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The Inevitable Fatality ...

After the tragedy of a young woman losing her life in the Boston tunnels, I opened the Boston Globe mid-July to the headline, “The culture of stressing costs over safety.” You know I was going to read that article. After all, TCIA just launched this industry’s only safety certification – the Certified Tree Care Safety Professional (CTSP) program – evidence of our determination to help companies establish a culture of safety.

My eyes drifted down the page to the highlighted words, “Big Dig over-seers fell victim to one of the iron laws: ‘Fast, good, or cheap? Pick two.” The cartoon above depicted an open grave dug with a tombstone above it that reads, “The Big Dig.”

David Luberoff opened his July 16th editorial by saying, “How could this happen? How could a project once touted as one of the 21st century’s engineering marvels have such fatal and seemingly obvious problems. In coming weeks we’ll learn more details about just what went wrong. But it’s already clear that part of the problem was that for more than a decade public officials in charge of the Big Dig overemphasized concerns about the project’s costs and under-emphasized the need to build a safe, well-built project. That’s not to say that they ignored concerns about safety and quality. Rather, they created a culture that was skeptical of – and at times hostile to – those who raised such concerns.”

Wow – in one sentence, he captured so much of what we have to deal with in this business every day. First, he acknowledges that culture is created. Whatever culture you have in your company, you have created it – with your words, with your actions, with your body language, with what you ignore, and with what you pay attention to.

Secondly, he noted that it’s not just what the policy manual says about safety; it’s not what gets said at the safety meetings; it’s how you interact with your people that tells them what value your company really holds around safety. So you can have all the pieces of paper in place, but if one of your employees shows down a job, costs you production hours, brings up concerns about a piece of equipment and waits for a replacement, works a little slower to be safer or, to be safe, decides to approach a job differently than your salesman bid it – your reaction to those decisions creates the environment around which your employees will either repeat behaviors that ensure everyone else’s safety or know that they will pay a price for doing so.

The question then becomes, is the culture you are creating, preparing your company for the inevitable fatality/serious injury, or doing everything to avoid that – at all costs? Based on the reports that have been filed in Massachusetts so far, the fatality in the tunnels of the Big Dig was predictable, planned for, and utterly preventable. You may blanch at the words, “planned for,” but yes, in fact, those decisions were made in the interim laid the groundwork for the inevitable fatality.

There were decisions made at every step of the way by contractors and by public officials as to whether or not they were going to take appropriate interim actions that would ensure the public’s safety. Regardless of how many months or years that the investigation takes, there will be points along the way that are clear that a decision was taken and a culture was created that allowed those decisions to be made. A number of them have already been identified.

It’s your choice. Is your company working toward the inevitable fatality? Are you creating the culture that permits that? Are you making decisions every day that are propelling you toward that day? Which one of your employees will it be? If you aren’t working toward establishing a culture of safety every day, then you are working toward the inevitable establishment of an culture that will result in the inevitable fatality.

Remember – culture doesn’t happen; it’s created. The result of what you create is inevitable.

Cynthia Mills, CAE
Publisher
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Fuel costs are rising like the space shuttle. The Middle East is a tinderbox and half of the Alaskan pipeline is closed for repairs. If you run a tree care company, you know exactly how that hits you. Higher prices at the pump transfer directly to the bottom line, with no apparent respite for a nation dependent on foreign oil.

For good reason, the focus has never been greater on the development of alternative energy, both for power generation and machinery.

For that reason, in the not-so-distant future, hybrid bucket trucks will save fuel and operate with less noise in residential neighborhoods. Trucks will be powered by biodiesel fuel straight from the fryolater at the local McDonald’s. Climbers will use rocket packs strapped to their backs.

OK, maybe that last scenario is a little far fetched.

But with thousands of private and public interests focused on fuel economy, a tree care company executive should expect an opportunity to make changes in his fleet.

Pay particularly close attention to a pilot program being run across the country (and in one Canadian province). Beginning late in 2005, 14 utilities have added 24 diesel-electric hybrid bucket trucks to their fleets for a one-year program to determine whether positive results from controlled tests will translate into similar results in the field. In the simplest terms, the diesel-electric hybrid truck engines get better fuel efficiency on the road and on the job site.

A hybrid electric vehicle combines an internal combustion engine and an electric motor powered by batteries, merged to run a conventional engine more efficiently and cutting down on fuel use. In the utility trucks, the hybrid power train also helps power the hydraulic lift of the bucket.

While a traditional bucket boom is powered by the truck’s engine as it idles, the hydraulic bucket in these trucks is run by the transmission’s power take off (PTO) feature, courtesy of the hybrid power train. The PTO allows the truck to be shut off for long periods of time while the bucket is in use. If the power drains, the transmission automatically turns the truck on, and the engine recharges the batteries, without the loss of hydraulic.

In controlled tests, the hybrids save significant amounts of fuel when the truck is running, and more because the bucket is operated with the truck’s engine turned off. It also cuts back on emissions, because the
Our early results have been very favorable,” says Carol Peters, a spokesperson for TXU Electric, the largest electricity transmission and distribution company in Texas with 114,000 miles of power lines and serving 3 million homes and businesses. TXU is one of the utility companies participating in the program, and put the trucks into the field this spring. The company is documenting how the trucks perform, and at this early juncture have found the hybrids to be performing well.

“They conserve fuel, and they’re quieter,” says Peters, adding that some operators have observed that there’s a safety benefit in a bucket truck that is used without the diesel engine of the truck running. “It’s safer, because they can hear,” she says.

The program is part of the work being done by WestStart-CALSTART, an advanced transportation technologies consortium based in California. The non-profit organization has approximately 130 members worldwide, including both private companies and public agencies.

“Our goal is to build and grow an advanced transportation technologies industry, new technologies such as hybrids, advanced and renewable fuels, and new systems of transportation that cut emissions, effect energy efficiency and create jobs,” says Bill Van Amburg, senior vice president at WestStart-CALSTART. He’s the program manager for the Hybrid Truck Users Forum (HTUF), a partnership among commercial interests and the U.S. Army’s National Automotive Center. HTUF is running the pilot program.

“The Army is looking at hybrids because of all the advanced capabilities and fuel services they need put into vehicles that they deploy,” Van Amburg says. “They also know that if they did it completely alone, nobody would be able to afford it, including the Army.”

Several years ago, the Army wanted to find out if there was any commercial interest, identify where that interest was, and whether there was a hybrid use in the commercial world. From there, they determined that the mutual interest could be put to use, sharing information and working together. HTUF was formed in 2001.

The pilot program conducted by the utilities should be of particular interest to tree care companies for two reasons. First, utility trucks work hard and often, as tree companies do. Second, when the pilot pro-
gram is completed and the hybrids go into mass production, prices will come down.

“You look at any one of the tree-trimming trucks that are out there, from the large tree trimmers or signal trucks in the public fleets, or boom-bucket trucks in the utility fleets,” Van Amburg challenges. “They’re pretty similar devices. There are some differences in application, but that base truck’s the same thing, and doing the same work.”

International Truck and Engine Corporation developed the vehicle, using Eaton Trucks’ hybrid power train.

In developing a request for proposals, the utilities laid out performance goals, which included having the vehicle be able to shut off at the work site and still be able to raise the bucket, and 50 percent greater fuel efficiency. The group also required that the truck was on the path to short-term commercialization. The models used feature an International 4300 cab chassis with a pre-production hybrid-electric engine from Eaton.

“These trucks, at least in (controlled) testing in the duty cycles we picked, cut fuel use 40 to 60 percent,” Van Amburg says. “That’s pretty significant!”

As a follow-up project, Van Amburg is in the process of putting together another group of commercial truck users for a purchase of 100 more, with a broader selection of uses including some tree applications.

“I have worked with several tree companies that are interested,” he says. “We’ll see if they want to step up or if they want to wait one more round. Over the next couple of years, I think we’ll see these trucks move into the multi-hundreds and the goal is to get them into the thousands in the next couple of years in terms of yearly production.”

Of course, the hybrid utility trucks will face barriers when going from pilot program to broader acceptance by commercial tree care companies. The foremost barrier is price. With new technology built at low volumes, the drive lines will be expensive. While the utilities bought the trucks in the pilot program, some additional funding was provided by WestStart-CALSTART and by the U.S. Army, which will benefit from the research.

The Internal Revenue Service has promised a tax credit for heavy-duty hybrid trucks, which is still in the process of being finalized.

International has said it expects to roll the hybrid utility trucks out as production vehicles in the near future, possibly this fall. Most importantly, as production volume goes up, the hybrids will become more affordable.

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be a pretty solid business case,” Van Amburg says. Although it has yet to be proved in the field, he theorized that there may be reduction in maintenance costs and engine life could be extended.

“We’ve still got to get some data on that,” he says.

Mark Lloyd, Eaton’s hybrid market development manager, says the company has had several inquiries from tree care companies. In many ways, the tree care worksite applications are similar to those of the utility companies, he notes, including the fact that utility trucks may be parked in the same spot for several hours.

The emission reduction goal may not be as strong an issue for some tree care companies as it is for energy companies, Lloyd notes. Also, because they work with engine-powered tools that are loud anyway, he isn’t sure that the quiet of the hydraulic lift would be highly valued.

However, Lloyd notes, “It’s hard to beat the fuel efficiency.” If a tree care company considered noise and emission reductions to be ancillary benefits, all the better, he says, as well as the benefit to a company’s image from running trucks that save on energy.

As with many of the utility companies involved in the pilot program, TXU Electric already uses many trucks that run on biodiesel fuel, part of an evolving effort to not only reduce dependency on foreign oil but also improve the environment.

The current program represents an extension of that desire. While the upfront cost is substantial, if the program succeeds and the truck goes into mass production, says TXU’s Peters, there will be benefits across the industry and beyond. “Once there’s enough demand, the price will come down,” she says.

Other forces may also push the hybrids into broader commercial use.

“When diesel pushed through $2.50 towards $3 a gallon, the payback period for these trucks, even at their current prices, certainly got more interesting,” Van Amburg says. “It made the case for them and their volume prices pretty solid.”

While it wasn’t a requirement or even a request that companies involved in the program power their trucks with biodiesel fuel or a blend, many already did. Because running a biodiesel engine cuts petroleum consumption even more, Van Amburg says, “It starts to become an interesting strategy if you care about global security and care about global warming issues.”

Eaton – which developed and supplies the hybrid drive train – is involved in pilot programs in other fields as well. There are currently 90 FedEx trucks using hybrid power trains built by Eaton, and the com-
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Biodiesel is Already Here, and Now Comes Nano Diesel

By David Rattigan

The next time you’re about to chuck an apple core out the window, you may want to consider whether you could one day use it to drive to work.

Every day brings another report on biodiesel, a diesel-equivalent fuel that is one of the hottest alternative fuel options available today.

Consider these news stories from one week this summer:

In Fargo, N.D., city officials are studying whether switching to biodiesel fuel will increase the efficiency of city buses. School officials in Little Rock, Arkansas, are considering the same thing.

In New Mexico, the governor’s office announced that the Rail Runner Express, a new commuter train operating on a 20-mile line between Albuquerque and Bernalillo, would make the switch from regular diesel fuel to biodiesel.

The trend is an international one. Japanese companies in Tokyo have started a feasibility test on the “compact 9kW Diesel Cogeneration System,” an exhaust heat recovery equipment package that mixes electricity with 100 percent recycled biodiesel fuel for recovering heat. And in Greece, two major energy companies announced a joint project to build a biodiesel processing plant.

Processed from a variety of products, from cooking grease to soybean oil, biodiesel is cleaner and cheaper than oil-based fuels. Often mixed with diesel, it also provides better fuel efficiency than traditional diesel fuel. Unlike many other alternative fuels, which require engine modification to run, biodiesel is run in a diesel-engine.

Now comes a new form – Nano Diesel, a high grade straight fuel made from organic waste.

Washington-based Green Power, Inc. is making the rounds this fall demonstrating the waste-to-fuel technology that can create fuel from an everyday landfill. The company plans

(Continued on page 16)
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company plans to add more to its fleet, according to Don Alles, marketing communications manager for Eaton.

“If the prototype program proves successful, they would like to convert significant amounts of their fleet over to alternative power,” says Alles, whose company also recently announced an agreement to provide the hybrid drive train to trucks used by UPS.

In the field, he said, the 15,000 to 18,000-pound FedEx delivery trucks demonstrated fuel savings up to 30 percent.

In addition to those programs involving stop-and-go delivery trucks, the company recently announced its intention to apply hybrid power to heavy-duty trucks, class A big rigs. The company has also worked with general delivery trucks.

“Utility and working trucks may really end up being a sweet spot for hybrid, because their power demands are not only when they’re rolling down the road but also when they’re stopped,” Alles says. “If we can save them fuel, and eliminate idling at the work site, that’s good. Consider, for instance, your readers operating a tree service. They come into a residential area. That residential area would prefer that those trucks not be blowing diesel soot and making noise for eight hours a day while they’re at the work site. This is an opportunity for them to avoid that kind of stuff.”

Alles says he expects the feedback from the pilot program, consistent with other tests, to reinforce the value of the new technology.

“There’s no loss in performance from a conventionally powered truck to a hybrid powered truck,” he insists. “In fact, if the customer wants it, there are even opportunities for a greater level of performance than we’ve previously seen with a conventional power truck. It’s all compromise – how much performance do you want, versus how much fuel do you want to save.”

He adds, “I’ve been told by technicians that we can squeal the tires on a hybrid truck – the only issue is that most customers don’t need their tires to squeal and, of course, you’re wasting fuel and power when you do that.”

“Even if you don’t care that we’re running out, you do care about the cost of (oil) ... If you have strategies that cause you to use less of it and still do the same work for your business, that’s going to be good all the way around.”

Bill Van Amburg

Many of those in the oil industry wonder whether, and when, the demand for oil will exceed new supplies, and see the resource being more restricted and expensive in coming years.

“If you don’t care that we’re running out, you do care about the cost of it,” Van Amburg says. With global competition for a restricted resource, the price will certainly go up. “That being the case, if you have strategies that cause you to use less of it and still do the same work for your business, that’s going to be good all the way around.”

Not a lot of options

Other than biodiesels and diesel-electric hybrids, there are plenty of other alternative energy projects/products out there that, at this point, don’t fit the needs of the industry. Some very bright minds have worked for years to develop alternative fuels and alternative types of transportation; tests and prototypes have been developed for cars run on solar power, hydrogen, etc. But the size and weight of the cars, trucks and SUVs favored by Americans are not conducive to many energy alternatives, notes James Worden, president of Lawrence, Mass.-based Solectria Renewables, LLC, and an expert on solar energy. Vehicles have never been a primary focus of that industry, he says, because they’re energy-inefficient.

“Vehicles these days are too heavy and big,” Worden says. “In 20, 30 or 40 years, when fuel is $10 a gallon and people want to find a different way because they don’t want to spend $150 bucks to fill their tank, then vehicles will get lighter and more efficient, no matter what. That’s a guarantee. Unless people are going to change their way of life, and it’s practically guaranteed that’s not going to happen.”

With that sobering reality, the tree care and utility market might consider itself fortunate to have the options of biodiesel and, soon, diesel electric hybrids available to them. As WestStart-CALSTART’s Bill Van Amburg says, we’ll now have to see if the tree care industry is going to step up.
Vermeer makes Jessica Held marketing manager

Vermeer Manufacturing Company has named Jessica Held to the role of marketing communications manager. She succeeds Tony Briggs, who was recently promoted to director of underground sales.

In her new role, Held will develop corporate marketing objectives and strategies for the industrial product segments, direct global advertising efforts, oversee all branding initiatives and manage and coordinate corporate events, trade shows and public relations efforts. Held joins Vermeer after a year and a half as the owner and operator of Studio 104, a graphic design and advertising studio. Previously, Held spent six years at Vermeer as the senior graphic designer in the marketing department.

Oshkosh Truck to acquire Iowa Mold Tooling Co. Inc.

Iowa Mold Tooling Co. Inc. (IMT), a leader in field service vehicles and truck-mounted cranes, has announced the signing of an agreement to be acquired by Oshkosh Truck Corporation through a merger. IMT is a portfolio company of American Capital Strategies, Ltd.

“This is a great opportunity all-around for IMT,” said Steve Fairbanks, president of IMT. “Oshkosh’s acquisition strategy states that they acquire market leaders, and we are honored that we are seen in that light by a company as prestigious as Oshkosh.”

IMT, headquartered in Garner, Iowa, is a manufacturer of field service vehicles and truck-mounted telescopic cranes and articulating cranes. Oshkosh Truck, based in Oshkosh, Wis., is a manufacturer of specialty commercial, fire and emergency, and military trucks, and truck bodies. With sales of about $3 billion for its fiscal 2005, Oshkosh employs more than 8,000 people worldwide. IMT employs about 375 people, and the company is expected to operate as a wholly owned subsidiary of Oshkosh Truck Corporation’s commercial segment.

John Deere Engine Works makes its 1-millionth engine

John Deere Power Systems and its diesel engine factory, John Deere Engine Works, reached two notable milestones this spring. The Waterloo, Iowa, factory simultaneously celebrated its 30th anniversary and produced its one-millionth engine.

Total production of John Deere engines worldwide exceeds well over 5 million. To accommodate the rising global demand for the engines, John Deere now manufactures engines at five factories: Waterloo, Iowa; Saran, France; Torreon, Mexico; Rosario, Argentina; and Pune, India.

The one-millionth engine manufactured at the Engine Works in Waterloo was a Tier 2/Stage II PowerTech™ 8.1L engine, and it was installed in a John Deere 9996 cotton picker. John Deere presented a gold key to the buyer of the unit.

“We are proud to announce that Engine Works employees produced the one-millionth engine. This milestone is the result of the efforts of all our employees – from product design through manufacturing to sales and customer support,” says Jean Gilles, senior vice president – John Deere Power Systems. “This engine reflects the innovation, commitment, quality and integrity of our employees as did the first engine that came off the Engine Works assembly line 30 years ago.”

Bartlett adds office, expands U.S. business

As Bartlett Tree Experts nears its 100th anniversary, the company is also nearing another milestone – 100 office locations in the U.S., Canada, Great Britain and Ireland. With the addition of an office in Accokeek, Maryland, Bartlett now has well over 90 locations and is continually looking for new growth opportunities.

The Accokeek office opened earlier this year as a result of the acquisition of Moran’s Tree Service. Two other acquisitions in 2006, Shamrock Tree Service in Delaware and Northwood Tree Care in New York, also aided Bartlett’s expansion in existing operating areas.

“As we approach our 100th anniversary year, I’m proud of how far this company has come and excited about what the future holds,” said Robert A. Bartlett, Jr., Chairman of Bartlett Tree Experts. “Our continued growth demonstrates our commitment to this company, its employees, and to the arboricultural industry as a whole.”

Bartlett conducts thorough evaluations to ensure each company it acquires shares their mission of protecting trees and shrubs in our environment. Over the coming months, Bartlett will be working to integrate the acquired companies and provide a seamless transition for customers.
Bayer’s new injectable Merit® insecticide for tree care

Bayer’s Merit® Tree Injection insecticide received registration from the Environmental Protection Agency in July. Merit® Tree Injection insecticide offers arborists a new weapon in controlling pest infestations with, according to Bayer, more active ingredient than other injectable products on the market. Applicators can inject a higher concentration of imidacloprid with less volume, which also allows for improved operational efficiency, flexibility and control. Injected directly into the tree trunk or root flare tissue, the product is translocated throughout the tree to provide systemic protection. It’s the fastest way to get Merit into the tree and to the pest. While the traditional application methods – such as soil drench or soil injection – provide long residual control, Merit Tree Injection offers faster curative action and the flexibility to use the pesticide where drenching is not feasible. With one application, Merit Tree Injection provides year-long control of a variety of insects, including difficult-to-control invasive pests such as the emerald ash borer, Asian longhorned beetle and hemlock woolly adelgid. Other pests controlled include: aphids, leaf miners, borers, leaf beetles, Japanese beetles, leafhoppers, lace bugs, scale, psyllids. Availability is expected in fall 2006. Contact Bayer Environmental Science at 1-800-331-2867 or www.bayerprocentral.com.

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SherrillTree’s new Compost Tea Spray range from 50 to 950 gallon skid, trailer and commercial truck-mounted units, giving tree care operators and lawn maintenance professionals their choice of pumps, hoses and engine sizes. The ability to customize these units will also allow operators to match their desired unit to their spraying and/or injecting needs. The SherrillTree Compost Tea spray rig models incorporate features such as tank aeration, direct injection systems, ceramic cleaning nozzles and double walled insulated application tanks especially designed for compost tea applications. SherrillTree experts work with each customer to customize a spray rig design to fit specialized requirements. The entire line of SherrillTree spray rigs is designed specifically for the professional user, offering a self-contained and compact spraying solution for today’s applications. Contact SherrillTree at (336) 908-0887 or tduffy@sherrilltree.com.

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RJL Innovations’ Handi-Straps™ is a revolution in the performance of work increasing lifting capacity while decreasing threat of injury. Handi-Straps will virtually adapt to any exercise of lifting or pulling by hand engagement. From shoveling to picking up objects to dragging or pulling objects; Handi-Straps will perform at optimum levels. The rubberized strap extension extends just past the fingers and is to be used to secure objects and engage the Handi-Straps apparatus. The strap apparatus is fastened by a loop in which the hand, excluding the thumb, is inserted. This loop is padded and includes a piece of very durable webbing to protect the hand from injury, such as a hard surface collision, abrasives or sharper objects, while maximizing grip ability. It also reduces hand and finger strain. For full medical testing reports or toe contact RJL Innovations visit www.handi-straps.com.

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Security Locknut expands metric options

Security Locknut Inc. has developed its Security Locknut product in sizes M10 through M52. Previously offered in select metric sizes only, this locknut has use in any applications where shock, vibration, stress or environmental conditions cause fastener failure or periodic maintenance requires reusability. With the Security Locknut being completely vibration & shock proof, it has found favor in use on applications such as chippers, stump grinders, shredders and screens in the tree care industry. Too often, the quality of the fasteners on a piece of equipment is overlooked, yet they are traditionally a primary cause of equipment failure. For a small, incremental increase in cost, products like the Security Locknut make the difference. With the locking performance delivered by an elliptical spring steel locking concept, the Security Locknut radially locks onto a bolt or mating shaft. Installation and removal require no special tools – only a standard torque wrench or ratchet. Security Locknut is heat-resistant to 750 F (395 C), and offered in coarse and fine pitch metric sizes compatible with Class 8.8 or Class 10.9 bolts. Heavy and jam styles are available, as are American standard finished and heavy hex patterns. Contact Security Locknut Inc. at (847) 970-4050 or via www.securitylocknut.com.

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Events & Seminars

September 5, 2006
Ornamental & Turf Diagnostic
Novi, MI
Contact: MGIA, (248) 646-4992

September 9, 2006
Arborist Climbing/Rigging Combo seminar
Vermeer/Sherrill Tree Gear Uses/Applications seminar
Garner, NC
Contact: 1-800-768-3444

September 12, 2006
Arborist Climbing/Rigging Combo seminar
Vermeer/Sherrill Tree Gear Uses/Applications seminar
Charlotte, NC
Contact: 1-800-768-3444

September 12-13, 2006
Hazard Trees/Trees, People & the Law seminars
National Arbor Day Foundation,
Denver, CO
Contact: www.arboday.org/hazardtrees;
1-888-448-7337

September 12-15, 2006
Florida Turfgrass Assoc. 54th Conference & Show
Hyatt Regency Coconut Point, Bonita Springs, FL
Contact: 1-800-882-6721; info@ftga.org;
www.ftga.org

September 14-16, 2006
2006 ACTC Annual Conference
Hon-Dah Resort-Casino Conference Ctr, Pinetop, AZ
Contact: Arizona Community Tree Council,
www.aztrees.org; 502-354-3023

September 16, 2006
Arborist Climbing/Cabling seminar
Vermeer/Sherrill Tree Gear Uses/Applications
Murfreesboro, TN
Contact: (615) 545-4312

September 19-22, 2006
ArborMaster Training Programs, Two 2-day modules
Level I Climbing & Level 1 Precision Felling
Lengmont, CO
Contact: ArborMaster Training, Inc: (860) 429-5028;
info@arbormaster.com; www.arbormaster.com

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

September 28, 2006
MGIA’s 2nd Annual Snow Mgt. Conf. & Expo
Troy, MI
Contact: (248) 646-4992

September 30-October 4, 2006
Society of Muni Arborists Annual Conf & Trade Show
Crowne Plaza Resort, Asheville, NC
Contact: Mark Foster (828) 259-5979; www.urban-forestry.com

October 2-4, 2006
Annual Field Day & Meeting
Virginia Tech & Mid-Atlantic Chptr-ISA
Virginia Tech Hampton Roads Ag Research & Ext Ctr
Virginia Beach, VA
Contact: (757) 363-3906; bapple@vt.edu;
www.vaes.vt.edu/hampton

October 3, 2006
Building With Trees seminar
National Arbor Day Foundation, Columbus, OH
Contact: www.arboday.org; 1-888-448-7337

October 4, 2006
ISA Certified Arborist Exam
Marriot North, Round Rock, TX
Contact: www.isa-arbor.com/certification
October 5-6, 2006
ISA Texas Annual Tree Conference
Round Rock Marriott, Round Rock, TX
Contact: Mike Walterscheidt; (512) 587-7515; mbwalter@totalaccess.net; www.trees-isa.org/events/

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

October 10, 2006
It's All About the Water
Farmington Hills, MI
Contact: MGIA, (248) 646-4992

October 10, 2006
Building With Trees seminar
National Arbor Day Foundation, St. Louis, MO
Contact: www.arborday.org/bwtseminar; 1-888-448-7337

October 11, 2006
Tree Hazard & Habitat Workshop
Middleburg Community Center
Middleburg, VA (Washington, D.C., area)
Contact: Safetrees LLC www.safetrees.com

October 12, 2006
MGIA Compliance 2006 and Test-n-Tune
Shelby Township, MI
Contact: (248) 646-4992

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

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

October 18, 2006
Identifying, Treating & Managing Hazardous Trees
Berea Community & Conference Center, Berea, CA
Contact: Ted Stamen (949) 454-2409

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

October 20, 2006
Perennial Plant Conference
Scott Arboretum, Swarthmore Coll., Swarthmore, PA
Contact: Longwood Gardens (610) 388-1000 x507; www.longwoodgardens.org

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

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

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

November 7-8, 2006
Certified Treecare Safety Professional (CTSP) workshop
Prior to TCI EXPO 2006
Baltimore Convention Center, Baltimore, MD
Contact: Peter Gerstenberger 1-800-733-2622; peter@tcia.org

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

January 17-19, 2007
Mid-America Horticultural Trade Show (Mid-Am)
Lakeside Center at McCormick Place
Chicago, IL
Contact: www.midam.org

February 6-8, 2007
Nw England Grows
Boston Convention & Exhibition Center, Boston, MA
Contact: www.negrows.org

February 11-15, 2007
Winter Management Conference 2007
Tree Care Industry Association
Hilton Cancun Golf & Spa Resort, Cancun, Mexico
Contact: Deb Cyr 1-800-733-2622, Ext. 106; cyr@treecareindustry.org; or www.tcia.org

March 6-7, 2007
MGIA's 20th Annual Trade Show & Convention
Rock Financial Show Place, Novi MI
Contact: (248) 646-4992

April 16-18, 2007
Trees & Utilities National Conference
National Arbor Day Foundation
Tuscany Suites, Las Vegas, NV
Contact: www.arborday.org/TUconference 1-888-448-7337

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

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

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

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DISPOSING OR RECYCLING
GREEN WASTE OR REMOVING STUMPS?

BANDIT HAS THE TOOLS

WASTE REDUCTION MACHINES
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BACKED BY 80 DEALERS!
We and our Bandit Dealers welcome the opportunity to demonstrate any of our chippers and stump grinders.
We are in an economic environment that creates a unique dynamic. In last month's article we reported that in a June online survey tree care companies expressed that they expect the recent increase in gas prices to have a significant effect on both themselves and their customers. The full effect or increase has yet to flow through the full economic cycle. In the first few months of a change such as this we see leading indicators, but not the full impact. The companies that respond quickly with a positive strategy or approach will ultimately come out ahead.

It has already started to show. Those companies who responded to the survey reported that they have already started to see the impact in terms of the level of competitiveness and price pressure. Fifty percent said “it is more competitive” and 10 percent of those surveyed said “it is much more competitive with other tree care companies.” The increased competition with other tree care companies may cause an unhealthy response of getting into price battles rather than raising value to get and keep customers.

The typical response in business to an increased cost is to increase the price. That just makes good business sense; however, if it is the only response, there may be unintended consequences that will be painful. Tree care companies that are able to keep or maintain the additional cost that is passed on to customers will be those who not only are effective in communicating this price change, but also those who understand their customers very well and relate additional value to them, which will offset the impact of the increased cost.

No, I am not suggesting giving additional services that will erode the increase and be counter-productive to keeping profits at a healthy level. What I am suggesting is that now is a great time to develop a better understanding of your customers’ needs and clearly demonstrate that your company is meeting those needs better than any one else.

Now is a great time to evaluate how your company is positioned in the marketplace and, most importantly, find out how your customers perceive your company. Those who provide greater value by delivering what customers “really need” fare far better in all types of market conditions, especially when margins tighten. It is especially important to know how prospects and customers perceive your company, because it affects how you compete for business.

According to the survey responses, the greatest increase in competitiveness has...
been with homeowner accounts; followed closely by commercial. While the combination of utility and government business is more competitive, competition here has not increased recently as much as in other sectors. Regardless of which customers you serve, the question is how to build perceived value to not only win the job, but to also be able to do it at a price that enables a healthy bottom line for the company.

When positioning your company you choose how you compete, the market you must go after, and even the willingness of the customers to pay for your products, expertise and services. Like a Wal-Mart promotes “everyday low prices,” you can choose to be “no frills” or a price leader, or you can choose to be a specialist providing valuable expert service. Positioning may begin in the mind of top management and employees, but ultimately it is in the minds of your customers. How they perceive your organization will determine whether they will do business with you, and even their willingness to pay a premium for what you do.

The “level of value customers perceive” determines their loyalty, and even their willingness to pay. It also determines the time, skills and expertise required from your company to deliver that value. You instinctively know that if customers value what you do then they will pay a reasonable fee for your expertise. To understand not just where a company is positioned, but also how to change its level with clients, we developed the Outlaw Value Model™ for our clients. It acknowledges that customers perceive or have specific levels of value, based on your approach-specific causes, and that value level has consequences to you.

The first level of value is price based. This happens when the customer perceives what you do as a commodity, and since many others do it and there is little to differentiate you from other competitors, the price – such as cost per hour or the bottom-number on an estimate – is the determining factor of who gets the work. If your approach is at the price or commodity level, the customer perceives you just like others, having nothing to differentiate you from them.

The second level of value is the capability of service or product being sold. If the basis of positioning to compete for business is capability, the organization with the best, or most appropriate, capability or product wins. Those organizations that position themselves based on this must look for customers who want and need that capability. At this level, it is the quality of the work that is the driving factor. It may require more sales effort to get customers because not everyone perceives the need for the capability you offer.

The third level of value is service. Companies that provide excellent capability or products at an equitable or fair price can compete on service. It isn’t just doing the job right, but perceived value is also based on the customer’s perception of how they are treated. This perception of treatment is based on all contact, which includes what the customer hears, sees and feels. It includes every contact with the company, even afterward. We have all been in situations where we were the customer and the price paid was reasonable, the product or work done was good, but a having a billing problem erased what should have been a great experience.

The fourth level of value is meeting the short-term objectives of the organization or homeowner, completing the job or project well in all aspects. For example, the company handled the job well, the tree care specialists were knowledgeable and skilled, and the problem was resolved quickly to meet the stated objective for the job. Doing this might mean helping a client at a commercial complex manage the scheduling of a series of jobs, or it might mean ensuring that potential problems are identified and reported to the customer. For a homeowner, it might mean helping achieve a specific look for the home or solving a problem on the property.

The fifth level of value for a commercial customer is when you help the entire organization – not just one department – meet its long-term or organizational objectives. It may not be just doing the work within the budget, but also helping build the value of the property because of its trees. The fifth level of value for a homeowner might mean looking far beyond simply pruning to building or managing the health of the trees to enhance the value of the home and increase its enjoyment for the owners.
It's going beyond focusing on a job or contract for a season; it may be taking a longer view of tree health care.

Where you decide to position your organization will determine your competition, your customers, and even the skill, confidence and expertise required by your staff. At the lowest level of value, competition and price resistance is at its greatest. While perceived value moves up toward the fifth level, competition decreases and loyalty and perceived value increase.

If you want to move up to a higher level of value, what must you do? Most probably you must build employee skills and confidence, differentiate yourself from competition and be able to uncover and meet the true needs of customers. While many companies spend most of their training effort building the capability "to do work," such as trimming or climbing, it is a good idea to invest in employees’ com-

![Diagram](https://example.com/diagram)

*The fifth level of value for a commercial customer is when you help the entire organization – not just one department – meet its long-term or organizational objectives. The greater their perceived value of your services, the greater their loyalty to your company and willingness to pay for those services.*
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The customer’s perception of your tree care company determines their response to you. The solution to increased price pressure, or even decreasing budgets, is to visibly demonstrate to customers the delivery of additional value.

The solution to increased price pressure, or even decreasing budgets, is to visibly demonstrate to customers the delivery of additional value. When people make decisions, the decision may be more than which tree care company to work with; it may be a decision of whether to delay or avoid some work. If they perceive what you provide as more valuable, it will be funded. Just as a person building a new home can make a trade-off or choice to move funds from inside amenities to landscaping, many customers make similar choices when it comes to deciding to invest in tree care or spend on something else. If you, or those who sell for your company, convince the customer that investing in tree care offers more value than other expenditures, the price of a gallon of gas or what someone else quoted on a project will be inconsequential.

Positioning your organization at a higher level of value can decrease your competition, increase your customer’s satisfaction, and keep your profits healthier. The level of perceived value determines customer’s actions. Make your positioning a conscious decision.

In the next article, we will examine how to determine what customers really want and value from a tree care company, and how to determine how you are doing in delivering satisfaction in the Critical Service Factors. Very importantly, we will show its effect on customer loyalty and retention. The following month we will address how those who represent your company can be persuasive and gain business using value to get out of the low price trap. We will also examine how to find customers whose needs fit your company’s satisfaction.

Take some time to examine your company and reflect on where you are positioned on the Value Model. Where do you see your company? Most importantly, how do your customers see you? Where do you want to be in terms of value? Delivering higher value will help avoid a price squeeze.

Wayne Outlaw is author of “Winning the Value Battle: Selling Against a Cheaper Price to Improve Your Margins and Income” and “SMART STAFFING: How to Hire, Reward and Keep Top Employees for Your Growing Company.” He has spoken for the Tree Care Industry Association and consults with companies to improve and increase their results. He can be reached via wayne@outlawgroup.com.
“Double Your Tree Service’s Profits In Six Months Or Less ‘Even in a Tough Economy’”!

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**Read this report and listen to the CD and discover:**

“What 99% Of All Tree Care Business Owners DON’T KNOW and Will Never Find Out About…” MARKETING SECRETS OF A $100,000.00 To $200,000.00+ YEARLY INCOME With all the Time Off You Want!!

Introducing one of the ONLY Truly PROVEN SYSTEMS For Turning Your Tree Service Business Into A Mega-Profit Money Machine

*If you intend to stay in the Tree Service business, this will be the most important report you will ever read.*

Listen: There is a “dirty little secret” about making good money in the Tree Care Service business… and… it doesn’t have a whole lot to do with how good of a job you do. You can be, technically, the very best Tree Care Service in your area, use only the highest quality products, know more about tree removal and pruning than anybody else, always do a super job… and still starve to death! You’re busy one week and lonely the next, and always worrying about where your next job is coming from. DREADING WINTER! I know… because… at one time, I nearly starved myself right out of the business by stubbornly believing that… “being good ought to be good enough; that by getting better and better at the technical aspects, I’d automatically make more money.”

Wrong!

I nearly went broke copying the ways everybody else seemed to get customers… plus… wasting money on all kinds of dumb advertising… plus… trying the “cheapest price approach”… which is actually the worst thing you can do. The only way I was able to survive was by begging, price cutting, working for just about anyone… plus… doing cold call prospecting which I literally hate! Then a few discoveries (and a lot of money spent learning) changed my life. They can change your life, too. In fact, if you order my “FREE” Special Report… you’re going to learn, too…

**How To Make More Money Each Week Than You Now Struggle To Earn In Your Best Month… And… Do It Easier Than You Can Imagine… And… You Will Even Start To Enjoy Being In The Tree Service Business!**

Why should you respond and ask for this report? Hopefully, for these six very important and brutally honest reasons:

1. You are very unhappy (disgusted?) with the money you get to take home from your tree service.
2. You would be thrilled to do LESS work, especially LESS hard work but make more money.
3. You detest “cheapest price competition” and would prefer to promote your tree service differently.
4. You do an outstanding job of operating a tree service, but you know you lack the knowledge, skills, savvy, and experience to properly market your tree service.
5. You are sick and tired of all the so-called advertising experts that sell advertising to tree services that never work.
6. The thought of another winter with no work makes you sick to your stomach.

If you read the first few paragraphs of this report, I know you will be impressed. I'm not just bragging about my results - I'm sharing them with you so you can benefit from what I've discovered.

**P.S. It doesn’t matter if you’re a “little guy” dragging a trailer around (that used to be me), working from a pickup… a one-man crew operation… or a good-sized company.**

Dear John Davis,

I am writing to you as a past customer of your program. I used your Knowledge & Marketing System and was able to double my business within the first year. I am now a successful and profitable tree service owner.

Sincerely, 
[Name]
[Company Name]
[Contact Information]

Dear [Name],

I am writing to thank you for your marketing program. I have recommended your program to several of my clients and they have all seen significant increases in their business. I am happy to continue using your program and look forward to helping more people like me.

Sincerely, 
[Your Name]
[Company Name]
[Contact Information]

Here’s how to get it FREE: I need your Name, Snail Mail Address, Phone #, and E-mail Address (for your free bonus reports). You can give it to us in 2 ways. 1) send an e-mail to john@davistreecare.com with this info., or call my office at 812-222-9494 and give your info to Cindy or Rosa. I will get your package right out to you.

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Please circle 19 on Reader Service Card
Whining and complaining. It’s not only what you hear from kids during a long road trip in the car; it’s a problem that plagues the tree care industry nationwide by undermining productivity, accomplishment and success.

According to a 2003 study by Towers Perrin, employee negativity can hinder worker productivity and performance and contribute to higher turnover rates. In today’s economy, this translates into a diminished ability for you to compete and win.

The solution is to curb negative thinking and fear that consumes employees and manifests itself into whining and complaining. In other words, help people shine – be willing to make different choices in the way we respond to the events of our lives.

So, as an industry, how do you learn to shine?

First and foremost, understand the philosophy behind shine. It’s an expectation mindset that good things are going to happen as a result of doing the right things. People who shine expect to win. People who do not shine expect disaster and difficulty. Ultimately, the most important issue of productivity and success for a business is attitude.

In order to get on the path to change and allow yourself to shine, you must create voluntary change in your attitude and behavior. The goal is to change your beliefs and create positive expectations about the future. The following are seven qualities that will help you shine:

1. Assume responsibility: It seems that more and more people do not believe they are responsible for anything that is considered negative or improper. Accepting responsibility requires that you, and everyone in your company, look within yourselves for your own solutions and take responsibility for whatever you are and what has happened to you.

2. Expect to win: When the going gets tough, you and your employees can’t abandon your goals and dreams. The expectations we have about our future drive our thinking, our choices and our behavior. Our expectations are the engine of our results. If you and your people expect to win, you will.

3. Be willing to be uncomfortable: When it comes to confronting obstacles that must be overcome to reach our dreams, it might take you out of your “comfort zone.” Winning and change require abandoning our comfort zone on a regular basis. In order for your company to achieve its full potential, everyone must be willing to be uncomfortable.

4. Know what you want: Knowing what you want involves coupling specific definitions and descriptions to the things you dare to imagine for your company. You must be able to see it and touch it with your mind. And, you must be able to communicate those goals to employees in a way that is compelling and engaging.

5. Ask the right questions: By asking questions, you’re almost guaranteed a learning opportunity. You’ll help people open up and you’ll have their full attention.

6. Focus on what you can control: Accept reality and focus on the things you can change by your own efforts.

7. Define your work in terms of difference: The truth is that we can inspire others in our businesses and our communities and in our homes. By looking at each product and service as an opportunity to make a difference, you can accomplish anything you expect and want.

Paul Huff, president of Paul Huff International, is a motivational speaker who works with organizations that want to maximize productivity and profits by bringing out the best in their people. He will be presenting on this subject at TCI EXPO in Baltimore this November. In addition to having spoken to tens of thousands of people in more than 13 nations, he is the author of several books including, SHINE: A Simple Philosophy for Success.
3 MYTHS About TCIA Accreditation

1. TCIA Accreditation is only for large companies
   This is one of the biggest myths. TCIA Accreditation is designed to work for companies of all sizes. In fact, if you are a small to medium size business you may actually see a larger return on your investment. What is true... if you want to become a more profitable company, this is an excellent place to start.

2. TCIA Accreditation is too difficult to complete
   You may be pleasantly surprised. In fact, you may already meet most of the requirements. What is true... The Accreditation process is carefully structured so that you will have access to many tools, resources and association staff that will help guide you through the process.

3. I don't have enough time to complete the program
   You have the ability to complete the program at your own pace. Some companies have completed the program in one month while others chose to fulfill the requirements over several months. What is true... When you apply for Accreditation, you are investing time to become more professional and strategic. More importantly, you are setting your company up for future success!

Are you ready to take your company to the next level?
Call 1-800-733-2622

TCIA
VOICE OF TREE CARE
3 Perimeter Rd., Unit 1
Manchester, NH 03103
www.tcia.org
Something’s wrong. Your tree care worker is aloft in an aerial bucket. There’s a problem. Maybe it’s a pre-existing condition, maybe it’s the heat or maybe it’s contact with a hot wire.

What to you do?

Your first inclination as a human being, co-worker, or an employer is to perform a rescue and first aid. But is that the right thing to do? Are you putting yourself or others at risk of becoming a victim, too?

The newly revised “ANSI Standard: Z133.1-2006: American National Standard for Arboricultural Operations–Safety Requirements” lists very early in the document, in section 3.3.4:

“Employees who may be faced with a rescue decision shall receive training in emergency response and rescue procedures appropriate and applicable to the work to be performed as well as training to recognize the hazards inherent in rescue efforts (Annex F).”

Annex F is basically a flow chart (See Figure 1) outlining the decision-making and actions to be taken in such situations. Study that chart carefully. It is a blueprint for two things. First, it can be used in the field to determine quickly which procedures need to be taken in the event of an emergency. Having a checklist handy on what to do and not to do will speed up rescue and first aid and minimize decisions made with all good intentions but in haste, which could result in further emergency.

Second, and regardless of the size of your operation, each step is a wake-up call for training in emergency or first aid procedures. It is also a checklist of the steps a caregiver or Samaritan needs to take to affect the best possible result – all of which can be taught and refreshed in simple classes in the field or back at the shop.

John Ball, who is a professor of forestry at South Dakota State University, draws on 30 years in arbor care, many of them in the field managing tree care companies in the Midwest and East. “A number of years ago, 2001 in fact, we started a research study looking into fatalities in our industry,” explains Ball. “We were appalled to find more accidents than many people suspected. Just about every arborist has a war story; there are few who don’t know someone who has been seriously injured or killed. The results should not have surprised us, but they did,” he says.

After that, Ball and his team began to look into non-fatal injuries and reports in which OSHA found that serious arbor care accidents tend to have lifelong consequences. “Every one of us suffers from thousands of nicks and scrapes associated with any outdoor employment, but the serious ones resulting in hospitalization tend to have lifelong effects. These are ones that are not fast healing, nor necessarily com-
plete healing,” he says.

The next logical step, Ball says, was to look at how the industry could go about saving lives. “There are two approaches. One is to improve safety with safer work practices and equipment. And our industry has made great strides in this area. We do see a change in attitude by people looking at achieving zero accidents. There is no such thing any more as an acceptable accident rate. We can’t make it zero, but we can continue to reduce them,” he says.

The other aspect and truly the reason for updating documents such as the ANSI Z133 Standard is, as Ball puts it, “If an accident does happen, how can we change the outcome? How can we make that a survivable accident?”

The forestry professor says his inquiries led him to look at medicine’s so-called “golden hour” where, if intervention is made properly and quickly, a life can be saved.

“Our efforts have been mostly in the area of aerial rescue, and we were surprised to find that rescues are more common (than we might have thought), and often they are not the ones we have been practicing for. Our traditional standards have been that we are going to bring a victim down from a height of about 35 feet and get him to the ground in less than five minutes to begin first aid. This is a good idea if the victim has suffered electric shock and is not breathing or suffered some other trauma and needs rapid descent, say for uncontrolled bleeding or another problem. Here, we have a small window to get the victim down and get CPR going.”

“There’s no question that we need to have arborists who can quickly extract a victim from a tree, but I remind people that we need to add more good skills.” He offers as an example a tree care professional trapped in the canopy of a tree. Perhaps the rigging failed and a log is pressing down, pinning or crushing the victim.

“What if you know how to bring down a victim quickly but the first time you have to perform an aerial rescue the victim is pinned. Now what do you do?” He asks, what if someone was struck in the head and was unconscious, or perhaps is conscious but not acting normally and the victim is fighting off rescuers? What if someone has a spinal cord injury? What if someone is slumped in the bucket but otherwise OK?

Here a rapid descent may not be the best solution, he argues, for “what we don’t know may in fact make the situation worse before medics arrive. Our role should be to get to the victim, to check the condition of the victim and stabilize the situation until emergency rescue teams can arrive. Then,
with their expertise, we lower the victim.
The conclusion, he maintains, is that climbers aren’t rescue people and emergency rescue personnel are not expert climbers. “We need to share the best of those skill sets.

“We need to look at our role. Why extract a victim unless there is an immediate threat to the victim?” Ball asks. “Rapid descent is not always necessary and may not be advisable,” he adds. (Another look at the adjacent flow chart is advisable at this point.)

Ball says his team’s job has been to gather accident data and present it to the ANSI committee and to the industry for its procedures. While he’s not directly involved in developing the new standards and doesn’t think it appropriate to be gathering information and making policy, Ball says the industry is at a point where it needs to address methods to stabilize victims in any scenario and to hammer out an emergency process built on what we already know.

“We need more training and education in the field,” he stresses. “I can’t over emphasize this. We are NOT going to take away the skills we know and have trained for. We are adding to what we know.”

Joe Tommasi, manager of safety & loss prevention at Davey Tree Expert Company in Kent, Ohio, has sat on the ANSI committee looking into the safety requirement standards. Regarding the new standard – and especially the section having to do with aerial rescue (and the aerial rescue flowchart) – he says, “The issue is how to carry forward the standards we’ve built upon. In recent years we’ve begun to talk about expanding and modifying longstanding aerial rescue procedures based on a menu of circumstances that may arise. Historically, there is a lot of material on aerial rescue stemming from electrical contact events, but aerial rescue is far more than that.”

Having attended numerous symposiums to get opinions on different rescue procedures, Tommasi says the new requirements are still a work in process. “Davey and others have found that the concept of longstanding rescue procedures take the premise to render aid as good Samaritan – to volunteer without becoming a victim yourself.” In the case of electrical hazard, that is to manage the hazard, go on to aerial assistance and rely on emergency services providers if one is not capable of rendering aid.

“We need to take the same concept but eliminate the electrical-only circumstance and apply it to any person in any tree, say in an open yard with no conductors, where a person is injured or ill aloft. Many of the same principals as in electrical hazards apply. We need to take the best practices and expand on them,” he says.

That may actually mean minimizing the rush to render aid. “Although most people in our business think in terms of the electrical hazard and of getting people down in four minutes to restore breathing, that is not always the case.”

“Beyond the TCIA discussions on the point, plus symposium groups, we have come up with proposed new standards and a flow chart that is a visualization of how one might respond to different types of emergencies aloft.”

He stresses that this is not a “how to,” but from here a business can take each step in-house and review aerial rescue procedures and first aid or develop their own proprietary information to develop and train people for these emergencies.

Tommasi says the first premise is and always will be to discuss training and to raise awareness to generate acts of prevention, then to raise awareness in life-saving situations, for example emergency response practices. He sees the aerial rescue flowchart as a tool that may assist rescue teams control emotions and to be able to respond quickly and calmly, “and with that comes efficiency,” he adds.

“The reality is that these serious aerial rescues are not as frequent as you might think, but they are in reality a very serious emergency response situation. And it doesn’t have to be aloft. The same circumstances can take place on the ground,
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so the same concept of assistance applies,” notes Tommasi. “And let’s not forget that as the demand for arbor care increases, so, too, does the potential for risk.”

He advises to take the profession seriously, plan your work and execute it well and, in the event of an emergency, do no harm but be prepared to take proper action. “That is all part of the totality of professionalism,” he says.

Stephen Chisholm Sr., president of Aspen Tree Expert Co. in New Jersey, is a 40-year veteran of the business – 30 of those years with his own company – and he sits on the ANSI crane subcommittee. He recognizes that, “We’ve been training for aerial rescue for a long time, especially line-clearance tree trimming. It has always been a requirement for those in line clearing to train for aerial rescue in the event of a possible electrocution. You have a four-minute time frame to get into a tree safely and retrieve a victim of electrocution to begin CPR. That’s been a longtime requirement for companies with those services,” he says.

“But certainly with tree work you don’t have to be electrocuted to have an emergency. It could be a cut from a chain saw, getting stung by wasps or hornets; you could slip and break a bone. Someone still has to come to the rescue. When there’s a tree involved, it’s a very different rescue from what emergency teams are trained to deal with.”

He points out that an electrical event could involve either high or low voltage and each has a result that requires a different, specific emergency response. “The tree care professional needs to know the importance and difference in a defibrillation from a low voltage shock and complete heart stoppage from a high voltage line. It’s knowing what to do if you’re working in the tree care business and one of your team gets injured – how to perform a rescue safely and not become a victim yourself.”

All of the safety professionals interviewed stress that the new ANSI Z133 poses significant changes in safety practices for industry. They advise all professional arborists to obtain a copy and make its recommendations a part of their daily work and company training systems.

To purchase copies of the new ANSI Z133 visit www.tcia.org or call 1-800-733-2622.

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Part II: New pesticides and when to use them

By Dr. Dave Shetlar

Last month’s article, “Tree/Shrub Insect Pest Management Update Part I: PHC vs. IPM, and providing sustainable environments,” discussed the changes in attitudes from one of killing the pest to that of enhancing the health of the plant, and minimizing pesticide use by planting the right plants for sustainable environments. Here, we look at specific pesticides and the pests they target.

First, let’s remember that we are dealing with the Food Quality Protection Act (FQPA) in our use of pesticides in the landscape. What has the FQPA done to us? It has eliminated most of the organophosphates and carbamates from urban landscape use or it has greatly restricted their usage.

Many and probably most of you have in the past used Dursban, which contains the insecticide chlorpyrifos. You can no longer use Dursban in urban landscapes, however the golf course superintendent that is plunked in the middle of a lot of these communities is allowed to use Dursban. The golf course is considered by the EPA to be a farming operation, in this case, farming grass. Unbelievable! The bottom line is that we seem to have lost a lot of the tools that we have been familiar with.

But, if you check carefully you will discover we haven’t really lost many of these tools; they have morphed and changed. We thought that acephate (Orthene) was going to be gone from the landscape, but it is still with us. We thought carbaryl (Sevin) was going to be gone, but it is still with us. There are restrictions on the usage rates and numbers of applications that can be made in a year, but those tools survive.

What really has me worried is that many of you have gone ahead and made major changes to your programs and you are now using bifenthrin (Talstar), lambda-cyhalothrin (Scimitar), or deltamethrin (DeltaGard, Bonide Delta Eight) as replacements for Dursban. The EPA is now reviewing the pyrethroids and has already stated in their releases that they believe that the risk cup for pyrethroids is overflowing. What does that mean to us? It means that some of those are going to become restricted-use materials or they will be banned from use in residential sites altogether. I don’t know which ones, and I don’t know how they are going to make the decision, but we need to be aware that this is happening.

The good thing is that we have a lot of new insecticide chemistry to deal with. Unfortunately, many have decided that this new chemistry might be as bad, or worse, than the insecticides they are replacing or that all the insecticides within these new categories are essentially the same. To give you an example, the neonicotinoids (of which M erit, or imidacloprid, was the first to reach the market) were thought to be virtually the same in activity. There are now about five or six of these neonicotinoids coming down the developmental pipeline and even entomologists were assuming that they were all the same. They are NOT all the same. That is like saying that Dursban is the same as Malathion. They are not. While both are organophosphates,
they are very different in their activity spectrum (types of pests controlled), toxicological and environmental aspects. We are finding out that imidacloprid (M erit) is not the same as clothianidin (Arena) or dinotefuran (Safari).

Unfortunately, because we have not had a lot of experience with this new chemistry, it will take years to figure out the niches that each will fill. Let's face it, Dursban was used for nearly 45 years, which is why it had that five-page label on it. We had a great deal of experience with Dursban and we knew how the material worked.

The new tools

I’d like to propose some concepts on how to use some of these new pesticides and miticides in order to maximize their efficacy, even though we don’t have a complete data package on field usage. First, let’s take a look at toxicity and see how well you remember your pesticide categories and their target words or symbols on labels.

Category I – The label will read “DANGER! Poison,” with a skull-and-crossbones symbol. These pesticides have rat oral LD50s that are 50 mg per kg or less, and are considered by the EPA to be “highly toxic.”

Category II – These have “Warning” on the labels and these pesticides have rat oral LD50s of 51 to 500 mg/kg (milligrams per kilogram). EPA considers these to be “medium” toxic.

Category III – These products have “Caution” on the labels and the rat oral LD50s are 501 to 2,000 mg/kg. EPA calls these “low” toxicity materials.

Category IV – Many people don’t even realize that there is a fourth category. These products also have “Caution” on the labels, but the rat oral LD50s are greater than 2,000 mg/kg. The EPA states that these materials are “practically nontoxic”!

Now, where do our insecticides fit within these categories? In the past, most of our organophosphates, carbamates and even the pyrethroids were category I, II and III, but look at the things that we have available to us right now. Many of you have probably tried Azadiractins (Azatin) and the neem oils a few years ago and you thought they didn’t work. One time we applied it and it worked fine and the next time we applied it and it didn’t seem to work well at all. The reason for that is that the original Azatin materials, the original neem products, were crude seed extracts and what happens is that the neem tree some years produces a lot of Azatin in the seed and other years it puts virtually none of it in the seeds. If you are just taking a crude extract, some years you have active ingredient in the bottle and other years you have practically nothing! The manufacturers figured that out and now when you buy a bottle of something like Azatrol or Neem-Away, when the label states “0.5% azadiractins,” that is what it has and you can expect consistent results. We are seeing people going back to revisit the use of those natural botanical materials and they are finding that they work! The reason is consistency.

Also be aware that we have some other materials. Dow has a material called Spinosyn (pinosyn A & B, Conserve), which is a biologically derived material. It is the waste product of a soil-dwelling bacteria and it has very good caterpillar killing ability and moderate spider mite control activity. Those alternate products have very low toxicity ratings. On the other hand, there are some new insecticides coming down the pipeline that appear to be more toxic. You may ask how fipronil (TopChoice) got registered in the southern states for fire ant and mole cricket control. If you read the label on fipronil, it is used at 0.004 pounds of active ingredient per acre. You use so little of it that EPA regulators figure you are not using enough to even show up on a radar screen. Remember that in toxicology, it’s “the dose that makes the poison.”

If we take a look at the neonicotinoids, M erit was the first one to hit the market and the active ingredient, imidacloprid, is technically a category II insecticide. Obviously when we formulate M erit, it comes down to a category III, but the reality is that it was moderate to low in toxicity. The same thing is true with acetamiprid, or Tri-star. This is also a category II.

If we look at the other neonicotinoids, some have very low toxicological profiles. For clothianidin, or Arena, I actually had a dispute with a local sales representative on the toxicity! The rep told me that the LD50 of Arena is 3,650 mg per kg while my chart states greater than 5,000! In this case, Arena, as a formulated product, is actually more toxic than the 100 percent active ingredient! They have to put spreader-sticker in its formulation so that it goes into suspension in the tank and sticks better to the plant. These inert ingredients are more toxic than the active ingredient.
Some of these new materials are absolutely amazing in terms of their low toxicity. Safari (dinitofuran) is turning out to be an absolutely wonderful scale control product - both for armored scales and soft scales. Looking at the toxicological profile, Safari has an LD50 of over 2,000. Bottom line for all of the new insecticides - just because we say they are “neonicotinoids,” don’t assume they are all the same either in toxicity or in their spectrum of activity against pests.

All of the neonicotinoids are systemic. Some of them appear to move or work faster than others, but all have translaminar action. In other words, they will be absorbed by the leaf tissue if you spray it. More importantly, if you soil or root drench they will also move upward through true vascular translocation. How fast will they move? Soil-applied Merit typically takes 20 to 30 days to achieve effective levels in the plant foliage while Safari takes more like 10 to 15 days. Arena is also rapidly moved.

We should be proud that we have new, lower toxicity products to use in our landscape maintenance efforts! However, with any new technology, we need to understand how to maximize the efficacy of our efforts.

New pesticides to control “tough” pests

I think that most will agree that borers are difficult pests to manage. The most important borer group in urban landscapes is the *Agrilus* group, which includes the bronze birch borer, two-lined chestnut borer, honeylocust borer and even the emerald ash borer. We have a lot of oaks going into our landscapes. I strongly encourage you, if you discover a newly planted oak in a landscape, to treat the tree for the first two years for two-lined chestnut borer. Merit (imidacloprid) is an excellent treatment to keep those trees clean for the first two years of establishment. After establishment, the oaks can usually fend for themselves. The first two years of establishment is when they are liable to get nailed by two-lined chestnut borer.

I see the same thing with honeylocust borer. Honeylocust is very easily transplanted, but in that first couple of years after transplant we often get honeylocust borers. It is another *Agrilus* species that specializes in attacking stressed honeylocust trees.

We are using a lot of European upright hornbeam, especially in commercial sites with a restricted planting box area where facility managers want a little tree with upright growth. I often see up to 50 percent of those trees expiring within the first two to three years because of hornbeam borer attacks. If you can get the hornbeams through the first two to three years of establishment, they can take care of themselves and withstand any hornbeam borer attack.

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While I acknowledge that we can effectively treat ash trees to keep emerald ash borer from killing the tree, we still don’t recommend treatments outside quarantine zones. Outside of these areas, if a tree is discovered to be infested with EAB, ash trees within a half mile radius will be removed whether treated or not! Within the quarantine zones, if a homeowner wants to invest in a yearly treatment to keep their ash trees alive, this can be done.

One borer that has significantly increased in Ohio is the white pine weevil. White pine weevil is a poor name for this pest as it loves spruce, especially Colorado spruce and Engelmann spruce, but I even found it in mugho pine, Swiss stone pine and even Douglas fir. In landscapes we can manage this weevil with soil applications of Merit.

We also have to be aware that clearwing moth borers are a common group. The most important thing to remember about clearwing borers is that they are lepidopterous (butterflies and moths) pests, not beetles like the Agrilis and weevils. Neonicotinoids work well on beetles (Coleoptera) but don’t work well against the Lepidoptera. What are we going to do when we have something like dogwood that is susceptible to the dogwood borer? Other clearwing borers include the banded ash clear wing, the ash/lilac borer, the oak borer and the peachtree borer. How do we treat those? In this case Merit is not the answer.

If we take a look at the borer insecticides, in the past we used Dursban and Lindane as prophylactic treatments. Dursban or Lindane typically got 40 to 60 days of effective residual. However, these materials are now banned from residential use. What are the replacements or alternates? For prophylactic treatments, pyrethroids have replaced Dursban and Lindane, but not all pyrethroids are the same. Formulation makes all the difference in the world on whether a pyrethroid can form a protective shield of insecticide over the plant. The two formulations that seem to have the longest staying power are Astro (permethrin) and Onyx (bifenthrin, or Talstar). What is unique about these is that both are made by FMC, which is using a termicide formulation technology that greatly extends the residual ability of the insecticide. When you apply one of these to the bark of a tree, you will typically get that 40 to 60 days of residual action. If you use a simple wettable powder formulation of these same pyrethroids, come the first rain, it is all gone. Formulation makes all the difference in the world.

What about other systemics? You might be surprised at the systemics that are still available! Almost every garden center has Di-syston (disulfoton) masquerading under the disguise of “2-in-1 rose systemic granules.” If you look at the label, it says that the granules can be used on roses, perennials, flowers, small trees and shrubs. Are you going to use that commercially? Probably not, because you have other choices that are less toxic.

Acephate (Orthene) was supposedly being removed from the market but you can still use it. There are homeowner products and commercial products available and many of these have useful systemic action.

What about bark beetles? I will be brutally honest! If you have a tree that has bark beetles, get out the chain saw! A tree that is infested with bark beetles is doomed. Your chance of rescuing that tree is slim, at best, because the tree is already dead or dying. The leaves may not have turned brown yet but once the beetle has gained access to that tree, the tree had lost its vigor or is either dead or dying. My suggestion is to remove the infested tree quickly because...
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the tree will breed more beetles. Check the surrounding trees. Are there similar trees of the same type nearby that are not showing signs of bark beetle? These trees may need some protective treatments until the risk of bark beetle attack has passed.

Scales

Remember that entomologists divide the scales into two groups, soft scales and armored scales. Soft scales include the magnolia, calico and lecanium scales. Armored scales include oystershell, pine needle, and euonymus scales. The problem with armored scales is that once the crawler settles down, it produces this hard waxy cover and most of our contact pesticides can’t get to the insect. Soft scales tend to feed in vascular bundles causing them to produce copious amounts of honeydew while armored scales feed between and within plant cells. Why is this important? If we are going to use a systemic insecticide to kill scales, this systemic has to reach the place where the scale will ingest it. This is why Merit will kill a soft scale really fast because Merit is permeating those vascular bundles, but Merit is a poor choice to kill armored scales.

If we look at neonicotinoids, some appear to have better systemic activity. Safari (dinotefuran) moves through the vascular bundles, thereby affecting soft scales, but it also permeates the tissues, thereby taking out the armored scales. Taking a look at the physical properties of Arena (clothianidin), I suspect that Arena will probably do the same thing as Safari, but we just don’t have a database on it yet.

Leafminers

Remember that we have a whole guild of leafminers that are sawflies, such as the birch, hawthorn and elm leafminers. Dipterous (fly) leafminers include the holly leaf miner group, which includes the American, European and inkberry holly leafminers. We are also seeing major increases in Ohio of the boxwood leafminers, another dipterous species. Finally, we have a few lepidopterous (moth) leafminers, like the solitary oak leafminer.

Again, when considering insecticides for leafminer control, keep in mind which group the leafminer belongs to. If you are dealing with the sawfly or dipterous leafminers, the neonicotinoids are a good
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choice. However if you are dealing with a lepidopterous leafminer, you will need a different category of insecticide. In general, we see some pretty good activity of the azadirachtin materials (Azatrol, Neemaway), and we still have Orthene (acephate). The pyrethroids are often registered for leafminer control, but these target the adult leafminers, so control is a real issue of timing. If you happen to be applying that pyrethroid the week that the leafminer adults are out and laying their eggs, then you get excellent control. If it is raining or you’re busy when these adults are out, the chances of you getting good control is slim to none.

Caterpillars

When it comes to caterpillar insecticides, the pyrethroids shine. If you have any foliar-feeding caterpillars, you can take them out as soon as you see them. While this is a curative action, what about a preventive? You will notice that on the Merit label it does say caterpillar “suppression.” Frankly, we don’t see much curative action by most of the neonicotinoids, but there is some evidence that they can “prevent” infestations. However, preventing caterpillar activity is not the normal way that we have dealt with these pests. From what I’ve seen in the field, Arena (clothianidin) may provide some significant caterpillar protective action.

Remember that caterpillars are not sawflies. If you have sawflies, all of the neonicotinoids seem to be very good. I would strongly recommend using a preventive application, especially if you have European pine or redheaded pine sawflies. Remember that roseslugs and pearslugs are also sawflies. An early application of a neonicotinoids to cotoneasters can keep these shrubs clean of lacebugs and pearslugs for an entire summer.

Mites

If you had asked me five years ago where we were headed with miticides, I would have stated that we are in real trouble. Now we have too many miticides, and it’s difficult to figure out which one to recommend. The real issue is that many miticides only kill spider mites and we are seeing a significant increase in rust and gall (eriophyid) mites in our landscapes. At present, only Avid (abamectin) and Forbid (spiromesifin) appear to affect both spider mites and eriophyid mites.

I hope the information presented in Part 1 of this article will help you figure out when you need to spray and how to plant in order to minimize the need for spraying. Part II should help you supply your arsenal with tools that will accurately do the job at hand with the least collateral damage, to non-target pests as well as the environment.

Dr. David Shetlar is an associate professor of Urban Landscape Entomology at Ohio State University. He earned his BS and MS Degrees in Zoology from the University of Oklahoma and his Ph.D. in Entomology from Penn State. He was an assistant professor at Penn State from 1977 through 1983, a research scientist with ChemLawn Services from 1984 through 1990. He joined Ohio State in May of 1990 and he recently co-authored a book, Destructive Turf Insects, Second Edition, with Dr. Harry Niemczyk.
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Trees are highly diverse plant populations that are grown to satisfy our various needs such as landscaping, shade, fruit, bloom or foliage production, timber, etc. Trees are known for longevity and resilience. Trees growing in their natural habitats such as forests or woodlands can reach their full potential with no human intervention. Some tree species can tolerate extreme growing conditions - high or low temperatures, dry or water-logged soil conditions, acidic or alkaline soil. Other trees need proper care to be healthy and productive - good soil rich in nutrients, organic matter, aeration, water supply, and pest management.

Nutrients

A tree synthesizes starch during photosynthesis (synthesis of food material using light energy), taking carbon dioxide from the atmosphere and water from the soil. Photosynthesis is a biochemical activity in which a host of enzymes play crucial roles. Enzymes are essentially proteins; for an enzyme to be active it usually needs a cofactor such as manganese, magnesium, iron, copper, boron, zinc, etc. In addition to photosynthesis, for a tree to be alive and productive it has to perform a number of other activities - respiration, synthesis of other complex molecules (proteins, amino acids, fatty acids, nucleic acids), cell division, growth, reproduction, etc. To carry on all essential activities, a tree needs essential nutrient elements.

Structural and functional components of cells that make up a tree have one or more essential elements. The essential inorganic nutrients are: carbon (C), hydrogen (H), oxygen (O), nitrogen (N), phosphorus (P), sulfur (S), potassium (K), calcium (Ca), magnesium (Mg), iron (Fe), manganese (Mn), molybdenum (Mo), boron (B), zinc (Zn), copper (Cu), and chlorine (Cl). A tree owes approximately 90 percent of its dry weight to carbon and oxygen. Hydrogen, nitrogen, potassium, calcium, magnesium, phosphorus, and sulfur that make up nearly 8 percent of the dry weight of a plant are macronutrients. The rest of the elements, Cl, Fe, Mn, Mo, B, Zn and Cu, which contribute less than 0.1 percent of the dry weight of a plant, are the micronutrients or trace elements. Except for hydrogen (from precipitation), carbon and oxygen that a tree can obtain from the atmosphere as well as from soil, all the other nutrients are available in a healthy soil for root absorption.

Nutrient deficiencies

An absence of any of the essential elements or an inability by the tree to uptake any of the nutrient elements for use would adversely affect a tree’s health. This inability could be due to very low or high temperatures, poor aeration resulting in oxygen deficiency, too little or too much moisture in the soil, a lack of microbial activity to convert soil nutrients to absorbable forms, very low or high pH, etc. Under these unfavorable conditions a tree would develop nutrient deficiency symptoms. Symptoms such as yellowing of leaves (chlorosis), abnormal coloration, browning due to tissue death (necrosis), reduced leaf, bloom, or fruit size or productivity, spindly growth, dieback, etc., indicate a deficiency of one or more essential nutrients. When such abnormal symptoms show up, take remedial action to supply the deficient nutrient or nutrients; an application of an appropriate fertilizer containing the right amount of deficient nutrient or nutrients may be called for. Since symptoms due to pest or disease attacks at times show symptoms similar to nutrient deficiencies, do soil and tissue analyses (foliar analysis) prior to fertilizing.

Soil test and tissue analysis

Collect soil samples from different locations, place them in a sealable bag, seal and send it to a soil test laboratory. The laboratory will give a complete analysis of the
soil that should include the amounts of various nutrients, microbial content, organic contents, soil types and soil pH, and also remedial measures for correcting the soil for healthy tree growth. One needs a tissue analysis to know that the tree is in a position to use the soil nutrients. A tissue analysis provides the exact metabolic status of nutrients in plant tissues. For this purpose, collect samples of healthy and unhealthy leaves for analysis. Based on the results of soil and tissue analysis, use appropriate fertilizers to meet the nutrient needs of a tree.

Soil pH

Just because it's in there doesn't mean the tree can use it.

Soil pH is an important factor in the availability of nutrients for root uptake. Very low pH (highly acidic, less than 4) or very high pH (highly alkaline – more than 10) will make certain nutrients unavailable to roots even when present in a soil. The addition of sulfur to an alkaline soil will lower its pH; the addition of lime to an acidic soil would increase the pH. Carefully monitor pH when trying to change it.

Most trees grow well under a pH of around 6.8. However, some plants, such as American holly, rhododendron, azalea, pin oak, and some pines, prefer acidic soil – a low pH of around 5.

Fertilizers

A fertilizer contains one or more essential nutrients. Use a fertilizer of your choice – biofertilizers, natural (organic) or chemical fertilizers. Biofertilizers contain live microorganisms such as mycorrhiza, bacteria or algae (See "Biofertilizers Bring Soil Back to Life," TCI March 2006). Cotton seed meal, dried blood, fish emulsion, animal manure, sewage sludge, rock phosphate, granite dust, kelp (seaweed), wood ashes, coffee grounds, compost, etc. are natural fertilizers. Chemical fertilizers are synthetic fertilizers that contain definite amounts of inorganic compounds such as nitrates, phosphates, potash, ammonium sulfate, chelated iron, Epsom salt, etc.

A chemical fertilizer on the label indicates the ratio of three major nutrients, nitrogen (N), phosphorus (P) and potassium (K). NPK 20-20-20 means that 100 pounds of the fertilizer contains 20 pounds of each of those nutrients – nitrogen (N), phosphorus (P) and potassium (K). In addition, most fertilizers contain trace elements and other nutrients. Some chemical fertilizers contain only one compound – Epsom salt contains magnesium sulfate only. Chelated (iron-EDTA) iron is often used when there is chlorosis due to iron deficiency. Chemical fertilizers release nutrients quickly.

Chemical fertilizers are available as powder, granules and sticks or in liquid form. Nutrients in liquid fertilizers are readily available for root use. Slow-releasing sticks release nutrients for an extended period.

Organic fertilizers contain fewer amounts of various nutrients and release nutrients slowly and steadily over an extended period of time. Therefore, one has to apply more organic fertilizers than inorganic fertilizers. Blood (dried), sewage sludge (activated) and cottonseed meal are good sources of nitrogen. Bone meal is an excellent source of phosphorus. Kelp, greensand and ash are good sources of potassium. Compost usually is a complete fertilizer; the level of nutrients in compost show seasonal fluctuations and vary depending on the stage of composting.

Nutrients from organic fertilizers are available to root absorption by microbial activity. Leaching of nutrients from chemical fertilizers is more rapid than from organic fertilizers.

Time of application

Remember that the need for various nutrients depends on seasonal variations, the phase of a tree's growth (vegetative, reproductive or dormant), tree type (deciduous or evergreen), established or a new transplant. In spring, when a tree is growing vigorously producing new shoots, it will need more nitrogen than in a dormant season. During reproductive phase (flower and fruit production) a tree needs more phosphorus than nitrogen. During dormant season, a tree needs potassium and phosphorus for strong roots, winter hardiness, and disease resistance and not much nitrogen. Fertilize according to the needs of a tree. Indiscriminate, excessive use of fertilizer (especially a chemical fertilizer) will do more harm than good.
izer (especially a chemical fertilizer) will do more harm than good.

Roots can absorb soil nutrients as long as soil temperature does not go below 40 degrees. Root growth in woody ornamentals is active in fall and late winter/early spring. Hot summer temperatures slow root growth. During the dormant phase, root growth still occurs. Fall to spring is a good time to fertilize trees. Apply a balanced fertilizer (NPK 10-10-10) early in spring. Do not hesitate to apply fertilizers in fall. However, use fertilizers containing more phosphorus and potassium and very little nitrogen during autumn (especially late fall) or dormant phase. Fall fertilization is more effective in promoting plant growth than spring fertilization. Remember it takes a few weeks to see the effect of fertilizers after application. Apply slow-release fertilizers early in the season to avoid new growth in late fall.

Do not fertilize young transplants immediately after transplantation. Give time for root establishment. When planted in fall, apply fertilizer in early spring; for spring transplants wait for six to eight weeks after transplanting. To overcome transplantation stress, you may apply compost tea or highly diluted liquid fertilizer.

Evergreens and most avenue trees do not need fertilizer once they get established. Apply fertilizer early in the morning or in the evening and water thoroughly. Do not fertilize when raining, as water-soluble nutrients would leach out easily.

Amount of fertilizer

Calculate the amount of fertilizer for a tree according to the size of its root zone, which extends beyond the drip line. The distance between the outermost branches of a tree to the base of the trunk is the crown radius. The root zone extends beyond this, to approximately one-and-one-half times the crown radius. So, when the crown radius is 10 feet, the radius of the root zone is 15 feet.

Use the following formula to calculate the area of fertilization:

\[
\text{root zone} = \pi \times r^2
\]

The root zone area in this case is:

\[
3.14 \times 15 \text{ (feet)} \times 15 \text{ (feet)} = 706.5 \text{ square feet}
\]

In addition, calculate the amount of actual nitrogen present in the fertilizer prior to fertilization. For example, the percentage of actual nitrogen in NPK 10-10-10 is 0.1 (10 pounds of nitrogen per 100 pounds of fertilizer). Let's say that you did not want
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## Vermeer

<table>
<thead>
<tr>
<th>Model Number</th>
<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
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<tbody>
<tr>
<td>BC1000</td>
<td>KCH20109</td>
<td>Double Edge 9&quot; x 4-1/2&quot; x 5/8&quot;</td>
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<td>BC1800XL</td>
<td>KCH20112</td>
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<td>BC1220-BC1250</td>
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<td>BC1400</td>
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## Morbark

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<tr>
<td>10, 13, 17, 2050</td>
<td>KCH40001</td>
<td>Double Edge 10-1/2&quot; x 5&quot; x 1/2&quot;</td>
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## Brush Bandit

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<td>90XP, 280XP</td>
<td>KCH10004</td>
<td>Double Edge 5-3/32&quot; x 4&quot; x 1/2&quot;</td>
<td>$21.60</td>
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<tr>
<td>100XP-250XP</td>
<td>KCH10003</td>
<td>Double Edge 7-1/4&quot; x 4&quot; x 1/2&quot;</td>
<td>$19.20</td>
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<tr>
<td>250XP, 254XP after '01</td>
<td>KCH10101</td>
<td>Double Edge 7-1/4&quot; x 4-1/2&quot; x 1/2&quot;</td>
<td>$25.50</td>
</tr>
<tr>
<td>1890 Intimidator</td>
<td>KCH20103</td>
<td>Double Edge 10&quot; x 5-1/2&quot; x 5/8&quot;</td>
<td>$37.50</td>
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## Asplundh

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<td>KCH30001</td>
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<td>16&quot; Drum</td>
<td>KCH30002</td>
<td>Single Edge 16&quot; x 3&quot; x 3/8&quot;</td>
<td>$19.75</td>
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to exceed two pounds of actual nitrogen per 1,000 square feet. When using the fertilizer 10-10-10 one has to apply 20 pounds per 1,000 square feet. Use the following formula to calculate the amount of this fertilizer needed for the root zone area of 706.5 square feet:

\[
706.5 \times \frac{20}{1000} = 15.3 \text{ pounds}
\]

For trees with narrower canopies or unusual shapes, measure the dbh (diameter at breast height) of the trunk. If it is 10 inches, multiply it by 1 or 1.5 feet to get the radius of the root zone: 10 \times 1 = 10 \text{ feet} or 10 \times 1.5 = 15 \text{ feet}.

Remember that less is better than more in fertilization. By applying more fertilizer, especially chemical fertilizers, you could burn tree roots.

**Methods of application**

Top dressing is easy and effective as feeder roots are close to the soil surface, but it is not recommended for grassy areas. Spread fertilizer evenly all around the trunk but not close to the trunk. Nitrogen is easily mobile in a soil; hence, use top-dressing. Phosphorus is not that mobile and its level may also vary. Potassium deficiency rarely occurs. In any case, fertilize based on the results of soil and tissue analysis.

Drilling holes and distributing fertilizers equally in holes around the tree can be rather cumbersome and unnecessary. In addition, drilling may hurt tree roots. Slow-release fertilizer spikes are expensive and not really as effective as granules or powder. Most tree care companies use soil injection with liquid formulations. Trace elements can be delivered through microinjections. Foliar applications of compost tea or liquid fertilizers are often used for correcting nutrient deficiencies. Spray foliage with highly diluted chemical fertilizers to avoid foliage burning; it is better to spray leaves early in the morning.

The key rule in fertilization is to fertilize when the tree needs the fertilizers. Follow manufacturer’s instructions on the label.

Spray foliage with highly diluted chemical fertilizers to avoid foliage burning; it is better to spray leaves early in the morning.

You may have been aware that OSHA requires employers to provide personal protective equipment (PPE) to employees when their work presents some hazard that can reasonably be mitigated through PPE use. But did you know that the employer has a paperwork requirement related to PPE use? Currently, OSHA is soliciting public comment concerning employer paperwork requirements specified in its standards on PPE for General Industry.

The Occupational Safety and Health Act of 1970 (the OSH Act) authorizes information collection by employers as necessary or appropriate for its enforcement or for developing information regarding the causes and prevention of accidents. The OSH Act requires OSHA to obtain such information with minimum burden upon employers, especially those operating small businesses.

General Industry PPE standards (29 CFR part 1910, subpart I) include several paperwork requirements:

- Hazard Assessment, Verification - 1910.132, paragraph (d)(1) requires that the employer assess work activities to determine whether there are hazards present, or likely to be present, which necessitate the employee’s use of PPE. If such is the case, the employer must communicate selection decisions to affected employees and verify that a hazard assessment has been performed. Paragraph (d)(2) requires that the so-called “certification of hazard assessment” must contain the occupation, the date(s) of the hazard assessment and the name of the person performing the hazard assessment. This requirement only applies to PPE for the eyes and face, head, feet and hands.

- Training, Verification - 1910.132, paragraph (f) requires that employers provide training for each employee who is required to wear PPE. Employers must also provide retraining when there is reason to believe that any previously trained employee does not have the understanding and skill to use PPE properly. Paragraph (f)(4) requires that employers certify that employees have received and understood the PPE training. The training certification must include the name of the employee(s) trained, the date of training, and the subject of the certification (i.e., a statement identifying the document as a certification of training in the use of PPE).

OSHA compliance officers may require employers to disclose the certification records during an Agency inspection.

In this public comment period, OSHA has a particular interest in comments on the following issues:

§ Whether the proposed information collection requirements are necessary for the proper performance of the Agency’s functions, including the validity of the methodology and assumptions used;

§ The quality, utility, and clarity of the information collected; and

§ Ways to minimize the burden on employers who must comply; for example, by using automated or other technological information collection and transmission techniques.

Are you interested in letting OSHA know how this paperwork requirement helps or hinders safety and/or your business? Your comments should reference Docket No. ICR-1218-0205 and must be submitted postmarked or received by September 25, 2006. You may mail comments to the OSHA Docket Office, Room N-2625, U.S. Department of Labor, 200 Constitution Avenue, NW., Washington, DC 20210. If your comments are 10 pages or fewer, including attachments, you may fax them to the OSHA Docket Office at (202) 693-1648. You may submit comments through the internet at http://ecomments.osha.gov. Follow instructions on the OSHA Web page for submitting comments.

Next month in this column, the author will present a model PPE program that addresses this and other aspects of safety and regulatory compliance.

Peter Gerstenberger is senior advisor for Safety, Compliance & Standards for the Tree Care Industry Association.
Excellent article on
tree appraisal

Thank you for printing an excellent article on tree appraisal. The two arborists quoted in the article are first-rate, so it was full of good information from start to finish. The dollar value of trees is of growing interest across the country in this era of explosive land development and global climate change, which is why Mr. Cullen pointed out that it is so important to understand how that value is defined. At one point, the author seemed to define tree value as either “income” or “aesthetic,” but this seems to leave out most of the value that trees contribute to our lives.

The Glossary of Arboricultural Terms defines “aesthetic” as “artistically or visually pleasing ...,” but there is clearly much value in trees that is neither based on harvesting income from them, nor on enjoying their mere appearance. Trees clean the air when they capture smoke and soot and dirt and other airborne pollutants, particularly carbon dioxide. Trees intercept storm water, so it can recharge aquifers instead of straining sewage plants. These life-giving functions alone have a high dollar value, which has been measured by American Forests and the US Forest Service. Trees also cool our homes in the summer, directly with shade and indirectly with transpirational cooling. Trees provide habitat for wildlife, seen and unseen. Trees shield glare, muffle noise, and work for us in many other ways too numerous to mention here.

It is hard to imagine putting a dollar value on a tree without considering more than income or aesthetics. Perhaps the author’s definitions are different than the Glossary’s, but I just felt that it was important to point out the wide range of contributions that add to tree value. These contributions are important for consulting arborists to consider when they appraise tree value, and for other arborists to have in mind when they manage trees for their clients and their communities.

Guy Meilleur, consulting arborist
Better Tree Care Associates
New Hill, North Carolina

Choosing the wrong avenue
tree?

It was interesting to see some of the plants recommended for use as street trees in your July 2006 issue (“Choosing the Right Avenue Tree”).

Southern magnolia (Magnolia grandiflora) is certainly a beautiful tree, but as a street tree is a poor choice. Its large leathery leaves defy decomposition. With their large size, they are extremely noticeable when they fall.

Bracken’s brown beauty is a great selection; I do not know a “Barcken’s” brown beauty.

Mimosa (Albizia julibrissin) seems at first glance to be a great choice, but it is usually on every list of invasive plants. It is almost impossible to eliminate and is right behind kudzu in its ability to overtake other plantings. It is a gorgeous tree - in someone else’s yard (if they are far enough away so that they don’t share the seeds with you).

I doubt that Dr. Sridharan has had the opportunity to live with some of the plants that she so highly praised.

David Henderson
owner, Henderson Horticulture
Pinson, Alabama

Article featured some
inappropriate street trees

The article “Choosing the Right Avenue Tree” recommends some tree species that, in my opinion, are not really appropriate as street trees. Others deserve more discussion as to their suitability as street trees.

Mimosa (Albizia julibrissin) is listed by the Florida Exotic Pest Plant Council as a Category I invasive (“Invasive exotics that are altering native plant communities by displacing native species, changing community structures or ecological functions, or hybridizing with natives.”) and is not recommended for planting anywhere in Florida. In fact, most agencies suggest you remove it every chance you get. Other southern states where this species grows may take a similar view of this weed. By the way, mimosa is not a broadleaf evergreen, but is deciduous.

Another listed weed in the article is golden rain tree (Koelreuteria elegans, a.k.a. K. formosana or K. paniculata). The Florida EPPC lists this tree as a Category II invasive (Invasive exotics that have increased in abundance or frequency but have not yet altered Florida plant communities to the extent shown by Category I species. These species may become ranked Category I, if ecological damage is demonstrated.). The “truckload of golden flowers” generally produce truckloads of wild seedlings in north and central Florida.

Two large trees in the article deserve a cautious look. With more than 500 species of eucalyptus, choosing the correct one to plant as a street tree is important. While some make beautiful large specimens

(Continued on page 79)
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As of this writing, three major Tree Research and Education Endowment Fund (TREE Fund) events have just wrapped up and the buzz is great. Our summer golf outing, held in Minneapolis July 30 and sponsored by Asplundh, was well attended and had all hole sponsorships sold out. The Tour des Trees, our largest single fundraiser, was truly ‘Superior’ as more than 60 cyclists, support staff and wonderful corporate sponsors tallied more than $290,000 (gross). Participants safely completed cycling 560 miles from Thunder Bay, Ontario, along the shores of Lake Superior to Minneapolis, Minn. And last but not least, the Legacy of Leaves Gala Auction, also held in Minneapolis in conjunction with the ISA show, featured plenty of food and drink, a huge 50/50 cash raffle, and a larger assortment of donated items than ever before to bid on. We cannot thank our sponsors, volunteers and attendees enough - but we'll try!

We thank everyone who supported the TREE Fund by raising money to ride in the Tour, buying a round of golf or sponsoring a hole, bidding on fabulous items that were donated by great companies, ISA chapters and individuals, or volunteering to help put the FUN in fundraising! All proceeds will support our mission and we are glad that you have chosen to be a part of the TREE Fund Future.

Business

One way to show our appreciation for their vote of confidence is to control our event expenses and to wisely spend the funds raised on research grants and scholarships. Another way to earn the trust of our supporters is to take the time to plan for the future. Over the past few months, the TREE Fund Board of Directors has been working on its strategic plan for 2007-2010. Having discussed our vision, our values and our purpose, the board is working hard to move the TREE Fund’s mission moving forward.

Cross functional task forces were created early this spring to address issues in Grant Making Policies and Procedures, Communications Priorities, Governance, and our Fund Development Plan. Each task force met with consultants, most of whom donated their time and expertise, to update board members on issues and best practices. Each task force prepared recommendations for the standing committees of the TREE Fund Board.

One common recommendation was to expand the membership of each committee to include non-board members. We are pleased to recognize the following individuals who have volunteered to provide added expertise to our committees: Hyland Johns, Finance; Alan Siewert, Governance; and Jan Watson, Research (Administration). In addition, we are pleased that Ken Palmer has volunteered to reconvene the Tree Dynamics and Arborist Techniques Committee. They just voted to rename this endowment the Arborist Safety and Techniques Fund. We hope to identify more people in the TCIA and ISA communities who can contribute to the future of arboriculture by volunteering their skills in communications, accounting, law or finance to serve on a TREE Fund committee.

Programs

The TREE Fund received 12 applications for the Robert Felix Memorial Scholarships this year. After carefully reviewing the applications, the Education Committee made its recommendation to the Board and the winners will be announced by the end of August. To get an idea of the impact of our scholarship program, have a look at this testimonial that we received not long ago from a past scholarship winner:

“I received the Robert Felix Memorial Scholarship back around 1998 at Clemson...”
University in Clemson, S.C. I was majoring in forestry with an emphasis in urban forestry. At the time, I wasn’t exactly sure what I was going to do when I graduated. After receiving the scholarship, I realized that maybe the best route for me was arboriculture. I joined the Arboriculture Club and eventually became president of the club. I actually received several more scholarships and knew that arboriculture was the right field for me. I am now president of Schneider Tree Care in Taylors, S.C. The Robert Felix Scholarship helped me through school financially and also helped by showing me that the field of arboriculture had better opportunities for growth than typical forestry.

Brandon Brown, president, Plant Health Care Supervisor

In the field of research, the TREE Fund Research Committee evaluated and ranked 18 applications received for the Hyland Johns Grant. The board reviewed and approved their recommendation to fund six projects for a total of $125,000.

Earlier this year, the TREE Fund Board approved $96,625 in John Z. Duling grants to 13 research projects. An example of one of the TREE Fund projects that is particularly interesting now that hurricane season is “Mature Tree Response to Hurricane-related Flooding in Northern Gulf Coast Communities,” from Hallie Dozier, PhD (and Tour des Trees rider!), Louisiana State University.

This grant will support initial data collection on mature canopy tree response to hurricane-caused floods in coastal Mississippi, Louisiana and Texas. Results of this study will be applicable to other communities in hurricane and flood-prone regions of the country. The overall study objectives are to: (1) collect baseline descriptive data on mature canopy trees in northern Gulf of Mexico coastal communities flooded by Hurricanes Katrina (August 2005) and Rita (September 2005); (2) generate preliminary predictions for longer-term survival and growth of mature trees in hurricane flooded areas. This proposal solicits seed money to support the development of baseline data on mature trees that apparently survived these storms plus survival and growth data for two years following the storm events. This research will generate better understanding of short-term survival and vigor of flood-stressed mature trees, and it will give a baseline for longer-term survival and growth study. Knowing how floods affect hurricane wind survivors will help arborists answer the question, “What’s going to happen to this tree over the long run?” and help them make better post-storm care decisions and, potentially, prevent the unnecessary loss of large trees.

Events

In closing, our thanks to Michael Oxman who sent in this cool photo and story on an Oregon wilderness tree climb he helped to coordinate to benefit the Canadian TREE Fund. Climbers included Dave Gaugel, Clint Landon and Dan and Ron Kootje of Portland, Oregon who had placed the winning bid on this outstanding weekend adventure during a TREE Fund Auction last fall at the Pacific Northwest ISA Training Conference. Looks like a great time was had by all – and all for a good cause, tree research and education!

During the TREE Fun(d) Treehouse Climb in early May, 11 climbers spent three days in an Oregon old growth forest of 5-feet diameter ponderosa pine and sugar pine trees that soared to 185 feet tall. This photo of five climbers in a towering ponderosa pine was shot by Scott Baker, who was in the top of a similar size sugar pine about 100 feet away. Using a crossbow, some fishing line and string, the climbers were able to set up a strong traverse line and pulley system so they could slide back and forth from tree to tree over 150 feet above the ground!

Tree Research and Education Endowment Fund
711 E. Roosevelt Road, Wheaton, IL 60187
(630) 221-8127 – www.treefund.org

M. Janet Bornancin is executive director of the TREE (Tree Research and Education Endowment) Fund.
HELP WANTED

Help Wanted
Earnest Arborist to work with and/or purchase an established tree care co. in SE PA. Call Jonathan Fairoaks (610) 952-5209.

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

Climber/Production Manager
Min. 5 yrs’ exp. Must know pruning w/o spikes. Year-round, salary, pd vacation/health, help moving, Profit-share/potential partnership. Virginia, near Williamsburg, Busch Gardens, VA Beach. (757) 595-8733, wmhendron@cox.net

SE Wisc. Co.
Looking for quality people for its growing company. We have a solid client base & are looking for the right people to support us. If you have experience in a Climber/groundsman position & have a clean driving record we want you. CDL license is preferred but not necessary. We are willing to train right individual looking to expand their skills. Top pay for the right candidate. “AFFORDABLE” Tree Care, LLC e-mail: treecare4u@yahoo.com Web: affordabletreecare4u.com fax: (775) 860-1148.

Tree Worker 4, Arizona Public Service Company
Several positions available throughout the state of Arizona. Primary Job Functions — Physical ability, knowledge and skill to perform tree pruning, tree and brush removal, herbicide applications from and or near energized power lines utilizing mechanical equipment or manual climbing techniques and rigging as required to ensure work is completed in a safe, efficient manner. Ability to operate and maintain chain saws, blower, hand tools, ropes and equipment, including lift or manual truck, pickup, ATV, chipper, to safely perform all functions of line-clearance operations as well as other duties as assigned. Must have a high school diploma or equivalent and have a minimum of 18 months experience. Apply online at Pinnaclewest.com or fax or mail a resume stating which position you are applying for to: Fax: (602) 371-5008, Mail: APS Staffing-Union, Mail Station 3847, P.O. Box 53999, Phoenix, AZ 85072-3999.
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January 8-12, 2007.

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For any questions, please contact: Ms. Debbie Wilhoit, Entomology Department, University of Maryland, College Park, MD 20742 Telephone: (301) 405-3913. e-mail: debrar@umd.edu

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

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

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

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Arborist/Sales person in SE PA
Small but rapidly growing full service landscape and tree service company seeks motivated and ambitious salesperson. Must have basic knowledge of tree care, degree in arboriculture a plus, be ISA certified, and display great communication & leadership qualities. Please fax resume & references to (215) 535-2654 or call (267) 784-8560.

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

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

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We are accepting applications for experienced, highly motivated people for the following positions in our Tree Care Department:
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All types and brands of professional arborist climbing, lowering and rope accessories at warehouse prices. Call for current price list. Visa, MC, AX, Small Ad - Big Savings, since 1958. 1-800-873-3203.

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BUSINESSES FOR SALE

Business for Sale

TCI Buyers’ Guide – Addendum

The following are additional TCIA Associate Member listings that should have been included in the Summer Buyers’ Guide that was included with the July issue of TCI magazine:

Subject Listing
Distributor • Manufacturer • Industry Support and Service Provider

Distributor
Green Pro Services, Inc.: Biopesticides, Fertilization Supplies, Soil Amendments, Sprayers & Accessories, Tree Injections/Implants

Manufacturer
J.P. Fuller, Inc.: Augers (Earth & Bits, Blowers (Debris), Cabling & Bracing, Chain Saws & Accessories, Climbing Gear, Fertilization/Aeration

Industries for Sale

Alphabetical Listing
of Associate Members of the Tree Care Industry Association

(D) DISTRIBUTOR • (M) MANUFACTURER • (S) INDUSTRY SUPPORT AND SERVICE PROVIDER

(D) Green Pro Services, Inc.
380 South Franklin St
Hempstead, NY 11550
Phone: 516-538-6444
Fax: 516-538-2042
Toll-Free: 800-645-6464
www.greenproservices.com
Email: jcoco@greenproservices.com
Mr. Robert R. Riley

S) SafetyFirst Systems, LLC – Affinity Partner
65 Route 4 East
River Edge, NJ 07661
Phone: 201-267-8900
Fax: 201-342-5800
www.safetyfirst.com
Email: paulf@safetyfirst.com
Mr. Vernon Bankard

M) J. P. Fuller Inc.
8203-5 Clover Leaf Dr
Millersville, MD 21108
Phone: 410-766-2336
Fax: 410-766-2093
Toll-Free: 800-932-5095
Mr. Marc A. Lombardi

M) John L. Iurka, Certified TCIA Accreditation Auditor
16 Garden Road
Sound Beach, NY 11789
Phone: 631-849-2635
Fax: 631-744-0634
Email: treeauditor@gmail.com

S) SafetyFirst, Inc.: Regulatory Affairs/Compliance, Traffic Safety

S) SafetyFirst, Inc.: Traffic Safety

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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.

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Wauchula, FL 33873
(863) 773-4478 Office; (863) 781-3198 Cell
wbotree@hotmail.com

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Kohler M20 engine for a Vermeer 620 chipper. Good running cond. May p/u in Midwest. Contact Larry Breeze @ HP Tree Service (765) 564-4050.
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11 yrs. with excellent reputation & loyal clientele. Good advertising but mainly referral. Straight forward pruning & removal w/ incredible profit margin. $150,000, equipment included, owner may carry part. Call (970) 259-6269.

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

Northern Calif.
Tree Service established in 1978 with a $500K annual gross, is located in fast growing area between Sacramento & S.F. Bay area. Year-round work. Price $325,000 includes equipment. Owner willing to help with transition. (530) 308-0565.

SW FL Tree Service Business
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TCIA Member Benefit for the month of August:

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William Jewell makes his living rescuing wood fiber from historically significant trees and wooden structures then finding ways to put the wood’s natural beauty on permanent display through the creation of functionally useful and artistically shaped objects of the woodcrafter’s art.

Using a thin kerf portable sawmill to process logs and other tree parts into lumber, Jewell, operator of Historical Woods of America, demonstrates each day that some part of the fiber that tree service firms sometimes have to pay to get rid of could be, when milled, a potential source of profit and an environmental enhancement benefiting the community.

Waste avoidance can be profitable

From the standpoint of an arborist, waste avoidance can mean substantial cost avoidance. Any “waste” that can be processed into “product” doesn’t have to be disposed of and that can mean reduced disposal costs. Even better for the company with wood to dispose of, processing done at a profit allows for a positive cash flow realized from what was once nothing more than a source of red ink.

“Soft” profits are also important to consider. While the general public is often not willing to spend to be “green,” that same public will make positive purchasing decisions based on the perceived greenness of a company if all other things are equal. A number of major tree service firms across the nation have made a green approach to their business a key element in their marketing programs, realizing people will select a firm recognized as being environmentally sensitive over a more ordinary firm if that choice is an easy one for them to make.

For the public, the benefits of waste avoidance are also significant. If even half the sawable material discarded each year in managing the urban forest were to be utilized for lumber, thousands of acres of forested land would be left growing to serve the public’s future needs for wood products rather than being harvested prematurely. All those trees continue to scrub greenhouse gases from the atmosphere as they continue to grow.

Atmospheric carbon releases are also avoided when waste wood is sawn into lumber, rather than burned, because recovered fiber contains the carbon taken out of the air as the tree “breathed.” The carbon is
trapped (sequestered) in the wood’s cell structure. The tons of carbon sequestered in the wood rather than being released to the air as tree parts rot or burn means tons of greenhouse gas emissions that might otherwise be released to the atmosphere are avoided.

Waste reduction is a national priority

The service firm recovering salable products, either as part of its own operations or in cooperation with other companies such as those William Jewell operates, taps into a significant reservoir of opportunity. The United States’ Environmental Protection Agency considers source reduction (the conversion of material once considered to be waste into useful products before it ever enters the waste stream) to be “... the key to solving America’s growing solid waste problem.” According to the EPA, “If the entire country adopted source reduction principles, the strain on our limited natural resources would be dramatically reduced.” Each day, as they ply their trade, arborists deal with the kind of waste the EPA is talking about; waste that would be considered a valued resource if utilized profitably to its highest and best use.

Demonstrating the opportunity, the U.S. Forest Service estimates that in the cities of the United States alone, enough sawable material is produced in maintaining the urban forest to produce in excess of 3.8 billion board feet of lumber each year, an amount equal to “... nearly 30 percent of the hardwood lumber produced annually in the United States.”

Jewell’s success

William Jewell found his true calling in life in 1997 when, to help alleviate the stress associated with owning a successful construction company, he began crafting wood projects as a hobby. Through this exercise he discovered he had both a passion for wood and a gift for woodworking. People appreciated Jewell’s gift so much that it soon became apparent his hobby could be the basis of an on-going business endeavor.

Studying the potential of an unexpected opportunity, Jewell began to interact with tree service firms in the Fredericksburg, Va., area as he sought the raw material needed to pursue his new passion. He quickly saw that dozens, perhaps hundreds, of historic or otherwise unique old trees throughout the Mid-Atlantic region, some of them planted in colonial times, were being taken down and burned, ground up, or simply dumped in landfills. Feeling compelled to action in 2001, Jewell purchased a 42-hp, diesel-powered LT40 Wood-Mizer thin kerf portable sawmill and began “saving trees and sawing lumber” to support his work under the business names, Historical Woods of America, (HWA) Inc. and American Log Works, Inc., of Fredericksburg, Va.

Portable sawmills such as the Wood-Mizer mill Jewell chose to buy have come into their own during the past quarter century as entrepreneurial men and women have sought ways to earn a living in a forest products industry that has seen increasing consolidation and globalization. That consolidation in the traditional industry means many of the niche markets once served by conventional sawmills are now underserved or not served at all. In recent years, increasing numbers (some estimate 50,000 or more) of one- and two-person operations basing their business on “small milling” have taken advantage of the resulting opportunity.

Urban foresters have benefited from the new businesses because logs and other tree debris resulting from tree work are not usually considered desirable by high volume commercial production sawmills. Those logs can, however, be easily and profitably processed by portable sawmills with the lumber being sold to support the operation.

Jewell opted for the Wood-Mizer mill for a number of reasons, but especially for its thin kerf cut.

Kerf is the thickness of the cut made by the saw. Kerf is important because more traditional sawmill technology typically removes ¼ of an inch or more of wood when a cut is made while thin kerf saws like Jewell’s LT40 use blades as thin as .045 inches, removing just ¼ of an inch of fiber as it cuts. The result can be significantly more usable lumber recovered from a typical log, an especially important virtue when cutting irreplaceable woods like those Jewell works with on a daily basis. The increased recovery of wood also enhances the environmental benefits provided by the sawmills, as they process...
waste logs into high value lumber.

Today HWA recovers logs and other tree parts that might have once been discarded, or underutilized, from historically significant sites such as George Washington’s Mt. Vernon plantation, historic Andrews Tavern, the 1854 Rappahannock River Crib Dam and Fauquier Street in Fredericksburg, Va., where George Washington planted 13 horse chestnut trees, one for each colony; trees that are now at the end of their natural life spans. In cooperation with historical societies and other entities, the wood, and the history it represents, is then preserved in the products that Jewell and others like him craft and sell.

Jewell emphasizes that he saves rather than harvests trees. “I reclaim and mill trees that are unsafe, diseased, damaged or are being removed for construction,” he puts forward. “I also process timbers removed from historical sites. Salvaging trees and recycling timbers is not only a way to preserve a part of our history but is an alternative to depletion of natural resources as well. Preserving environmental balance is an important part of everything we do at Historical Woods of America.”

It is this concern for the environment, and a shared interest in economically disposing of removed trees, that has brought Jewell into relationships with tree services in his home region. He points out that, “Production sawmills are unwilling to take logs from backyards and street curbsides because those trees often are laden with nails, wire or spikes. Mills will not risk damaging a $500 circular saw blade because someone may have driven a spike into the tree 150 years ago. That means the trees have been, in the past, most often hauled to the landfill, chipped or made into firewood, sometimes at considerable expense to the service firm.”

Jewell’s passion for recovering wood from waste has allowed arborists near his Fredericksburg home to begin to realize that logs from trees they remove for their customers can be better utilized than they have been in the past. As an example he refers to nearby Ashburn, Va., where Jim Martin of Growing Earth Tree Care, a member of the Tree Care Industry Association since 1995, has utilized Jewell’s services more than once to saw lumber from trees removed from the urban forest. “One memorable project,” Jewell recalls, “included sawing flooring from white and red oak logs.”

“Jim and I became instant friends as a result of the work we’ve done together,” Jewell adds. “He is a good businessman, puts safety first and is adamant about providing the kind of good service that
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Jewell wishes more public and private interests would follow innovative companies like Growing Earth Tree Care in realizing there is more to the fiber they remove than waste. Lamenting his own limitations, Jewell comments that, “I am only one man with one sawmill and there is so much wood wasted that could be put to good use. My primary business is processing trees of historic nature and crafting products from them. I am unable to saw all the logs made available to me and it saddens me to see them disposed of rather than used.”

According to Jewell there is great potential for both private sawmill owners and tree services to increase revenues while making a significant contribution to the environment by sawing lumber from the stems they recover in managing urban forests.

“Sawing lumber with a portable sawmill can be a profitable business,” he claims. “Arborists with thin kerf sawmills could cut costs and increase income by providing customers with the option of turning their trees into lumber or marketing the lumber themselves. It would be good for the customers, good for business and good for the environment if more people explored this avenue in their own businesses.”

As just one example of the potential marketing opportunities possible, Jewell observes that people are sentimental and get pleasure from having lumber produced from their own trees. That was the case, he says, with a customer who sold the family homestead for a development. Since the trees had to be removed anyway, Jewell was hired to make lumber for flooring and molding from the homestead trees to be used in a new home the family was building. Now, he says, “Each day the family walks on flooring made from trees pictured in family photos.” All that means, he continues, is that wood otherwise destined to be either underutilized or disposed of was used instead to produce a high-value product with inestimable value to the family.

Jewell is one of those rare people whose life work is also their passion. “The work,” he says, “provides pleasure, fulfillment and pays the bills. This business creates a win-win situation. I either purchase trees outright from these historical sites or return a portion of proceeds from the sale of raw lumber or finished products to them. Wood is saved, the historical site benefits, the environment is improved and history is memorialized.”
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SavATree gains company-wide Accreditation

Accreditation not limited to small companies anymore!

On June 16, SavATree became the first large tree care company to achieve company-wide TCIA Accreditation. The process wasn’t easy, but SavATree can now advertise that all 18 of its locations are accredited by the Tree Care Industry Association.

“For the first two years of the program, most businesses earning Accreditation were small to medium sized,” says Bob Rouse, TCIA director of Accreditation. “Some had a second branch office, but more operated from a single location with fewer than 20 employees. SavATree is the first truly large company to make it through.”

As soon as the program was launched, SavATree plunged ahead with the goal of becoming the first multi-region company to earn the distinction.

Accreditation is a terrific initiative by TCIA,” says Daniel Van Starrenburg, president & CEO of SavATree. “We decided to embrace it immediately for three main reasons: First, the customer service experience within the industry can vary enormously. Any program that can help make services more consistent industry-wide should be embraced. Secondly, I looked at Accreditation as a challenge to our management team to be worthy of independent, outside evaluation. Finally, it is important to support the initiative of organizations in the

Here’s your new Z133 standard – compliments of TCIA!

New standard for safe work practices


ANSI Z133 contains the industry standards for safe work practices. Adhering to the American National Standards for tree care helps make you an expert in the eyes of clients and authorities, such as your local municipality. ANSI standards are recognized as the final authority in the United States civil court system.

The Z133.1 safety standard undergoes review and revision on a five-year cycle. For the 2006 standard, all sections were completely rewritten and updated, and a new section was added to address safe use of equipment-mounted winches. In addition, safety requirements for ropes and climbing equipment, cabling, rigging and pesticide application have been included.

The index is a new feature that allows readers to quickly locate all references to a particular topic throughout the standard. The glossary has been greatly expanded, and the terms are cross-referenced to the rules in which they appear, another feature designed to make the standard easier to use.

You and your crews need to be aware of the many significant changes made to Z133 since its last revision, in 2000. If your firm needs additional copies of the Standard, this is your opportunity to order more at discounted prices.

Introductory prices will be available from TCIA through October 1, 2006. Quantity orders will be charged actual shipping costs. After that time the price will return to $15 per standard for TCIA members.

Please see your August Reporter for your free copy and the introductory rates, and call the TCIA at 1-800-733-2622 to take advantage of this money-saving offer.
industry that seek to improve it. I thought that signing on quickly might prompt others.”

SavATree has already earned a reputation for high end tree care in some of the wealthiest and most competitive markets in the country. Yet, Van Starrenburg isn’t worried about the possibility that Accreditation might help smaller companies in his markets compete directly by raising their levels of professionalism.

“We excel where competition is stiffest,” he says. “If Accreditation raises the bar in the industry, we’ll just have to raise our level of service higher. The customer is the beneficiary in the end.”

“We were interested in TCIA Accreditation from the start,” confirms Dane Buell, SavATree’s safety director, who spearheaded the company’s efforts. He admits that the branch managers were apprehensive at first, but they embraced it once the process started.

“Our president put Accreditation on the front burner and made it clear that this prestigious industry recognition was something that he was totally committed to obtaining,” confirms Luann O’Brien, vice president of marketing and sales. “The Accreditation process was never far down on anybody’s ‘To Do’ list. Once we got started and got the first few branches on board, everyone was excited about becoming the first big company to be accredited.”

One of the criticisms Buell has had of the tree care industry has been the inconsistent standard of work. He also has seen what accreditation programs have done to advance other industries.

“A more standardized approach benefits an individual business and helps raise the consistency level for an entire industry,” he stresses. “For example, in the accounting industry financial audits are consistent and quality is upheld. Closer to home, I have seen some of our tree care vendors raise their quality and consistency level after going through an ISO or total quality process. Accreditation is a similar venture where a company has to follow best business practices.”

Buell notes that many of the requirements for Accreditation were already in place at SavATree, but having a third-party set of eyes watching over them perhaps raised managers’ level of attention.

The first branch to go through all the work was SavATree’s Norwalk, Conn., office. Branch Manager Mike Schoeni, who has been with SavATree for 17 years, manages 30 people from his location, with an average of 20 on the production side. Schoeni volunteered to be the first branch more than two years ago because he views the program as innovative and of benefit to his operation.

“Accreditation is an opportunity to show our employees that we care about making this a professional organization, that we care about their safety and the quality of work we do,” says Schoeni. “It gives us one more reason to push employees to comply with safety and tree care standards. When we bring people in from other companies, they see that we stress safety and they appreciate that they are now working for a professional company.”

In addition to employee recruitment and retention, Schoeni believes Accreditation helps with client recruitment and retention – from the standpoint of quality jobs and as a way to measure one company from another.

“There’s a huge benefit to our branch with clients,” he says. “Since we were one of the first, clients hadn’t heard about the program, of course. But we mention it to them and ask them to compare our work as an Accredited company against some of the substandard work being offered. The customers don’t know until you educate them, so we talk about best practices and pruning standards – and give them one of the Accreditation marketing brochures. It gives customers another way to judge the next estimate in terms of what they are paying for.”

Schoeni estimates that the Accreditation process took about five hours a week over three months – off and on. A lot of that 60 to 70 hours involved finding the needed documentation, then setting up a way to make sure it is there on a daily basis. One value of Accreditation, according to Schoeni, is that now that all the paperwork is in order, “our attitude is let’s keep it in order.”

To a great extent SavATree had already standardized its business practices from branch to branch. Standardization leads to business efficiencies, explains Buell, and also to a consistent level of tree care customer service. One gap Accreditation turned up was some inconsistent record keeping on training.

“Some of the training documentation files for some of our long-term employees needed to be brought up to speed,” says Buell. “We have one employee who has been with the company for 16 years. He is a great employee and well trained. Once we looked at some of the documentation of his training, we found we needed
Two new Accreditation Auditors appointed

TCIA in June appointed James R. Egenrieder and Randall J. McDonald as TCIA-approved Accreditation auditor/consultants. Both are now ready to review tree care companies for, or assist them with, applying for and achieving TCIA Accreditation.

McDonald of Butler, Pa., was the second TCIA-approved Accreditation auditor/consultant in the nation. His credentials include 32 years of experience in the tree care industry. Following forestry college at Paul Smith’s College of Forestry, McDonald learned the art and science of tree care working with The Davey Tree Expert Co. in positions from tree climber to district manager. After working with Davey, he helped pioneer the introduction and implementation of biostimulants in the tree care industry. As senior vice president for Plant Health Care Inc., McDonald developed new markets and helped research mycorrhizal fungi – an environmentally-friendly method of maintaining and improving tree health – with the Royal Botanic Gardens in Kew, England, and lectured with the United States Golf Association in Ireland.

Egenrieder, of Harrisburg, Pa., was the third TCIA-approved Accreditation auditor/consultant in the nation. His credentials include more than 40 years in computer science, system development, implementation and management. He taught computer science to graduate students at Shippensburg University in Shippensburg, Pa. Mr. Egenrieder also acted as a consultant to Good’s Tree Care, Inc. in Harrisburg, Pa., developing documentation for many of the business activities that led to Good’s being TCIA accredited. Egenrieder is also the president of NIOD (New Ideas, Original Dimensions), which has divisions in landscape design and consulting, computer consulting and new product development. His current volunteer activities include Penn State Master Gardener, board member of the Pennsylvania chapter of the American Chestnut Foundation, member of the Pennsylvania Nut Growers Association, and advisor to West Hanover Township.

As TCIA-approved Accreditation auditor/consultants, Egenrieder and McDonald are specifically qualified to provide consulting services for companies that may need assistance getting accredited. In order to maintain a high ethics standard, approved auditors who consult with a company are not permitted to review that same company.

The Accreditation credential represents the only business practices and compliance review process in the tree care industry. Under the process, tree care businesses undergo extensive review of professional practices aimed at safeguarding consumers.

Becoming an Accreditation auditor/consultant is no easy task. The pair were required to undergo a rigorous examination of qualifications and experience, attend an intense workshop, successfully conduct a supervised site visit and then submit a written audit report for review.

For more information about the Accreditation program, contact Bob Rouse at 1-800-733-5380 x117, or e-mail rouse@treecareindustry.org. Contact Jim Egenrieder at (717) 632-0793 or jegenrieder@niood.com. Contact Randall McDonald at (724) 352-8988, or Rmcdonald@TheNatureZone.net.

Buell says, “The employees know this isn’t just a paperwork exercise for the boss or corporate headquarters. They know they are trying to achieve a higher standard as a team, a branch, a company than anyone has met before. That is a lot more powerful than a Foreman saying ‘Do your inspections because the government wants us to.’”

No one wants to be the employee who costs the company its Accreditation. But beyond fear, SavATree’s employees have taken an enormous amount of pride, at all levels of the company, in having an outside auditor confirm that they are meeting or exceeding industry best practices.

For their marketing, SavATree is doing some internal promotion to congratulate employees and share in the celebration. They are also using some of the TCIA supplied promotional materials and they created cards for existing clients and door hangers dedicated to Accreditation.
With elections approaching, both House and Senate leadership are pushing an agenda that will bolster Republicans’ chances at the polls and energize the GOP base. This includes two big ticket items for business — immigration and the estate tax.

In late June, the House passed legislation that would permanently reduce the estate tax by exempting most estates under $10 million and cutting rates for others. Senate leadership has struggled to secure the 60 votes needed to move the legislation and is considering alternatives, such as attaching it to unrelated legislation that is likely to pass.

While Senate leadership seems bent on passing estate tax legislation, their counterparts in the House appear focused on stopping efforts to create guest worker programs and expanding legal immigration. On May 25, the Senate passed a comprehensive immigration reform bill by a vote 62 to 36. The bill, S. 2611, would provide a pathway to legal residency for millions of undocumented workers, expand immigration opportunities for highly skilled workers, create a temporary guest worker program, establish new employment verification procedures and increase border security. The House passed its own legislation, H.R. 4437, last December. The House bill, however, does not contain any program for guest or undocumented workers, focusing exclusively on border security and immigration enforcement.

Normally, the House and Senate would attempt to hammer out differences between the bills in conference. Many House Republicans, however, have voiced strong opposition to the Senate bill, claiming the country should secure its border and fix the employment verification system prior to expanding immigration opportunities or creating guest worker programs. In response to this opposition, House leadership announced that it would hold hearings throughout the summer to examine possible problems with the Senate bill. The hearings will delay any actions on the legislation until end of the summer.

Finally, rumors continue that the Senate may make a second attempt at moving legislation that allows small businesses to pool together and offer health insurance across state lines (known as small business or association health plans). In May, Senate leadership was five votes short of the 60 needed to close debate on the bill. The House has already passed similar legislation.

Our advocacy efforts
For the last several months, TCIA has been meeting with policy makers urging creation of a separate OSHA standard for arboriculture based on the ANSI Z133. Our efforts have included multiple meetings with OSHA representatives, including Assistant Secretary for OSHA Ed Foulke, Deputy Secretary Jonathan Snare and head of OSHA enforcement Richard Fairfax. During those meetings, we discussed not only the need for a separate standard, but potential problems with proposed logging standard enforcement directives OSHA has been considering. We are hopeful that this dialogue with OSHA will promote greater understanding of the issues facing our industry.

Nonetheless, we felt the need to pursue a more comprehensive strategy to advance our interests, also meeting with staff from the House and Senate committees with OSHA oversight and representatives of the Small Business Administration’s Office of Advocacy. In May, we formally petitioned OSHA for a rule and presented at the SBA’s OSHA Roundtable the case for a separate standard. We also continued to work with other business groups to advocate for an adequate and legal source of labor for our industry through changes that would increase the number of seasonal worker visas (H-2Bs) and other strategies to supplement the domestic workforce through immigrant and temporary guest worker programs.

Moving forward
As we move forward, our key focus remains securing a separate standard and avoiding an enforcement directive that would expand the logging standard to tree care work. We are also working to secure a Susan Harwood grant to bring TCIA’s Electrical Hazards Awareness Program to thousands of arborists working near energized lines.

Overall, Buell thinks that Accreditation confirmed that the company already had good systems in place. “In a large company with many branches consistency from location to location is an important challenge. We don’t want a client in Boston to have a different experience than a client in New York. Accreditation really helped with that.”

It should also increase compliance by promoting employee pride. “We are on much better footing with D.O.T. compliance now,” he stresses. “The Federal Motor Carrier Standard applies, and each state interprets it differently. To have a third party look at how we are complying by state is very valuable.”

Having gone through the process from the perspective of a large company, Buell can see why smaller companies are the ones gaining the most benefits from Accreditation.

“For the small company, this process forces them to spend the time on what they have never had the time to focus on,” he says. “That time spent will free up more time for their future success. This process forces owners to sit down and build the foundation to grow their business — and have more time in the future to become a stronger business.”
Avenue trees

(Continued from page 54)

appropriate in an estate or park setting, their brittle wood is a concern where branches can fall on vehicles or pedestrians. Tulip-poplar is my favorite southern hardwood - in the forest. Anyone who has one growing in their yard will attest to the large number of branches that drop from this tree during the course of a year.

One should note that ginkgo are dioecious and that only male trees should be planted lest your avenues reek with large messy fruit. Also hickory nuts can present hazards to pedestrians.

My point here is not to nitpick an article that is restricted to a few pages but to emphasize the importance of knowing as much as possible about species you plan to plant. The author prefaces the article by noting important factors to consider when choosing the right tree for the right location. Missing from the list, however, is evaluating the species for potential hazards to people and the degree of future maintenance required when these trees are planted in a street setting. Also a factor becoming more and more important all over the United States is whether the tree will become a pest in the landscape. I am by no means a rabid native plant proponent, but once an invasive exotic species has been identified in your area, it should be removed from your plant palette. It’s the right thing to do.

When I present a list of “recommended trees,” there will be some that are tried and true (some may say “tired” and true) while others may be considered experimental. I suggest that the client plant a small number of the experimental trees and watch how they develop before investing heavily in any one species. Also, there is no substitute for local knowledge. What may work in California may not work in Florida in the same Hardiness Zone. Consult local university, extension, and grower experts as well as neighboring community tree care professionals when considering a new selection. These brainstorming and networking sessions will benefit everyone involved.

David Fox, CF, technical services manager, Natural Resource Planning Services, Inc., Gainesville, Florida

Lakshmi Sridharan responds: The evergreen mimosa mentioned in the article is Albizia julibrissin, as it appears in the author’s California neighborhood. Photo courtesy of Lakshmi Sridharan.

Two worlds of arboriculture

Many thanks for the article entitled “Two Worlds of Arboriculture: The Maryland Story” by Peter Gerstenberger in the July 2006 issue of TCI. Administering a licensing program is challenging – there are many voices opining, and the opinions vary significantly. However, the benefits to the practice of arboriculture and to our urban forest resources far exceed the problems posed by those challenges.

Activity under the bill has accelerated since the article was written. With only 23 percent of the effective period elapsed, we have issued 53 licenses under the grandfathering provisions (a 7 percent increase in the number of licensees). Even if this trend moderates, the bill will almost certainly have a long-term effect on the Tree Expert licensing program.

I would like to highlight a point regarding the grandfathering provision (some may call it an amnesty) noted in the arti-
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ly all applicants have chosen liability

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General Assembly provided grandfather-

practices and use of processes like TCIA

cle: it supports the use of business best

and use of processes like TCIA

A cc r e d i t a t i o n . A s noted in the article, the

bill offered by the Department of Natural

Resources and passed by the Maryland

Assembly provided grandfather-

for businesses that can prove their

legitimacy by submission of tax returns

for the tree expert business for the past

three years, and submission of any one of

four other documents for the tree expert

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fathering only to those firms that had fol-

lowed certain business best practices,

namely, that they had filed tax returns for

the business and maintained valid insurance

for the business. The provisions

cannot be addressed retroactively. You

can almost hear some applicants saying,

“If I knew they were going to offer

licenses based on it, I would have kept

my insurance paid up! I would have filed

tax returns each year!” Practitioners in

Maryland suddenly found that they were

eligible to obtain a coveted license if they

had followed these basic, legally required

steps; those who did not remain on the

outside.

You never know what benefit (or loss)
you may incur related to use of, or lack of,

business best practices. Many practition-

ers are good arborists but have difficulty

administering aspects of the business end

of things. TCIA Accreditation helps firms

get their house in order with regards to

business best practices, and should be

applauded for providing this valuable

technical assistance to tree care companies.

Michael F. Galvin, Registered

Consulting Arborist #432

Supervisor, Urban & Community

Forestry, Maryland Department of

Natural Resources-Forest Service

Annapolis, Md.
By Elmer Pyke

I never thought I would ever get sued. I stressed safety. I went on the theory that the customer is always right. If a customer complained, I would go overboard to try to satisfy them. We took the time to do the job safely and right.

Well, you are probably wondering, “If you were doing things so well, how come you were being sued?”

Good question!

I sent a crew to the customer’s home, explaining that the job was removing some willow limbs overhanging our customer’s swimming pool. I told them the neighbor refused to remove the limbs, or allow us to remove them. But we would trim the tree anyway.

I stressed that the work had to done without going on the neighbors property and, repeating myself, that we had to stay on the customer’s side of the line. Not being able to climb the tree, and doing everything from the customer’s side, would make the job more difficult, but nothing a good climber couldn’t handle.

With two men holding a 10-foot ladder, the climber could work off the ladder and, using a pole pruner along with a pole saw, take the limbs off in small pieces. Yes it would be a slow, tedious job. But we were getting paid to do it. Someone once told me, if the job was easy, they would have done it themselves!

About a month later, I got a call from the pool owner, very upset, saying their neighbor was suing them for $35,000, claiming we ruined their tree and lowered the value of their property. I informed the customer that I had public liability insurance, and I accepted the responsibility for the suit. While talking to my customer, I acted calm and confident, but I was really all shook up! When I talked to the crew the next morning, I asked them, “What, the %<$E& #$ did you guys do on that job?” They defended their actions.

“We couldn’t do the job without climbing the tree. We got permission from the owner’s daughter to climb the tree.” They were surprised when I told them we were being sued for $35,000.

I contacted my insurance company, telling them I was being sued. I was surprised by the change in attitude from the insurance people; they wanted me to hire my own attorney. According to them, their attorney would be representing just the insurance company, and I needed my own lawyer to represent me. When I talked to the attorney, he assured me that he represented me. I asked him about my getting a lawyer, but his facial expression told me what he didn’t want to put into words: “Don’t get a lawyer.”

He talked his mother into suing us, also getting his sister to lie and say she didn’t give my men permission to trim the tree. His next move was to have the owner of the other tree service do an evaluation on the tree. The tree service owner did the evaluation but he didn’t sign it; he apparently thought something wasn’t quite right about it. Their lawyer said the evaluation had to be signed, so he forged the other tree service owner’s signature. Their case fell apart.

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