RETAINING Commercial Clients in TODAY'S MARKET

SOIL LIFE & CARBON
– How Tree Care Can Help Combat Global Warming

www.tcri.org
Altec Environmental Products (AEP) offers an extensive line-up of high-quality wood chippers from 6” to 18” capacity that are rugged, innovative and designed to help crews work "Safer & Smarter." Each control-feed chipper comes standard with the exclusive and patented "Panic Bar". It’s this type of innovation and years of experience that make AEP a leader in tree care equipment.

For more information on products, please call 1.800.269.5188 or email: chippersales@altec.com. For information on financing, please call 1.866.624.4093.
NEW! **LOFTNESS Kwik-Ax**

**Forestry Mulching Heads for Skid-steers**

**SAVE TIME**

**SAVE FUEL**

Its high efficiency, downward rotating, sharpened “AX” blades provide faster cutting with lower fuel and horsepower requirements than carbide type heads.

From the makers of... **Timber Ax** and **Generation Carbide Cutter**

loftness.com
800.828.7624
320.848.6266
Hector, MN
55342 USA

Circle 16 on RS Card or visit www.tcia.org
As the summer begins to wane, there are some hopes on the horizon. It’s hard to believe that this month marks a year since TCIA began planning to manage through with the tree care industry, as we saw the signs of some challenging times looming. It’s our greatest hope, along with yours I’m sure, that we’ve all weathered the worst of it. While it may still take a couple to a few years to really see some big economic shifts forward, if no other shoes drop, we could be moving toward a better day. I am talking with some members who are saying that they are doing great – so it’s not all bad. One of my favorite responses was, “We have chosen not to participate in the recession!” That’s the way to set the agenda for moving forward and to lead your team!

Recent information sheds some light on some positive indicators for our industry.

The AP reported on MSNBC.com on July 6 that “The U.S. services economy … contracted less than expected in June in its best showing since before the financial crisis struck last fall...”

The following day, MSNBC.com reported in “One casualty of the recession: U.S. mobility” that the migration of the U.S. population is at the lowest level since 1962. For us, that means people need to take care of their properties and keep them in top condition so that when this does break, they are able to sell their homes and take advantage of job opportunities elsewhere. Post 9/11, it was “cocooning” that led to home improvements. Now, it’s the lack of mobility.

On the other hand, we have heard that plant health care has done really well this year, where tree pruning has fallen off. At some point though, that will come back and not just from storms. Golf courses and apartment complexes and home owners can only weather but so long before the lack of trimming becomes a danger to those for whom they are responsible. It may look like a short term budget fix, but it will not be a long-term solution.

Everyone is talking about contracts being not necessarily cancelled but re-opened and negotiated. In other words, the contracts really didn’t mean anything. However, instead of losing business, customers are willing to risk the relationship by coming back to their service providers and essentially holding contractors over a barrel – either you renegotiate or we’re contracting it out with someone else. The sheer volume of what is occurring gives the customer the leverage in their minds to do so without really thinking they’re going to be taken to court by every vendor, and it puts tree care companies at a disadvantage. However, as what was a new crisis this past year becomes the norm, the balance will shift back to tree care companies as everyone finds a new footing.

While we are not completely through this yet, and this decade may not close out as the greatest start to the 21st century, we are slowly beginning to get a sense of how to navigate through this, and the distance to the light on the horizon is shortening as we take hope in the pending positives...

Cynthia Mills, CAE, CMC
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.
introducing...the A70TD-46kV

OPTIONAL FEATURES:
- Bucket liner
- Cold Weather Kit
- Non-marking Tracks
- Hydraulic Tool Circuit
- Trailer is also Available

IN STOCK! Available Now

THE NEW STANDARD FOR TREE TRIMMING

MAN & MATERIAL LIFT ENGINEERING
5707 S. Pennsylvania Ave.
Cudahy, WI 53110
414.486.1760
www.manliftengineering.com
sales@manliftengineering.com

Streamlined remote basket controls for operator ease of use.

Features Include:
- 79’ Working Height
- 34.5” Wide
- Hydraulically Adjustable Tracks
- High Strength Steel Booms
- A92.2 46kV Category “C” Rating
- Landscape friendly rubber tracks
- Fits through a 3 foot gate
- Climbs a 48% grade

Faster Trimming
- Reduces Risk around Power Lines
- Fewer Accidents
- Dielectric 46kV Rating

Always Designed and Manufactured in the USA

Circle 17 on RS Card or visit www.tcia.org
AUGUST

Features

8
Soil Life and Carbon – How Tree Care Can Help Combat Global Warming
By Mike Amaranthus, Ph.D., and Larry Simpson

22
Consulting: Expert Witnessing Isn’t for the Timid
By Don Dale

28
Industry Celebrates 5 Years of Best Business Practices
By Rebecca Fater

34
The Plight of the Quaking Aspen – Big Trouble in Big Sky Country
By Sylvia McNeill

Departments

2
Outlook
By Cynthia Mills
Signs indicate that the economic woes may be lessening and that the light at the end of the tunnel may be growing nearer for our industry.

15
TCI EXPO
How does less than $1.75 for an hour of CEUs sound? This year in Baltimore you can earn 11.5 hours on the trade show floor and in free education sessions – all for just $20.

16
Cutting Edge
New products and services, and news in the tree care industry.

20
Industry Almanac
Important regional and national meetings and activities.
(Continued on page 6)
Horizontal Grinders Just Became Affordable

Dispose of waste wood without breaking the bank! RAYCO’s new line of compact, horizontal grinders creates an affordable solution to your waste-wood needs. The highly productive RH1754 introduces a new class of compact horizontal grinders that are truly mobile, compact machines designed to grind pallets, green-waste, lumber scraps, construction debris, and sawmill waste while minimizing the expense and hassle of large units. At only 14,500 lbs, the RH1754 can be easily moved with lighter trucking equipment and operated on smaller job sites, inaccessible to larger machines. Its low fuel consumption keeps operating costs at a minimum yet its high productivity rate will match that of machines costing nearly twice as much. Finally... there is a horizontal grinder within reach of the small contractor. Contact your authorized RAYCO dealer for more information or call 800.392.2686 for a dealer near you.
AUGUST

Departments

26 Washington in Review
By Peter Gerstenberger
TCIA wants your feedback on proposed legislation to increase protections for whistleblowers, penalties for certain violators, and more.

27 CTSP Forum
By Jason Eaton
You can’t overdo it when it comes to safety.

32 Business on the Side
By John Allin
Snow Business – Bid vs. Proposal: Stop whining about being “outbid.”
To bid a project just to get work is a fast track to the poorhouse.

40 Management Exchange
By Andy LaVelle
In today’s market, retaining commercial clients and their revenue stream necessitates increased focus.

44 Classified Advertising

50 Accident Briefs

52 TCIA Reporter
Safety and training products, news, commentary and benefits of membership with the TCIA

54 Tree News Digest

55 Advertiser Listing

56 From the Field
By Marie Hawkins
A doctor learns that trees can make terrible patients.

ON THE COVER: A crew from Hartney Greymont in Needham, Mass., an accredited company since September 2005, works at the Massachusetts Arborists Association’s annual Arbor Day Celebration Day of Service at Minute Man National Historic Park in Concord, Mass. TCIA Accreditation celebrated its fifth anniversary in July.
The only no-drilling tree injection system

For over 10 years, the original Wedgle® Direct-Inject system proved to be the most effective, profitable, and tree-friendly way to treat trees. The newest Direct-Inject system features Quick-Connect™ couplers for added flexibility and ease of use.

**The Wedgle Updated!**

**Direct-Inject™ TREE INJECTION SYSTEM**

You’ll save time, money, and protect tree health with ArborSystems Direct-Inject™ Tree Injection System, the only no-drill injection solution. The Direct-Inject system lets you treat almost any tree in five minutes or less, without drilling!

**New Quick-Connect™ Injection Tips**

Treat more types of trees, more effectively. Use Wedgle Tips for hardwoods, Porte® Tips for conifers, and Palm Tips for palms.

**New Quick-Connect Chemical Packs**

Snap packs on/off in a flash to inject multiple chemicals rapidly. Choose from our broad line of insecticides, fungicides, PGRs, and nutrients.

**Stop Emerald Ash Borers**

And other tree pests

- Proven effective. 97% survival of Ash treated since 2001.
- High-volume kit lets you treat hundreds of trees fast!

**Pointer**

Insecticide

**Treat Before First Frost**

For full-season protection:

- Oak Wilt
- Dutch Elm Disease
- Leaf Diseases in Crabapple
- Anthracnose in Sycamores

**Shepherd**

Fungicide

**Prevent Pine Wilt**

One application reduces Pine Wilt risk for up to 3 years

**Greyhound**

Insecticide

If you own a Wedgle Direct-Inject unit, you can easily upgrade to Direct-Inject QC standards. Ask your distributor for details.

**Don’t Drill…Direct-Inject!**

Circle 4 on RS Card or visit www.tcia.org

**ArborSystems**

The No-Drill Injection Solution™

ArborSystems.com | 800-698-4641
Global warming poses potential problems for farms, nurseries and landscapes. Predictions related to extreme and unpredictable weather include coastal flooding, regional droughts, species extinctions, ecosystem disruptions and reduced plant pollination. These issues are serious – and many land use managers around the world believe they are already witnessing such effects.

The carbon connection

Data that is driving efforts to lessen the effects of global climate change include:

- On average, eleven of the past 12 years (1995-2006) rank among the 12 warmest years on record since 1850.
- Climate studies indicate that the 1990s were the warmest decade since the year 1000.
- Atmospheric carbon dioxide (CO₂) levels have risen from 280 parts per million (ppm) to 365 ppm in the last two centuries. The current rate of increase is 1.3 ppm per year.
- Atmospheric CO₂, the major factor in the greenhouse effect, has doubled since the last Ice Age.
- Consumption of remaining fossil fuel reserves will boost atmospheric CO₂ by a factor of four to eight.

In the attempt to better understand global warming, scientists are developing increasingly more accurate pictures of the global carbon cycle. Total carbon storage and annual fluxes have been established for various parts of the global carbon system: terrestrial (land-based) vegetation, ocean surface and the deep ocean. Carbon
dioxide (CO₂) emissions from human and animal activities are estimated at about 8.9 billion tons per year while net atmospheric CO₂ accumulation is 3.5 billion tons. That means 40 percent of annual human/animal-induced carbon emissions contribute to increases in the atmosphere, while the remaining 60 percent, the other 5.4 billion tons of CO₂ emissions, are absorbed by land plants and oceans.

Where can we put all of this extra carbon? It can be put back in the soil.

Provocative new data is emerging indicating that implementing organic agricultural methods can begin immediate reductions in global warming emissions. Perhaps it’s time to change how we raise our food and manage our landscapes.

On a global scale, soils hold more than twice the carbon as all terrestrial (land-based) vegetation (an estimated 1.74 trillion tons vs. 672 billion tons). The evidence indicates that organic methods offer an expedient, soil-based sink for atmospheric carbon. Data from The Rodale Institute’s long-term studies comparing organic and conventional farming methods substantiate that organic practices are much more effective at removing carbon dioxide from the atmosphere and fixing it as beneficial organic matter in the soil.

Organic practices result in rapid carbon buildup in the soil (Figure 1). This same principal can also be applied in nurseries and landscapes. The organic approach does not rely on high-tech solutions. Instead, it harnesses the same symbiotic relationships between beneficial soil organisms that have effectively maintained the productivity of the land for hundreds of millions of years.

**The link to soil life**

Here is how the land-based carbon cycle works: Plants remove atmospheric carbon dioxide, converting it to organic material through photosynthesis. The oxygen in the CO₂ molecule is released back to the air and the carbon becomes part of the plant tissue, much of which is transferred into the soil, fueling the activities of beneficial soil organisms. Atmospheric carbon absorbed by plants and animals takes several paths before re-entering the air as carbon dioxide. Some of the carbon returns to the atmosphere as carbon dioxide when plants or animals die and are consumed and decomposed by soil microorganisms.

Other carbon is destined for longer term storage in plant and animal tissue. Finally, as plants and animals decay, instead of escaping as carbon dioxide, a significant portion of that carbon becomes a semi-permanent constituent of soils through the activities of soil organisms. These beneficial microorganisms produce a couple of critically important substances. One is known as humus, a rich, dark-colored, stable soil component. The other is glomalin, a sticky, organic “glue.” Both are loaded with carbon captured by mycorrhizal fungi.

Harnessing the mycorrhizal relationship could be a key in the strategy to combat global warming. Most plants, including more than 90 percent of commercially important species, form root associations with these specialized fungi when conditions allow. Mycorrhizae literally means “fungus roots” and represents a symbiotic association between fungus and plant. Fungal filaments extend into the soil, helping the plant gather and transport water and nutrients back to the roots. In exchange, the plant provides the fungus with sugars and other compounds to fuel its activities. Miles of fungal filaments can be present in an ounce of healthy soil. The association with mycorrhizal fungi can increase the effective absorbing area of roots up to several thousand times. (Figure 2)

**Carbon-rich organic glue**

Mycorrhizal fungi also perform another recently discovered soil function. USDA researchers Sara F. Wright and Kristine A. Nichols have published work indicating that the substance glomalin, discovered by Wright in 1996, is a mechanism for storing large amounts of carbon in soil. Glomalin is a compound produced by the mycorrhizal fungal genera Glomus. An organic “glue,” the glomalin molecule is composed of 30-40 percent carbon, representing up to an astonishing 40 percent of the carbon in...
soil. Since the earth’s soils contain about 1.74 trillion tons of carbon, a 40 percent contribution of soil carbon by mycorrhizal fungi equals 696 billion tons – more than all of the planet’s total carbon terrestrial vegetation (672 billion tons).

Sara F. Wright’s discovery of glomalin is causing a complete re-examination of soil composition, including its role in carbon storage and soil quality. Glomalin acts to bind organic matter to mineral particles in soil. It also forms tiny soil clumps – aggregates – which improve soil structure and deposit carbon on the surface of soil particles. It is glomalin that gives soil its “tilth” – that subtle texture identifying rich soil to experienced farmers – and is a primary factor determining a soil’s moisture retention capacity.

Glomalin is a relatively stable carbon deposit in soils, lasting from 7 to 42 years. Apparently mycorrhizal fungi produce glomalin to seal themselves and to gain the rigidity sufficient to span air spaces between soil particles.

In an earlier study, Wright and scientists from the University of California at Riverside and Stanford University showed that higher atmospheric CO2 levels stimulate mycorrhizal fungi to produce more glomalin. Two key studies were performed in arid environments, using outdoor chambers with controlled CO2 levels. When CO2 reached 670 parts per million (ppm) – the level it is predicted to be by the mid to late 21st century – mycorrhizal fungal filaments grew three times as long and produced five times as much glomalin as in a control environment with today’s ambient CO2 level of 370 ppm. Thus symbiotic mycorrhizae fungi may provide a valuable feedback mechanism to moderate the effects of increasing atmospheric carbon levels.

Jim Trappe, mycorrhizal researcher and professor emeritus at Oregon State University, states: “Adding carbon to soils is not just an inert chemical process, rather it is profoundly influenced by the biological activity in the soil. Organic methods favor the abundance and diversity of soil life.”

Squashing the symbiosis

Unfortunately, many of today’s agricultural, turf and landscape management practices reduce or eliminate mycorrhizal activity in soil. Chemicals, cultivation, excavation, compaction, erosion and other artificial soil impacts can all have adverse affects. Abundant research confirms that the majority of intensively managed lands lack adequate populations of mycorrhizal fungi and other beneficial soil life. For example, many chemical fertilizers, besides being energy-intensive to produce, are essentially salts that can dehydrate beneficial bacteria, fungi and other valuable soil organisms.

These essential soil life-forms are the basis of the “food web,” which conserves and processes nutrient capital in the soil. Without this soil food web, nutrients can leach from soil into waterways, compromising water quality and aquatic life.
Many conventional practices negatively impact living soils, eroding nutrient capital and reducing soil organic matter, forcing professional land managers to compensate with further increases of chemical inputs.

Managing landscape trees as carbon sinks

Trees and shrubs are unique among plants in that they have woody stems and roots that get bigger every year for decades or even centuries, making them excellent long-term storage sites for carbon. Since wood is composed primarily of carbon derived from the greenhouse gas carbon dioxide, trees are actually solidified, long-lasting lumps (beautiful nonetheless) of carbon.

The rate of carbon sequestration in tree tissue depends on various factors including species, tree height, age, growth rate, soil type, regional climate, topography and management practice. In the U.S., fairly well-established values for carbon sequestration rates are available for most tree species (U.S. Dept of Energy 1998).

Let’s examine an example of a U.S. landscape project involving the planting of (50) Douglas-fir and (50) Norway maple nursery-raised trees of about 1-inch caliper. In year-one, the annual sequestration rate for the Norway maples and Douglas firs would be 2.7 pounds and 2.2 pounds of carbon per tree respectively. At year 50, each maple is now sequestering 67.2 pounds of carbon annually. The faster growing Douglas fir are at 106.3 pounds. Over the 50-year period, these 100 trees will have sequestered more than 185,000 pounds of carbon (340 tons) of carbon dioxide from the atmosphere (Figure 3).

A planting of 50 million trees in urban areas next year could result in the sequestration of approximately 170 million tons of carbon dioxide after 50 years. Tree care professionals must recognize that growing trees in the suburban and urban landscape presents a vast opportunity to draw carbon dioxide from the atmosphere.

Trees can also play other indirect roles in reducing greenhouse gas emissions. In the heat of summer, about half of U.S. electrical production powers air conditioners, resulting in annual power plant emissions of 100 million tons of carbon. Trees planted to shade buildings, cooling the air through transpiration, can reduce this energy use by up to 70 percent. Conversely, well-placed trees blocking frigid winter winds can reduce heating energy use by 30 percent. Snow fences created by trees contribute to reducing the energy needed to plow roads and parking lots. These are just a few examples of how trees can collaboratively offset carbon dioxide emissions.

The simple act of mulching around a tree can help conserve water, moderate soil temperatures and add significant amounts of carbon to the soil. As the mulch breaks down, it contributes nutrients for the tree, reducing the need for polluting, energy-intensive fertilizers.

One unit of CO₂ released from a car’s tailpipe is equal to the same unit of CO₂ released from a burning forest. Likewise, CO₂ removed from the atmosphere through tree planting can have the same benefit as reduced power plant CO₂ emissions. This is why arborists, foresters and landscape professionals across the country are promoting both urban and rural tree planting.
Trees play an important part in reducing fossil fuel consumption and greenhouse gas reduction. Few tools in the global warming fight provide such diverse, long-term benefits at such a low cost.

**Landscape and turf management**

Our legacy of cheap chemicals, electricity and fuel is rapidly turning into a liability. When these resources were inexpensive and the associated environmental consequences largely unrecognized, their conservation was low priority. The price we’ve paid for these attitudes is now reflected in the looming global warming crisis.

But it’s not too late to turn things around. The green industry can make a palpable and substantial difference. The perception is that reducing global warming requires sacrifice and extra work, but when it comes to landscape management, the reverse is often true.

The use of organic fertilizers, appropriate biological inoculants, compost and mulch are among the easy and effective methods these industries can embrace to reduce greenhouse gas emissions and store significant amounts of carbon. Not only are these practices ecologically sound, they are often more efficient, productive and healthy than conventional approaches. For example, our culture’s obsession with perfectly green and manicured lawns notwithstanding, replacing large expanses of intensively managed turf with environmental-friendly native grasses and plants can be safe, sustainable, less pest and disease-prone and equally beautiful, while reducing the time and expense of mowing, fertilizing and watering.

---

**Organic Material, Organic Matter and Soil Carbon**

What’s the difference between organic material and organic matter? Organic material is anything that was once alive and is now in or on the soil, such as decaying leaves. Organic matter is organic material that microorganisms have decomposed into a resistant state of decomposition called humus. Humus is approximately 50 percent carbon and 5 percent nitrogen.

As much as 90 percent of soil organic matter disappears quickly, decomposing until it is resistant to further decay, then remains stable in the soil. Once stable, about 5 percent will mineralize yearly unless soil modification such as tillage changes the temperature, oxygen and moisture conditions, encouraging further decomposition. It is this stable organic matter that is measured and analyzed in soil tests.
Circle 28 on RS Card or visit www.tcia.org
Check out BALTIMORE’09 TCISEXPO.

World’s Largest Tree Care Industry

TCI EXPO

Trade Show and Conference

November 5 - 7, 2009
Pre-Conference Workshops Nov. 3 and 4
Baltimore, Maryland

It’s Your Move!

- BUSINESS
- SAFETY
- ARBORICULTURE
- EQUIPMENT & SERVICES

Register Early and Save up to 40%

Register online at tcia.org
or call 1-800-733-2622

Presented to you by the TREE CARE INDUSTRY ASSOCIATION

Business, Safety, Arboriculture plus the latest in Equipment and Services for the Tree care Industry!

If your brochure is not attached, please call 1-800-733-2622 or go online to tcia.org to see the schedule and to register.
and much more. Compost acts as a chelating agent, making important soil nutrients such as phosphorus, zinc and iron more available to plants in alkaline soils. Carbon-enriched soil absorbs and retains more water, while mulch further prevents evaporation and damaging erosion from winds and heavy rain.

**Conclusions**

Global warming predictions – warmer temperatures, reduced snow packs, erratic weather patterns and a continued dependence on fossil fuels – are of great concern to all professional land managers. Society is currently looking at high-tech “Star Wars-like” solutions to global warming and carbon emission mitigation, including deflecting solar rays to outer space and pumping CO₂ deep into the ocean or underground.

**A global transition to organic farming and landscape management is inexpensive, practical and immediately attainable.**

Compared to these exotic engineering projects, a global transition to organic farming and landscape management is inexpensive, practical and immediately attainable. “It’s time to get going,” says Oregon State University scientist Dave Perry. “Implementing the organic approach is a tried and true method that not only takes carbon out of the atmosphere, it provides an abundance of additional environmental benefits.”

Suppose thousands of farmers, land management professionals and private citizens decided to implement organic methods as described in Table 1. Now imagine the cumulative impact of millions! Everyone can contribute – on farms, nurseries, landscapes and at home, and by communicating this information to others. After all, we are all in this together. We invite you and other professionals to join the effort to leave our planet healthy for generations to come.

Mike Amaranthus, Ph.D., is adjunct associate professor of Forest Science at Oregon State University and president of Mycorrhizal Applications, Inc. He has authored more than 70 scientific papers on mycorrhizal fungi and their uses, has received the Department of Agriculture’s highest honors for scientific achievement and been featured on several national television broadcasts, most recently the History Channel’s Modern Marvels program. This article was based on his presentation on the same subject at TCI EXPO 2008 in Milwaukee. Larry Simpson is director of education and training at Mycorrhizal Applications, Inc.
How does less than $10 for an hour of CEUs sound? Not low enough? How about less than $5? Still not convinced that TCI EXPO in Baltimore is a personal and professional bargain? How about less than $1.75 per CEU hour? Sold!

That’s right, this year in Baltimore you can earn 11.5 hours on the trade show floor and in free education sessions – all for just $20. Here’s what you’ll get for demonstrations at the EXPO tree in the center of the show floor:

**Four demos facilitated by North American Training Solutions**
- **Hazard and Danger Trees, Chain Saws and Cutting - Part 1** – Learn how wood fiber, planning and the mismatch cut improves operator safety when cutting uprooted, hung up or snagged trees.
- **Hazard and Danger Trees, Chain Saws and Cutting - Part 2** – Discover the significance of the 5-15-90 rule and learn how to cut hung-up and loaded trees free while keeping out of the danger zone.
- **Wildlife Habitat Pruning and Politics** – Watch a demonstration of a creative win-win solution to the common challenge of political pressure to keep unsafe trees standing after massive storm damage or severe decline.
- **Canopy Restoration Pruning, Storms and Trees** – Educate yourself on how to prune and restore severely ripped apart and...
Teupen USA opens headquarters in Charlotte, N.C.

Despite the ongoing global economic crisis, German company Teupen, a manufacturer and service provider in height-access technology, recently opened its U.S. headquarters in Charlotte, N.C.

In addition to producing truck-mounted aerial work platforms for the European markets, Teupen has become a leader with its main product line, the Leo-Series of work platforms on rubber tracks, with 13 versions available.

Founded as a small crafts business in 1977 by Bernd Teupen to produce furniture hoists, the company soon expanded into the production of aerial work platforms. In 1987, led by its then new owner Alfons Thihatmer, Teupen introduced the first LEO model.

“We are envied for our know-how and patents and... very often copied! But the original is, of course, always better,” says Thihatmer, now CEO and president of the Teupen Group, a company with 320 employees worldwide prior to opening the Charlotte offices.

In 2008 the NORD Holding Corporation took over the majority share of Teupen. The new subsidiary Teupen USA, Inc. was founded in early 2009. Teupen USA joined TCIA as an associate member in June.

Roderik Wiedemeier, who began working for Teupen as a business consultant, will direct Teupen USA as president and CEO. The operation opened with a team of approximately 10 new employees and will concentrate on the implementation of sales and service networks in North-America.

Teupen USA will also provide a fully equipped spare parts center at the Charlotte location. “Charlotte is a location that provides all the factors that Teupen needs for further growth,” says Wiedemeier.

Minnesota Green Expo is now Northern Green Expo!

The Minnesota Green Expo, the trade show and educational event sponsored by the Minnesota Nursery and Landscape Association (MNLA) and the Minnesota Turf and Grounds Foundation (MTGF), has a new name: Northern Green Expo! The annual event will be held January 6-8, 2010, at the Minneapolis Convention Center.

The new name and logo were adopted to reflect the increased level of regional participation in this show. It also serves to emphasize that the show focuses on the particular challenges and opportunities of green industry professionals who work in the northern climate.

Morbark’s Lon Morey, named Citizen of the Year

Lon Morey, president and CEO of Morbark, Inc., was recently honored with the Mt. Pleasant, Michigan, Area Chamber of Commerce Citizen of the Year award. Mr. Morey was chosen for his extensive involvement with community youths and elders, as well as his long-time support of schools and hospitals of the area.

Morbark’s 550 employees are proud of their leader and mirror his generosity in their efforts to support annual campaigns of the Red Cross, United Way, Toys for Tots and U.S. troops.

Send your Cutting Edge News to: staruk@tcia.org
EXPO CEUs

(Continued from page 15)
busted up trees after heavy wind or ice storms.

Four demos facilitated by ArborMaster
► Precision Felling, Safe Chain Saw Handling & Ergonomics - Part 1 – Discover the specific role of personal protective equipment and safety features as the first line of defense and learn how to manage reaction forces, body positioning and ergonomics in order to maximize safety and productivity!
► Precision Felling, Safe Chain Saw Handling & Ergonomics - Part 2 – Learn how planning, saw handling skill development, standard operating procedures (SOPs) and experience building will help you to maximizing today’s chain saw technology in order to increase safety and productivity for precision bottom line results!
► Arborist Rigging Applications - Part 1 – Explore the basic physics involved in arborist rigging systems and discover safer methods and equipment that increase safety and maximize productivity!
► Arborist Rigging Applications - Part 2 – Learn how to apply basic physics to factors of safety in order to build safer arborist rigging systems and conduct safer rigging operations. Discover the methods, techniques, equipment and rigging systems that will help increase safety and maximize your productivity!

Register for TCI EXPO online at tcia.org

One session facilitated by Tim Walsh, CTSP and Todd Kramer, CTSP
► Safety and Energy Conservation in Rigging – A practical overview of the forces in rigging and how to devise a rigging plan that accounts for any limitations in the tree.

One session facilitated by Mark Chisholm and Todd Kramer, CTSP
► Manipulating the Forces of Rigging – From basic roping to advanced crane technique, Mark and Todd will show you how to get the most from your rigging.

Off the trade show floor, CEUs are available in free educations sessions that include:
► Keynote address by Steve McClatchy, a consultant and trainer, who will speak on “The Business of You! The Keys to Leading You, Your Relationships and Your Business.”
► Members Only Forums on “What is working in safety and why”: “A strengths, weaknesses, opportunities and threats (SWOT) analysis for tree companies”; and “What is changing in the industry and what should we do about it?”
► An informative look at the TCIA Accreditation standard to help you understand how and why it will help your company.

All of this for a meager $20 trade show pass. Bring a few valued team members to TCI EXPO for low cost CEUs. If you take advantage of the Buy Four Get One Free offer, the price drops to just $1.39 a CEU! Of course, there’s lots more education on tap in Baltimore, and though the trade-show-only pass is one deal that’s hard to beat – a full access Gold Card is only $250.

For a complete schedule of education and more information, go to tcia.org or call 1-800-733-2622.

Jonsired®

You demand durability: JONSERED delivers it.

For 55 years JONSERED has been producing chain saws that are well-known for the three things you care about the most: power, durability and dependability.

www.jonsiredpower.com
REACH FOR THE RED™

READ JUST ONE OF OUR MANY CUSTOMER TESTIMONIALS:

“Thought you’d appreciate a compliment. I’ve owned a 495P for about thirty years. It’s seen more wood than I could begin to mention or even recollect. Still pretty much cuts like a new saw. There’s not too many things that I can claim to have had around for thirty years; a few guns, some old tools from my grandfathers, a family photograph or two... you get the idea. Thanks for the good saw.”

— Richard, Michigan

Sold, serviced and supported by independent authorized JONSERED dealers. Imported and distributed in the Eastern US exclusively by Tilton Equipment Company.
877-693-7729 • www.tiltonequipment.com

Circle 30 on RS Card or visit www.tcia.org

TREE CARE INDUSTRY – AUGUST 2009 17
Rayco horizontal grinder on tracks

Rayco’s RH1754 compact horizontal grinder is now available as either towable or self propelled on a steel tracked undercarriage. Designed to grind pallets, brush, green-waste, lumber scraps and construction debris while minimizing the expense and hassle of larger units, the towable RH1754 can easily be moved behind a one-ton truck. The self propelled version is capable of getting into remote jobsites and saves time associated with re-positioning the machine. Both models operate well on small jobsites un-accessible to larger machines. Their low fuel consumption keeps operating costs at a minimum while their high productivity rates will match that of machines costing nearly twice as much. Finally – there is a horizontal grinder within reach of the small contractor. Contact Rayco Manufacturing, Inc. via 1-800-392-2686 or www.raycomfg.com.

Circle 190 on RS Card or visit www.tcia.org

Terex ASV PT-100 compact track loader

The PT-100, the largest and most powerful Terex ASV compact track loader, features a suspended undercarriage with wide rubber tracks, exceptional ground clearance, comfortable operation and rugged construction. The 99.5-hp PT-100 uses the exclusive Terex ASV patented Posi-Track undercarriage technology with suspension that maximizes traction and flotation while giving operators the most comfortable ride possible. The PT-100 uses 42 wheels in its undercarriage to spread the machine’s weight over the entire length and width of its 18-inch (457 mm) wide tracks. As a result, the machine’s 10,150 pound (4604 kg) operating weight is distributed down to only 3.5 pounds per square inch (24 kPa) of ground pressure. That is less ground pressure than that of a person on foot. With such low ground pressure, the PT-100 can work productively in even the worst ground conditions where other track loaders cannot work at all. Contact Terex via www.terex.com.

Circle 191 on RS Card or visit www.tcia.org

HMI treeFacts Asset Inventory Program

HMI’s treeFacts Asset Inventory Program enables an arborist to document the type, size, general location, replacement cost, condition and symptoms on woody trees and shrubs. It is simple and inexpensive to use, and was designed to run on any Windows-based PDA, making it highly portable. It is available to tree care professionals who are members of HMI’s Authorized Member network. Following data collection, an arborist uploads the information to his/her home page on HMI’s Web site where the file is processed and a series of customized reports can be published documenting a client’s valuable living assets, i.e. their trees and shrubs. HMI can also publish the data in an Excel spreadsheet enabling the client to easily manage the information or import it into an existing GIS/GPS inventory. Contact HMI (Horticultural Asset Management Inc.) via www.HMIadvantage.com.

Circle 192 on RS Card or visit www.tcia.org

Talking Headsets’ 2talk Arborcom wireless

Talking Headsets new 2talk Arborcom wireless communications make communicating between arborist crew members simple, with no need for hand signals, shouting or having to stop work! There are no buttons to push and hold, simply turn the headsets on and carry on working. The Full Duplex feature allows both operators to talk to each other at the same time, just like talking on the phone. If the winch man is required to pull immediately, the saw operator can tell him without having to stop his cut. The noise cancelling microphone filters cut out the background noise of the saws and other noisy machinery. Passive attenuation (muffling) protects hearing. Features include: Pairs of headsets will not interfere with other headsets in the area; can be paired to Bluetooth phones or devices; metal parts are stainless steel for increased durability; internal electrical components and cables have clip connectors, so are easy to replace; powered by two AA batteries; fits to Balance AC and PETZL helmets (as well as others); works up to 150 meters (164 yards) apart. Contact Talking Headsets Ltd. via www.talking-headsets.co.uk, or, in the U.S., SRS Tactical via 1-877-795-4848 or www.srstactical.com.

Circle 193 on RS Card or visit www.tcia.org

Send your Cutting Edge Products information to: staruk@tcia.org
TruckCraft three-side dump kit for pickups

TruckCraft’s new Metro kit will convert any single-rear-wheel pickup to an aluminum drop-side flatbed with 2.8 cubic yards volume, and more than 56 square feet of deck that can be freely accessed on three sides by forklift or loader. For about the same exchange weight as your pickup bed, the kit can be mounted on your pickup chassis in a few hours. Need a dump truck, too? Metro is easily upgraded to a 3,500-pound-capacity, three-way dump with a bolt-on double-acting hoist kit. Just switch pull pins to select dump direction – left, right or rear. Positive latches for the sides and tailgate cannot open accidentally and don’t have above-the-deck corner posts. Metro is constructed primarily of heat treated 6061 T6 alloy aluminum extrusion for strength, and comes with anodized sides, tailgate and cab-guard. Metro sizes fit pickups from Colorado to F-350. Other options include a retractable canvas cargo top with sliding bows, 36-inch-high hinged screen sides, rear ladder rack, and a center belly pan for ramp storage. Contact TruckCraft via www.truckcraft.com.

Circle 194 on RS Card or visit www.tcia.org

Vermeer electric horizontal grinder

Vermeer’s new HG6000E electric-powered horizontal grinder for wood waste recycling is powered by two electrical motors producing 600-horsepower (447.4 kW) while two separate electric motors power the hydraulic circuits and cooling system. The unit is available in a skid-mount configuration for placement in a permanent location, or a trailer-mount configuration that allows for periodic movement. Both configurations require a hard wire installation. To maximize productivity, the exclusive SmartGrind feature stops and reverses material from feeding into the patented duplex drum when motor amperage exceeds an efficient operating range. The reversible hammers and cutter blocks on the Duplex Drum last nearly twice as long as single-sided designs. A multifunction, wireless remote control allows the operator to control most operating functions from a maximum operating distance of 300 feet (91.4 m). Customers can choose either a 14-foot (4.3 m) or 20-foot (6.1 m) long infeed table design. Contact Vermeer via www.vermeer.com or salesinfo@vermeer.com.

Circle 195 on RS Card or visit www.tcia.org

LEADER OF THE PACKS

SPECIAL INTRODUCTORY OFFER!

20% OFF any of the 8 ROPEBOSS™ items.

USE PROMO CODE: RB2009

800-525-8873

and participating Vermeer dealers.
Events & Seminars

August 12, 2009
NY State Turfgrass Cornell University Field Day
Bethpage, Long Island, NY
Contact: Maxine Welcome - (607) 255-5439

August 13, 2009
Comprehensive CORE Pesticide Training Seminar
Bingham Farms, MI
Contact: MGIA (248) 646-4992; landscape.org

August 14, 2009
SHADE: Southwest Horticulture Annual Day of Education
The Buttes Resort, Tempe, AZ
Contact: ANA (480) 966-1610.; www.azna.org

August 14, 2009
Climbing (English)
Rancho Dominguez, CA
Contact: www.northamericantrainingsolutions.com

August 15, 2009
Climbing (Spanish)
Rancho Dominguez, CA
Contact: www.northamericantrainingsolutions.com

August 17-18, 2009
Level 1 Tree Climbing Methods (Spanish)
Los Angeles, CA
Contact: (860) 429-5028; www.ArborMaster.com

August 17-19, 2009
Level 1 Precision Felling/Chain Saw Handling (Spanish)
Los Angeles, CA
Contact: (860) 429-5028; www.ArborMaster.com

August 29, 2009
Climbing / Rigging
Knoxville, TN
Contact: Fred Pinyon (800) 455-0029
www.northamericantrainingsolutions.com

September 15-16, 2009
Level 1 Tree Climbing Methods
New York City area, NY
Contact: (860) 429-5028; www.ArborMaster.com

September 16, 2009
Rigging
Sacramento, CA
Contact: Nate Anderson (916) 643-0999
www.northamericantrainingsolutions.com

September 17, 2009
MGIA 5th Annual Michigan Snow Conference & Expo
Novi, MI
Contact: MGIA (248) 646-4992; landscape.org

September 17-18, 2009
Level 1 Precision Felling & Chain Saw Handling
New York City area, NY
Contact: (860) 429-5028; www.ArborMaster.com

September 18, 2009
Rigging (English)
Livermore, CA
Contact: Stephanie/Kelly (925) 454-3100
www.northamericantrainingsolutions.com

September 18, 2009
Rigging (Spanish)
Livermore, CA
Contact: Stephanie/Kelly (925) 454-3100
www.northamericantrainingsolutions.com

September 19, 2009
Rigging (English)
Livermore, CA
Contact: Stephanie/Kelly (925) 454-3100
www.northamericantrainingsolutions.com

September 23-24, 2009
Level 1 Tree Climbing Methods
Longmont, CO
Contact: (860) 429-5028; www.ArborMaster.com

September 25-26, 2009
Level 1 Precision Felling & Chain Saw Handling
Longmont, CO
Contact: (860) 429-5028; www.ArborMaster.com

September 28-29, 2009
Level 1 Arborist Rigging Application
Longmont, CO
Contact: (860) 429-5028; www.ArborMaster.com

September 29-30, 2009
Certified Treecare Safety Professional-CTSP Workshop
Coincides with ISA-Texas, Round Rock, TX
Contact: 1-800-733-2622; www.tcia.org

September 30-October 2, 2009
Level 2 Arborist Rigging Applications
Longmont, CO
Contact: (860) 429-5028; www.ArborMaster.com

* Indicates that TCIA staff will be in attendance
Many thanks to the riders, fundraisers, support crew and sponsors of the 2009 STIHL Tour des Trees

<table>
<thead>
<tr>
<th>RIDERS</th>
<th>STIHL TOUR DES TREES TITLE SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doug Anderson</td>
<td>STIHL</td>
</tr>
<tr>
<td>Thomas Armstrong</td>
<td>nationalgrid</td>
</tr>
<tr>
<td>Brian Asmus</td>
<td>The power of action.</td>
</tr>
<tr>
<td>Steven Asplundh</td>
<td></td>
</tr>
<tr>
<td>Phil Baker</td>
<td></td>
</tr>
<tr>
<td>Harry Banker</td>
<td></td>
</tr>
<tr>
<td>Brian Bishop</td>
<td></td>
</tr>
<tr>
<td>Chad Brey</td>
<td></td>
</tr>
<tr>
<td>Penny Brown</td>
<td></td>
</tr>
<tr>
<td>Jeffrey Carney</td>
<td></td>
</tr>
<tr>
<td>Doreen Crenshaw</td>
<td></td>
</tr>
<tr>
<td>Stuart Crow</td>
<td></td>
</tr>
<tr>
<td>Max Darrington</td>
<td></td>
</tr>
<tr>
<td>Clem Desjardins</td>
<td></td>
</tr>
<tr>
<td>Hallie Dozier</td>
<td></td>
</tr>
<tr>
<td>Doug Drysdale</td>
<td></td>
</tr>
<tr>
<td>Molly Elliott</td>
<td></td>
</tr>
<tr>
<td>Jon Elliott</td>
<td></td>
</tr>
<tr>
<td>David Galwey</td>
<td></td>
</tr>
<tr>
<td>Steve Geist</td>
<td></td>
</tr>
<tr>
<td>Al Gilens</td>
<td></td>
</tr>
<tr>
<td>Kathy Gilmour</td>
<td></td>
</tr>
<tr>
<td>Phil Graham</td>
<td></td>
</tr>
<tr>
<td>Jeffrey Hamilton</td>
<td></td>
</tr>
<tr>
<td>David Hein</td>
<td></td>
</tr>
<tr>
<td>Greg Hill</td>
<td></td>
</tr>
<tr>
<td>Warren Hoselton</td>
<td></td>
</tr>
<tr>
<td>Jason Jones</td>
<td></td>
</tr>
<tr>
<td>Andy Kittsley</td>
<td></td>
</tr>
<tr>
<td>Tammy Kovar</td>
<td></td>
</tr>
<tr>
<td>John Leffingwell</td>
<td></td>
</tr>
<tr>
<td>Dave Leonard</td>
<td></td>
</tr>
<tr>
<td>Darylin Lowe</td>
<td></td>
</tr>
<tr>
<td>Daniel Macrina</td>
<td></td>
</tr>
<tr>
<td>Marian-Ly Makar</td>
<td></td>
</tr>
<tr>
<td>Shaun Malsady</td>
<td></td>
</tr>
<tr>
<td>Richard Maloney</td>
<td></td>
</tr>
<tr>
<td>Stephen Masterson</td>
<td></td>
</tr>
<tr>
<td>John McNeil</td>
<td></td>
</tr>
<tr>
<td>Scott McPhee</td>
<td></td>
</tr>
<tr>
<td>Shari Medley</td>
<td></td>
</tr>
<tr>
<td>Thomas Meyer</td>
<td></td>
</tr>
<tr>
<td>Thomas Ornday</td>
<td></td>
</tr>
<tr>
<td>Peter Orszulak</td>
<td></td>
</tr>
<tr>
<td>Dan Patterson</td>
<td></td>
</tr>
<tr>
<td>Frazer Pehmoeiler</td>
<td></td>
</tr>
<tr>
<td>Jeff Picher</td>
<td></td>
</tr>
<tr>
<td>Dick Rideout</td>
<td></td>
</tr>
<tr>
<td>Gary Rohrbach</td>
<td></td>
</tr>
<tr>
<td>Don Roppo</td>
<td></td>
</tr>
<tr>
<td>Laura Sanagorski</td>
<td></td>
</tr>
<tr>
<td>Peter Sanford</td>
<td></td>
</tr>
<tr>
<td>Sara Sankowich</td>
<td></td>
</tr>
<tr>
<td>Courtney Schumm</td>
<td></td>
</tr>
<tr>
<td>Paul Sellers</td>
<td></td>
</tr>
<tr>
<td>Mike Skivington</td>
<td></td>
</tr>
<tr>
<td>Bob Squibb</td>
<td></td>
</tr>
<tr>
<td>Helen Stone</td>
<td></td>
</tr>
<tr>
<td>Timothy Sullivan</td>
<td></td>
</tr>
<tr>
<td>Bob Thibodeaux</td>
<td></td>
</tr>
<tr>
<td>Ben Tresselt, III</td>
<td></td>
</tr>
<tr>
<td>James Urbanowsky</td>
<td></td>
</tr>
<tr>
<td>Bill Van Cura</td>
<td></td>
</tr>
<tr>
<td>Rex Webber</td>
<td></td>
</tr>
<tr>
<td>David Wells</td>
<td></td>
</tr>
<tr>
<td>Kristin Wild</td>
<td></td>
</tr>
<tr>
<td>Deanna Zober</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TREE FUND PARTNERS</th>
<th>GOLD LEAF SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASPLUNDH TREE EXPERT CO</td>
<td>Arborwell</td>
</tr>
<tr>
<td>Bartlett Tree Experts</td>
<td>BC Hydro</td>
</tr>
<tr>
<td>Duke Energy</td>
<td>Fanno Saw Works</td>
</tr>
<tr>
<td>Northeast STIHL</td>
<td>Gamma’s Shield Shade Tree</td>
</tr>
<tr>
<td>Davey</td>
<td>Illinois Arborist Association</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRONZE LEAF SPONSORS</th>
<th>SILVER LEAF SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lewis Tree</td>
<td>Collier Arbor Care</td>
</tr>
<tr>
<td>NY State Arborists</td>
<td>New Jersey ISA Chapter</td>
</tr>
<tr>
<td>Pacificorp</td>
<td>True Wireless</td>
</tr>
<tr>
<td>Plant Health Care</td>
<td>Vermee</td>
</tr>
</tbody>
</table>
By Don Dale

It may be the golden fleece of the arborist’s world, becoming an expert witness. That’s where the big bucks are, right? If you want to earn $250 per hour, or more, just get some experience and head for the courtroom.

Ted Stamen has a word of caution, however. Do a reality check first.

An experienced arborist, horticulturist and tree service trainer in Mission Viejo, California, he was an expert witness for 16 years. Last year he quit. It was too much for him.

“You earn those fees,” Stamen says. His last job was in a litigation case against the State of California, where a woman was hit by a car, allegedly due to limited visibility because of trees and other factors. Stamen was hired as an expert witness for the defendant and was deposed by the opposing attorney, a deputy attorney general for the state, for about seven hours over two days in a depressing building. The case was finally settled, but being “beaten on” by the attorney was the last straw for him.

There is tremendous stress involved in those cases, Stamen says. You not only have to be a good consulting arborist and know the tree business, you also have to be able to handle the stress of high-stakes cases in which emotions run high. And you have to be able to remain calm in the face of withering cross-examination while under oath in court.

“It takes a special personality, I think, being an expert witness,” Stamen says. Yes, he says the fees can be high – he was making $250 per hour for time spent in depositions, for example – but there is a lot of tension involved when a defendant is suing for millions of dollars and an insurance company is hiring powerful attorneys to prevent that from being successful. Most cases are, in fact, settled out of court, but the tree expert still has to prepare for the worst. It was too much for Stamen.

Joe Samnik has been in the tree industry for 40 years and has been an expert witness in more than 500 litigation cases. His business, Samnik and Associates Expert Tree Consultants in Tampa Bay, Florida, is thriving. He is a regular speaker on the subject of expert witnesses at TCIA and ISA seminars. And, invariably, he has arborists come up to him after meetings and say they want to wind down their tree careers by becoming expert witnesses. He tries to inject a word of caution.

“It’s incredible, it’s crushing,” Samnik says of being on the witness stand in a high-stakes lawsuit. You not only have to be an expert investigator, you have to be able to handle the legal pressure. “On the other side is a highly skilled attorney who is trying to disqualify you.” And if your testimony is weak or dishonest, that could be the end of your career.

But actually, that’s not what is at the cornerstone of the career of an expert witness, Samnik says. That would be “honor, integrity and character.” If you don’t have that, don’t even bother. You will be caught out and come to a bad end if you bias or doctor the evidence. The expert witnesses who are willing to fudge their testimony to help win a case will not last long.

He says the two main reasons that arborists want to become expert witnesses are the money and the “glory.” That is, they want to move up to the big time. And in some ways, an expert witness is at the peak of the tree service profession. There will be small, sneaky illegal tree cutting cases, but there can also be high-profile cases where injury or death is involved. But when emotions run this high and millions of dollars are at stake, as in wrongful deaths or cases of eminent domain, the expert must realize that he is not only playing with fire, he is also working “at the heart of the constitution.” He has attorneys speak at his seminars, and the audience always ends up being grounded in reality.

“It becomes an immediate reality lesson in polarizing fear,” Samnik notes, because they see right away that this requires skills very different than those required to prune or plant trees. Even after all these years, Samnik is likely to wake up at 2 a.m. on the...
day of a trial, jotting notes and trying to plan out a courtroom strategy.

“There are two things you don’t want to see in life,” Samnik says. “One is sausage being made. And the other is seeing an expert witness preparing for testimony.”

Samnik charges from $250 to $500 per hour, depending on the area of law and the difficulty of his job as a witness. But he also has to maintain an office and three employees who are essential in helping him sort out the research and create the reports that will be required in these cases. You can be a one-man band, he says, but not if you have several high-risk cases going at once. And the stress is tremendous when there are opposing forces – and very intelligent people – trying to win a case.

“Some of these guys are monsters,” he says of courtroom attorneys. They not only know how to perform courtroom dramas to woo the jury at your expense, they also will have developed a very smart strategy to “dismantle” you and the evidence you will have spent many hours collecting.

He explains that the arborist has to be “very, very good” at his consulting job in order to be a witness. But that is actually way down the list of skills required. One of the most important is to be able to work with and do battle with attorneys, who are trained to dissect your every word in a deposition or on the stand in front of a judge and jury. The first helpful skill, he insists, is the ability to say no. He has become good at questioning attorneys who want to hire him, for example, in order to find out whether they are going to be poor communicators or ask him to be dishonest. He simply refuses to work with them, because his integrity is the backbone of his business and the stress is high enough without having the attorney you work for leaving things until the last minute.

But the witness also has power. He knows more than the attorney about trees, and he can turn a case in an instant. Samnik recalls a recent case in which a man was electrocuted by power lines while picking fruit on his own property. The power company’s witnesses maintained that the tree had been pruned back 10 feet from the power lines, but Samnik testified that it was only 8 feet away. The discrepancy ruined the case for the defendant. It was a case where Samnik put in more than 100 hours of prep time, three hours of depositions and was in court for only a brief period. Yet, because of the stakes, it was “absolutely numbing.”

Randall S. Stamen is an attorney who specializes in tree matters (and is Ted Stamen’s son) in Riverside, California. As a courtroom insider, certified arborist and the owner of his own law firm, he regularly works with and cross-examines expert witnesses. He echoes Samnik’s sentiments about honesty and integrity, noting that apart from being able to appraise trees and judge whether they are hazardous, the witness must establish himself or herself as unbiased.

“Some attorneys are not going to leave any stone unturned, no matter how trivial the details,” Stamen says, and the tree expert must know the case inside and out as well as footnote the proper references. He must be able to formulate opinions about the tree case and be able to defend them in a deposition or courtroom months or years later. “That’s one of the most stressful times for an expert witness.”

He has seen witnesses lose their cool while under testimony, including misidentifying trees, and it isn’t a pretty sight. The results can be horrifying, including exposure in the media and to lawsuits. Depositions can also be stressful, because the opposing attorney will try to call a witness’ entire investigation into question.

“You can almost see the attorney and the expert witness hopping across the table and going at each other’s throats,” Stamen says. Another intimidating point for an expert witness is after the deposition. Once the opposing attorney utilizes that evidence, the witness loses his anonymity and becomes part of the public testimony. That exposure can be daunting.

Yet Stamen, like Samnik, emphasizes that the expert witness’ foundation is his integrity. He won’t hire a witness who
wants to bias his evidence to please him. That case could be in for a big surprise in court, because there will be contradictory and probably damaging testimony.

“I want to know where my case really stands,” Stamen points out. There can be a temptation to “sell out” and tell an attorney what he wants to hear in order to get repeat business, but it’s one of the worst things a witness can do. One of the oddities of tree issues is that when two witnesses in opposing camps have completely different views, the case will likely have to go to trial. When the opposing expert witnesses agree on the evidence, there probably will be a settlement.

Stamen notes that one of the most important elements that he looks for in a witness that he hires is a pleasant and open demeanor on the stand. He’s worked for both plaintiffs and defendants, and the best witnesses know how to communicate.

That’s a point that Lew Bloch makes, also. Owner of Bloch Consulting Group in Potomac, Maryland, he has been an expert witness for 15 years and is the author of Tree Law Cases in the USA. Over the years he has investigated about 30 tree fatalities. He says that there will likely be reports to write, so writing skills are good to have.

“They require oral communication skills as well when you go to court,” Bloch says. It’s important to learn those skills, and it’s important to not take cases you are not comfortable with. He is not stressed when he goes into court now, but he was when he started out. So the skills can be learned.

Like everybody contacted for this article, Bloch emphasizes an unbiased approach to investigations. Part of the job will be to help the client, which means there will be a tendency to testify in favor of your team. This must be done cautiously in order to remain honest and keep the testimony fact-based. As Samnik points out, that must be done even if there are women and children crying in the courtroom and rooting for your client to lose the case.

“You can’t let that affect you,” Samnik says. “If you become an advocate your career is over.” His office has a motto, which is “The number is the number.” That means that whatever facts the expert witness’ investigation comes up with are the facts that must be presented.

So why do Samnik and Bloch continue in such a pressure-cooker job? Neither mentions the money. They both say they like the challenge and the investigative aspects. In short, it’s a competitive arena, and a passive personality type may not be the right type for this job description.

“If you’ve got that kind of feeling about it you shouldn’t be doing this kind of work,” Bloch says.

“Justice. The thrill of the fight,” Samnik says about why he continues. And that takes a special kind of person.
You work hard. Your insurance should work hard for you.

ArborMAX supports the tree care industry through: competitive pricing and by contributing to industry safety and loss control programs.

ArborMAX is the only insurance program endorsed by TCIA.

Coverage Available:
- Commercial General Liability
- Commercial Automobile
- Inland Marine
- Crime
- Property
- Umbrella

Workers’ Compensation
TCIA Accredited companies and companies that have a full-time CTSP are eligible for consideration.

Tree Care Specific Coverages:
- Arborist & Landscape Professional Services (Errors & Omissions)
- Pesticide & Herbicide Applicator
- Tools & Equipment
- Per Project Aggregate
- Blanket Additional Insureds (including Primary Wording)
- Plus numerous additional customized products

TCIA for a list of agents in your area, go online to tcia.org Call today and start saving! 1-877-602-7267

Insurance program brought to you by General Agency Services, Inc., endorsed by Tree Care Industry Association

Circle 3 on RS Card or visit www.tcia.org
A bill entitled “Protecting America’s Workers Act” was recently introduced in the U.S. House of Representatives. Introduced by 17 Democrat co-sponsors, the stated purpose of H.R. 2067 is to amend the Occupational Safety and Health Act of 1970 to expand coverage under the Act, to increase protections for whistleblowers, to increase penalties for certain violators, and for other purposes. Those with an interest can access the full text of the proposed measure at the following link:


Members of Congress are trying to assess how small business will receive this proposal, and TCIA’s representative in Washington has been receiving questions from Congressional staffers on both sides of the aisle. TCIA’s sources tell us that the bill will likely be pared down to “Title III” (Right to Know) only, before Congress tries to move on it later this summer/fall.

The following is an abbreviated and somewhat simplified version of new requirements proposed in Title III:

Employers would be required to post information on the protections afforded to “whistle-blowers” under the OSH Act. This expands the existing OSHA posting requirement slightly, by essentially informing employees that they cannot be fired for whistle-blowing.

The proposal prohibits the adoption or implementation of policies or practices by the employer that discourage the reporting of work-related injuries or illnesses by any employee, or in any manner discriminate or provide for adverse action against any employee for reporting a work-related injury or illness. TCIA intends to find out how this may affect safety incentive programs that might be construed to contribute to accident under-reporting.

The proposal stipulates that, “Time spent by an employee participating in or aiding [an OSHA] inspection shall be deemed to be hours worked and no employee shall suffer any loss of wages, benefits, or other terms and conditions of employment for having participated in or aided any such inspection.”

Feedback requested:

Victim’s rights are extended to potentially involve the victim, the victim’s next of kin or the victim’s representative much more directly in OSHA deliberations after an accident and leading up to the issuance of citation(s). Previously OSHA could interview employees/employee representatives during an investigation, and the employer was required to post any citation/penalty notice and its notice of contest (if applicable). Under this provision the employee/representative gets to collaborate with OSHA prior to the issuance of a citation, and to participate in proceedings. It doesn’t appear that the employer/employer representative is afforded the same opportunity to dialogue with OSHA.

If an employer notifies the Secretary that he intends to contest a citation, the proposed legislation gives the employees rights that ally him/her with OSHA against the employer with respect to the designation of the alleged violation and appropriateness of the penalty. Additional language provides the employee with the opportunity to dispute the employer’s contest of citation.

Finally, the legislation seeks to increase OSHA’s initial penalty amounts by 70 percent across the board, and likewise increases the criminal penalties for willful and repeat violations. It introduces a provision for inflation adjustment every four years.

TCIA would like to get our members’ take on the proposed legislation. Please direct any questions/concerns to either garvin@tcia.org or peter@tcia.org.

Peter Gerstenberger is senior advisor for safety, compliance & standards for the Tree Care Industry Association.
YOU CAN’T OVERDO IT WHEN IT COMES TO SAFETY

By Jason Eaton, CTSP

We’ve always had a safety program at Chippers, as do most professional tree care companies. And as we have grown over the years, we have developed a more formalized training program for new and existing employees. We also recognized that the most important part of the safety program is to keep our employees engaged and thinking about safety first. Although a large undertaking, the TCIA Accreditation process assisted us in taking our safety training program to the next level.

The Accreditation process took us almost a full year to accomplish, mostly because we started in late February and, as usual, became pretty busy in mid April. We plugged along through our busy season and resumed the process in January of the following year. We actually completed the certification requirements and were accredited in February 2008.

During the process we realized that we needed to have qualified safety trainers in our organization, so four of our staff headed to New Jersey to take the Certified Treecare Safety Professional (CTSP) course. We returned as trained safety coordinators with fresh ideas and new teaching techniques. A good start – but now what? We really hadn’t implemented anything yet. So where to begin?

John Iurka, our Accreditation auditor, told us about a company that conducts daily morning chats in addition to their weekly documented safety meetings and daily job briefings. Not a bad idea, we decided to give it a try.

We began the daily chats about 18 months ago and we still do them every day. The morning chat starts at 7 every single day and last no longer than five minutes. All managers, salespeople, field employees and even the owner of the company participate. In a very open forum initiated by the safety coordinator, we discuss what we did yesterday that could have been done in a safer way. We also discuss weather concerns for the current day. Anyone can speak up about anything safety-related, no matter who or what it involves, without fear of blame or punishment. It’s an opportunity for us to talk about close calls and potential safety concerns. It really starts the day out with our heads in the right place.

Another idea we implemented is having an annual safety training day during the slow season. Even better, we decided to have the field employees train their peers. This way, everyone is involved in whatever subject the safety committee assigns to them. Classes are at least 30 minutes long, but not more than an hour. We’ve found that the trainers have been pretty competitive and strive to give the best presentation. Training topics include climbing techniques, technical rigging, defensive driving, chain-saw use and maintenance, tree felling, lock out tag out, EHAP and others.

We also implemented an incentive idea we heard about at TCIA’s Winter Management Conference. “Chippers Bucks” are certificates handed out by managers to employees who, among other things, exemplify safety consciousness during specific jobs or come up with a safer procedure to accomplish ongoing duties. “Chippers Bucks” can be used as real money and redeemed through company approved catalogues. Another benefit of “Chippers Bucks” is the recognition the employee receives when we hand them out in front of fellow employees; giving recognition for a job well done goes a long way.

Yet another idea that seems to work well for us is our quarterly safety and performance incentive. Every month the company places $100 for every field employee into a safety pool. All accidents found to be caused by negligence that cost the company money – either from equipment repair, medical treatment or lost time from work – is deducted from the pool. At the end of each quarter, the money remaining in the pool is divided among eligible field employees. In addition, any employee who does not have any safety infractions, directly or indirectly, is eligible for an extra $75 each quarter. The structure of the safety and performance incentive program encourages us to all work together to prevent accidents and/or injuries company wide.

I’m certainly not saying we have the blueprint for all tree care companies interested in improving their safety program. I’m simply sharing ideas that have worked for us. I’m sure many of you have other great ideas and I don’t think there is a one-size-fits-all answer. It’s really about putting your thoughts into action and changing things if they aren’t working. I hope you all have a safe and productive year.

Jason Eaton is senior operations manager for Chippers, Inc., based in Woodstock, Vermont, and with offices in Lebanon and Meredith, New Hampshire. Chippers has about 40 full-time employees.
Since TCIA introduced its Accreditation program for U.S. tree care companies in July 2004, more than 130 organizations representing 311 facilities across the nation have stepped forward to put their careers, their crew, their safety records and more to the test. They shuffled dutifully through paperwork, took a hard look at their business plans, and, in some cases, tweaked policies and re-trained staff to fit the program’s high standards. Ultimately, each organization vowed to abide by standards that would make theirs a model tree care company.

And while no one will tell you it was easy, every company that earned its Accreditation credential in the first two years of the program has been willing to go through the same process – albeit less involved the second time around – all over again three years later, when time for reaccreditation rolled around. That’s a track record that speaks volumes about the benefits Accreditation has brought to tree care companies across the country.

“We are pleasantly surprised that all the companies coming up for reaccreditation have decided to follow through and reapply,” says Bob Rouse, vice president of industry standards and credentialing for TCIA. “This is even more surprising since it is still a relatively new program.”

“The primary initial benefits of Accreditation for all sizes of companies are the implementation and verification of best business practices, which improves a company’s business systems and yields a differentiating credential with consumers,” says Cynthia Mills, TCIA president and CEO. “In addition, companies are also now eligible for consideration for access to a TCIA-endorsed workers’ compensation insurance program. When all of these benefits are combined with our documentation showing that accredited companies also have a better safety track record, it does not surprise me that these powerful reasons for staying accredited are easily discernible for tree care company owners.”

“The multitude of ways companies have reported profiting from the program seems solid evidence that tree care workers understand the value of putting their best foot forward,” confirms Rouse, adding, “Many companies have found their own unique benefit from the program. Some have found it valuable to help recruit employees; others find it helps with client retention and reinforcing buying decisions; others have used it to bargain for insurance savings; and some say it was the template they needed to finally get a safety program up and running.”

Answering a need

The concept of creating an Accreditation program began in the late 1990s after TCIA conducted a member survey seeking input on issues in the industry.

“The answers indicated that they were looking for the industry to become more professional and for consumers to be able to identify those companies that were in fact professional,” recalls Mills. “They were also very interested in continuing to develop their businesses.”

Over the next few years, an
Accreditation Council was formed, consensus was reached on a variety of best practices and a standard was developed an adopted. While the Accreditation standard has been continuously reassessed and improved as new information and better practices have come along, the application and auditing process has remained relatively the same.

A company applying for Accreditation typically has one year in which to fulfill the program’s requirements, send in appropriate paperwork and receive a site visit from a TCIA Accreditation auditor. A six-month extension is available if necessary.

And for any company that might feel a little overwhelmed, there’s plenty of help to be had.

“You get an Accreditation CD when you first enroll in the program,” says Rouse. “There’s something on the CD that helps them do everything on the spreadsheet. And at any time they can call.”

TCIA approved Accreditation auditors can also serve as consultants to enrolled companies, though such a relationship requires that a different, uninvolved, unbiased auditor perform that company’s site evaluation. Applicants also receive a list of accredited companies that, having already been through the process, are willing to lend advice or support.

Chris Kelly, office manager at Brown Hill Tree Co. near Scranton, Penn., took advantage of that help when he led his company’s effort to become accredited last year. He decided to enroll the company after learning more about the process by attending an information session at TCi EXPO.

“Everyone I talked with said the toughest part of working through all the paperwork was centered around the business plan,” Kelly explains. “So what I did was contact two other accredited companies that were really a big help in establishing those types of things.”

Brown Hill Tree earned its Accreditation credential in February 2009 – the first in northeastern Pennsylvania – and it has already benefited greatly, says Jon Brown, president.

“A lot of policies that...might (previously) have been verbal were put into place,” he says. “Now we have it all in writing. But I think the biggest difference for us is with our potential employees. When good people come into the area and they’re searching for a place to work, they see that we’re accredited. That means a lot to them.”

“A lot of the best employees want to work for an accredited company,” agrees Rouse. “We do hear from a lot of companies that their Accreditation status has helped them attract the types of employees they want to attract, and employees have told them that their being Accredited was a deciding factor in their decision to apply.”

To date, 131 companies are accredited, accounting for 311 accredited facilities (each branch or location of a company must undergo a separate Accreditation evaluation).

Accreditation for all

Big or small, Accreditation is achievable for just about every tree care company out there, according to Rouse. Given the amount of help available to applicants, it’s rare that a company is denied Accreditation, he says. Those who do not have all the requirements necessary at the time of audit are shown the steps they can take to reach their goal.

“We never tell a company they can’t become accredited,” Rouse explains. “We...
tell them exactly what they need to do. Basically, the company makes the decision whether they’re going to pursue that or not.”

“I think there have only been a couple of instances in the entire (history) of the program where people were not ready, perhaps, or unprepared,” says John Iurka, a TCIA approved Accreditation auditor based in Long Island, NY. He denied Accreditation to a company at one time that was unprepared for the audit and had not fulfilled all the requirements. But his visit helped steer the company back on track, and they found the motivation and means to finish the job.

“A year later they worked hard and got it done, and they were accredited,” he says. 

Applying for Accreditation does require time and discipline, and many smaller companies may worry that they cannot afford to lose the time or the manpower to get the job done.

“It’s an expense, but it’s obtainable for everyone,” says Iurka. “It doesn’t have to be a big national company, or a tremendously successful company. Anybody can accomplish it.”

One especially memorable audit he conducted was for a tree care company with an employee roster totaling three – including the owner.

“The owner and his son managed to do it, just the two of them, without any secretaries or help,” Iurka says. “When I did the audit, I sat on the end of the owner’s bed, in his bedroom, because that was his office.”

The Accreditation process generally takes the same amount of time for a large or a small company to complete, Rouse says. A smaller company may actually have an advantage with fewer employees – if it needs to change a policy, there are fewer people who must adapt. While a larger company might struggle with the opposite problem, it may also have someone to handle the research and filing that won’t take away from the crews available to work in the field. In the end, how difficult the process is usually depends entirely on the company’s own mentality – big or small.

“How easy or hard it is really depends on where the company is starting from,” says Rouse. “We had one company do it in six weeks, because they started from a pretty good place with just a few things to do. Then, we have companies who go right up to the deadlines, but they still manage to get it done.”

Some pain, lots of gain

The conversations that Mills has had with accredited companies – particularly smaller ones – have all reflected the satisfaction they felt in reaching their goal.

“They say it is absolutely worth the time and the effort,” Mills says. “I think the real payoff is following a template of best practices and self-study. I’m very proud of the industry for stepping up and hanging their hat on best practices.”

And while TCIA doesn’t promise magical results from achieving Accreditation, at least one tree care company credits his Accreditation status with helping dodge the economy’s blow of the last several months. Jim Cortese, president of Cortese Tree Specialists Inc. based in Knoxville, Tenn., goes as far as to call himself “blessed.”

“If I did not read the newspaper or hear the radio, and if I did not watch television, I would not know there is a problem out there,” he says. “I’m absolutely amazed.”

He even hired a new employee this year, at a time when most other companies are cutting back.

What makes Accreditation so worthwhile, Cortese says, is the fact that the credential applies to the entire company – not just one individual who might be a certified arborist. It helps each individual employee lead a “professional way of life,” from behind the desk to out in the field.

“Accreditation is a feather in the cap,” adds Cortese. “It, by itself, does not make the telephone ring, but when you combine it with the constant effort of educating the public and the employees, it’s one more thing that helps to push you.”

Cortese Tree Specialists has always sought the highest possible credentials and certifications, as well as held itself to the highest possible standard, says Sam Adams, general manager. Accreditation seemed a natural step to take.

“The struggle that we have constantly is getting the message out to the general public that tree work is dangerous and risky,”
Adams stresses. “The greater amount of
time (tree care workers) spend doing the
kinds of things we’re doing to get accredi-
ted, the more we stack the odds in our favor
to protect ourselves and protect our indus-
try.”

Another struggle many tree care compa-
nies point to is educating the public about
the meaning and value of Accreditation –
an “uphill battle” that many tree care com-
panies deal with, says Rouse.

“If you ask consumers directly if they
care about certification and Accreditation,
there is a not yet a high percentage who
care about those specifically,” he says.
“But there tends to be a very high number
who care about their tree care company
being knowledgeable. So, we see
Accreditation as another way to assure the
client that the company they are dealing
with is a knowledgeable company.”

TCIA sends marketing materials to a
newly accredited company to help it mar-
ket its new credential, and TCIA has
partnered with the Better Business Bureau
to help spread the word about the value of
accredited, knowledgeable companies.

“Our strategy is to give the accredited
companies the tools to market the creden-
tial,” Rouse says.

Long-term rewards
For those companies still on the fence,
TCIA is working on the next wave of ben-
efits that will make Accreditation even
more worth the effort.

TCIA recently endorsed ArborMAX, an
insurance program that bases eligibility for
workers’ compensation coverage on
Accreditation or employment of another
TCIA credential, the Certified Treecare
Safety Professional, or CTSP. That rela-
tionship grew in part out of TCIA’s annual
accident survey, which shows that the
safest companies in the industry are
accredited and/or had personnel enrolled in
the CTSP program.

The survey showed that accredited com-
panies and accredited companies involved
with the CTSP program are more than 10
times less likely to experience a lost work-
day incident than their non-accredited
counterparts. Because of this safety record,
ArborMAX has been able to provide the
tree care industry with a commercial insur-
ance program that includes workers’
compensation.

“This is great news, since we are hearing
that the insurance market may be harden-
ing,” Rouse says. “It has been a soft
market, which means cheap rates – or, at
least relatively cheap rates. If the market
does harden, rates will be getting more
expensive for a good number of years.”

And there’s also the hope, as Cortese
points out, that accredited companies will
nudge their fellow tree care businesses into
following their lead – a move that can only
lift the industry as a whole.

“Since we became accredited, other
companies in the area have put certified
arborists on staff, which tells me that other
companies are also trying to improve
themselves,” says Cortese, noting that his
company was the second to become
accredited in the Knoxville area. “I like to
think that maybe we helped raise the bar,
so others would step up.”

You know you’re different...

Do your customers?
The qualities that set you apart from your competitors may be obvious to
you – but how can potential customers choose with confidence?
Consumers are more knowledgeable than ever about tree care. Make it easy
for them to choose you by taking your business to another level.

TCIA Accreditation is an external review of your business that
allows you to both strengthen your organization internally and separate
yourself from the competition.

The Process creates a self-awareness of your company’s strengths
and weaknesses that is invaluable to future growth and requires you to
face and resolve weaknesses.

The Credential sets your company apart as one of the most reliable,
ethical, and safe teams of professionals in the field.

▲ Compete among the most professional companies in the field
▲ Attract career-driven, loyal employees who take pride in their work
▲ Increase profits, lower insurance rates

Call 800.733.2622 to request an information package, or
visit www.tcia.org and click the Accreditation tab.

Are you ready to stand out?
Recently, while reading through some threads on the various discussion forums for snow contractors, I read about someone saying they were “outbid” on a snow project for last winter. As I read more and more of that particular discussion, I became agitated about the whining that was happening about being “outbid.” Unfortunately, in the snow industry (and in most service oriented industries) the “bid” mentality seems to come to the forefront much more than it should.

To me and many others – especially those on the “other side,” the word “bid” is property manager-speak for “low price.” In my opinion “bid” has nothing to do with quality at a fair price. “Bid” is all about “cheap. Bad form from my point of view. “Cheap” means “low profit.” It also can mean “substandard service” in order to achieve a viable margin. This does not benefit the customer or the contractor. This is true in the tree care industry, the landscape industry and the snow industry as well.

As snow and tree care professionals, we should be providing “proposals” or “quotations” for services rendered. Rarely do we see some larger organization (except for a governmental entity) have a Request for Bid. On the other hand, Requests for Proposal (RFP) or Requests for Quotation (RFQ) happen all the time. If you figure out how to accomplish the project for much less cost than the competition by utilizing advanced methodology, or updated technology – OK, you might have the lowest end-user cost if you are quoting “cost plus margin,” assuming your margins are viable and can sustain your overhead and necessary profit. But, to bid a project just to get work is a fast track to the poorhouse.

One organization holds classes on how to “build a bid.” Sounds like a class to learn how to “quote cheap.” Is that how you want to be known in your chosen profession – the “cheap guy?” Going to a class to learn how to bid a project (i.e. give out a low number) seems like a giant waste of money when few in attendance at such classes advertise “LOWEST PRICE CONTRACTOR IN THE MARKET.” I once ran into a “competitor” who advertised just that – and, from experience, we figured out he actually showed up 70 percent of the time, too! Great average in baseball – but for a snow contractor, not so much.

When prospective customers used to call me asking for a bid on a snow contract, my response was always, “Why did you call me?” After hearing how they knew of us by name and reputation, my next question was “why are you looking for pricing?” Often, the price they were paying justified lousy service.

I would explain that we provide outstanding service and outstanding service does not come cheap. If they responded that they were instructed to “bid it out,” I would ask if they were happy with the guy from last year. If so – I would ask what price they were paying last year, and tell them I would quote higher so they could keep the incumbent. (Really – I did this a lot.) Lowering the price to take the business away from someone they were happy with seemed counter productive to me. What would make the customer think we could provide outstanding service at a cheaper price?

If the customer would respond to my original question about why they were soliciting proposals (notice I didn’t say “bid”) with “last year’s contractor went out of business” – I would ask what price they paid. Surely they didn’t think we would quote lower and stay in business, did they? Look what happened to the incumbent.

Also, bidding work for the sake of throwing a wide net to see what new business you can garner is dangerous. Target marketing your services to a specific clientele will allow for a better overall customer base. Bidding work requires no sales effort – just a sharp pencil.

The contractor who said he was “outbid” actually was “out sold.” Sales effort can make a difference, if handled appropriate-
There are only two reasons not to close a sale – 1) you cannot do what the customer wants, or 2) you got outsold. That’s it. Only two.

Of course, if the customer wants you to do a $500 per push plowing project for $100 – you cannot do what the customer wants. However, if you lost the project over 5 percent or 10 percent – you were outsold. Some would kid themselves in justifying failure by saying, “the other guy quoted a lower price.” No property manager wants the lowest price if it means the contractor only shows up “most of the time.” Property managers lose their jobs hiring contractors like that. However, we need to convince the prospective customer that we are worth the additional expense they will pay by hiring us.

One way is the three-option, two-choice rule. Every customer has three options in the process of hiring a snow contractor: Good, fast and cheap. The customer can pick two. It makes a difference. They cannot have all three. It isn’t possible to achieve all three and keep a customer happy.

If you look long, hard and honestly at your previous sales opportunities, you will see these insights are true of almost every proposal outcome, whether for or against you, whether in tree care or snow plowing.

True snow professionals should lose the word “bid” from their vocabulary. In fact, those snow contractor clients who hire me as a consultant know that I ban the use of the word in their organizations altogether. There are ways around the dreaded “bid” scenario. And, at all costs – contractors should avoid “bidding” work. It is an unfair term that is not indicative of snow professionals’ market position – unless, of course – you don’t care about your position in your marketplace.

John Allin, CSP, CLP, is a consultant to snow professionals and author of the book Managing Snow & Ice. He has 30-plus years’ experience in the snow industry and has worked with snow professionals in 36 countries around the world. Sign up for his September 16 webinar “Expanding Your Profit Centers into Snow Removal” at tcia.org/webinars. His blog can be seen at johnallin.com.
By Sylvia McNeill

Selecting the appropriate landscape tree for your specific circumstance doesn’t seem like it should be a difficult, life-altering decision. However, many trees can and should outlive us, therefore, this decision requires careful consideration in order to optimize the tree’s potential and your enjoyment of it.

The many benefits of having trees have been discussed in depth in other articles. This article is meant to illustrate one of the devastating results of choosing a tree that is ill-suited for its environment.

In our neck of the woods, the Bitterroot Valley of Western Montana, one of the most popular trees improperly chosen is the beautiful quaking aspen, *Populus tremuloides*. People love the quivering leaves that shimmer at the merest hint of a breeze. This phenomenon is created by the configuration of the leaf on its petiole – set at 90 degrees to the flattened stem. Furthermore, this lovely little tree is fast growing and native. This fills people with images of the ability to enjoy a mature tree in a reasonable length of time, and the knowledge that it is native brings the assumption that this tree should thrive in their residential site, which exists within its range.

Unfortunately, many people do not realize that being “native” does not guarantee suitability. Many variations exist within its native range and not all of these areas are suitable for quaking aspen. A managed landscape, even though it falls within this range, may have considerably different climatic conditions that may not be conducive to a tree’s longevity.

Quaking aspen actually have fairly specific needs in order to achieve their full potential. Altitude, water table and evapotranspiration relative to precipitation are...
important factors to this tree. Aspens are considered a pioneer species and are shade intolerant, meaning they need lots of sun and little-to-no overhead canopy competition to thrive.

And a VERY important factor – they are a grove tree. They survive by sending up new stems – lots of them – everywhere. The parent tree will eventually die leaving behind a veritable forest of little trees. This trait has allowed this species to be classified as one of the oldest living organisms, because the stems, or ramets, that are produced are direct clones of the original tree. One “clonal orchard” in Utah covers 107 acres and has 47,000 ramets. This trait is all well and good in a forest or naturalized setting, but not so great in a manicured landscape where the tree has been planted as a specimen, with turf grass that you wish to keep weed free.

Many people are not aware that common herbicides, such as 2-4D and Dicamba, found in lawn care products can be damaging to some trees. Aspens, with their integrated root system, will feel the effects of broad-leaf herbicides applied to lawns and other areas in an effort to keep weeds and the tree’s suckers under control. The alternate management option of just cutting off the sucker growth also depletes the parent plant of nutrients and its ability to reproduce. A sterilant, such as may be used to keep a gravel drive weed-free, will also have a negative impact on trees. It is easy to overlook how far roots extend from a tree. If an aspen is close to a gravel drive and the suckers are causing a problem, poisoning them will eventually have an effect on the entire organism.

The quaking aspen has the widest distribution of any native species of tree in North America. In the Central Rocky Mountains, its preferred range is 6,900 to 11,000 feet. The elevation here in our val-

Three great results from Doggett’s tree fertilizer.

By adding humates, natural zeolites, a specialty dispersant and an antivolatilization agent, Doggett’s tree fertilizer allows more nutrients to get into the tree system with little or no leaching from the soil.

The result is a more highly utilized form of tree fertilizer that promotes good color, vigor and health for your trees, without pushing growth.

Call for details.

THE DOGGETT CORPORATION
1-800-448-1862
www.doggettcorp.com

ley ranges from the valley floor at 3,572 feet to 5,000 feet for most residences; a bit below the preferred elevation.

Another peculiarity of this beautiful little tree is its preference for water; it prefers a water table no less than 2 feet and no greater than 8.5 feet deep. Whereas some people do live in areas meeting this requirement, these will likely be in naturalized settings. (Fig 1)

Unfortunately, most of the subdivisions where quaking aspen are planted as specimen trees do not. (Fig 2)

Quaking aspen grow naturally where annual precipitation exceeds evapotranspiration. Our valley is semi-arid with evapotranspiration exceeding precipitation on a distressingly frequent basis, microclimates notwithstanding.

Therefore, circumstances best suited to this tree would be an area that can afford a naturalized setting; one with abundant room to allow them to reproduce, have access to ample water, and a distinct separation of turf and trees to minimize or eliminate herbicide application within the root zone.

Stressed trees are more susceptible to insect attack and opportunistic pathogens
and quaking aspen are subject to a number of insects and diseases. Among the most damaging is the poplar borer, *Saperda calcarata*. This is certainly the circumstance we see here; this devastating insect’s larvae tunnel in the bole, weakening and degrading the wood. (Fig 3) Incidents of breakage by wind increases and the tunnels serve as infection courts for wood-rotting fungi. Egg-laying females are most likely to be attracted to open-grown and single trees in partial to full sun. This situation describes many residential settings for this tree.

We are removing these trees at an alarming rate and, in fact, more should probably come out as they, if allowed to stand, become “brood trees” for this borer. Control of this pest is difficult due to its long life cycle, approximately three years in our area. A tree can have a large population of the poplar borer with extensive internal damage, and still have a full complement of healthy looking leaves with little tip dieback. (Fig 4) Many homeowners are reticent to take out a tree that is not entirely dead, hoping the tree will “come back.” So a homeowner’s decision to keep a tree that is infested inadvertently provides a breeding ground for this pest, which can then spread throughout a community.

Selecting a quaking aspen as a specimen tree in a landscape ultimately leads to a short-lived one. A single quaking aspen can live to around 100 years in its natural environment, thousands of years when referring to the entire clonal community, but a mere 15 to 25 years in a residential situation. This may sound like a suitably long time, but in respect to trees, it is short indeed. Especially to the homeowner who has waited patiently for his or her trees to mature, and discovers instead that their trees are declining and dying before their eyes.

In researching statistics for this article, I found recommendations from university extension sites not to plant this tree in a residential, managed landscape, but no real numbers to substantiate the extent of this problem. People are being told that the quaking aspen is host to many problems and insects, but they are not being told what circumstances contribute to those problems. Providing a more naturalized setting for this species will not ensure you do not have problems, but it...

---

**Fig. 4: Trees with extensive insect populations can still have a full compliment of leaves.**
will give the best assurance that the tree will be able to survive as a community in spite of them.

Trees are an investment. Choose wisely, for yourself and your client. It may be hard to accept, but perhaps their favorite tree is not the best choice for the current circumstance in which they live. Keeping an open mind and being objective with the facts will allow you to find them a wonderful tree with characteristics they admire, but which also fills their needs perfectly and will continue to do so for generations to come.

References:
www.coopext.colostate.edu/4dmg/Pests/popborer.htm

Sylvia McNeill is a Certified Arborist and co-owner, with her husband, David, of McNeill’s Tree Service in Corvallis, Montana, a TCIA member since 2007.

Review: Pest Management in the Landscape

Pest Management in the Landscape by Christopher J. Luley, Ph.D. and A. D. Ali, Ph.D. – a book review by Tchukki Andersen, TCIA staff arborist.

The second in the Visual Identification Series by Urban Forestry, LLC, this book offers green industry workers, and others with limited formal education or background in pest management, a portal for information about plant problem identification and management.

In a style that is explanatory and clear, this landscape pest management manual is more than an elementary primer. Any part of it can be used as an introduction to the vast array of agents that cause landscape problems. As an example, “Causes of Problems in the Landscape” is divided into two chapters, one devoted to biotic agents and another to abiotic agents.

Open the book to any of the pest problems and the structure is the same throughout. The problem is described in an introduction followed by specific information regarding symptoms. This allows the reader to compare signs and symptoms of pests without the need to read the book from cover to cover before beginning field diagnosis.

A list of references provided in the Appendix offers the readers the recognized industry tools used to increase the knowledge of pest problems in the landscape beyond the basic information presented in this book.

This broad sweeping guide is not limited by the pests and controls for any particular tree or shrub species. The reader is directed to look for a wide number of biotic and abiotic casual agents in the environment of different woody plant species using the signs and symptoms associated with plant health care. Insects, pathogens, vertebrates, epiphytes, environment and weather related agents are all presented in a concise, one-glance format.

The Visual Identification Series is an excellent tool for the attentive PHC technician.
Continuous improvement motivates the International Society of Arboriculture.

Here is a preview of upcoming attractions:

- **True Professionals** launched in 2009 as a response to members wanting better community education. Supported by member dues, the True Professionals program has three main components:
  - **Online Toolbox** has articles, PowerPoint presentations, photos, and resources making any arborist better equipped to communicate to media, customers, and the general public.
  - **True Professionals Award** recognizes arborists who lead by example. By spotlighting best practices, all arborists can learn how to improve the image of arboriculture to their communities.

- **“Ask a BCMA”** coming January 1, 2010! ISA members can email questions to a panel of Board Certified Master Arborists.

- **Find an ISA Certified Arborist 3.0.** As the most popular search page on the ISA website, the planned improvements will make this a more valuable tool for arborists and consumers.

- **Job and Resume Bank 2.0.** Tough times call for better tools. Coming January 1, 2010! These and many other benefits are available to ISA members.

Call **(888) ISA-TREE** or visit **www.isa-arbor.com/mbrappl** to start or renew your membership for 2010.
There is much less opportunity for growth in today’s commercial tree care market than in recent years. The economy has adversely affected commercial tenancy rates and new construction throughout the country. This has placed more intense pressure on property managers and owners, causing budgets to be greatly reduced, if not slashed completely. Therefore, retaining commercial clients and their revenue stream necessitates increased focus.

To reach this end, what is needed is a concise and executable retention plan with a commercial property management perspective. Outlined below are retention principles that together constitute a plan that can be readily implemented.

The importance of retention

There are two main reasons why companies need to retain clients: 1) finding new clients costs more than keeping existing clients and 2) lack of retention quickly compounds problems related to a high growth rate.

Once a company has loyal, year-to-year customers, much less cost and effort is needed to keep those customers coming back. Average companies spend anywhere from 10 to 25 percent of sales (when adding sales salaries, advertising, marketing, etc.) to attract new customers. Whereas retaining existing customers can cost as little as the communication needed to keep in touch with the customer. There is usually also a tendency that the longer a client is retained, the more profitable the work becomes based on internal job knowledge.

If companies want to grow, they first need to keep what they have. Losing customers that contribute to an annual revenue base can have catastrophic results. For example:

Company ABC’s growth plan over the next two years is to grow 10 percent annually, from $1 million to $1.1 million, then to $1.21 million. If they retain 100 percent of their client base, their sales simply need to grow by $100,000 and then by $110,000 in those respective years. Suppose, though, that ABC’s retention rate is less than 100 percent for those two years. That means that sales will first have to make up for what was lost in addition to the other new sales needed to reach the growth goal. The example in Figure 1 compares the actual sales needed at 100 percent retention versus retention rates lower than 100 percent in 10 percent increments.

Clearly, reduced retention rates can have a harmful effect on growth potential and dramatically add sales cost to an organization.

Identifying key clients

Not all clients are created equal. Generally speaking, regarding client size and profitability, the 80/20 rule applies: 20 percent of most companies’ clients will represent 80 percent of companies’ revenue and profits. The problem is, who are these clients? In my 13-plus years of experience in the commercial landscape maintenance industry, this was an easy question to answer. Since, in landscape maintenance, clients contribute month-to-month and therefore year-to-year recurring revenue, it is very easy to identify top

---

### Table: Reduced retention rates can have a harmful effect on growth potential and dramatically add sales cost to an organization.

<table>
<thead>
<tr>
<th>Average Retention Rate</th>
<th>Year 1 Needed Sales</th>
<th>Year 2 Needed Sales</th>
<th>Combined Needed Sales Based on Retention Rate</th>
<th>Additional Sales Costs (assuming 15% cost of sales)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>$100,000</td>
<td>$110,000</td>
<td>$210,000</td>
<td>$31,500</td>
</tr>
<tr>
<td>90%</td>
<td>$200,000</td>
<td>$220,000</td>
<td>$420,000</td>
<td>$63,000</td>
</tr>
<tr>
<td>80%</td>
<td>$300,000</td>
<td>$330,000</td>
<td>$630,000</td>
<td>$94,500</td>
</tr>
<tr>
<td>70%</td>
<td>$400,000</td>
<td>$440,000</td>
<td>$840,000</td>
<td>$126,000</td>
</tr>
</tbody>
</table>

Figure 1: Reduced retention rates can have a harmful effect on growth potential and dramatically add sales cost to an organization.
clients. In tree care, however, our top clients this year may not even be on the radar in subsequent years. And, of those top clients this year, which ones are truly retainable? The first part of the plan is to come up with an organized and quantifiable method to identify the customers you want to retain.

The most common way to identify top customers is by using previous years’ revenue data. Then, it is possible quantify the customers’ values on an average annual basis and separate them into customer tiers. See the abbreviated example in Figure 2.

Then, by sorting by average annual revenue, it is easy to get a clear picture as to who the main targets of retention are, as shown in Figure 3.

In the scenario illustrated above, it is also easy to see the clients (or at least the level of clients) that a company may not want to keep. Many times the smallest clients eat up an inordinate portion of companies’ valuable resources. Also, it is not reasonable to assume that some low-bid-only clients can be retained. Based on this analysis clients can be separated into groups with an escalating level of value to the company. Therefore, the efforts associated with retaining each level of client can be planned on a proportional basis.

### Basic retention strategies for commercial clients

Commercial client relationships are traditionally created through a long vetting process where trust is the leading decision making factor for the property manager. Whatever got a contractor to the point of bidding on a job is what is going to keep the contractor coming back. This is removed from the equation when trying to manage profit, and makes the strategy for retention different in the commercial market. Here are three primary factors that should be considered when identifying customers you want to retain.

**1.** Repeat business. Are the customers that are already doing business with you going to continue to come back? This is the most important factor in keeping a company’s revenue from year to year. Without repeat business, it is difficult to maintain a consistent level of revenue. A contractor that is just starting out may have to pay a lot of money to develop a new customer base, and it is impossible to do this without repeat business.

**2.** Revenue. How much is that customer going to bring in? The amount of revenue a customer brings in is a good indication of their willingness to stay with a contractor. A contractor that brings in a lot of revenue is more valuable to a company than a contractor that brings in only a small amount of revenue.

**3.** Longevity. How long is the customer going to stay? A contractor that stays with a company for longer periods of time is more valuable to a company than a contractor that stays with a company for shorter periods of time. A contractor that stays with a company for longer periods of time is more likely to bring in more revenue than a contractor that stays with a company for shorter periods of time.

### Figure 2: Initial client revenue data:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$10,000</td>
<td>$6,000</td>
<td>$8,600</td>
<td>$8,200</td>
</tr>
<tr>
<td>2</td>
<td>$250</td>
<td>$650</td>
<td>$1,200</td>
<td>$700</td>
</tr>
<tr>
<td>3</td>
<td>$2,600</td>
<td>$1,300</td>
<td>$7,400</td>
<td>$3,376</td>
</tr>
<tr>
<td>4</td>
<td>$200</td>
<td>$150</td>
<td>$450</td>
<td>$267</td>
</tr>
<tr>
<td>5</td>
<td>$15,000</td>
<td>$16,500</td>
<td>$18,900</td>
<td>$16,800</td>
</tr>
<tr>
<td>6</td>
<td>$4,000</td>
<td>$2,400</td>
<td>$3,600</td>
<td>$3,333</td>
</tr>
<tr>
<td>7</td>
<td>$150</td>
<td>$650</td>
<td>$220</td>
<td>$340</td>
</tr>
<tr>
<td>8</td>
<td>$8,500</td>
<td>$5,400</td>
<td>$3,780</td>
<td>$5,893</td>
</tr>
<tr>
<td>9</td>
<td>$ -</td>
<td>$8,700</td>
<td>$ -</td>
<td>$2,900</td>
</tr>
<tr>
<td>10</td>
<td>$3,200</td>
<td>$400</td>
<td>$1,200</td>
<td>$1,600</td>
</tr>
<tr>
<td>11</td>
<td>$2,200</td>
<td>$1,100</td>
<td>$650</td>
<td>$1,317</td>
</tr>
<tr>
<td>12</td>
<td>$300</td>
<td>$800</td>
<td>$600</td>
<td>$567</td>
</tr>
<tr>
<td>13</td>
<td>$11,000</td>
<td>$450</td>
<td>$6,200</td>
<td>$5,883</td>
</tr>
<tr>
<td>14</td>
<td>$7,100</td>
<td>$3,200</td>
<td>$1,200</td>
<td>$3,833</td>
</tr>
<tr>
<td>15</td>
<td>$750</td>
<td>$1,800</td>
<td>$450</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Figure 3: Client revenue data sorted by average annual revenue:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>$15,000</td>
<td>$16,500</td>
<td>$18,900</td>
<td>$16,800</td>
</tr>
<tr>
<td>1</td>
<td>$10,000</td>
<td>$6,000</td>
<td>$8,600</td>
<td>$8,200</td>
</tr>
<tr>
<td>8</td>
<td>$8,500</td>
<td>$5,400</td>
<td>$3,780</td>
<td>$5,893</td>
</tr>
<tr>
<td>13</td>
<td>$11,000</td>
<td>$450</td>
<td>$6,200</td>
<td>$5,883</td>
</tr>
<tr>
<td>14</td>
<td>$7,100</td>
<td>$3,200</td>
<td>$1,200</td>
<td>$3,833</td>
</tr>
<tr>
<td>3</td>
<td>$2,600</td>
<td>$1,300</td>
<td>$7,400</td>
<td>$3,333</td>
</tr>
<tr>
<td>6</td>
<td>$4,000</td>
<td>$2,400</td>
<td>$3,600</td>
<td>$3,333</td>
</tr>
<tr>
<td>9</td>
<td>$ -</td>
<td>$8,700</td>
<td>$ -</td>
<td>$2,900</td>
</tr>
<tr>
<td>10</td>
<td>$3,200</td>
<td>$400</td>
<td>$1,200</td>
<td>$1,600</td>
</tr>
<tr>
<td>11</td>
<td>$2,200</td>
<td>$1,100</td>
<td>$650</td>
<td>$1,317</td>
</tr>
<tr>
<td>15</td>
<td>$750</td>
<td>$1,800</td>
<td>$450</td>
<td>$1,000</td>
</tr>
<tr>
<td>2</td>
<td>$250</td>
<td>$650</td>
<td>$1,200</td>
<td>$700</td>
</tr>
<tr>
<td>12</td>
<td>$300</td>
<td>$800</td>
<td>$600</td>
<td>$567</td>
</tr>
<tr>
<td>7</td>
<td>$150</td>
<td>$650</td>
<td>$220</td>
<td>$340</td>
</tr>
<tr>
<td>4</td>
<td>$200</td>
<td>$150</td>
<td>$450</td>
<td>$267</td>
</tr>
</tbody>
</table>

---

**From Yale Cordage**

**MAXI-FLIP**

**and new Maxi-Flip Sport**

**Maximum Wire-Core Flip-Line Performance**

Eye terminations minimize in-use wire rope axial fatigue.

Cover has proven to give the highest wear resistance.

The leading brand for consistent quality and long life.

Covers generate high and consistent hand grip.

Circle 34 on RS Card or visit www.tcia.org
where a commercial property manager trusts them, their company and their work still applies. The contractor must continue to provide exemplary service to the client. Beyond producing high quality work, there are other techniques a contractor can employ to differentiate themselves from other tree care contractors and prevent a client from going out to bid:

“Be present, but don’t hover.” These are words directly from the mouth of a senior vice president of one of my largest clients. “Let my managers know that you are available to serve them and their properties, but don’t linger in their office.” Understandably so. Property managers are extremely busy right now, in part due to layoffs at their companies. Many of these managers are doing the work of what used to take two or three people. They don’t have time for idle banter. However, if they do need something, they need to know that you can be contacted at a moment’s notice for a fallen tree or broken limb.

Keep the face of your company exposed to your clients through marketing and networking events. Right now, some companies find it harder to allocate the resources to continue attending property management association meetings and other marketing events. It could be a very costly mistake to try to save some money now by skipping out on these marketing activities while some of your competitors still attend. Looking long term, when the dust settles, property managers will remember those who have been present all along. Not to mention that attending these events is a good way to make passive (non-hovering) contact with your customers. Others who decide to forego such opportunities now will be in scramble mode trying to regain their footing in the future.

Realize that the top person in an organization is not always the top decision influencer. In many cases I have found that, although I know the president or regional vice president of a management company, they defer local decision making to on-site managers. After all, the president is not dealing with tenant complaints, nor does the president need to work with your crew directly. In short, all levels of your clients’ management teams need to be treated as though they are the decision maker.

The layoff of your property management contacts could be a long-term opportunity. Usually, the loss of a client contact can spell doom for your relationship with that company. It is true that a lot of effort will have to be expended getting to win over a new client contact. However, commercial property management is a very small world. Usually, that laid off client will resurface at another company soon. Be sure that at the very least you keep in some sort of contact with that property manager. At best, because of other contacts you may have, you may be able to find that client a new job – hopefully at a larger management company.

The rule of thumb for the basic strategy is to continue to provide excellent service while being sure to keep a presence with your customers.

**Advanced retention strategies**

Though a company and its representatives may be doing all they can to foster their client relationships and keep their presence known, the economic pressure has become the new decisive factor in the commercial property market. It is a reality that must be acknowledged. And yet, the pressure can create opportunities for growth and the ability to strengthen relationships, if you know where to look.

Offer proactive cost reduction based on a reduced scope of work. Most managers are required to cut costs right now. If you wait until they have taken their work out to bid, you’ve waited too long. Be sure, though, that the cost reduction stipulates less work also. Otherwise, you’re really just giving work away. Specify the priority work to be done immediately and the other work that can be put off to subsequent years.

Offer cost reduction based on receiving more work from their portfolio. Many property managers see benefits to consolidating their portfolio and awarding it to possibly only one or two contractors if the price is reduced. The increased revenue can result in lower overhead as a percentage to your business. Remember, too, in many cases the managers have an increased work load. In their minds, fewer contractors means less work for them.

The emphasis with advanced retention strategies is to be able to provide your clients with proactive cost cutting solutions. By providing these options, you are helping the client do their job.

**Putting the retention plan together**

Finally, putting a retention plan together should include identifying high value targets to retain, a goal of how many of those clients you expect to retain, how you plan on keeping a presence in front of your clients, and offering any proactive cost reductions plans to your clients as you feel it is appropriate. Commercial property managers are under tremendous pressure to reduce costs while keeping service at an acceptable level. If you already have a great relationship with your clients, they won’t want to make a change. The goal of implementing a retention plan is to keep your customers from going out to bid while providing your customers continued excellent service and proactive solutions suited to their needs.

Andy LaVelle is vice president and general manager of Arborwell in Hayward, California. He will be presenting a seminar on this same topic at TCI EXPO 2009 in Baltimore this November.
What does $6 a week mean to you?

Two gallons of gas for the truck?

A sandwich for lunch?

Three cups of coffee at the drive-thru?

Would you pay $6 a week for...

... unlimited access to a business consultant?

... experienced arborists you can call on for assistance?

... a crack marketing team that knows small business?

... a personal OSHA and regulatory advisor?

... hundreds of dollars in savings on safety and training programs?

For less than $6 a week ($299 for your first year)*, you can become a member of TCIA and put a staff of 27 business, arboriculture, regulatory, marketing, and financial experts to work for you.

*Hurry, this introductory rate is only good through 12/31/09.

We’re on call to help you meet your business goals and give you the tools you need to grow and maintain a successful tree care business.

Call today at 1-800-733-2622, or visit www.tcia.org to learn more about what TCIA membership will do for your business.

Tree Care Industry Association • 136 Harvey Rd., Ste. 101 Londonderry, NH 03053 • 1-800-733-2622 • membership@tcia.org

Circle 29 on RS Card or visit www.tcia.org
HELP WANTED

Experienced Tree Climber Southern MD
Established tree care service has immediate openings — safe, drug free & year round. Valid & clean driver's license, current copy driving record req. Send resumes to lila@southerntreeservice.com or 1-800-260-3356.

No.GA/Atlanta Salesperson
Must have valid DL, highly motivated & organized, communication/people/computer skills. Direct exp. & working history in arboriculture & sales. ISA cert. preferred. Commissioned pay. e-mail resume acorn@comcast.net.

Mountain High Tree, Lawn & Landscape Co. in beautiful Denver, CO
Dedicated to utilizing the most up-to-date arboricultural practices for 35 years. Accepting applications for a Field Trim Supervisor position. Duties include training, safety program implementation, production, customer relations. Minimum of 5 yrs' exp. & perform. at a lead foreman level. Salary, full benefits, company truck. Call Dave Entwistle at (303) 457-5856 or e-mail DaveEntwistle@mountainhightree.com. Advancement available.

Florasearch Inc.

Bartlett Tree Experts
Continues to grow in the South with immediate openings for experienced Sales Arborist/Representatives, experienced Foremen, IPM Technicians and Tree Climbers in the Carolinas, Georgia, East Tenn & No. Fla. Benefits include paid vacation, holidays, medical, dental, 401(k), training & continuing education. Applicant must be reliable, customer-service & career oriented. CDL a plus. Fax or e-mail your resume to (770) 414-9762; sjohnston@bartlett.com; www.bartlett.com.

Preservation Tree Services
TCIA-accredited, recruits year round in Sales, Production & Admin. Forward your resume to pg@preservationtree.com, or mail to 11700 Preston Rd., Ste. 660 PMB#137 Dallas, TX 75230. Always looking for the best & brightest! EOE
Take Your Career a Mile High

With roots proudly planted in Colorado’s soil since 1947, we’ve grown into one of America’s most respected landscape care services. Come join more than 200 passionate green-industry professionals, with opportunities for:

- Certified Arborists with removal experience
- Trim Field Supervisor with Ornamental Pruning Expertise
- Sales Representatives
- PHC Qualified Supervisors

Other production positions available — in Denver and Fort Collins. Swingle offers year-round employment in the sunny Colorado outdoors, plus top industry wages and benefits. We also provide great opportunities for college graduates and student interns. If you are a results-oriented, motivated individual looking for a growing company recognized for safety and legendary service — we need to talk to you. Visit our Web site at www.myswingle.com to learn more or to apply online. Or call Dave Vine at (303) 337-6200 or e-mail dvine@swingle-tree.com. When it comes to your career…choose Swingle.

Climber/Arborist

Sixty-year-old company located in SC has immediate openings for climbers experienced in pruning, removals, cabling-bracing, PHC and more. Applicants must possess a valid driver’s license and must be drug free. A CDL and ISA arborist Certification is a plus. Benefits include JOB SECURITY health and dental ins., holidays, continued training and a great work atmosphere. Respond to chris@soxandfreeman.com or call Chris Freeman (803) 337-6200.

Bartlett Tree Experts

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

A few good men and women. Sales (Arborist), Tree Climber & Foreman, PHC Applicator/Technician

Are you a professional arborist, plant health care applicator, horticulturist, or have the drive and interest to be better? RTEC Treecare specializes in Federal Government and high-end residential work. We seek only a few professionals dedicated to best practices and growth. RTEC Treecare is an Accredited company, and was recognized as a 2009 Department of Homeland Security Small Business of the year. Specializing in general tree work, plant health care, and our newest division, Environmental Solutions. We offer a safe, drug-free environment, competitive benefits package, and promote career advancement and continuing education. E-mail: Jobs@RTECtreecare; (703) 573-3029.

Production Managers/Climbers/Sales People

Min. 5 yrs.’ exp. Climbers must prune w/o spikes. Year-round, salary, pd vacation/health, help moving. Virginia, near Williamsburg, Busch Gardens, VA Beach. hendrontreecareinc@verizon.net, (757) 595-8733.
Seeking Operations Mgr.
Paul Bunyan’s Tree Svc., Roanoke, VA. Degree in Forestry or related field, or comp. experience & training/education. Resp. include Sales and Application. Fax resume & salary req. to (540) 345-3160 or e-mail Tim@Pbunyan.com.

Arborist Turner & Renaud
South VT near NH/MA. Well estab. tree co. seeks Arborist w/ exper to join team of pros. ISA cert. & CDL a plus. Competitive wages, year-round work/benefits. gotttrees@sover.net, call (802) 257-0567 or visit TurnerandRenaud.com.

Why SavATree? Advance your education.

Patrick Parker, PHC Director
"After gaining practical experience on some of the most interesting landscapes in the country, I’m using my Urban Forestry and Arboriculture degrees to apply cutting edge tree care programs and constantly increasing my knowledge."

SavATree®
The Tree and Shrub Care Company
Offices in CT, DC, MA, MD, NJ, NY, PA & VA. Please fax or email your resume to 914-242-3934 / careers@savatree.com www.savatree.com

Come grow with us
DeAngelo Brothers, Inc. has been a leading Vegetation Management Company since 1978. We specialize in Railroad, Roadside, Industry and Aquatic Vegetation Management and some of our client’s include many of the largest corporation’s in North America. We are a market leader with a clear vision of the future investing heavily in our people, core values and friendly work environment. We are looking for hard-working, talented people who have experience in managing day-to-day operations for our Branches and Divisions throughout the United States and Canada. Qualified applicants must have a minimum of 2 years’ experience working in the green industry, have proven leadership abilities and strong customer relations and interpersonal skills. We offer an excellent salary, bonus and benefits package including 401(k) and company paid medical and vacation benefits. For career opportunity and confidential consideration, send or fax resume, including geographic preference and willingness to relocate to:
DeAngelo Brothers, Inc.; Attn: Human Resources Department; 100 North Conahan Drive; Hazleton, PA 18201; Phone: 1-800-360-9333; Fax: (570) 459-5363; E-mail: cfaust@dbiservices.com EOE/AAP M-F-D-DV

Seacoast NH Tree Co.
Tree Climber wanted. Must be Certified Arborist. $20-$30 per hour for right applicant. Year-round work with possible benefits. E-mail to: Lisa@seacoast-treecare.com or call (603) 431-0101.

TREECO Tree Service
San Francisco Bay Area. A successful 19-year-old business has dynamic opportunities for experienced arborists to join us as: Account Managers, Foremen. Please send resume to: jobs@serpicolandscaping.com

Experienced Tree Climber
Drug free; with own equipment & truck; CDL a plus. Year-round work in Baton Rouge, LA. Top Pay. Call Tree Surgery by Ricky Vincent at (225) 683-3800.
EQUIPMENT FOR SALE

Selling Retired Equipment
Hi – ranger & Aerial Lift of CT lifts on Int’l and Ford Chassis. All are diesel; forestry & rear mnt pkgs avail. Diesel self feeding chippers available. Contact Paul (585) 295-2412.

Tamarack Forestry is selling bucket truck surplus
Aerial Lift of CT Buckets mounted on 1996-1999 Ford, GMC & Int’l trucks. All trucks are diesel, average miles are 50,000 & booms are in excellent shape. Prices are $23,500 to $29,500. Call Matt at (315) 323-2303 or 1-800-858-0437.

For Sale
GMC Top Kick 65’ HiRanger; Int. Bucket trk 52’ HiRanger; Chip/wood truck & Ford F800; Mack knuckleboom; Mack Spray Truck. Vermeer BC 1400 chipper w/winch turbo; Vermeer 1250 chipper. Prices & info: (203) 948-2628 or phyllis.shook@gmail.com.

Fiberglass Covers for LRs and XTs
PCC’s fiberglass guards & covers significantly outlast the OEM plastic covers...and they cost less. Plastic Composites Company 1-800-747-9339; www.bucket-truckparts.com.

2003 Morbark 30/36
Approx. 1,300 hrs., full cab, heat/AC, Babbit knives, C-9 Cat 335 hp, swivel discharge, excellent shape, asking $125,000. New $225,000. Call (201) 768-0694 or e-mail ken.barber@kenstreecare.com.

BARTLETT.
BECAUSE UPWARD MOBILITY IS PART OF OUR NATURE.
For over 100 years, we’ve made trees, shrubs—our people thrive. Ours is an entrepreneurial culture in which new ideas are welcomed and decisions are shared—not handed down. We provide a highly-competitive compensation package and generous benefits, including medical/dental/life insurance, 401(k) and more. And we encourage our employees to succeed both in and out of the workplace. Consider a career with Bartlett Tree Experts. Where growth happens everywhere you look.

PLEASE CALL MANAGER OF EMPLOYMENT & BENEFITS, 203.323.1131 OR VISIT BARTLETT.COM

Stump Cutters
Carbide Tipped
Now Manufacturing and Distributing “STUMP CLAW TEETH”

Buy from the Original Manufacturer
Established 1954
1-800 421-5985

Border City Tool & Manufacturing Co.
23162 BLACKSTONE • WARREN, MI 48093-2675
(586) 759-3574 • 1-800-421-5985 • FAX (586) 759-7829

Circle 8 on RS Card or visit www.tcia.org

Circle 6 on RS Card or visit www.tcia.org
Chipper Truck for Sale
1991 GMC Chipper Truck Marmon 4X4, New Southco Chip Box, Gas, 5-Speed. Great in snow and off road, excellent shape. Asking $10,500. Call (201) 768-0694 or e-mail ken.barber@kenstreecare.com.

Oddyke Inc.

Spider Lifts for Sale
New, demo and used. Different brands from 52-foot to 102-foot working height. See them at www.TrackedLifts.com. or call Mike Hrycak at (201) 206-2464.

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

Allied Equipment of Wisconsin
Stumper guard OEM Bucket Trucks to 70 ft., Stump Grinders, Chippers, aerial lift parts & service. Rayco parts. We rent Rayco/Forestry Mowers. www.alliedutilityequipment.com 1-800-303-0269.

PRODUCTS & SERVICES

ArborGold Software
Complete job management! Tree Management Systems, Inc. delivers cutting edge software specifically designed to help tree care companies close more sales, create repeat business, reduce cost and monitor crew productivity, works with QuickBooks. Visit our Web site www.ArborGold.com for a FREE in-depth video demo or call 1-800-933-1955 today for more information.

Customized Consulting for the Tree Care Industry
If it impacts your success, it’s our concern. Contact charles@TCIAAccreditation.com or (864) 380-6608
TCIA Accreditation
Business Management
Office Procedure
ArborGold Software Training
Company Branding & Marketing
Web Design

Hardware and software by an arborist for the arborist
For more information about the industry's best-selling package, call or write Arbor Computer Systems, PO Box 548, Westport, CT 06881-0548. Phone: (203) 226-4335; Web site: www.arborcomputer.com; e-mail: phannan@arborcomputer.com.
2009

Partners Advancing Commercial Tree Care
Supporting and Sustaining the Tree Care Industry

TCIA would like to extend our sincerest gratitude to the following companies whose commitment to our work is extraordinary. Their remarkable dedication to the future of arboriculture supports our efforts in the

Transformation of the Industry.

Crown

Helping to build a stronger marketplace can have significant benefits for your company. To learn more, contact Deborah Johnson, Director of Development at johnson@tcia.org or call 1.800.733.2622

Seed

www.tcia.org
Tree-trimming helicopter crash injures pilot

A helicopter trimming trees along power lines crashed June 2, 2009, in Waynesboro, Virginia. The pilot, Brian Keith Lacks, 41, of Arlington, Tenn., was flown to the University of Virginia Hospital in Charlottesville with non life-threatening injuries. No one else was injured, according to The News Virginian online report.

Initial evidence pointed to engine failure as the cause of the crash. It was possible the pilot was going for fuel when he lost all power, the report said.

The pilot was trimming trees near power lines along a right of way for Shenandoah Valley Electric Cooperative. The helicopter’s propeller and tail were damaged.

The aerial saw being used on the helicopter hangs down for 90 feet below the helicopter, which flies about 200 to 300 feet above ground, moving along the tree line. The tree trimming was a two-man operation, with one on the ground with a truck. A mechanic was also nearby and responded.

Worker injured in fall from bucket

A worker from an Exeter, New Hampshire, tree service company was injured in Brentwood, N.H., June 2, 2009, when he fell about 40 feet after a tree struck the boom on the truck and knocked him out of the bucket. The 47-year-old worker appeared to suffer abdominal injuries in the accident, according to the Union Leader.

He was cutting a large pine tree when part of the tree fell and hit the raised boom, launching the worker out of the bucket. The bucket broke off the boom and landed near the base of the tree.

The man, whom was working with another employee at the property, was rushed to Exeter Hospital. His injuries did not appear to be life-threatening.

Man trapped, injured by cut limb

A man was trapped and injured while working in a tree June 8, 2009, in North Providence, Rhode Island. He was listed in critical condition at Rhode Island Hospital the next day with two broken legs.

Lew Brice, 42, an employee of a landscape company in Warwick, was cutting a tree limb when it slid down the tree and wedged one of his legs straight up in the air, according to a report on Channel 10 news in Providence. He was trapped upside down near the top of the tree, about 30 feet off the ground, for about two hours.

Brice was rescued by the fire department and two tree companies the department called to help with the rescue. The branch pinning him was estimated at 1,500 pounds.

Workers from Davey Tree Service and Northeast Tree Service helped the fire department with the rescue. They used bucket trucks to get close enough to Brice to help him. Brice was given intravenous fluids and other medical treatment while rescuers worked to free him.

Brice is not a licensed arborist in Rhode Island. There are about 600 licensed arborists in Rhode Island.

Tree trimmer injured

A man working for a tree-trimming service was injured June 9, 2009, in Champaign, Illinois, when he apparently hit a power line. The man was conscious when firefighters got to him, according to a report in The News-Gazette. He had been working in the bucket of a self-propelled lift unit, between a tree and a high voltage line, when he apparently came in contact with the power line.

Trimmer dies when electrocuted

A tree trimmer was electrocuted June 9, 2009, in Defiance, Ohio, when he made contact with an electrical line.

Anthony Charles Duffield, 25, of Duck Clay, West Virginia, was trimming when he came in contact with the power line, according to a report on Crescent-News.com. Police and the Defiance Fire Department found him suspended in a tree.

Duffield was lowered to the ground and taken by the fire department to Defiance Regional Medical Center, where he was pronounced dead.

(Continued on page 55)
Certified Treecare Safety Professional

Improve Your Productivity and Profitability with a Culture of Safety

How it works:
One or more employees enroll in the program to become your organization’s internal safety trainer(s). They have up to 18 months to complete a study guide with exercises, attend a workshop and pass the certification test.

The benefits to having a CTSP on staff:
- Control at-risk behaviors to reduce accidents and associated costs
- Improve customers’ perception of your professionalism through your commitment to safety
- Improve employee morale, productivity, retention and recruitment
- Offer a rewarding new career path for key employees

NEW - TCIA member companies with CTSPs on staff are eligible to be considered for workers' comp coverage under the new ArborMAX insurance program.

The results are in.
TCIA Member companies with employees enrolled in the Certified Treecare Safety Professional program are ten times less likely to experience a lost workday incident compared with members that do not have a CTSP on staff.

Additionally, members with employees enrolled in the CTSP program are nearly four times less likely to experience a recordable accident (one that requires medical attention beyond treatment in the field) than members without a CTSP on staff.

The numbers don’t lie... safety-conscious tree care companies that get involved with the CTSP program experience fewer accidents, fewer injuries, and less lost time.

– PERIOD.

Upcoming 2009 Workshops

August 19 & 20
San Jose, California
at Target Specialty Products

September 29 & 30
Round Rock, Texas, at ISA
Texas Chapter Annual Conference

November 3 & 4
In conjunction with TCI EXPO
Baltimore, Maryland

Circle 27 on RS Card or visit www.tcia.org

The CTSP Workshop is the last step in the certification process. Learn more and enroll at tcia.org

Call 1-800-733-2622 to begin building your company’s safety culture today!
Where would I be without TCIA?

By Kevin Caldwell

Looking back, it’s hard for me to contemplate where Caldwell Tree Care would be if we had not become a member of the TCIA organization. I want to thank my former boss, Spence Rosenfeld, past TCIA (then NAA) board member, for encouraging my involvement. In just slightly over 11 years in the tree care business, we have built a sound machine, and I credit much of this to our ongoing involvement in TCIA.

Despite my involvement in TCIA and trying to do things right, tragedies can happen. I, along with several other friends in the tree care business, have had this occur in the last year. The first people to console me were TCIA members. The brotherhood of tree care came alive! In other tragedies, which continue to plague our industry, I have made it a personal goal to extend myself to help those folks, including non-members. The brotherhood of tree care came alive!

Despite my involvement in TCIA and trying to do things right, tragedies can happen. I, along with several other friends in the tree care business, have had this occur in the last year. The first people to console me were TCIA members. The brotherhood of tree care came alive! In other tragedies, which continue to plague our industry, I have made it a personal goal to extend myself to help those folks, including non-members. The brotherhood of tree care came alive!

Kevin Caldwell

Building a company around standards, professionalism, safety and cooperative efforts in our industry creates a machine that endures through the good and the difficult times. Despite the many business cycles we experience as tree people, TCIA has grounded me to keep good business practices intact. My peers challenge each other to stay innovative. We help sustain and maintain good core values.

In summary, TCIA gives me comfort as a professional tree care businessman. The relationships among peers are incredible and invaluable. This organization provides a venue of accountability and support to all of us. Perhaps you are a member but don’t attend EXPO or Winter Management Conference – I think you are missing out. If you are attending events but are not a member, TCIA has a tremendous staff for support and all the programs offered to make us better. I want to thank you for the honor to serve on the board of this tremendous organization and look forward to overcoming the many challenges we are facing as an industry and as tree care businesses.

I hope I have challenged or inspired each and every one of you to become more involved in TCIA for all of your benefit. Where would you be without TCIA?

Kevin Caldwell, CTSP and an ISA Certified Arborist, is president of Caldwell Tree Care in Roswell, Georgia, and a TCIA Board member. His company has been a TCIA member since 1997 and been accredited since May 2007.

Free Tailgate: Electrical Hazards & Climbing

Does your crew understand the potential hazards and risks associated with working around electrical conductors? With this month’s TCIA member giveaway (included with the print version of the July Reporter), Session 36 – “Electrical Hazards and Climbing” from TCIA’s Tailgate Safety program, your crew will learn to identify jobs that can be affected by electrical hazards, become familiar with potential hazards and risks and learn action steps that can keep them and co-workers safe.

We’ve also included a “Safety Training Session Attendance Form” to document employee training. In an OSHA investigation, the burden of proof falls on the employer and “paper trail” helps establish employees’ competencies. Documentation also can be valuable at employee review time. And, it is part of the standard for TCIA Accreditation.

The form must be signed by attendees and filed in your company’s permanent records. Also, you should collect the actual signed handouts if you are training with TCIA’s TreeWorker or Tailgate Safety program. Please call for more information on how to conduct, and keep records on, your safety training.

Contact Brenda French in membership at 1-800-733-2622 ext. 105, or French@tcia.org.
Entrepreneurs taking time off to relieve stress

According to a semi-annual survey of business owners by American Express, despite economic challenges the same percentage of small business owners as last year (59 percent) are planning a vacation of at least a week this year. How do small business owners decide when to go on vacation? Thirty-four percent take a break when they're stressed or have had enough, up 10 percent from two years ago.

"The fact that most small business owners will vacation again this summer may not seem so remarkable, until you factor in that 56 percent are experiencing cash flow issues and 86 percent are being squeezed by rising energy costs," said Alice Bredin, American Express small business advisor. "For all of us and especially entrepreneurs, a vacation is a necessity, not a luxury – especially when times are stressful."

Entrepreneurs who are 60 and older are most likely to have vacation plans (72 percent compared to 55 percent of their younger counterparts). Business size is also a factor: businesses with 50 to 99 employees are more likely to have vacation plans for a week or more (73 percent versus 59 percent of companies with fewer than 50 employees).

Going without guilt, but not without worry

According to the survey, 71 percent don't feel guilty taking a vacation. For most entrepreneurs though, guilt-free doesn't mean worry-free, given that two out of three entrepreneurs worry while on vacation. Among their chief concerns are client care (36 percent), a missed business opportunity (31 percent) and employees slacking off (30 percent), followed by equipment/operational breakdowns and staff judgment calls (29 percent each), finding someone to manage their business (23 percent), and security (19 percent). Eighty-one percent of small business owners intend to check in with their business either by phone or email while away, up 6 percent from last year.

"Unfortunately, many small business owners have difficulty stepping away and leaving things in the hands of others," said Bredin. "This may explain why 26 percent of those surveyed say they check in several times a day."

Combining business and pleasure to save

One-third of small business owners surveyed are looking to save time and money by linking their vacation to a business trip. One-half of owners in the 50-54 age group are taking advantage of such opportunities compared to 34 percent overall.

More owners from the Northeast say they plan a vacation when they've had enough or are stressed out (43 percent) than their counterparts in the West (33 percent), North Central (31 percent) and South (30 percent). But they feel more guilty about it. Only 66 percent of owners in the Northeast responded "no" when asked if they feel guilty about taking vacation, compared to 73 percent in the South, 70 percent in the North Central region and 75 percent in the West.

Our recommendation is to relieve your stress by taking time off, save money by combining a vacation with a business trip, and advance your health and your business by joining your peers at TCIA's Winter Management Conference in Hawaii, February 7-11, 2010 – and don't feel guilty about it!

Nomination time for Communication and Safety Awards

New this year –

Associate Member Award

What is recognition? Awards or recognition for a job well done are simply respect made visible. The TCIA Safety and Professional Communications Awards recognize:

➤ importance of the job. Many small tasks often go unrecognized, but every task is important.
➤ quality of the work. We all have a stake in upholding standards or expectations of quality.
➤ person doing the job. Too often, we recognize the performance, rather than the individuals.

Professional Communications: Tree Care Awards

Professionalism can be expressed in many ways. Tree service companies display professionalism by how they communicate with clients, each other, the general public and employees. The Professional Communications Awards program honors marketing and communication excellence for this industry. More than 20 years old, the program is open to all Active and Affiliate Member companies. Over the years, the program has steadily grown in size and scope. The sophistication of the entries has grown as well.

Winners are selected in four categories: Brochure, Newsletter, Company Web Site and Special Entry. The entries are evaluated on overall appearance, content quality, and their respective success in achieving the company's marketing and communications goals.

Professional Communications – Associate Member Award

The Professional Communications Associate Member Award honors marketing and communication excellence for companies that provide products and services to the commercial tree care industry. The Associate Member Award is open to all TCIA Associate Member companies.

Nominations can include any marketing communications materials targeting commercial tree care companies for related industry products or services. Entries may include, but are not limited to, a brochure, newsletter, published ad, company Web site or any other material used in an ad or marketing campaign between November 1, 2008 and October 31, 2009. The entries are evaluated on their overall appearance, content quality and their respective success in achieving the company's marketing and communications goals.

TCIA Safety Awards

The TCIA Safety Awards recognize our members and their employees when they take positive action to improve worker safety and lower accident rates. Safe attitudes and behaviors are critical in the future of your business and for the future of the industry. TCIA's Safety Awards program recognizes exemplary action in two areas. The Outstanding Individual/Crew Performance award recognizes an individual's or crew's heroic reaction to an emergency situation. The Outstanding Company Contribution award recognizes a member's proactive program to address safety issues within its own company or within a larger sphere of influence.

Deadlines

The deadline for nominations is November 1, 2009. Entries will be displayed and winners announced at TCIA's Winter Management Conference in the Hawaii in February 2010.

To enter, you may use the application in the July Reporter newsletter, or download an application from tcia.org.
Genetics could help restore American chestnut

In their prime, American chestnut trees stood 100 feet tall and 6 feet wide. Now, they’re typically no bigger than shrubs, thanks to a fungal disease that spread down the East Coast decades ago, virtually wiping out the hardwood tree.

Researchers in the University of Georgia Warnell School of Forestry and Natural Resources, with support from ArborGen LLC, a commercial tree production company, have developed a method for inserting anti-fungal genes into American chestnut DNA. They hope the new genes will fight off the fungal disease and help restore the tree to its former glory.

The results of Scott Merkle’s 20-year effort are detailed in a new paper published in the journal Plant Cell Reports, where he and associates Gisele Andrade and Joe Naim describe the system they developed to insert new genes into the tree’s DNA and to propagate trees that carry the genes.

“The gene transfer system described in the new paper has already been used to produce some trees with genes that may confer resistance to the fungal disease,” said Merkle.

They’ve inserted an anti-fungal gene, obtained from collaborator William Powell at SUNY College of Environmental Science and Forestry, into chestnut trees that are being grown in a Warnell greenhouse in preparation for testing the ability of that inserted gene to fight off the fungus. It will be at least two years before they can take that next step in the research, however, since the trees have to grow to a certain size before they can be screened.

Anti-biotech groups obstruct forest biotechnology

The potential of forest biotechnology to help address significant social and environmental issues is being “strangled at birth” by the rigid opposition of some groups and regulations that effectively preclude even the testing of genetically modified trees, scientists argue in a new report.

Steps must be taken to create a regulatory environment that considers genetically modified trees on a scientific, case-by-case basis, and is focused on the end product rather than the process, say researchers from Oregon State University, Carnegie Mellon University and other institutions in an article in the journal Nature Biotechnology.

Lacking that, the potential will be lost to use this powerful tool to create trees that grow faster, better resist drought or disease, restore threatened species, reduce costs, contribute to renewable energy, sequester carbon, improve environmental cleanup, and produce badly needed products for global consumers.

“Opponents are taking advantage of the well-intentioned but vague language in the Convention on Biological Diversity and the associated Cartagena Protocol to stimulate the imposition of regulations that make progress almost impossible,” said Steven Strauss, a distinguished professor of forest biotechnology at OSU.

The researchers believe that major changes in the structure and interpretation of the treaty are required to prevent its continued misuse in ways that they argue “is clearly against its original spirit and intent.”

Synthetic tree removes carbon from air

Scientists in the U.S. are developing a “synthetic tree” capable of collecting carbon 1,000 times faster than the real thing. As wind blows though plastic “leaves,” carbon is trapped in a chamber, compressed and stored as liquid carbon dioxide. The technology is similar to that used to capture carbon from flue stacks at coal-fired power plants, but the “synthetic tree” can catch carbon anytime, anywhere.

“Half of your emissions come from small, distributed sources where collection at the site is either impossible or impractical,” said Professor Klaus Lackner, Ewing-Worzel Professor of Geophysics in the Department of Earth and Environmental Engineering at Columbia University. “We aim for applications like gasoline in cars or jet fuel in airplanes... CO2 that otherwise is nearly impossible to collect.”

An early model is built and Lackner is in the process of writing a proposal for consideration by the U.S. Department of Energy. Each unit would take out a ton of CO2 a day – the amount produced by 20 average automobiles in the U.S.A.
A tree trimmer in Rockledge, Florida, avoided injury June 22, 2009, when a limb he’d cut came down on a power line. Rescue workers found the man still up the tree, unhurt, but with his tree spikes in the tree, which was in contact with the power lines, according to a report on wftv.com.

The man, who works for a private tree trimming company, was about 15-to-20 feet off the ground when he reported feeling tingling sensations from the electricity. The man didn’t get a major jolt, but just felt a tingling sensation and stopped working, according to Florida Today. Florida Power & Light crews cut power so that the man could climb down. He refused medical care.

Man dies cutting trees for power line

A Houston, Texas, contractor was killed while clearing trees on a power line in a remote area of Lehigh County, Pennsylvania, June 24, 2009.

Samuel Saucedo Yanez Sr., 30, was with a crew clearing trees for a power line in a heavily wooded area of Washington Township when the accident happened. He was in the top of the tree cutting branches when the tree splintered in an unexpected direction. He fell to the ground, and the tree landed on top of him. Reports indicated he was pinned and unconscious, according to The Morning Call in Allentown, Pa.
We were taking down a large oak tree for a good customer of many years. Everything was finally on the ground, when our customer said his neighbor wanted a limb off of an oak tree on our customer’s property, behind the one we’d just removed. We quoted a price of $250 for some dead wood removal and this huge oak limb more than 35 feet in length with a limb girth of at least 24 inches at the trunk, and with a prominent elbow in the limb. It was at least 20 feet above the neighbor’s new concrete driveway.

The neighbor, a pediatrician, didn’t like the price for the limb removal. Rodney, my husband, mentioned to him that the owner of the tree, our original customer, was willing to go half for the removal, so it would cost the pediatrician only $125.

The next morning we arrived to cut up the huge trunk of the oak removed the day before and saw the doctor’s new van attached to that limb by a rope. He had a ladder and was ready to climb the tree to start cutting the limb. I told Rodney to stop him or he’d put that limb right through the middle of the van, and he’d fall and get killed.

I went over and yelled at the doctor and said, “That limb will fall on your wife and kill her!”

He finally quit cutting again and came down. He replaced the van and the wife with his tractor and finally threw the rope over the above limb like I had said he should have done earlier. He told her to hold the ladder so it wouldn’t fall. He still didn’t know the proper placement for the ropes, which helped lead to disaster.

He proceeded up the ladder with a running saw, no under cut on the limb. Of course, it did as we knew it would. He cut more than half way through the limb, the weight of the limb past the elbow started to droop, then all of a sudden it fell with the end ripping from the cut and the limb flying out over the tractor. The cut end swung back, hit the wife in the thigh, then flew back again, hitting the ladder, bending it and throwing the doctor and running chain saw to the ground. As the doctor fell, he landed on the end of the ladder, cutting his forehead open. His wife was lying on the ground with a broken leg. I called to the neighbor watching, “Call an ambulance!” The doctor screamed, “We don’t want an ambulance!”

He was trying to make her stand up and I’m told him, “You’re a doctor, you know better than this! If you want to help, go get a pillow and blanket!”

After me yelling at him, his wife wouldn’t let me near her. I said, “Whatever!” I walked away.

The ambulance and police came within minutes; we told them the story. The pair was carted off to the emergency room, which was only a half block from their house.

I mentioned to my husband that maybe he was attempting to kill his wife with what he was doing, figuring it would be considered an accident.

We found out the next morning from the neighbor that the doctor no longer worked in the emergency room at the hospital and that explained why he didn’t want them going there after the accident.

The last morning we were there on this huge clean up, when we were loading the last of the tools, the doctor walked by from the hospital and stopped and told Rodney how sorry he was that he didn’t listen. Rodney said to him, “I have to say this. If my kid needed his tonsils out, I would go to a professional, I wouldn’t attempt something so far out of my job qualifications to endanger someone to save a few dollars.”

The doctor said, “You’re right!”

He walked off with a lesson learned – maybe.

Marie B. Hawkins and her husband, Rodney, own and operate American Tree Experts, Inc. in Loogootee, Indiana.

TCI will pay $100 for published “From the Field” articles. Submissions become the property of TCI and are subject to editing for grammar, style and length. Entries must include the name of a company and a contact person. Send to: Tree Care Industry, 136 Harvey Road, Suite 101, Londonderry, NH 03053, or staruk@tcia.org.
THE BEST CHEMISTRY.

NOW RELOADABLE.

Mauget’s new Liquid Loadable injection system refills put you in control, letting you refill your preferred injection system with proven chemistry technologies from the pioneers in chemical tree care applications.

Current Liquid Loadable applications include Imicide insecticide, Stemix Plus fertilizer and Fungisol fungicide (pending), with Mycoject Ultra antibiotic available in September 2009.

With more than 50 years of expertise and countless university and field trials, Mauget chemistry provides results, trusted by tree care experts like you.
Expect MORE

D52SPH Stump Grinder - MORE TECHNOLOGY

- Only hydrostatic drive in its class
- Available remote control operation
- 3 cutter wheel options
- Faster ground speed
- Available 4WD

This second generation stump grinder is loaded with technology. With less moving parts and less maintenance, it's a cleaner, safer, more efficient unit.

Beever 12 Brush Chipper - MORE PRODUCTION

- Less moving parts, less maintenance
- 18” diameter top feed wheel
- Straight flow-through design
- Easy to operate
- Easy to transport

A simple, economical design, combined with modern day manufacturing components and processes. Built in the traditional, rugged Morbark fashion, this portable, lightweight unit really produces.

MORE PEACE OF MIND

From MORBARK

800.831.0042 • www.morbark.com

Circle 19 on RS Card or visit www.tcia.org