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The Light Shines Brightly on our Future...

I learned at the TCIA Winter Management Conference that arboriculture has everything to be excited and hopeful about. With a 61 percent increase in attendance – that’s right, that is not a typo, a 61 percent increase in attendance over Cabo San Lucas just 24 months before, the faces were new, the enthusiasm was palpable and the expectations for being exposed to executive education were high.

I noticed at the attendance-record-shattering TCI EXPO in November that there was this rush to the TCIA booth of young company owners who were asking questions to make sure that they were arriving themselves of the latest of everything. They would make urgent statements rolling from one topic to the other like – I want to be a Certified Arborist, have my company accredited, sign up for CTSP today – and can I have a copy of the Winter Management Conference brochure so I can register? The numbers of young arborist professionals who were making bold statements of intention that they were committed to the profession and wanted to do things the right way was highly evident.

I left TCI EXPO on a high then that continued at the Winter Management Conference. What is so impressive is that these young professionals and company owners have made the future of the industry, which we have been working so hard to create together, their own. They’re using this as their starting point, which also means that they are going to be pressing us in the very near future for the next steps. This energy and determination to live in the world that we were dreaming of is going to create an even more dynamic industry in the long term and will carry us to the next level of our Transformation.

What I am also sharing with you is that, if you have not chosen yet to become committed to best business and safety practices, there are a lot of young folks right at your doorstep who are starting out that way. They are going to set the new bar, and they will be using technology in their businesses in a different way to interact with your customer. Yes, I did say “your customer.” The competition is only going to get stiffer, but in a way that will lift all boats.

I’m proud of the proclamations that I am hearing from the next generation of company owners, and we have every reason to encourage them. Contrary to what they may be thinking as they ask for all of the educational tools and opportunities available, what I know is that they also have a lot to offer us. Their approach is different. Their expectations are different. The way that they interact with their trade association and how they expect us to communicate and deliver content to them is different.

What I see us having is a wonderful balance between our long-term loyal members who are present to share their wisdom with those who are coming along and engaging them in an evolving industry. This was tremendously visible at the poolside forums in Cancun where our arborist gurus hung out sharing stories: “how to” tales and “already been there – avoid this one.” In return, our newer community members are enriching us with their new approaches and the enthusiasm they are bringing to the table.

The beauty of our community is that we can keep accepting new energy and ideas into our world views, while keeping the wisdom of lessons learned in our midst. We can always honor what took us to the next steps of evolving this industry, while finding the next curve in the path. Walking together … … the light shines brightly on our future.

Cynthia Mills, CAE, CMC
Publisher
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Accreditation Profile
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Letters & E-mails
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Management Exchange
By Howard Eckel
Advice for the young arborist just getting started in his or her career about choosing a direction or focus.

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How many of us have had accidents in our companies, and the first thing we thought was, “How did this happen?” We wonder what people were thinking.

But the answer lies far beyond what was going through an individual’s mind. To take your safety program from good to great, you need to look at the bigger picture. You can start by considering a fundamental concept in safety improvement known as the “working interface.”

The working interface
The working interface is where the work gets done; it’s where worker, equipment, procedures and facilities or job site meet. If you are feeding a chipper, the working interface includes the back of the chipper, the chipper controls, and your immediate environment. If you are in traffic, the traffic is part of your working interface. If you are climbing a tree, your climbing gear and part of the tree contribute to the working interface.

The working interface is also where accidents and injuries happen. If you are running a dull chain saw, it will affect your working interface – probably in a bad way. Your safety policy and procedures, as well as the jobsite itself, contribute to the safety at the working interface.

A big challenge in our industry is that our job sites constantly change, which impacts the working interface. We don’t go to the same place and climb the same trees and do the same job every day.

Another challenge is individual behavior – what people do at the working interface. A lot of safety experts say that 95 percent of accidents and injuries are caused by worker error or behavior. It is true, to some degree, that accidents and injuries are caused by behavior. And it is easy to think that if you focus on reducing worker error, your workers will be safe. Unfortunately, if you address only worker error, you will quickly lose sight of the other components of the working interface.

Beyond the four key elements of individual behavior, equipment, policies and jobsite, there are a number of other factors that impact the working interface. They include safety-enabling elements, like special training, as well as organizational systems, including organizational structure, performance management, accountability, employee engagement,
management systems and metrics.

Organizational culture

But it is leadership and organizational culture – or what your company is like – that shape all other pieces of the working interface. Organizational culture is probably the biggest influence on worker safety. The way an employee relates to the leaders in your company, especially his direct supervisor, will impact safety.

Some of this is management credibility. Do the hourly workers believe the managers will do what they say they are going to do? If not, it will impact workers’ safety. As a manager, your credibility impacts the safety of your workers.

In our efforts to continually improve the safety program at The Care of Trees, we took special steps to define and measure the culture of our organization. Working with Behavioral Science Technology, a firm that consulted with NASA after the space shuttle tragedy, we were able to chart our culture so that we could analyze and enhance it.

It takes a little courage to do this, because you’re not just looking at safety, you’re looking at your entire organization. Our president and CEO took part, and everybody from the top down participated.

Basically, we surveyed hourly workers, crew leaders, managers and upper managers. The goal was to measure perceptions in three categories: organizational, team and safety-specific factors.

In the process, we learned some important information about our organization. Our “perceived organizational support,” or the perception that The Care of Trees is concerned with our employees’ needs and interests, rated 97 percent – ranking us as “world class” in that category, according to Behavioral Science Technology. It means people who work for us believe we really care, and want them to be safe and succeed.

Areas for improvement for our company included willingness of employees to approach peers and supervisors on safety issues.

Behavioral safety

In addressing these issues, our consultants introduced us to some key concepts. One is “behavioral safety.” A behavior is simply an observable act, something you can see or you can see evidence of. Behavioral safety is a system based on identifying and understanding critical behaviors in a process. When we understand these behaviors we can begin to modify them or change them. Approaching a co-worker or supervisor around a safety issue is a behavior.

Another concept is distinguishing between “exposure events” and “injury events.” Putting your hand into the in-feed hopper of an operating chipper is an exposure event. Getting your hand smashed between the log that flies up and the top of the chipper is an injury event.

While a serious injury occurs, it is likely that the exposure event preceding it had occurred frequently before. It is easy to mistakenly conclude in an accident analysis that a serious injury was a fluke and wonder how it possibly could have happened.

While the injury event is often unusual, the exposure events that lead up to it are probably not. Even if the exposure happens only 5 percent of the time, you can expect injuries to follow.

Who’s behavior counts?

Whose behavior counts? Let’s start with the worker’s at-risk behavior of putting his hand in the back of a chipper when it is running. At-risk behavior is normal human behavior. What might trigger that behav-
ior? He might do it to save time. He might think, “Everybody else does it, so why can’t I? I did it before and nothing bad happened, plus I saved time. So why not do it again?”

So the trigger is the desire to save time. What are the consequences? The “good” consequences are that he really does save time, and it is easier. Employees may be indirectly rewarded for that – you come in at the end of the day and your boss says you did a good job, because the job was done ahead of time. He doesn’t know where your hands were, because he was not watching you. Indirectly, he just rewarded you for sticking your hand in the chipper against policy. Maybe you will even get a raise for fast work.

What are the possible bad consequences? Death? Minor injury that you shake off, hoping nobody saw you? Or maybe the inability to use your hand for a few months? If you are a single owner-
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operator, you could be in a bind. If you work for a bigger company, you can probably find light-duty work, but it won’t be fun. These consequences are far from certain, and therefore not very powerful shapers of behavior.

The most powerful driver of behavior is the consequence, not the trigger. Consequences that happen soon are certain and are positive are the most powerful. So getting the job done quicker and easier is a strong driver of behavior, because the outcome happens quickly and it’s positive. The small chance of injury is uncertain and negative; not a powerful driver of behavior.

If they are closely tied to consequences, triggers can be powerful drivers of behavior, too. In this case, you can use a trigger to change behavior.

Smoking is a good example of triggers, behaviors and consequence. When I smoked, a trigger for me was a cup of coffee, because with my coffee I need a cigarette. The behavior? Lighting up a cigarette and smoking it. The consequence was the nicotine “high.” The consequences always seemed positive at the time. They were soon, certain and positive.

We all know there are no good consequences for smoking in the long run. But if you have ever smoked, it is hard to focus on the faraway bad consequences. If every time you lit up a cigarette, you started coughing violently and your ears bled, how powerful would the triggers be? If the consequences are soon, certain and bad, the triggers lose their power.

Reducing at-risk behavior

With this in mind, how do you replace the at-risk behavior of putting your hand into the in-feed hopper of a running chipper? Establish a different set of “good” consequences for the safe behavior that are
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soon, certain and positive. Since the desired behavior takes place at the working interface, leaders have to be at the working interface to see the behavior and give positive feedback.

It’s a leadership issue, and your crew leader is first in the chain of leadership. How are you going to get a crew leader to observe a worker feeding a chipper for five to 10 minutes then walk over and give him positive feedback about keeping his hand out of it? Or, if the worker is putting his hand in the chipper, stopping the behavior and giving coaching feedback to help him improve?

Now we are talking about the behavior of the crew leader, not the hand going into the chipper. The crew leader’s behavior is critical in helping the worker replace his at-risk behavior.

What might be a trigger for the crew leader to encourage him or her to take the time on the job site to observe and give feedback? The crew leader’s manager telling him he expects the crew leader to coach his people with positive feedback in safety matters, for one.

Another one would be a job-site safety review, a chance to interact with crews specifically about safety issues and give them positive feedback. This might be done by a manager, a sales arborist or your director of safety.

What might be a positive consequence to motivate a leader to do that? We follow the leadership trail all the way to the top. Maybe the “goodie” is a safety bonus or a senior manager giving the crew leader some positive feedback. Such feedback goes a long way.

Since the desired behavior takes place at the working interface, leaders have to be at the working interface to see the behavior and give positive feedback.

Top-to-bottom safety

The behaviors at the top of an organization significantly impact what happens at the working interface. So what happens at our board of directors meetings has an impact on our working interfaces. What our directors talk about, and how they talk about it influences how the president and CEO does his job. His behavior resonates all the way down to the working interface.

The behavior of the top leaders has a greater impact on safety than the behaviors of the workers at the working interface, because they influence the culture: Who they hire and why; who they fire and why; who they promote. It’s all part of the culture.

The answer to keeping hands out of chippers is to get to the point where there is a certain way to do things in your company, and putting your hand in the chipper just becomes outrageous. That means your
culture is at a point that will prevent the behavior from happening. Somebody will approach the worker and tell him the behavior is unacceptable. The culture will drive it.

There is a saying that when strategy meets culture, culture always wins. You can have a safety plan, but if the culture is not willing to accept it, it won't go anywhere.

If you write a policy and e-mail it out, then go home for the day, it isn't going to work. You have to work on your company culture on many levels. At The Care of Trees, we have 23 districts, which means we have a corporate culture and 23 subcultures. Actually, in each district, we have two or three different cultures. We have a blend of Hispanic and Anglo cultures underlying and helping to form our corporate culture. Our culture presents challenges and opportunities.

One great thing about culture is also a hard thing. It takes a long time – sometimes years – to change. But when you have it where you want it, it stays there. People know that “this is the way things are done here.”

An injury-free workplace is one that does not tolerate exposure to hazards. The culture says: “Nobody gets hurt working here because we find exposures and we don’t tolerate them. We do our best at eliminating the exposure, which means we eliminate the injuries.”

We have a vision of safety at The Care of Trees: “No one in our family gets hurt.” It is what we strive for. And you can, too.

Joe Engberg is director of safety for The Care of Trees, an award-winning tree-preservation firm serving metropolitan Chicago, New York, Philadelphia, San Francisco and Washington, D.C. He has been in the industry 31 years. This article is based on a talk he gave at TCI EXPO 2006 in Baltimore.

Joe Engberg is currently a CTSP candidate. The Care of Trees employees five CTSPs and seven more of its employees are currently enrolled in the program.
Fecon FTX325 Track Carrier

Fecon, Inc.’s newest product is a mid-sized track carrier with a powerful Tier III 325 hp engine and durable steel tracks. With the Fecon Bull Hog BH85 HD providing a 7.08-foot cutting width, the weight of the FTX325 is approximately 25,000 pounds. The standard LCD screen and user friendly controls offer a more comfortable operation. What makes this track carrier revolutionary is the loader’s ability to tilt up to 30 degrees, allowing for high production even in tight places. The FTX325 is designed for use in ROW clearing, firebreaks, forestry applications, orchard clean-up and removal, land development and mulching brush, branches, slash, standing and fallen trees, root balls and stumps. Contact Fecon at 1-800-528-3113 or via www.fecon.com.

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Blue Ox Diamond Hitch

The new Blue Ox Diamond Hitch, acquired from Paul Roberts this past fall, is a premium heavy-duty hitch that is convenient to use, has great safety features and is designed for easy installation. The Diamond Hitch is presently a gooseneck, but in the near future will accommodate fifth wheel trailers as well. Features include its Inverta Ball design that allows you to remove the ball, flip it upside down and store it in the hitch, leaving the bed of the pick-up unobstructed and flat; and a spring-loaded locking system that eliminates any chance of forgetting to engage a fender-well locking mechanism. A locking tab allows visual verification that the ball is locked into towing position. For safety, to remove the ball you must rotate the ball, lift it and lower it in sequence, eliminating the chance of accidental unhooking. The Diamond Hitch easily handles a 30,000-pound trailer and load, and it has a beefy 7,500 pounds tongue weight capacity. Its modular design allows for quicker one-person installation and added strength. The hitch bolts directly on to the frame of the pickup under the bed. There is no need to remove the truck bed and no welding is required. Contact Blue Ox at (402) 385-3051 or info@blueox.us.

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Red Wing Shoe king sizes the work boot

Red Wing Shoe now offers a line of work boots with a king-sized toe box built with 44 percent more toe room than the conventional safety toe work boot. Features include a Galaxy Sole with cleat for great grip and allowing for durability, and a nylon Space Mesh airflow system that allows your feet to work in a comfortable climate. Receiving excellent ratings in oil/gas, chemicals, abrasions, traction and comfort on concrete and meeting the following ratings: 5534, 5535: ASTM F 2413-05, M 1/75 C/75 EH, the steel toe line is truly a multi-purpose footwear option. Contact Red Wing via www.redwingshoe.com.

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Bandit 007XP chippers

Bandit Industries recently unveiled a new line of hand-fed chippers: the 007XP series. Improvements to the drum-style chippers include increased in-feed capacities and enlarged chipper openings, allowing them to dispose of larger material more effectively. The Model 1290XP is now a 15-inch capacity machine (throat opening 20.5-inch x 17.25-inch); the Model 1590XP is now 17-inch capacity (throat 20.5 inches x 19.75 inches); the Model 1890XP is still 18-inch (throat enlarged to 20.5 inches x 26 inches); and the Model 1990XP is now a 19-inch (throat enlarged to 24.5 inches x 26 inches). The Bandit drums are 37-inches in diameter, which means most of the material is chipped on the bottom half of the drum, providing smoother operation with less vibration, using less horsepower and fuel. The baffled construction of the drums makes for a stronger drum to ensure years of dependable performance. With these, Bandit also introduces a new 15-inch capacity disc-style chipper, the Model 255. In addition to enlarged chipper openings and capacities, Bandit has made more than two-dozen additional improvements to their chippers. Contact Bandit at 1-800-952-0178 or via www.banditchippers.com.

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Remington Work Performance Gloves

Radians, a marketing and supply firm, has teamed with Remington, manufacturer of shooting and high performance equipment and gear, to develop a line of work gloves. The 2007 Remington Work Performance Gloves are designed as long-lasting general utility gloves. The RG-11 is a general purpose utility glove with a breathable spandex back, reinforced thumb crotch, fingertips, leather palm, and a streamlined wrist to ensure a comfortable secure fit. While the gel-padded RG-12 glove has the basic terry cloth thumb, reinforced fingertips and thumb crotch, it also has a gel-padded palm and neoprene knuckle band that provides greater dexterity and added comfort. The RG-13 impact gel-padded glove has a terry cloth thumb, reinforced fingertips and thumb crotch, a gel-padded palm plus a padded leather knuckle band and TPR molded panels, creating extra layers of protection. Prices range from $18 to $30. Sizes run medium to extra-large. Contact Radians sales at 1-877-723-4267.

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Silva Hill self-loading utility dump trailer

Neutzel Services, home of Silva Hill log trailers, has developed a mid-range, self-loading utility dump trailer built in the United States. It has a capacity of 12,000 and 14,000 pounds, with an 80-inch by 14-feet by 20-inch dump bed and a combination spreader and barn-door tailgate. Stake pockets are provided for your side-boards or theirs. Other standard features are LED lights, sealed modular wiring, spare tire and wheel, an integrated loader mounted on the 2-inch by 8-inch tube frame, a 12 hp electric start Kohler motor, a 15 gallon hydraulic tank to operate loader and dump functions, and torsion axles. The finish is phosphatized epoxy primed with polyurethane paint. Nokka loaders, with a 17-to 20-foot reach and 400 degrees of boom rotation, allow loading of logs, brush, pallets, debris, rocks, etc. Also standard are 5-foot slide out ramps. Contact Carl W. Neutzel Services at (410) 329-6791 or via carlneutzel.com.

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R. Douglas Cowan stepped down as chief executive officer of The Davey Tree Expert Company at the end of 2006 in keeping with his previously announced retirement plans. Cowan will remain chairman of the board of the 126-year-old company.

Karl J. Warnke, a 27-year veteran of Davey who has served the past seven years as president and COO, assumed the dual role of president and chief executive officer Jan. 1, 2007.

“Doug’s 18 years of leading this company have been highlighted by impressive growth, profitability and the development of the next generation of leaders,” said Warnke. “But it is also important to recognize the important contributions Doug has made in the areas of education – both in the community and within the company.”

Cowan was appointed to a nine-year term on the board of trustees of Kent State University by former Gov. Bob Taft and recently completed a two-year term as chair. Within Davey, Cowan was instrumental in development of technology-based training and education programs through The Davey Institute.

During Cowan’s tenure, Davey operations grew substantially as revenues more than tripled and employment nearly doubled. Davey is one of the country’s largest employee-owned businesses. Cowan was a member of the employee acquisition committee during the time employees purchased the company from the Davey family in 1979. Today, more than 3,000 of the 6,000 Davey employees are shareholders.

Cowan joined Davey in 1974 as corporate controller and was promoted to successive positions and responsibility: VP of finance in 1979; executive VP in 1984; president and COO in 1985; CEO in 1988; and chairman and CEO in 1997. He has been a member of Davey’s Board of Directors since 1982.

Warnke joined Davey in 1980 in the West Cleveland residential/commercial services territory. After accepting a management trainee position with the corporate office, he was promoted to utility operations coordinator in 1982, utility operations manager in 1984 and VP of utility operations in 1986. He became corporate vice president and assistant to the president in 1987 with responsibility for operations support services. In 1988, Warnke was promoted to corporate vice president and general manager of North American utility services. He became executive vice president in 1993 and president and COO in 1999.

Within Davey, he currently serves on the boards of The Davey Tree Expert Company, The Davey Tree Surgery Company, and The Davey Tree Expert Company of Canada, Ltd. He is also a member of The Conference Board’s Executive Council for Mid-Cap Companies, the Greater Akron Chamber of Commerce Board of Directors and the Board of Trustees of the Ohio Chapter of The Nature Conservancy.

Warnke earned a Bachelor of Science degree from The Ohio State University School of Horticulture and is also a graduate of The University of Michigan Stephen M. Ross School of Business Executive Program.

Compact Power buys Doc Machine Tool Services

Compact Power, Inc. and its subsidiary companies have acquired certain assets of DOC Machine Tool Services of South Carolina Inc. Specializing in stand-on skid steers such as the PowerHouse and Boxer brands, CPI has become a manufacturer and international distributor in the compact equipment market. DOC, a full-service maintenance corporation, provides local service nationwide for both the heavy and light industrial markets.

The relationship between CPI and DOC began by working together servicing equipment for The Home Depot Tool Rental. DOC has helped support CPI’s equipment service demands by utilizing their national network of service technicians. DOC also maintains strong customer relations with Newell, Rubbermaid, Levolor Kirsch, Wal-Mart, Best Buy, General Electric, Siemens and Vought.

The acquisition will better allow CPI to meet the technical and service support needs of a growing customer base.

Bartlett makes Fred Fisher safety & training coordinator

Fred Fisher recently accepted the role of safety and training coordinator for the F.A. Bartlett Tree Expert Company’s Midwest Division. Fisher will be located in the company’s Lake Barrington, Ill., office and will oversee the safety and regulatory operations of six locations in the Midwest.

Warnke takes over as CEO

Karl J. Warnke, a 27-year veteran of Davey who has served the past seven years as president and COO, assumed the dual role of president and chief executive officer Jan. 1, 2007.

“Doug’s 18 years of leading this company have been highlighted by impressive growth, profitability and the development of the next generation of leaders,” said Warnke. “But it is also important to recognize the important contributions Doug has made in the areas of education – both in the community and within the company.”

Cowan was appointed to a nine-year term on the board of trustees of Kent State University by former Gov. Bob Taft and recently completed a two-year term as chair. Within Davey, Cowan was instrumental in development of technology-based training and education programs through The Davey Institute.

During Cowan’s tenure, Davey operations grew substantially as revenues more than tripled and employment nearly doubled. Davey is one of the country’s largest employee-owned businesses. Cowan was a member of the employee acquisition committee during the time employees purchased the company from the Davey family in 1979. Today, more than 3,000 of the 6,000 Davey employees are shareholders.

Cowan joined Davey in 1974 as corporate controller and was promoted to successive positions and responsibility: VP of finance in 1979; executive VP in 1984; president and COO in 1985; CEO in 1988; and chairman and CEO in 1997. He has been a member of Davey’s Board of Directors since 1982.

Warnke joined Davey in 1980 in the West Cleveland residential/commercial services territory. After accepting a management trainee position with the corporate office, he was promoted to utility operations coordinator in 1982, utility operations manager in 1984 and VP of utility operations in 1986. He became corporate vice president and assistant to the president in 1987 with responsibility for operations support services. In 1988, Warnke was promoted to corporate vice president and general manager of North American utility services. He became executive vice president in 1993 and president and COO in 1999.

Within Davey, he currently serves on the boards of The Davey Tree Expert Company, The Davey Tree Surgery Company, and The Davey Tree Expert Company of Canada, Ltd. He is also a member of The Conference Board’s Executive Council for Mid-Cap Companies, the Greater Akron Chamber of Commerce Board of Directors and the Board of Trustees of the Ohio Chapter of The Nature Conservancy.

Warnke earned a Bachelor of Science degree from The Ohio State University School of Horticulture and is also a graduate of The University of Michigan Stephen M. Ross School of Business Executive Program.

CN Utility Consulting joins with Wright Tree

CN Utility Consulting, Inc. has joined with Wright Tree Service, Inc. to provide a comprehensive suite of new services to the utility vegetation management industry.

“Wright Tree was a perfect fit for us,” stated Stephen Cieslewicz, president of
CNUC. “We know, based on our own benchmarking with utility companies across North America, that Wright is one of the most highly respected utility vegetation management service providers in the industry. Their expertise in line clearance and utility vegetation management work perfectly compliments our consulting practice. Equally important, our new relationship with Wright allows us to expand our current service offerings to our utility customers across North America. With financial and ancillary support from Wright Tree, we will now be able to offer such services as pre-inspection, post-audit, and notification foresters for our existing and future utility clients.”

“The addition of CNUC to our employee owned company will allow us to better serve our own customer base by having access to the top UVM management consultants in the industry,” says Scott Packard, Wright Tree’s president and CEO. “Our equal commitment to providing world-class services to our customers and the UVM industry will help position us to be the leading service provider in the industry.”

Aside from offering a variety of new joint CNUC/Wright Tree services, CNUC will continue to be operated autonomously, from California, under the leadership of Stephen Cieslewicz. Robert Novembri, CNUC’s current CEO, will be leaving CNUC but will continue to work on CNUC projects on a part-time consulting basis. He will also spend time devoted to non-CNUC/Wright Tree projects such as the continued development and marketing of eVMS.

**Toro names sales manager for Dingo compact loaders**

The Toro Company has named Scott Cornwell national sales manager for its Dingo compact utility loader product line. Cornwell will focus his sales leadership skills on the continuing growth of the expanding Toro Dingo family. For the past three years, Cornwell served as a national account manager in company’s corporate accounts group, where he focused on developing strategic landscape contractor accounts and alliances.

Prior to joining Toro in 2003, he successfully managed national sales and marketing teams for several successful high-growth technology ventures located across the United States. Cornwell holds a bachelor’s degree in business administration from The Citadel in Charleston, S.C., and in May 2007 will graduate from the University of Minnesota’s Carlson School of Management Executive MBA program. 

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**G & A Equipment, Inc. Knoxville, TN**

- 55’ W/H Alter LB-650 on 1999 F-800, Diesel, 7 Spd. 128k. Stock #: 1349 $43,500
- 1994 Int’l, 11’ Chip Box, Diesel, Auto, 135k. Stock #: 1376 $16,000
- 1997 Ford F-800 w/Personnel Carrier, Diesel, 6 Spd, 83k. Stock #: 1461 $21,500
- 1996 Lall Highlander 844C-42, Diesel, 2,272 Hours. Stock #: 1540 $34,900
- 57’ W/H Hi-Ranger on 1999 Int’l 4800, 4×4, Diesel, 5 Spd. 26k. Stock #: 1466 $21,500
- 95’ W/H Hi-Ranger on 1978 GMC 7500, Diesel, 5/2, 52k. Stock #: 1462 $21,500
- 85’ W/H Hi-Ranger on 1987 Int’l F1954, Diesel, 10 Spd. Stock #: 1463 $21,500
- 1993 Ford F-700, 5.9 Cummins Diesel, 6 Spd. 301k. Stock #: 1473 $16,000
- 1989 Int’l M-544, Diesel, 5/2, 127K. Stock #: 1475 $15,000
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Piano TX
Contact Keith Brown, www.isatexas.com

May 1-3, 2007
TOCA Annual Conference
Savannah, GA
Contact: www.toca.org

May 10-11, 2007
Oak Wilt Workshop:
ISA Texas/Texas Forest Service
Texas Extension Office.
Dallas, TX
Contact: www.isatexas.com

May 18, 2007
The Art of Livable Landscapes symposium
New England Wild Flower Society’s Garden in the Woods
Crowne Plaza Hotel, Natick, MA, and
Garden in the Woods, Framingham, MA
Contact: registrar@newfs.org; www.newfs.org

May 18-19, 2007
SAWLEX Sawmill & Logging Expo
Columbia, SC
Contact: (207) 799-1356; www.sawlex.com

June 5-7, 2007
National Oak Wilt Symposium - Texas Chapter ISA
Austin Hilton, Austin, Texas
Contact: Mike Walterscheidt, (512) 587-7515,
mbwalter@totalaccess.net; www.trees-isa.org/events;
www.isatexas.com

June 9-12, 2007
Trees Florida 2007
Innisbrook Resort, Palm Harbor, FL
Contact: floridaisa.org

July 15-17, 2007
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Washington, D.C.
Contact: TCIA (603) 314-5380; www.tcia.org

July 21-24, 2007
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Office Building Show (Building Owners & Mgrs Assn)
New York, NY
Contact: www.boma.org

July 28-August 1, 2007
ISA Conference & Trade Show
Sheraton Waikiki, Honolulu, HI
Contact: 1-888-isa-tree; www.isa-arbor.com/conference

October 10-12, 2007
Texas Tree Conference
Waco Convention Center, Waco Texas
Contact: www.isatexas.com

November 8-10, 2007
TCI EXPO 2007
Connecticut Convention Center,
Hartford, CT
Contact: Deb Cyr 1-800-733-2622;
cyre@treecareindustry.org; www.tcia.org

February 8-12, 2008
U.S. Composting Council Annual Conf. & Trade Show
Oakland Marriott City Center, Oakland, CA
Contact: www.compostingcouncil.org; (631) 737-4931

February 10-14, 2008
Winter Management Conference
Tree Care Industry Association
Westin Aruba Resort, Aruba
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www.tcia.org

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Washington in Review

By Peter Gerstenberger

OSHA Urged to Improve Worker Protections...

... from noise

The International Safety Equipment Association (ISEA) recently petitioned the U.S. Occupational Safety and Health Administration (OSHA) to reduce the level of noise to which workers may be exposed without putting noise-control measures in place.

The current U.S. regulation for occupational noise exposure was promulgated in 1984 and was based mostly on research conducted in the 1960s. ISEA President Dan Shipp noted in their petition letter that significant research findings in the intervening 40 years indicate that OSHA’s existing noise-control regulations are insufficient to protect workers.

OSHA’s current permissible exposure limit (PEL) for noise controls is 90 decibels (dBA), although the applicable regulation (29 CFR 1910.95) also requires employers to have hearing conservation programs in all workplaces where noise levels exceed 85 dBA. Since the existing rule was promulgated, research has shown that workers exposed at between 85 and 90 dBA face significant risk of hearing loss. ISEA asked OSHA to reduce the PEL to 85 dBA for an 8-hour, time-weighted average (TWA), consistent with the hearing-conservation requirement.

ISEA is a trade association that represents manufacturers of safety equipment, including hearing protection. The organization commissioned a review of current workplace noise conditions by a leading hearing conservation authority, who concluded that despite current OSHA regulations, many American workers are still losing their hearing. The review further found that many of today’s hearing conservation programs are inadequate, with deficiencies in audiometric testing and training, especially in small and mid-sized companies.

According to TCIA’s contacts at OSHA, the regulatory agenda is full and there are several petitions ahead of the one on hearing protection. Consequently, they expect no changes to the rule in the immediate future. Since ISEA delivered its petition to OSHA, the association has asked more than 20 other hearing conservation stakeholders, including the American Industrial Hygiene Association and National Hearing Conservation Association, to write OSHA in support of the petition.

... from other hazards

Congresswoman Lucille Roybal-Allard (D-CA) and Education and Labor Chairman George Miller (D-CA) recently introduced legislation calling for the OSHA to release a standard requiring employers to pay for personal protective equipment. The measure, called the “Protective Equipment for America’s Workers Act,” (HR 1327) directs the U.S. Department of Labor to implement the final OSHA standard that has been languishing for more than seven years.

“This employer requirement is particularly important for low-wage workers, many of whom are doing dangerous jobs, who rely on this equipment as their main form of protection from a wide variety of on-the-job hazards,” said Roybal-Allard, who sits on the Labor, Health and Human Services and Education Subcommittee of the Appropriations Committee, which has federal funding jurisdiction over the U.S. Department of Labor.

Chairman Miller added: “When it comes to requiring employers to take simple steps to protect workers from everyday jobsite hazards, OSHA has been dragging its feet for too long. Employers have a responsibility to provide a safe workplace, including paying for basic equipment that can prevent injuries and deaths.”

Rep. Roybal-Allard noted that data provided by the Bureau of Labor Statistics substantiates the critical need for the immediate implementation of this requirement.

“In 2005 alone, the Bureau of Labor Statistics reported that there were more than 4 million worker injuries in the private job sector and more than 5,700 fatalities,” Roybal-Allard said. “By OSHA’s own estimates, the implementation of the cross-the-board, no-exceptions, federal requirement employing employers to provide and pay for personal protective equipment would prevent nearly 48,000 injuries and as many as seven fatalities each year.”

In 1999, OSHA proposed a rule to require employers to pay for all personal protective equipment used by their employees. The Tree Care Industry Association submitted official comment and twice testified in OSHA hearings on this issue. More than seven years later, the U.S. Department of Labor still contends that the issue is under “active consideration.” The DOL initially indicated in its published, semi-annual regulatory agenda that the PPE rule was to be released in 2005, but now plans to release it in November.

In a House Education & Labor Committee press release, Roybal-Allard asserts, “The Department of Labor has a long track record of setting deadlines and then missing those deadlines. We must not, in good conscience, stand by while the Labor Department drags its feet in implementing this life-saving federal requirement. My legislation will take the guess work out of the process by requiring OSHA to release its ruling within 30 days.”

In addition to Congresswoman Roybal-Allard’s and Chairman Miller’s efforts, the United Food and Commercial Workers and the AFL-CIO filed a lawsuit in January against the U.S. Department of Labor over its failure to issue the final standard.

Peter Gerstenberger is senior advisor for safety, compliance & standards for the Tree Care Industry Association.
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Ask around the industry, and you’ll hear it again and again: tree climbers are a breed unto themselves – a demanding breed.

“I’m not a climber myself, but many are my customers and I talk to them a lot at shows and climbing championships,” says Randy Nulle, sales director for cordage manufacturer Samson. “What I’ve found is that they tend to be loyal to something that works for them. They’ll stay with it as long as it’s working properly, but they’re continually looking for something better. They are not afraid to switch to newer technology with whoever comes out with it.”

“They also talk to each other quite a bit,” Nulle adds. “Climbers in general – especially at the very upper level – are very tight. They know each other, they talk to each other, they discuss the different tools that they use in tree climbing, and certainly one of the key tools is rope. They discuss what works and what doesn’t, and they share their information. They’re continually striving for better technology.”

They should be. In addition to helping a climber do his or her job more easily and efficiently, in many situations their life depends on the rope they are using.

For this article, the top manufacturers of rope were asked about their best selling climbing ropes and what makes them popular. Not surprisingly, all of them mentioned safety as a top priority. Here are some other things to love about, and look for in, climbing rope.

Color

The number one seller for the Scottsboro, Ala.-based Buccaneer Rope Co. is the red-white-and-blue Patriot, a 16-strand rope with a polyester cover and parallel straight nylon core. The rope comes in two sizes, half-inch and 5/8-inch. Tensile strength for the half-inch model is 7,000 pounds, and 10,000 for the 5/8-inch.

“What you’ll find with climbing rope is that the colors have two purposes,” explains salesman Tony Baugh. “One is practical, to be able to identify a particular rope – whether it is your current climbing
rope, or whether it is the rope of a particular climber. The other application is simply customer preference. Some people like green cars and some like purple cars. A white rope is just as good as a red, white and blue rope, but some customers prefer the colored ones.”

To address quickly the practical need for colored ropes: different colored ropes may be used by different climbers, or for completely different jobs. Since it is important for climbers to know their ropes and history (and important that a rope used for high-stress purposes such as shock-loading never be used as a climbing rope), it is important to identify which rope is which. Having different color schemes allows the climber to do that. Sometimes, ropes may be marked using colored tape, which (unlike paint) will mark the rope but not degrade it.

Customer preference also plays a role in the purchase. As Vaugh says about the Patriot, people like “the fact that it’s colorful, and to be honest with you, I think folks like the name. We’re Americans and we’re patriots. I think that’s why our red, white and blue (rope) is more popular than our green and yellow.”

The Patriot is one of three ropes in the company’s Arbor Boss line, with the others being green-and-yellow (unofficially...
referred to as “the Packer rope”), blue-and-yellow (called Blue Thunder), and solid white. All are 16-strand, with the same construction and same characteristics. The most economical rope is the white, with the other ropes slightly more expensive based on the cost of the dye used to produce each. Of the four models, the three most popular are the colored ropes.

While there might be subjective choices about colors, the truly important thing about each rope is that it’s safe.

“We and everybody else in this industry manufactures rope to very strict specifications, so we’re very comfortable that the people using it – assuming it’s used correctly and appropriately – can do it safely,” Baugh says. “That’s what we’re all looking for – to be sure those guys come home at the end of the day in the same condition as they went.”

Durability

New England Ropes, Inc., based in Fall River, Mass., has two similarly-constructed top sellers, the 16-strand Braided Safety Blue and its orange-and-white counterpart, Hi Vee.

“Their popularity is probably due to the fact that they’re extremely durable but still have a good feel and good ‘knotability,’ ” says Bill Shakespeare, marketing manager. “It’s not a hard, firm rope; they’re able to be soft yet still durable because of the difference in construction.”

Specifically, the tightly plied strands are made up of many components, and each strand is similar to a miniature piece of...
### Vermeer

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<td>BC1000</td>
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<td>250, 254 after '01</td>
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### Asplundh

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rope in itself. The result is that it is less likely to catch on things, or knot. The construction makes it resistant to abrasion, and it is therefore more durable.

The Hi Vee was the first climbing rope built with safety colors. While it’s popular for climbers to use colored ropes now, Shakespeare notes that New England Ropes has stuck with its basic safety color scheme.

Braided Safety Blue is a white rope with a blue core strand running up the middle. If the climber sees blue, that should act as a flashing warning to stop using the rope. “By the time you see the blue, that rope is way past worn out,” Shakespeare cautions. “It’s kind of like an emergency indicator that you’ve done severe damage to the rope.”

In fact, many Braided Safety Blue ropes may be deemed worn out before the climber sees the blue core. But if the rope is nicked with a saw and a strand is cut, the blue that shows through the rope will be a reminder to the climber not to take chances. The blue core isn’t supposed to replace regular inspections and other such safety practices.

Strength & performance

While the tensile strength of both ropes is well ahead of national standards – Braided Safety Blue is rated at 7,700 pounds, Hi Vee at 7,000 – there is more to think about when considering rope purchases than just that measure of quality.

“One of the easiest things for people to look at is tensile strength of a rope, and in a lot of ways that’s kind of misleading,” Shakespeare says, noting that all of the ropes sold by qualified manufacturers far surpass national safety standards. For example, the ANSI standard is 5,400 pounds, a tensile strength that has a big safety factor built in.

“Climbing ropes don’t break,” he says. “So instead of just looking at tensile strength, they should look at other performance characteristics, such as the hands (feel), the knotability, how well does it works with climbing hitches, and the durability.”

New England Ropes also produces a 12-strand rope, the Safety Pro 12, which is constructed with some core strands that keep the rope round and firm. Its tensile strength is 6,600.

“One of the things people don’t like about 12-strand ropes is their tendency to flatten out or go square,” Shakespeare says. “Safety Pro 12 stays very round because of those core strands. It makes it unique.”

Size

Arbor Gold, a 12-strand rope with a protective overlay finish that makes it more resistant to abrasion, is the prime seller for Plymkraft, Inc., based in Newport News, Va. Richard Sleight, vice president and chief operating officer, calls it an economical rope that gets the job done.

“It’s a very flexible rope and, since it’s a 12-strand braided rope, you don’t have to worry about it kinking or anything like that,” Sleight says. “It has the feel that an arborist would want, in that it’s a firm 12-strand.”

There are different colors and sizes in the Arbor Gold line, which are also made with both polyester and combination fibers. Tensile strengths can range from 5,500 to 7,500 for the 12-strand ropes. The standard Arbor Gold rope comes in white, and there is another top seller called Easy See Red, a high-visibility rope. A third model, the “All-American,” comes in blue, with red and white tracers in it.

Unlike the experience of some manufacturers, Sleight says that the white Arbor Gold 12-strand is his top seller.

For the past year, the company also has been producing a 32-strand nylon-and-
polyester rope. Called Fastline, its tensile strength is 9,200 pounds. A 12-strand rope is less expensive than other types used by tree climbers, and is likely not the choice for those who use climbing devices, but it’s a good, workhorse rope for tree climbing, according to Sleight.

“In the construction of rope, there is no magic,” Sleight says. “Essentially, if you use good, quality raw materials and have knowledge of how to construct a rope, and good equipment, it’s there for you.”

The company also produces high-performance ropes for the military (“about 90 percent of our business,” says Sleight) and safety ropes for the New York City Fire Department. As a market, arborists are similar in that they have a specialized need, and a demand for quality.

“We like the quality people demand in this business,” says Sleight. “It’s not a commodity type of business. We just take care of specialized needs.”

Cost and availability
Pelican Rope Works of Santa Ana, Calif., is a relative newcomer to the industry, developing climbing lines for about five years. The company also produces high-tech ropes for fire departments and search-and-rescue operations.

“We were already set up making high-tech ropes with high liability – people’s lives were going to be on the end of them,” says Mike Gardosik, sales manager. “We realized that arborists and search-and-rescue had very similar products.”

Pelican Rope Works produces a 16-strand climbing rope with a tightly-braided polyester cover over a straight nylon core, a half-inch in diameter.

“It’s a firm rope; climbers like it because it doesn’t collapse on them, so they can repel down,” Gardosik says. The ropes are constructed in a way that prevents the cover from bunching, or “milking,” when the climber repels.

Like other manufacturers, Pelican develops ropes with different color schemes, including its most popular rope (by a slight margin), the Tiger Line, which is neon orange with black tracers. There is also a red-and-yellow striped rope, an orange-and-white striped rope, and solid white.

“Most of the climbers like the bright colors, so they can see them in the trees and don’t cut them with a chain saw,” Gardosik says. All are of the same design, with tensile strength of 8,000 pounds.

Gardosik has reviewed his competitors’ ropes, and says that quality is high throughout the industry. For many manufacturers, their edge will come with pricing, service and good business practices.

“Weight and adaptability
Based in Ferndale, Wash., Samson is a major manufacturer of ropes for commercial marine and offshore uses, as well as a
dozen different dry-land industries. Tree care is one of them, and Randy Nulle notes that, “It’s an important part of our business.”

The company’s top of the line, in both quality and sales, is ArborMaster, a 16-strand, half-inch polyester climbing line. “It’s got a really great feel to it,” Nulle says. “It responds very well to hitches. You can use several different types of climbing hitches on it and really works well. It’s flexible enough where you can footlock with it, and it responds to the various hardware devices people use in tree climbing.”

The rope is available in three different colors, and the most popular is a blue-and-white striped ArborMaster rope called “Blue Streak.” Nulle says that it’s a nice, soft color that contrasts well with the trees, but why it’s more popular than other colors, he doesn’t know.

Three years ago, Samson began producing an upper-level, 11-millimeter climbing line called Velocity. It’s built a solid niche as a specialty rope for those seeking a lighter weight climbing line.

“We take weight out by reducing the diameter, but it still meets all the minimum specifications,” Nulle says.

Where Samson’s ArborMaster ropes are made with 16-strand, core construction, its Velocity is a 24-strand, double-braid rope. Like ArborMaster, Velocity comes in two colors: hot (bright orange) and cool (blue-green).

“It’s got a great following” because of its light weight, Nulle says. “When climbers are footlocking, they actually have to lift the rope with their feet. If you have 100 feet of rope hanging below you, it can get heavy.”

While Velocity has developed its niche, the second-largest seller for Samson is the half-inch, 12-strand True-Blue, cousin of ArborPlex, the granddaddy of all climbing lines.

“The Samson ArborPlex is really known as the rope that changed arborists’ climbing lines about 25 years ago,” Nulle says. ArborPlex was the first braided arborist climbing line, and replaced the twisted three-strand construction ropes popular at that time.

It remains a strong seller, nearly matching the sales of True-Blue, a similarly constructed rope. They’re both made of polyester, a 12-strand rope woven together with no core. True-Blue is slightly larger in diameter.

“It’s got a little softer, puffier feel,” Nulle says. “The guys that have big hands really appreciate True-Blue. With a smaller diameter rope, if a guy has huge hands it can be tough gripping it.”

As with all of the rope manufacturers, Nulle notes that safety is a priority for Samson. And, while climbers and instructors will stress that regular inspections of rope and other safety practices and techniques are important, it’s also important to have a nice, strong rope.

“We would argue that tensile strength gives you a margin of error and a little cushion,” says Nulle. “It’s an indication of quality. The better-made lines tend to be a little stronger and last longer, too, typically.”

Not surprisingly, Samson ropes have strong tensile strength ratings. ArborMaster has a tensile strength of 8,100, Velocity 6,000 and True-Blue 7,300.

In 2005, going for the lightweight market, Yale Cordage of Saco, Maine, came out with its Blaze 11 mm climbing line, which offers 5,600-pound tensile strength with an eye splice and is spliced like a standard double-braid rope. The Blaze weighs in at just 6 pounds per 100 feet. The Blaze 11 mm is made from high-visibility, extrusion-dyed polyester, resulting in permanent coloration that won’t fade or run with use. The 24-carrier braided construction is easier to splice and feels great in the hand.

End of the rope

If, as Samson’s Randy Nulle says, climbers are continually looking for better technology and are not afraid to switch to whoever comes out with it, you can certainly see why rope manufacturers have their work cut out for them in keeping ahead of the curve and cornering a piece of the market.

But it is heartening to see that, while seeking greater performance in the rope, neither the climbers nor the manufacturers move forward without maintaining safety as their top priority.

David Rattigan is a freelance writer living in Peabody, Massachusetts.
Freedom of movement

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Fifty years ago, Marlon Brando, in a movie in which he starred as a troubled young biker, was asked about what he was rebelling against. He responded: “What have you got?”

When it comes to aerial lifts, it’s not as much a matter of rebelling against the traditional lifts that have defined the tree care industry for more than two generations as it is embracing the “what have you got?” options of this new-age. But let’s ask not “what have you got?” Let’s ask what it is that we do in our business and let that drive our choice in aerial lifts.

In terms of the latest lift, every few months there seems to be more and more to offer the tree care pro who wants to put an end to the climbing and rigging fatigue, and the potential income loss that could come with downtime due to an injury. Then, there’s the issue of productivity. The versatility of a lift can get you up and down and in and out fast!

The traditional aerial lift, or bucket truck, and monster booms have their place in tree care and other industries that need to be up in the air, and likely always will. Attached to a rugged over-the-road vehicle, you can literally drive up to the job, hoist the bucket and go right to work. Ideal for street-side work and commercial work, they’re designed to be insulated and isolated from energized power lines.

However, the boom buckets are not necessarily so popular with homeowners when it comes time for the backyard job, where they can do a job – though not a commendable one – on the lawn.

Enter the compact spider lift.

A relatively new addition to the rolling tool kit, the spider lift was introduced to the U.S. in the mid-1990s after two decades or more of successful use in Europe (the predecessors of today’s models are said to pre-date World War II). Also sometimes called mini or compact lifts, they are generically known as “spider” lifts because of their appearance when fully deployed. The articulated, stabilizing outriggers are designed to work in even the most uneven of terrains, and they look a lot like the jointed legs on members of the arachnid family. (Spiders have more legs, though.)

The spider lift was designed for com-
pactness and agility, especially in tight spaces. While some still are towed into position, many spiders today are either wheel or track-driven, and many are narrow enough to get through the typical garden gate.

They’re also quite light and, with soft tires, tread lightly enough to get around on sod with limited, if any, damage to a customer’s backyard. Because the spider lifts are so light, compared with truck or track boom-type units, many of them can be lifted, via built-in lifting eyes, over obstacles and into position. Those units featuring tracks can take on uneven, undeveloped and remote terrain, delivering stability and operator elevation to places a boom truck or mega boom can’t get to or maneuver through. You can find spider lifts small enough to pass through a 30-inch opening, self propelled and with a reach of up to 180 feet.

The spider lift, much like the traditional boom-type lift, was initially engineered for special applications. Not limited to the tree care business, you will find them very often in congested areas where a long reach in a narrow area is needed to do anything from hanging signs and attaching lighting to cleaning windows, painting and assisting in construction and maintenance. Some can be configured with an up-and-over solution, essentially an articulated limb that allows for an up-and-out reach.

So let’s get to the question of what you do in your business that will drive what type of lift or lifts you need.

Brian Kelly, a 26-year industry veteran and a TCIA member, has for 17 years headed up Kelley’s Tree Service Inc. in Lakeland, Florida, a mostly residential business.

“I got rid of my bucket because I found I could not get to the kind of work we are doing,” he says.

Kelley’s owned and continues to rent buckets (typically in the 60-foot class), and is considering buying a spider lift. He says right off that the scissor-type lifts are just not practical for his work and would largely discount them altogether for arbor care professionals. (Scissor-type lifts are also classified as compact lifts, and maybe great for painting, but are not so great for pruning, according to Kelley.)

A spider lift seems to fit the bill because of its versatility, at least for Kelley’s current line of work. “A big boom has to be delivered by a semi-lowboy. Right now, I am looking at the possibility of a spider lift because it’s lighter and can get into more and smaller areas … and I can carry it on a small trailer,” he says.

“A spider can reach, say, 86 to 120 feet. (In fact, they reach about a third more.) Don’t get me wrong; buckets are very good at what they do, and for us that would be working right off the road. They would be fine if my work was limited to doing palms right off the road, but I do not want to drive one of my bucket trucks onto someone’s lawn and tear their grass to smithereens.”

“I do think a bucket may be more stable because of its weight, especially on the horizontal reach. I haven’t used a spider yet, and I am just asking questions to see if...
owning one would be conducive to my business,” he says.

Jeff Schroeder, president of Embark Tree and Landscape Services in Houston, Texas, has a pair of interesting stories about using aerial lifts. Also a TCIA member, Embark is a subsidiary of Metro National, a real estate firm. Embark Tree and Landscape Service itself is just a year old, having grown out of an in-house landscape entity that did its own property landscaping and some tree work.

“When I came on board, rather than farm out tree work, I suggested we not only do our own tree work but also offer it outside to the public. Business (mostly residential) has been good and presents a good margin,” he says.

His company right now does not use a spider lift, relying instead on the conventional, truck-mounted 55-foot lifts. Though the Embark business is, Schroeder says, largely limited to commercial activities, it’s the commercial side of the business and the

Bucket trucks have an ease of mobility that can be an advantage in commercial work, particularly for clearance. But Terex’ parent company also owns the Genie brand of spider lifts.
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boom capability that makes his business unique. “Having a lift makes us pretty unique,” he says. “Smaller companies can’t make that investment, so that makes a lift a tool for competitive advantage.”

As for the spider lift technology, he says, “While I have seen them in articles and having done a lot of line clearance, I see them best suited to residential, and we do mostly commercial. I can’t see the spider being conducive to our commercial business right now, but I see us considering the spider lift maybe down the road with more residential business.”

Though new to the presidency of a new company, Schroeder looks back on his 18-year career thus far, a lot of it in line clearance. From an entrepreneurial perspective, he sees broad growth potential and knows other tree care pros are looking at all kinds of lifts. Why? He approaches it as a businessman, not as someone looking to get job after job done. “As labor tightens up and it becomes tougher to train people, I can see people going in the direction of lifts. However, they can be high maintenance compared to rope and saddle and require monthly inspections. Plus, when something breaks, it can be expensive. Kept in shape, though, they can be a real moneymaker,” he adds. “The key is to take care of the equipment.”

Acknowledging the expense, he says, “If you take care of them, lifts – whatever you choose – will pay you back.”

Glenn Robertson, is a sales rep for NiftyLift, the British-made line launched in ’81, brought to the former Colonies in ’94 and with sales headquarters in Glen Ellyn, Illinois. The brand’s newest model is the SD64 (as in self-drive, 64-foot platform height). Robertson says that this is now the highest platform lift by NiftyLift, and it features 4-wheel-drive, 4-wheel steering with independent suspension.

“The tires and the lightweight (8,700-pounds) make this very popular because it doesn’t tear up turf,” he says.

The unit has a 70-foot full working height (64 feet is measured for the platform) and about a 43-foot reach, Robertson explained. Outriggers make it effective on uneven terrain. The fact that the unit can travel at 7 mph (some track-type units crawl at 1 mph) makes it popular for jobs like tree trimming along golf courses, he says.

“They’re easy to put on a trailer, and then it’s a matter of speed of setup and the ability to cover ground, going from location to location,” Robertson says. The list price is about $120,000, and Robertson said just about every tree person who calls, ends up at least looking at it.

We caught up with Winn I. Johnson, owner of Keene Tree Services of Keene, New Hampshire, while he was taking a late winter vacation on the Gulf Coast of Florida. (He joked that, considering the number of calls he was taking from the home office, his trip might not qualify as a vacation.) Johnson says he’s owned several of the Teupen-brand spiders, including a 100 footer, the LEO 30T, now in his fleet for about a year. He had traded in an earlier, smaller unit of the same brand to get greater side reach.

This 33-year veteran of the industry and a TCIA member says the compact units get into back yards easier, which makes them attractive for what he calls the private tree care (residential) business. He also likes their maneuverability and the fact they have less impact on lawns. “I’m all about not trying to put guys in trees if at all possible. It’s a matter of liability, fatigue and exposure to injury. Plus, these lifts, for our business anyway, make for quicker work.”

“But there is an expense, and you have to factor that in,” he says. “I keep asking myself if bigger is better. Not always. For example, my guys feel we would rather have nothing rather than plywood our way into a backyard with a big bucket. Set-up time is quicker and easier and they are faster to move around the site. The disadvantage from my perspective is that we can’t work them (spiders) around wires, which is one of the main reasons we have a bucket truck,” Johnson adds.
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If one were to sum up the up-lifting developments in the aerial lift marketplace, it would best be from someone like Bob Mead, president and CEO of Mead Tree and Turf Care, Inc., of Lisbon, Maryland, who has been in the business since 1977 and top man at the company carrying his name for 26 years. He’s mixed it up pretty well, handling residential, commercial, land management and local and federal government clients. With a crew of 35 employees, Mead currently runs two Altec bucket trucks on chip-dump rigs, a 65-footer and a 75-footer.

“I can see a lot of work going toward spider lifts. We’ve used the Genie (owned by Terex) elevated platforms for apartment work, but right now most of ours is street work. However, we will take our buckets off road with plywood into yards.”

“We also feel the spider is great all-terrain and easy to set up on uneven terrain or on soft ground, and to get into tight spaces where you can’t get bucket,” says Mead. “A bucket is easy to set up and gain access from pavement.”

Though Mead does not have a spider lift in his arsenal at the present time, “We are considering it in the near future,” he says.

“So, what does all this mean? It means that when it comes time to look into that new lift, you need figure out your needs and what might satisfy them before you ask the question of your dealer, “What have you got?”

Rick Howland is a freelance writer living in Ghent, New York.

Altec, as with some other manufacturers, now offers both traditional bucket trucks as well as a line of spider lifts.

Questions to ask before you buy

Before you buy a lift, raise your awareness. Ask yourself:

1. How do you define your business? What do you – and what might you – need a lift for?
   - Residential
   - Commercial
   - Line/land clearing
   - Possible sidelines?

2. Do you work around power lines?
   - Many spider lifts are not designed to be insulated. Most bucket trucks are, when properly maintained.
   - Check with your manufacturer for conformance to national and local standards.

3. Do you think you need custom lift solutions?
   - Investigate a manufacturer’s ability to build or customize a unit unique to your needs.

4. How heavy-duty is your workload?
   - Weigh (literally) your need for ground stability and your need to support weight at arm’s length.
   - Measure height, reach, combined height and reach with a telescoping and/or articulated arm

5. For a spider lift, will you need tires or tracks?
   - Tires are less turf-invasive.
   - Tracks allow for easier maneuverability, traction and stability in more rugged terrain.

6. What about getting around with a spider lift?
   - TOWable
   - Self-propelled, on off trailer
   - Truck and trailer to transport unit.

7. How easy-to-use do you need your lift to be?

8. How much regular maintenance is required?
   - Explore the entire cost of ownership. That includes maintenance and typical repairs.

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By Rich Magargal

As a 45-year veteran climber with virtually thousands of palms trimmed or removed during my career, it is my intention here to describe what can happen during the process of trimming or removing palms—including serious injury or death—and provide information on alternative practices that might save lives.

This article pertains to the two fan palm species known as Mexican fan palm and California fan palm. The two are similar in appearance; however, the Mexican fan palm grows taller and is more common in southern California and Arizona, where most accidents occur. The California fan palm is generally not as tall and has a thicker trunk. The two palms mentioned cross-pollinate, so variations in size do occur.

Two cases in point

A recent Los Angeles Times article provides a brief history of a young man in Los Angeles County who started a landscape maintenance business. As frequently happens, he was called upon to trim palms as a routine part of his work. During the trimming of his fourth or fifth palm in his brief tree maintenance career, the young man was suffocated beneath a skirt of dead fronds.

In October 2006 in San Diego County, an unlicensed climber was approximately 50 feet from the ground working on a 70-foot Mexican fan palm. He had already completed two similar palms. Without warning and likely within five minutes, the climber was suffocated beneath approximately 10-12 feet of loose fronds. Fire department rescue attempts took about 40 minutes, requiring the use of a ladder company. Local newspaper accounts stated the deceased climber had 15 years of experience!

Statistics

Statistics gathered by John Ball, professor at South Dakota State University, show that nationally, “tree workers have a fatality rate three to four times that of police officers and firefighters.”

The following Cal/OSHA statewide statistics appeared in the Los Angeles Times story:

► Since 1990, there have been 394 tree-work accidents, including 67 deaths
► More than half of those accidents (214) have happened since 2000, including 42 deaths
► Fourteen of the 67 deaths occurred in
palms, 11 of them since 2002.

These are California statistics only. Additionally, it is assumed that due to the nature of the industry many accidents are not reported. Therefore, the true numbers of accidents and possibly even deaths could be much higher.

**Palm accidents**

Deaths related to the care of palms are generally the result of electrocution, falls or suffocation.

Contact with electrical conductors in palms is primarily caused by lack of attention prior to ascending. Frequently the climber does not notice the conductors overhead. Most of us think we would notice something as obvious as overhead wires, but the fact is inexperienced climbers often do not know how to recognize a hazard. Completely preventable, accident reports frequently state the climber was unaware of the conductors. Looking for and recognizing hazards before climbing is the responsibility of the estimator, the crew leader, the climber(s) and hopefully the entire crew.

Falls are another cause of accidents and death that again are completely preventable. Two common scenarios are an unclipped line or a cut line. For various reasons climbers sometimes unclip without another point of tie-in being used. Some of us may be shaking our heads, yet this remains a frequent cause of falls. Take a few moments to be tied in at all times.

Another frequent cause of falls is severing the climbing line. When using a chain saw aloft, two points of tie in are mandatory. When using a chain saw in palms, it is recommended the primary tie in be a wire-core flip line, backed up by a climbing line tied just below the flip line. I read about an unofficial test conducted with a chain saw and a wire-core line. The chain saw cut through the line in about 4 seconds. That is not much time with an out of control chain saw. Two simple actions can save the life of the climber: Keep both hands on the saw, and be very attentive to the location of your safety lanyards and climbing line.

When working in palms, it is not unusual to be pruning close to your safety lines. Be aware your line might not be at the same level all the way around the trunk. It could be hooked on an object out of your sight. To be more comfortable while working on palms, climbers often position their safety lines slightly higher on the backside of the tree. This takes pressure off the feet and allows the climber’s body weight to be supported more by the saddle. The climber must remain mindful that the safety line is higher at the backside of the tree. Also keep in mind that dust and debris falling onto the safety lines can obscure them, even brightly colored ones.

Finally, and most importantly, is the alarming and growing death rate by suffocation.

The vast majority of suffocation accidents are the result of fronds sliding down, or sloughing, onto the climber. Just a few feet of fronds can instantly and completely
immobilize a climber. There is absolutely nothing he or she can do to remove them because their entire body is forced down and against the palm trunk with hundreds of pounds of pressure. The force of the fronds is primarily on the head of the climber, forcing the chin into the chest, this is how suffocation occurs. Take a moment to put your hands behind your head and pull your head forward bringing your chin in contact with your chest. Notice how little pressure is required to make breathing impossible. Now, imagine several hundred additional pounds of weight on your head and picture yourself under the skirt of fronds 50 feet in the air.

I speak from personal experience. I was rescued from a height of about 30 feet in the 1970s, and I performed a rescue of a climber at about 55 feet a few years ago. In both cases, a strong possibility existed that sloughing would occur. In both cases, someone qualified was immediately ready to perform the rescue. Suffocation is generally the cause of death, so minutes count.

This does not mean that a climber should feel safe because someone is willing to perform a rescue. Aerial rescue in palms requires extensive training and, if a large amount of fronds have sloughed onto the climber, it may not be possible to remove them soon enough to save the life of the victim.

The man that I rescued was one of the strongest, most aggressive tree men I have ever worked with. Approximately 4 to 6 feet of fronds had sloughed down on him. By his own testimony, he would have died had he not been rescued. Climbers must not be fooled into thinking they will be an exception. It is impossible to predict the amount of fronds that would trap a climber. In shorter trees of 25 feet or less, this is not likely to be an issue.

Remember, when a climber is working under the skirt, the fronds hang down to

At any point along the trunk of a fan palm it is natural for the fronds to come loose and remain near the trunk, unattached but woven together in a skirt. When the skirt drops nothing can survive beneath it.
around his or her knees. Also note that it is much darker and cooler underneath, so every manner of creature having two to eight legs can be present with you. Bees are a significant hazard, because escaping down 40-plus-foot palm trunk can take some time. Again, I speak from personal, painful, experience.

**Hazard fronds**

I believe there is a lack of knowledge about sloughing. At any point along the trunk of a fan palm it is natural for the fronds to come loose and remain near the trunk, unattached but woven together in a skirt. When the skirt drops nothing can survive beneath it. Even experienced arborists miss the potential of sloughing. Usually, if a palm is going to slough off it may occur as low as 25 to 30 feet from the ground.

Age of the species. Many of the palms we enjoy in the Southwest were planted as long as 100 years ago. Many of these palms have grown to great heights and in some cases have not been maintained. With each passing year the palm becomes more of a hazard. New fronds grow each year, providing more to come down upon the unsuspecting climber.

In photo 2, the estimated height of these trees is 65 to 70 feet. (Palm fronds are not usually included in estimating overall height). Sloughing on Palm “A” (far left) is discussed in the caption. Let’s take the remaining four trees one at a time.

Palm B would be classified as “full.” This means fronds have not detached at any point along the trunk, except those fronds removed when all the trees were 5 to 8 years old. It appears no trimming has been done since. Close examination of Palm B shows some separation of fronds at various points along the trunk. The top 12 to 16 feet of fronds looks especially hazardous. What is sure is that this tree will slough in large amounts. This tree is extremely hazardous and the hazards are quite obvious. Under no circumstances should this tree be climbed from under the skirt.

Palm C shows evident danger at just above mid point. The loose fronds are very obvious and there is likely enough of them to trap a climber. Again, this is an unpredictable and hazardous tree. The last two trees, D and E, appear somewhat safe, but could fool the over-anxious climber. I recommend the use of an aerial device whenever possible to access and remove loose fronds before any climbing is attempted.

**Recommendations**

New approaches are being applied to palm trimming that can virtually eliminate injury and death. These newer systems that access the tops of palms can be taught via seminars or on-site training. Obviously the best and safest approach to palm trimming is with aerial equipment rather than climbing.

Pride. Many of us in the industry choose tree work because of the obvious danger and the level of risk involved. Yet, taking a risk is not the same as foolhardy arrogance when one is faced with a difficult or dangerous job without training. This kind of overconfidence leads to accidents and deaths.

A trained and qualified palm climber, with a trained and qualified rescuer, could likely trim trees A, D and E without negative issues. But I stress that I do not recommend any untrained climber attempt to work on palms of this nature and face these obvious hazards. Palms B and C are absolutely, without a doubt, palms requiring aerial equipment or the use of the alternative “Throw Line Procedure,” which I hope to describe in detail in another article. I cannot stress enough that this is a life and death issue.

Learn how to recognize the hidden hazards while working with palms as well as the use of proper equipment. In the meantime, if it becomes necessary for you or someone you know to trim a palm that you suspect is a dangerous tree, please think and proceed carefully. Work safely, be humble, seek advice – and live.


Richard W. Magargal is a certified arborist, certified tree worker and a Certified Treecare Safety Professional (CTSP) candidate. In future articles, he hopes to provide information on alternatives and safer practices such as accessing tops of palms by using various methods, including throw lines and other devices to avoid working under the skirt of fronds.
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Invasive insects remain a highly relevant issue in almost every aspect of our industry. All indications are that it is going to remain on the front burner for a while. We need to remind ourselves that as workers in the tree care business we sometimes represent the first line of encounter and also the first line of defense.

In this article I will discuss some attributes of an exotic insect infestation including arrival, the difficulty in detection, some challenges that we encounter in implementing an integrated management approach and how we can be more proactive in our planning.

Arrival
Exotic insects may be accidentally introduced to new territories via various means, including natural event and related phenomena. However, in the last two decades we have witnessed, on average, a 250 percent increase in international imports, and the arrival of a significant number of invasive insects to North America is now often associated with incoming cargo. Upon arrival to a new region/country, a successful accidental invader may proliferate in the “foreign” environment and compete with native species. It also may utilize a natural resource, often surpassing the economic threshold limit (the amount of damage a natural resource can tolerate from a particular pest organism before the resource begins to degrade rapidly), and/or it can also be a nuisance pest.

Once it is detected, a number of questions surface: Where did the insect come from? How did it arrive? How long has it been here? Can it continue to survive? Why is it so successful?

Along with these fundamental questions, other issues arise:
Do we make a substantial investment now toward eradication, or do we aim to spend unknown sums for an unknown number of years to try to suppress the pest?
Can we use the information we have to be more proactive in the future?
These questions are only answered with time and research and, all too often, after significant expenditure.

In addition to accidental introductions, exotic insects may be introduced purposefully. These are most often biological agents imported to manage other pest species. They function on the premise that they have evolved with the pest in its native range to control the pest there, and thus can be efficient in a short period.

Some generalist biological agents may move to, and proliferate on, a non-target natural resource; these I call “jumpers.” Jumpers include such exotics as the Asian lady bug beetle, which was imported to manage several herbivorous pests and, while it does do a good job, it is now sometimes considered more of a nuisance pest.
itself when aggregating in homes during winter. Some invasive insects were initially meant for other purposes and are now pests. For example, the gypsy moth “jumped” from being a commercial use insect and is now a significant pest of hardwood forests.

Both these scenarios present typical situations that have contributed to rigid regulations that pertain to classical biological control (when biological agents are imported, mass reared and released). Our focus on selecting exotic biological agents thus hinges on a near-zero chance of “jumping” or limited tendency and ability to migrate to non-target hosts.

Whatever the mode of introduction, exotic insects continue to arrive in North America; some estimates put the figure at about 12 species a year, others are higher. While some invasives may be intercepted and destroyed, about three species may go on to eventually become potential pests. All exotics will impact on the biodiversity of their new environment and it is important to conceptualize the whole exotic/invasive insect phenomenon as an addition of a species to an existing ecosystem. Upon introduction and establishment of an exotic, one can expect a certain amount of shifting and reorganization as a new equilibrium is established. Once established, management of the exotic relies heavily on our ability to continue to detect and recognize these insects in their new habitat. Detection in the field continues to be a main caveat in our management of newly introduced invasive insects and relies on our ability to find and recognize these insects. With suitable training all tree care personnel can be valuable in this “guardian” role.

Detection in the field continues to be a main caveat in our management of newly introduced invasive insects and relies on our ability to find and recognize these insects. With suitable training all tree care personnel can be valuable in this “guardian” role.
Why are they successful?

Introduced exotics encounter many challenges in a new environment, yet several inherent and adaptive strategies enable them to persevere, including: the ability to blend in with the surroundings; a high reproductive rate capacity and other reproductive strategies; good dispersal abilities; abundance of suitable natural resources; and absence of efficient natural enemies.

Emerald ash borer (EAB) presently infests ash in several Midwest regions and in Maryland; although initially found in Michigan in 2002, it is believed to have been in the area for several years prior to discovery. One reason for the apparent difficulty to detect at low populations is that, unlike the diagnostic effects of typical borers, top dieback may not occur in all instances (Figure 1). Thus the nature of the larvae of this pest contributes to its success.

The pink hibiscus mealy bug (PHMB) produces in excess of 350 eggs. This high reproductive capacity coupled with a cottony ovisac, which protects the egg masses, contributes to its pest status in Florida and California. Hemlock wooly adelgid (HWA) similarly enjoys a high reproductive rate of about 300 offspring per female and also reproduces by “parthenogenesis” (not requiring fertilization); all members of the population are females, which enhances the reproductive process because mating strategies can be eliminated. Many exotics such as PHMB are successful because they are easily dispersed; crawlers (newly hatched stages) for example may be picked up by the wind and transported far from the hatch site.

The abundance of a natural resource is necessary for an invasive insect to proliferate; in the case of EAB and HWA there are single host-plants, but with billions of ash trees and hemlock forests in large tracts, both have substantial pest potential. Other species such as PHMB will infest as many as 125 hosts. Therefore, once dispersed, a crawler may have many suitable choices present.

Most invasive insects arrive without a complement of predators or parasitoids that are already familiar with them, and thus may not be easily managed by existing organisms or pathogens in the new environment. Over time, one or several organisms may adapt to utilizing the invasive and bring it below pest status. However, until that equilibrium is achieved...
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management remains multi-pronged and integrated; with many implemented techniques being done on a trial and error basis.

**Integrated management**

The use of integrated pest management (IPM) to manage invasive insects in the broad sense typically involves a mix of cultural, chemical and biological strategies.

Cultural strategies in the management of EAB or Asian longhorned beetle (ALB) for example, include the removal of infested and healthy host-trees and creation of “host-tree free” zones, which theoretically prevents the pest from migrating further, much like fire breaks would in fire control programs.

Chemical strategies are implemented after a suitable range of chemical products and delivery systems are tested for efficacy against the pest. Once promising results are obtained, these strategies may help slow the spread of an advancing exotic pest threat.

In the case of EAB and ALB, after years of research and analysis of data, soil injections of imidacloprid, a systemic insecticide, now often form the basis of a preventative chemical-related strategy. (Figure 2)

Biological management is often complex and native forces may already exist that could potentially quell an invasion. However, this may take years to occur and, in the case of insects that are damaging vital natural resources, time is a critical parameter. If cultural and chemical strategies could slow the spread of the invasive until the native forces could bring pest populations under economic or aesthetic thresholds, then an integrated system would have succeeded. Additionally, it may be advantageous if a suitable host-specific parasitoid or predator, or even a pathogen that exists in the country of origin, is imported and utilized in managing the invasive insect.

Importation, mass rearing and release of natural enemies is not without its own problems. Strict guidelines govern every stage in the process and, once released, there is no guarantee that they perform desirably or even become established. Related concerns of this natural enemy also may include how it interacts with other organisms in the ecosystem. To illustrate this point, consider the case of the invasive brown citrus aphid (BCA), a major invasive pest of citrus and citrus-related ornamentals in Florida.

A parasitoid wasp, Lipolexis oregmae, that parasitized BCA on Guam and kept pest populations down, was imported, mass reared and released in Florida to manage BCA. One of my research objectives was to evaluate, apart from parasitoid establishment, the interaction of this wasp with a local species, Lysephlebius testaceipes, which also utilized BCA. After several assessments that ranged from DNA evaluations to arena-type trials, it was discovered that neither parasitoid was intrinsically superior to the other, meaning that neither should impact on/or displace the other in this BCA-natural enemy complex. (Figure 3)

Parasitoids over the years have emerged as a desirable natural enemy for classical biological control. They tend to be host specific, efficient at managing pest insects, and are usually adaptable to the same conditions as the pest. In any invasive insect-natural enemy system, product applications are normally minimized or reduced to include mostly bio-friendly products.

Thus, by incorporating traditional IPM techniques, some invasive insects species
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can be managed. It may take several years, however, even decades before equilibrium may become established. All workers in our industry should be familiar with beneficial insects, whether introduced or native, and the role that they play in suppressing pest populations in our landscapes. Conserving our beneficial insects will ultimately make for more efficient pest management and a healthier tree/shrub.

Can we be proactive?

Being proactive could mean being aware of, and developing plans for, potential invasive insects that may target certain natural resources that are in abundance or are of suitable host types, and preparing for timely interception and management after evaluating the threat level. Being proactive may sometimes be difficult or unrealistic, such as when trying to predict an invasion from an insect that is not a known pest in its home country. Take EAB for example. This insect was not on anyone’s “hit list” of possible invasive insects simply because it was not a major pest in its native range.

Being proactive could also mean we need to systematically begin researching major invasive insect threats in their native range. If we could meet the potential invasive insect “halfway here” – for example, by developing lures for these insects or insect groups and test these proactively in the native country – then if the pests do show up, we already have detection capability.

The case of the PHMB illustrates a proactive plan that worked. PHMB was rampant on several Caribbean territories and officials expected landfall to occur in Florida. Parasitoids and predators were mass-reared on a Caribbean island laboratory by the USDA in anticipation so that, when PHMB did make landfall, releases of natural enemies could be made in a short period. All went to plan except that landfall initially occurred in California instead of Florida. However, by being proactive and having a ready supply of natural enemies in stock, all it took was an effort to redirect the biological control plan to the California infestation. Proactive planning thus needs foresight and enough input to help solidify protocols that can be deployed in a timely manner in the hope of countering any advancement of new invasives to the U.S.

Collectively, we in the tree care industry represent an enormous working body of individuals, all of whom are experts in numerous aspects of landscape and woodland management. Invasive insects do have undesirable effects on our industry and we need to utilize educational resources such as those found in pest alerts, invasive species Web sites, university extension services and from state and federal regulatory bodies and from the private industry associations. Staying informed is the first step to being proactive, and by being proactive we can in one way or another help in the fight against invasive insects.

Anand B. Persad, Ph.D., is a regional technical advisor/lecturer (entomology) for the Davey Institute in Kent, Ohio. This article was excerpted from his presentation, “Invasive Insects and the Tree Care Industry,” at TCI EXPO 2006 in Baltimore.
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Arboguard Tree Specialists, Inc. is on the cutting edge of incorporating “green” practices into its daily operations, including adding a fleet of hybrid gasoline/electric cars for its sales force. So it is only fitting that it topped off its 25th anniversary celebration with another cutting edge business move – achieving TCIA Accreditation.

Spence Rosenfeld, president & CEO, founded the company (Arborguard Inc., dba Arboguard Tree Specialists) fresh out of Duke University in 1981 with a master’s degree in forestry.

“Basically, I had four days of work lined up. I went out and borrowed about $15,000. I had an old Asplundh truck, a chipper and some old chain saws. I had a couple of guys who were going to go out and do the work. The challenge was to stay ahead of them with sales, so that’s what I did. I sold work for tomorrow, more or less,” recalls Rosenfeld. “I climbed trees in college to make money, then made a conscious decision to move to Atlanta and start a business. I just did it.”

Today, Arboguard has about 50 employees, with a mix that is 60 percent commercial business and 40 percent residential. Located in Avondale Estates, Ga., just outside Atlanta, the company also has branches in Charlotte, N.C., and Augusta, Ga. “We provide general tree care – pruning, tree removal, cabling, lightning protection – and we have a separate division for plant health care.”

“We have a fairly well established client base. We have a lot of repeat business, and some clients we’ve been taking care for over 20 years. We also network quite a bit through trade associations, garden clubs, and get a lot of referral business.” A TCIA (then NAA) member since 1983, Rosenfeld was a TCIA board member from 1990-1995.

Arboguard has a full-time director of marketing who keeps the Web site fresh and coordinates targeted mailings. But it is how they approach the customer that sets them apart from their competition, says Rosenfeld.

“It goes back to the culture of the company, where everything we do is oriented around solving problems for the customer,” he says. “When we go out and visit a property or meet with a new customer, we don’t talk about Arboguard and how great our trucks are and our insurance policy and everything else about us; it’s not about us at all. It’s all about them. We ask questions. We try to find out what kind of problems they have that we can help solve, and then we provide solutions. It’s a little different angle of looking at things, but if you get it, it’s very powerful.”

“If somebody calls us up and says, ‘How much to cut this tree down?’ we’re not just going to just cough up a price and leave it at that. We might start out asking them some questions. Why do you want to cut the tree down? What’s important to you about your property? We try to get some dialog going where we might provide a different solution than the customer thought they were going to end up with.”

Rosenfeld’s biggest business challenge is similar to that of many in this business – finding and developing good employees. “It’s always been the hardest thing. We are constantly recruiting. We visit colleges. For our salespeople, we have a program...
where somebody who has ambition to be involved in this industry, in sales, will come on board and work in the field for 18 to 24 months. We have a very specific group of skills they have to learn and be exposed to; they’ll work in plant health care, tree care, and they’ll ride with our arborists. After they go through that training program – and get certified – then we’ll put them in a territory. We found that’s the best way to expand our team.”

Arborguard was the first company in Georgia to achieve TCIA Accreditation. They pursued Accreditation, says Rosenfeld, because “it was the right thing to do.”

“We want to be out in front leading the industry and that’s what that program, I think, is all about.”

The Arborguard management team completed the requirements in just about two months, without any help from consultants, finding that much of what was required was already in place. “We’ve spent a lot of time developing programs – our safety program, our employee development program. All new field staff also go through an employee development program. We’ve been doing that for years.”

“I think the hardest part (of becoming accredited) was creating the determination that we were going to do it. It’s easy to put it off and it’s easy to say, ‘We’ll get to that. We’ll put it on the list and we’ll get to it later.’ But once we really made a commitment everybody jumped on board. And it was really kind of fun once we all got into it. We knew that there wasn’t anybody else in Georgia and that got our competitive spirit fired up.”

“It was a process that helped us tighten up a lot of our policies and procedures, tweaking things, getting a more organized internally,” he says. “It separates us from our competitors and we use it in our marketing program. It’s a powerful statement to stand up in front of our customers and other people in the industry and say, ‘Look, we did this.’ Other industries have had Accreditation and it’s made a big difference in the professionalism within those industries. I think it’s going to change our performance, too, and get more people on board.”

Another thing Arborguard does that is a bit different, according to Rosenfeld, is separate its sales force by market niche.

“I’ve got four residential arborists who only handle residential clients. Somebody who works with residential clients all the time is exposed to those particular sets of problems and gets to learn how to talk to those people and see things through their world.”

“I’ve got one woman who has been with me 12 years. All she handles is office buildings and office parks, so she’s dealing with property managers all day long. She’s very comfortable in that environment and she knows how a property manager thinks; she understands their budgets and their view on safety and their view on problems with security lighting and visibility for their tenants. She has a mindset that deals in with those people.

“I have someone who deals with golf courses. He’s a scratch golfer. He used to be a superintendent, so he knows their language and how to relate. I’ve got another who deals with developers for tree preservation on construction sites. He also specializes in ordinances, so he has a totally different way of looking at things. His background is in environmental sciences and wetlands management. He also has a forestry degree.”

“I don’t know too many businesses who have segmented like that,” he notes. “Most companies divide things geographically.”

Where does he hope to be five years from now? Obviously, he wants to continue to grow the business in Atlanta and Charlotte and perhaps open up a couple of other branches in the Southeast. Rosenfeld was in Savannah when we talked for this interview. Could that be the next location?

“I don’t know,” he admits. “You’ve got to find the right city. It has been a challenge finding the right marketplace where we’ll fit in well. There are a lot of companies in these smaller cities.”

**Eco-friendly arborcars**

Arborguard has made a commitment to several environmental initiatives, the latest of which is the purchase of a fleet of seven “eco arborcars,” gasoline/electric hybrids, for the sales staff.

“We don’t just want to be a company that preserves trees. We want to do everything we can to create a positive impact on the environment, so I decided to invest in a fleet of cars for all of our salespeople. I wanted hybrid cars that get 60 miles to the gallon. And then this name popped up, “eco-friendly arborcar,” which we painted across the back bumper. It’s really made quite a statement. We’re already out there working with the environment.”

The fleet of Toyota Prius hybrid vehicles cost about 20 to 25 percent more than non-hybrid Ford sedans, says Rosenfeld, “but I think it was just the right thing to do, and we’re going to save a lot of money on fuel.”

Reaction from the public has been great, Rosenfeld says. He says it is good for educating the public and for business.

“Everybody comments on those cars. We probably get two or three calls a day from people who see them driving around town. People see the car (with the phone number on the door) and call with questions. ‘Who are you guys? I saw that arborcar – what do you do?’ We’ll tell them about our business. Next thing you know we’re out looking at something at their house.”

Other environmental initiatives at Arborguard include recycling all wood products and using organics in their PHC program as much as they can. “And we’ve gone to a new plant health care rig that has eight tanks so that we can mix things on-site and minimize any kind of waste.”

On his Web site, Rosenfeld has a letter explaining his business principles. The environmental initiatives seem to be covered by the last two:

- **Contribute to the welfare of humanity and the community as a whole.**
- **Know what I believe in and live by those same principles.**

Seems like Georgia’s first accredited company is driving in the right direction.
Albino redwood is a rarity

TCI reader Steve Sandfort, a registered forester and certified arborist in Hamilton County, Ohio, sent us this note along with a link to a Web site.

I found this quite interesting. I’ve seen many albino tree seedlings in nursery beds and greenhouses but as they ran out of food in their seeds they died. Never saw one live this long. Probably through root grafts.

Once, in Georgia following a tornado in a state park, I saw a 16-inch loblolly pine that had been uprooted and jammed into the crotch of a double-trunked loblolly about 12 feet from the ground. Park crews had cut the trunk off as high as they could with the intention of returning to finish the job. But they never did, and six years later the tree was still growing, with the top beginning to grow up again.

I have a little book titled something like “Murphy’s Law and 100 Other Laws Controlling How Things Work.” I have three favorites:

1. The Ultimate Rule of Cards – A Smith & Wesson beats four aces.
2. The Law of Social Genetics – Celibacy is NOT hereditary.
3. The one that applies here, The Law of Biological Research – Under the most carefully controlled conditions of food, light, water, air, space, etc., a living organism will do as it damn well pleases.

So enjoy the link!

Editor: Via the link, we contacted the photographer, Neil Purfield, who sent us high resolution images to share with our readers. His note explains the photos:

These photos are of a redwood tree in the California redwood forest. The exact location is a secret as we came upon this tree by fluke.

I was on vacation in California with my girlfriend, Elizabeth, and we stopped in a redwood grove and went for a walk into the forest. We only by blind luck and chance came upon this tree and, to top it off, there was a California state arborist at this location. He was very unhappy to see us. He explained to us what we were seeing and how rare the albino redwoods are. I think there are a couple of dozen in the world that are known.

We were asked and promised not to disclose the location as people have taken cuttings from this tree. The tree is incapable of photosynthesis and feeds off a host tree for nutrients, explaining the pure white needles. The photo (at near left) shows the host with the mutant redwood.

There are few trees of this type in existence in the redwood family. This is truly a once in a lifetime experience.

Neil Purfield
Fort McMurray, Alberta

The needles appear healthy, according to Neil Purfield.

Steve Sandfort
Hamilton County, Ohio

The needles appear healthy, according to Neil Purfield.
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Me, the employee! Most articles or seminars relate to the various aspects of business management: How profits can be improved, how to forecast and plan for the future.

What about the young arborist just getting started in his or her career?

What advice or counsel do you have for us?

In articles and talks I have concentrated for the most part on the business end of arboriculture, where I stress the need for strategic long-range planning. I am always mentioning to business owner/managers the old Yiddish saying: “If you don’t know where you are going, any road will do.”

The individual, whether he chooses one or not, will also travel a road during his lifetime. There is no reason individuals can’t use the same long-range planning format used by companies and major corporations to pick the right road for themselves. In fact I’d recommend it.

The rest of our lives can be left to chance or we can plan to influence the outcome. Trying to figure out what you want to do with the rest of your life seems formidable to some. Planning for a future can be intimidating. However, most have an idea of what they want to do or like to do—at least this week. It is a starting point.

If picking a road to achieve a goal or dream is important for a business or individual, then a typical long-range strategic plan outline should work for either one.

A typical long-range strategic plan outline for a business or individual will address these steps:

- Define goals, dreams and objectives.
- Develop a Mission Statement. (Conduct and Ethics)
- Assess strengths and weaknesses
- Define outside influences. (The environment)
- Develop strategies. (How you are going to reach your goals and dreams)
- Develop action plans. (Detail what you must do to make the strategies work.)
- Periodic review and adjustment.

Getting started: The dream

Define what you want to do with your life. Write down where you want to go with your career. What do you want to do for the next 30 to 40 years? Not being sure is okay. When we are young, there are many internal and external unknowns. It has been said that education is a lifelong process and you never know where that next great lesson will come from. As a result, it is very probable that when you are in your late 20s or early 30s you will change roads. Dreams and goals may change from your original choice. You may switch to another road. Most of us do. You will find the experiences gained will be useful in the future.

Mission statement

A typical mission statement for a business will include statements alluding to fair and equal treatment for employees, customers and vendors while pursuing a reasonable return on investments. Being good stewards of the environment is usually included. The mission statement for a business, especially those with multiple employees, is very important. I watched a corporate management team spend the best part of two weeks honing a one paragraph mission statement to reflect the way they wanted 3,000 employees to conduct themselves as they all traversed the same corporate road.

You, the individual, will have to debate with yourself as you develop and clarify a mission statement reflecting how you will behave and act as you travel down road you’ve chosen. Let me throw an “Eckelism” at you. “Lie to yourself and you will lie to anyone.” You have to be...
It is very common for people to stay in activities they like and have an aptitude for. They are comfortable and happy. However, the pursuit of a goal or dream most always takes additional effort, knowledge and skill. The status quo doesn’t get it done.

totally honest with yourself as you develop a personal strategic long-range plan. Otherwise the effort will fail. Honesty and integrity are a must in your personal mission statement. Look at the next step and you will understand why an honest assessment of how you conduct yourself as you pursue a future is key to success.

Strengths & weaknesses

The next step is an assessment of your strengths and weaknesses. What are you good at? What do you know? What don’t you know? What needs more improvement and what weaknesses need to be overcome?

It is not a sign of weakness to raise your hand and say, “I don’t know.” It is a sign of strength! Second, please know that you won’t overcome all your weaknesses. This second statement reinforces why corporations were created. Corporations assemble people representing the various expertise needed to address any and all tasks and problems that might arise. If you realize you will never master some skills, know it is okay to ask for help. Recognizing early on that you may never master a particular skill, but seek help, spells strength.

When reviewing skills you may lack, never overlook the basic qualifications and standards an industry favors or ultimately expects you to have.

Outside influences

Examine the environment you are trying to travel in. It sounds basic but I personally failed this criteria. I majored in Nursery Management and minored in Landscape Design. Then I tried to make a living in Syracuse, N.Y. The average snowfall is something like 117 inches per year. Throw in rain and I had just 22 weeks where I could make a living for the 52-week year. Not a good environment! I relocated to Massachusetts and pursued arboriculture. Massachusetts is 98 percent covered by trees. People value trees there and are willing to take care of them – a good environment in which to make a career.

Environment should definitely include the employment vehicle you pick to travel the road. Can you hone and expand skills and knowledge to attain your dreams with this vehicle? This decision should not be made before you have in-depth discussions with your employer. Most will encourage and help you expand your skills as it is to the benefit of both parties.

Strategies

At this point the long-range plan requires patience and discipline. It is very common for people to stay in activities they like and have an aptitude for. They are comfortable and happy. However, the pursuit of a goal or dream most always takes additional effort, knowledge and skill. The status quo doesn’t get it done.

You have defined your dream and goals in life. You have honestly assessed your strengths and acknowledged your weaknesses. The next step then is to fully understand what your goal or dream demands in terms of requirements. Meeting these additional requirements will involve developing specific strategies.

Just what does a specific strategy encompass? Could be enrolling in adult education course or a two- or four-year college program. It could involve an on-the-job apprentice-training program under a qualified crew leader combined with the training aides and tapes available from TCIA. You may chose to subscribe to “Cornell Recommends” or the county and state agricultural bulletins. Again, do not lie to yourself or avoid the difficult choice.

Actions plans

After determining your strategies, multiple action plans may be required for each strategy. The “how, what, when and where” are organized in detail. Just how you accomplish each strategy is detailed. Taken as a whole, you may be buried in action plans. Borrow a technique from business. They rank and prioritize their weaknesses, leaving them to develop strategies and required actions by importance. Undertake the most critical
weakness first. A frank conversation with your current employer may help you prioritize. Lay out a step-by-step action plans with a timeframe. Work to master the material then move on to the next subject area. Dodging the issue for any reason won’t get it done.

**Periodic review and adjustment**

Finally, do not fail to review your efforts periodically and compare your progress to the timeframe you originally set up. I’ll bet your employer would be more than happy to work with you and give objective evaluations. Working in a seasonally influenced business such as ours makes periodic reviews easy to schedule.

Every 13 weeks ask yourself:
- What have I learned?
- What have I observed?
- What mistakes have I made?

Take corrective action as required. Only you can do it! Action plans with realistic timeframes tend to avoid procrastination. If you are a procrastinator, don’t go into business for yourself. In fact, if you are not a self-starter, don’t even start the planning process.

Always remember one of the great things about the profession of arboriculture is that there are many avenues available to you within the profession as you gain knowledge and experience. Production, supervision, sales, accident control, field training and management positions are all available to the willing. Everything you have taught yourself will be of use. I don’t say it is easy. It will take self-discipline and extra effort. However, your dream is worth it.

Work safely.

Howard L. Eckel, a consultant and coach to the green industry, is retired executive vice president and general manager of the Davey Tree parent and Canadian companies.
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John Davis is currently helping tree and landscape business owners across America increase their sales and profits and to generate $100,000.00 to $200,000.00 + yearly income in their tree care and landscape business.

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Get your copy of these exciting CD’s today that’s “jam packed” full of MONEY MAKING marketing information from The World’s Top Tree Care and Marketing Expert.

You’re probably wondering why I’m literally giving you $583.97 worth of my best Money-Making information and advice for FREE (just $9.72 S & H).

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We will send you conversations that John had with some of his most successful members. On these CD’s, they share Top Marketing Secrets they have learned that have put thousands of extra dollars in their pockets.

Normally these secrets are kept behind closed doors and available only to John and his members. You will also receive other “cheap to implement” ideas, tactics and strategies from John on these CD’s.

Because John is trying to help other tree care and landscape owners succeed at their businesses he has agreed to release these secrets. Normally you’d have to be a member to enjoy these kinds of secrets.

For a limited time John Davis is offering these CD’s for FREE

AND the first 50 to respond will receive TWO FULL MONTHS of my Gold Inner Circle Membership FREE!

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Membership Includes:

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Go here now to get started:

www.treecaresuccess.com/FREECD

Or, if you do not have access to a computer, call our office at 817-222-9494 and Cindy will get you fixed up.
Transportation worker killed by falling tree

A state Department of Transportation worker was killed after being struck by a tree he’d been cutting with a chain saw January 17, 2007, on the island of Kaua’i in Hawaii. The man was part of a crew doing road maintenance work in Kalihiwai on the North Shore. The man died at the scene. Details about the accident were not available, according to the Honolulu Advertiser.

Tree worker killed by falling branch

A tree service worker in Arlington County, Virginia, died January 19, 2007, after being struck by a limb that fell from a tree that was not part of the work being done at the time of the incident.

The accident occurred while a seven-member crew was trimming six large trees behind a home. While crew members were rigging a tree for trimming, a large gust of wind blew and they heard a loud cracking sound. A large branch, from a tree that was not being trimmed at the time, broke off and fell approximately 70 feet.

The workers tried to run to safety, but one of them was struck in the head by the branch. He was on the ground in a neighboring yard, according to Arlington County police. The victim was pronounced dead at the scene. Virginia OSHA is also investigating the accident.

Canadian man dies after tree falls on him

A man pinned underneath a tree he was cutting down apparently died from injuries suffered in the incident and from the exposure.

Royal Canadian Mounted Police found the body of Robert Murdoch, 51, on Feb. 12, 2007, behind his home in Cut Knife, Saskatchewan, about 200 kilometers northwest of Saskatoon, according to CBC News. He hadn’t been seen by friends and neighbors for a couple of days when he was reported missing earlier that day.

RCMP found his body pinned under a tree that he had been cutting down. RCMP said that it appeared that Murdoch tried to free himself by cutting the tree while it was on top of him. Temperatures were in the -20 C range in many parts of the province at the time.

Ohio man killed in struck-by accident

Merle E. Betts, 43, of Chillicothe, Ohio, died March 8, 2007, after apparently being hit in the head by a rotten tree limb. The limb appeared to have fallen nearly 40 feet from a tree next to one Betts was cutting with a chain saw, according to the Chillicothe Gazette.

Betts was wearing a helmet at the time, but he was dead when emergency crews arrived at the scene, which was about a mile northeast of Garrett Ridge Road, where Betts lived in Vinton County.

High voltage line kills Alabama bucket operator

A 24-year-old Wilmer, Alabama, man was electrocuted March 8, 2007, as he was apparently showing his friend how to use a bucket truck and got too close to a high-voltage power line in west Mobile, Ala. Merle E. Betts, 43, of Chillicothe, Ohio, was pronounced dead at the scene.

According to a report in the Press Register of Mobile, Barnett worked as a tree trimmer for a local tree service company and had been in the area with co-workers looking at potential tree-trimming jobs. The co-workers left, but Barnett stayed behind with a company bucket truck.

Barnett apparently once lived near the intersection where the accident occurred and was showing a friend how to operate a bucket truck on the narrow street, which is lined with trees on one side and power lines on the other. The bucket apparently got stuck in tree limbs, and Barnett was trying to work it loose. When it came loose, the bucket swung from the tree-lined side of the street to the power lines. Barnett came in close proximity of the lines, and electricity arced and made contact with him and the bucket, according to the report.

When emergency responders arrived, the bucket was still in the lines, on fire with Barnett in it. An Alabama Power lineman was dispatched to de-energize the circuit so Barnett’s body and the bucket could be removed.

Barnett’s friend told officials he tried to pull the arm of the bucket truck away from the lines, but the current knocked him away from the truck. The bucket was hoisted 30 to 40 feet in the air.

Electrical Hazards Awareness Program (EHAP)

This comprehensive correspondence program incorporates written exams, video instruction and hands-on training. It helps companies meet important OSHA safety compliance requirements, and makes necessary documentation quick and easy. The forms verify basic first-aid training, CPR training and other requirements. Certificate upon completion (requires viewing of TCIA Electrical Hazards video, purchased separately).

Up to 8 ISA CEUs.

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Mark your calendars now for TCI EXPO in Hartford, Connecticut, November 8-10, 2007! Join more than 3,000 of your peers at the annual show and get up to date on the very latest in products and services from the biggest names in tree care! Featuring educational sessions, demonstrations, and the largest array of displays of any show in the industry, TCI EXPO in Hartford will put your business at the forefront of our exciting and growing field.

Earn CEUs by attending the many educational sessions offered. With three diverse tracks – including Business/Leadership, Safety and Arboriculture – TCI EXPO will put you at the top of your game no matter what your role. Plan to arrive early for pre-conference half-day workshops on Wednesday, November 7!

Again this year we are offering the two-day Certified Treecare Safety Professional (CTSP) workshop and certification exam. (If you’re not already enrolled in the program, contact TCIA for more information). CTSP will take place Tuesday and Wednesday, November 6-7.

Hotels
Don’t miss your chance to attend this popular once-a-year event! Make your hotel reservations now. Reference TCIA to get our special group rate. Discounted room rates are based on availability, so don’t delay – they will sell out fast! (Group rate at all hotels is based on availability and only valid till October 6, 2007.)

Hartford Marriott Downtown Host Hotel
(Connected to Connecticut Convention Center)
200 Columbus Blvd., Hartford, CT 06103
Hotel Phone: (860) 249-8000
Toll Free: 1-866-373-9806
Please reference Tree Care Industry/TCI EXPO to secure group rate: $150 single or double occupancy.

Hilton Hartford Hotel Downtown
315 Trumbull St., Hartford, CT 06103
Reservation Phone: (860) 728-5151
Toll Free: 1-800-Hiltons
Please reference Tree Care Industry/TCI EXPO to secure group rate: $125 single or double occupancy.

Residence Inn by Marriott
42 Main St., Hartford, CT 06103
Hotel Phone: (860) 524-5550
Please reference Tree Care Industry/TCI EXPO to secure group rate: $124 single or double occupancy.

For more on TCI EXPO 2007, call (603) 314-5380 or visit www.tcia.org.
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To learn more about TCI EXPO 2007 visit us online at www.tcia.org

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Foreman/Supervisors/Managers
Lucas Tree Experts a leader in the tree care industry on the east coast, in South Carolina and in Canada seeks qualified Utility Foreman, Supervisors and Managers for Utility Line Clearance Operations. College degree or minimum 3 years’ related experience. We offer competitive pay and a comprehensive benefits package. Send resume to: Lucas Tree, PO Box 958, Portland, ME 04104. Fax: (207) 797-0752, e-mail: employment@lucastree.com visit our Web site: www.lucastree.com “Growing naturally... since 1926”

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Continues to grow in the Western U.S. & Canada. Immediate openings for Experienced Foremen, Tree Climbers, IPM Monitors & Arborist Reps in San Francisco Bay area, Phoenix, Tucson and British Columbia, Canada, offices. Paid vacation, holidays, medical, dental, 401(k), training and continuing education. Applicant must be safe, reliable, customer-service & career oriented. CDL & ISA certifications are a plus. Fax or e-mail your resume to (415) 472-8651 or pandreucci@bartlett.com.

Crew Leader/Climbers wanted in Charlotte, NC
40-year-old established Arborist/Landscape Co. Year-round work. Good benefits. Experience and valid driver's license required. Fax resume to (704) 375-8433 or e-mail dbarbourmcearns@bellsouth.net

Sales Position - Denver, CO
We are seeking a highly motivated salesperson to manage a clientele base and day-to-day operations, including the supervision of field personnel. A min. of 3 years’ experience in all phases of Arboriculture. Certified Arborist preferred. We offer an excellent salary and benefit package, including 401(k) and company paid medical. Call (303) 935-0065.

Sales/Plant Health Care/Manager
Seeking an experienced tree care manager with leadership abilities to perform sales/manage plant health care division.
*Certified Arborist  *Qualified Supervisor Must be highly motivated, with 2-3 years experience in insect and tree ID a must. Please contact Tall Timbers Tree & Shrub Service, Inc. (719) 528-8141.

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TREE CARE INDUSTRY – APRIL 2007
**Nels J. Johnson Tree Experts, Inc.**

One of Chicagoland’s premiere arboricultural firms has an excellent opportunity for an Arborist/Client Representative. Must be a self motivated, knowledgeable and personable individual. Salary commensurate with education and experience. Great benefits package includes 401(k), full medical, company vehicle and possible housing. Contact Joel or Erik at (847) 475-1877, www.nelsjohnsonmtree.com

**Advanced Tree Care, McKinney, Texas**

Entry-Level Arborist

Learn how to become an arborist and introduce yourself to all facets of tree care and tree remediation. Train under a registered, degreed and licensed arborist. Bachelor’s degree in forestry, arboriculture or other horticulture related fields. An individual with a passion for trees, a drive to learn and a “can-do” attitude. Also looking for PVC technicians, foremen and climbers. Fax resumes to the following: Telephone: (214) 544-TREE (8733); Fax: (972) 569-8370; Mail: Advanced Tree Care, 590 N. Meandering Way, Fairview, TX 75069.

**Live and work at the Beach!**

The top tree care firm in beautiful Wilmington, NC. has immediate opening for a Sales Arborist. Top candidate will have degree in forestry or equiv., ISA certification, 8-10 years’ experience in the residential tree industry, and a record of success in sales. Income potential of $70-90,000 +, and we offer medical, dental, vacation, retirement and more. Fax your resume to: Blue Ox Tree Care, (910) 792-1000, or bonnie@blueoxtree.com.

**Tree Work Climber Crew-Leader/Supervisor**

Live and work year-round at the beach, Wilmington, NC. 7 yrs residential tree work, 5 yrs as climber, 3 yrs as crew leader. ISA cert arborist a +. Valid DL, CDL a +. Require expertise in modern climbing/rigging, bucket operation, proper pruning, & ability to manage crews to be highly productive. Salary+ commission $55-60K+. We offer medical, dental, vacation, retirement & more. Fax/e-mail resume to: Blue Ox Tree Care (910) 792-1000 or bonnie@blueoxtree.com.
Work on Long Island’s “Gold Coast”

Work on our prestigious North Shore estates. Join Long Island’s first TCIA accredited company. Wonderland Tree Care has an opening for a Salesperson/Arborist with 2 to 3 years’ experience in the arboriculture or horticulture field. This person will prospect & generate sales revenue in a prestigious territory by adding new clients & further developing existing residential clients. Some of the requirements are:

- Assoc. Degree or equivalent from college or technical school
- ISA Certified Arborist
- Ability to write reports and communicate effectively while building rapport with clients
- Possess a clean, valid driver's license
- Must be able to identify basic shrubs and trees
- Knowledge of insect & disease management through the principles of Integrated Pest Management
- Computer skills a +

Wonderland Tree Care is extremely well-positioned in our territory & well respected in the industry. Work in a supportive environment where your opinion counts. We place high value on our clients & employees, as well as in honesty, integrity & quality. Safety is paramount. We promise to deliver the best product possible to our clients.

A passion for this industry is needed! Starting salary possible to our clients.

A decision to join our team will ensure year-round work for a prestigious and high-end client base, over 100 hours of annual paid training, an OSHA compliant work environment, paid vacation and personal days, paid holidays, paid healthcare and 401(k).

For People Who Love Trees - www.arborguard.com

Arborguard Tree Specialists, with offices in Atlanta and Augusta, Georgia; and Charlotte, North Carolina, seeks experienced sales arborists, crew leaders, climbers and plant health care technicians who demonstrate a passion for excellence. Arborguard maintains an exciting and highly spirit ed team culture that is focused on a positive experience for employees and clients alike.

A decision to join our team will ensure year-round work for a prestigious and high-end client base, over 100 hours of annual paid training, an OSHA compliant work environment, paid vacation and personal days, paid holidays, paid healthcare and 401(k).

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A decision to join our team will ensure year-round work for a prestigious and high-end client base, over 100 hours of annual paid training, an OSHA compliant work environment, paid vacation and personal days, paid holidays, paid healthcare and 401(k).

If you seek personal and professional development, appreciation, recognition and career opportunities, you may have found them. To explore this unique opportunity contact:

Dennis Tourangeau, Director of Operations, Arborguard, P.O. Box 477, Avondale Estates, GA 30002, or send fax to (404) 294-0090, or e-mail dtourangeau@arborguard.com.

All Paradise Tree Service, Oahu, HI

Seeking experienced climber. Valid driver’s license a must, certification is a +, Medical, dental, vision & RX benefits offered. Pay is subsequent to experience. Call (808) 696-5323. Come join us in Paradise!

Tree Climbers/Sales Reps/Crane + Loader Operator


Climber Wanted

Pref 1 year experience, but can train. Year-round work on NC coast with a Certified Arborist tree service. Valid driver’s license required. Fax resume (252) 808-3397 w/ salary requirements.

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Seeking Consulting Sales Arborists who exceeds sales goals. Certified Arborist, degree or industry experience a must. Money motivated? Over 6-figure income potential. Contact D&B Tree (617) 471-4777 x 30 or www.dbtree.com

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Certification a plus, must be an aspiring arborist & a team player for small growing family-owned/operated business that has an excellent safety record and 30 years of operation. Pay based on skill & level of commitment. Call Jim or Clint at (770) 754-0806 or (770) 597-6420. Atlanta/North GA area.

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Quality Ent. Inc.

Is seeking a full-time Tree Climber. Work in CA, OR & ID. Min. 2 years’ exp. high climbing and removal of all species req. Valid DL, Class A or B preferred. Great pay. Resume to qualityent@sbcglobal.net or fax (530) 582-9009.

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Manage services between crew & clients, safety training, equipment maint. Min 5 years’ exp., 2 in management. Valid CA DL, ISA cert. preferred. $50,000/Medical. (408) 781-3169 arborist@garlic.com

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Location: Kentucky. ACRT, Inc. offers great pay, excellent benefits, and AWESOME work environment. Send cover letters and resumes to jobs@acrtinc.com or fax 330-945-7200 Reference# TCI1106. ACRT, Inc. is 100% Employee-Owned. [EEO/AA & Drug Free Workplace]

We are a respected national company

That is looking to add a Territory Manager to the Mid-Atlantic Region of the U.S. The Territory Manager would be responsible for partnering with Arborist companies to sell our products in their area. Qualified candidates must have a minimum of 5 years of experience in the tree care industry. ISA certification and BS degree in Arboriculture or similar are a must. We offer a competitive salary, commission and full benefits with a 401(k) plan. If you are driven to make a difference in the industry with a company that values integrity, e-mail your resume to: jkust@yahoo.com

Plant Health & Tree Care Salesperson

Duties will include: estimating & scheduling crews in an established branch office. Certified Arborist & computer literacy is a must. Compensation includes family medical, dental, retirement plan, commission, vehicle, & salary of $750/wk. Relocation expenses provided to qualified candidate. Please contact Vince Winkler, Winkler’s Tree Service, or info@winklerstreeservice.com.

Operations Manager

DG& Tree Service, with offices in Central & Eastern Massachusetts, is seeking an Operations Manager to help lead our Team. Duties and Qualifications: The candidate must have proven tree care industry experience with general tree care work and plant health care. Responsibilities include: Field Training, Production and Safety Management, and Overseeing Daily Operations. Candidate must be goal oriented and have a strong commitment to Safety and Teamwork. CDL License a must. Certified arborist preferred. Benefits package. Please submit resume to Bob Young: bob@dbtree.com or fax (617) 471-4777 Ext. 30.

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Spur/no spur exp, correct pruning/safety skills needed. We have an education/training program in a beautiful area w/ year-round work. Benefits after 3 months, no drug/drama company. Ellen at (971) 221-3070 Woodchucktreecare.com

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For career opportunity and confidential consideration, send or fax resume, including geographic preferences and willingness to relocate to:
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Phone: 1-800-360-9333. Fax: (570) 459-5363 or e-mail: cfaust@dbiservices.com. EOE/AAP M-F

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Growing mid-size San Diego-based tree service company hiring crew foremen, climbers and groundsmen; minimum 2 years’ experience, $15-$20 an hour, EOE. Certified Arborist a PLUS. Benefits, drug screening. Must have valid driver’s license. Immediate openings, year-round work. Fax resume to (760) 727-3813 or call (760) 941-3992.

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Unbelievable skiing, hunting, fishing, camping. One hour to beach & Cascade mtns. Giant trees. Challenge trees. Safe, easygoing work environment. Looking for Oakman (person) w/ eucman background or just an oakman that never had the privilege of being a eucman! Top wages for the industry. Med/Dental, 4 10-hr-day work week, year round. (Except after storms). Elwood’s Tree Service Co. since 1981. Call (503) 390-2838, fax (503) 390-9648, e-mail ftreei@proaxis.com

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Rockland County-based firm since 1929 seeks qualified individuals with experience. Arborists/Sales Reps, Office Staff, Crew Leaders, Climbers, Spray Techs (IPM, PCH, Lawn). Great benefit package includes 401(k) matching, advancement opportunities, EOE. Check us out on the Web at irawickes.com. E-mail your resume to info@irawickes.com; fax (845) 354-3475, or snail mail us at Ira Wickes/Arborists, 11 McNamara Road, Spring Valley, NY 10977.
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Well respected 31-yr. old tree service has immediate opening for experienced tree trimmers and PHC Techs. Company offers:

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Applicants must be motivated & organized. Drug free & have a valid driver’s lic. CDL and/or spray lic. would be a plus. Call (636) 394-6597 or e-mail mfs@metropolitanforestry.com

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TCI classified ads work!
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There are some battles that we must inevitably fight in our daily practice of arboriculture. In order to survive in an overly competitive market, we must strive to provide a technically proper product at a fair price. We are the experts and have the overview of the situation. Our goals must be long-term benefit for our client in the hopes of having a long-term relationship that is built on trust. Occasionally in the course of practicing our trade, unexpected results can occur.

In September of 2002, I had such an experience.

We were contracted to remove a dying beech tree and stepped unknowingly into a public relations hornet’s nest. We have worked very hard to build a good reputation as a tree and landscape company, and in an instant our reputation was being called into question as we were being crucified in the newspaper for being “tree killers.”

The removal was a very focal beech tree in an affluent section of Providence, Rhode Island, a few weeks before an election. The neighbors were protesting and, being an election year, the politicians were coming out of the woodwork. Being the focus of such an attack was a new experience for me, and I realized that something had to be done; otherwise many years of hard work could be in jeopardy.

The facts of the situation seemed very simple to me. There was an overly mature beech tree in the final stages of decline, and my client wanted to expand his parking lot. The removal was done in the first week of September in 2002. Luckily, as a consulting arborist, I document with pictures.

On September 15, 2002, The Providence Journal printed the following editorial, titled:

“A Disease, All Right
The standard line when someone wants to cut down a beautiful tree is, ‘It’s diseased.’ We remember when a beloved elm, with perfect lush foliage, was taken down near us when someone wanted to widen a road leading into a new subdivision. An arborist later said that the tree had been healthy, no Dutch elm disease or anything else notable. So, the arborist said, ‘The tree died of sudden-onset developmentitis.’ ‘Of course all trees, like all people, have some disease. (‘This long disease my life,’ Alexander Pope.) To live is to decline. But most trees and people can do fine for a remarkably long time. This does not however apply to trees that stand in the way of making money. They are declared ‘dis-
eased’ and chopped down, whatever their reasonably good health and great beauty. The chopping is often accompanied by the crocodile tears of the choppers: a ‘true love’ of nature ‘compels’ them to be killers. ‘Had to destroy the village to save it,’ etc.

“So it was in last weekend’s sneak attack that took down a gorgeous century old copper beech at the corner of Waterman and Hope streets, on the East side of Providence. Dr. Brian Duff, who last spring bought the physicians office building at 130 Waterman and its adjacent grassy plot and parking lot, wants to expand the parking lot (more customers, more money), so he paid Schwartz Tree and Landscape to chop down the beech. (They also did some controversial tree chopping along Fone’s alley.)

“The young and commercially ambitious Dr. Duff, upon showing up in his shiny SUV to confront the enraged neighbors, gave the old story that the tree just had to come down because it was ‘diseased,’ though conceding that he also wanted to expand his parking lot. (The tree looked as if it was holding its own to everyone else, healthy enough to continue as one of the East Side’s glories for years to come. Dr. Mendell Robinson, who had owned the tree before selling the property to Cornish Associates, which in turn sold it to Dr. Duff, had lovingly cared for it for 45 years. (He now regrets not having put in a deed restriction to protect it.)

“The very affluent Dr. Duff would have done better not to have so hypocritically cited the disease element, and just stuck to his real theme: making more money for himself. The neighborhood, for its part, will mourn his action for many years to come.”

I found these attacks to be personally devastating, as well as completely unfounded. We live in a world in which the truth and common sense are the frequent victims of emotion coupled with the loudest voice. I focused on an editorial response. Bear in mind that prior to asking my company to remove the tree, Dr. Duff had already approached the City of Providence to see if there was any reason that he could not remove the tree, and was told that the tree could be removed.

The photographs show a tree with less than 50 percent leaf density and very new major dieback. There are also pictures of the fungal conks taken on the day of the removal, along with a piece of trunk with extensive white heart rot fungus in evidence.

On September 22, 2002, The Providence Journal printed my response:

“A disease all right; and it’s name is Ganoderma

“I was on vacation for a week, and upon my return, I opened The Providence Sunday Journal and found the article concerning our alleged ‘Murder for hire’ of an historic beech tree.

“Upon reviewing the messages on our answering machine, we discovered frantic messages; threats of lawsuit and harassment using unprintable expletives. Many of the callers exhibited a cowardly anonymity. Political candidates were on the scene opposing the destruction of a viable tree. An editorial in the Journal alleged a ‘sneak attack.’ Other opinions on the health of the tree came from came from a retired surgeon who stated, “The tree always had branches with no leaves.” The technical term for this type of branch is ‘dead.’ A neighbor, Mrs. Tompkins, said that, “the tree looked pretty healthy to me, especially after a drought.” However, what is lacking in these comments is the technical knowledge to support them.

“My crew working on the scene was subjected to verbal abuse and threats of physical violence. Should a client ask me to remove a healthy tree, my first question would be, ‘Why?’ A specimen removal will be refused, meaning that we will not remove a viable and healthy tree for no reason.

“When Dr. Duff first called me to view the tree and price the job, I viewed a mature beech tree with at least 40 percent die-back. There was a colony of fungal...
conks on the lower north side of the tree. These conks later proved to be Ganoderma. Ganoderma is a very virulent heart rot that cannot be successfully treated in any fashion. Once established, the tree cannot recover. This tree had no chance of recovery, and would have been lucky to survive another five or six years. If a parking lot had been installed, the tree would have been dead in two years.

"It is interesting to note that in the midst of this rush to judgment, I was the only person with technical expertise to see this tree before it came down. I am a consulting arborist with over 30 years field experience, but how could I be trusted to tell the truth, as I was involved in the ‘sneak attack,’ as referred to in the Journal editorial of September 15? However, I feel that I must respond to the allegations that I and my crew were simply ‘hired assassins.’"

"On the Saturday of the removal, City Council candidate Mr. Harry Bilodeau, and others, requested a second opinion on the health of the tree. I must comment, Mr. Bilodeau apparently trusted my technical expertise when he hired me to write a report that helped save his beautiful pin oak tree during the moving of a house on Hope Street that would have involved severe, detrimental trim. I wrote that report on September 29, 1999, and the tree is healthy to this day.

"Mrs. Tompkins accused us of starting the job because the Johnstons, who live across the street, were away. Mr. Johnston is the director of the Rhode Island School of Design Museum. In the northeast corner of the Johnston’s property is a mature sugar maple. In two or three weeks, it can be beheld in its full fall glory of orange and red. Three or four years ago, Mr. and Mrs. Johnston were kind enough to entrust the care of this valued treasure to my company for pruning.

"We have pictures of the beech tree taken prior to removal. The photographs show a tree with less than 50 percent leaf density and very new major die-back. There are also pictures of the fungal conks taken on the day of the removal, along with a piece of trunk with extensive white heart rot fungus in evidence. For those who are interested, Ganoderma is described on page 334 in Diseases of Trees and Shrubs, by Sinclair, Lyon and Johnson, 1987 Cornell University Press.

"I have been fighting for years to upgrade the practice of arboriculture in Rhode Island. I give between 30 and 40 presentations a year educating homeowners, college classes, industry groups, etc. As a matter of fact, Mr. Editor, in your newspaper, I was interviewed for three such articles: 7/8/96 ‘In Search of a Policy to Save the Trees,’ 9/15/96 ‘Arborist/State at Odds Over Rules,’ and 8/3/98 ‘Careless Home Builders Killing Trees.’"

"There are many serious arboricultural issues to be addressed, but it might be better if we approach them in a manner other than ‘the crowd of villagers running up the hill with pitchforks and torches.’ Among these issues are dealing with construction damage, (which is epidemic in this state at this time), educating consumers as to what is proper trim, (as 80 percent of the trim professionally done in Rhode Island involves plant damage for which people pay without realizing the detrimental after effect), and a useable arborist licensing with standards of practice, consumer protection and a liability insurance requirement tied to the licensing.

"If there are any groups in Rhode Island that would like to make practical changes in the way that trees are protected, I would be most anxious to help."

"As a final statement, Mr. Editor; I want to be very clear that it is our plant care services that are for sale, not our integrity!"

The response to my editorial was very positive. Clients and non-clients alike called my office and wrote letters of support and thanked us for clarifying the facts of this contentious situation. The final outcome of this situation was an increased work flow, particularly on mature trees.

David Schwartz is a consulting arborist and the owner of Schwartz Tree Care in Cranston, R.I.
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Congratulations to the 61 golfers who dodged the Cancun crocodiles and helped the TCIA raise a record-breaking $24,024 in the Robert Felix Memorial Golf Tournament during the Winter Management Conference.

The Robert Felix Memorial Fund is the grateful recipient of this outstanding TCIA member generosity, distributing up to four $3,000 scholarships each year to worthy post-secondary school students of arboriculture. TCIA is indebted to Tom Golon for his leadership of this year’s tournament.

“I can’t say enough to thank Cynthia Mills and her staff for coordinating and hosting this wonderful event,” said Janet Bornancin, executive director for the TREE (Tree Research and Education Endowment) Fund, which distributes the scholarship money. “And the tournament sponsors – Bandit Industries, Cummins Bridgeway, Rotochopper and Vermeer — really stepped up to the plate, or rather “tee,” to offset the cost of the event. Their sponsorships, along with 27 hole sponsors, made it possible for the maximum amount of money to go to the Felix Fund and scholarships.”

Thirteen foursomes competed in the tournament this year. Congratulations to the winning foursome, pictured below at left, and the second place team of Jerry Brown and Gene Bridges, both of Bandit, Craig Davis of Power Great Lakes, and Steve Marshall of Davey. Congratulations also for ‘Closest to the Pin’ winner Peter Andreucci of Bartlett and ‘Longest Drive’ winner Gerald Bonner of Bartlett U.K.

“A big thank-you goes to all 15 foursomes of golfers who took part in this year’s tournament. Also to on-site volunteers Michael and Lavonne Hundt of Rotochopper, who were ‘Hole-in-One’ spotters, and our photography team of David and Betsy McMaster of Bartlett,” said Bornancin.

A complete list of sponsors is on the facing page.

New TCIA Board Rep for TREE Fund

The voice of TCIA leadership is maintained on the TREE Fund Board through a TCIA Board member who serves on the TREE Fund’s executive committee. From late 2005 through 2006, Terrill Collier of Collier Arbor Care in Oregon served in this capacity and has generously agreed to continue to offer his leadership, expertise and intellect now that a new TCIA representative has been appointed. Ben Tresselt III, owner and president of Arborist Enterprises in Lancaster, Pa., is the TREE Fund Executive Committee’s newest TCIA Board representative.

In addition to his love of professional tree care, the great outdoors, and his hardworking family, Ben brings to the TREE Fund more than 15 years of entrepreneurship expertise and a decade of service to both the TCIA and ISA. Ben’s company was the third in Pennsylvania to be TCIA accredited. In addition to his board work with TCIA and the TREE Fund, Ben serves on three non-profit foundation boards in Lancaster.

“We applaud Terrill Collier for the valuable work he’s done, and continues to do for us. Likewise, we welcome Ben Tresselt III to the TREE Fund and we look forward to working with him to advance our mission and fulfill our strategic plan,” said Bornancin.

The TREE Fund recently bid farewell to Matt Dziedzic of Autumn Tree Experts in Illinois, who was also appointed by the TCIA to serve as a regular board member for the foundation over the same period time as Collier. Recognized for his enthusiasm, intensity and insight, Dziedzic was presented with a plaque at the Winter Management Conference by Bornancin, who also thanked him for his service as a TREE Fund board member.
We at the TREE Fund would like to thank the Tournament Sponsors:

Rotochopper Inc.
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for helping make the Winter 2007 Robert Felix Memorial Golf Tournament a great success.

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Become a part of this year’s “Shade Crusade” by supporting the 2007 TREE Fund Tour des Trees.
Make a donation on behalf of a Tour des Trees rider today!
Visit www.tourdestrees.org

or contact the TREE Fund’s Special Events Manager Lynn Day at (630) 221-8127 or email lday@treefund.org.

The 2007 TREE Fund Tour des Trees benefits the research and education projects and programs of the Tree Research and Education Endowment Fund. The results of TREE Fund research grants affect people’s lives and arborists’ techniques every day. Visit www.treefund.org to learn how.

Please circle 50 on Reader Service Card
Mark Your Calendar
2007 Legislative Day on the Hill

TCIA members will descend on Washington, D.C., July 15-17, 2007, for our second joint green industry legislative conference. Make sure you mark your calendars to attend this important event. You’ll learn about the latest legislative activity in Washington, hear from key policymakers, and have an opportunity to visit Capitol Hill and meet with your elected representatives.

Organized in conjunction with the Professional Landcare Network (PLANET), which is the name for the organization that combined the Professional Lawn Care Association of America (PLCAA) and the Associated Landscape Contractors of America (ALCA), this joint conference will be the green industry’s second coordinated legislative day.

The conference occurs at a time when you can make your voice heard to the new Democratic-run Congress—whether your congressional representatives are returning or newly elected. Take advantage of this rare opportunity to visit the congressional office of your senators and representatives. It’s important that every TCIA member make plans to attend.

Of course, Washington is a fabulous family destination, too. From its celebrated symbols of patriotism to its undiscovered neighborhoods, the sights and sounds of the nation’s capital inspire millions of visitors every year. The city is packed with free attractions, an endless calendar of special events, and famous sights—such as the Smithsonian. You may wish to arrive early or stay an extra few days.

For the conference, you have two choices for arrival times:
1. Arrive in time for the opening reception Sunday, July 15, at 6 p.m.
2. Arrive in time for the keynote Monday, July 16, at 3 p.m.

You must make your own travel arrangements. Full registration information will be available soon, but we expect hotel rooms to sell out quickly. A block of rooms is reserved at the L’Enfant Plaza Hotel, one of Washington’s, most prestigious hotel addresses. Many rooms offer exceptional views of the city’s historic sites. It is centrally located and is within walking distance to the Smithsonian Castle, the Air and Space Museum, the World War II Memorial, and the Washington Mall. The negotiated room rates are $169 for a standard room, $239 for Club 480 room, and $359 for the Executive Suite. For reservations, call 1-800-635-5065 and reference the PLANET room block. Registration cost for the conference is $150.

In 2003, TCIA established five outcomes in our Transformation of the Industry. Among them is partnering with government so that they “regularly seek our advice and counsel as the source of industry standards and as a partner in crafting appropriate legislation and regulations for our industry.” This is your opportunity to educate federal policymakers about the tree care industry. Join us and grow tree care’s voice in Washington. Please complete and return the enclosed insert.

For more information, call Mark Garvin at 1-800-733-2622 or e-mail garvin@tcia.org.
Society of Urban Forestry Coalition may lose USFS support, but vows to continue mission

Three years ago, TCIA joined the Society of Urban Forestry Coalition (SUFC) to advance a unified urban forest agenda for our nation's communities. The Coalition views urban forests as the aggregate of all community vegetation and green spaces that provide benefits vital to enriching the quality of life.

The SUFC membership includes:
- Alliance for Community Trees
- American Forests
- American Nursery & Landscape Assoc.
- American Planning Association
- American Public Works Association
- American Society of Landscape Architects
- International City/County Mgt. Association
- International Society of Arboriculture
- National Arbor Day Foundation
- National Assoc. of Conservation Districts
- Society of American Foresters
- Society of Municipal Arborists
- The Davey Tree Expert Company
- TreeLink
- U.S. Forest Service
- Utility Arborists Association

At the third annual meeting, held in Washington, D.C., January 24-25, the Coalition discussed progress and charted its next course. While the long-term thrust of the coalition is to leverage the many resources that exist among members; to find new strategic alliances and partnerships; and to have a greater understanding of how we can foster success and communicate our message together; there is an immediate crisis that the coalition is focused upon.

The U.S. Forest Service budget for the urban forestry program is scheduled to be slashed dramatically in the 2008 budget. So grave is the situation that two members of the Forest Service were present and two additional leaders made presentations. The dire reality is that there is a possibility that the program won't exist in 2009.

The U.S. Forest Service has funded many projects that have benefited our community, including the Coalition itself. The immediate focus is to support the Forest Service by providing information it needs to convince the Office of Management and Budget (OMB) that the existence of the urban forestry program is critical to sustain.

The Coalition has determined that, regardless of what happens with the USFS support of their endeavors, it will continue to exist and work on a coordinated voice in Washington and to consumers. As members of the Coalition, we believe our time has come to step up and embrace the “Green” movement, using this opportunity to communicate our message about trees. We anticipate creating a greater understanding about the value that trees bring to the economy and our quality of life, while providing an off-setting solution to global warming and the energy challenges.

The message is still in refinement, and TCIA has agreed to play a role in working through the critical development of this Coalition's voice.

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Products: Summit Sign & Safety distributes signage and safety products designed to keep workers safe and productive. They offer thousands of products and ship within 24 hours in most cases. Summit pays freight on orders over $200.

Member Benefits: Summit Sign & Safety will contribute 5 percent of total products sold to TCIA members to be split in the following way: 2.5 percent will be applied toward the next year's TCIA renewal dues of those members purchasing products, and 2.5 percent will be applied toward development of safety and educational programs for the tree care industry.

Example: If your company purchases $2,000 in products/services, Summit Sign & Safety will send TCIA a credit of $50 to be deposited into your membership account. Credits accumulate throughout the 12 months of membership and when you receive your annual renewal statement, the total credits will be subtracted from your membership dues. Thanks to the support of Summit Sign & Safety, your company can reduce its annual dues and help offset the costs involved with keeping the industry safe.

Requirements: To receive a dues credit, you must let Summit Sign & Safety know you are a member of TCIA and want to take advantage of the TCIA Affinity Program to reduce your dues. Visit www.summitsignsafety.com or call 1-800-786-4035 to take advantage of the TCIA dues reduction option.

To learn more about how your company can benefit from this and other TCIA Affinity Programs, please call 1-800-733-2622.
Professional Communication awards

The Professional Communications Awards, formerly known as the Freeman Parr program, epitomize marketing and communication excellence for this industry. More than 20 years old, the program is open to all Active and Affiliate Member companies. This year, we had an impressive 75 entries, with dozens of excellent examples of professional writing and design. For all of these categories, creativity and resourcefulness was taken into consideration along with amount spent on the final project. A good communication vehicle need not be expensive, and an expensive piece can fail in its objectives. Ultimately, our panel of judges chose 14 of the 75 entries as winners.

Winners were selected in four categories: Brochure, Newsletter, Web Site and Special Entry. The entries were evaluated on their overall appearance, content quality, adherence to ANSI and OSHA standards, and their success in achieving the company’s marketing and communications goals.

In the Brochure category, we have four entries to recognize. They are Arborist Enterprises, Preservation Tree Services, SavATree, and Top Notch Treecare.

In the Newsletter category, we also have four entries to recognize. They are Carolina Tree Care, Hartney Greymont, Preservation Tree Services, and SavATree.

The Special Entry category covers marketing and communications initiatives that don’t fit in the other categories. This year we have four entries to recognize. They are Bartlett Tree Experts, Care of Trees, Swingle Lawn, Tree & Landscape, and Winkler’s Tree & Landscape.

Finally, the Web site category has become more and more difficult to judge as our members expand their presence online. We found some very impressive examples. We also found that our members face the same challenges that we do – keeping the content up to date and the images or video compliant with standards. Several sites were close, and two stood out. They are Embark Tree and Landscape Service and Swingle Lawn, Tree & Landscape.

Congratulations to all award winners.

Could you be a TCIA business advisor?

A number of TCIA members volunteer to assist other members with business questions in several areas. These areas include business development, finance, how to sell a business, human resources, marketing, office management, regulatory compliance, safety training, sales and technology.

Do you have the experience and desire to help your fellow tree care company owners and managers do business better?

If you think you might want to volunteer as a TCIA business advisor, to explore further how you might be able to help out, or for more information, contact David Lee or Brenda French in TCIA’s membership department at (603) 314-5380 or via www.tcia.org.

New Hazard Tree Quick-Check stickers

TCIA’s Hazard Tree Quick-Check stickers have been reprinted and are again available for purchase.

The sticker points out dangers to look for every time you approach a tree, and are great to keep where they will be of use.

The new ones have been updated, streamlined and sized to fit on the visor or your trucks or cars, or to stick right on the dashboard.

They are available in English or Spanish. The prices are $2 for members, and $3 for non-members.

One free sticker for TCIA members was included with their March issue of Reporter as the TCIA member benefit of the month.

For others, or to order one for every vehicle in your fleet, call (603) 324-5380 or visit the TCIA’s online store at www.tcia.org.
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Illinois to pay for removal of ash trees on both public and private land

Illinois officials have announced that the state’s Department of Agriculture will pay to remove all ash trees in Illinois known to be infested with emerald ash borers, as confirmed by laboratory tests.

Also, the state will pay to remove ash trees that property owners suspect are infested with EAB, if such trees are located within a half-mile radius of a known infestation, and they also exhibit multiple symptoms of EAB as confirmed by a state inspector.

The Morton Arboretum’s Edith Makra is a member of the state’s Management and Science Advisory Panel, which was instrumental in crafting the state’s decision. She made a presentation at the arboretum March 8 addressing related questions. This program is voluntary, The Morton Arboretum does recommend landowners participate.

To report a suspected infestation, call the state of Illinois at 1-800-641-3934.

Investing in Yellowstone


One week each summer, Paul Thurk, a principal at ARCH Venture Partners, exchanges his BlackBerry®, cell phone and principal at ARCH Venture Partners.

“arbitrage?”

Investing in Yellowstone

“arbitrage?”

Volunteers work in conjunction with the nonprofit Yellowstone Park Foundation. To encourage employees at all levels to participate, the firm offers additional time off with pay to the volunteers.

“This is a true individual volunteer effort because we each pay our own expenses,” Thurk said. “We do this out of love for this special place.”

Since its creation in 1872, Yellowstone has served as a universal symbol of wilderness, mystery, and natural beauty hosting more than 3 million visitors each year.

The AYV works on a variety of maintenance projects from year to year, such as clearing natural debris and fallen timber from trails, cleaning campsites, installing latrines, building hitching posts, rerouting drainages and verifying the safety of trails and river crossings.

Most recently, Thurk’s team refurbished the Snake River horse corral in the picturesque Lake District. The group constructed more than 275 feet of bucks (posts) and rail fence from large lodgepole pine. More than 21 bucks and 108 rails were debarked by hand to complete the project.

The team also made other repairs, cut firewood and cleaned up the site.

“Our partners at Stihl were a big help. We used a complete line-up of donated Stihl equipment, including the BT 121 auger, BT 45 wood boring drill, HT 101 pole pruner, and MS 361 C-Q and MS 200 chain saws. At one point we had five saws running for four hours straight,” Thurk says.

For Thurk and his co-workers, looking for winning investments in new technologies and promising start-ups is second nature. But the personal investment of time, hearts and energy that they make in getting back to nature at Yellowstone is probably among the most meaningful for this group of dedicated volunteers.

Screening for invasives could save U.S. billions

By Union of Concerned Scientists, as posted on YubaNet.com.

A new study shows that screening for potentially harmful foreign plant species before they are imported is more economically beneficial than fighting them after they take root in new areas. Because the United States has no screening program for invasive species, the study focuses on Australia and finds that their prevention efforts pay for themselves with reduced economic damage in just over 10 years and result in up to $1.8 billion in savings over 50 years.

“Because our plant industry is several times the size of Australia’s – and because these figures are conservative – the U.S. could save even more if we began to screen plants before they are imported,” says Phyllis Windle, senior scientist and director of invasive species work at the Union of Concerned Scientists. “From any country’s perspective, it’s better to fight invasives species over there instead of over here.”

About 85 percent of non-native woody plant species growing wild in the U.S. were originally imported for the landscaping and nursery trade. Because the U.S. allows imports regardless of invasiveness, many species make it to public and private lands undetected. Once invasives take root, controlling a single species can cost millions of dollars annually because eradication is often impossible.

Florida, for example, has spent about $8.2 million since 1998 to limit the spread of Old World climbing ferns in public lands. These plants were introduced as ornamentals and serve as “flame ladders” during fires. Many other horticultural imports, like English ivy, Brazilian pepper, bush honeysuckles, and Norway maple, also have high environmental costs when they displace native wildflowers, decrease wildlife habitat, or change the availability of water or sunlight.

The Australian program is 90 percent effective at identifying and preventing potentially harmful imports of plant species. Overall, 25,360 foreign plant species have been introduced to Australia and 1,366 (5 percent) have become invasive and caused economic harm. Of these, 70 percent were imported for the ornamental plant trade, a $3.9 billion industry in Australia. The annual economic damage from ornamental invasive plants in Australia is over $2 billion. Meanwhile, administrative costs for Australia’s screening program are estimated at only $213,000 per year.

“Invasive plants spread for decades and their economic and environmental costs are...
severe and increasing,” said biologist David M. Lodge of the University of Notre Dame, one of the study’s authors. “Even when we only considered very straightforward costs, it’s clear that screening benefits both the economy and the environment. Screening is the next step in improving U.S. policy and completely consistent with our international trade obligations.”

Often, the costs of invasives species are borne by taxpayers, as in the Great Lakes, where the U.S. and Canadian governments together have spent about $15 million annually since 1956, controlling sea lampreys. In 2003, Federal and state agencies spent more than $14 million to slow the spread of European gypsy moths along a 10 state line. And West Nile Virus has killed hundreds of Americans, sicken thousands of others, and affected more than 200 species of native birds. Altogether, invasive plant and animal species have caused billions in economic harm in the U.S.

This study is the first to analyze the net economic benefits of a screening program. While few countries require screening for invasive species, many nations suffer from invasive species that increasingly make their way to new countries through growing global trade.

“Invasive species policy in the U.S. is way behind the curve,” said Windle. “This should be a wake up call to Congress and the U.S. Department of Agriculture that strong, new legislation and regulation are long overdue.”

The study was written by Reuben P. Keller and David M. Lodge, biologists at the University of Notre Dame, and David. C. Finnoff, an economist with the University of Wyoming, for publication in the “Proceedings of the National Academy of Sciences.”
Nearly all my adult life work has been in forestry related fields. I have always possessed passion for trees, yet my professionalism continues to increase as decades pass.

Currently in line clearance operations, I am a degreed forester, timber harvesting specialist, Certified Arborist, Certified Arborist/Utility Specialist and Certified Tree Care Safety Professional (CTSP). I work daily in the field in all types of weather as a working foreperson of a two person aerial lift operation for one of the largest line clearance companies in the world. I am also female working diligently with integrity in a predominantly male dominated field. Many field observations have come to light through decades of observation of my surroundings.

Homeowners respond well to my knock at their door to speak of intended work to be performed on their property. Elderly folks have repeatedly informed me that they wouldn’t answer the door for some random male that looked like he fell off a tree truck. Elderly women seem particularly glad to find a woman knocking and find it refreshing that I am willing to acknowledge that the property in question (usually reclamation of existing right-of-way on American Electric Power property in Ohio) truly belongs to the homeowner. It is true that the power companies can muscle right in and cut trees growing into their lines regardless of the wishes of the homeowner. It seems to go much better for me to let the property owner own their property and ask, in earnest, for their permission to trespass on their property to trim or remove trees interfering with the reliability of electric service in the area. The property owner has the responsibility for the trees, the right to the shade or to rake the leaves, so it becomes my responsibility to both gain access for the utility work and gain the confidence of the homeowner that their wishes will be respected. In giving the ownership back to the property owner, we develop a few moments, or a relationship, based on mutual respect.

At that point, I am able to complete the required work and obtain the maximum clearance desired. The property is always left cleaner than our crew found it. We also integrate clearance with aesthetics. This approach glean benefits such as hand-crafted pottery, cookies, homemade breads and smiling homeowners in our wake. We behave with integrity and respect on the property of another individual. It is worth it to help turn around public opinion of field tree workers.

Consideration goes a long way in modern society and is appreciated by many. Recently we had occasion to work deep in Amish communities in Southern Ohio where horse drawn buggies are still the preferred means of transportation. Running a MUTCD (Manual of Uniform Traffic Control Devices) compliant flag operation in such areas, it baffled me to see why a Durango with a mom on the cellphone while driving (much too fast, I might add) had any more right to the roadway than a traditional horse and passenger-carrying buggy.

In my work zone on a state route with two lanes of opposing traffic, I will allow the right of way to the slower moving vehicle in nearly every instance. When automobiles and semis out horsepower or squeeze vehicles like the horse drawn buggy on the road to town, such slower moving vehicles don’t stand a chance. It doesn’t cost a dime to be considerate. Integrity and consideration will never completely fade “out of style.”

Integrity is about doing the right thing even when and especially when no one else is watching. Consideration is about giving the other person the polite and professional respect you would, in fact, like to see shine your way. From the viewpoint I have in the field, it is undeniably worth it to keep integrity and consideration alive and well and living in America. We will all get farther with sugar than with salt. Public opinion of tree professionals is difficult to repair once tarnished. We can each work to make a difference. This should be an obligation, not an option.

Lynn Dawn Wiseman lives in Copley, Ohio, and works in the area for Asplundh Tree Expert Company.
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