluminescent Fungi.” In it, they explained how several species of fungi, including Armillaria mellea, produce a bluish-green light or glow, also known as foxfire. A substance called luciferin reacts with an enzyme called luciferase, causing the luciferin to oxidize and produce the glow.

Another very interesting article by Dr. Kim Coder entitled “Foxfire: Bioluminescence in the Forest” can be found on his Warnell School of Forestry and Natural Resources website. No one covers the technical aspects of a topic quite like Dr. Coder.

Mother Nature never ceases to amaze me and my inquisitive mind. That may be one reason I have such a love of nature and have chosen to work in the great outdoors. I had never before witnessed such an occurrence and may never again, but I have no doubt that there will be more to marvel at down the road.

Next time you are splitting firewood from a tree that has succumbed to Armillaria mellea, take a piece into a dark room and see if you will bear witness to its bluish-green glow.

Steven Pregler is the arborist and city forester in Dubuque, Iowa, and a TCI Inner Circle member.

TCI will pay $100 for published “From the Field” 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, 136 Harvey Road, Suite 101, Londonderry, NH 03053, or editor@tcia.org.
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