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Your Money IS Your Business ...

In seven years, I have never had as many companies privately tell me that they have had stealing, accounting problems, and accounting personnel problems, as I started hearing about a year ago – and it’s increased since the beginning of this year.

So let’s be very, very clear about something. There are three very quick ways to find yourself short of money: Not having internal controls and processes in place that provide you as much coverage as possible to prevent stealing and fraud; assuming that Johnny or Suzie would “never do that”; assuming that they know what they’re doing, and you don’t, because you never took Accounting 101, and so how could you possibly oversee them?

Before I agreed to take this job, I provided a list of Board best practices to the Search Committee and said that unless the Board agreed to engage in those behaviors, I would not be the right match for TCIA. The list included having an annual audit and having the auditors personally present the audit to the Board of Directors. First, it’s the Board’s primary protection from an unethical or crooked CEO. Second, it’s the CEO’s protection from an unethical or crooked CFO and/or accounting staff. Third, it’s part of a Board’s due diligence to protect the assets of the organization.

Internally, if I’m gone, our CFO signs checks. If she does, she sends me an e-mail that lists all of the checks written including to whom, the numbers, the amounts, and descriptions. I send an e-mail back that indicates I reviewed it; so we have a track record of disclosure. I receive the bank statements unopened, and I personally review what is going on with our accounts, cash flow and checks, and I check signatures every month. The CFO does as well later. We have a lot of internal controls and procedures in place like this; including requiring our accounting staff to each take a minimum of five successive days of vacation off per year so that someone else has an opportunity to see what is occurring in each office. In addition, financial statements go to our Board of Directors monthly, and quarterly calls are held with our Finance Committee.

Does this mean that I don’t trust my staff? Does it mean that my CFO doesn’t trust me? Does it mean that the Board doesn’t trust the CEO or the CFO? No! It means that we care enough about each other’s professional positions, responsibilities and reputations, as well as the organization that we are responsible for, to have procedures in place that provide the maximum possible security for each one of us in the roles that we play managing the finances of the Association. It is conducting business appropriately with best practices in place.

I have heard some really painful stories in the last few weeks from people I respect and care about. I don’t wish anyone to go through the kinds of agonies that these problems create. When it happens with people on your team that you would least expect, it’s more than just a business pain in the neck; it hurts.

It is critical for all businesses to put in place internal controls that divide up duties, require oversight from multiple people, and reduce the probability that someone will steal from you. If you don’t get a review or an audit, at least ask your CPA for a list of the basic internal controls that you should implement for your size business. Sit down with your accounting staff, particularly if they are long-term employees or relatives, and explain that it’s important for their protection that you have best practices in place that protect them, as well as the company. If you get too much push back on this, you might have something to which you need to pay attention.

This is one of the easiest problems in business to solve, and it’s one of the places where your business can have the greatest exposure.

Paying attention to it is critical, because your money IS your business!

Cynthia Mills, CAE
Publisher

TCI’s mission is to engage and enlighten readers with the latest industry news and information on regulations, standards, practices, safety, innovations, products and equipment. We strive to serve as the definitive resource for commercial, residential, municipal and utility arborists, as well as for others involved in the care and maintenance of trees. The official publication of the non-profit Tree Care Industry Association, we vow to sustain the same uncompromising standards of excellence as our members in the field who adhere to the highest professional practices worldwide.

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QUALITY TOOLS FOR TODAY’S ARBORIST

Nobody understands the needs of today’s tree care professional better than SherrillTree. That’s why we work hard to deliver the best quality gear available, so you can work efficiently and safely.
Multi-functionality in a single, self-contained mobile unit is the dominant trend in spray equipment for the tree care industry.

Driven by a need for improved efficiency and increased profitability of one-stop calls, single units enable the arborist to administer multiple treatments on the spot without calling in supplemental trucks and/or rescheduling appointments. It’s a significant advantage in the ability to implement integrated pest management (IPM) programs more efficiently and profitably.

“I talk to a number of companies that have high quality equipment, but it’s totally inappropriate for profitable IPM applications,” says Gary Maurer, national director of sales and marketing for Green Pro Services. “If a customer is scheduled for three different applications, one truck might arrive at 10 a.m., a second truck at 11:30, and the third at 2 p.m. That’s three trucks and three drivers. Or it could be the same truck and driver on three consecutive days. Either way, the customer sees the company as disorganized and may wonder if he’s paying too much money for services.”

It’s not just a matter of customer perspective, either. Inefficiency is a company profit robber, and the impact on the bottom line is often quite significant.

“From the company’s perspective, overhead is escalating out of control, scheduling becomes a nightmare, and profit margins begin to shrink,” Maurer says. “It’s much more efficient to pass everything you need with you and be flexible enough to handle all the jobs that you need to accomplish with only one trip.”

Multi-tasking rigs are a top priority as well for Georgia-based manufacturer John Bean Sprayers, according to Richard Cordero, director of sales in LaGrange, Ga. “It’s all about giving the end user what they need to be efficient,” he says. “Today, it’s important from an economic standpoint to be able to roll out to a job site and address multiple problems or situations with a single rig. A lot of our customers want to buy units that are set up right out of the box to do these types of diversified jobs.”

One of John Bean’s customers is the Davey Tree Expert Company.

“IPM trucks are very beneficial for us, particularly for our smaller offices,” says Davey’s Chuck Daum, residential commercial management coordinator in Kent, Ohio. “We still have a lot of the older standard rigs that work well when we need volume, but the IPM trucks are definitely the trend. At least half of the trucks we
place in service now are the multi-tank IPM units. The flexibility to address multiple issues on a single property with one stop is more economical for us and more economical for the customer."

"'Windshield time' is becoming an issue in this industry due in part to the price of fuel. The less time we spend driving, the better. If we can use one truck to do three jobs, our operational expenses are reduced and we’ve saved money for our customer and ourselves,” says Daum. “With the IPM truck, we can pre-mix our chemicals before we leave the shop if we know what we’re facing, based on the time of the year. If we don’t know what we’re facing, we can mix on the job site."

A changing focus on tree care basics

As the IPM philosophy has become more widely accepted and proven as a better way to approach long-term tree care, the industry’s focus has shifted from a curative approach to more of a preventative or “wellness” approach. The old days of going out and spraying the entire canopy have moved toward applications targeting smaller, more specific zones such as tree roots, according to Larry Tessier, fleet service manager for Aerial Equipment, which is a fleet provider for The Care of Trees, a TCIA member company based in Wheeling, Ill.

"This has changed the way we set up rigs,” Tessier says. “Instead of the old-style sprayers that were set up to cover large canopies with big tanks and high GPM, now we’re dealing more with smaller volumes and less material that is more targeted. This enables us to outfit rigs that can handle much more than a single purpose. If a technician is out doing a routine fertilization job and notices something else that needs to be addressed, the chances are he can take care of it right there on the spot without having to schedule a different truck or a new appointment. The homeowner is happy because of the value, and the company is better off because it’s much more efficient."

That rings true with other equipment providers as well. Customizable rigs are what customers want, according to Tom Duffy, administrator at SherrillTree arborist supply in Greensboro, N.C.

"The days of rolling up to a job site with a 1,000 gallon tank on the back of a truck and spraying everything indiscriminately on the property are gone,” Duffy says. “We’re now building a lot of multi-tank unit rigs that can handle a variety of jobs. It’s very common to get requests for rigs that have a primary 400-gallon tank for water, a 300-gallon tank, and a couple of 100-gallon tanks for materials and mixing so that a single technician can handle almost any situation he runs into while he’s on the job."

There’s also a trend toward smaller units, according to Tom Wanner, vice president of Minnesota Wanner Company in Minneapolis, Minn. “Most of the units that we customize are smaller now than they were several years ago,” he says. “The industry is moving away from blanket sprays and trying to minimize the amount of chemicals that are applied. There’s not as much need anymore for the large 1,000-gallon sprayer.”

Tailored equipment

“Spec” units are becoming more common as equipment manufacturers vie for business. The one-size-fits-all concept isn’t a very marketable concept in today’s tree care industry where end-user needs vary considerably from one locale to another or from one business model to another. Equipment add-ons that might be advantageous to one tree care company might be wasted space for another.

"We can set up units to perform tasks for any IPM program based specifically on the needs of the end user,” Cordero says. “We can configure those units to whatever makes the most sense for his operation so that he can take care of the situation at hand in a single stop.”

Fitting the unit to the customer has become an increasingly important service
for companies vying for business. “We depend on being flexible to what our customers need because we’re a small company,” Wanner says.

From pickup trucks to rolling PHC units

“The pickup truck skid unit model doesn’t look much different today than it did in earlier years,” Mauer says. “The larger, more comprehensive plant care units, however, look nothing like their 1000-gallon, single- or dual-tank ancestors. They can effectively deliver the range of services we are discussing today. To start with, the new breed of IPM unit doesn’t look like a traditional spray rig. It is totally enclosed, has roll up doors, a roof to keep out the elements, protection for the equipment and can be covered with photos, logos and other marketing material – a rolling billboard. The equipment itself is a powerful marketing component that generates business.”

Clean lines and curb-side operations are important considerations when dealing with public perception, according to Duffy. “Layout has become extremely important,” he says. “When a technician pulls up to a job, he needs to be able to operate everything from the curb-side so there is minimal need to access anything from the street side. When he’s through, he rolls down the doors, locks up the unit and has a nice, clean vehicle exiting the job site.”

That’s a much more palatable scenario for consumers than a large tank on the back of a truck. Self-contained, roll-up units are also advantageous for the applicator. They’re weather-proof, a theft-deterrent and enable the technician instant access to a wide array of supplies and supplemental products on a mobile format.

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Going green and operating safely

Consumers are also exerting significant pressure on what will and what won’t work for local tree care companies. Environmental awareness and a growing desire for quiet, clean neighborhoods drive consumer choices and shape local regulatory policy – often much more significantly than some tree care professionals realize.

“Much of what is happening today is a result of consumer preference, as well as the need for professional tree companies to be more productive and of course, more profitable,” Maurer says. “These requirements ultimately impact the design and utilization of the equipment, which is why we specialize in custom built units. Trucks are quieter in response to residential concerns about noise. Some neighborhoods in densely populated urban areas are moving toward zero chemical tolerance. In those situations, the operator needs to have the ability to carry such diverse products as soaps, oils, natural control products, injectables, biological controls, and micro formulations.”

Organic solutions such as compost teas are becoming increasingly popular in many urban landscapes due to heightened environmental awareness. “We’re building three different units right now for three different customers who need the capability to handle compost tea in addition to other materials,” SherrillTree’s Duffy says. “That requires some special considerations because you don’t want to use the same tank to hold compost tea that you use to hold pesticides. The spores and the microbes in compost tea are too fragile. You want to keep that operation completely separate from the pesticide operation. Holding temperatures are also very important when dealing with compost teas. If you put 45-degree water in the tank, you’ll ruin the solution. Aeration also becomes important, especially if it’s left in the tank overnight.”

As a result, SherrillTree is customizing rigs that have two sets of separate tanks, hose reels and pumps on each rig. “The front half of the rig is set up to spray tall shade trees while the back half of the rig is dedicated to compost tea applications or injections,” Duffy says. “It’s all about versatility.”

A customized unit today can handle compost tea applications, root injections, 100-foot high spray applications and even root excavation, all from the same truck, according to Green Pro’s Maurer. Cross-contamination controls retain purity, and aeration equipment maintains microbe viability.
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“Late afternoon compost tea applications can be just as diverse and concentrated as early morning applications,” Maurer says. “It can all be custom blended on site. A new style of brewer permits the applicator tank to become the brewing tank, making the tea overnight and applying the next day using all of the same equipment, right on the truck.”

Environmental and worker safety are also increasingly important concerns. The new generation of mobile spray equipment addresses those issues as thoroughly as possible, according to Maurer.

“For example, enhanced safety features limit blown hoses,” he says. “Locking valves protect seldom used features from accidental use and serve to prevent cross contamination. We have recovery systems

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that work to contain spilled chemicals. Our rigs are also designed so that all controls and mixing are at curb level. There is no climbing, falling or spilled ingredients.”

“Risk-reduction” alone is an important advancement. Separate tanks carry water ready to mix in appropriate quantities for each specific job.

“With high GPM transfer pumps, a technician can prepare a custom mixed application in less than a minute,” Maurer says. “In terms of safety, self-draining tanks leave no left-over product, and fresh water is available to quickly rinse application tanks, hoses, pumps and any other points of contamination if necessary prior to mixing the next application.”

On-demand mixing capabilities are particularly advantageous in areas where strict environmental regulations are becoming increasingly more difficult to comply with. It’s also advantageous for the operator from a financial standpoint.

“With these new style units, a technician can pull up to a job site, assess what’s needed, mix up the exact amount of material, apply it and eliminate any leftovers,” Aerial Equipment’s Tessier says. “They don’t have to worry about dumping material or keeping it in suspension for the next job. It saves money, material and labor and eliminates a lot of environmental concerns.”

**Designed for efficiency**

Not only are the new style rigs designed to make money, they are designed to save money, particularly in terms of labor costs. One spray truck can now do the work of two or three, effectively serving as a combination of a lawn truck, a tree truck and a compost tea truck. Combination units with two applicators can make multiple applications simultaneously, thus yielding two income streams from the same truck at the same time. Also, design flexibility allows for subsequent changes in functionality throughout the year or in years to come.

“While many arborists do not presently provide lawn and turf care, there would be a distinct advantage to purchase a piece of equipment that was capable of providing such services in the future,” Maurer says. “The initial, additional investment today is very low compared to replacing equipment five years from now. It makes sense to invest whatever it takes to get whatever you are going to need three to five years from now. Equipment is too expensive to replace in a few years because it is too small or too poorly suited to changing needs. Also, it makes sense to select the most efficient, flexible, multi-tasking rig you can afford. Any extra money spent today will return itself 100-fold in labor cost savings over the 15- to 20-plus-year life cycle of the unit.”

Capital investment in equipment is a major consideration for any tree care company. Planning intelligently for future requirements demands a well-thought-out vision and a realistic assessment of current financial resources. Perhaps most importantly, smart decisions about equipment investments should be based on where the industry is headed – not where it’s been.

Brenda Carol is a freelance writer living in Murphys, Calif.

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**On-demand mixing capabilities are particularly advantageous in areas where strict environmental regulations are becoming increasingly more difficult to comply with.**

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May 10, 2006
Chain Saw Safety Course
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May 11, 2006
Urban Forestry Summit 2006
Houston-Galveston Area Council, Houston Urban
Forestry Council, TX Forest Service
Houston Arboretum & Nature Center
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Contact: Chuck Wemple, (713) 993-4514;www.houstonglobalforest.org/Events/Summit2006

May 17, 2006
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Forestry Research and Education Center, Jackson, NJ
Contact: (732) 833-0325

May 19-20, 2006
Tree Climbing/Workshop & Climbing Championship
Texas Ranger Museum, Waco, TX
Contact: ISA Texas, Mike Walterscheid, (512) 587-7515, www.trees-isa.org/events/

May 24, 2006
Electrical Hazard Awareness Course
Committee for the Advancement of Arboriculture
Forestry Research and Education Center, Jackson, NJ
Contact: (732) 833-0325

May 31, 2006
Landscaping IPM Workshop
Oklahoma State University, Stillwater, OK
Contact: Mike Schnelle (405) 744-7361; mike.schnelle@okstate.edu

June 8-9, 2006
Advanced Oak Wilt Training for Certified Arborists
IS A Texas, Texas Forest Service
Voight Center, (San Antonio) Hollywood Park, TX
Contact: Gene Gehring, Gehring@mailcity.com

June 8-9, 2006
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San Luis Obispo, CA
Contact: www.calpoly.edu/~envhort/IPM_Conf.htm; Professor Rice at rice@calpoly.edu

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Contact: www.isa-arbor.com

July 25-27, 2006
PANTS (Penn Atlantic Nursery Trade Show)
Atlantic City Convention Center, Atlantic City, NJ
Contact: PLNA 1-800-898-3111; www.PLNA.com

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$16,900. 1,000 lb at 16 ft max reach.

16 ft wood flatbed.

33 ft max reach, winch on boom, N-95 crane

64 GVW, 275 hp, 8 spd +lo, +lo/lo, A/C, Cummins,

95 FORD LTS8000: 4000EH SVC CRANE

15 GVW, 99 FORD F450 SUPERDUTY: dump with rollers.

with 8 spd +lo, A/C, 46 GVW,

91 MACK CH613: 300hp, 8 spd +lo, A/C, 46 GVW,

with 21 ft steel flatbed / dump with rollers. $24,500.

2 TON SVC CRANE

99 FORD F450 SUPERDUTY: 7.3L Turbo diesel, 250 hp, A/C,

15 GVW, 2 ton AUTOCRANE 4000EH SVC CRANE. picks 1,000 lb at 16 ft max reach. $16,900.

7½ TON NATIONAL

95 FORD LTS8000: Cummins, 275 hp, 8 spd +lo, +lo/lo, A/C,

64 GVW, 7½ ton NATIONAL N-95 crane, picks 2,350 lb at 33 ft max reach, winch on boom, 16 ft wood flatbed. $39,500.

77 ft ALTEC


55 ft ALTEC

99 FREIGHTLINER FL70: 210 hp CAT, Allison 4 spd auto, A/C, 33 GVW, 55 ft ALTEC AM855 bucket, 2 baskets, joystick ctrls, winch & jib on boom, 14 ft utility body. $49,500.

CREWCAB

94 INT 4900 CREW CAB: 210 hp, 6 spd, 33 GVW, front bumper winch. $16,900.

65 ft ELLIOTT

89 INT 1954: DTA466, 245 hp, Allison 5 speed auto, 35 GVW, with 65 ft ELLIOTT ECE365B PLATFORM LIFT. 40” x 60” steel basket, 21 ft steel flatbed. $39,500.

95 FORD F800: 160 hp, Cummins, Allison 4 spd auto, 21 GVW, with 14 ft steel flatbed / dump. $13,900.

88 FORD F900: 7.8L diesel, 13 spd, 48,000 lb GVW, with 12½ ton JLG 1250BT crane, 77 ft hook ht. 20 ft steel flatbed. $29,500.

UNMOUNTED KNUCKLEBOOMS

HIAB, PALFINGER, FASSI, NATIONAL, IMTCO, ETC...
July 28, 2006
10th Annual Wood\Plant Conference
Scott Arboretum, Swarthmore College, Swarthmore, PA
Contact: (610) 388-1000 x507; www.longwoodgardens.org

July 29-August 2, 2006
The ISA 2006 Annual Conference & Trade Show
"Hooked On Trees: Arboriculture Up North"
Minneapolis Convention Center
Minneapolis, MN
Contact: Jessica Marx; 1-888-472-8733; (217) 363-9411; jmarx@isa-arbor.com

August 15-18, 2006
ArborMaster Training Programs
Two 2-day Level 1 modules: Climbing Pecos Felling
Massachusetts (TBA)
Contact: (860) 429-5028; Info@ArborMaster.com; www.ArborMaster.com

September 22-24, 2006
1st New England Student Conference & Job Fair
New England Chapter ISA
Southern New Hampshire location tba
Contact: Tim Walsh (603) 867-0899; t.m.walsh@att.net

October 5-6, 2006
ISA Texas Annual Tree Conference
Round Rock Marriott, Round Rock, TX
Contact: Mike Walterscheid; (512) 587-7515; www.trees-isaoevents/

October 9, 2006
Tree Hazard & Habitat,
Risk Assessment & Ancient Tree Mgmt seminar
Sturbridge Host Hotel & Conf. Ctr, Sturbridge, MA
Contact: Safetrees, LLC, www.safetrees.com

October 11, 2006
Tree Hazard & Habitat,
Risk Assessment & Ancient Tree Mgmt seminar
Washington, D.C., area (location tba)
Contact: Safetrees, LLC, www.safetrees.com

October 13, 2006
Tree Hazard & Habitat,
Risk Assessment & Ancient Tree Mgmt, seminar
The Dawes Arboretum, near Columbus, OH
Contact: Safetrees, LLC, www.safetrees.com

October 17, 2006
Tree Hazard & Habitat,
Risk Assessment & Ancient Tree Mgmt seminar
The Mountaineers Building Seattle, WA
Contact: Safetrees, LLC, www.safetrees.com

October 19, 2006
Tree Hazard & Habitat,
Risk Assessment & Ancient Tree Mgmt seminar
Finley Community Center, Santa Rosa, CA
Contact: Safetrees, LLC, www.safetrees.com

October 27-29, 2006
NJ Shak Tree Federation Conference
Philadelphia Cherry Hill Hilton, Cherry Hill, NJ
Contact: Bill Porter or Donna Massa (732) 246-3210

October 27-28, 2006
PHCS Plant Biology Workshop
Presented by Dr. Donald H. Marx,
Frogmore, SC
Contact: www.planthealthcare.com

November 7, 2006
Tree Care Workshop
Oklahoma State University, Stillwater OK
Contact: Mike Schnelle (405) 744-7361
mike.schnelle@okstate.edu

November 9-11, 2006
TCI Expo 2006
Tree Care Industry Association
Baltimore, MD
Contact: Deb Gr 1-800-733-2622, Ext. 106; cyr@treecareindustry.org or www.tcia.org

February 11-15, 2007
Winter Management Conference 2007
Tree Care Industry Association
Hyatt Regency, Scottsdale, AZ
Contact: Deb Gr 1-800-733-2622, Ext. 106; cyr@treecareindustry.org or www.tcia.org

Send your event information to:
Tree Care Industry,
3 Perimeter Road, Unit 1,
Manchester, NH 03103
or staruk@treecareindustry.org

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ECHO acquires TerraMarc Industries

ECHO Incorporated has acquired the assets of TerraMarc Industries, the manufacturer of Bear Cat chippers and chipper/shredders, Lockwood potato planting and harvesting implements, and Crary agricultural equipment.

Located in West Fargo, N.D., the company will operate as a subsidiary of ECHO Inc. under the name Crary Industries, Inc. The company’s 2005 sales were in excess of $35 million, with employment of 180 people. President Chuck Crary, founder of Crary Company – predecessor company to TerraMarc Industries – will continue to lead the organization.

“The Bear Cat line of products complements our current line of high performance outdoor power equipment,” says Joe Fahey, vice president of marketing for ECHO. Both ECHO and Bear Cat products are leaders in the homeowner, commercial landscape, tree services, rental equipment, and municipal markets.

Becker Underwood appoints two in landscape coatings

Kent Rotert is the new marketing manager of the landscape coatings division of Becker Underwood in Ames, Iowa. Becker Underwood produces specialty products for the landscape, seed, agricultural, turf and horticultural markets. The landscape coatings division produces products and equipment for use in the coloration of mulch, sand, aggregates, rubber, and other landscape products.

Rotert most recently worked for BI Worldwide as a sales consultant and helped companies develop marketing, training, and business improvement strategies. He also spent 15 years with Vermeer Manufacturing Company as the director of marketing and advertising where he oversaw global marketing efforts for Vermeer products in the landscape, rental, utilities, underground construction, wood waste recycling, and tree care industries.

Larry Oien has joined Becker Underwood as technical manager of research and development within the landscape coatings division. In this role, Oien will oversee the development of new products for use in the coloration of mulch, sand, aggregates, rubber, and other landscape products.

Oien most recently worked for Flint Ink as a technology sourcing manager and senior research chemist. He also spent 12 years with the E.I. DuPont Company performance coatings division as a new product development chemist.

Vitamin Institute’s Thomson recognized for marketing

Dr. John A.A. Thomson, manufacturing biochemist and founder-president-owner of Vitamin Institute, has won the Lifetime Achievement Award from the Lawn and Garden Marketing and Distribution Association, the first time the association has given its highest honor to a chemist.

Dr. Thomson, 94, is best known for inventing SUPERthrive™ multiple vitamins/hormones for arboricultural and horticultural use. He has made SUPERthrive since early 1940, and since then has been noted for its unchallenged appreciable monetary reward/guarantee. SUPERthrive has survived on its merits – without salesmen, according to the LGMDA press release.

“Dr. John has been recognized in 28 differently-titled Who’s Who directories ... much for the product and the information that he brought about,” according to the award citation. It went on, “During World War II, his SUPERthrive and other (products) were either for ‘high priorities’ or ‘high end use.’ He had five U.S. government departments use his SUPERthrive product to help win World War II.”

Thomson was a senior in the School of Government at the University of Southern California when he switched to biochemistry, which led to his work with vitamins and hormones for plants. According to Thompson and the LGMDA release, during World War II, when the U.S. Army Corps of Engineers needed to camouflage new defense installation buildings with large transplanted trees, SUPERthrive was used to keep the trees from wilting and dying. The U.S. Forest Service used it to help produce more latex rubber in larger Guayule rubber plants, when imports were severely restricted. The U.S. Army Air Corps used it to quickly establish turf flying fields, to control dust. The U.S. Navy used it for planting and development of seed and plants at naval bases, regardless of saltwater contamination. The U.S. Department of Agriculture, in an effort to wean the U.S. from foreign sources of drug and oil-bearing plants, used SUPERthrive in a project to grow these crops on 3,000 acres in San Luis Obispo.
**Fanno Double Pivot Draw-Back-Action pruning shears**

Fanno Saw Works’ new Double Pivot Draw-Back-Action pruning shears require less energy and are easier on hands while providing smoother and easier cuts. The draw-back cutting action created by the toggle mechanism provides a powerful cut with less effort. The draw back pivot action movement is down and back, swinging the top blade down and back in a slicing motion. Two sets of pivot points allow the blades to slice, rather than crush when cutting. The Double Pivot Draw-Back-Action pruning shears are for cuts up to 1 inch (25mm). They have a Teflon-coated, replaceable blade, a hook blade with a sap groove, a stainless steel spring, non-slip cushioned grips, a rubber shock absorber, handle lock and fiberglass reinforced plastic handles. Contact Fanno Saw Works at (530) 895-1762 or via www.fannosaw.com.

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**Roots MYCOspikes offer year-round mycorrhizal fertilizer**

Novozymes Biologics’ Roots® MYCOspikes™ make year-round feeding of healthy trees and shrubs easier than ever. These mycorrhiza-based, 6-10-10 fertilizer spikes offer a complete nutrition solution in a convenient 5 oz. package. Combining the proven Roots biostimulant complex with 18 strains of mycorrhiza, each spike incorporates vital macro and micro nutrients to solve the most common deficiency problems that prevent green-up and growth. Special binders release the elements over time (up to 12 months) depending on soil type and climate. Working in the feeder root zone, where most plants obtain their nourishment, the mycorrhiza increase water and nutrient uptake with other ingredients, providing root stimulation and stress reduction. MYCOspikes are installed below-ground to eliminate washouts and should be applied when setting plants, and each year in the spring. Roots MYCOspikes are packaged individually or as five packs; both packages provide English and Spanish labeling. Contact Novozymes Biologics via www.rootsinc.com.

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**Portraying safety as a policy ...**

Editor’s note: Brian C. Skinner, central division arborist for National Grid in Syracuse, N.Y., copied us on an e-mail he sent to Mor-Power, manufacturer of the Ground Crew log mover featured in Cutting Edge Products in the April 2006 issue of TCI:

“Interesting little piece of equipment! Has possible great benefit to the industry. But – where’s the crew’s PPE (in TCI magazine and also the photo gallery on company’s Web site)? Where are the hard hats, safety glasses, saw chaps, work boots, etc. Pros like seeing pros and equipment at work. This does not promote the professional image one expects of industry pros!”

He is correct. The individual shown in TCI using the Mor-Power Ground Crew unit should have been wearing at least a hard hat and eye protection. It is TCI’s policy not to use images in which workers are not wearing proper PPE or depicting or promoting unsafe work practices. We missed one here. And, if we do so in the future, we will appreciate it being pointed out to us so we can correct our mistake.

Please circle 193 on Reader Service Card

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**Fecon FTX440 Crawler Mulcher**

Fecon’s new FTX440 Crawler Mulcher, a track carrier powered with a 440 hp Caterpillar engine, is perfect for land clearing, right-of-way maintenance, firebreaks and vegetation management. The FTX440 delivers maximum power to its Bull Hog® BH350 mulcher through a PTO drive-line protected with a fluid coupler. The FTX440’s synchronized interface between the mulcher and the crawler allows a full range of motion for tackling standing, fallen or piled vegetation. Other features include: a comfortable cab with ½-inch thick Lexan® Marguard windows for excellent visibility; a tilt-out rear window, dual joystick control, analogue and IQAN digital displays, and exterior lighting that facilitates maximum productivity for an entire shift. Maintenance is easy with the large doors, a sliding cab and a swing-out hydraulic cooler for fast and direct access to all service points. Four track-pad options are offered for varying customer needs and conditions. Contact Fecon at 1-800-528-3113 or via www.fecon.com.

Please circle 193 on Reader Service Card
Rainbow HTI 2000 Soil Injector

Rainbow Treecare Scientific’s new HTI 2000 Soil Injector is a lightweight, accurate, soil injection system that avoids the need for a flow meter. Specifically designed to apply Cambistat, this soil injection system can also be used to apply other tree health products where accuracy is critical. (Not recommended for use with fertilizers due to their abrasive nature.) The HTI 2000 features durable, no rust, aluminum construction; accurate volume measurement; adjustable, padded handles; a hardened, long-lasting tip; and a no-drips, built-in check valve. Contact Rainbow Treecare Scientific at 1-877-ARBORIST (272-6747) or via www.rainbowscivance.com.

Please circle 194 on Reader Service Card

Rayco C130/C140 Super Crawler

Whether you are shredding through dense under growth or ripping through a stump, Rayco Manufacturing’s C130 or C140 will get the job done. The 130 hp Deutz or the 140 hp John Deere engines provide turbo charged diesel power for maximum productivity. A two-speed track-driven undercarriage offers excellent traction and mobility in virtually any type of terrain. The cab features heat and air conditioning, a state-of-the-art instrumentation panel, pilot operated joystick controls and exceptional visibility. Special features include: two speed travel with auto shift; load sense hydraulics; versatility to run stump cutter or mulching mower; pilot operated joystick controls; ergonomically designed heated and air conditioned cab; sealed & greased steel track undercarriage; and hydraulic cooler with variable speed reversing fan. Contact Rayco Manufacturing Inc. at 1-800-392-2686 or via www.raycomfg.com.

Please circle 195 on Reader Service Card
CIA's Associate Members are the association's backbone. They are also a great part of the legacy that has enabled TCIA, particularly in the last 16 years, to create a nationally-respected trade association for this industry.

They were there when TCI magazine was launched, which now gives us a platform to reach and influence more than 27,500 readers every month, with the most well-respected publication in the industry. Associate Members stepped up to the plate again when TCI EXPO was created. Today, they have given us record-breaking EXPOs in the last two years, as we’ve tested new locations and expanded the attendee experience. It looks like Baltimore is going to break the record three years in a row! They have helped us create educational tools for the industry, promoted safety and provided the means for us to hold our renowned business and leadership training via the Winter Management Conference each year.

What is even more amazing is the time they have been willing to commit. We wanted to share with you the story behind the developing partnerships of all shapes and sizes throughout our Associate Members that are creating energy and support to allow TCIA to work on a multi-pronged approach to Transform the Industry.

CROWN PARTNERS – Investments of $20,000 and above

Altec Industries has given us the expertise of their sales manager, Tony Gann, as a TCIA Board director for three years. Gann has provided tremendous leadership to the Board. He has also directly influenced the development of our new Partners Advancing Commercial Tree Care (PACT) program, which has moved from an activity-specific sponsorship program to an industry “vote of confidence” program to support the long-term objectives to increase professionalism in the industry. Aside from recognition throughout the year for our partners, the program aims to return the investment that our Associate Members are making by improving tree care companies. This in turn creates stronger companies that grow; increasing the overall marketplace for our Associate Member companies in the long-term. Altec has stepped up to the plate providing the largest new PACT partnership investment to date in the amount of $25,000 for 2006.

Vermeer Manufacturing has also given of their time for many years. Vince Newendorp was a TCIA Board member for many years. Chris Nichols has led the Associate Member Committee as both vice chair and chair, providing insights to the staff on increasing value for associates, as well as providing a direct link to the TCIA Board through the associate director. Nichols also partnered with staff to manage the first associate director election process, which occurred after bylaw changes put the responsibility for their representation back into the hands of this important niche of TCIA’s membership. Subsequently, Nichols has volunteered on the TCIA Nominations Committee, understanding the critical nature of identifying the future leaders of the tree care industry.

Thank you to the Altec team for your commitment as a Founding Crown Partner and your belief in TCIA’s efforts to Transform the Industry.
This is the first time in recent TCIA history that we have had an Associate Member on the Nominations Committee. The Vermeer team has hosted TCIA Board and staff at their facility, engaging in a broad-based dialogue of industry needs. Vermeer, a long-time TCIA EXPO exhibitor and sponsor, also recognized the tremendous value of an ongoing investment in the Transformation of the Industry. Thanks to Dave’s team of Barbara Zerfoss, John Marchionda, and Sam Catalano, through multiple staff visits to their office, we have formed a relationship that is creating synergy around marketing resources, leadership content and speaker linkages, and enhanced ongoing dialogues. TCIA is looking forward to participating, as Board and staff, in the Green Industry weekend in Charlotte, N.C., May 19-20, to foster communications across multiple organizations that promote collaborative thinking and working relationships. Thank you to the Husqvarna team for your investment of $20,000 as a Founding Crown Partner and your belief in TCIA’s efforts to Transform the Industry.

Husqvarna is a TCIA friend from way back as well. In the mid-90s, Dave Zerfoss, president, shared the benefits of strategic planning as a process at a TCIA Board meeting. It was this meeting that was the first turning point for what was then NAA’s leadership content and speaker linkages, and enhanced ongoing dialogues. TCIA is looking forward to participating, as Board and staff, in the Green Industry weekend in Charlotte, N.C., May 19-20, to foster communications across multiple organizations that promote collaborative thinking and working relationships. Thank you to the Husqvarna team for your investment of $20,000 as a Founding Crown Partner and your belief in TCIA’s efforts to Transform the Industry.

Morbark has a long, long history of being a good friend to TCIA. Years ago and back in some very lean NAA days, it was true that Morbark was a key player in helping NAA meet its mission goals. Now, Morbark has continued their long standing of being a key player in helping TCIA meet its mission goals. Through their involvement with us for the long-term. Thank you to the Morbark team for your investment of $20,000 as a Founding Crown Partner and your belief in TCIA’s efforts to Transform the Industry.

BRANCH PARTNERS – Investments up to $19,999

Stihl, historically, has had a strong presence at TCIA EXPO, in our Associate Member Committee, through the generous donation of expert demonstrators, and as a supporter of delivering the latest content to the community each month through TCIA magazine. They have also hosted TCIA staff during their international media event. Stihl has committed to helping us tackle one of the biggest frustrations in our industry by supporting the education and development of future arborists through Student Career Days at TCIA EXPO. This key event in many students’ lives raises their awareness of TCIA as the place to identify qualified employers and to help them build satisfying and safe careers. Thanks to Ken Waldron’s and Anita Gambill’s understanding that solid tree care companies need qualified employees to grow, Stihl is partnering with us to focus on this aspect of the 5 Outcomes of the Transformation of the Industry, which helps us to build our brand image between students and tree care companies. Thank you to the Stihl team for your investment of $15,000 as a Founding Branch Partner and your belief in TCIA’s efforts to Transform the Industry.

ROOT PARTNERS – Investments up to $14,999

Bandit is a long-time loyal NAA and TCIA partner as well. Time is something Jerry Morey was willing to invest in NAA, NAF, and TCIA. Thanks to hours and hours and hours of volunteer effort, the NAF was able to achieve some advances
for the industry and honor the contributions made by Bob Felix through the Robert Felix Memorial Fund. NAF being one of the two organizations that now make up The TREE Fund, Morey was instrumental in this merger and in seeing that commercial arboriculture had a home within the new organization. His belief in the tree care industry is manifested in the ongoing communications and wise counsel that he has offered to the TCIA staff and Board, as well as the donations of chippers and support of events over the years. Honored with the Chairman’s Award in 2004, it was an expression by Greg Daniels of thanks that many agreed was due for tireless support of the industry. Morey has continued that legacy with a commitment to TCIA toward our determination to take this industry to a new level of credibility. Thank you to Jerry Morey and the Bandit team for your investment of $7,000 as a Founding Root Partner and your belief in TCIA’s efforts to Transform the Industry.

George Fern and Company has been TCI EXPO’s decorating company for years! While they are not an Associate Member, they have seen the value of their long-term relationship with TCIA and support this industry in its work to transform. No doubt they look forward to our trade show continuing the explosive growth that we have seen in recent years. Their relationship with us has grown beyond a contractual document to one in which the interactions with the staff and the exhibitors is something we all look forward to each year. They know the value of partnership beyond a business relationship and have put tremendous effort into helping us improve our exhibitors’ and our attendees’ experience each year. Thank you to Tina Rembush and the George Fern team for your investment of $12,000 as a Founding Root Partner and your belief in TCIA’s efforts to Transform the Industry.

SEED PARTNERS – Investments up to $5,000

Fanno Saw Works has been visibly supportive of TCIA for years – aside from prominence at TCI EXPO, in TC1 magazine, and specifically supporting The TreeWorker newsletter, Fanno Saw Works has believed at its core that TCIA was working hard to improve the professionalism of arboriculture. This was exemplified by the terrific support that Sachin Mohan, TCIA’s vice president, corporate relations & marketing, and Cynthia Mills received from Robb Fanno over five years as chair, leading the Associate Member Committee and filling in when others had conflicts. On top of that, Fanno was always an ardent supporter of the activities of the Winter Management Conference, helping to promote advanced education for arborists working to improve their leadership skills and growing their businesses. Thank you to Robb Fanno and the Fanno Saw Works team for your investment of $3,000 as a Founding Seed Partner and your belief in TCIA’s efforts to Transform the Industry.

J.J. Mauget is synonymous with TCIA when it comes to Associate Member presence and participation. Whether hosting staff at their facility multiple times, building relationships by taking the time to spend time together, or being an active participant in the Associate Member Committee, advertising, and supporting the largest tree care show in the world, Nate Dodds and his family have always been there for us. Sponsoring individual events and activities for years, the J.J. Mauget family saw another family in TCIA and one that was worth partnering with. Thank you to Nate Dodds, the extended family at J.J Mauget, and the whole team for your investment of $2,500 as a Founding Seed Partner and your belief in TCIA’s efforts to Transform the Industry.
Transform the Industry.

Buckingham Manufacturing has also been a presence that TCI has come to depend upon in more ways than one. Through Jim Pennefeather, Buckingham has exhibited their support of TCIA’s goals over many years, whether it was at the Safety Committee, the Associate Member Committee, VFT PAC dinner, or task forces that have come along. Pennefeather has always been there, and has always said, “yes.” In particular, some recent research that Pennefeather’s company was willing to conduct has been useful in our 1910.269 comments to OSHA. It’s this breadth of understanding of the word “partnership” that is bringing new energy and life to the ongoing relationships that TCIA is privileged to enjoy with many Associate Members. Thank you to Jim Pennefeather and the Buckingham Manufacturing team for your gift of $1,500 as a Founding Seed Partner and your belief in TCIA’s efforts to Transform the Industry.

It’s apparent from the long-term relationships, the newly refined partnerships, and the fondness with which we speak of these fine companies and the people who make them work, that TCIA is very fortunate to have their support. The staff of TCIA is deeply appreciative of their willingness to work together to find globally, and individually, meaningful ways for our Associate Members to help bring the Transformation of the Industry alive and to make it mutually beneficial for arboriculture and their companies’ market expectations.

We salute you for your foresight; for your commitment; and for your understanding that our tomorrow is more sure-footed due to an investment in the evolution of tree care companies through the Transformation of the Industry. Arborists, tree care companies, and TCIA give you our deepest thanks!

Cynthia Mills is president and CEO of the Tree Care Industry Association.
On April 4, the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration released guidance on the Safe, Accountable, Flexible, Efficient Transportation Equity Act, otherwise known as SAFETEA-LU, which clarifies Congress’ intent to exempt operators of utility service vehicles from interstate and intrastate hours-of-service regulations. This guidance is the final word on the exemption.

As always, vehicle operators should work with their state enforcement authorities to ensure that they understand the operators’ implementation of the new regulation.

SAFETEA-LU Section 4132 guides HOS requirements for operators of utility service vehicles, which we know from earlier clarification extends to vehicles involved with utility line clearance or vegetation management.

This guidance supercedes any conflicting guidance in the FMCSA Chief Safety Officer’s memorandum entitled, “Hours of Service Enforcement Guidance under Section 131 of the 2004 Omnibus Appropriations” issued on Feb. 17, 2004.

Prior to the implementation of SAFETEA-LU, the FMCSA allowed operators of utility service vehicles to restart their 60 or 70 hour clock after 24 hours or more off duty (49 CFR 395.1(n)). However, this new guidance exempts utility service vehicle drivers from all provisions of 49 CFR Part 395.

SAFETEA-LU Section 4132 also prohibits a state or political subdivision from enacting or enforcing any hours of service laws or regulations similar to the Federal HOS regulations contained at 49 CFR Part 395. In other words, FMCSA has determined that states or other political subdivisions are prohibited from imposing HOS requirements on either interstate or intrastate utility service drivers.

The utility line clearance industry owes a debt of gratitude to its colleagues large and small that petitioned Congressional members and staff who worked with FMCSA during the past several months on the clarification. This process, orchestrated by the Edison Electric Institute, has been an excellent example of how a diverse group of allies, through perseverance and hard work, can deliver results.

As a courtesy to the industry, the Tree Care Industry Association has posted a copy of the actual guidance document that one may view, download and print on its Web site, www.treecareindustry.org. Simply go to the site and look for the related article and link under “Today’s Headlines.”

Peter Gerstenberger is senior advisor for safety, compliance & standards for the Tree Care Industry Association.
THE TREE CARE INDUSTRY ASSOCIATION WOULD LIKE TO SAY THANK YOU TO THE 2006 PARTNERS ADVANCING COMMERCIAL TREE CARE
By Rick Howland

It wasn’t many years ago, three to five depending on who you talk to, when the mountain of chips ground down from cutting and pruning was a tree care professional’s mountain of woe. How would you get rid of it?

It was just about that time when a contractor in upstate New York was clearing land for a home building project way off the road. It seemed the only way to get rid of all the chips produced by the land clearing was to dump them along the haul road and excavation areas and let the heavy equipment and Mother Nature grind them into oblivion. Now, he wishes he had those chips back.

There’s a market – and a rapidly growing one at that – for this trash turned to treasure.

Call it recycling if you wish, but it’s actually the most basic form of capitalism – finding opportunity and creating a product others are willing to pay for. Mulch is a hot commodity!

There’s opportunity up and down the scale. Technically, any wood chip product can be looked at as mulch, although land-scapers and homeowners want something a bit more finely processed and natural-looking – akin to what you might find on the forest floor.

And, they’re willing to pay for it. And that’s where the larger, more sophisticated units come in; the big chippers and grinders and units with colorization are where the action is.

There’s a big demand for wood mulch that’s been “colorized,” with red, brown, black, gold and a weathered gray currently the most popular.

Todd Hahn is the director of operations and marketing for Homer Tree Care – Residential/Municipal Division in Lockport, Ill., which serves northern Illinois, southern Wisconsin and northern Indiana. This second-generation tree care company, a TCIA member, began developing its recycled product business about three years ago, largely due to the large mass of raw material it was generating. “We saw the opportunity,” says Hahn.

Now, the company produces more than 300,000 cubic yards of playground, double-processed and color-enhanced product at the wholesale level for use in residential, commercial and municipal settings. Hahn says the company has been utilizing the Vermeer TG9000 tub grinder on an almost daily basis for the past two-and-a-half years. Raw material can be either virgin material or recycled material such as construction waste and palettes or similar waste from municipalities, he noted.
Popular in that region is the shredded-type of wood mulch. Hahn says one product, the double-processed, results from full, virgin hardwood logs that are run through the grinder’s hammer mill twice for a uniform shred (versus a knife chip). Much of the material is sent directly from the grinder to a Becker Underwood unit to be colorized red, brown or black. “We’ve had rapid growth over the last two years, and we expect that to continue,” he said. The story is a bit similar for Steve Sylvester, president and CEO of S&S Tree and Horticultural Specialists in St. Paul, Minnesota, who offers a full range of tree and turf care services. One service that’s growing rapidly is mulch.

Now in its 30th year (Steve is one “S” in Sylvester and Sons), the company got its start as a small business doing pruning and removal work until Dutch elm disease hit the region hard years ago. With tens of thousands of trees to take down and not enough tree companies to respond, his business went to a new level. After that, S&S, a TCIA member since 1987, continued to expand into other areas such as athletic turf and sports facilities.

Up to five years ago, chips were just a pile of waste. Since then, it’s evolved into the new premium mulch division. “For years we had a huge pile, since we are by far the largest tree care company for removal and pruning contracts in the twin cities area (Minneapolis/St Paul). We were producing thousands of yards of material that we could not get rid of.”

That was before the interest in colored mulch began to grow, and before they were presented an additional opportunity to supply wood chips to the City of St Paul, which uses its wood-fired generating plant to heat, cool and electrify part of the district. Fast-forward five years, and we find S&S producing more than a million dollars a year in custom mulch during the high season for landscaping, and supplying chips for the power plant in the winter.

As Sylvester explains the process, S&S uses the Vermeer BC1800 and 2000 units to reduce large material to chips. After that, for mulch, his crews run the chipped material a second time through a Rotochopper MC 256 mobile wood grinder with an inline color processing unit. “We weren’t really up and going until a few years ago. I looked for a machine to take wood chips, shred them, and give me color and consistency.” Popular colors in that region are red, brown and gold.

He likes the fact that the company gets paid to cut and prune, haul away chips, then to make chips and send them to the region’s largest wholesaler. “We don’t sell retail,” he says, adding, “We essentially..."
have one mulch customer.” He expects to
do 100,000 yards this year, including his
own recipe for a “New England” mulch,
which is run through the Rotochopper, then
sits for eight to 12 months with the pile get-
ting turned regularly. The result is a
semi-compost of very fine shredded fibers
with a great natural color. “The only prob-
lem is that we can’t produce it fast
eough,” Sylvester adds. “Not many peo-
ple want to let their mulch sit that long.”

Right now, he says, the business is doing
about $6 million a year with about 20 per-
cent being accounted for by the mulch end,
which is then sold at wholesale at $15.50 a
yard for any variety. In his area, the prod-
uct retails for $25 to $35 a yard.

The business produces a sufficient
amount of chips from its own operation
that it does not need to rely on municipal or
other types of waste products.

Equipment-wise, S&S has a philosophy
established by Steve Sylvester, which is to
trade its new equipment at three years of
age. “When I started, I started with junk,
and I got sick of working on it until two in
the morning. I told myself someday, when
I make it, I will have new equipment and
not keep it more than three years.”

When asked about the payoff for pur-
chasing a unit for mulch-making, Sylvester
says, “The way we operate, we can virtual-
ly pay for it (his newest Rotochopper and
coloring unit was about $240,000) in two
years outright.” That’s excluding his trades
and any tax benefits.

Bob McBride of Bob’s Tree Service of
Warren, Ohio, is a veteran of the mulch
business, having gotten into the business of
producing it for resale 15 years ago by
regrinding wood chips into landscaping
mulch. He actually has five businesses:
tree service, firewood, mulch, contract
grinding and a recycling center. Before get-
ting into mulch production, McBride says,
in “the olden days” before he owned his
own grinder, he’d have a rental come in
and reduce his tree waste.

He says that when he was first doing his
own mulch, the company was doing
$40,000 to $50,000 a year in “Bob’s” brand
of mulch and recycled wood chips.

“What happened then is colored mulch
came out in the last five to eight years. We
lost a lot of sales; we went to about half.
So, we found that to stay in business we’d
have to buy the right machine.” For
McBride, that was the 565-horsepower
Bandit 3680 Beast Recycler.

Prior to that, Bob’s, a TCIA member
company for 16 years, had been using a tub
grinder. The Beast, with its add-on “Color
Crüter” attachment, which he bought new
a year ago, meant he could now process
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and produce mulch in black, cocoa brown and red. Our old customers just started to come back when they saw the piles out front,” he says. “They called and would come to pick it up.”

Bob’s mulch is sold retail to homeowners and landscapers and also wholesale to garden and landscape centers. Right now, about 25 percent of Bob’s business is mulch.

Bob’s towable Beast is in constant use, not only making his mulch, but also for contract grinding and for his EPA-approved recycling center, where he gets paid to take in pallets and construction debris for grinding. Acknowledging that he gets paid on both ends, he says, “It’s the proper way to do it – makes your bottom line bigger – sometimes.”

Bob’s seen business come and go in his 25 years, having started with a pickup truck and a pair of chain saws. “Right now, the price of mulch is down a bit because we are saturated in our area,” he says. “There are mulch yards on every corner!”

Dyed mulch averages about $25 to $28 a yard, but because McBride owns his own equipment, he can control his market, charging $22 a yard, and still do well. Same goes for bark mulch, which used to fetch $21 and has fallen to $19 a yard. Even in a softening market, because he can turn up the volume, McBride expects to turn $75,000 to $100,000 this year.

Sometimes the profit from grinding is the service itself, rather than a product, and in the savings it provides. Brian Stutes runs Lone Star Reclamation, headquartered in Lumberton, Texas. His business takes him throughout the Southern U.S. – Louisiana, Arkansas, Oklahoma, Arizona and New Mexico. He’s been in the business just a year and a half.

“We do land clearing (including commercial land development), which includes thinning, disposing and grinding of cedars and underbrush,” Stutes says.

Typically, the Fecon FTX 90 his company uses produces a mulch that’s reused under the “good” trees to help them grow and thrive.

Stutes favors the Fecon unit because of its productivity and lower maintenance, and because of the types of mulch it yields. By leaving the mulching door on the machine, he can vary the texture of the final product depending on the customers’ wants.

“Most of the time, we put the mulch right back into the ground. Other times we will scrape it up, and haul it in dump trailers to another part of the site,” he says.

Finer mulch takes longer to process, but it’s the kind he’s producing for use on the equestrian trails he’s developing in the Dallas area.
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His experience shows that the payoff of a $100,000 to $150,000 unit like his can take just two to three years “depending on how you market your company.” Stutes figures to have his paid off by the end of his second year in business, and he expects to add the new Fecon FTX140 to his “fleet.”

Throughout the South, at least in Stutes’ market, the mulch business is “still in its infancy.”

“Most people are still strangers to land clearing reclamation, but once they see this process of clearing and cleaning underbrush, they generally never go back to the standard methods.” What’s the future look like? From Stutes’ perspective, pretty good, since “only 20 percent (of the market) even know of this service so far.” He attributes his success in just the last year largely to his marketing efforts.

TCIA member B&W Tree Experts, headquartered in Haymarket, Va., is also involved in land clearing. President Judy Beaty says they get paid “so much an acre” to do land clearing, and downstream in the job they get paid for suitable logs for the lumber mill, plus chips and mulch.

“When we first started (about eight years ago) we had an abundance of chips, and the mulch was not pretty. We said ‘let’s make it finer,’ and now it looks as good as mulch in a bag,” she says. That’s achieved by double-grinding. “We actually grind the stumps where the nutrients are, which is better than bark mulch.”

The company employs the Morbark Model 1500 tub grinder and the Model 23 Total Chiparvestor, as well as smaller Morbark chippers. With her machines, she says, the company can easily do 1,000-1,500 yards of finished mulch a day.

“Chips can go to make paper or boxboard,” she said. “Communities like nearby Hopewell buy them to burn to produce electricity.” Over 40 years, the company’s sphere of influence has extended to Maryland and the District of Columbia and occasionally West Virginia.

“We sell the double-grind for school and church playgrounds, for paths in parks, and for animal runs at shelters.” The double-grind, she says, takes off the chips’ sharp points. “There are so many uses for chips these days ... around new home construction to keep mud out, to keep weeds down in the woods ...”

She says there’s a growing market for the double-grind mulch. “Nowadays everybody mulches their yard all year round.”
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Beaty says her company does not col-
orize its mulch or chips since many people are concerned about keeping it in its natural state. They do turn it to keep it from catching fire, and as it ages, the mulch takes on a natural dark tone. "With cedar, people go crazy because it’s a natural insect repellent," she concludes.

Dennis Albers, is fleet manager for public works in the City of Bismarck, North Dakota. Until three years ago, his department was unable to keep up with the clean waste (trees, pallets, etc.) brought in by residents, the city forestry department and landscapers until the DuraTech Model 4012 tub grinder was put on line.

“We had a smaller grinder but it could not handle volume,” he says. In the past three years, Albers says the demand has "easily tripled" to the point where the city is processing about 100,000 yards a year, and the equipment is able to keep up even though “now it’s a full-time job.”

Processed material is currently used to top the city solid waste site, but Albers says, “We have a future project that will heat some of the landfill buildings using grindings for a biomass furnace.”

Regarding the seemingly endless business opportunities, it seems that, to paraphrase a popular line, if you chip it, it will sell.
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Of all the bad bugs – insects, arachnids, mites, snails, etc. – that damage trees, insects are the most formidable enemies.

Trees in Arizona, California, Nevada, and New Mexico enjoy warm spring weather early in March. Spring arrives a little late in other states in the U.S., probably in late April or early May. With the arrival of spring deciduous trees wake up from dormancy to produce new growth, foliage and/or blooms. Hibernating bugs, the good as well as the bad bugs of all sizes, shapes, and colors, wake up all over the country when plenty of food is available. Hungry bugs swarm to the source of food causing extensive damage to trees and the economy.

Insects top the list of bad bugs. Insects are the most successful colonizers on earth because of their feeding habits, reproductive capacity, camouflaging (mimicry), etc. In addition, insects pass through various stages – egg, larva (caterpillar, maggots), pupa and adult – during their development (metamorphosis). Insects as larvae and adults cause extensive damage to trees. In addition, arachnids, mollusks and rodents cause damage trees.

Tree damage

Feeding habits of bugs vary depending on their mouthparts. Chewing insects (e.g. spring and fall cankerworm, tent caterpillar, gypsy moth, leafminers, Japanese beetle, apple maggot, etc.) mostly feed on foliage or fruits. Heavy infestation may lead to complete defoliation; repeated infestations weaken and kill trees. Scale insects, aphids, leafhoppers, spider mites, thrips, etc. suck juices out of fresh growths (foliage or twigs). Aphids secrete sticky toxic substance (honey dew) that often encourages a secondary infection by sooty molds. Boring insects (Asian longhorned beetle, bronze birch borer, dogwood borer, elm bark beetle, giant palm weevil, etc.) make bores into stems, roots or twigs of a tree, and create tunnels within trees. When the eggs hatch within the tunnels, the larvae burrow more deeply into the wood and block off the water-conducting tissues of a tree. Feeding on the vascular tissues of a tree, boring insects starve the upper leaves of nutrients and moisture that ultimately cause crown death – and eventually tree death when ignored.

Diagnosis

It is imperative to control bad bugs to have healthy tree growth and prevent losses. “Know your enemy” is the key strategy in dealing with bad bugs. Diagnosis, therefore, is the first step in insect control. Insects often leave telltale signs of their visit. Chewing insects and their larvae leave behind tattered foliage or blossoms. Insects with sucking or puncturing mouthparts cause stippled, yellowed, bleached or bronzed foliage that results from the destruction of chlorophyll and the death of tissues. Aphids and thrips cause distortion of flowers and vegetative buds. Dieback of
plant parts may be due to infestation by scale insects, borers, or beetle larvae. Aphids, white flies and leafhoppers leave behind honeydew and sooty molds. Aphids and lacewings cast their skins off on plant parts. Thrips leave dark fecal specks on the flowers. Snails and slugs leave a trace of slimy material. At times it is difficult to identify a pest by symptoms alone as several pests show similar symptoms and, in addition, nutrient deficiencies, diseases or herbicides may show symptoms similar to that of insect damage. A good arborist should be able to provide a correct diagnosis and control measures.

Controls

The old saying “Prevention is better than cure” is true for controlling bugs, too. Keep trees healthy by proper watering, mulching, fertilizing and pruning. Beyond that, for every problem there is a solution. There are several control measures – chemical, mechanical, biological, etc. Chemical pesticides are undoubtedly effective when used correctly following the instructions; however, they may cause skin irritations, eye damage, breathing problems, allergic reactions, environmental hazards, etc. The trend in tree care is using safer control measures, such as insect traps, removal of dead wood and foliage where insects can hibernate, creating physical barriers, or using biosticides. This shift in philosophy has also resulted in the use of biological controls such as use of predators, parasitoids, insect pathogens, etc. These products are commercially and easily available, and more arborists and other tree care professionals are starting to use biological controls.

For effective control of bad bugs, it is helpful to have a fair, if not thorough, knowledge of their feeding habits and reproductive cycles, and of the natural enemies that can devour them (predators), parasitize them (parasitoids) or cause diseases (pathogens) to them.

Predators

Predators are the beneficial organisms, such as true bugs, lacewings, flies, mites, spiders, wasps, and predatory mites (refer to an illustrated account of some of these in “Good Bugs in Your Trees,” Tree Care Industry, February 2006). When environmental conditions are favorable, predators occur all over natural habitats, on plant parts, and above and below the ground. Provide plenty of food supply to predators by having a heterogeneous plant population. Do not use pesticides that would kill the beneficial predators along with pests.

Some predators (specialists) are very selective about the prey they consume. Others (generalists) can devour almost any pest. Arthropod predators, the six-legged, winged insects with head, thorax, abdomen and two antennae (e.g. lady beetles/ladybugs), and the eight-legged arachnids, with two body segments and no wings or antennae (e.g. spiders or mites), are generally larger than their prey. These predators, both adult and immature, are mostly generalists, consuming various prey, including immature and adult prey; both males and females are predatory.

Examples of predators:

1) Lady beetle: *Chilocorus stigma* is indigenous to the U.S. *C. kawame* and *C. bipustulatus* are introduced species. These are usually predacious on scales, however, they can feed on aphids also.

2) Bugs: *Orius tristicolor* (minute pirate bug) and *O. insidiosus* (insidious flower bug) are true bugs; adults and nymphs suck juices from their prey through a sharp, needle-like beak (the rostrum), which is characteristic of all true bugs. *Orius spp* are predaceous on thrips, spider mites, insect eggs, aphids, and small caterpillars.

3) Lacewings: *Chrysoperla carnea* and *Hemerobius spp* are predaceous over several species of aphids, spider mites (especially red mites), thrips, whiteflies, eggs of leaffoppers, moths, leafminers, small caterpillars, beetle larvae, etc.

4) Midges: The aphid midge, *Aphidoletes aphidimyza*, is a cecidomyiid fly whose larvae are effective predators of aphids.

5) Predatory mites: *Euseius tularensis* preys primarily on citrus red mite and citrus thrips, and occasionally on two-spotted spider mites, immature stages of scale insects and whitefly nymphs. This predatory mite also feeds on pollen and leaf sap, hence it is not really desirable.
Snails and slugs also cause heavy damage to young saplings. These voracious feeders are busy eating foliage in the night, especially during rainy seasons. Reptiles such as garden lizards and birds are good predators of snails. The predatory decollate snails (*Rumina decollata*) that eat the garden snails are commercially available. The beneficial killer snails (about 2 to 2 ½ inches long) have conical shells, while the prey, adult brown snails, have 1 to 1½ inch semicircular shells. Decollate means “to behead.” Decollate snails are fearsome carnivores and hunters. The predatory snails burrow into the fleshy body cavity of the prey for a complete consumption of their delicious meal!

For a successful predation, it is better to use native species than exotic (introduced species), as exotic species at times may find it difficult to establish in a new environment. Augment the naturally existing predators in the landscape. The emergence and release of predators should coincide with the emergence of pests. Predators by themselves may not be able to destroy pests, however, when used along with parasitoids and pathogens they will be more effective. Also, check with the USDA in your area whether you can introduce a specific predator in your area. California bans the use of decollate snails.

**Parasitoids**

Parasitoids parasitize a particular life stage of one or more related pest species. They are usually specific in their choice of hosts; unlike predators these are smaller than their hosts. Different parasitoid species can attack during different life stages of a host. The female parasitoids go in search of insect pests. The females lay eggs within or near the host. On hatching, the larvae feed on the host tissue and fluids destroying the host. Pupation and emergence of adult parasitoids may occur within the host or outside the host. Life cycle of a parasitoid may coincide with the life cycle of the pest. Adult female parasitoid may turn into a predator to feed on host eggs or immature hosts. Adult parasitoids are mobile and free living.

Parasitoids serve as natural enemies for pests. Given below are a few examples of parasitoids:
1) Parasitoid wasp, *Psyllaephagus blitaeus*, serves as an effective specific control agent over the lerps psyllid, a borer that destroys red gum *Eucalyptus (E. camaldulensis)*, flooded gum (*E. rudis*), and forest red gum (*E. tereticornis*). *Psyllaephagus* is harmless to humans and other animals except the psyllids. After mating, the adult female wasp lays an egg inside a suitable psyllid nymph; the egg hatches and consumes the psyllid from within. The psyllid shell, with the live immature wasp inside, is the “mummy” (mummified pest).

2) *Metaphycus alberti* is a parasitoid of *Coccus hesperidium*, the soft brown scale on evergreens. The females, one to two millimeters in length, pierce the shell of the scale and lay several eggs. The larval wasps are precocious – they hatch and, in groups, consume the scale’s soft body parts. They emerge ready to mate and seek out other scales. *Metaphycus alberti* is host-specific, hence used for controlling only soft brown scale.

3) The black tachinid fly (*Erynniopsis antennata*) parasitizes the elm leaf beetle larva. It over winters in the beetle larva and emerges as adult in spring.

4) The tiny wasp *Oomyzus* (syn. *Tetrastichus* *brevistigma*) parasitizes mature larvae and pupae of leaf beetle. *Oomyzus* (syn. *Tetrastichus* *galleruciae*) is also an egg parasite of the leaf beetle.

5) Wasps, *Dahlbominus fascipennis* and *Monodontomerus dendipes*, parasitize cocoons of sawfly that cause extensive defoliation in pine, tamaracks and various larch species.

6) The parasitic wasps, *Tiphia popillia* and *T. vernalis*, were introduced early in the 20th century in New Jersey for the control of Japanese beetles. The female parasitic wasp lays eggs within the beetle larva where the eggs develop into larvae and consume the beetle larvae and kill them.

7) The tiny wasps *Trichogramma minutum* (minute egg parasite) are the parasitoids of the eggs of more than 200 pests, including borers, webworms, loopers, leafworms, fruitworms, cutworms, codling moth, bollworms and armyworms. The wasps lay their eggs in the pest eggs, killing them. The adult wasps emerge in anywhere from seven to 75 days, depending on temperature and moisture.

8) *Agathis pumila* is a parasitoid of the insect pest larch casebearer that attacks larch and tamaracks.

**Pathogens**

The bad bugs are also susceptible to fungal, bacterial and viral diseases that could kill them. Use these pathogenic microorganisms as biological controls. Pathogens may occur in nature in your own landscape; if not, use commercial formulations of microorganisms according to manufacturer’s instructions. These are popularly known as microbial insecticides. Use the bioinsecticides that are host specific – specific for a bad bug and not a good bug.
Bacterial pathogens

*Bacillus spp* are soil-borne bacteria. The most commonly used formulations of the bacterium *Bacillus thuringiensis*, or Bt, are widely used against a number of caterpillars, beetle and fly larvae. A few varieties of *Bacillus thuringiensis* are commercially available. *Bacillus thuringiensis* var. *aizawai* is pathogenic over wax moth larvae and various caterpillars, especially the diamondback moth caterpillar. The spores infect larvae and complete their life cycle within the pest larvae. Larvae stop eating, become limp and shrunked, die and decompose.

*Bacillus popilliae* & *Bacillus lentimorbus*

Several commercial products of these are extensively used for the control of Japanese beetle. The bacteria, usually applied to the soil, cause “milky disease.” Beetle larvae killed by *Bacillus popilliae* and *B. lentimorbus* may turn milky white, hence the name “milky disease.”

Milky disease spores may reproduce within the beetle larvae and establish a resident population capable of causing mortality over several seasons if the soil is sufficiently warm and moist through the summer months. It may take several seasons for the disease to control the pest, and it is preferable to treat a broad area to reduce the impact of immigrating healthy beetles.

Fungal Pathogens

The fungus *Entomophagous mainaita*, an introduced species from Japan, is a pathogen of late instars of gypsy moth larvae. The fungal pathogen occurs naturally on evergreen trees, both broadleaf and coniferous, of forests and urban and suburban areas. The fungal mycelium establishes itself within the larvae, proliferate and reproduce killing the larvae. The mycelium survives outside of the cadavers, reproduce and reinfect the larvae.

Viral pathogens

Baculoviruses top the list of viral pathogens that are used as biological control agents. These belong to the genus *Nucleopolyhedrovirus*. These viruses are excellent candidates for species-specific, narrow spectrum insecticidal applications. They have been shown to have no negative impact on plants, mammals, birds, fish, or even on non-target insects. For example, the commercially registered product Gypchek is effective against gypsy moths but leaves all other animals unharmed.

Most insect pathogens are relatively specific to certain groups of insects and certain life stages. Pathogens kill, reduce reproduction, slow growth, or shorten the life of pests. Environmental conditions or host abundance determine the effectiveness of their use. Because of their slow action, they may take several days or longer to provide adequate control.

Observe the following when using biological controls. Conserve the naturally existing predators, parasitoids and pathogens in their natural environment. Grow plants on which these natural enemies can thrive. Plenty of food supply should be available for them to feed, grow and reproduce. Do not use chemical pesticides, especially broad-spectrum pesticides, fungicides or bactericides when using biological controls. When using commercial products, read the label carefully and strictly follow the instructions for a safe use. Release them when conditions are favorable for their growth and reproduction. Release them when the pest is vulnerable to their attack. Use more than one biological control for a successful control of pests.

*A Catolaccus grandis wasp, an ectoparasitoid, stings a Boll weevil in a rearing cell. Photo courtesy of www.bugwood.org.*
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37-year-old experienced Hispanic tree trimmer was trimming branches on a palm tree when he suddenly fell 40 feet to the ground and died. An investigation showed that he was wearing a safety belt, but the spring-loaded latch that connected the chain to the D-ring of the belt had broken. A secondary safety rope was not being used.

A 20-year-old Hispanic worker from Mexico was on a crew that was removing trees at a suburban home. As he fed branches into the chipper, he used his foot to push them into the hopper. A section of the tree top caught his shoe, pulling his leg into the chipper. The worker died.

A 39-year-old worker from Mexico who spoke limited English was on a crew that was removing trees from the front yard of a home. The company owner had placed the bucket of a front-end loader against a tree to help direct its fall. He then made cuts near the bottom of the trunk. The tree fell about 90 degrees to the left of where the owner had planned, striking the worker on the head and killing him as it came down.

And a 49-year-old Hispanic worker was about 30 feet up in a pecan tree, using a pruner pole to remove web worms. The pole was fully extended, and close to nearby power lines. He unexpectedly lost control of the pole, which made contact with the live power lines. The worker was electrocuted.

These are just a few of the many examples of deaths of Hispanic/Latino workers in the tree care industry nationwide. While tree care is a dangerous business to begin with, add to that the complexity of effectively communicating safety to a growing non-English-speaking, non-native population, and the potential for serious injury or death is compounded.

“There is “a pervasive feeling, particularly in the tree care industry, that accidents and getting hurt is just part of the job. We need to change that mentality to, ‘No one needs to get hurt.’ ”

Scott Jamieson
country, and you have to try to undo them.”

Scott Jamieson, president and CEO of The Care of Trees in Wheeling, Illinois, says that his company’s field staff is approximately 55 percent Hispanic. Jamieson believes that there is “a pervasive feeling, particularly in the tree care industry, that accidents and getting hurt is just part of the job. We need to change that mentality to, ‘No one needs to get hurt,’” he says.

Dying on the job

What are the chances that one of your Hispanic workers is going to get injured or killed? Or, for that matter, if you don’t now employ any Hispanic workers, what are the chances that you will in the future?

According to the Pew Hispanic Center, more than 40 million Hispanics now live in the United States, comprising 14 percent of the total U.S. population. Hispanics are not only the United States’ fastest growing minority group, but also the largest. In addition, Hispanic immigrants have birth rates twice as high as those of the rest of the U.S. population. Approximately 61 percent of Hispanics in the United States are working-age adults (18 to 64 years old), and by the year 2020, Hispanics are expected to account for nearly half of the growth of the entire U.S. labor force.

Statistics aside, all you need to do is look around you to see the growing number of Hispanic workers in the tree care industry. Chances are high that if you don’t now employ any of these workers, you will in the future.

While this potential future supply of workers is good news for the industry, it remains a sobering fact that Hispanic workers are disproportionately getting killed on the job in the United States. One Associated Press study, which looked at the death rates of Mexican workers across all occupations from 1996 through 2002, concluded that Mexican workers are dying on jobs in the United States at the rate of one person per day.

“These accidental deaths are almost always preventable,” the researchers said. Among the common issues that arose in many of these deaths were language barriers, a fear of asking questions due to being in the U.S. illegally, lack of training, lack of safety equipment, and such cultural issues as safety expectations “that don’t discourage risk-taking.”

Spanish is not enough

Let’s say that you do have non-English speaking, non-U.S. born employees at your company. Regardless of whether those numbers are high or very few, no one wants to be in a position of having to make that call to Mexico or elsewhere to tell a worker’s family that he or she has just been killed on the job. So what do you do?

A good first step is to know your own work force and its composition. “A company has to know what its work force is made up of – how many are Hispanic,” says Gordon Ober, vice-president of recruiting and development for The Davey Tree Expert Company. “Ours runs in pockets. As much as one-third of our field work force is Hispanic. In some regions, we can be 90 percent to 100 percent Hispanic. Having a Hispanic supervisor is critical to our training. The solution isn’t just language training. We can’t assume that the message is going to be delivered and accepted properly unless someone is right there who has a fluency in safety training and is bilingual.”

Joe Engberg, field safety and training manager for The Care of Trees, says that “generally, if we have somebody who doesn’t speak English, we assign them to a crew leader who speaks Spanish. We make sure that their crew leader can communicate with them. When doing our job briefings and planning, it is very important that people understand all of the hazards and that everyone is able to communicate with each other. There should never be a situation where there’s somebody on the crew who can’t talk with others.”

Language, however, as Ober indicated, is only a small piece of the puzzle. Being able to speak Spanish is not enough. The worker’s crew leader or other supervisor, as well as anyone else involved in safety training, needs to understand the varying
literacy and cultural issues that may impact effective understanding of life-and-death safety messages.

Here is a hypothetical example: A tree care company with a growing Hispanic work force has safety signage in both English and Spanish. It also “tests” its native Mexican workers in Spanish to ensure comprehension of important safety messages. Much to the owner’s/manager’s surprise, he discovers while investigating a “near miss” accident that several of his Spanish-speaking employees could not read the Spanish-language safety signage. Moreover, they had guessed at the answers to the questions on the written Spanish-language quiz because of limited literacy in their own native language.

Upon further investigation, the owner/manager realized that a number of his workers, who had little or no opportunity for schooling in Mexico, were from rural Mexican villages, and that the Spanish they use is completely different than that of his Mexican employees from larger urban areas.

Sound like a nightmare? Unfortunately, it can be. Yet reading and writing capabilities and different dialects of the same language are still not the entire issue. The ability to effectively communicate critical safety messages also involves understanding your workers’ cultures.

“In Florida, we have quite a few Hispanic workers, and a lot of different dialects – Mexican, Puerto Rican, Guatemalan, etc. You can’t just think: ‘I’ve just translated this into Spanish’ and be done,” says Doug Worley, safety trainer for The Davey Tree Expert Company’s Gulf Region. “I know I’m not getting through to a guy when he just smiles and nods his head. And if I stare at him, nobody’s going to listen at all.”

What does Worley mean? In most Hispanic cultures, there is a strong work ethic, plus a desire to “please” the “boss” and show that the person conforms. Many green industry safety trainers have run into situations where their Hispanic workers will continually nod their heads and say “yes” or “si” when asked if they understand a safety message – only to
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find out later that they did not. And staring at the person will only make it worse. That’s because in most Hispanic cultures, direct eye contact, especially with persons in “authority,” is considered disrespectful.

Ober has these additional examples of cultural issues it is important to understand:

► Your Hispanic workers likely won’t raise their hands during a training session and say “stop.” They might be embarrassed that they can’t read. Or, they may be in the United States illegally, and don’t want to draw attention to themselves.

► Expect to have some trouble getting Hispanic workers to step forward for additional training necessary to move into higher positions. “Some don’t want to be the ‘boss man’ because they don’t want to be perceived (by their peers) as being the boss man,” Ober explains.

► Encourage employee participation in safety presentations.

► Make your safety training site-specific. Train on the job (versus in a classroom or another location).

► Use “real” photos in your training. In other words, don’t be afraid to show your Hispanic workers graphic photos of what could happen to them.

► Provide “hands-on” training. Never assume that one of your workers understands how to operate a chain saw, chipper, or other equipment until a supervisor has monitored (and signed off on) the person demonstrating actual use of the equipment.

► Encourage teamwork.

 ► Keep it simple. Prepare low-literacy materials (including materials in Spanish), and “don’t be using college words or $10 words when you can use a 50 cent word.”

► Use “show and tell” sessions to ensure that knowledge has been gained.

► Make training interesting.

► Don’t tell your workers to “go do it.” Instead, “do it with them.”

► Show your Hispanic workers that you care. “Show them that you respect them, and that they are human beings – not entities you can push aside.”

Effective communication

Ober, Worley, and Ron Jester, executive director of the Delmarva Safety Association – an organization involved in a partnership aimed at reducing injuries and deaths among Hispanic workers in the green industry – offer the following tips:

► Know what tools are available to assist you. Even if you have a small company with a limited budget, many free bilingual resources are available on the Internet. (See sidebar.) Also, many English/Spanish safety videos have been produced, and some are available at low cost.

► Make use of your current employees. At Swingle Lawn, Tree, and Landscape Care in Denver, Colorado, for example, Trim Supervisor Shane Vosberg says that the company has a couple of bilingual Hispanic employees and a Cambodian employee who have been there for a number of years. These employees assist in relaying safety messages to other workers.
from their same cultural backgrounds. “For example, we have a group of employees with Cambodian heritage, and this one individual will get the guys together and cover topics and questions we discuss in (safety) meetings,” Vosberg says.

- Stress “family” in your safety training. Because “family” is so important within Hispanic cultures, presenting your safety messages in terms of what they mean to your Hispanic workers’ families will go a long way. One example Jester uses is that when you explain how to operate a wood chipper, tell your Hispanic workers that it is important to carefully follow directions so they don’t get seriously injured or killed and are still “able to provide for their families.”
- Conduct training orally and in Spanish whenever possible. Remember that some of your workers may not be able to read or write, even in their own native language. Stay away, if possible, from written “testing” to determine comprehension of a safety lesson.
- Be aware that “risk-taking” may be a valued norm in your workers’ native countries. Undoing this can be especially difficult with young, male Hispanic workers. “A lot of times, people will be too eager to do something they haven’t been instructed in,” Worley says. “This isn’t just with Latinos. If I have you near a chipper, I’m going to make sure you are closely trained and are monitored.”
- Encourage your workers to learn English, and strongly consider learning some Spanish. “We have a supervisor in Tampa who is from Guatemala who has pushed with all of his people that they need to be bilingual. He’ll take a brand new person and tell them that the way to get ahead in life is to be bilingual,” Worley says.
- Work hard to promote Hispanic workers into supervisory positions. “Providing these opportunities is very important,” Jester says. “Remember that promotion is a process, and taking cultural sensitivities into account is very important. For exam-
ple, having a female supervisor may be a source of friction for first-generation Hispanic men. In addition, there are social hierarchies to consider, and issues when promoting the young over older workers.”

Probably the most important thing you can do to effectively reach your Hispanic employees with your safety messages is to “show them that they are valuable,” Ober says.

“When you look at what most motivates any worker, it’s the feeling of being involved, the feeling of being appreciated—it’s the non-monetary things,” he says. “Saying, ‘Hey, you’re really doing a good job’ needs to be done with your Hispanic workers, too, so they know they’re not expendable.”

Barbara Mulhern is the Professional Landcare Network’s (PLANET) safety specialist and a Belleville, Wisconsin-based agricultural/horticultural freelance writer.

**Hispanic worker safety resources**

Numerous free resources are available on the Internet to assist you in effectively communicating safety issues to your Hispanic employees. Among them are:

- The National Institute for Occupational Safety and Health’s (NIOSH) Spanish-language Web page: www.cdc.gov/spanish/niosh
- OSHA’s Spanish-language Web page: www.osha.gov/as/opa/spanish/index.html
- Additional OSHA Hispanic resources: www.osha.gov/dcm/compliance_assistance/index_hispanic.html
- Oregon OSHA’s bilingual tailgate lessons and PowerPoints: www.cbs.state.or.us/external/osha/educate/peso.html
- The National Ag Safety Database: www.cdc.gov/nasd/menu/spanish/english_titles.html
- Other resources to check include: local churches and community organizations that serve the Hispanic population; your insurance company (for training programs and/or assistance in Spanish translations); local universities (Spanish departments) and vocational education schools; local safety councils; industry trade associations; and other tree care companies that employ Hispanic workers.

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California’s workers’ compensation program began almost 100 years ago as a way to protect both employers and injured workers. By 2002, though, it was in serious trouble. Employers were paying the highest premium rates in the country, and workers were receiving some of the lowest benefits.

“It was the number one cost for most companies, after payroll,” says Mark Shipp, president and CEO of Santa Barbara-based Ogilvy Hill Insurance, and a former board member of the Tree Care Industry Association. This is especially significant for the tree care industry, which is considered by insurers to be one of the riskiest industries in the country.

Politicians had been tinkering with the program for years, but in 2003 they overhauled it substantially. They’re not finished yet, but results are coming in. Most importantly for employers, premiums have been cut almost in half, on average, since July 2003, according to the Department of Industrial Relations (DIR). In the tree services industry, though, results are uneven.

“Our rates have dropped significantly,” agrees Peter Sortwell, president of Arborwell, in Castro Valley. “Before the reforms, all our profits were going to workers’ comp.”

Sortwell attributes the drop to a few factors. He used to have a problem with fraud. “Especially with one chiropractor. He advertised on TV. He’d tell injured employees not to reply to (inquiries from) their employer and that they didn’t have to go back to work. He’d introduce them to a lawyer. It was bad.”

The reforms have helped, Sortwell explains, because now injured workers see a doctor chosen by his company. He’s also weeded out the dishonest employees. He does thorough background checks and physicals on potential employees. And he has a safety program, which includes training in CPR and first aid for all employees.

Scott Griffiths, president of Great Scott Tree Service in Stanton, says his rates have gone down, too, but workers’ comp is still one of his two biggest costs.

“The best way to keep Workers’ Compensation premiums down is to have fewer injuries, says Scott Griffiths, president of Great Scott Tree Service in Stanton, Calif. “A good safety program is key.”

“Fraud has always been a problem. You hire someone and two months later he says he has a back problem. Then you find out he’s done it before.” Griffiths let one employee go in December, and in February the former employee put in a claim for a laceration. The insurance company said it was cheaper to pay than to fight. “Did he bleed for two months before he went to see a doctor?” Griffiths asks.

The reforms helped, Griffiths says, but, like Sortwell, so have his business practices. He does careful pre-employment background checks, and has become quick growth. The company doubled in size very rapidly. They hired a lot of new, inexperienced people – the ones most likely to get hurt. He’s had some trouble with fraud, too.
accrued by the Western Regional Master Builders Association, a safety trade association, which automatically decreases his rates.

“The best way to keep premiums down is to have fewer injuries,” Griffiths stresses. “A good safety program is key. We have 100 employees, with two full-time people whose whole job description is safety.” An emphasis on safety doesn’t just keep down the number of injuries. Many insurance companies offer discounts to companies that have programs for training in safety and CPR.

Sometimes even that isn’t enough. Bill Spiewak, president of Bill’s Tree Care, a small tree care company in Santa Barbara, says that although his base rate has gone down, his rates are still up.

“It’s painful,” he says. “We have a good company and we’re doing things right. I have a top-of-the-line safety program. I’m accredited with TCIA. And I’m still paying an arm and a leg.”

California’s workers’ compensation program started off with such good intentions, as a social contract between employers and employees: Employers would provide no-fault insurance against workplace injuries in exchange for workers agreeing not to sue them for their injuries on the job.

In 1989, politicians began reworking the program. They increased some benefits and reduced others, reduced fees for doctors, and increased penalties for fraud and for businesses that didn’t carry workers’ comp. They established standardized rates for medical care providers, set fee schedules for pharmaceuticals and capped the number of visits to chiropractors and physical therapists. They also required utilization reviews, which ensure that treatment given to injured workers is consistent with guidelines set by the state.

In 1995, they deregulated rates, and in the price war that followed, premiums fell so low that for every dollar insurance companies received in premiums, they paid $1.75 in claims, says Peggy Sugarman, executive director of VotersInjuredatWork.org, a political activist organization of injured workers and those who oppose the reforms. Twenty eight insurance companies went under. In the late 1990s, premiums began climbing again.

Fraud was seen as a major culprit. Workers and lawyers were filing false claims. Employers were providing false information to qualify for cheaper insurance. Medical professionals were billing for services they didn’t provide.

Shipp says that waste was also rampant. “It was common for injured employees to see a lawyer. And when litigation was involved, costs were typically higher. Doctors were taking advantage as well, for example, charging $15,000 for an epidural.”

The latest reforms overhauled the program. Injured workers now receive immediate medical attention, paid for by their employer. They select their doctors from a pool approved by their employer and insurer. Payments for temporary disability were capped and eligibility for permanent disability was tightened.

A new rating system, based on the American Medical Association (AMA) Guides, determines the extent of a worker’s injury. It’s used with three adjustment factors – diminished future earning capacity, occupation and age – to determine the percentage of the disability.

The number of disability disputes was down 36 percent between April 2003 and January 2005 (DIR). “And with medical control in the hands of the employer,” says Shipp, “litigation rates have plummeted. We’re seeing a 20 to 30 percent reduction for tree care companies.”

“It’s harder to defraud the system now,” Shipp continues. “It keeps attorneys out of the loop. Injured employees aren’t getting the awards they were before. And doctors aren’t happy either – they aren’t getting fat paychecks.”

Sugarman adds, “Injured employees benefit because they receive medical care immediately, instead of having to wait up to 90 days to hear if their claim was accepted.” This helps them recover from their injuries and return to work.

Getting injured employees back to work is another priority of the reforms. Employers with fewer than 50 full-time
employees are reimbursed when they modify their workplace so injured workers can return to work. Employers pay 15 percent less in permanent disability payments for injured workers who return to the same job at the same pay, or another job that pays at least 85 percent of their pre-injury wage, for at least one year. Employers who do not, are given a 15 percent increase in their permanent disability payments.

Griffiths says that because of his company’s safety program, “We’ve had very few incidents. We’ve had injuries where people have broken arms, but never any major disabilities.” And when employees do get injured, Griffiths offers vocational rehabilitation.

“One guy fell a year and a half ago and broke his wrist. We got him back to work as soon as possible. It sends a great message to employees: You’re not just a number or a name, you’re part of our family. We do treat them like part of the family.”

Sugarman says it’s also good business policy. “The sooner you can get people out of the workers’ comp system, the better. And – with some exceptions – workers want it, too.”

Insurance companies have also benefited from the reforms. By 2004, California represented more than a quarter of the workers compensation market in the U.S., and generated almost $16 billion in direct earned premiums, according to a Feb. 2006 report by Standard and Poor’s. That same year, industry profits were more than the total benefits paid to workers, according to Sugarman.

The view from the employees’ side is less encouraging. Injured workers complain that since the program was overhauled they’ve had trouble getting insurance company approval for medical treatments, prescription drugs, surgeries and physical therapy.

The reforms also limit compensation for lost wages and slash the amount of money injured workers can get to pay for their medical costs. Most injured workers can receive temporary disability benefits, two-thirds of their pay, for up to two years. They’re limited to 24 chiropractic, 24 occupational therapy, and 24 physical therapy visits per industrial injury, even though they may need more. If they return to work for weeks or months and are re-injured with the same injury, benefits still end at the original two year time frame.

Employees with a permanent partial disability receive up to $270 a week for up to 13 years, depending on the percentage of their disability. The most severely partially disabled receive a small life pension after that. Employees with a permanent total disability receive disability benefits for life at their temporary benefits level.

According to the DIR, 40 percent of the savings in premiums is due to reductions in the cost of permanent disability payments.

Under the reforms, there is no vocational rehabilitation. Instead, some permanently disabled workers can use a voucher for retraining, for up to $10,000, which is paid directly to an approved or accredited school.

Sugarman says, “A lot of the problems today are not so much because of the law as the way it’s being implemented.” She gives utilization review as an example.

According to a 2005 survey by the California Medical Association (CMA), which points out that it, too, is an employer and believes reforms are necessary, utilization reviews are being misused to delay or deny injured workers the treatment they need. Ninety-nine percent of the doctors in the survey had trouble reaching a reviewer to authorize treatment.

CMA physicians also said that there wasn’t enough auditing by the Division of Workers’ Compensation, and when employers and insurers did fail to comply with the law, they were fined less than it would have cost to provide the care.

“There’s no sign that employers are taking advantage,” Shipp says, “but there are some wrinkles. We’ll probably find a middle ground that works.”

Two company owners have suggestions. Spiewak says his biggest frustration is...
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She’s well off and well travelled and she’s all business when it comes to running her household. The children are grown with families of their own, and she and her husband look forward to visits from their six energetic grandchildren.

They’re retired, and while he golfs, she enjoys music, quilting, knitting, basketry and, most of all, gardening. The grounds surrounding their estate contain an orchard, extensive lawns, a pond, a scenic meadow, a groomed hedge, vegetable and flower gardens, and a woodland garden sheltered by century-old trees. She loves the calm, protected areas of the property and values the natural character and beauty of the forests and land for their elegant and comfortable accommodation. Her next project is to have selected areas of the grounds floodlit during the evening.

Cleanliness Next to Godliness
The demands of the property are significant. She used to employ a full-time groundskeeper that arranged all the contracting, but his health has forced him to retire and his son has moved away. She made a false start with a service recommended by a neighbor. The owner was pleasant and well dressed when he visited, but when his men came to work, three days after the promised time, they were slovenly. Their truck leaked oil on her drive, they left lunch wrappers behind and bits of twigs and brush on the pathways. When she called to ask them to come back, a young woman was curt with her. When she received a separate bill for the cleanup, she promptly fired them.

Does Her Homework
Later in life, she has studied interior design, fashion merchandising and, luckily, the internet at a local technical college. She uses the Internet to research services in her area that can help with the maintenance. She wants to employ a well-established company that has a good reputation. One that will treat her fairly and whose employees take pride in their work. She wants a company she can trust.

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that companies that are honest pay higher rates because of the ones that aren’t. “There should be a task force going to job sites watching for safety gear, especially hard hats. If workers aren’t wearing them, contact the owner.”

These are the companies that are the most likely to have injured workers. They’re also the most likely to be paying some of their workers cash. “It’s amazing how many employees get injured on their first day of work,” Spiewak says sarcastically.

Randy Finch, president of Finch Tree Surgery, Inc. in San Gabriel, which also has earned TCIA Accreditation, says that another problem is that premium rates are based on payroll. “The employer with experienced employees is penalized because he pays more premium for a higher payroll than the guy with inexperienced low wage earners working the same number of hours.” Finch retains his good workers, but inflated rates keep him from better compensating them because of the penalty he pays in worker’s comp.

Finch would like California to use the system that Washington state has, where premiums are based on hours of exposure to hazards. Paying experienced workers more, having safer workers and paying lower premiums makes sense, he writes.

There’s still more work to be done, says Sugarman. “We can’t just call it a success and go home. We have to continually make adjustments to make it fair for everyone.”

Janet Aird is a freelance writer who lives in Altadena, Calif. 

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a corporate ladder to climb.
By Camille Di Monte Peterson and Barbara Henderson


The first part of the ergonomic process involves educating yourself on what to look for and becoming aware of ergonomics and what it means to you as an employer or employee. The next step involves evaluation of the job tasks. With arborist and landscaper essential job functions (those tasks essential to completing the work), there are many varied activities, each requiring different pieces of equipment or tools. Because of this, when you work on your process and an ergonomics program, it will be necessary to break down the job functions into specific tools and tasks, then evaluate each particular task for potential risk factors.

What are the risk factors as they pertain to arborists and landscapers? First we must identify all the musculoskeletal disorder (MSD) risk factors. They are: force, repetition, awkward postures, static postures, quick motions, compression or contact stress, vibration, and cold temperatures. When you look at the risk factors you quickly realize that every arborist and landscaper is at risk! There is force in lifting/lowering, pushing/pulling, carrying and gripping. There are awkward positions and static postures, such as bent back, kneeling, squatting, working above your head and extended reaching. There is high repetition with the hand, back, and shoulder; such as when shoveling or pruning. There is vibration in the hand or whole body as is the case in chain saw use. And there is compression when using hand tools; quick motions when using hand tools; and working in inclement weather. As you can see, the list is long. By not having the proper tools or equipment to fit the worker and the job task, using dull or poorly maintained tools, and not taking breaks from various job tasks, we are opening ourselves up to the likelihood of work-related MSDs.

So how do we prevent some of these MSDs from occurring? For workers at desks or workstations, such as assembly lines, it is usually an easier task. Keyboards are ergonomically designed, workstations can be raised or lowered, carts can be used for moving heavy objects, etc. All of these things have been done to help reduce MSDs in office and factory workers.

But for those of us who work outdoors and on a variety of terrain, and for whom our job tasks change often, more thought must be given to each task and the worker performing the task. Our jobs involve the use of hand tools, feeding chippers, using chain saws, climbing, working from bucket trucks, planting, pruning, fertilizing, and a myriad of other jobs. And each of these jobs has the risk factors for MSDs associated with it that we must do our best to prevent.

In the first article of this series, we discussed the development of an ergonomics program. This gives us the means of evaluating our job tasks for potential risks. As we look at the various job tasks we can ask ourselves: Are the tools dull? Are the handles too short/long? Do the tools need to be gripped too tightly to make them work? Are the wrists and arms straight or bent? Is...
there a lot of repetition? Are the workers reaching overhead, lifting heavy items, sustaining awkward positions, or working in cold temperatures? If the answer to any of these questions is yes, then the worker is at risk.

You may want to videotape the job, and break the job down into smaller tasks. Write down the risks you observe. Is it just one person, or do all people doing this particular task seem to have problems? Does the problem lie in the way in which the person is doing the task, such as not keeping the work as close to the body as possible, or excessive reaching and twisting of the body as opposed to squaring the body off to the work, and pivoting through the legs instead of keeping them planted? Does the problem lie in the actual tool or equipment being used, such as maintaining an awkward position of the wrist while pruning, or the person having too tight a grip on the tool because the hand is too big for the grip of the tool. Could a different tool be used?

Talk about different options, and try out various ideas. Many times the answer lies in teaching the employee a different way to use their body in relation to the work. Other times, the answer lies in modifying the tools, such as increasing the circumference on the hand grip, or securing a tool with an angle or pivoting head to help the worker keep the wrist straight. Give your employees the ergonomics understanding, and they will many times come up with the solution to identified risk factors.

Let’s briefly discuss the risk factors associated with our work and how we might reduce them.

- Heavy lifting: associated with moving planting stock, feeding limbs/brush into chippers, building retaining walls, etc. We can reduce this risk by cutting larger limbs into smaller pieces and providing equipment such as carts for moving the heavier blocks or planting stock.
- Awkward postures: associated with kneeling, squatting, reaching above shoulders & head, climbing, etc. We can reduce this risk by providing knee pads, changing positions frequently, using appropriate tools (such as pruning poles with longer handles, etc.)
- High hand force: associated with using pruning shears, shovels and rakes, pruning saws, etc. We can reduce this risk by providing well maintained equipment, handle size appropriate to the person’s hand size, longer handles on equipment, and mechanical assist. Some tools, such as pruning saws, are available in a power version.
- High repetition: associated with hand tools, shovels and rakes. Take breaks more often, switch tasks with others and use motorized or pneumatic tools when possible.
- Vibration: associated with the use of chain saws, power pruning saws, chippers, etc. Switch tasks with other workers, purchase tools with anti-vibration handles, etc.
- Cold temperatures: associated with any outdoor work. Wear appropriate clothing and footwear to keep warm. Layer clothing. Stay dry. Limit exposure time.
- Duration: Rotate tasks with other workers to limit exposure time. Take frequent breaks.
A proper fit of the tool to the person using it is essential in aiding the arborist/landscaper in preventing injury. The entire spectrum of tool involvement, from keeping tools sharpened, to utilizing the tool for its proper use, to the fit of the tool in proportion to the hand, are all important pieces of the ergonomic pie. Some general guidelines for tool use include:

- When using hand tools, try to keep the wrist in a neutral position. Choose the proper tool for the job.
- If you feel you are gripping a tool too tightly, try modifying the handle by padding it for bigger hands, or using a smaller handled tool for smaller hands.
- In some cases, using anti-vibratory gloves for work involving vibration will help reduce the effects.
- Try pruning shears with an angled, rotating head that allow you to keep your wrist straight while working.
- Use tools that have a spring assist to prevent having to apply too much force repeatedly.
- While operating machinery utilize arm rests, and fit them to your needs by adding padding if necessary in order for your arms to rest comfortably.
- Keep tools appropriately sharpened to decrease the amount of force needed to operate.

Generally, the more adjustable the tool is, the better it will work for a number of people. If you are not sure if the tool will do what it claims to do, buy one, and simulate using it, adjusting it, and trying it for a number of different people with different hand and limb proportions. Many times there is a sizing chart available for actual handle sizes, which should be utilized. Talk with a knowledgeable salesperson or manufacturer representative about your needs.

In terms of equipment, padding can be added to the arm rests of seats for workers with smaller arms; different climbing saddles can be used for different size people that provide different levels of comfort; garden tractors and carts, or similar equipment, can be used to move heavy items, such as rolls of sod; chain saws with anti-vibration handles can be purchased.

The tree care and landscape industries are comprised of a wide range of expertise, from the top end of the pay scale down to the lowest paid laborer on the crew. But it is the duty of employers to provide a safe working environment for all workers, including the lowest paid. And unfortunately, these are sometimes the workers we let slip through the cracks.

A good ergonomics program that includes providing proper tools and equipment for all employees will benefit a company in the long run. Work-related musculoskeletal disorders (WMSDs) are expensive to treat. It is by far much more cost effective to work at preventing or reducing WMSDs than to incur the insurance cost of treating them.

Camille Di Monte Peterson, P.T., is a physical therapist who specializes in work injury prevention and management. Barbara Henderson is the former executive director of Forest Industry Safety & Training Alliance, Inc.

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If a tree is planted correctly, it will establish quickly, grow twice as fast, and live much longer than one that is incorrectly planted.

The Planting Hole

The planting site should be the highest-quality environment for the best possible initial root growth during the first year or two after planting (longer for trees whose caliper is 4 inches or greater).

Heavy subsoils and excessively well drained sandy ones need to be improved before they are suitable for growing plants. Usually these soils lack sufficient organic matter and can be improved by incorporating compost.

When planting an individual tree or shrub in good soil, the rule for backfilling should be “what comes out goes back in.” This allows the upper layer of soil to mix with the subsoil and, at the same time, the cultivation/digging process loosens the soil structure.

A current trend in landscape design is to plant trees and shrubs in large beds or tree islands. This practice helps alleviate soil compaction throughout the area in which roots must grow, which aids in the lateral spread of developing roots. In an area being prepared for multiple plantings, add at least a 2- to 3-inch layer of organic matter and incorporate it into the top 12 inches of soil. (This is equal to about 4 to 5 cubic yards per 1,000 square feet of bed area.) When planting each individual tree or shrub in the prepared bed, dig a single hole large enough to hold the plant and backfill accordingly. If possible, always install plants as soon as they are brought to the site; otherwise, hold them in a shady spot and keep them properly irrigated.

Normal well-drained soils or somewhat “heavy” soils

Dig the hole as deep and at least three times as wide as the root mass of the plant you wish to install. This will allow the root system to grow in the first one or two years to within about 25 percent of its original spread before the new roots extend into the more compacted soil beyond. Most of the digging should be done near the surface, where most of the vigorous root growth occurs. For a hole with sloped sides (Figure 1), the majority of the digging effort is in excavating more soil nearer the surface, where most of the vigorous root growth occurs. For a hole with sloped sides (Figure 1), the majority of the digging effort is in excavating more soil nearer the surface and less below. This is where most root growth will occur before being affected by the more compacted soil further out from the planting hole. If the backfill has not been amended, the best way to fill in the hole once the root ball is in place is to break down the sides with a spade or fork (Figure 2), thus creating the preferred sloped sides. This helps to avoid soilless air pockets around the perimeter of the hole as it is being backfilled. Eliminating air pockets lessens the chance of roots losing contact with the soil and thus drying out. To help further in lateral root spread at the planting of an individual tree or shrub (when not in a large bed or tree island, as described earlier) and if turf will not be damaged, loosen the soil another few feet out from the original hole with a garden fork.

If you are using a tree spade or auger to dig the hole, glazing of the soil is an even greater possibility. Before inserting the tree, score the sides of the new hole and/or sides of the machine-dug ball to at least an 18-inch depth to allow for better new root growth and penetration into the surrounding soil.

When soil tests indicate the need for additional limestone, phosphorus, or potassium, recommended rates of the needed ingredients should be thoroughly incorporated into the soil to be used in backfilling. Soil tests can be done at many county Cooperative Extension offices. If other fertilizer elements are called for at planting, always use a slow-release, low-salt material (at the recommended rates) to avoid damaging new roots. Elements, including nitrogen, incorporated as soluble, inorganic sources of nutrients can damage roots, thus leading to plant failure.

Notice that no complete fertilizer containing nitrogen was added to the planting hole or backfill. If complete fertilizers containing nitrogen are added around the plant roots, readily available nutrients can injure the young expanding roots and may lead to the death of the plant. Superphosphate and limestone applied at recommended rates will not injure roots and can be added safely during planting.
Very sandy soils

Light and excessively drained sandy or gravelly soils and shallow soils (less than 2 feet deep) are unsatisfactory for shrubs and trees unless the soil is adequately prepared. Otherwise, restrict plantings to the limited varieties that survive in soils of this type in your area.

A very sandy soil is like a mass of tiny stones, with too few particles of soil between the sand grains that are capable of holding water and fertilizer materials. Plants cannot flourish with too little water or essential nutrients.

If the shrub or tree is a bare-root plant, dig a hole or pocket large enough to allow the roots to spread completely. For balled and burlapped and container-grown plants, dig the hole up to three times the diameter of the soil ball. Soil is excessively drained if water drains away repeatedly in less than 3 minutes from a posthole 2 to 3 feet deep. To create backfill around the plant and to enhance the water-holding capacity, use a soil mixture of one-third (by volume) of a loamy soil, one-third compost (or sphagnum peat), and one-third the original sandy soil. Firm the soil and make a raised cup-like area or ring of earth on top so that water will flow in toward the original plant ball. Water the soil and spread a 2- to 3-inch layer of mulch over the entire root ball area and beyond. Taper the mulch from the outside edge to within 3 to 4 inches of the trunk or crown.

If the ecosystem of a proposed landscape site has been significantly modified, is in poor condition, or the inoculum from mycorrhizal fungi and other such beneficial organisms is lacking, it may be worth incorporating one of these biostimulants into the backfill at planting. These fungi grow symbiotically with plant roots and aid them in water and nutrient uptake as well as protecting roots against soil pathogens. When roots are colonized with mycorrhizae, they have an enhanced surface area for absorption.

Tasks Immediately Following Planting

Watering

Too much or too little water can kill newly transplanted trees and shrubs. At planting, make an initial heavy application of water to settle the soil around the trees and shrubs into place. This will eliminate air pockets through which newly developing roots would be unable to grow. Water will also move more uniformly from the soil surface, through the root ball, and into the surrounding backfill. Even if, after all the appropriate modifications, the existing soil is not well drained, you must not overwater.

The amount of water that should be applied depends on rainfall, temperature, wind conditions, moisture retention of the soil, and drainage. As a general rule, 1 inch every five to seven days should be adequate during the first growing season (if less than 1 inch of rain has fallen that week). For individual trees whose caliper is around 2½ inches, this is about 10 gallons applied twice per week and should be sufficient to properly wet a 20- to 24-inch diameter root ball. The time required to deliver this same amount of water with a hose can be measured easily by filling a similar-size container. Note, however, that on sandy, well-drained soils during drought periods following spring planting, two 1-inch applications per week may be necessary. This is also true for container-grown plants that have masses of roots initially contained in a limited area of a soilless mix. If rainfall is insufficient during the first fall, continue supplemental watering until the ground freezes. Always apply water slowly so that it percolates deeply and distributes uniformly (Figure 3), especially in the root ball. If water is not concentrated toward the root ball, this area can dry too quickly while the surrounding backfill soil remains moist. Application of more water than the soil can absorb will lead to wasteful runoff. Moisture in the backfill is...
unable to move into the root ball quickly enough to replace what is being removed by the roots still in the ball.

For residential sites or areas where only a few plants have been installed, the most effective and efficient methods are hand watering, a root-watering needle, Gator Bags, Rain Rings, or some other plastic dripping unit or saucer. When supplemental watering is needed, run a light stream of water from a hose at the base of the tree or shrub for an hour or so to saturate the soil completely. For large root balls, the hose or needle may need to be moved to several locations within the saucer or additional Gator Bags installed. Generally during the first year of installation, the plant will rely on water provided in the original root ball, as roots are just beginning to extend out into the backfill. For larger plantings, a drip irrigation system, soaker hoses, or a “leaky pipe” are most efficient because they provide a controlled flow of water directly to the root zone area. A timer should be incorporated into the system to turn the water off at a preset time.

Never use frequent, light waterings because the roots will grow to the surface to obtain water. Even a brief rain shower of \( \frac{1}{2} \) to \( \frac{1}{4} \) inch should be supplemented by additional watering. If you are using a lawn sprinkler to water multiple plantings in a large bed area, place a can or rain gauge near the plants to be watered, and irrigate slowly twice weekly so that the can contains \( \frac{1}{2} \) to 1 inch of water with each application.

**Mulching**

Mulching at planting time helps retain moisture, suppress weeds, moderate extremes in soil temperature, and lessen the chance of damage from lawn mowers and string trimmers. Mulching can also increase fine root development in the top 6 inches of soil, partly because grass is eliminated. Aboveground growth is also increased by mulching. Some lawn grasses, in fact, reduce growth of trees and shrubs. This suppressive effect is known as allelopathy. For example, the chemicals produced by fescues will stunt the growth of Southern Magnolia, Sweet Gum, and Black Walnut.

**Table 1. Bag mulch coverage chart**

<table>
<thead>
<tr>
<th>Will cover</th>
<th>Depth of mulch (inches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 cu. ft. bag</td>
<td>3</td>
</tr>
<tr>
<td>54 sq. ft.</td>
<td>2</td>
</tr>
<tr>
<td>108 sq. ft.</td>
<td>1</td>
</tr>
<tr>
<td>324 sq. ft.</td>
<td>3</td>
</tr>
<tr>
<td>486 sq. ft.</td>
<td>2</td>
</tr>
<tr>
<td>972 sq. ft.</td>
<td>1</td>
</tr>
</tbody>
</table>

*equals nine 3-cubic-foot bags*

Apply a mulch immediately after planting within the area enclosed by the water basin (but away from the trunk or stems) and past the crown of the plant, if possible. For large landscape trees up to 3 inches in caliper, a 6- to 9-foot-diameter circle is recommended. Before applying the mulch beyond the water saucer, till the soil to create an even larger area for better root growth. If semi-hardy plants are planted later in the fall, delay this mulch application until a hard frost has occurred. Apply recommended materials 2 to 3 inches deep; oak leaves can be added to a greater depth because they will not settle by season’s end (Table 1).

Depths greater than 3 inches will reduce gas exchange, i.e., the root’s ability to respire or breathe (Greenley 1994). Always apply mulch evenly, avoid building a volcano around the tree’s base, and never place the material up against the trunk or crown. Mulches derived from crushed stone, marble chips, and gravel can be used but do not break down to provide beneficial organic matter and may disperse and thus become maintenance problems. Black plastic and synthetic cloth or fiber-type geotextile mulches are alternatives but have numerous horticultural disadvantages, including aesthetics. If a light covering of organic mulch is used to camouflage plastic, as it decomposes it can serve as a germination medium for weed seeds that are blown or physically carried into the area. This potential development of weeds negates the weed suppression normally anticipated with mulches. The roots of these weeds can penetrate the fibrous material of the geotextiles and extend into the soil beneath. In addition, if installed on a large area, plastics will restrict water movement into the soil unless punctured.
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Staking

Researchers in California found that staked trees in a nursery had poor caliper development and less taper than did unstaked trees. The data suggest that staking, if necessary, should never be done rigidly but left slightly slack to allow the tree to move in the wind and thus develop a stronger trunk. We recommend staking only if the risk of blowing over is great; usually only trees greater than 1/2 inch in caliper require staking.

A tree should be stabilized with guys to hold it in an upright position and prevent loosening of the soil around the roots as the plant moves in the wind. On small trees a single stake is often used, placed on the side of the prevailing wind. Two stakes are usually preferred for trees 3 inches or less in caliper. Larger trees generally require a triangular system of three guy wires attached to stakes driven into the ground (Figure 4). Whichever method is employed, be sure the stakes are driven into the ground outside the perimeter of the planting hole and that the wire is encased in a piece of old garden hose or that flexible straps are connected to the trunk where it comes in contact with the bark of the tree. Once the staking has been accomplished, examine it occasionally to be sure the wires are not excessively loose or taut and that the trunk is not being injured. Generally, after the end of the first entire growing season, it is important to remove the supports to avoid girdling.

In addition to providing support, staking can help prevent mechanical damage to the trunk. Conversely, staking can be a liability if the guy wires are not clearly flagged to prevent human contact.

Wrapping and Other Protection

Although wrapping is no longer recommended, a shelter may be desirable during the first winter or summer following planting to protect very young or tender trees and shrubs against weather extremes. Burlap, snow fencing, or other physical barriers may be installed as windbreaks.

In areas frequented by rodents, rabbits, and deer, the lower portions of tree trunks should be protected with a cage of hardware cloth, chicken wire, or metal fencing. The height will depend on which animal is attacking.

Plastic tree guards (or flexible plastic drain pipe that has been slit down the middle) can offer protection against mechanical injury from mowers and string trimmers. (These protective devices should not be considered a substitute for mulching, however.)

Pruning

If your tree or shrub has been dug carefully and handled properly, pruning will be needed only to remove branches that are broken or those that rub other branches. More pruning than this will reduce photosynthesis, which can reduce root growth that is vital to the reestablishment of transplanted plants. This recommendation refutes past practices of trimming the crown to correct the root/shoot imbalance. Ranney et al. (1989) concluded that top pruning reduced both shoot and root development after transplanting.

If the terminal leader on a tree has been accidentally broken during planting (never buy a tree that has no terminal), prune it out and select a strong lateral twig to form the new upright terminal. A small stick can be used as a splint to tie the new leader in position (Figure 5).

Branches are often left on the lower portion of a tree in the production nursery but are undesirable in the landscape. If they are still present, leave them intact for the first few years after planting because they help to develop a strong trunk during the initial establishment period.

Fertilizing

Newly planted trees and shrubs do not need to be fertilized the first (and quite often the second) year that they were planted.

Applying Anti-desiccants

Research has shown anti-desiccants to be variably effective depending on the material, timing, plant species, and environmental conditions. They seem to be most advantageous on deciduous and evergreen plants that must be transplanted when in active growth during the summer. Anti-desiccants can minimize the development of moisture stress in transplanted plants.

Excerpted, with permission, from “The Cornell Guide for Planting and Maintaining Trees and Shrubs,” by George L. Good and Richard Weir, III. To purchase a copy of this or other related titles, contact The Resource Center: Publication Enterprise of Cornell Cooperative Extension, via www.cce.cornell.edu/store, or call (607) 255-2080.
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I f you’ve ever given your bank account number to a Rwandan prince who e-mailed you asking for help getting his inheritance out of Rwanda, you know how costly Internet hoaxes can be. Some of these hoaxes contain just enough truth to make them believable, and some are just exaggerations of real news articles. As they are forwarded around the globe, they sometimes reach the status of ‘urban Legend.’

Take the case of the meat-bearing fruit tree. The Weekly World News (a tabloid news service notorious for exaggeration) reported that a tree bore fruit that contained beef. It was a vegetarian’s dream: A steak that did not spell the demise of a cow. Here’s the story:

MANCHESTER, England - Here’s some good news that vegetarians can really sink their teeth into: Researchers have developed genetically engineered fruit trees that bear real meat! Fruit from the new Meat Trees, developed by British scientists using gene-splicing technology, closely resembles ordinary grapefruit. But when you peel the large fruit open, inside is fresh beef. “Our trees may sound like something out of a science fiction movie, but it’s really a simple, down-to-earth idea whose time has come,” declares Dr. Vincent Tartley, director of agricultural bioengineering research for the UltraModAgri Group, which created the amazing trees. “Vegetarians have been complaining for years that despite their moral convictions against consuming meat, they still crave the flavor of a good steak once in a while. Now they can have their cake and eat it too.”

The trouble with this report? It was completely untrue. There is no such thing as a meat-bearing tree. However, it was widely believed and forwarded via e-mail around the globe. Because yes, human beings are that gullible.

**Formosan termites hiding in mulch bags**

The Web site www.snopes.com has a section cleverly named the Inboxer Rebellions. It exposes these widely circulated e-mail hoaxes that are forwarded to inboxes throughout cyberspace. The Web site presents the body of the e-mail in several variations, the possible origins, and the truth or fiction contained in the message. A recent entry concerned mulch made from downed trees in Louisiana that reportedly had infestations of Formosan termites. Here’s the e-mail claim:

“If you use mulch around your house be very careful about buying mulch this year. After the hurricane in New Orleans many trees were blown over. These trees were then turned into mulch and the state is trying to get rid of tons and tons of this mulch to any state or company who will come and haul it away. So it will be showing up in [big box store names omitted] at dirt cheap prices with one huge problem: Formosan termites will be the bonus in many of those bags.”

Snopes identified this as “false,” and lists it as number 10 of the 25 mostly widely circulated urban legends. As the Web site explains, the Louisiana Department of Agriculture and Forestry quarantined several parishes in October 2005 to prevent any accidental migration of Formosan subterranean termites. That did not stop TCIA from receiving sever-
al e-mails about the termite threat from concerned members.

“Don’t believe everything you read on the Internet,” cautions Bob Odom, Louisiana’s commissioner of agriculture and forestry. “I’ve had my people out looking into these claims to make sure there are no violations of the quarantine. I’ve also had our invasive pest expert contact the stores mentioned in the e-mail and we’ve yet to find any validity to the claims in the e-mail,” Odom says. “In my opinion, someone is using the Internet to cause hysteria about a problem that doesn’t really exist.”

**Camel spiders and more camel spiders**

E-mail and Internet hoaxes have a way of lying dormant and then resurfacing years later. During the first Gulf War, pictures of camel spiders the size of Alaskan king crabs were circulated with the caption: “What Our Servicemen Have to Endure in the Desert.” The story claimed that these gargantuan spiders hid in sleeping bags, anesthetized their prey, and feasted on the flesh of sleeping victims. It was simply not true.

Camel spiders exist, but they rarely exceed 5 inches in diameter and do not feed on large prey. The story resurfaced in 2003 with the deployment of troops to Iraq. I got the horrifying picture in my inbox a second time.

The point of this story is that many people do believe what they read, and rumors are difficult to kill, especially when they include an element of truth.

Next time you encounter something almost unbelievable on the Internet or in your inbox, consult the Urban Legends page at www.snopes.com.

For more information on the Formosan termite story, visit the Tree Care Industry Web site, www.treecareindustry.org, under “Today’s Headlines.”

Kay Harrison is TCIA’s Web editor and can be reached at harrison@tcia.org.
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EDUCATION & EXPERIENCE:
4 YEAR DEGREE PREFERRED (Business, Industry or Related); SIGNIFICANT EXPERIENCE IN AN AREA OF UTILITY OPERATIONS MANAGEMENT (Required); or equivalent combination of education and experience.

Penn Line Corp.
300 Scottsdale Ave., Scottsdale, PA 15683
(724) 887-9110 x151
ronr@pennline.com
EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

Aspen Tree Service, Inc.

We are seeking a qualified arborist with tree pruning skills to join our team in Western Colorado. We are also accepting applications for a person who is motivated to learn the skills of proper tree care. You qualify if you enjoy working outside, are physically fit and willing to learn. Previous experience operating equipment and climbing skills is helpful. You must have or obtain a Colorado Drivers License with no points. Please call (970) 963-3070.

TREE CARE INDUSTRY – MAY 2006
Sales/Consulting Houston

Lge. tree service & mulching co. looking for cert. arborist to assist in estimating & sales. Must be self motivated, organized & can multi-task. Fast-growing co. w/$4 mil. + annually. Exc. salary pkg. Call Lance (713) 539-8076.

Small NH Tree Company

Looking for the right person to join our high-energy team. We provide the highest quality tree & plant healthcare in the Upper Valley & Lake Sunapee regions. Motivation & exceptional customer service a must. Training & tuition re-imbursement. Pay based on experience. Call Gallagher Tree Service to schedule a confidential interview. (603) 675-2200.

Tree Climbers

Plymouth Meeting, PA company seeking 3 climbing arborists. Minimum 2 yrs’ rigging experience & CDL a must. $40-50K annually, experienced. Health, dental, 401(k) & cont. educ. available. Year-round work! Charley Germain at (610) 496-1039

The Care of Trees

Located in Stamford CT is seeking an Operations Manager to help lead our Team. The candidate must have proven tree care industry experience with General Tree Care Work and Plant Health Care. Responsibilities include: 50 percent 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, ISA and CT Arborist License beneficial. Awesome Benefit package, including profit sharing, 401(k), ESOP, relocation and sign-on bonus. Please submit resume to Kevin Peters: kpeters@thecareoftrees.com or fax (203) 967-6999.

Join an Industry Leader

SherillTree, the industry leading distributor of arborist products, is seeking dynamic sales-oriented individuals to join its field sales group. Requirements include a college degree, willingness to travel, and arborist industry experience. Fax resumes to: SherillTree Sales Group at (336) 378-1096 or e-mail resume to: jcowden@sherrilltree.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 PHC 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.

Some would call it an obsession, we prefer to call it a specialization, an area of expertise, a passion. If this is how you feel about trees, then you should consider a future with one of the leading tree care companies, The Care of Trees.

We offer an excellent benefits & compensation package and an on-going education program.

is this where you feel most at home?

If you share our passion for trees, we can offer you a work environment where you’ll feel right at home.

Please call or send your resume to:

Melinda Torres, The Care of Trees
275C 12th Street Wheeling, IL 60090
Fax 847.459.7479
mtorres@thecareoftrees.com

www.thecareoftrees.com
877.724.7544

Positions currently open in the metropolitan areas of New York, Chicago, Philadelphia, San Francisco, and Washington, D.C.

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People with a passion for trees and a drive for success are not always easy to find. You’re a special breed. So why not work for a special company?

At Alnstad, we believe that we are only as strong as those that work with us. We are the northeast’s most rapidly expanding tree & shrub care company with over 40 years of dedicated service.

We provide full administrative and marketing support, state of the art equipment, and one of the best benefits programs out there.

Do You Have the Passion to Excel?

Positions open in New York, Connecticut, and New Jersey!

Call 1 888 841 9733, or email your resume to krooney@alnstad.com

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Please circle 10 on Reader Service Card
Ira Wickes/Arborists

Rockland County-based firm since 1929 seeks qualified individuals with experience. Arborists/Sales Reps, Office Staff, Crew Leaders, Climbers, Spray Techs (IPM, PHC, 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.

Casey Tree Experts Inc.

Atlanta, Georgia

Seeks experienced Sales/Arborists, Crew leaders, Climbers, Bucket operators and groundsmen with a passion for excellence. We offer year-round work with a company that recognizes the importance of safety, training and customer service. We offer excellent benefits and drug-free work place. Clean driver's license required, CDL is a plus as is ISA cert. Please e-mail resumes to Caseyytree@mindspring.com or fax (770) 972-1951, or phone office (770) 498-7000

Staff Arborist for TCIA

Trade association for commercial arborist companies seeks qualified candidate with arboricultural background for full-time position. Position requires demonstrable and extensive skills in project management, managing volunteers and communication—esp. writing skills. Candidate should possess a Bachelor's degree in Arboriculture or closely related field as well as two or more years' field experience in arboriculture. He/she must be willing to take direction and work in a team environment, and must submit current samples of writing and undergo personality profiling exercises during the interview process. Working knowledge of Microsoft Office software products in a PC environment needed; experience with desktop publishing software preferred. Previous experience with volunteer and/or non-profit groups preferred. Position requires travel at least six times a year. Ability to speak and comprehend Spanish a plus. Salary and other benefits commensurate with demonstrated experience and abilities. Please send resume and salary requirements to travis@treecareindustry.org.

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 spirited 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). 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.

SavATree arborists are going to BELIZE!

Where are you going?

SavATree's top arborists, along with their spouses, are flying to Belize for five days of fun-filled exploration and camaraderie. Last year we went to Costa Rica. Who knows where we might go next. Want to join us?

Come work with 30 year established, family-owned company

Experienced tree climbers and plant health care tech needed. Top pay, full benefits and year round employment. Please call the Denver Office at (303) 232-0666; fax (303) 232-0711 or Colorado Spring's location at (719) 444-8800 fax (719) 630-3209 or apply online at mhtree@pcisys.net and specify location.
## Vermeer

<table>
<thead>
<tr>
<th>Model Number</th>
<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC1000</td>
<td>KCH20109</td>
<td>Double Edge 9&quot; x 4-1/2&quot; x 5/8&quot;</td>
<td>$29.25</td>
</tr>
<tr>
<td>BC1800XL</td>
<td>KCH20112</td>
<td>Double Edge 10&quot; x 5&quot; x 5/8&quot;</td>
<td>$37.50</td>
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<tr>
<td>BC1220-BC1250</td>
<td>KCH20002</td>
<td>Single Edge 8&quot; x 3-1/2&quot; x 3/8&quot;</td>
<td>$17.25</td>
</tr>
<tr>
<td>BC1400</td>
<td>KCH20110</td>
<td>Double Edge 8&quot; x 5&quot; x 5/8&quot;</td>
<td>$33.40</td>
</tr>
<tr>
<td>BC1800-BC2000</td>
<td>KCH20103</td>
<td>Double Edge 10&quot; x 5-1/2&quot; x 5/8&quot;</td>
<td>$37.50</td>
</tr>
</tbody>
</table>

## Morbark

<table>
<thead>
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<th>Model Number</th>
<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>100, 200, 290</td>
<td>KCH10001</td>
<td>Double Edge 7-1/4&quot; x 4&quot; x 3/8&quot;</td>
<td>$18.25</td>
</tr>
<tr>
<td>10, 13, 17, 2050</td>
<td>KCH40001</td>
<td>Double Edge 10-1/2&quot; x 5&quot; x 1/2&quot;</td>
<td>$30.55</td>
</tr>
</tbody>
</table>

## Brush Bandit

<table>
<thead>
<tr>
<th>Model Number</th>
<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>90XP, 280XP</td>
<td>KCH10004</td>
<td>Double Edge 5-3/2&quot; x 4&quot; x 1/2&quot;</td>
<td>$21.60</td>
</tr>
<tr>
<td>100XP-250XP</td>
<td>KCH10003</td>
<td>Double Edge 7-1/4&quot; x 4&quot; x 1/2&quot;</td>
<td>$19.20</td>
</tr>
<tr>
<td>250XP, 254XP after '01</td>
<td>KCH10101</td>
<td>Double Edge 7-1/4&quot; x 4-1/2&quot; x 1/2&quot;</td>
<td>$25.50</td>
</tr>
<tr>
<td>1890 Intimidator</td>
<td>KCH20103</td>
<td>Double Edge 10&quot; x 5-1/2&quot; x 5/8&quot;</td>
<td>$37.50</td>
</tr>
</tbody>
</table>

## Asplundh

<table>
<thead>
<tr>
<th>Model Number</th>
<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12&quot; Drum</td>
<td>KCH30001</td>
<td>Single Edge 12&quot; x 3&quot; x 3/8&quot;</td>
<td>$17.50</td>
</tr>
<tr>
<td>16&quot; Drum</td>
<td>KCH30002</td>
<td>Single Edge 16&quot; x 3&quot; x 3/8&quot;</td>
<td>$19.75</td>
</tr>
</tbody>
</table>

To receive this special pricing, you must use this code: 05396

Offer ends June 30, 2006

### Incredible Value on Zenith Arborist Accessories – Cutter Teeth, Saws & Rope

- **Stump Cutter Teeth**
- **Pruning Saws**
- **Arborist Rope**

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dwww.zenithcutter.com

5200 Zenith Parkway
Loves Park, IL 60111
USA
Climber/Aerial Lift Operator

Needed in Stowe, Vermont. Beautiful mountain location with minimal traffic and no crime. Experience required. Good pay to the right person. Some relocation expenses covered. We will need previous employer references. Stowe Tree Experts, PO Box 1557, Stowe, VT 05672, (802) 244-5100, stowetree@pwshift.com

Arborist/Sales


Manager/ Salesman wanted in Alaska

Need general manager for sales, consulting and other tasks to start ASAP in Anchorage, AK. Must have prior tree service sales exp. ISA certified pref. Fax resume to (907) 248-0026 or call (907) 441-1843.

Exciting Career Opportunities for Service Industry Managers

Come join one of the largest Vegetation Management Companies in the United States. DeAngelo Brothers, Inc., is experiencing tremendous growth throughout the Country creating the following openings:

- Division Managers
- Branch Managers

We have immediate openings in:
- VA, New England, FL, MO, TX, CO, LA, IL

Responsible for managing day-to-day operations, including the supervision of field personnel. Business/Horticultural degree desired with a minimum of 2 years’ experience working in the green industry. Qualified applicants must have proven leadership abilities, strong customer relations and interpersonal skills. We offer an excellent salary, bonus and benefits packages, including 401(k) and company paid medical coverage.

For career opportunity and confidential consideration, send or fax resume, including geographic preferences and willingness to relocate to: DeAngelo Brothers, Inc., Attention: Carl Faust, 100 North Conahan Drive, Hazleton, PA 18201. Phone: 1-800-360-9333. Fax: (570) 459-5363 or e-mail-cfaust@dbiservices.com. EOE/AAP M-F

Wanted ISA Cert. Arborist Climber

Strong removal & pruning skills. Needs CDL. Pay $21 per hour to start. Work in beautiful Southern Oregon. (541) 664-1614.

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Philadelphia, PA & Naples, FL

McFarland Tree and Landscaping Services has been providing superior arboricultural and horticultural services for over four decades. Our client base is comprised of the best of the best, serving the Philadelphia, PA, and Naples, FL, metropolitan areas. Our salespersons earn the highest commissions in the industry, following McFarland’s time-tested programs. We are looking for people who want to earn at least $100K annually. You should have the requisite skill, passion and the energy to make this happen. All experience levels will be considered. If you feel that your talents have not been sufficiently rewarded and/or appreciated, contact us immediately. YOU HAVE EVERYTHING TO GAIN!

Ed Shebert - Peter McFarland
McFarland Tree & Landscape Service, 255 W. Tulpehocken St., Philadelphia, PA 19144
Phone: 215-438-3970, Fax: 215-438-1879, Email: ed@mcfarlandtree.com

Sales Director, Sales Arborists, Crew leaders, Climbers

Atlanta area. Seeking qualified individuals for leadership roles in sales and production. Benefits include, relocation assistance, company vehicle, excellent salary, commission, bonus, profit sharing, healthcare, paid vacation, holidays and personal days. Fax or e-mail resume: (770) 554-9739, scott@northamericantree.com www.northamericantree.com

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Cagwin & Dorward Career Opportunities, San Francisco Bay Area

We are accepting applications for experienced, highly motivated people for the following positions in our Tree Care Department:

Managers
Climbers
Groundsmen
Spray Technicians

Please call 800-891-7710 for applications or on-line at www.cagwin.com

Landscape Construction Manager

Carpenter & Costin, on Boston’s North Shore, seeks person to manage 3-5 landscape construction crews. Experience required. Work with staff landscape architects in quoting, scheduling, ordering, supervision, etc. Salary starts $60k, with excellent benefits. (877) 308-8733, ext. 30; fax (781) 586-8384; e-mail bmarsan@horticare.com

Crew Foremen, Climbers, Groundspersons

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.

Selling Arborist Wanted!

Seeking Consulting Sales Arborists who exceed 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

So. Central PA

Experienced Climber needed for small tree service in So Central PA. Valid drivers license and CDL if possible. Pruning experience preferred but will train. Leadership experience a plus. Will pay top $. Call (717) 566-2990.

Chicago Metro Certified Arborist Positions Available

Tree Care Sales, PHC Sales, PHC Technicians. Also crew leaders/climbers. M/F EOE Excellent Wages and Benefits. Apply online @ www.homertree.com, hr@homertree.com, or fax resume to (815) 838-0375.


This position is an excellent opportunity for a self-motivated and ambitious person, as compensation is based on sales. All Co. benefits & vehicle provided. See our Web site for more information: www.kramertree.com.

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Boston North Shore co. seeks lawn care tech. Mass. pest lic., 2 yrs’ experience, knowledge of insect/disease problems in turf req’d. Salary negotiable. bmarsan@horticare.com; fax (781) 595-5850. Carpenter & Costin (877) 308-8733 ext. 30

South Central CT

Seeking experienced Climber/Foreman with leadership abilities to perform residential tree care in upscale neighborhoods. Medical benefits, paid vacations and retirement plan available to those interested in long-term employment. Top pay based on experience and licenses held. Send resume to Woodbridge Estate Care, 793 Amity Road, Bethany, CT 06524. Call (203) 393-9149 or FAX (203) 393-9152.

Tree Climbers/Sales Reps/Crane + Loader Operator

Enjoy a mild climate while working & playing in VA. Beach VA. Our easy going crew members with a “Lets get the job done” attitude look forward to having others join them. Call (757) 425-1995 for info.
Peterborough/Milford, NH
Broad Oak Tree Care needs 1 tree climber specialist and 1 plant health care specialist to assist our two-crew PHC operation. See complete job posting at www.broadoaktree.com or e-mail dan@broadoaktree.com.

Great jobs in Florida! All positions! Great Opportunities!
Sales, climbers, groundsmen. FT year-round work in Southeast FL. High-end commercial tree maint. New equipment/latest technology. Ongoing training. Room for advancement. Enjoy working in a flexible & professional environment in the most affluent communities in the country. Excellent salary + performance bonuses. NOVO ARBOR is a fast growing company that values what you have to offer as you will value what we have to offer! Housing available. Relocation assist. Call 561-330-9785. Fax resume to 561-330-2392, or e-mail Admin@NovoArbor.com

EQUIPMENT FOR SALE
Ropes, Ropes, Ropes
All types and brands of professional arborist climbing, lowering and rope accessories at warehouse prices. Call for current price list. Visa, MC, AX. Small Ad - Big Savings, since 1958. 1-800-873-3203.

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Applications are being accepted for the position of Safety Superintendent of our Midwest Operations...
Join the team that puts safety first. A strong background in safety management process is preferred. The Safety Superintendent advises and consults with operations managers and front line supervisors to establish and implement safety program goals and to ensure compliance.
For more information about Trees, Inc. visit our website www.treesinc.com and e-mail your resume to resumes@treesinc.com.
Headquarters Location:
650 N. Sam Houston Parkway E., Suite 209
Houston, TX 77060
Phone 866-865-9617 Toll-Free
EOE M/F/D/V

EQUIPMENT WANTED
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Phone message center, proposals with built-in landscape CAD designer, scheduling, invoicing and more. Posts to QuickBooks. Print estimates on site with new hand-held PCs and download to office. Call Tree Management Systems - 1-800-933-1955, see demo at www.turftree.com.

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Come to Oregon’s Lush Willamette Valley and purchase a profitable, growing, and reputable turn-key arbor care corporation. 10 years in business. Perfect for the arborist ready to move ahead in the tree care industry and finally turn a lucrative profit, or perfect for a large company expansion into the Willamette Valley. Over $220,000 conservatively in contracts alone, shows a 20-30% growth yearly, grossed well over $500,000 in 2005, huge growth possibilities, all computerized with database, never slow, most equip. paid for, all included, too much to list. Arborists on staff, owner will stay-on temporarily to network and make transformation easy. Give-away price @ $465,000 many sale options. Call 541-757-TREE, option 3 & Priscillao3@cs.com
BRING together the POWER of your TEAM

Business/Leadership
Safety
Arboriculture

Why you & your team should be there:

- Over 28 educational & training sessions for all personnel in your company
- Free Keynote session
- Free CEU's on tradeshow floor
- Team discounts
- Hotel rates starting at $99

You don’t want to miss this!

WORLD’S LARGEST TREE CARE INDUSTRY TRADE SHOW & CONFERENCE
November 9 - 11, 2006
Thursday, Friday & Saturday
Pre-Conference Workshops Wednesday, Nov. 8
Baltimore Convention Center, Baltimore, MD

In partnership with Morbark, Inc., Husqvarna, Altec Industries and Vermeer Manufacturing

To learn more visit www.tcia.org or call 1-800-733-2622
East Coast - Virginia Tidewater area
Tree care company with 32 years in business. Excellent reputation & repeat customers. Includes equipment. Owner retiring. Call (757) 392-6164. $1,250,000.

Tree Trim & Removal
N. E. Florida. Est. 21 yrs, fully staffed. Choice commercial & residential accounts! 2 Trucks & all equip included. Gross $250,000-$335,000 per yr & could triple income if all calls handled! Turnkey $230,000. Call Linda Miller Realty, (386) 677-9258

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Est.18 years, $200,000 in COMMERCIAL/REPEAT CUSTOMERS. 3 ChipTrucks/WoodTruck/2001 Rayco & 1979 Stump Grinders, 2 chippers, Stihl Saws & Misc. Equipment. Equipment also avail. separately. Call (720) 373-0707

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Already own or planning to start a tree care company?
The Owner/Arborist Program can show you how to start or convert an existing business and grow with a proven leader in the tree care industry. We will assist you with sales & marketing, financial mgt., recruiting and equipment support. Our expertise can aid in your success. Our systems, coupled with your talent and determination, will give you an opportunity to control your destiny. Call D&B Tree (617) 471-4777 x 30 or ownerarborist@dbtree.com

Jackson Hole, WY Tree Service Business for Sale
Live the dream ... in scenic Jackson Hole with this well-established profitable 11-yr tree service/firewood business. Includes comprehensive equipment package, from backhoe to the staplers, extensive “well-rooted” client list, valuable 3.6 acre prime Hwy 33 frontage property in Victor, Idaho. Small working sawmill also included assures several income streams. $799,000. Contact Lora at (208) 317-5652; lora@tetonvalleyrealty.com; www.realestatein teton-valley.com

2 tree services for sale in northern New Jersey
$900k combined gross. Rear-mount 21 ton crane (2001), Rear-mount Aerial Lift bucket (2000), 4WD chip truck (1998). Tandem log truck (1991), + cabover chiptrucks, chippers, stump grinder etc. -15 yrs. in business. Asking $450k for both, will separate. Call (201) 452-0945 or e-mail marracran@optonline.com

Tree Service Business for Sale
Owner retiring. Estab over 30 yrs, 500K gross (15% spray/lig. fert). All est. clients, mostly Greenwich CT. Est. crew w/15 yrs exp. All equip f/sale, new owner 1st rights. Owner ready to aid w/trans. Call (203) 202-9000 or experttree@aol.com

Tree Service for sale
Great FL location, gross $300,000+. Includes trucks, grinder, chipper, bobcat w/grapple, asst. equipment, climbing gear, saws, ropes, etc. Turnkey operation $512,000. Call (386) 740-8057 or e-mail COXC32724@msn.com

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COAST TO COAST & CANADA.
• Arbor Care • Utility Line Clearing
• Landscape Management • Environmental Consulting

POSITIONS AVAILABLE IN MOST AREAS.
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Contact recruiting@davey.com or visit www.davey.com
The Davey Tree Expert Company,
1500 North Mantua Street, Kent, OH 44240
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E-mail to sue@tcia.org
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82nd Annual
Conference & Trade Show
Minneapolis Convention Center • Minneapolis, MN • USA
July 29 – August 2, 2006
The Largest Educational Gathering
of Professional Arborists

HOT TOPIC  Natural Disasters —
Response, Restoration, and Mitigation
discussion panels with leading tree
industry experts.

Conference Highlights:
- ISA Certified Arborist CEUs available
- 30th ANNIVERSARY of the International
Tree Climbing Championship
- Field Days with outdoor equipment
demonstrations
- Indoor Trade Show featuring the latest
equipment
- Opening Ceremony and Welcoming
Reception

$85 Early-Bird Discount
Register by June 9, 2006 to receive
an $85 discount

Multiple-Employee
Discount for Companies*
10% off with 10 or more employees
*Employers must contact Jessica Marx, ISA
Conference Manager, to inquire about this
discount. 217-355-9411, ext. 214.

Register Today!
Call: 330-425-9330
Fax: 330-983-0319
Online: www.isa-arbor.com/conference
Mail: ISA Registration & Housing Bureau
Pe Box 714246
Columbus, OH 43271-4246

Tentative Agenda at a Glance

*Please circle 26 on Reader Service Card

For complete program details and to register, visit www.isa-arbor.com/conference.
CTSP rollout picking up steam

Certified Treecare Safety Professional, TCIA’s safety certification program, has seen amazing growth since its official launch at the TCIA Winter Management Conference two months ago. Thus far, there are more than 80 individuals from 26 states enrolled, and that number grows every day.

Our shared goal with you is to eliminate work-related fatalities, injuries and illnesses as well as their associated costs. As an organization employing one or more CTSPs, you will have taken an important step toward creating a sustainable Safety Culture in your business.

There are three steps to obtain the CTSP credential:

1. Enroll in CTSP
2. Obtain the Core Competencies Study Guide and submit the pass/fail requirements.
3. Attend a CTSP Workshop and pass the written exam.

The CTSP enrollment process is part registration, part application and takes only a few minutes. All areas of the application must be completed. The experience prerequisite can be fulfilled through field experience, safety management experience, academic degrees in selected fields of study, or some combination of the three. Applicants should not attach resumes but instead write the required information directly on the enrollment form. There is a non-refundable application fee of $50 per person plus a $90 fee (plus S & H) for the Study Guide for employees of TCIA member firms.

Once your enrollment is approved, TCIA will promptly send you the CTSP Core Competencies Study Guide so that you may begin your study. Core Competencies assigns “homework” to help you sharpen your skills and expand your knowledge.

TCIA is planning to provide a CTSP chat room or listserv. This will enable members of the CTSP “community” to exchange information, and to provide or receive mentoring from peers.

Beginning in mid-summer, TCIA will announce CTSP Advanced Workshop/Exam dates and times. The exam will cover four major subject areas or domains. Each domain represents a major job function of safety professionals:

- Domain 1: Safety & Health Management/Engineering
- Domain 2: Regulatory Compliance
- Domain 3: Safety & Health Information Communications, Behavioral Psychology, Adult Learning Theory
- Domain 4: Professional Conduct and Ethics

The CTSP Council will periodically validate the domains by examining the responsibilities, knowledge and skills exhibited by CTSP safety professionals.

When you complete all CTSP requirements and pass the exam, you will receive notification that you have been accepted as a CTSP! You will receive a certificate and wallet card, and earn the right to use other CTSP identity products. Your information will be entered into the CTSP database.

To enroll, you may view and download the CTSP brochure and enrollment at our Web site, www.treecareindustry.org.

If you have any questions or concerns about CTSP, please contact Peter Gerstenberger at (603) 314-5380 or via e-mail at peter@tcia.org, or visit the CTSP Web page at www.treecareindustry.org.

Peter Gerstenberger is senior advisor for safety, compliance & standards for the Tree Care Industry Association.

New ANSI A 300 standard approved for IVM

The A300 committee has a brand-new standard – ANSI A300 - Part 7: Integrated Vegetation Management (IVM).

A300 standards present performance standards for the care and maintenance of trees, shrubs, and other woody plants. They are intended as guides in the drafting of maintenance specifications for federal, state, municipal, and private authorities including property owners and managers, tree care company owners/salespersons, and utilities.

The ANSI A300 - Part 7: Integrated Vegetation Management (IVM) provides standards for developing specifications to implement an integrated approach to management of vegetation. Integrated Vegetation Management promotes sustainable plant communities that are compatible with the intended use of the site, and discourage incompatible plants that may pose concerns, including safety, security, access, fire hazard, electric service reliability, emergency restoration, visibility, line-of-sight requirements, regulatory compliance, environmental, or other specific concerns.

TCIA members can order a free copy as a member benefit of the month by completing the form included with the April issue of the Reporter. This is a limited-time benefit of membership. The offer expires June 15, 2006. Additional copies may be ordered by calling 1-800-733-2622.
Is an association just another team?

By Thomas R Tolkacz

Why do we join clubs and associations? Why do we participate in group events and form leagues? Aren’t most of these things truly just teams? Is it not true that TEAM stands for Together Everyone Accomplishes More? I believe it is, and when you break an association down to the most rudimentary element, an association is a team.

TCIA is a team of companies with similar needs, wants and desires. Individual members join for their own reasons, while they still have a common bond that brings them together. Some TCIA members join for the education, some believe a voice is needed in Washington, some know that company safety can be improved, some want to improve on their business practices, some hope to stand out from the competition, some believe that consumers need a place to find professionals, and some know that peers provide an invaluable resource to help them answer their daily questions.

In the end, everyone wants the team to achieve its ultimate objective, but what is that for TCIA? For professional hockey teams, the Stanley Cup is the objective. For the TCIA team, the objectives are many and varied, but all will have to contribute if we are to be successful.

At the end of the year, some team members may not be satisfied. Their individual objectives may not have been reached, or received enough attention. Maybe the team had a successful year but members did not hit their individual targets. So was this a successful team? That is up to the members of the team to determine!

The members determine the team’s success by their choice to stay with that team for the next year. The members determine the team’s success by deciding to increase their individual commitment to the team through participation, by speaking up and letting their wants, needs and desires be heard while respecting those of other team members.

Over the past six years I have had the distinguished honor of serving you as a member of the board of directors. I can tell you that it was an extremely rewarding time for me. I grew more as a business leader, volunteer, mentor and person during these last six years than, I believe, at any other time of my life. I sincerely appreciate what I have learned through this process, as well as the friendships my family and I have made that will last a lifetime.

If you take the five outcomes that the association has determined will help transform the industry and apply them against the wants and needs of most tree care companies, I believe you will find one that fits a need or desire of almost every company out there. Does each outcome fit each company perfectly? Probably not. Does each outcome deliver 120 percent on the desire of every company in a specific area? Probably not. But I do believe that the board and staff will continue to try to fulfill the wants and needs of as broad a team as possible. The deliverables are there for members – and will be in the future – because a plan is in place. Do your part as a team member so you get what you want. Speak up, engage, be active. I assure you, you will find what you are looking for, or maybe even something you didn’t know you needed.

Keeping the GREEN side UP.
Tom Tolkacz, a member of the TCIA Board of Directors, is President of Swingle Lawn, Tree and Landscape Care in Denver, Colo.

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Member Benefits: AAA Computer Design, Inc. will contribute an amount equal to 5 percent of total products/services sold to TCIA members. Of that, 2.5 percent will be applied toward the next year’s TCIA renewal dues of those members using the services, 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, AAA Computer Design, Inc. 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 AAA Computer Design, Inc., your company can reduce its annual dues and help offset the costs involved with keeping the industry safe.

Requirements: In order to receive a dues credit, you must let AAA Computer Design, Inc. know you are a member of TCIA and want to take advantage of the Affinity Program to reduce your dues.

To learn more about how your company can benefit from this and other TCIA Affinity Programs, please call 1-800-733-2622.
TREE Fund is cutting edge!

By Janet Bornancin

My background as an educator and not-for-profit manager has given me a perspective on the TREE Fund that may surprise you.

Those who led the merger of the ISA Research Trust and the National Arborist Foundation to create the TREE Fund in 2002 were at the cutting edge of philanthropy. They took two entities with similar missions, but many different traditions and diverse organizational philosophies, and grafted them. This was cutting edge in the not-for-profit world!

The organizations run by many of my professional colleagues have discussed mergers and acquisitions, but few have had the tenacity to do it. A merger is more than just renaming something. It is bringing together two cultures and two boards and working out new policies and procedures. Though there is a common mission, ownership issues may arise and sometimes emotions flare. This is all common in organizational development.

The TREE Fund is right on course within the developmental stages of an organization. We honor our roots and continue to grow. At our recent retreat, the board identified our vision and framed our strategic plan. Task forces are reviewing our grant-making policies and procedures, our governance policies and our fund development plan. Part of that plan will include intentional requests for philanthropic gifts from you, your corporations and your peers within and outside of this industry.

We are fortunate to have received several generous contributions and bequests into our permanent endowment. A legacy of planned giving to the TREE Fund is a concept we will continue to promote. Our Heritage Oak Society members have already chosen this option, which offers maximum tax advantages.

On behalf of the TREE Fund Board of Directors and the TREE Fund Staff, I thank you for your continued generosity. It is our vision to be the pre-eminent research and education foundation in the industry.

Events 2006

Special events to raise money for our annual fund are a crucial part of the TREE Fund’s work plan and budget. Lynn Day, our special events manager, is working with many valued volunteers to develop new ideas and methodologies for fundraising.

Our signature event, Tour des Trees, is on track to be a great success. Tour Coordinator Paul Wood and Lynn are busy with the logistical and fundraising details of this year’s tour. Paul tells us he is incredibly impressed with the natural beauty of the 2006 route and the willingness of the host communities to embrace the Tour des Trees. The mix of host cities—from significant urban environments such as Thunder Bay, Ontario, Duluth and St. Paul, Minn., to quaint shoreline communities along Lake Superior—to significant other. Event sponsors—Bandit, Cummins Bridgeway, Vermeer and Rotochopper—were all recognized at the golf awards reception.

The net revenue from this event will fund scholarships for college students studying arboriculture. Please encourage any students in the field of arboriculture to apply. Applications are due May 1, 2006. Scholarship applications are available at www.treefund.org.

Hyland Johns Grant applications due May 1

Hyland Johns Grants support multi-year research projects. The priorities for funding this year are: Root and Soil Management; Planting and Establishment; Plant Health Care; and, Risk Assessment and Worker Safety. Applications are also available on line at www.treefund.org.

Remember, the TREE Fund is cutting edge—thanks to supporters and great researchers like you.

Janet Bornancin is executive director of the TREE Fund.

The TREE Fund Board of Directors, Strategic Planning Retreat, February 2006: Kneeling (L to R): Board President Al West, Rob Fanno, Bob Tate, David McMaster and Kristin Wild. Standing (L to R): John Goodfellow, John Lloyd, Matt Dziedzic, Ken Ottman, Terrill Collier, Executive Director Janet Bornancin, Tom Prosser, Ruth Stein, Jim Barborinas, Ward Peterson and Mike Neal (not shown: Tim Gamma and Bob Miller). To become more efficient, the Board has reduced its numbers from 20 to 17.
Dr. Al Shigo receives Honorary Membership

As many of you have experienced over the years, Dr. Shigo has traveled the world on behalf of the commercial tree care industry, lecturing, providing workshops, writing books, and leading us as a guru on the cutting edge of tree care research and education. He has invited countless numbers of arborists and students to his home in Durham, New Hampshire – again from all over the world – putting his heart and soul into preparing future generations of arborists to view our work from all that science and enhanced knowledge has to offer. He has challenged us on occasions and uplifted us many times.

While TCIA is a trade association made up of company members, we believe that Dr. Shigo has more than demonstrated the requirement for Honorary Membership by making material contributions to the advancement of commercial arboriculture. The world has recognized him with many honors and in many terms. We believe that it’s time for his home to recognize him – the Tree Care Industry Association, which is itself based only 45 minutes away from Al’s New Hampshire home.

Our bylaws state, “Honorary Membership may be granted and shall be confined to individuals who have made material contributions to the advancement of commercial arboriculture through research, field practice, invention, or literature. The granting of Honorary Membership shall be made upon recommendation of the Board of Directors and a two-thirds vote of approval at the Annual Business Meeting. Honorary Members do not pay dues, may not vote, nor hold office.”

The TCIA Board of Directors, during the board’s annual meeting in November at TCI EXPO in Columbus, recommended that Dr. Al Shigo receive Honorary Membership in the Tree Care Industry Association.

Aptly, Cynthia Mills, TCIA president and CEO, took the opportunity, while speaking at the New Hampshire Arborist Association’s annual meeting in March, to present Dr. Shigo with a plaque attesting to his honorary lifetime TCIA membership.

10 Reasons to Bring Together the Power of Your Team in Baltimore at TCI EXPO

November 9-11, 2006
(Advanced workshops - Nov. 8)

1. Grow your company and increase profits. The education, networking opportunities and ability to see the latest tools in the field of arboriculture will translate into better business practices, strategic growth and increased profits.

2. Invest in your employees, and they will apply their knowledge and skills learned at TCI EXPO back into your company. The only thing that separates your company from the competition is the quality of your employees and service you deliver to your customers. Invest in your team, and they will partner with you in your company’s success.

3. Build on the culture of safety. For the first time, TCI EXPO will offer a track focused solely on the topic of Safety. Imagine – bringing your team to EXPO could actually save lives.

4. Unify your team, reward your employees and increase employee morale. In November, when the leaves have fallen and the season has started to wind down, TCI EXPO is the perfect place to celebrate your company’s success with your team. As you reward your best people, their morale will increase, and they will be committed to your future success.

5. Diverse educational opportunities. Whether your desire is to be a better business leader, build a culture of safety, or enhance your knowledge of arboriculture, TCI EXPO is the place to be. We will also be offering more opportunities for Spanish speaking arborists, and, as always, attendees will have an opportunity to earn FREE CEUs on the trade show floor.

6. Save on equipment and services. TCI EXPO’s trade show consists of more than 35,000 square feet of exhibit space. If you’re planning on making new equipment purchases or changing your insurance provider, it’s best to wait until TCI EXPO where you can speak directly with each exhibitor, learn more about the latest products and services and negotiate the best deal.

7. Join a community of 2,800-plus arborists at TCI EXPO – the world’s largest trade show and educational conference for the tree care industry. Together, we will continue to Transform the Industry.

8. Take advantage of team discounts. Register your team for education and the trade show and take advantage of our new group discount program.

9. Membership has its privileges. For the first time, TCIA members will receive a special promotional offer if they register their team for TCI EXPO.

10. Don’t settle for second best. Leaders in top companies of all industries have a few things in common: (1) They believe their people (not things) will make them stand out in a sea of competition; (2) without high quality people they are only providing a commodity; and (3) in order to keep and engage quality employees, you must reward and invest in them. Make this investment and plan on Bringing Together the Power of your Team at TCI EXPO 2006.

To learn more about TCI EXPO visit www.tcia.org. To receive periodic TCI EXPO e-mail updates please e-mail your full name and company name to Joe Grant, vice president, membership experience, at grant@treecareindustry.org. We look forward to seeing you in Baltimore.
Meet Washington’s champions for tree care

The VFT-PAC Advisory Committee earlier this year voted to approve $30,000 in contributions to eight U.S. Representatives and four U.S. Senators. The recipients represent 10 states, both political parties, and include wide-ranging views on various issues - liberal and conservative.

Of primary importance to the tree care industry is their common support for the issues of concern to TCIA members. In addition, these officials have budget writing or regulatory oversight control over the major issues and agencies that affect your businesses every day: taxes, immigration, Department of Labor, Environmental Protection Agency, and the Department of Transportation.

The best time to host legislators on a site tour of your office or to meet for coffee is during a congressional recess. The legislators are in their hometowns, districts and states and looking for opportunities to meet with constituents, get press coverage and learn about the industries they affect with their legislation.

When contacting your legislators, consider inviting them to visit during a congressional recess. Below is a list of upcoming congressional recesses. Below is a list of upcoming congressional recesses. April 10-23: Spring District Work Period May 29-June 2: Memorial Day District Work Period July 3-July 7: Independence Day District Work Period July 31-Sept 4: Summer District Work Period

Here are the members VFT-PAC has decided to support that still need volunteers to deliver checks.

House of Representatives
Luis Gutiérrez (D-4-IL) - $2,500

A seven-term Congressman, Luis Gutiérrez is chairman of the Congressional Hispanic Caucus’ Task Force on Naturalization and Citizenship. He will have a great deal of influence over any compromise legislation on immigration and temporary visas. Many members in the House support bills that seek to seal the border and target business as the problem. They believe that there are plenty of American workers just waiting to haul brush to chippers in any type of weather. In the immigration debate, Gutierrez pushed for provisions that would create a new guest worker program and provide a mechanism for undocumented immigrants to earn green cards. The bill, which is endorsed by TCIA and business groups, remains a potential component of whichever bill finally emerges from Congress.

Rep. Nydia Velazquez (D-3-NY) - $2,500

Congresswoman Velazquez is the top-ranking Democrat, or Ranking Member, of the House Small Business Committee. She supported HR 660, the Small Business Health Fairness Act - which included the Association Health Plan language. She has also been available to talk to and an advocate for the green industry on immigration issues.

United States Senate
Sen. Mike Enzi (R-WY) - $2,500

Senator Enzi is chairman of Committee on Health, Education, Labor and Pensions, which has jurisdiction over labor standards and statistics, occupational safety and health, foreign labor, and wages and hours of labor. Last fall, Enzi introduced four OSHA reform bills in the Senate that TCIA strongly supports. He also worked diligently to find a compromise solution on association health plans that could pass Congress. He introduced the Health Insurance Marketplace Modernization and Affordability Act of 2005, to provide more affordable and accessible health insurance to America’s small businesses. He is not an automatic supporter of TCIA’s positions, but he and his staff are willing to consider differing viewpoints.

Olympia Snowe (R-ME) - $2,500

Snowe is Chair of the Small Business & Entrepreneurship Committee and serves on the Committee on Finance and on Committee on Commerce, Science and Transportation. Both small business and transportation issues are of vital importance to TCIA members. She has consistently supported small business issues. She voted to allow more foreign workers into the U.S., voted to repeal ergonomic rules on repetitive stress, opposed cutting loans through the Small Business Administration; and offered legislation aimed at reducing insurance costs for small businesses. As a moderate Republican, she and a small group of like-minded Senators will have pivotal role in immigration, tax and environmental issues of interest to TCIA members in the next session of Congress.

Thanks to all of the donors and corporate sponsors who made our first quarter a roaring success!

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Terry Hughes Tree Service
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Join the effort!

The Voice for Trees needs your help to deliver these checks - and deliver the message about the vital role of tree care professionals to the U.S. economy and environment. If you know any of these elected officials or would be willing to deliver a check personally, please contact Mark Garvin at 1-800-733-2622 or via e-mail at garvin@treecareindustry.org.

The tree care industry’s voice is getting louder in Washington. Join the chorus.

84 TREE CARE INDUSTRY – MAY 2006
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Over 60 years of tree care business and safety education is only a phone call away! Throughout the evolution of TCIA (formerly known as National Arborist Association), we have compiled a vast number of Business Management and Safety resources to help your company grow and keep your employees safe.

Your TCI Magazine subscription is not an indication of TCIA membership. In fact, you might be missing out on all the other great benefits that TCIA has to offer our members.

For a $270 investment, your company will receive a comprehensive package of business management and safety resources (valued at over $500). Your colleagues have been part of TCIA’s past – now is the time to become part of TCIA’s future.

To learn more, call TCIA today at 1-800-733-2622 or visit www.tcia.org.

Tree Care Industry Association  3 Perimeter Road, Unit 1  Manchester, NH 03103  www.tcia.org
Please circle 58 on Reader Service Card
Redwoods to Roses Tree Service graces cover of WesSpur catalog

It may not be the cover of Rolling Stone, but for TCIA member Dan Gibson, it is an honor. Gibson’s Chico, California-based business, Redwoods to Roses Tree Service, is featured on the cover of the 2006 WesSpur Tree Equipment Inc. catalog.

“It’s still good bragging rights,” says Gibson. “We’re excited to have our picture on the cover of a national catalog that promotes quality equipment for our industry.”

Gibson started Redwoods to Roses Tree Service in 1999, after serving 10 years with the City of Chico tree crew. He now runs his own crew of five.

There is a great deal of skill among my guys,” says Gibson. For example, Kenny Rawe, a four-year employee with Redwoods to Roses, placed second in the ISA Western Chapter Tree Climbing Championship last year. It is Rawe on the front cover of the WesSpur catalog.

In addition to running and operating his business, Gibson is an instructor on topics ranging from tree climbing and tree biology to safety in crane operations. “If our picture helps promote safety in the industry, then all the better,” says Gibson.

The photograph, taken by Chico-based photographer and tree climber Bob Langan, shows Rawe in the top of a dying Cedar-of-Lebanon. “It was a tricky removal,” said Gibson. “One that required our expertise.”

Two other photographs in the catalog show Gibson and his crew using a GRCS to lower a large limb into a safe lowering zone. High voltage power lines, a fence on two sides, ornamental plantings and a large rose garden all went unscathed during the tree removal. “Our customer is very happy,” reports Gibson.

Gibson and his Redwoods to Roses crew probably won’t be signing autographs from their catalog debut, but they do enjoy being recognized for the work they love to do. For a copy of the catalog, call 1-800-845-1213 or visit www.wesspur.com.

Items reprinted, with permission, from the Nursery Management & Production (NMPRO) Weekly e-mail from April.

Retail tree, shrub sales fall in 2005

Bruce Butterfield, the National Gardening Association’s research director, noticed a troubling trend in 2005, according to the organization’s annual survey. Households purchasing flowering trees and shrubs fell from 12.3 million in 2004 to 9.1 million in 2005. Evergreen or leafy shrubs were sold to 6.4 million households in 2005, down from 9.8 million in 2004. “I’m thinking the green-goods category had a tougher time [in 2005] … particularly trees and shrubs,” he said. “That almost accounted for all the decline from 2004 to 2005. Planting of bigger plant material took a fairly big hit.”

Senators plead for EAB funds

Senators from Michigan, Ohio and Indiana wrote Michael Johanns, U.S. secretary of agriculture, pleading for emergency funds to control the spread of emerald ash borer (EAB). This year’s federal appropriations budget allotted $10 million in EAB funds for 2006, and the senators asked for $45 million more. The letter from Sen. Mike DeWine, R-Ohio, and Sen. George Voinovich, R-Ohio, stated, “If we don’t work to solve this problem, Ohio’s 3 billion ash trees could be destroyed, damaging the landscape and our state. Right now this issue only affects Ohio, Indiana and Michigan, but if we don’t do something to solve the beetle problem, the emerald ash borer could easily spread to Wisconsin, Pennsylvania and other neighboring states.”

For more, visit www.greenbeam.com.

Plant research center receives land donation

The Landscape Plant Development Center in Lake Elmo, Minn., received a donation of 6.75 acres to establish its Minnesota Research Station. The land, donated by Robert and Phyllis Engstrom, enables the non-profit organization to expand its hardy plant evaluations. This spring the center will plant for evaluation selections of pears, Japanese maples, Buddleia and Weigela, with more planting to take place in 2007. The center, which also has a research station in Donald, Ore., will also evaluate Acer ginnala, Amur maple, seedlings for sterility at the Lake Elmo site.

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For more, visit www.greenbeam.com.

Olives offer a taste of Tuscany in Calaveras County

If you are going to be in Northern California and are looking for a little variation on the Napa Valley wine tasting tour, the western valleys and rolling hills of Calaveras County offer a sort of mini visit to Tuscany with tastes of premium olive oils and farmers who love to talk about their products.

Near the town of Copperopolis, the Calaveras Olive Oil Company tends to Frantoio and Leccino trees on a 234-acre ranch. The seedlings came from the hills of
Tuscany and the Greek Kalamata. Oils from the olives are processed in the traditional method. And its done by folks who learned the process from their grandfathers.

Sampling is encouraged in the small tasting room on O’Byrnes Ferry Road where you’ll likely learn a great deal about different oils and blends. Visit www.CalaverasOliveOil.com for information and directions. Other growers in the area include Rancho Marisol in Copperopolis and Broll Mountain Vineyards near Murphys.

A predominance of growers on the lands near Valley Springs include Bonita Ranch, Villa Verde Olive Ranch, Trinitas Olive Oil, Mancuso’s Farm, Olive Oaks Ranch, Chateau Le Maul and Winter Creek Olives.

Most of these ranches are available for visits by appointment only. For more, visit www.CalaverasGrown.org or the Calaveras Visitors Bureau at www.GoCalaveras.Travel.

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* Please circle this number on the Reader’s Service Card for more information.
Listen, it’s up the tree, or down the road!

By Elmer Pyke

Feb. 6, 1943, I was 18 years old and racing to go. These were war years. Rejected by the service because of a punctured ear drum and physically fit otherwise, I read an employment ad in the Syracuse newspaper in which Davey Tree Expert Co. was looking for able-bodied men. The employment manager – salesman would have been a more accurate title – filled me in on what the job involved.

He told me we would be working out in the countryside, sometimes camping out, and generally having a ball. After 60 years working I have to say I have never camped out. These were war years and able bodied men were scarce, and this was the way some companies recruited men. The man who hired me and the man who trained me both were paid bonuses when I completed my training. After the interview, I went home and told everybody I was going to Buffalo to work. They asked what kind of work I would be doing; I said, “I think it’s got something to do with trees.” Boy did it ever!

When I got to Buffalo, I made arrangements for room and board. The next morning Frank Groves, Davey Tree Expert Co., picked me up, bringing me to the meeting place, telling me this was were I would be expected to meet the crew every morning. There was a small trailer hooked to his car, with ladders and tools on it. This was the way most Davey foremen handled their line-clearing operation. When we got to the job site, there was a truck with some brush piled on it. Frank introduced me to the driver, Ray Potzler, also informing me that Ray would be helping me train me. Ray then climbed a tree, and I followed. I got into the tree with no problem. I didn’t realize then that I would be trying to learn new knots every day.

Frank Groves was a tall, 6-foot-plus, Gary Cooper look alike, a nice guy, a no nonsense man with a big grin on his face. He said, “Listen, it’s up the tree, or down the road!” He put two sections of ladder together, placing them against what he said was an elm tree. He told me to follow him. He climbed up into the tree, and I followed. I got into the tree with no problem. I didn’t realize then that I would be repeating this over the next 60 years.

As I came up, he gave me an approving look, put his rope in a crotch, and then put mine in another crotch. He told me to tie the taut-line hitch, making sure I tied it right. Frank pointed out the wires, giving me their names and purposes. Telephone wire, telephone cable, secondary wires, and the primary wires, also telling me to stay away from them. We respected electric wires then, but it was nothing like today!

Back then it was not at all unusual for some power lines to have tall, single-trunk trees run up through the primaries. The wires were 2 feet or more from the trunk. There were not a lot of these trees, but we knew that occasionally we would have to climb up a trunk, sometimes 2-feet or more in diameter, hugging the trunk so we didn’t touch the primaries.

One day, about three months after I started climbing, I had finished my tree. It was a nice sunny day and standing on a limb, I leaned back into my rope, lit a cigarette, thinking, “I’m getting pretty good at getting around a tree. I was also getting better at using the taut-line hitch letting myself down; in fact, I was ‘burning’ down quite fast, for me that is. Frank and Ray could really burn down to the ground.

As I stood there on that limb, daydreaming, I heard somebody coming down the street. It turned out to be some high school girls, coming home from school. They were giggling and carrying on. As I said, I was 18 and I was definitely interested in girls! Then I got this bright idea! When the girls get almost to my tree, I’ll burn down to the sidewalk right in front of them. Boy won’t they think I’m hot stuff! I stood there on the limb, waiting for the right moment. I stepped off the limb, dropping faster than I ever had! Frank, when teaching me the taut-line hitch had cautioned me, “make sure you have enough rope to come all the way down!”

I lay there, I saw Frank watching. Frank didn’t say anything, but he had a big grin on his face! I was pretty quiet the next few days.

The taut-line hitch is a great knot, especially when you know how to use it. I learned a lot about the knot that day. I also learned a little about women.

Elmer Pyke is founder of Elmer Pyke Tree Specialist in Syracuse, N.Y. This excerpt is from what he hopes one day will be a book.

TCI will pay $100 for published “From the Field” articles. Submissions become the property of TCI and are subject to editing for grammar, style and length. Entries must include the name of a company and a contact person. Send to: Tree Care Industry, 3 Perimeter Road, Unit 1, Manchester, NH 03101, or staruk@treecareindustry.org.

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