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It depends on who you talk to, but there is a growing murmur that some of our work is becoming quite a nice snack for landscapers. Talk to some tree care company owners, and they’ll say, “Nope – not a thing is happening with landscaping and tree care coming closer together in my area.” Talk to others, and it’s a quick “Definitely.” Flip through TCIA’s membership directory and note on how many pages these words are included in a company name: landscaping, lawn, and horticulture.

In taking a look at the broader green industry, I’m hearing that we are becoming customer driven. There is plenty of work out there – plenty if we had enough qualified employees. What is changing about the marketplace is who is driving the nibbling – the consumer, who is looking for one-stop, convenience shopping. The consumer wants to make one phone call. I’m also hearing talk of some very interesting alliances that could be happening out there between tree care and landscaping firms. Owners are exploring ways to make this a win/win.

And yes, I also hear the opposite – “No, my customers want to talk to their arborist – NOT their landscaper.”

I don’t know what the truth is at this point – probably somewhere in between. No, I don’t know whether or not this is a developing trend. However, as company owners with a responsibility for the strategic positioning and health of your organizations, it’s important that you are aware of the murmuring and pay attention to what is happening in your marketplace. It’s VERY easy to say – “not happening here.” Pay attention.

We’re running into some real legislative challenges where landscapers and arborists are on opposite sides of issues. If landscapers keep getting exemptions from rules that govern tree care, they nibble away at business, get hurt, run up the accident rate, and all of our insurance rates go up. However, their insurance rates go up less than ours, because they’re doing the same work under a landscaping rate. On top of that, their customers see their landscaper do more and more tree work. Other consumers who could become new clients see the same, and the distinction between hiring a landscaper and an arborist becomes even more blurred.

My first suggestion is talk directly to your customers. Ask them NOW whether or not they are looking for one-stop shopping in the future. Have they ever thought that way? Are they thinking that way? If this DOES turn out to be an evolution within the green industry – and yes, folks, I AM talking to some who have been around a long time who believe it is inevitable – then at a pretty much prepared now.

Second suggestion: Get to know the local landscape company owners if you don’t know them already. Make some friends. Learn about what they see happening in their industry. Probe for where they see regulation going. Find out how they plan to grow their businesses. Pay attention to whether or not certified arborists are being hired by their firms. If you aren’t in the middle of what is happening, there is no way you can be aware of subtle changes in your marketplace.

And if this does become inevitable over the next 5 to 10 years, how would you respond? For instance, would you want to set up your own landscape division? Would you consider a strategic alliance with a landscaping company? Would you identify a partnership for sub-contracting, so the customer still only has to make one call? Would you consider a merger and leverage the strengths of two organizations into one?

You may think I’ve lost my mind this month, and you just may not want to hear it, but whether it materializes or not, it is definitely floating around our community. Refusing to contemplate that it could happen is not a good business strategy. The people who used to make horse-drawn carriages thought they were in the carriage business until they realized with the arrival of the car that they were in the transportation business.

So what business are you in? Are you in the people business – offering the service of tree care? Are you in the green industry business – serving up a menu of options? Are you in the customer business – satisfying changing needs?

Whether or not you decide to go into landscaping might not turn out to be the issue. The issue could be how much deeper landscapers decide to go into tree care. Right now, they’re getting laws passed that give them freedom to do some nibbling while being exempted from some of the same requirements you have to follow when caring for trees – and their costs of doing business are lower. Who do you want to lead this transition if it happens?

If you decide this is the editorial that you just have to respond to, remember, I’ve been asking the question around our community, and I’m just sharing what I’m hearing …

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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JUNE

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Departments

Looking Back
By Elmer Pyke
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Management Exchange
By Steven Austin Stovall
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By Lee Silber
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Off-road diesel power. It used to be a matter of “smoke ‘em if you got ‘em,” but that’s changing fast if you’re looking for new, heavier duty equipment officially labeled by the federal government as “non-road.”

This year and next, engines that serve the tree care industry are in the sweet spot for new clean air requirements. While that is likely to increase new unit costs (that’s engine cost, not necessarily the entire equipment cost) by some 10 percent, makers and resellers of diesel power plants think that fuel efficiencies and projected longevity will compensate for that increase over the long run.

It seemed for a generation that those pesky emissions rules we’ve had to deal with for our over-the-road equipment hardly applied to off-road rolling stock. Until a decade ago, government regulations applied mostly to gasoline-fueled cars and trucks rolling over the nation’s highways. (Similar rules have and continue to go into effect for spark-ignition engines, i.e. versus compression ignition).

Then, of course, the government regulators felt that even unlicensed vehicles, mostly those used in commerce, should not be exempt from their oversight. Almost a decade ago Washington began an aggressive, 21-year, four-tier program to reduce emissions of hydrocarbons, nitrous oxide and carbon monoxide from diesel for every engine, from the smallest farm/industrial unit to the most behemoth of earth movers – and everything in between. This includes chippers, skid steers, grinders, etc. – the tree care industry’s day-to-day, bread-and-butter workhorses.

Historically, according to a diesel industry report (see www.cleanairfleets.org), the process to rid the air of diesel pollutants actually began as far back as 1970 up through 1983 for on-road diesels, while requirements for off-road remained lenient. The first major standards for off-road diesels were adopted in 1994 and went into effect in 1996, starting with the heaviest equipment.

EPA’s official position has been that “Non-road diesel engines contribute greatly to air pollution in many of our nation’s cities and towns.” For the EPA, the solution was to institute a long-term, staggered program that integrated engine fuel controls and the fuel itself (low sulfur) to, in the EPA’s words, “complement similarly stringent regulations for diesel highway trucks.
and buses and highway diesel fuel ..."

The EPA projects that “by 2030, controlling these emissions (particulate matter and nitrogen oxides) will annually prevent 12,000 premature deaths, 8,900 hospitalizations and one million work days lost. The overall benefits ($80 billion annually) of this rule outweigh the costs by a ratio of 40 to 1.”

The plan is ambitious and complex, but essentially it’s this – to gradually replace the old diesel smokers with clean-burn power plants designed to burn only clean, low-sulfur fuel.

In four phases or tiers, diesel engine makers must come into compliance with increasingly strict emissions. Each compliance tier is broken down into further phasing by horsepower with the largest rated engines forced to comply first.

According to Don Jones, senior technician at Cummins Bridgeway, “The next compliance level for Tier 3 of the four-tier program kicks in with the new year [2006] and will affect the horsepower band utilized by most commercial wood chippers, that is the 174 to 301 horsepower category.”

“Chippers, graders – makes no difference. It’s the engine,” Jones says. “While this may appear to be a pain in the neck, there are some positive things designed into these new products. They are designed to last longer and operate more efficiently in terms of improved fuel economy because an increasing number of engines will be computer controlled. As longevity is improved, maintenance costs also likely will go down (compared with older units).”

**U.S. EPA Nonroad Emission Regulations**

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Deutz took the new emissions standards and combined them into one table to show requirements, implementation dates and engine categories. The chart provides an overview of the requirements for each, which category of engines and the effective date. Chart courtesy of Deutz Corporation.
On the front lines of the compliance demands are engineers such as 35-year veteran Enrique Sauerteig, vice president of tech services for Deutz Corporation in Norcross, Ga.

“The regulations are quite complicated, but to summarize, we took the standards and combined them into one table to show requirements, implementation dates and engine categories. (see chart, courtesy of Deutz) The chart will give you a good overview of the requirements for each, which category of engines and the effective date.” (Reference Kw ratings are an international metric rating of power output, not electrical output as in a generator. Kw/hp conversions are rounded off to the nearest higher horsepower.)

The chart, Sauerteig explains, shows how heavier engines began the process under Tier 1 Jan. 1, 1996, with the smaller ones in that tier coming into compliance by 2000, and how the process is repeated for each increment. He says the smaller-than-25 hp tier had to come into Tier 2 compliance by Jan. 1 of 2005. “It is the last of the old music under Tier 2 for compression ignition engines.”

Already, Tier 3 is under way with 174 hp and larger engines having to meet standards by January 2006.

Tier 3 is the most stringent yet, Sauerteig says. “Every company is taking its own approach to improve performance and economy and price levels.” In the Tier 1 and 2 phases, engine manufacturers have attempted to meet emissions by controlling combustion methods first, by re-engineering combustion chambers and modifying fuel injection and aspiration – for example, turbo boost.

As the process proceeds, especially as Tier 3 phases in, engineers across the industry are looking less to mechanical control modification as their options run out and more toward electronic (varying degrees of computer management sophistication) and then to post-combustion devices similar to catalytic converters found on automobiles.

As the process progresses, especially into the post-combustion phases, cost of compliance increases, so the challenge has been to work with the mechanical and fuel-air management first. It’s easier on the smaller horsepower units to adopt mechanical control, and look to electrical control.
2,510 lb at 38½ ft max reach, 6½ tons HIAB 175 crane
7 spd, A/C, 74,000 lb GVW, with flatbed.
cap alert / shutdown, 20 ft wood flatbed, 134 ft total hook ht, 2 section jib, 9 ft utility body.
17 ton NATIONAL 800C crane, 90 ft hook ht, cap alert / shutdown, roofers pkg, 20½ ft steel flatbed.
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97 MACK RD690S: 300 hp, 7 spd, A/C, 74,000 lb GVW, with 6½ tons HIAB 175 crane, picks 2,510 lb at 38½ ft max reach, 2 man end-hung basket, joystick ctrls, 16 ft steel flatbed. $64,500.

97 VOLVO WG64: CAT 3306, 300 hp, 8 spd +lo, +lo/lo, A/C, 54,000 lb GVW, with 238” wheelbase. $41,900.

97 INT 19564 6X6: 210 hp diesel, 5 spd, 46,000 lb GVW, with 7 ton NATIONAL N85-H21 crane, picks 3,000 lb at 25 ft max reach, 12 ft steel flatbed. $34,500.

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. $34,500.

97 MACK RD690S: 300 hp, 7 spd, A/C, 74,000 lb GVW, with 12 TON HIAB 250-3 crane, picks 2,160 lb at 51 ft max reach, 3 hyd exts, remote ctrls, 20½ ft steel flatbed. $74,500.

96 MACK RD688SX: E7-350 diesel, 350 hp, 8 spd +lo, +lo/lo, 80,000 lb GVW, with 21 ton NATIONAL 800C crane, 90 ft hook ht, cap alert / shutdown, roofers pkg, 20½ ft steel flatbed. $79,500.

96 MACK RD688SX: E7-350 diesel, 350 hp, 8 spd +lo, +lo/lo, 80,000 lb GVW, with 21 ton NATIONAL 800C crane, 90 ft hook ht, cap alert / shutdown, roofers pkg, 20½ ft steel flatbed. $79,500.

21 TON NATIONAL
$79,500.

21 TON NATIONAL
$79,500.

2000 INT 9400: 215 hp, 6 spd +lo, +lo/lo, 56,000 lb GVW, with 7½ ton EFFER 150-4S knuckleboom, 10 ft wood flatbed. $62,900.

2000 INT 9400 4X4: 215 hp diesel, Allison 4 spd auto, 2 spd transfer, AWD, 34,220 lb GVW, ALTEC AM855, 65 ft to bottom of 2 single buckets, dual joystick ctrls, winch & jib on upper boom, 14 ft utility body. $79,500.
with higher-powered units.

For now, engine emissions are qualified via a controlled laboratory test of one of a manufacturer’s units. The EPA testing extrapolates the total amount of emissions in grams-per-hour over the useful life of a machine. Once an engine has been qualified, there is no need for periodic inspections – not legally anyway. All the manufacturer has to do is to stay within manufacturing specs.

Engineers say that maintenance is pretty much the same for the new equipment except, of course, new components added to comply with the EPA, which, in turn, dictates how much maintenance is required and allowed.

As Sauerteig explains it, this translates to building units with required maintenance that a customer can realistically be expected to perform and still keep it running clean. “I am tempted to say that the new engines will run as long, or longer, due to the electronic controls and the fact that the EPA has limited acceptable levels of sulfur (in diesel fuel). Both should lengthen an engine’s life,” he says. (Caution: at least one fuel manufacturer warns owners to consult manufacturers of old units running on new low-sulfur fuels. Sulfur is a lubricant additive.)

(In May, the EPA was weighing a change to its rules to allow higher levels of sulfur in diesel fuel for the near term. No decision had been made. For updated information visit www.epa.gov.)

Also, because the new engines are designed to run at higher temperatures and pressures, engineers expect fuel efficiency should rise.

On the front lines of the marketplace are folks like Tom Cowher, president of Capital Engine Company, a regional distributor representing and supporting two diesel and three gas engine OEM brands out of Reynoldsburg, Ohio.

“You see our engines on chippers, stump grinders and boom lifts,” he says of the company he and his dad founded 16 years ago. In diesel, 6 hp to 92 hp, they are reps for Kubota, and for German-built Hatz in the 4 hp to 70 hp class. (Capital is in talks to provide a major supplier in the tree care industry, but for competitive reasons Cowher would yet not name names.)

“At this point, engines under 100 hp haven’t had to meet the same [emissions] levels as those over 100, meaning they haven’t had to go to electronic control or post combustion – both of which are coming,” says Cowher.

“The levels we had to meet under 100 hp have not yet had a big impact because we are able to meet them with internal combustion chamber design – no electronics or scrubbers,” says Cowher. “When Tier 3 arrives, for each horsepower class, the impact will be greater.

As he says, right now, the good news is that the dollars to meet compliance have not increased dramatically. For example in the smaller horsepower category prices are up about 5 percent. He predicts, however, that by 2007 the incremental rise may climb for the 50 hp to 100 hp class to at least 10 percent.

He also expects the cost of repair and parts to rise faster than in the past because parts are specific to each model and each vintage. They are not as interchangeable or as broadly applicable, and proper servicing and specificity of parts becomes more critical.

To date, he has seen little resistance in terms of higher pricing because it’s been relatively low-impact. Furthermore, buyers of replacement engines who opt to keep the older rig going have been able to upgrade with little trouble. The big changes will come in Tier 3 for the popular power ranges (over 50 hp) utilized in tree care.
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(The under 50 hp compliance is still two years out.)

Some of that change will be price, but for anyone wanting to purchase a newer unit to power an older rig, it’s not necessary simply bolt-in-and-go. Because the Tier 3 engines, particularly, run hotter, external systems need to be matched to the engine – typically cooling. That will cost another 20 percent, he says.

The good news, Cowher says, is that you can continue to rebuild your old units to the original specs of the year they were manufactured. There’s no requirement to upgrade. The EPA requirement goes with the date of the engine manufacture.

The true and ultimate impact has yet to be determined, EPA calculations notwithstanding. As Cowher explains it, because manufacturers are still working on their designs and because of the need to keep their solutions from the competition, specifics are hard to come by. He expects to see prototypes introduced mid-year.

Apparently, John Deere Power Systems, for one, will assure he is not disappointed. John Deere in March announced that the PowerTech Plus 6.8L engine, the first of their off-road engines planned for release to meet Tier 3 emission standards for Jan. 1, 2006, was certified by the Environmental Protection Agency as Tier 3 compliant.

“We are pleased to receive the first of these certifications. This demonstrates our commitment to clean off-road engines and meeting stringent EPA emission compliance now and into the future,” says Mike Weinert, director of engine engineering for John Deere Power Systems. “Furthermore, since the four-cylinder PowerTech Plus 4.5L and the six-cylinder PowerTech Plus 6.8L engines are part of the same EPA family of engines, this certification covers the 4.5L PowerTech Plus engines as well.”

“Based on our desire to ensure compliance without compromising the performance of our engines, we have deployed such proven technologies as cooled exhaust gas recirculation (EGR) and the variable geometry turbocharger in our PowerTech Plus family of engines. Receiving the EPA certification certainly confirms our ability to achieve these objectives,” says Mani Subramani, manager of product development for John Deere Power Systems.

In addition to the 6.8L and 4.5L models, PowerTech Plus engines will be available in 9.0L and 13.5L displacements. Compared to their Tier 2 counterparts, according to John Deere, the PowerTech Plus Tier 3 engines feature maintained or improved performance characteristics in peak power, peak torque levels, low-speed torque, transient response and cold weather starting. PowerTech Plus engines will also provide best-in-class fuel economy.

“The PowerTech Plus engines are particularly appropriate in applications where high performance and fuel economy are a must,” says Doug Laudick, product manager at John Deere Power Systems. Deere planned to begin shipping the 6.8L engine to equipment manufacturers in March 2005. The 4.5L engines will be available January 2006, a full year ahead of the regulations for the 75 kW – 130 kW (100 hp – 175 hp) power range.

And, the PowerTech family of engines is the foundation John Deere will build on for future EPA regulations, according to Laudick. “Our Tier 3 platforms will be the basis for Tier 4 engines,” Laudick says. “We have already begun exploring a number of technologies – including additional in-cylinder and after-treatment solutions that will be applied to the existing Tier 3 platforms.”
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• Precision Hydraulics provide optimum user control and operation.

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  >27 HP Kohler Gas
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Find out more about the SP4012, call JP Carlton today at 800-243-9335 or visit us on the Web at www.stumpcutters.com (some equipment shown is optional)
Please circle 13 on Reader-Service Card
Bandit 1890 Intimidator now more compact

Bandit’s high-capacity, drum-style Model 1890 Intimidator chipper is now more compact and lighter in weight, which makes it easier to maneuver. This hand-fed machine now measures 15-feet 3-inches long, almost 2 feet less than the old length. The frame is positioned under the infeed hopper for more support, with tanks set on the frame instead of on the fender. It has a 20- by 18½-inch infeed opening, a sloping infeed, and reversible feed wheels so the operator can reverse the feed system to reposition or remove an obstruction.

The standard unit is available with up to 130 hp. The heavy-duty version offers power options to 200 hp and features heavier components and a stronger, more powerful feed system. The 1890 is available as a self-propelled machine as well. Contact Bandit Industries at 1-800-952-0178 or via www.banditchippers.com.

Monterey Agri-Fos systemic fungicide

Are such diseases as phytophthora, pythium, sudden oak death, downey mildew, damping off, fire blight, root rot and others causing you a problem? Agri-Fos systemic fungicide is now registered to control these diseases and many more. This potassium phosphate product can be used as a soil drench, foliar spray, trunk and bark spray and as a bare-root dip. It is one of the few products registered to control sudden oak death (SOD). Agri-Fos can be used on turf (to control pythium disease), on bedding plants, landscape and ornamental applications and on conifers. It is registered for use on citrus, fruit and nut crops and pome fruits to control fire blight. Agri-Fos is available in pint, quart, gallon and 2½ gallon containers. Contact Monterey Lawn and Garden Products at (559) 499-2100 or via www.montereylawngarden.com.

Timberwolf “Back Saver Package” for TW5 Log Splitter

The Timberwolf TW-5 logsplitter’s reliability, fast cycle-time and powerful push-block make it a good choice for commercial users. To make the unit more productive and easy to operate, Timberwolf has added a package of options that make the TW-5 especially easy on the back. The hydraulic lift, table grate and six-way wedge work together to speed work and help lower the impact on the operator’s body. With a touch of a lever, the hydraulic lift will handle large, unwieldy logs up to 500 pounds. The six-way wedge greatly increases yield, and the table grate holds the split logs at splitter height for back-saving sorting and stacking. All components are made (in the U.S., in Vermont) of the same high-quality used in Timberwolf’s heavy-duty commercial line of log splitters and firewood processors. Contact Timberwolf at 1-800-340-4386 or via www.timberwolfcorp.com.

Dakota wireless, remote-control Transplanter

Dakota Peat & Equipment has introduced the Dakota Tree Transplanter, the first tree spade to be completely controlled by a wireless remote. This allows the operator to conduct a transplanting operation from any location on the job. Built at the request of customers looking for greater transplanting efficiency, the Transplanter’s wireless remote feature provides greater operator safety, reduced work effort and faster completion of transplanting operations. The Transplanter is made using state-of-the-art CAD/CAM technology with laser cut parts, eliminating the need for custom made replacement parts. Designed and constructed for convenience, even the cutting blades are replaceable, a feature that reduces down time and saves money. The industrial-grade machine features a no-lube lift track, heavy duty blades with replaceable cutting edges, and is finished with powder coated paint to provide a durable, long-lasting, aesthetic exterior finish. The unit features separate water and hydraulic tanks with a hydraulic water pump in place of the industry-standard electric pump. The Transplanter is backed by a one-year warranty. Contact Dakota at 1-800-424-3443 or via www.dakotapeat.com.
**Zeba soil enhancer reduces watering frequency**

Absorbent Technologies’s Zeba starch-based soil enhancer absorbs and releases moisture and nutrients repeatedly, like a sponge, as needed by plant roots. The result is more vigorous growth and healthier shrubs and lawns. Made from natural cornstarch, Zeba is biodegradable, nontoxic and virtually odorless once mixed with soil and moisture. Each particle can absorb up to 400 times its weight in water, then release and reabsorb water repeatedly as needed by the plant, remaining effective for a year or more. Zeba’s “bound water” does not cause over-saturation, which can be damaging to plant roots. Because Zeba reduces the leaching of water and chemicals into the soil, less inputs are needed, which promotes more responsible tree care and gardening. The expansion and contraction of each particle in response to water availability and demand also helps aerate the soil, providing more oxygen to the plant’s root system. Zeba can be applied around the root structure of new transplants, to soil for new sod, and as a liquid gel for root dipping. Contact Absorbent Technologies Inc. via www.zeba.com.

**QuieTunes musical muffs**

Elvex Corporation’s newest product, the QuieTunes COM-660 with AM/FM, is a high-quality, low-cost headset new to the market in April. The COM-660’s electronics have been separated from the hearing protection cavities to avoid problems associated with moisture and sweat that might otherwise affect its lifespan. This model uses two AA alkaline batteries (included) that are replaceable through an external battery compartment. A fresh set of batteries provides about 150 hours of operation. Just in case you forget to turn off your radio headset, Elvex has assured that you do not come back to a dead unit by incorporating an automatic four-hour shutoff. The sound generated by the speakers is limited to a safe level with the use of a gain limiter. Independent testing established a noise reduction rating of 22 dB. Contact Elvex at (203) 743-2488, info@elvex.com or via www.elvex.com.
Corona Clipper expansion in Mexico

Corona Clipper, Inc. plans to construct a new factory on the Gulf Coast of Mexico in Vera Cruz. This facility will be built alongside a manufacturing facility owned by Corona Clipper’s parent corporation, Corporacion Patricio Echeverria, a Spanish-owned global manufacturer of hand tools and agricultural spare parts. Corporacion Patricio Echeverria acquired Corona in January 2000.

CPE’s Vera Cruz facility manufactures industrial files for the Latin American and United States markets. Corona’s new facility will share some of the resources already in place in Vera Cruz, ensuring a stable manufacturing environment. The new, 80,000-square-foot facility will be completed in 2005. Corona will continue to manufacture at their Corona, Calif., location as well as continue to ship product to customers from both distribution centers in Corona and Louisville, Ky., where product will be consolidated from all manufacturing locations.

Corona Clipper is a manufacturer of pruning and long handle tools, including hand pruners, shears, loppers, pruning saws, garden tools, shovels, rakes and wheelbarrows.

Arborwell expands team

Arborwell, a provider of professional tree management and plant health care services, has added Andy LaVelle to its executive team. LaVelle, with more than 10 years experience in tree and landscape businesses, has direct experience in developing business and relationships with commercial property managers and owners. His immediate efforts will be focused on managing the growth Arborwell has been experiencing during the past 3 years.

He will also be involved in recruiting and directing the talent of five managers and 40 field employees. “We are pleased Andy has joined our executive team; his experience in managing customer relations and providing unmatched customer satisfaction is in accord with our company vision,” said Peter Sortwell, Arborwell president.

Arborwell operates from three locations, in San Mateo, Sacramento and Castro Valley. Clients include golf courses, property management companies, corporate and educational campuses, landscape and general contractors, municipalities, government agencies and residential. The San Francisco Business Times has ranked Arborwell at number 30 in their “Fast 100” Growing Private Companies in the San Francisco Bay Area.

Andrew Kuczmar named Echo senior director

Echo Inc. recently promoted Andrew Kuczmar to the newly created position of senior director, product training and support.

A 30-year employee of Echo, Kuczmar is well known within the outdoor power equipment industry for his expertise in two-stroke engine technology. Over the years he has been instrumental in evolving ECHO into an industry leader in technical training. His accomplishments include the creation of hands-on service training schools and the development of service support tools for Echo’s dealer network.

Kuczmar’s expanded responsibilities include all aspects of product training for Echo employees, distributors, dealers and customers in North and Latin America, as well as working with Echo’s parent corporation, Kioritz Corp., on new technology training and information. He holds a bachelor’s degree in electronics engineering technology from DeVry University. Kuczmar resides in McHenry, Ill., with his wife, Claudette.
General Tree Service awards '05 Tree Preservation Grant

General Tree Service of Clackamas, Ore., recently awarded its annual tree preservation grant for 2005 to the Frederick Keil Historic Estate in Aurora.

The grant is available to local governments, nonprofit organizations and deserving individuals to assist them in caring for and preserving valuable and/or irreplaceable trees.

The trees receiving care for this year were three hickory trees on the Frederick Keil Historic Estate. Frederick Keil was the son of Wilheim Keil, founder of Aurora, which was the first communal society west of the Mississippi River. The house on the estate was built in the 1860s; the hickory trees were transported to the Oregon Territory by the Keil family along the Oregon Trail in a covered wagon.

General Tree Service, TCIA (formerly NAA) member since 1972, crews were on site during Oregon Arbor Week in April performing pruning, which consisted of crown clearing and crown thinning. The trees were also fertilized.

PGMS seeks Green Star Awards submissions

The Professional Grounds Management Society (PGMS) is accepting entries for its Green Star Awards. The program honors outstanding grounds management projects.

The Green Star Awards program brings national recognition to grounds maintained with a high degree of excellence, complementing other national landscape award programs that recognize outstanding landscape design and construction. There are two classes of awards, the Grand and the Honor. Only one Grand Award will be given per category, while judges may grant as many Honor Awards as they deem deserving. Grounds management professionals can choose among categories ranging from commercial sites to residential landscaping to multiple sites under the same management company.

The deadline for entries is August 5, 2005. The cost is $150 for PGMS members and $225 for others. Each winning entry will be honored at the 2005 Awards Banquet in Orlando, Fla., November 5 at conclusion of the Society’s 2005 School of Professional Grounds Management and GIE, scheduled for November 2-5 at the Orlando Convention Center. For information, an official entry form, qualifications, a full listing of categories, and a list of past award winners, visit www.pgms.org/greenstarawards.htm.
## Events & Seminars

**June 3-4, 2005**  
Sawmill, Woodlot & Logging Expo  
Eastwood Expo Center  
Niles/Youngstown, Ohio  
Contact: (207) 799-1356 ; www.sawlex.com

**June 4, 2005**  
NJ Society of Certified Tree Experts 10th Annual Educational Seminar and Exam Preparation Session  
Rutgers Cook College, New Brunswick, NJ  
Contact: Gary Lovallo 1-888-873-3034.

**June 7-9, 2005**  
National Lawn & Garden Show  
Donald E. Stephens Convention Center, Rosemont, IL  
Contact: www.nlgschow.com

**June 8-11, 2005**  
Snow & Ice Symposium/Snow & Ice Mgt Assoc.  
Louisville, KY  
Contact: Gary Lovallo 1-888-873-3034.

**June 11 2005**  
NJ Tree Climbing Competition  
Cadawalder Park, Trenton, NJ  
Contact: Steve Chishom Sr. (732) 928-5747

**June 11th**  
Climbing Competition  
Pre-Climbing Competition Workshop June 10, 2005  
Denver (park TBD), CO  
Contact: ISA-RMC (303) 756-1815; www.isarmc.org

**June 11-15, 2005**  
ISA Florida Chapter Annual Meeting  
(Along with TreesFlorida 2005 meeting)  
The Westin Innisbrook Golf Resort, Tampa, FL  
Contact: floridasia@comcast.net; floridasia.org;  
www.treesFlorida.com

**June 21-25, 2005**  
Plant Biology Workshop  
Frogmore, SC  
Contact: Don Marx 1-888-290-2640; dmarx@planthealthcare.com

**June 25-28, 2005**  
North Amer. Commercial Real Estate Congress & The  
Office Building Show, Bidg Owners Mgrs Assoc. Int.  
Pre-conference seminars June 23-26  
Anaheim Convention Center,  
Anaheim, CA  
Contact: (202) 326-6321; www.bomaconvention.org

**June 29-July 2, 2005**  
American Association of Botanical Gardens &  
Arboreta 2005 Annual Conference  
The Fairmont Chicago,  
Chicago, Illinois  
Contact: Sharon Maligre (302) 655-7100, ext. 18;  
www.aabga.org

**July 15, 2005**  
2005 Woody Plant Conference  
Scott Arboretum, Swarthmore College  
Swarthmore, PA  
Contact: (610) 388-1000 x 507;  
www.longwoodgardens.org

**July 18-21, 2005**  
TCIA Legislative Conference  
Washington D.C.  
Contact: Mark Garvin 1-800-733-2622; Ext. 108  
garvin@treecareindustry.org; or www.tcia.org

**July 26-28, 2005**  
Penn Allied Nursery Trade Show  
Fort Washington Expo Center,  
Fort Washington, PA  
Contact: 1-800-898-3411; www.pantshow.com

**August 6-10, 2005**  
ISA's 81st Annual Int. Conference & Tradeshow  
Gaylord Opryland Hotel,  
Nashville, TN  
Contact: Jessica Marx, 1-888-472-8733  
jmarx@isa-arbor.com; www.isaarbor.com/conference.aspx

**August 19-21, 2005**  
Nursery/Landscape Expo 2005  
Texas Nursery & Landscape Association  
Dallas Convention Center, Dallas, TX  
Contact: www.tnla.org; 1-(800) 880-0343

**August 25, 2005**  
Farwest Show - Oregon Association of Nurseriesmen  
Portland, OR  
(503) 682-5089; www.farwestshow.com

**September 8-10, 2005**  
Lake States Logging Congress  
Marquette, MI  
Contact: (715) 282-5828;  
www.timberpa.com

**September 12, 2005** (week of)  
Mich. Forestry & Parks Assoc Summer Conference, &  
ISA Cert. Arborist, Util. Spec, Tree Work, Municipal exams  
Location TBA  
Contact: mfpa@acd.net or call (571) 337-4999

**September 14, 2005**  
ISA Cert. Exam & NJ Arborists/  
ISA Gen. Member Mtg., Midland Park, NJ  
Contact: Matt Simons (609) 625-6021;  
www.NJArboristsISA.com

**September 25-28, 2005**  
ISA Pacific Northwest Annual Conference  
Victoria, BC  
Contact: ISA (503) 874-8263, or Brian Fisher (250) 755-4722; brian.fisher@bchydro.com

**September 29-Oct.1, 2005**  
ISA/RMC Annual Conference and Workshop  
University Park Hilton,  
Fort Collins, CO  
Contact: ISA Office 303 756-1815

**October 13-14, 2005**  
Tenn. Urban Forestry Council 14th Annual Conference  
Germantown Center, Germantown TN  
Contact: Jennifer Smith (615) 352-8985; tufc@comcast.net

**October 14-16, 2005**  
International Lawn, Garden & Power Equipment Expo  
Louisville, KY  
Contact: 1-800-558-8767 or (812) 949-9200;  
expo.mow.org

**October 15, 2005**  
Tennessee Urban Forestry Council 7th Annual Tree Climbing Championship  
Memphis Botanic Garden,  
Memphis, TN  
Contact: Jennifer Smith (615) 352-8985; tufc@comcast.net

**Oct. 18-19, 2005**  
Illinois Arborist Association/ISA 23rd Annual Conference & Tradeshow  
Holiday Inn,  
Tinley Park, IL  
Contact: April Toney (877) 617-8887; iaa@wi.rr.com

**October 20-21, 2005**  
Autopsy & Dissection Lab with Dr. Alex Shigo  
Portland, NH  
Contact: ISA (503) 874-8263, or Brian Fisher (250) 755-4722; brian.fisher@bchydro.com

**October 20-21, 2005**  
Plant Biology Workshop  
Frogmore, SC  
Contact: Don Marx 1-888-290-2640; dmarx@planthealthcare.com
Make plans now to attend
TCI EXPO in Columbus, Ohio
Wed- Fri, Nov. 9-11, 2005

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Letters

Praying for Mercy

Pertaining to the letter (from Mark Russell) entitled “Hail Mary pass?” on page 78 of the April 2005 issue of TCI magazine. I not only hope – I pray – that is his last tree job!

Anyone who would mutilate trees, God’s creations – at a church no less – does not deserve to live to do it again another day (tongue in cheek humor)! I am a Colorado Springs native and I have been by that church many times since childhood. I wonder how many trees he topped that day? Of course, he is probably a member in good standing of the Tree Care Association – wearing spikes – to top trees at churches!

Tom Wiens
Certified Arborist
Modern Arboriculture,
Minatare, Nebraska

Editor’s note: Though Mark Russell, in his letter, did refer to the work in his final tree job as “topping,” we thought it was obvious that he was actually doing take-downs. But, we did not include all of the pictures he had sent. Here’s another one, with a bit more context. And, unfortunately, Mark is not a TCIA member.

Dangerous Press coverage

I just finished reading the December issue of TCI magazine. The articles on the hurricane cleanup were especially informative. Although I live in Mississippi, I’m originally from Gainesville, Florida, and received a first hand play-by-play on cleanup efforts from my parents, who still live there. I continually received calls concerning tree work and whether a particular company was charging a fair price for a clean-up job.

I’ve enclosed an article recently published in my local newspaper that you might find interesting. By the time I finished reading the piece, I wanted to take a marker and circle every safety issue in this story. Hard hat, gloves, ear and eye protection, lowering line, climbing line, chaps – all these seem to be lost on this fellow. He’s then glamorized in the article as being tough enough to get back into a tree after a fall. Tough enough! He better be wearing Kryptonite underwear.

I remember a few of your editorials dealt with safety. It would appear no matter what part of the country you live in, North or South, taking a short cut and risking your life needlessly for the price of a pine tree is still a daily occurrence.

Doug Wilcox
Pearl River Arbor Care
Ridgeland, Miss.

Editor’s note: Every year when OSHA releases its list of most dangerous jobs, “Timber Cutters” is at or near the top of the list. Local newspapers print them, as in the story illustrated above, and seek out arborists in the area for comment. We are not Timber Cutters! This job category is better known as lumberjacks. Specifically, tree care is listed under Standard Industrial Code (SIC) 0783, “Grounds Maintenance Workers.” So if a journalist calls seeking a comment on the hazards involved in your logging or timber cutting operations, make sure to help them get the facts straight.
Assignment: TCI EXPO seminars

Seminars begin the day before the trade show on Tuesday, Nov. 8 through Friday, Nov. 11 at the Greater Columbus Convention Center in Columbus, Ohio

"The best way to have a good idea is to have a lot of ideas."
– Linus Pauling, Two time Nobel Prize winner

Trees may grow seasonally, but tree care companies and their employees’ careers should grow year-round. The intensive, professional and business growth seminars and panel discussions at TCI EXPO can help. They’re designed for real-world arborists and tree care service company owners and managers.

View the TCI EXPO seminar program at www.tcia.org or call (800) 733-2622 to request a TCI EXPO program brochure.

Register for TCI EXPO - “World’s Largest Tree Care Trade Show” - More vendor exhibits than ever before!
In the May 4 Federal Register, OSHA provided notice of opportunity for public comment on an information collection activity concerning automatic external defibrillator (AED) use. In taking this action, OSHA may be sending an early warning signal to industry that they are looking at how AED use may be mandated by regulation in the future.

For access to the docket to read or download comments or background materials, such as the complete Information Collection Request (ICR) (containing the Supporting Statement, OMB-83-I Form, and attachments), go to OSHA’s Web page at http://www.OSHA.gov.

The Office of Management and Budget (OMB) has requested that OSHA conduct a comprehensive study of the usefulness and efficacy of AEDs in occupational settings. According to the Federal Register notice:

“OSHA estimates that as many as 8,700 fatal heart attacks and other fatal cardiac events might occur at workplaces annually. Studies have shown that timely access to defibrillation units significantly increases the survival probabilities of victims of such events. Modern technology has permitted the development of AEDs that can be effectively used by first responders with a basic level of training. In addition, there are AEDs on the market now that require minimal or no training to operate. Moreover, the cost of AEDs has dropped significantly and this trend is anticipated to continue as their use in public, home and workplace setting increases. Based on the costs of AED equipment, associated training, and program management requirements and the potential value of the lives saved, OSHA believes the use of such equipment in establishments is cost-effective from a societal perspective.”

To gather more information about AED use in occupational settings, OSHA will conduct a statistical survey of selected establishments in OSHA-regulated industrial sectors to develop statistically accurate estimates of the current prevalence of AED programs in various industrial sectors. OSHA will also develop estimates of the percentages of establishments that have considered, but not implemented, such programs.

Additionally, OSHA will collect information on the characteristics of AED programs and establishments – such as the size, type of industry, workforce age distribution, etc. – that may correlate with the presence or lack of an AED program.

Obviously, to potentially be of any value in the typical tree care company, the employer would have to outfit each work vehicle with its own AED. While AEDs on the market today are very user friendly and training is minimal, it stills seems cost-prohibitive to have one on every work vehicle. AEDs have come down in cost recently; but one can still expect to pay between $1,000 and $2,000 each for the technology.

The safety director for one fairly large regional tree care company put it this way: “I have entertained the idea of having the company purchase one for [our] main office area. I could see the requirement of having an AED in group settings, where there is a concentration of workers, like office buildings and normal brick and mortar businesses. There could be a worker population size minimum, say 30 employees within 60 seconds walk to a centrally-located AED. [However], I do not think that AEDs on individual crews/trucks makes much sense. [Our] workers tend to be younger than the age where heart attacks are common.”

For safety director: FMCSA, hours-of-service & fireworks?

The Federal Motor Carrier Safety Administration (FMCSA) is requesting public comment. The American Pyrotechnics Association has applied for an exemption from Hours of Service rules for the July 4th holiday.

The APA exemption would apply to 3,000 commercial motor vehicle (CMV) drivers. FMCSA prohibits drivers of property-carrying CMVs operating such vehicles after the 14th hour of coming on duty. During the exempted period, fireworks personnel would be allowed to exclude off-duty and sleeper berth time of any length in the calculation of their 14 hours. Drivers would not be allowed to drive after the accumulation of 14 hours of on-duty time, following 10 consecutive hours off duty.

APA argues that full compliance with the current hours-of-service regulations during the brief period surrounding Independence Day would impose a substantial economic hardship on its members that operate fireworks for the public. APA members are engaged to stage multiple shows in celebration of Independence Day during a compressed timeframe.

The drivers that would be covered by the exemption are trained pyrotechnicians, each holding a commercial driver’s license (CDL) with a hazardous materials endorsement. APA indicated that under the new regulations, fireworks companies would be forced to cut back their engagements or raise your cost for Independence Day to hire extra drivers.

So if your family is traveling during the Independence Day holiday and you pull off at a truck stop to stretch your legs, please do so quietly. There is a good chance that in that big rig next to you, there will be a pyrotechnician either taking a cat nap or trying to calculate if he/she has enough driving time left to reach the destination.

Peter Gerstenberger is senior advisor for Safety, Compliance & Standards for the Tree Care Industry Association.
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For a $259 investment, your company will receive a comprehensive package of business management and safety resources (valued at over $360). 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.
As with many native trees, the American beech is under attack – victim of foreign invaders that arrived during the last century and whose onslaught shows no signs of letting up any time soon. And, it could be coming to an urban area near you.

A killer pathogen or pest exists for almost every native tree species in the eastern United States. For the majestic oaks, tree care professionals and foresters alike dread the arrival of sudden oak death syndrome – a pathogen that experts warn would be well suited for the moist climates of Appalachia. For ash, there is the emerald ash borer – a creature of tiny stature with a voracious appetite. For hemlock there is the hemlock wooly adelgid; for firs, the balsam wooly adelgid. Then there is the ambrosia beetle. It will snack on any healthy hardwood it comes across. A cousin, the Asian ambrosia beetle, gorges on ornamentals. Anthracnose attacks dogwoods. And, as if those weren’t enough, there is the gypsy moth and the Southern pine beetle (which is native). The list goes on and on. Naming all of the non-native pests and pathogens would take a book, and several have been written.

For the American beech, the nemesis is beech bark disease. Beech bark disease, or BBD, is caused by beech scale, Cryptococcus fagisuga Lind., a speck of an insect that emigrated from Europe, working together with a fungal pathogen, Nectria coccinea var. faginata. BBD is a canker disease caused by the fungus. Beech scale readies the way for the fungus when the pest feeds on a tree by sucking the tree’s sugars and nutrients. However, most beech trees will have beech scale years before it develops into BBD. The fungus colonizes in the wounds left behind by the scale. Its spores are further spread by other insects or by wind.

Beech scale produces a white filament. On an infested tree trunk it forms a small but noticeable waxy crust. The scale living beneath this waxy dunghill are pale yellow. The insect lays eggs in the summer that soon hatch. Young crawlers move into bark fissures or may be carried away to other trees by wind or wildfire. With the scale and pathogen working in tandem, cankers can expand and join together to girdle the tree. Between 95 percent and 99 percent of beech trees infected with BBD die. A small percentage remain unscathed, even when they are surrounded by heavy infestation.

Because beech scale typically will attack a tree for several years before the fungus gets a foothold, treatments and preventative care can stop it from turning into BBD. It is during this early stage of infestation when insecticides can successfully control the scale. Once the fungus is present there...
isn’t a cure, according to U.S. Forest Service officials.

For decades BBD was a problem confined mostly to the Northeast; just as emerald ash borer largely is confined to the Great Lakes region and sudden oak death syndrome only is known to occur in the natural environment in California and Oregon. (Both sudden oak death and emerald ash borer have hitched rides to other regions through tainted nursery stock.)

BBD debuted in America at about the same time as chestnut blight – both being identified in the 1930s. Compared with its sibling, BBD has been a slow mover. It was first detected Nova Scotia, and by the 1930s had only spread as far as Maine. This was about the same time that chestnut blight was making its infamous debut. Together, it seems, they were the vanguard that foreshadowed what has become a bombardment of foreign tree-killing pests and pathogens.

Decades passed before the disease spread outside of the Northeast. Following the Appalachian Trail, it has now worked its way from Maine to Tennessee. If it reaches Georgia, then the entire extent of the trail will be infected.

In Tennessee BBD has wreaked havoc at the nation’s most visited national park, Great Smoky Mountains National Park. In just over a decade it has pummeled the high elevation “beech gaps,” dense stands of American beech strung out like pearls on a necklace along the Appalachian Trail. They crown the mountains, but these jewels are falling fast. Park officials say insecticides are of no value in slowing the spread in the park because of the remote rugged terrain. Left unchecked, beech scale can spread 10 to 15 kilometers annually. Along a 40-mile stretch of the trail, slightly more than 80 percent of the beech gaps have died. These beech killing fields are in the upper elevations – altitudes of 4,000 to 5,000 feet above sea level.

“That is where you find the beech bark disease mortality most noticeable,” says Kris Johnson, supervisory forester for the 800-square-mile park.

Though U.S. Forest Service foresters conjecture that the disease was present in the mid 1980s, they didn’t identify it until 1995. During that time, the park’s high-altitude beech stands went from healthy to almost all dead or heavily infested. Johnson says BBD is very similar in destructive capabilities to balsam wooly adelgid, which devastated an estimated 91 percent of the park’s Fraser fir population.

Some argue that if the disease is confined to a forest setting, it poses little threat in urban and suburban environments. Indeed, if beech scale is detected early in a landscape – before the lagging fungus creeps in – mortality can be avoided. But once the disease is well established in a forest setting, it only is a matter of time before it reaches neighboring landscapes. The reason is that the forest offers prime feeding grounds as well as an ideal breeding ground. While the pest may reach devastating levels in the forest, Johnson says, in almost every case a fatal disease such as BBD originates in urban and suburban centers. Once it has a foothold in the forest, the pest returns in greater numbers to surrounding urban and suburban centers.

“People shouldn’t think of the national forest as the source of the problem,” Johnson insists, adding that the dozen or so killer foreign pests attacking the park originated either from tainted lumber or non-native nursery stock.

In landscapes, insecticides are highly successful in controlling BBD so long as the beech scale is killed before the fungus becomes present. In most cases, the fungus isn’t present until three years after the beech scale arrives. Prevention in landscapes that are near infested areas typically demands biannual insecticide applications for beech scale.

Once the disease arrives, the dominos begin to fall. First go the beech trees, then goes the habitat for various critters, lichens, mosses, wildflowers and beneficial insects. Filler trees soon follow; varieties from the under-story fill the gaps left behind after the beech canopy caves. In the Northeast, sugar maples typically replace the beech gaps, according to a 2003 National Research Council report about BBD in the Catskill
Mountains of New York. In southern Appalachia, Great Smoky Mountains National Park officials say buckeye, maple and hemlocks are replacing the beech gaps.

Beech bark disease isn’t so much a problem for David Ropes, an arborist with Massachusetts-based Tree Specialists Inc. The reason is simple: Almost all the native beech trees are gone. Instead of the native variety, most customers opt for European specimens, he says.

But Ropes has other pests to deal with, namely the Asian long-horned beetle, a Chinese import that has been described as “a chain saw with wings.”

“This is a pest of major concern,” Ropes says. “It can eat a perfectly healthy maple tree.”

This long-horned beetle isn’t finicky though. It will eat almost any healthy hardwood, according to a U.S. Forest Service report released in April 2005. Luckily, systemic insecticides are a proven combatant against the pest.

So, are treatable pests such a bad thing? This is where the Catch-22 comes in. The tree care industry rose like a phoenix from the ashes of Dutch elm disease. Controllable pests and controllable diseases equate to increased work – which may not be perceived as such a bad thing when your livelihood depends on it.

Many arborists today lack firsthand knowledge of what rampant diseases such as Dutch elm can do, Ropes says. “They don’t know how potentially damaging these pests could be if their population exploded.”

Exploding they are, and in record numbers since the introduction of BBD and the latest wave of exotic pest and pathogens. Even as forest growth across the nation is increasing, due in part to treed subdivisions replacing farmland, the U.S. Forest Service reported in a 2005 memorandum that Great Smoky Mountains National Park alone has 11 deadly pests or pathogens already in the park or potentially on the way.

Where the biggest problem occurs is when landscape designers or city planners rely on a single variety of tree, of a non-native variety, in mass plantings. For instance, the median of a well-traveled thoroughfare might be comprised of row upon row of ornamental Bradford pears. As arborists have known for years, such monoculture plantings are extremely susceptible to being wiped out by a single disease.

Brandon Brown, plant healthcare specialist for South Carolina-based Schneider Tree Care, was recently at a jobsite where monoculture plantings had turned sour. A canker was attacking a row of adolescent
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hemlocks that bordered a home driveway. Not only were the trees bunched together, but the homeowner had also been spreading the disease by not cleaning his sheers as he pruned them. All of the hemlocks were infected.

Brown insists that other than bunching the plants too close together and using proper pruning procedures, the homeowner could have prevented the problem with biodiversity.

Biodiversity, he says, is a key to preventing such mass outbreaks. The concept isn’t new to arborists. But convincing landscape designers and homeowners of its benefits is another matter. “If we start mixing it (tree species) up, it would lead to stopping the pest from growing to such populations where control is impossible,” Brown says.

Biodiversity is a key to the Great Smoky Mountains National Park’s appeal to visitors, but also to its ultimate survival. More than 1,500 plant and tree species call the park home, so when one species dies out another fills the gap.

Ropes says biodiversity was the lesson learned from Dutch elm disease. At the time of that outbreak, homeowners and city planners alike had depended on a monoculture of elm plantings, as evidenced by the plethora of roads named Elm Street that no longer possess a single elm. “Biodiversity has always been important,” Ropes says. “But I think that lesson has been lost.”

Another problem, say both Johnson and Brown, is that exotic plants are increasingly taking the place of native species in landscape plantings. Brown acknowledges...
that “problem,” if it truly is one, won’t go away any time soon. He sees a place for non-native species. He also sees a greater role for native tree species that are better suited for climate and soil type and are generally more resistant to native pests and pathogens.

“If we could mimic the forest in the urban environment that would solve a lot of problems,” Brown says.

Johnson advocates the use of more native tree species: “There are many native trees that are beautiful in the landscape. And there are many native trees that can withstand the urban environment,” he says. “Native trees are versatile. People should have an appreciation of the species native to their local area because it gives them a sense of space – of location – to the environment around them.”

Convincing others of this, especially landscape architects and nurseries and homeowners, has been an uphill battle – one where few want to listen to tree care professionals, says Brown, adding that there is little or no communication between horticultural disciplines. “There is a major disconnect between landscape architects and designers and the arborist industry.”

Most of the time arborists are not consulted until a problem that could have been prevented during the planning phase arises, Brown says. “Architects and designers are more focused on design and aesthetics than they are on function. A multidisciplinary approach must be taken, but often it is not. Yet the best, most healthy landscapes develop from this multidisciplinary approach.”

Schneider Tree Care is trying to change that lack of communication, though the process has been slow. Unlocking the door that divides the various horticulture disciplines is as easy as eating lunch or drinking a cup of coffee. At least that is Brown’s answer to bridging the divide. He is convinced that the price of a cup of coffee or lunch with landscape professionals will pay big dividends in the future.

“If you develop a relationship, you can eventually get on more properties and interact more with the homeowner who pays the bill,” Brown says.

Not everything about the foreign pest invasion is negative. These hordes of exotic pests have given rise to new, disease-resistant genetic hybrids as well as resistant strains of native plants. For instance, native chestnuts have been crossed with Chinese chestnuts to form a variety of tree that is resistant to chestnut.
Jennifer Koch, a research biologist with the U.S. Forest Service’s Northeastern Research Station, says similar studies are underway to cross American ash with Asian varieties in an attempt to combat emerald ash borer.

Researchers discovered a strain of dogwood that was resistant to anthracnose. These dogwoods were surrounded by infested ones, yet they didn’t die. The key wasn’t luck. It was genetics. It was all tied to the vast stocks of dogwoods found on dogwood rich forestland in Tennessee.

“From a genetic standpoint, the more individual trees in a forest the more combinations and crosses between seed,” Koch says. “The more combinations you have, the greater the likelihood that you find a gene that gives you the resistance. But if you only have a few genotypes (as would be the case in most landscape settings,) of dogwoods, then the gene type is very limited and the likelihood of resistance is smaller.”

As with dogwoods, it appears that some American beech trees show resistance to infestations. Typically, in a heavily infested area, between 1 percent and 5 percent of the beeches survive. Researchers are studying these survivors at the genetic level to develop what they hope will be a disease-resistant strain.

Tests on these BBD survivors began last year. Researchers expose the saplings from these surviving trees to beech scale then wait and watch to see what happens. The long-term goal of the program is to figure out what combination of genetic crosses are resistant enough to provide seed stores to the public. “But that is many years down the road,” Koch says.

So far, preliminary results have proved promising. Of the trees and saplings tested during the one year of testing, research has shown that some of the saplings have resisted beech scale, which indicates that resistance could be inheritable. If those same saplings remain scale free after another year of exposure, “I will consider that pretty resistant,” she says.

Even so, Koch acknowledges that just because a sapling is resistant during infancy doesn’t mean it will always remain so. She says that though a tree is disease-free in infancy it doesn’t always remain that way during adolescence.

Still, for the urban areas along the Appalachian Trail that are populated with American beech, it is a hopeful sign.

Jason Landers is a freelance writer living in Jacksonville, Alabama.
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Camellia, indigenous to Japan, is one of the most beautiful flowering trees of the world. Camellias are large, attractive, broad-leaved, evergreen shrubs or trees. The plant is usually trouble free, and easy to maintain once established. The fragrant flowers, which bloom from winter to spring, come in all different colors, shapes and sizes. They are grown successfully in the United States from Long Island, N.Y., down along the Atlantic Coast, around the Gulf Coast, and along the Pacific Coast from California to Washington. Camellia can survive temperatures as low as 0 to 10 degrees Fahrenheit. Where winter is severe, Camellias are grown in conservatories or greenhouses.

There are more than 2,600 named cultivars registered with the American Camellia Society. Photos, unless otherwise noted, courtesy of American Camellia Society/Massee Lane Gardens, Fort Valley, Georgia.

Camellias are large, broad-leaved evergreen shrubs or trees. There are more than 2,600 named cultivars registered with the American Camellia Society. Photos, unless otherwise noted, courtesy of American Camellia Society/Massee Lane Gardens, Fort Valley, Georgia.

Camellias are mostly trouble free, however, they are susceptible to a few fungal diseases. The flower blight caused by the fungus *Ciborinia camelliae* disfigures the blooms but does not kill the infected plant. Root rot caused by the fungus *Phytophthora cinnamomi* and dieback caused by the fungus result in death of plants.

**Camellia flower blight**

The fungus *Ciborinia camelliae* is the causative agent for the petal blight. It is one of the most serious diseases of camellia in the United States, United Kingdom, New Zealand and Japan. The fungus produces
large resting bodies known as sclerotia that remain viable in the soil for at least three years.

Flower blight usually appears in late winter to early spring when the temperatures are on the rise. Unusually warm weather in earlier months may also cause fungal infection. Warm, humid weather following a cold spell will cause sporulation of the fungus. The spores infect the petals.

Wind, rain and frost during the flowering season may cause bloom damage similar to that of fungal infection making the diagnosis a little difficult. Unlike the damage by the former, which is confined to the outer edges of the bloom, the fungal infection within 24 hours appears as brown flecks that later develop into blotches that spread all over the petals to the very base. The veins in the infected petals are usually darker than the surrounding tissues, and often give the blooms a distinctive netted appearance. This netted pattern can be used to distinguish the petal blight from cold injury. These spots quickly increase in size until the entire bloom turns to a dull brown. The blighted petals are dry or leathery but do not crumble when handled. Once the blooms are killed, they fall intact to the ground. In the fungal-infected bloom, a white or grey ring of fungus mycelium is seen around the base of the petals when an infected corolla (inner floral leaves) is separated from the calyx (outer whorl of protected leaves). The infected flower tissue feels “slimy” to touch. The infected blooms ultimately fall on the ground.

On the fallen infected flowers, the fungus produces hard, resting bodies called sclerotia. The sclerotia may remain viable under the bush or in the soil or debris for several years. In late rainy spring when the temperatures rise to between 45 F and 70 F, the sclerotia germinate developing saucer-shaped mushrooms called apothecia. The apothecia (about ½ inch in diameter) release the spores. These spores are carried by the wind and cause infection when they land on a flower, as described earlier.

Control measures
Sanitation is the best control for petal blight. Remove and destroy all fallen blossoms immediately to disrupt the life cycle of the fungus. Be aware that if other camellia growers in your area do not maintain a clean camellia bed, fungal spores may easily blow into your yard. Fungicidal sprays such as Bayleton, when applied weekly, will reduce the disease incidence but not eliminate it.

Dieback
The fungus Glomerella cingulata causes the dieback in both C. japonica and C. sasanqua. This fungus enters the host...
through wounds such as leaf scars, hail injury and wounds created from lawn mowers, pruning cuts, falling branches and insects. During spring and early summer months, insects and splashing rain or water help in the spread of infection.

Early in summer, the infected camellia shows a sudden wilting of new growth and death of leaves. Defoliation occurs later. Cankers may appear at the point of infection. Pink masses of fungal spores may ooze out from the cankers during wet weather.

**Control measures**

The best control of dieback is sanitation. Use clean sterilized pruning tools to remove the dead and infected branches. Dip the pruning tools in a solution of fungicide or 10 percent bleach and water between each cut. Make clean cuts, then spray with diluted bleach. Unless a systemic fungicide is used, a spray cannot kill the fungus, as the fungus lives inside the plant. Burn the diseased twigs. Spraying of plants with a fungicidal solution in the spring during the normal leaf-fall period will help to prevent the spread of the fungus.

**Root rot**

The soil-borne, microscopic, pathogenic fungus (*Phytophthora cinnamomi*) causes camellia root rot. *Phytophthora* species are plant pathogens. Different species cause extensive damage to different crops, flowering shrubs and vegetables.

*Phytophthora cinnamomi* causes root rot of a wide variety of plant species, including many native and introduced ornamental plants. *Camellia japonica* varieties are susceptible to root rot, while *Camellia sasanqua* and *Camellia oleifera* are not as susceptible as *Camellia japonica* varieties.

When the soil is moist and warm, the fungus produces microscopic, swimming zoospores within asexual reproductive structures called sporangia. Poor aeration, poor drainage and warm temperatures provide ideal conditions for root infection by the fungus. The sporangia release zoospore into the soil. Storm water, drainage water, contaminated soil, tools, footwear and vehicles transport the zoospores. Zoospores move in water and infect neighboring plants especially those down the slope from a site of infection. The zoospores attach to and infect roots behind the root tip.

In addition to zoospores, the fungus produces two other spore types called chlamydospores and oospores, which survive under unfavorable conditions, such as food shortage, low temperatures or drought. These spores are capable of surviving for extended periods of time, and
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when conditions become favorable they germinate and renew the life cycle. This allows *Phytophthora* to survive in dead plant tissue for a number of years.

Symptoms may appear at any time, but they often show up during periods of hot, dry weather. Most plant damage occurs in drought-stressed plants. The plant cannot absorb enough water from the soil because of the root damage by the fungal infection. Young feeder roots become dark. Infected plants cease to grow; leaves may or may not turn yellow. Dried leaves remain for sometime on the plant. Ultimately the infected plant wilts and dies.

**Spraying of plants with a fungicidal solution in the spring during the normal leaf-fall period will help to prevent the spread of the fungus.**

**Control measures**

The best approach for controlling the disease is to raise disease-resistant camellias. For this purpose, use *C. sasanqua* and *C. oleifera* as understock for grafting. *C. japonica* is highly susceptible. And, however resistant, hybrids are not immune. When planted in poorly drained soils where the fungus is present, these plants may also be infected.

Grow vigorous, fast-growing varieties. Purchase disease-free plants from reputable nurseries. Examine the plant thoroughly for disease symptoms such as yellowing of leaves, wilting in the morning, excessive defoliation in winter (remember camellias are evergreen, and healthy camellias do not shed their leaves) or dark discolored roots.

Avoid planting root-rot susceptible plants. If you cannot avoid it, plant them in raised beds with good drainage. When the soil is clay, amend the soil with bark, compost or sand to increase the drainage and aeration.

Do not set the new plant deeper than the soil level in the container or the soil line in the nursery. Firm the soil beneath the soil ball so that the plant will not settle into the bed. Fumigate the soil if a camellia had died of root rot prior to planting a new plant.

Use of fungicides such as mefenoxam (Subdue MAXX) or fosetyl-Al (Aliette) to reduce the spread of phytophthora into or among plants, but these chemicals may not kill the fungus in infected plants. Treat approximately 10 square feet of soil around the plant for individual plants in the landscape. Apply fungicides to 20 to 30 square feet of soil when planting large shrubs.

**Leaf gall**

The fungus *Exobasidium camelliae* is the causative agent for the leaf gall in *Camellia sasanqua*. Susceptible cultivars develop leaf galls in spring. Infected leaves and shoots are abnormally large, thick and fleshy. Eventually the infected plant parts...
turn white or pink. Mature galls rupture and release a mass of white spores. The galls eventually harden and become brown. The galls rarely severely damage the plants.

Remove and destroy young galls to prevent the occurrence of the disease next year. Do not wet the leaves when watering. Humid, shady conditions favor gall formation. Use chemical controls, such as mancozeb, before the infection occurs.

Both “Prevention is better than cure” and “Cleanliness is godliness” are true in camellia gardening. When diagnosis is difficult, contact the local cooperative extension officers or the American Camellia Society. Always select disease-resistant camellia cultivars when available.

When using chemical controls, follow the instructions on the label for application and disposal; wear protective clothing, mask and goggles.

Given proper care, camellias will put forth a spectacular display during the blooming season.

Lakshmi Sridharan is a scientist with a Ph.D. in molecular biology, botany and microbiology. She is author of “A Practical Guide to Growing Roses Successfully,” and can be reached via www.lakshmi-sridharan.com.

Given proper care, camellias will put forth a spectacular display during the blooming season.
This is an excerpt from a book I am writing, “Listen, It’s Up the Tree or Down the Road.” Reading TCI’s September article about first aid for tree climbers (“First Aid for Tree Care Crews,” Sept. 2004) hit home, especially Dan Oberlies’ (vice president for risk management for Lewis Tree Service Inc.) comments. The name Lewis Tree Expert Company (the original company name) coupled with first aid kits really hit home!

In 1954, a man riding a horse picketed the Lewis Tree Expert Company over a first aid kit. It was probably the first and only time a tree company was picketed on horseback.

I was working for Lewis Tree in Syracuse, N.Y., in 1954. James MacIntyre, foreman on the city tree removal contract, and I had worked together for some time. I had cut my finger. It was bleeding and painful, so I told Mac, “I need a band-aid.”

“We don’t have any, Elmer.”

“Mac, we should have a first aid kit. I need a band-aid – now!”

“OK. Take the truck, go buy some band-aids.”

I held my hand out. Lewis had to pay for it.

Mac said, “Get a receipt. Lewis will give you the money.”

I drove our tool truck to the nearest drug store and looked over their first-aid kits. They had kits from 50 cents up to $7. These are 1954 prices; $7 would be like $70 in today’s money. Looking at that big $7 kit, I thought, “That’s the kind of first aid kit we should have.”

I paid for it, making sure I got a receipt. I went back to the job and handed it to Mac. Looking at it, he got a funny look on his face. He handed it back to me, saying, “You give it to Bob.”

We had our shop on the east side of Syracuse (Eastwood), where we started out from. Bob Lewis Sr., founder of Lewis Tree Expert Company, usually met us there to give us our job orders for the day. I have to admit, I was getting a little nervous. I walked up, handed him the receipt. He looked at it and shouted, “I’m not paying for it.”

I shouted, “Yes, you are!”

He came back with “No, I’m not!”

I spit out “You &*%$#!”

He then put his fists up. This cooled me off a little. I couldn’t fight Bob. He had been my boss for 10 years – first with Davey Tree, then Tree Preservation, and now Lewis Tree Expert Co, his own company. I just couldn’t fight him. I had too much respect for him. The fact that he looked like he could handle himself pretty well had nothing to do with it. I know that you understand that?!

I went home to a wife, a 1-year-old son, a soon-to-be-born daughter, no money, no job. But I did have a big beautiful first-aid
kit. My wife didn’t think it was that great though.

I spent the next few days worrying about losing my job, lack of money, a wife, son and a baby on the way. The more I thought about it, the more I blamed it on Lewis, instead of me. I had to go back and get my last pay. As I thought about it, I got this bright idea.

I got two pieces of plywood, 2-foot by 2-foot. I then painted “Lewis’s $7.00 are worth more than your safety” on each one.

I did a lot of horseback riding, and had a big brown and white pinto of my own. My plan was to hang the two signs on my horse, one on each side, make the 20-mile ride to Eastwood, and meet Lewis for my pay. And, of course, parade around with my horse and signs. I thought it was a great idea, but I didn’t tell my wife or anybody else about it. I guess I was worried that they might think I was crazy!

I started out early, 3 a.m.; I wanted to be sure to be there before anybody else. Well, it was a long ride, 20 miles at least one way, all on pavement. This would be hard on my horse’s legs and feet. I got there just before the crews showed up. I swear their mouths hung open. They talked to me, briefly, but when Lewis got there they acted like they didn’t know me.

When Lewis spotted me, his expression hardened and he muttered, “Still a wise guy.”

I came back with, “I just came to get my pay.”

I gave my horse some grain, and then got back on her. I heard somebody holler “Look! There’s a picket on horseback.” But Bob Lewis was no dummy. He gave the crews their work orders and sent them on their way, and then he left, leaving me with nobody to picket. So I started the long ride back.

Pat, my horse, was all business headed home; I had trouble keeping her from running. Even at a trot I was concerned about the hard pavement damaging her legs and feet. At West Genesee and Erie Boulevard she ignored me and trotted through the red light. Naturally, there was a cop watching us. He hollered, “You know I could give you a ticket for running through a red light.”

Oh, no. I can’t afford to pay for any tickets. But he let me go on that light – no ticket. Today I would love to show a ticket for going through a red light on a horse!

Bob Lewis somehow survived without me. He had the first million-dollar tree contract. Lewis Tree Expert Co. became a large company.

A few years later we ran into each other at an arborist meeting, shook hands and exchanged a friendly hello. I had a visit with Bob years later. We had a good time talking over the old times. I reminded him of our confrontation years earlier, saying, “Bob, the way you put your fists up, I had the feeling you knew how to handle yourself.”

He grinned, saying, “I did some amateur boxing in my early twenties.”

I said, “Bob, I always had a feeling it was a good thing for me I didn’t challenge you when you put your fists up.” We both had a good laugh over that.

Bob passed on not long afterwards. Bob Lewis was as great tree man. He was also a good man. I miss him.

Elmer Pyke was founder of Elmer Pyke Tree Specialist in Syracuse, N.Y., which he sold about 10 years ago. He is retired and lives in Syracuse, N.Y. Lewis Tree Expert Company is known today as Lewis Tree Service, Inc. It is 100 percent employee owned, and a top-five line clearance vegetation management company.

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Elmer Pyke was founder of Elmer Pyke Tree Specialist in Syracuse, N.Y., which he sold about 10 years ago. He is retired and lives in Syracuse, N.Y. Lewis Tree Expert Company is known today as Lewis Tree Service, Inc. It is 100 percent employee owned, and a top-five line clearance vegetation management company.
Business is good, but you know it could be better. You’ve garnered a solid list of clients over the years, but you’re ready to take your business to the next level.

Many successful arborists have found that they can expand their businesses by consulting with entities often overlooked. For example, by prospecting such firms as commercial properties, golf courses, resorts, colleges, landscape companies and so forth, you can tap into markets the competition isn’t. Here are some simple steps you can take to increase your consulting business.

Assessing your existing clients

The best place to begin with any consulting endeavor is to assess your current situation. Who are your existing clients? Which customers are your profit centers? Which ones aren’t? What kinds of customers do you get along with best? Worst?

Though you already know the answers to all these questions, giving them serious thought will assist you in formulating your strategy to expand your business. In other words, you cannot venture into new waters without first knowing what kind of craft you have. By making this determination, you will more readily know what you’re capable of. For example, if you look at your client list and can easily pick out which customers pay quickly (or never need a second notice), pay larger fees, or even just have a strong compatibility with your firm, then those types of customers are probably what you should be seeking as you think about expansion. On the other hand, you may have discovered that certain clients make unreasonable requests, have to be prompted to send payment, or are just difficult to work with. Obviously, you would probably need to think twice about considering similar customers.

Determine your potential market

Now that you have an understanding of the make-up of your best customers, it’s time to think about where you want to take your tree care business. Here, you’re thinking about customers whom you have not worked with before, but know you have the capability and expertise to do so. For example, perhaps you’ve never penetrated the resort or golf course markets. However, based upon your company’s background and experience, you may see a solid fit.

Even just driving around town or while you’re on vacation, you have probably noticed a site that you thought could use your firm’s services. Maybe it wasn’t your typical customer, but you could clearly see an unmet need. That’s the type of thinking that will expand your consulting business.

Of course, you will need to also determine what additional equipment you might need to serve these specialized clients. There may be unusual circumstances or situations that you are not familiar with. Get to know that type of customer. Make sure it is truly a new customer you will be able to fully satisfy through your work and customer service.

Prospecting

In the 1800s, adventurers looking for gold in the western United States went prospecting – they were trying to find the cache that would make them instantly rich. However, they spent days upon days of backbreaking work searching rivers, creeks and mountains for the precious metal.
Prospecting for new customers is very similar, and it’s an appropriate term to describe the process. It requires a great deal of effort on your part, and it is that intensive effort that will result in success for your tree care business. But, you must be willing to be diligent about it.

Using your list of potential markets (commercial office complexes, universities, law offices, landscape companies, etc.), it’s time to determine how to let them know you exist and what you can do for them. Sometimes, it’s a fairly logical approach. For example, you can probably quickly brainstorm all the colleges and universities in the geographic area you serve. Then, it’s simply a matter of contacting the grounds department or physical plant of each one of these institutions. Others aren’t so easy. Commercial properties can be quite numerous in major cities. Furthermore, it may not be readily apparent who the management company is that maintains the grounds. That will require some additional research on your part. Your local library or a search on the Internet of management companies in your area would be an excellent place to start.

Also, don’t forget about professional associations. Just as you’re familiar with the Tree Care Industry Association, virtually any of your prospects will have similar trade groups. Again, your local library will be able to assist, as most libraries will have a very helpful set of books called the Encyclopedia of Associations. Here, you can find the representative association of basically any industry, discipline, profession, etc. From their Web sites or central offices, locate their regional or local offices nearest you. This will help you build a prospect list for your marketing campaign.

And of course, don’t forget about traditional networking events that may garner you access to a new type of customer. For example, do you attend all your city’s Chamber of Commerce events and meetings? Rotary Club? And so forth. Though not always fruitful, they can be sources of contacts that would otherwise go unnoticed.

**Hitting the streets**

Personal contact is still the best form of marketing in existence. Sure, direct mail campaigns, e-mails and other forms of marketing are common and relatively easy to implement, but nothing shows your genuine interest more than shaking hands with a decision maker and telling him or her what your tree care business can do.

---

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To be effective though, get back to the basics. Even something so seemingly mundane as your business cards, brochures, etc. must be top notch. Are you still crossing out in pen an old phone number or e-mail address on your business cards every time you hand them to someone new? Have you added new services to your firm’s business that are not currently listed in your company literature? A polished, professional firm is one potential clients are more apt to want to deal with.

Next, from your list of prospects, start making cold calls. When you have a job to do in an area of town where one or more prospects are located, take the extra few minutes to stop by and leave some information for the key decision maker. They won’t call you if they don’t know you exist! Of course, sometimes it’s not necessarily the easiest task to do, but after a few times of humbly leaving your business card, you’ll get used to the process. Obviously avoid being a pushy salesperson, but remain confident and persistent. Just because a prospect has not called you back in a year doesn’t mean they’re not interested. Stop in again. Remind them of how you can help maintain their facilities.

Will you hear “no”? Of course! Expect it! But, keep plugging away. Remember, your competition may not be giving up so readily.

**Mail/e-mail campaigns**

Perhaps you want to contact many more prospects than you can with a drop-in visit every now and then. An efficient, but much less personal means to accomplishing this is to send your prospects information about your business and its capabilities through the mail or through e-mail. Admittedly though, e-mail campaigns are rarely successful – some prospects may see it as “spam” or will feel that you’re a fly-by-night company. However, mailing a letter and material through so-called “snail mail” can achieve better results. It gives you a chance to showcase your company through your best marketing pieces. But again, realize that many prospects may not even read the brochures you send.

If your marketing efforts aren’t appealing or inviting to prospects, you’ll be hard pressed to make this endeavor work. Is everything current in your literature? Did you make good use of intriguing visuals (such as photographs and graphics) to enhance your material? Does the average
prospect understand how you are capable of serving them? Is it easy to contact you? Making these evaluations will ensure you have marketing pieces that are, at the very minimum, attractive to your prospects.

### Think Strategically

Remember that any marketing effort you conduct should be thought through as thoroughly as you do any site job for a customer. Just as you would plan for that job and think through contingencies, safety, equipment, staffing, etc., preparation for a marketing campaign should be just as detailed.

Know what outcomes you want to achieve. Do you want to simply enter a new market, such as commercial properties? Or, is your goal to acquire 10 new customers that you’ve not been serving? Determine a realistic time frame for your campaign. For example, if you’re going to rely on an occasional “cold call” to attract new business, having high expectations for returns on these calls in less than a month is probably not reasonable.

Also, marketing is not a one-time event. If it’s a mail campaign you’re going to implement, how many will you send out? How many mail campaigns will you conduct in the coming year? What kind of return do you expect? Furthermore, what do you consider a return? Is it simply a call back? Or is it a contract? And, if you plan on cold calls, what’s your goal each month? One? Five? How will you define success?

The answers to all these questions will facilitate your strategy formulation. The key to productively strategizing is advanced planning, execution and evaluation.

After every marketing effort you do, determine how effective you were. Assess what went well and what did not. Get feedback from your customers and your prospects.

Remember, the competition is always at your heels. What you don’t do satisfactorily, they will. Start today by expanding your consulting business to new, untapped customers!

Steven Austin Stovall is a professor of management at Wilmington College in Ohio. He is also a consultant and trainer specializing in management, entrepreneurship, and marketing. He can be reached at steven_stovall@wilmington.edu.

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

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TREEmE CARE INdUSTRY – JuNE 2005 45
Marketing - Pizzazz for Peanuts

By Lee Silber

Marketing is a four-letter word—it’s all about T-H-E-M. It is this premise that drives promotion. You must (yes, must) make others understand what you will do for them.

Promotion is all about meeting the needs of others with your products and services. Don’t make them wonder why they should hire you, tell them—as clearly, concisely and cleverly as possible. But most of all, tell them how you will solve their problems, make their lives easier and help them in some big or small way. It’s all about THEM.

1. Make THEM understand what you do. Word of mouth is the best way to build your business. People will have a hard time spreading the word if they can’t wrap their minds around what you do. This is why almost every successful business has both a tag line (a sentence that sums up what they do) and a brief description of what they do. They make these statements interesting, intriguing, informative and insightful. Most of all they explain in just a few words what they can do for a potential customer. Many tag lines start out with, “We help (blank) to (blank) by (blank).” For instance, “We help home owners associations keep their trees trimmed with our proactive approach to maintenance and manicuring using clean and quiet equipment.” (Or something like that.)

2. Know and show what you do for THEM. As author Zig Ziglar says, “People don’t care how much you know until they know how much you care about them.” It helps to know who your best customers are and how and where to reach them but until you start talking about benefits people will say, “Who cares?” You have to be ready to answer that question. Who cares about what you do? Why do they need you and what you do? If I were your customer, where would I go to look for my service? What would I want? Who are my best customers now? Why do they use your services? If someone isn’t using you, who are they hiring and why?

3. Keep in touch with THEM. The best way to follow-up, stay in touch and stay on top of people is with thank-you cards. You should buy them by the case and send a personal thank-you card for anything and everything.

Another way to follow up and stay in front of your customers is by creating a newsletter that is INFORMATIVE and packed with useful information. Better yet, make a booklet or write a book about what you do. An informed and educated customer is a better customer. Through education you may (in a soft-sell way) show them what else you can do for them and other services they may need. You could create and host your own how-to workshops, demonstrations, walking tours of properties you are proud of followed by a picnic and so on.

Another way to stay in the forefront is to appear on radio, TV and in print. Offer your services as an expert to the local media. Write articles, host a show, appear as a guest or simply create your own magazine or e-zine. Finally, there is something said for persistence. If it is a customer you really want or one you want to make sure is happy, nothing beats a personal visit—and one where you show up with small gifts is even better (a small banzai tree for their office, a coffee mug or a T-shirt.)

4. Make THEM say “Wow!” It is far easier to keep customers than it is to get new ones. It is also easier to make existing customers into better ones. How do you do this? At every point of contact they have with your company (phone, billing, e-mail, in person, on the job, etc.) you make them say “Wow!” by exceeding their expectations. You finish ahead of schedule, do a little something extra, hire friendly and knowledgeable people who take the time to talk to customers and most of all, you do what you say, when you say you will.

5. Impress THEM with marketing materials. Pull out your business card. Is it all you want it to be? Is it better than your competitors? Is it unique? Is it professional? Your business card is two-sided, did you use the back for a testimonial or tree care tips? Maybe the back could be a coupon or discount for first-time customers. The possibilities are endless. Other marketing materials will include a brochure (show before and after photos), your letterhead (would your customers say it’s all you want to be?), your e-mail (do you always include a signature/brief description of what you do/monthly special at the bottom?) and a Web site. (Web sites are a whole workshop in themselves.)

6. Reach THEM through positive publicity. The best way to get the word out about who you are and what you do is by using the media—newspapers, magazines, newsletters, e-zines, radio talk-shows, TV news and interview shows. Start by pitching story ideas to your local media outlets as well as industry specific publications and shows.
7. Find creative ways to market to THEM. (Below are several examples of how to promote your business without a big budget.)

Real-life creative self-promotion

a. One consultant sent blank paper and crayons to customers to write, draw, and color what they thought of his work.

b. The owner of a small business sent Valentine’s Day cards to all of her clients that said, “I love working with you, thanks for your business.” She figured everyone sends Christmas cards, but nobody sends Valentine’s Day cards.

c. One obscure sculptor started doing wood carvings with a chain saw to garner more media attention.

d. A make-up artist who donates her time at burn centers touched the doctors so deeply they bankrolled her own line of cosmetics.

e. An appliance store owner tired of people saying they wanted to shop nearby stores before buying gave potential customers a free gallon of gourmet ice cream — that they had to take with them that day.

f. A psychologist’s business card also includes a stress test.

g. A self-publisher made his trade show booth interactive. He started a story and allowed attendees to add to it. The final version was read at the industry dinner to the delight of all.

h. A hairstylist created flyers that included examples of what kind of cut goes with what shape of face and what the latest trends are. It also included a blank face where you could draw in what kind of cut you wanted.

i. To be more memorable, one small business owner hands out flowers at networking meetings.

j. One dry cleaner has their best customers’ pictures printed on the paper that covers the hanger.

k. This author keeps a marketing “toolbox” in the trunk of his car to make sure he is prepared for ANY promotional opportunity that may arise.

l. A band performed in the parking lots of large companies as workers got off and sold CDs and promoted their club dates.

m. A graphic artist sends back poorly designed forms along with her brochure and a rough sketch of how she could improve it.

n. A struggling wedding photographer began looking up birth announcements in the paper and approached new parents about portraits. Business is booming.

o. An aspiring filmmaker showed his documentary about sharks at night in hotel pools. The media loved it.

p. One author includes recipes in her mysteries and was able to attract the attention of food editors who gave her books more attention than book reviewers.

q. When this author visits bookstores, he inserts postcards featuring his book into competing titles.

r. One consultant answers help-wanted ads to get freelance work. He convinces corporations that it’s cheaper to hire him than it is to bring in a full-time employee with benefits.

s. A clever glassblower had his workshop included in the tourist information handed out by hotel concierges.

t. A couple of actors in an off-Broadway play got on the subway and performed part of the play. They left off with a cliff-hanger and then handed out flyers for the play.

u. A clothing company in the lifestyle industry bought a bunch of die-cast metallic VW vans, put a sticker on the door of each van, and gave them away as a gimmick.

v. Here are a couple of creative mailings I have seen. One said, “No more accounting headaches with Berger Accounting” and included a mini pack of Tylenol. Others have included candy like Hot Tamales, Lifesavers, Good and Plenty and Runts. They tied these in with their message and they worked, too!

w. One consultant calls into radio talk shows and writes letters to the editor to get his name (and message) out there. He is usually able to weave what he does into what he has to say.

x. A massage therapist got a company to pay $10 per employee for a 10 minute massage. Some of these employees became regular customers.

Lee Silber is an entrepreneur, author and speaker. This article was taken from a presentation made at TCI EXPO Spring in Long Beach in March 2005.
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**Vermeer**

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<td>Double Edge 10&quot; x 5-1/2&quot; x 5/8&quot;</td>
<td>$38.95</td>
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**Asplundh**

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<tr>
<th>Model Number</th>
<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
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<td>12&quot; Drum</td>
<td>KCH30001</td>
<td>Single Edge 12&quot; x 3&quot; x 3/8&quot;</td>
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<tr>
<td>16&quot; Drum</td>
<td>KCH30002</td>
<td>Single Edge 16&quot; x 3&quot; x 3/8&quot;</td>
<td>$21.95</td>
</tr>
</tbody>
</table>

To receive this special pricing, you must use this code: 06385 Offer ends June 30, 2005

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TCIA Accreditation means that the companies that achieve this highly valued designation have undergone a rigorous application process, including an all-day on-site visit of their facilities and work sites. Here is a current list and status of companies in the program.

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The Natural Way, Inc., Englewood
Swingle Tree and Lawn Care, Denver

**CONNECTICUT**
SavATree, Norwalk
SavATree, Old Saybrook

**ILLINOIS**
Winkler’s Tree Service, Bellwood

**MARYLAND**
Mead Tree and Turf Care, Inc., Lisbon

**MASSACHUSETTS**
C.L. Frank & Company, Northampton
Tree Specialists, Inc., Holliston

**MICHIGAN**
Owens Tree Service, Attica

**MINNESOTA**
Top Notch Treecare, Plymouth
Rainbow Tree Care, St. Louis Park

**MONTANA**
Bozeman Tree Service, Inc., Bozeman

**NEBRASKA**
Terry Hughes Tree Service, Gretna

**NEW JERSEY**
SavATree, Wyckoff

**NEW YORK**
SavATree, Mamaroneck

**OHIO**
McCullough’s Tree Service, Zanesville

**OREGON**
Collier Arbor Care, Clackamas

**PENNSYLVANIA**
Gary’s Tree & Shrubbery Service, Inc., Emmaus

**SOUTH CAROLINA**
Schneider Tree Service/Terracare, Taylors

**WISCONSIN**
Buckley Tree Service, Inc., New Berlin
Wachtel Tree Science & Service, Merton

**In the Accreditation process**

**ARIZONA**
Integrity Tree Service, Inc., Scottsdale

**CALIFORNIA**
Arborwell, Castro Valley
Artistic Tree Care, Escondido
Baldwin Tree Care, Inc., El Cajon
Bill’s Tree Care, Santa Barbara
 Firich Tree Surgery, Inc., San Gabriel
Peninsula Tree LLC, San Jose
Tree Pros, Inc, Citrus Heights

**COLORADO**
Arborworks Tree Care, Inc., Fort Collins

**CONNECTICUT**
Almstead Tree & Shrub Care Co., Stamford
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Family Tree Care, LLC, Guilford
Total Tree Care, Cheshire

**DELAWARE**
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Kelley’s Tree Service, Inc, Lakeland
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Barrett Tree Service, Sheffield
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**MINNESOTA**
Ostvig Tree, Inc, Wayzata
S & S Tree & Horticultural, Saint Paul

**MISSOURI**
Poor Boy Tree Service, Fair Play

**NEW HAMPSHIRE**
Broad Oak Tree & Shrub Care, Inc, Milford

**NEW JERSEY**
Almstead Tree & Shrub Care Co., Wyckoff
Garden State Tree & Lawn, LLC, Hampton
Tamke Tree Experts, Inc, Liberty Corner

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All Seasons Tree Service, Cohoes
Almstead Tree & Shrub Care Co., New Rochelle
Almstead Tree & Shrub Care Co., Hawthorne
Harder Services, Inc, Hempstead
Sterling Tree(Lorax Landscaping Corp.), Islip Terrace
Wonderland Tree Care, Oyster Bay

**NORTH CAROLINA**
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**OHIO**
Back Tree and Landscape, Inc, Cincinnati

**OKLAHOMA**
English Tree Service, Inc, Oklahoma City

**OREGON**
General Tree Service, Clackamas

**PENNSYLVANIA**
Arborcare Professional Tree Service, Rockville
Big O’ Tree & Lawn Service, Inc., Stuarts Draft
RTEC Tree Care, Falls Church

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**TEXAS**
Preservation Tree Services, Inc, Dallas

**VIRGINIA**
Arborcare Professional Tree Service, Rockville
Big O’ Tree & Lawn Service, Inc., Stuarts Draft
RTEC Tree Care, Falls Church

**WISCONSIN**
American Tree Experts, Inc, New Berlin
Crawford Tree & Landscape Services, Inc, Milwaukee
Ham’s Arbor Care, Inc, Pardeeville
St. Croix Tree Service, Inc., Roberts
The TCIA Safety Committee met on Feb. 8 in Los Cabos, Mexico, at the Winter Management Conference. Because a short meeting was necessitated by the overall conference schedule, the 20 members present took the opportunity to review the recent activities of the committee and TCIA staff relative to Outcome Two, reducing accidents and improving worker safety.

Working Group Updates

► Standards & Best Work Practices (SBWP) — Andrew Salvadore reminded everyone of pending regulatory revisions for 1910.269 and 1910.67 for which the committee had provided input. Several members requested copies of SBREFA comments submitted by TCIA board member Tom Golon and TCIA Z133 representative Paul Markworth to orient them to the issues. Members requested to be kept abreast of dialogue with the EEI coalition on 1910.269 revision. Members suggested follow-up with the Edison Electric Institute regarding utility companies forming their own “regulations.”

► Benchmarking — Peter Gerstenberger, TCIA senior advisor for Safety, Compliance & Standards, reviewed changes to the Illness & Injury Survey’s content and TCIA staff’s ongoing effort to create a Web-based survey. Joe Tommasi and Dan Oberlies opened up discussion on various hardships that larger companies would experience in data collection and submission. Tommasi proposed using NCCI cause coding in the survey to facilitate reporting, and Oberlies felt that there had to be a means to provide “installments” of data.

After Gerstenberger discussed the addition of two “leading indicator” questions to the new survey format, John Hendricksen advocated the collection of near-miss information.

► Teaching/Mentoring — Gerstenberger related this subgroup’s initiative to form a group of safety mentors from within TCIA’s membership.

► Mobilizing Our Profession — Keith Sheriff and Gerstenberger reviewed the development and use of training content to spread the safety message through a growing network at regional arborist meetings.

TCIA products, services and initiatives

On tap for release in 2005 are the following program titles: Crane Best Practices; EHAP update; Model Company Safety Program update; Right to Know/HAZCOM Station; DOT work zone setup compliance kit(s); Pesticide spill kit; Hydraulic spill kit.
Hours of Service and Arborists

A new member benefit

Commercial drivers covered by Federal Motor Carrier Safety Regulations (FMCSR) became subject to new hours of service regulations (Part 395) on January 4, 2004. Designed to keep tired drivers off the road, these regulations apply to over-the-road drivers and treeworkers alike. Compliance can generally be accomplished by avoiding regulated behavior.

Treeworkers are generally eligible for a 100 air-mile radius exemption if they work less than 12 hours in a given day. However, during the “busy” season or after being sidelined by bad weather, long work days are more likely. When this happens, having TCIA’s Driver’s Daily Log Book will ease regulatory compliance.

Compliance requires attention to three primary items: limiting the hours driven, limiting the hours on duty and maintaining a record-of-duty status (log) for each 24-hour period. Once logging is required of a driver, the driver must maintain a current, duplicate log for a minimum of seven consecutive days, including days off. This is where TCIA’s Driver’s Daily Log Book comes in, providing a compliant format with instructions on-hand. Companies are then required to keep the records-of-duty status for six months.

More details on hours-of-service requirements can be found in TCIA’s FMCSR Compliance Guide for Arborists (available at our online store, www.treecareindustry.org/store/) or through www.fmcsa.dot.gov/rules-regulations/administration/fmcsr/395.htm. A sample log was included with the May Reporter as a FREE member benefit of the month. Additional copies may be ordered for a members-only price of $1.65 each. Call 1-800-733-2622 for details.

OSHA looking at tree care

If your company operates in OSHA Region III (DC, DE, MD, PA, VA and WV), you should be aware that OSHA recently informed the green industry of a two-part outreach initiative to all landscape and tree care operations within the Region.

In the first phase (duration unknown), OSHA offers assistance through its consultative offices and in the second phase, they start enforcement visits and fines. Inspections will concentrate on sprains & strains, electrical hazards, noise, amputation, heat stress, fall hazards, struck-bys, and any other “plain view” hazards encountered.

Please keep in mind that just because your firm may not be on OSHA’s mailing list to have received this notification, you are nevertheless affected by the initiative just like any other company.

Now is a very good time to give your safety & compliance program a checkup, and to take measures to avoid problems in the future. TCIA recently sent you a pamphlet, “How to Survive an OSHA Inspection.” This might be a good time to read it.

If you take care of safety, compliance largely takes care of yourself. You can kick start your safety program with products that TCIA offers. Key products you should consider using are the Model Company Safety Program and Tailgate Safety. Please call us at 1-800-733-2622 to learn more about our programs or to place an order.

Finally, if you have been considering Accreditation for your business, this would be a great time to start the process. Recently, the processes put in place to fulfill Accreditation requirements allowed one member, in a circumstance similar to this one, to sail through an OSHA inspection. To learn more about Accreditation, call 1-800-733-2622 and talk to Katherine Ritchotte (ext. 113) or Bob Rouse (117).
Stability and Staying Power

There’s more than one tree care firm with the mix of services and personnel that could satisfy this owner’s needs. In fact, there are many talented employees working under very knowledgeable managers in the urban areas where his properties are located.

But not all of these firms will qualify to win his contracts. That’s because he looks beyond the required individual skills and expertise to the core businesses behind them.

He does this because there’s too much at stake to contract with the wrong outfit. It’s all about reducing risk. He wants his contractors to have stability and staying power so they can grow alongside his own company. That’s why he’ll spend the time to look for service firms that he considers well managed.

That’s why he’ll choose a tree care company that is Accredited by the Tree Care Industry Association.

If you want to do business with the hotelier – and the scores of owners and managers who preside over well-run businesses in your area – show them that you run your business well.

Get Accredited. Call 1-800-733-2622
or visit www.treecareindustry.org

To get this contract, you’ll need impeccable credentials.

This Self Made Hotelier Knows a Thing or Two About Contracts

He’s built a multi-property chain of extended stay hotels that offer large suites and personalized service, and despite a rapidly changing environment and intense competition from some of the larger players, his operations are profitable and his property investments are appreciating.

This entrepreneur credits his success to running his business with a very concise plan that covers subjects such as organizational structure, employee relations, financing, owner’s equity, marketing, operations and regulatory compliance.

The Importance of “Curb Appeal”

In the hotel business, a property’s landscaping sends a statement to the guest about quality. Our owner knows this. He understands the importance of hiring qualified experts to care for his property. He’s aware that his investment in trees and shrubs is best protected by qualified arborists. He recognizes quality in workmanship when he sees it and he isn’t afraid to pay because he knows his guests are more likely to return if his property is kept up as well as their own.

Special thanks to PACT Partner, Morbark, Inc. for supporting TCIA Accreditation.

Please circle 50 on Reader Service Card
Vine & Branch Award honors tree preservation plan

This year’s Vine & Branch Inc. Excellence in Urban Forestry Award honored a student team that presented a plan to preserve trees during construction of a proposed home.

This privately sponsored award recognizes student achievement at Purdue University in urban tree care and/or planning. While the specific project varies from year to year, the award recognizes the ability of the students to apply classroom theory to real world situations.

Some of the suggested planning ideas included fencing trees prior to construction, fertilization of specimens to be preserved, proper pruning of trees using ANSI specifications with certified arborists and registered consulting arborists.

This year’s winning team included Troy Williams, Nutley, N.J.; Michelle Williams, La Porte, Ind.; Andrew Kennedy, Mount Vernon, Ind.; Justin Rhodes, Ft. Wayne, Ind., and; Ryan Woods, Jasper, Ind. After presenting a written report each student team met with and presented their plan verbally to Judson R. Scott, registered consulting arborist and president of Vine & Branch; Andy Pell, chief organizational officer of Vine & Branch; and; Eric Holt, architect with RDS Design, Inc.

The award includes a cash prize given to the winning student or team with recognition being made on a permanent award plaque which will hang in the Forestry Department building.

New EAB restrictions in Ohio

According to the Toledo Blade newspaper, the Ohio Department of Agriculture in mid April added Hancock County’s Allen Township to its list of areas facing severe restrictions for ash wood. Anyone caught moving ash trees, branches, wood chips, bark, and nonconiferous firewood out of restricted areas could be fined up to $4,000, state agriculture officials warned.

Allen Township was added to the list of areas facing scrutiny because of the discovery of infested ash trees in northern Hancock, where emerald ash borers were found. Ohio has a statewide quarantine on ash wood, which prohibits the movement of ash materials and firewood from Michigan into Ohio.

Feds nix emergency EAB funds for Michigan

According to the Petosky (Mich.) News-Review in late April, U.S. Agriculture Secretary Mike Johanns has told Michigan Gov. Jennifer Granholm that the federal government can provide no additional emergency financial aid to fight the emerald ash borer (EAB), at least until 2006 federal budget allocations have been made next fall.

In response, Dan Wyant, director of the Michigan Department of Agriculture, wrote Johanns that waiting for the 2006 appropriations process will be too late to impact Michigan’s efforts to eradicate the ash borer through the rest of the year. Wyant said the effort to eradicate the emerald ash borer nationwide hinges on what is done during the balance of 2005.

The emerald ash borer has already destroyed millions of ash trees in southeastern Michigan and has spread to outlying areas throughout the state, including isolated pockets in Northern Michigan.

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<td>31. Morbark Inc.</td>
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Stefanie Freele

If you’ve tried everything logical to fix your equipment and yet it still won’t work, maybe you should breathe deeply, count to 10 and take a closer look around you. The lack of productivity might be a message.

That’s exactly what happened to Seth Lewers, owner of Lewers Tree Service, on a job-site in Santa Rosa, California.

When the starter switch went out for no apparent reason, the line skidder was parked unproductively for the day. If the skidder had not been incapacitated, the last three logs that would bring this job to a timely finish would have been decked with the other logs on their proper side of the landing. The machine would have also stacked the loose brush around and underneath the logs.

The following morning Seth arrived and installed a brand new starter switch. However, the new switch clicked once and died also. Not as concerned with having the proper switch as much as completing the job, Seth’s first mechanical instinct, generated from years of tutelage under his father, was to arc the two wires together on the starter and “she would go.” As he was reaching, screw-driver in hand, toward the starter, a crew member who took “real” mechanical classes advised that Seth’s home-remedy would only compound the problem by frying the starter post. In frustration, Seth yelled “You’re right” and javelinied the screw-driver across the yard. It landed alongside the side-cover that was thrown the night before during his previous anger release (as learned in Anger Management 101), which stemmed from 90-plus degree weather and the delay caused by the malfunction. Upon calming himself – and making sure there were no witnesses to his outburst – he took those deep breaths he recommends to the rest of his crew when they are “bent” by the toils of the day, and went to retrieve the ill-treated items.

As he leaned over to move the screen, Seth looked into the face of a tiny, spotted fawn. The fawn was curled behind the logs that were due to be moved by the skidder. If the line skidder had been functioning, the fawn would have been squashed.

Instead, saved by faulty equipment, the fawn rested. After careful contemplation, deep soul-searching, and pondering the ethical guidance from the land-owner and better thinkers of the crew, a decision was made to let the fawn lay there until his mother returned.

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In the meantime, money was being lost. Not to waste the entire day, the crew ate lunch early while sending one laborer after yet another starter switch. The fawn’s mother appeared now and then to watch from a distance. After everything possible could be done on the job-site and the sun sank low, the fawn still rested behind the logs. An anxious saw-miller was determined to at least obtain the outer two of the three saw logs. Seth carefully dragged the two sound logs slowly away with a now fixed Skidder – after a third starter switch – leaving the cul log as a buffer between the fawn and the rest of the world.

As the crew cleaned up and readied to go, the shy mother stepped closer. The fawn burst from his cozy little spot, joined her and they ran off into the forest. The ready-to-go-home crew collectively sighed, put their gloves back on, and finished the job.

Stefanie Freele is a freelance writer living in Healdsburg, Calif.
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