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One confirmed consequence of this seemingly endless recession is increased competition in commercial arboriculture. New companies are being formed daily by employees who were laid off from established tree services, workers who lost their jobs in other industries, illegal aliens who were let go after recent crackdowns on false paperwork, and part-time moonlighters who need some extra cash because a spouse lost a job.

None of these new entrants are good for the industry in the short term. Too often, they lack the knowledge to prune trees scientiﬁcally, the training to remove trees safely, or the business skills to price jobs accurately. What they do have is an abiding need for income, preferably in cash, and they have become fearsome competitors for low-bid tree removals. Many of these one-man operations will fade away as the economy improves. Many others, however, will grow, improve and become quality tree care companies, following in the footsteps of some very well respected companies that started in the same way a few decades ago.

In the meantime, how can established companies compete and stay in business? Some have virtually given up competing on price for many jobs, preferring to focus on higher-end maintenance or plant health care activities. But is ceding the ﬁeld really the best way to go? I’m beginning to wonder if we have become too comfortable losing out on sales and blaming the economy for a lack of success.

The ﬁrst book I ever read on competition was the Inner Game of Tennis, by Timothy Gallwey. Back in the 1970s, I was more concerned with athletic than economic competition, and this little book focused on the struggle to win that is constantly playing out between our ears. I really wanted to believe at the time that there was a great tennis player lurking within me. I would surely win if I could just change my attitude, or visualize success, or focus harder.

Gallwey believes that everyone has the possibility of a better game. As competitors, we just need to put negativity and nervousness behind us. According to Gallwey, the game is played within the player’s mind and the principal obstacles to success are “self-doubt and anxiety.”

That little book 36 years ago spawned an empire that continues to this day with Inner Game books on golf, music, stress and work. I am reminded of that book today as I talk with employees, business colleagues and friends about whether or not they are succeeding in this diﬁcult economy. It has been a rough two years for many, and in talking to them I can’t help but wonder if their Inner Games have become so traumatized by bad times that they are now incapable of succeeding—even as the economy is improving.

In order to compete successfully, we sometimes need to get out of our own way and stop nodding our heads in agreement when someone explains why they haven’t succeeded again. A more positive attitude certainly won’t turn the economy around, or start the phones ringing again with orders, or call that low-ball competitor out of the trees and back to his factory job. But we do need to recognize that if we spend too much time explaining failure, expecting failure and accepting failure … we will fail. It’s time to get back in the game to win.

Mark Garvin
Publisher
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By Rick Howland

If the federal program to introduce new, cleaner burning diesel engines wasn’t confusing, expensive or troublesome enough, along comes a California initiative that essentially taxes each engine already in use and sets the stage to make obsolete perfectly good units that do not meet current Tier 3 or pending Tier 4 emissions criteria.

It may be convenient to try to dismiss this as a regional “left coast” mentality and problem, but some users and manufacturers of stationary equipment such as chippers and grinders fear that the underlying laws and government policies presage the start of a nationwide trend. That trend would not only cut into precious bottom-line dollars at a time when tree care businesses are struggling with a choppy economy, the larger problem has to do with capital investment and the potential for huge, un-reclaimable capital losses.

The state of California has decided that perfectly good diesel engines – still legal by federal standards and operating safely within spec – will be “outlawed” within two years, meaning businesses there will be faced with investing in new, cleaner-burning diesel engines. And, by law, the older equipment can no longer be legally sold or used in California. That means any resale value, at least in that state, goes to zero; your perfectly good chipper has no trade-in or resale value there.

For a small operator, that will hurt. But for large ones with, say, up to 50 stationary-engine pieces of equipment, the California policy promises to cost upward of $200,000 just in “registration fees” (read that as revenue for cash-strapped California), and upward of $1.7 million to replace that fleet of perfectly good chippers and grinders.

Right now, the policy applies only to stationary diesel engines of 50 hp and higher. Laws are in place to expand the program to over-the-road and off-road vehicles, too, starting as early as next year. Much of the outcome will depend on a referendum question on November’s ballot that will determine how much of these diesel policies go into effect, or remain in force, after the start of 2011.

To combat, if not circumvent, the policy, manufacturers are looking at ways to incorporate engines up to 49 hp, just short of the regulatory threshold. Interestingly, or ironically, this actually feeds into California’s eco push, because these smaller engines operate with less fuel to get a similar job done, and they require lighter frames and lighter towing vehicles, all of which use less fuel and, as the theory goes, improve air quality across the board. But, of course, as with the 50 hp and up replacements, California makes out again with new taxes on the new machines.

So, how bad is the situation, really?

Pretty bad, according to Jim Russo, manager with West Coast Arborists, Inc., a 23-year TCIA-member headquartered in Anaheim with five major locations scattered throughout California. Russo, who has experience in the automotive and related industries and is now responsible for West Coast Arborists’ equipment, says the company did not hear officially from the state. But when informed last year of the requirement to register its diesel engines, the company contacted one of its suppliers, Vermeer, which confirmed that all 50 hp
and higher engines have to be registered with the state.

By registering all diesel engines by year-end 2009, all power plants could remain in legal, conforming use for the coming three years. If engines were not registered by the deadline, they could not be “grandfathered-in” as legal engines in California and thus would be rendered obsolete automatically at the stroke of midnight last New Year’s Eve. This grandfathering, Russo explains, applied even to federally approved, recent Tier 1 and Tier 2 engines, plus older, legacy-generation diesels nicknamed “Tier Zero.”

If the changes survive the referendums this fall, the grandfathering would last only for three years, Russo explains, after which only the Tier 3 (recently regulated into the marketplace by the U.S. Government) and the coming Tier 4 engines would be legal. Even they would have to be state registered three years at a time.

“Of course, we registered everything we had,” Russo says, acknowledging that he recognized that “pressure would be on manufactur- ers to accommodate users with Tiers 3 and 4, which were then not yet fully available. In those days, mostly all anyone had was Tier 2 and lower.”

It is the engine that is registered, not the unit, Russo says. “If the engine was registered, that bought you only three years. And that was only if you paid about $4,000 each. Otherwise, you’d have to buy new.”

“Out here the (registration) program has been nicknamed the ‘pay to pollute program.’ You can’t use the older equipment unless you pay the state, and that’s only good through 2012,” Russo says, adding that “Tier 3 engines are good and able to be registered only through 2024.”

Russo expresses what he feels most companies in California are thinking – that it is about the money: “They (the state) say it is to clean the air. But when you look at the regulations, costs and penalties for non-conformance, it sends a completely different message.”

Even with some 60 units – largely chippers and grinders – in play, in California, his company is relatively small-time, Russo says. Larger companies have greater cost exposure.

Sometimes a retrofit is feasible. “I have done three retrofits (putting newer Tier engines into older units) at the cost of $12,000 to $13,000 per unit. I did a large grinder and that cost close to $50,000,” he says.

(According to Russo, manufacturers such as Vermeer and Bandit have counter-attacked with machines featuring under-50 hp engines. Regarding retrofitting, caution needs to be exercised with any diesel engine retrofit. First, it’s not just a simple swap-out. New physical configurations mean consideration needs to be given to motor mounts, cooling and exhaust and general safety. Plus, as was pointed out by Jerry Morey, president of Bandit Industries, the new-Tier engines are lighter. That, he explains, affects tongue weight and balance of the equipment, an issue when towing, and its balance when in operation, as well.)

According to Russo, “It seems like the state was focusing on tree companies, and the little guys, especially, got hurt. During the peak of our business several years ago, so many got new equipment. But when the bottom fell out of the economy and costs skyrocketed – then the new regulations went into effect – some could just not keep up and went out of business,” he says.

“When 2012 hits, about 40 of our units will become obsolete. So, slowly, over the next years we will upgrade the fleet with replacements. It’s too bad, because these are perfectly good machines that should last at least another 15 years in good repair,” he adds.

A quick calculation would indicate that replacing 40 perfectly good pieces of diesel-driven tree care equipment (chippers, grinders, etc.) at a low-end of $35,000 per unit will cost West Coast about $1.4 million.

“And we still have to pay to register each unit, even if they are legal, every three years. Plus there’s sales tax…” Russo notes. Going forward, Russo acknowledges, registrations would be less costly, for some $700 every three years.

As if all that were not enough, the California diesel laws also require that a log book of hours of operation and maintenance be kept and be available for immediate inspection; that means kept with the machine at all times. “Otherwise, you get fined,” he says.

But, there’s more. Even though you register your diesel engine, and you can register with either the state or one of its local air districts (www.arb.ca.gov/cap-coa/dismap.htm), according to Russo, you still have to notify every county when you plan to operate. Even with everything in order, overlooking your notification to the county can cost a company $500, depending on the county. Some counties are more proactive, some less, he reports.

“There is little we can do,” Russo says. “And the word around here is that this is
likely to go state to state. We’ve been told that the federal government is pressuring California to bring its clean air levels to federal standards, otherwise the state loses highway tax money. Essentially, the federal government is putting its fist down on California.”

He adds that next on the California hit list are diesel trucks and heavy equipment, such as those used in excavation. (Russo notes that because of the economy, outraged truckers may get a reprieve and see the new diesel truck regs pushed back from the January 1, 2011, proposed start date.)

“Whenever this hits (the trucking industry), costs will be exorbitant,” Russo predicts.

Bandit’s Jerry Morey says, “It’s crazy! What California has done is to grandfather in up to Tier 2 as long as they are registered, until 2012. If an engine is registered and company wants to continue to operate, they have to license annually and be taxed rather heavily. This licensing really is a tax.”

“It’s created such an uproar that the issue will go on the state ballot in the Fall. Tier 4 (the latest clean diesel tech requirement from the federal government) was supposed to take place in January 1, 2010,” Morey says. “The future of that in California is murky, depending on the outcome of the November referendum.”

“As far as law enforcement, that depends on the county. Some get after it and some don’t enforce all the regulations,” he adds.

“I just hope it does not cascade across the country, but the country has a history of following what California does, and Washington goes with the flow. Eventually, I expect this (the California policy) to become a federal mandate. My take is that it will necessitate quite a regulatory agency, and with the states being broke, they won’t want to create any individual mandates outside the federal government,” Morey says.

The federal government, in setting up the new Tier 1-4 clean diesel engine program, made it a point to “grandfather-in all the old stuff,” Morey says. Going from Tier 2 to 3, for example, meant the old technology could not be sold after the cutoff date, but it could still be used. The fed’s plan was to let natural wear-out and obsolescence do their jobs. “This new policy puts more of an onus on engine manufacturers and also equipment manufacturers and dealers. Now everyone has a shared responsibility and shared liability to follow the rules in California.”

Bandit is one of the manufacturers working to develop competent diesel engines that do not rise to the 50 hp criteria. “What we have found is that we can design chippers, for example, with improved throwing mechanisms and get the drums and discs to turn slower but with more torque. This delivers very good performance in the midrange, 9- to 12-inch chipper. They are more fuel efficient and don’t need a larger tow vehicle.”

Regarding the perfectly good, federally approved, soon-to-be-obsolete, diesel-driven machines, he says, “We are working with our dealers to support our customers.
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Some solutions are expensive, but not as expensive as letting a machine sit idle,” says Morey. “One thing we are doing is developing trade-in programs and moving these machines out of California.”

Regarding a retrofit, Morey says that because the diesel engine is such a large design part of a chipper, it’s not usually practical to install new-tier engines, noting the complexity of a retrofit and the issues of weight and balance. “I think one would be better off, in the long run, trading in.”

Vermeer, also on the front lines in California and a major supplier to West Coast Arborists, views the initiative as part of the prevailing trend toward environmental responsibility. In a statement, the company takes the position that the movement “has permeated all aspects of our personal and working lives, becoming apparent in the tree care industry as suppliers bring products to market that have been built with sustainability in mind.” The statement goes on that, “The main drivers for these changes are government mandates that regulate engine emissions. Brush chippers are being repowered to meet these requirements and impending regulatory deadlines, but it challenges engineering teams. It’s not as easy as dropping a new engine into a chipper.”

“It’s not yet to the point of building a new brush chipper from the ground up,” says Todd Roorda, an environmental solutions specialist for Vermeer Corporation. “But it isn’t that far off, because the engine is the main cog in how a brush chipper works. So many of the other components are affected, including the intake and exhaust systems and the cooling package.”

“These new cleaner-burning engines run warmer and require a larger cooling package to help the engine maintain its desired efficiency,” Roorda explains. Adding a larger cooling package creates space constraints causing other logistic issues. It’s an engineering task that takes quite a bit of time.”

He agrees that one step now taking place in the brush chipper industry is the use of lower-horsepower engines. “Many states, like California, have strict guidelines on emissions, and this has required manufacturers to explore the use of smaller engines in their current chipper models,” Roorda notes.

This may bring up a major question among tree-care contractors: How can a 12-inch brush chipper that was powered by an 85 horsepower engine achieve the same productivity with a 49 horsepower engine?

“To be honest, that’s the first reaction many customers are going to have,” says Roorda.

“The engine is only one part of the chipper that delivers productivity. Manufacturers are building smarter chippers – chippers that feature sensors that monitor engine rpm and automatically stop or reverse the feed rollers when feeding large, hardwood material. These systems, when combined with a small-horsepower engine, may kick in more often, but the unit will still be able to process material in an efficient and productive manner.”

The clean-burn, clean-fuel (see July 2010 TCI, “Is Alcohol and Gasoline a Bad Mix”) issues are just starting to impact mainstream business America. The question in the short to mid term will be if and how users who drive the economy and government can work through what promises to be painful transformation.
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By Sam Kezar

Even though there has been a lot of change in recent years related to how we shouldn’t focus on speed during aerial rescues and emergency response, I still see people wanting to rush. Ideally, yes, you want to help a victim as fast as you can, but you also want to make sure that you are not causing any further harm or putting yourself in danger.

This article will look at emergency response and how we can look at it from different angles and maybe shift some of the paradigms of how you perceive aerial rescue and emergency response procedures.

Conducting an aerial rescue is difficult. Our emotions take over, and it becomes hard for our minds to process the fact that we need to take our time and make sure that everything is done correctly. I often see the focus on the rescue instead of the response. Instead of just getting to the person and finding out their situation, we worry about bringing them down as fast as possible.

Additionally, I feel the focus on rescue scenarios is generalized and narrow. Electrical contact seems to be the predominant situation requiring aerial rescue. For line clearance arborists, electrical contact should be the scenario they practice. But if you are not a line clearance arborist and you are a pruner, you might practice and prepare for other accidents and emergencies that can also happen while you are pruning, i.e. a hand-saw cut, etc. If you are doing primarily crane removals, you may want to practice for something going wrong with the rigging. The focus should be in areas specific to what we do as arborists.

History

Current safety research shows that the majority of accidents involving arborists actually happen on the ground. Being struck by an object or contact with an object on the ground is more frequent than accidents that occur up in the tree. Still, aerial rescues are performed once a week on average. If we practice treating and rescuing a person aloft, when an accident happens on the ground, we can be better prepared. This also works in reverse – if you start with treating injuries, illnesses and accidents that happen on the ground, you will be better prepared when you do get into an aerial rescue situation.

Current aerial rescue practices are mostly based on 1970s research with some influence from climbing competitions. Often when I see aerial rescues being practiced or discussed, it gets into a competition mentality where rescuers think they have a time limit and you need to hurry and get it done. That should not ever be the case. It should be a learning experience and a learning process where everybody is involved in what is going on and you take the time to look at the different scenarios and try and do things as safely and deliberately as possible.

If we are really trying to save somebody who is injured, why are we hurrying? Why are we trying to do the most difficult things initially and trying to do them as quickly as possible?

Practice often. For those who play sports, do you only practice for five minutes twice a week and then expect to play a good game? No. The same concept can be applied to practicing aerial rescue and emergency response. The more we practice and prepare, the better we will be when an incident occurs. If you fail to prepare, prepare to fail.

We need to focus on slowing down and practicing for those potential scenarios that we may find ourselves in for the work that we do, instead of trying to fit everything into an action packed, pressure filled res-
cue, where you have a time limit.

Preparation

In preparation for an emergency, have a plan (Emergency Action Plan) set up so you know that, if an accident happens and one person on the crew gets hurt, every other member of the crew has a job to do. Somebody has to be in charge of calling 911, giving directions and explaining what took place. Who is going to be the rescuer? Nobody should be standing around wondering what to do, because they could get in the way or be missing a certain step that could be crucial or cause more harm by trying to help. If you give everyone a job that you have practiced and prepared for, then the situation will be more in control.

When it does come time to practice victim extrication, use a dummy and not a real person. I do believe that there is value in using a person for aerial rescue practice, but not 30 feet in the air – maybe at 5 feet. Having a live person being rescued is valuable because the person being rescued can learn things by seeing how the rescuer is moving and how they are going about it. The “victim” can also provide feedback. This comes down to practicing slowly and looking at things in a step-by-step process. But people have died practicing aerial rescue. If you do practice the rescue high up, make sure you use a dummy.

From my research at South Dakota State University, we were given this step-by-step process from the Mayo Clinic (Rochester, MN) to decide if it is OK to move somebody or not. They provided this ABC’s acronym:

A - Air goes in and out.
B - Blood goes round and round.
C - Circulation should make you happy.
D - Disabilities will make you frown.
E - Environment should be safe and sound.

If the victim isn’t breathing, then they need immediate assistance. You probably will have to remove them from their environment to do CPR (unless it is stable enough). If they are bleeding too severely for you to contain it, you may have to move the victim. If they are bleeding and their bleeding is controlled, then you shouldn’t have to move that victim immediately and you should be able to monitor them until the professionals arrive. The environment should be safe and sound, so at any point that the victim gets into an environment that isn’t safe and sound, then you need to remedy the situation.

Here is an example of an emergency response situation.

The first thing is to check the victim. Find out what his or her condition is and what has happened. Try to establish communication and find out if they are conscious or not and if they can tell you what happened. The more you can figure out as to what happened, the better off you will be in making a rescue or providing medical attention. Concurrently, make sure the environment is safe for rescue. If it was a rigging accident, is everything safe and secure? If it was an electrical accident, is the electricity out of that situation? Never should a rescue be attempted in an electrical situation if the electricity is still on or presents a hazard to the rescuer.

Also, call 911 immediately. A key point made when talking to firefighters and emergency medical crews is that we need to ask for a high-angle-rescue team. We need to let the dispatcher know that it is an aerial accident when you are in that situation. They have specific rescue crews for an aerial accident. The more information they know about the accident, the better. Let them know how high up the victim is, the victim’s age, and stay on the phone with them until the emergency crews arrive.

At this point, if it is safe, it is time to ascend to the victim or try to get to them in a safe and effective manner. Then use the “ABCDEs.”

Determine whether the victim is breathing (Air goes in and out). If you get to a victim and they are not breathing, then you need to bring them down out of the tree as quickly and effectively as possible.
can start CPR. If they are not breathing, you need to try to alleviate that situation. If they are breathing, then determine whether they are bleeding and how severely. If they are not bleeding too badly, then you can go on to circulation and determine that blood is pumping through the body without a problem. Don’t move the victim if it is not essential. If a person falls in a tree, has been knocked unconscious and may have a back or neck injury – but is breathing and not bleeding – stay with the victim, monitor his or her condition and wait for the medical professionals to arrive. Then they can tell you how to bring the victim down or they can access the victim and bring him or her down themselves. You may save the victim from a debilitating neck or back injury by letting the medical professionals handle the victim.

**Summary**

Let’s take speed out of the equation for aerial rescue and emergency response preparation. The quicker and more effectively we can get somebody medical attention the better off they are going to be, but practice and preparation need to be an integral part of that quick and effective response. At no point in that practice should speed and/or time be used. Try to get to the rescue victim safely and effectively, and provide medical attention, putting the focus on victim condition and care.

Yes, you need to prepare and practice bringing people down out of aerial situations because it will happen and you will have to do the rescue, but lowering a victim from the tree should not be the first concern. Work with local EMT crews and let them do the rescues or assist you with the rescues, and get information from them on how to provide better care.

Prepare for the emergencies for the type of work you do. Be safe. Have great work operations training, and learn how to use your equipment effectively and safely. Also, learn how to take care of your body so you don’t become fatigued and get into situations where you are making poor decisions.

Having general first aid knowledge of emergency medical procedures is essential. First aid and CPR are required, but if you want to go beyond that, it will ultimately help you be safer in the long run.

Finally, use safe work practices and install a culture of safety in your workplace, making sure your crews want to be safe. Make sure that they are not motivated solely by production, and that they want to go home at the end of the day.

Sam Kezar, CTSP, is an arborist safety consultant operating Aspen Arboriculture Solutions, LLC in Northern Minnesota, and an instructor with North American Training Solutions. He has a master’s degree in arboriculture safety from South Dakota State University, where he wrote his thesis on aerial rescue protocol for the tree care industry. He is certified arborist, a certified tree worker and a qualified EHAP instructor. This article as excerpted from his presentation on the same subject at TCI EXPO 2009 in Baltimore.
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ECHO opens warehouse for Shindaiwa product

ECHO Inc. in July opened a 129,000-square-foot warehouse expansion in Lake Zurich, Illinois, built to accommodate requirements resulting from the company’s recent merger with Shindaiwa Inc. ECHO is a TCIA associate member company.

“This expansion provides us with the warehouse space we need and allows us to gradually transfer manufacturing of Shindaiwa products from Japan to Lake Zurich so we can manufacture and test all Shindaiwa products here in the same manner as we do for ECHO products,” said Dan Obringer, president of ECHO.

With the completion of the new warehouse, the company’s Lake Zurich campus now includes more than 540,000 square feet of office, manufacturing and warehouse facilities. ECHO is the largest employer in Lake Zurich, with 700 employees.

“Despite these challenging economic times, our company is growing in terms of products, people and sales,” Obringer said.

Terex appoints VP for Americas operations

Terex Construction recently appointed Jim Robbins vice president and general
manager of its Americas operations. In this role, Robbins is responsible for all Terex Construction business in North and South America, including on-site logistics functions. Terex Utilities, a subsidiary of Terex Corp., is a TCIA associate member.

Robbins has held a number of roles during his five-year tenure with Terex, most recently VP & GM of operations for Terex Cranes.

**STIHL names sales manager for Rocky Mountain region**

Jim Kneeland has accepted the position of sales manager for STIHL Inc.’s Intermountain STIHL branch located in the Denver area.

Kneeland began his career with Pacific STIHL in California in October of 2006 as a territory manager covering Northern California and Nevada. In his new position, Kneeland will be responsible for overseeing sales efforts within the region, which covers Colorado, North Dakota, South Dakota, Montana, Wyoming, New Mexico and Utah.

Stihl is a TCIA associate member company.

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**TCIA exists to help tree care businesses, you, do business better. **

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**Q. How does filling out a subscription card help?**

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**Q. What if you don't fill it out?**

A. We don't look as attractive to advertisers and they may not support the magazine, and the quality of the magazine suffers. Also, after three years you'll be dropped from the list.

**Q. How often should you fill out the card?**

A. Once a year would be best. Directly requesting the magazine is the best way you can show advertisers that you are actually reading the magazine. Doing so every year shows them that you are reading it regularly. We show them those numbers.

**Q. So, will filling out the card once a year help TCI keep you informed in countless ways that will benefit your career and your business?**

A. Yes.

**Q. Can we make it any clearer?**

A. You tell us.

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TREE CARE INDUSTRY – SEPTEMBER 2010

Circle 9 on RS Card or visit www.tcia.org
**Vermeer SC372 stump cutter**

Vermeer’s new SC372 stump cutter offers power and agility in a compact package. Powered by either a 37.8 hp (28.2 kW) diesel or 35 hp (26.1 kW) gasoline engine, both options offer ample power, torque and efficiency to cut through the toughest stumps on the jobsite. At only 35-inches wide (without duals), the SC372 can easily navigate through gates and operate in confined spaces, and its so lightweight that its footprint is difficult to notice. The optional AutoSweep® system monitors engine speed and automatically adjusts the cutter wheel sweep rate to maximize productivity and reduce premature wear. Models not equipped with the AutoSweep system feature a manual sweep rate adjustment, allowing the operator to manually regulate the sweep rate, depending on the type of material being cut. A combination belt and gearbox direct-drive system offers an efficient transfer of horsepower from the engine to the cutter wheel. An operator presence system monitors the operator’s touch and maintains cutter wheel engagement. When the operator’s hands leave the control levers, an automatic disengage and braking sequence will stop the cutter wheel in less than nine seconds.

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**Arborwear Stretch Tech Pant**

Arborwear, LLC’s new Stretch Tech Pant is a highly durable, stretchable climbing pant. Made from a blend of nylon and elasthane, it is the perfect marriage of durability and mobility with breathability to boot. The high-wear knee area is reinforced with armor-like abrasion-resistant fabric to withstand incredible abuse. The industrial strength stitching is beefed up to accommodate the stretch of the pants, something that is often overlooked. These babies are even Teflon coated for not only water resistance but to fend off oil stains as well. This pant also features a total of seven pockets (two front, two rear, one utility, one cargo and a zippered pocket behind the cargo pocket), a rugged gusseted crotch for increased mobility, and zippered cuffs with Velcro tabs for a custom fit over shoes or boots. Stretch Tech Pants are available in charcoal color in even waist sizes 30-38 with 30, 32, 34 and some 36 inch inseams.

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**ECHO PB-770 blower**

ECHO’s new PB-770 blower provides of an average air volume of 765 cfm at the pipe and 204 mph maximum air speed, making it one of the most powerful, if not the most powerful, blower in the industry. This top-of-the-line blower is equipped with a powerful 63.3cc Power Boost Tornado™ engine with Pro-Fire® ignition for quick and easy starts. The PB-770 comes in both hip- and tube-mounted throttle versions, and features a straight back “L” frame, an extra-flexible tube, dual-stage side-mounted heavy-duty air filtration, wide-angle tube rotation, padded backrests and shoulder straps, and a leaf guard. For hot weather operation, a vented back pad draws air in around the user for comfortable operation. A vent cover is included to block this function during cold weather use.

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**ICT Organics 1-2-3 TREE**

ICT Organics’ 1-2-3 TREE, available from Tech Terra Organics, protects newly planted and mature landscape trees and shrubs from pathogens, increases drought stress tolerance and improves uptake of nutrients. This product alters the microbial balance more in favor of fungal species and is also intended for woody plant applications such as transplanting and soil injection. 1-2-3 Tree is a rich ferment of kelp, fish, humate and molasses with eight micronutrients added. Sometimes called earth beer, or terra cervesa, it has an NPK of 2-0-2. It contains 10 endo and two ecto mycorrhizae species with 10 species of mycorrhizae helper bacteria, and six species of trichoderma. The ferment is selecting for fungal dominance in the soil. Forest soils are 100:1, even 1,000:1, fungi to bacteria. It is important to have fungal-dominant soil for shrubs and trees. Too often specimen trees are grown in a sea of turf that prefer a 1:1 relationship (fungi:bacteria). 1-2-3 Tree is typically used as a drench, but can be injected into the soil or applied as a foliar as well. One gallon of concentrate will make 256 gallons of mix. Typical application rate is one gallon of mix per inch of tree DBH or foot of shrub width.

For more information on products featured here, circle the number on the Reader Service Card, or visit www.tcia.org/Publications.

Send Cutting Edge Product information to: editor@tcia.org

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Rayco RH1754-240 Horizontal Grinder

Customers asked for a horizontal grinder that makes processing materials such as wood chips, lumber scraps, pallets, logging slash and green waste easier and faster than ever – without breaking the bank. Rayco listened. The RH1754-240 boasts a powerful 240 hp Cummins 6.7 L diesel engine, a longer discharge conveyor, and other enhancements to maximize throughput while keeping operating costs at a minimum. Pile chips higher or fill open-top trailers with a discharge conveyor that reaches more than 12 feet high. Screens can be changed in minutes allowing the operator to size product to exact specifications. Variable speed control on both infeed and discharge conveyors can be tailored to virtually any grinding application. Other features include radio remote controls, magnetic head pulley to separate nails and light metals, swing-away fuel tank that allows easy screen changes in less than 10 minutes, a large radiator with removable debris screen and reversing fan, and it is available on tracks.

Yale XTC Imori climbing line

Yale Cordage’s new XTC Imori climbing line is a 24-strand rope in the 11mm range that climbs like a big rope. Measuring a full 12mm, the added textured fibers enhance the rope’s feeling and provides a grip to the rope that no coatings can compete with. These fibers give the Imori rope a broken in feeling right out of the bag. XTC Imori (ee-emor-lee) means “Good Forest” in Japanese. It is also a type of a newt found in Japan with striking similarities to this new rope. Imori is CE Type A EN 1891 Certified and is available in Hi-Viz Green/Black and Orange/Black. Imori is available in standard lengths of 37-, 45- and 60-meter hanks as well as 600-foot reels and 2,400 (2 x 1200) foot bulks.
Events & Seminars

September 10-13, 2010
ASLA 2010 Annual Meeting and EXPO*
Walter E. Washington Convention Ctr., Washington, DC
Contact: www.asla.org

September 17, 2010
MGIA’s 6th Annual Michigan Snow Conference & Expo
Rock Financial Showplace, Novi, MI
Contact: (248) 646-4992; www.landscape.org

September 17, 2010
The Future of Arboriculture in a Changing World
Morris Arboretum, Philadelphia, PA
Contact: (215) 247-5777 x149; www.morrisarboretum.org

September 17-18, 2010
Tree Climbing Methods and Best Practice - Level 2
Taylor, MI
Contact: Info@ArborMaster.com; 860.429.5028 x 701

September 21, 2010
Advanced Compost Tea Workshop
Hosted by NOFA Organic Landcare
Stonewall Farm, Keene, NH
Contact: (914) 837-2364; www.compostwerks.com

September 22-23, 2010
Precision Felling; Chain Saw Handling; Safety & Ergo
Longmont, CO
Contact: Info@ArborMaster.com; 860.429.5028 x 701

September 22-24, 2010*
Texas Tree Conference & Trade Show
Hilton College Station, College Station, TX
Contact: info@texas-tree-conference.org

September 24, 2010
The Basics of Tree Identification
Morris Arboretum, Philadelphia, PA
Contact: (215) 247-5777; www.morrisarboretum.org

September 24-25, 2010
Arborist Rigging Applications - Level 1
Longmont, CO
Contact: Info@ArborMaster.com; 860.429.5028 x 701

September 26-29, 2010
Pacific Northwest ISA Annual Training conf.
Tacoma, WA
Contact: www.pnwisasonline.org

September 27-29, 2010
Arborist Rigging Applications - Level 2
Longmont, CO
Contact: Info@ArborMaster.com; 860.429.5028 x 701

October 3-5, 2010*
MidAtlantic Chapter ISA Annual Conference
Morgantown, WV
Contact: mac-isa.org

October 5-7, 2010
9th Canadian Urban Forest Conference (CUCF9)
“Water, Trees and Communities”
Truro, Nova Scotia, Canada
Contact: Andrew; cufc9info@truro.ca; www.cufc9.ca

October 6, 2010
Suburban Subsoiling workshop
Adkins Arboretum, Ridgely, MD
Contact: (410) 634-2847

October 7-8, 2010
Tree Risk Assessment in Urban-Urban/Rural Interface
Lansing, MI
Contact: ASM/Mich. Chapter ISA asm@acd.net; www.asm-isa.org; (517) 337-4999

October 24-25, 2010
Arborist Rigging Applications - Level 1
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Contact: Info@ArborMaster.com; 860.429.5028 x 701

October 26-29, 2010
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October 5-7, 2010
Tree Risk Assessment in Urban-Urban/Rural Interface
Lansing, MI
Contact: ASM/Mich. Chapter ISA asm@acd.net; www.asm-isa.org; (517) 337-4999

October 10-13, 2010
MidAtlantic Chapter ISA Annual Conference
Morgantown, WV
Contact: mac-isa.org

October 21-22, 2010
Desert Green XIV conference
Sam’s Town Hotel and Gambling Hall, Las Vegas, NV
Contact: Helen Stone (702) 454-3057; helen@swtreesandturf.com; www.desertgreen.org

October 22-23, 2010
NJ Shade Tree Federation 85th Annual Meeting
Crowne Plaza, Cherry Hill, NJ
Contact: Donna Massa (732) 246-3210; njshadetreefederation@att.net; www.njstf.org

October 24-27, 2010*
New England Chapter ISA Annual Meeting
Plymouth, MA
Contact: newenglandisa.org

October 30, 2010
12th Annual Tennessee Tree Climbing Championship
East Lake Park, Chattanooga, TN
TN Urban Forestry Coun., TN Dept. of Agr./Forestry
www.urbanforestryconference.org; (615) 352-8985

November 9-10, 2010*
Certified Treecare Safety Professional (CTSP) Workshop
TCIA, in conjunction with TCI EXPO
Pittsburgh, PA
Contact: 1-800-733-2622; ctspace.org; www.tcia.org

November 11-13, 2010*
TCI EXPO 2010 Conference & Trade Show
Pittsburgh, PA
Contact: 1-800-733-2622; cyr@tcia.org; www.tcia.org

Register online today!

January 5-7, 2011*
Northern Green Expo
Minneapolis Convention Center, Minneapolis, MN
Contact: www.NorthernGreenExpo.org; 1-888-886-6652

January 9-10, 2011
National Green Centre/Former WESTERN annual show
St. Louis, MO
Contact: www.wnla.org; 1-888-233-1876

January 18-19, 2011*
Certified Treecare Safety Professional (CTSP) Workshop
Rainbow Treecare Sci. Adv., St Louis Park, MN
Contact: 1-800-733-2622; ctspace.org; www.tcia.org

February 1-2, 2011
ASM Winter Arboriculture Conference
Lansing Center, Lansing, MI
Contact: ASM/Mich. Chapter ISA asm@acd.net; www.asm-isa.org; (517) 337-4999

February 2-4, 2011*
New England Grows!
Boston, MA
Contact: info@NewEnglandGrows.org; (508) 653-3009

February 6-10, 2011*
Winter Management Conference 2011
Grand Cayman
Contact: Deb Cyr cyr@tcia.org; 1-800-733-2622; www.tcia.org

* Indicates that TCIA staff will be in attendance
Secretary of Labor Hilda Solis announced earlier this year that OSHA compliance officers will start verifying that required training has been conducted in a format that workers can understand. According to an April 28, 2010, policy statement, it is now OSHA’s position that, regardless of current regulatory language, the terms “train” and “instruct,” as well as other synonyms, mean to present information in a manner that employees are capable of understanding, both in terms of language and vocabulary.

Although this was communicated in previous policies, memoranda and training standards, the new memorandum now requires compliance officers to verify that these policies and standards are met. It notifies them that a violation may be cited as serious. To see the memorandum, visit: www.osha.gov/dep/standards-policy-statement-memo-04-28-10.html.

For example, according to OSHA’s new policy, if an employee does not speak or comprehend English, instruction must be provided in a language the employee can understand. If the employee’s vocabulary is limited, the training must account for that limitation. If the employees are not literate, telling them to read training materials will not satisfy the employer’s training obligation.

Employers are now expected to realize that if they customarily need to communicate work instructions or other workplace information to employees at a certain vocabulary level or in a language other than English, they will also need to provide safety and health training to employees in the same manner.

**OSHA officers will now check:**
- Whether workplace instructions regarding job duties are given in a language other than English and determine whether the employer already is transmitting information with comprehensibility in mind; and
- Whether the training is effective, rather than just complete, i.e., an employer may have training records but employees may not have understood the elements included in the training.

**Use the following tips to make your training understandable:**
- Use a bilingual instructor so that your non-English speaking employees understand the safety requirements. If that is not practical, a bilingual employee, who is proficient in safety, may prove helpful in relaying safety information;
- Give employees training materials that present the information in their native language;
- Keep it simple. If the employee’s vocabulary is limited, you now must account for that limitation. Keep training materials simple and avoid technical jargon. Have them translated, as necessary;
- Use visual aids on a daily basis. Signs, pictures, symbols, graphics, posters, and videos are a great way to relay safety information. Use them during training as well as frequent reminders in trucks and in the shop;
- Use demonstrations/document proficiency. The best way to ensure employees understand how to do their job is to show them how to do it and then verify on-the-job that they have learned how to do it.
- Offer incentives. Reward bilingual employees who help other workers not fluent in English. Also, teach English to non-English speaking employees. Over time, this may lessen the need to provide training in other languages.

**TCIA has a number of products – available in English and Spanish – to help you meet OSHA’s new policy.** Visit www.tcia.org or call 1-800-733-2622.

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Despite all of the hype about social media, less than 20 percent of all small businesses in the United States are actually using it to enhance their marketing efforts. On the flip side, virtually every Fortune 500 corporation has made a commitment to social media marketing, and their motivation for doing so is to penetrate those local markets where small businesses are the strongest. As a small business in the green industry, you have most likely established a solid local presence. If you would like to make it stronger, that is what social media is ideally suited for.

The reason large companies are jumping on the social media bandwagon is they recognize now is the time to capitalize on a consumer trend for buying locally. What is driving this trend? In a tight economy people rely on those who are closest to them – the friends and businesses they can trust. Given that you have already developed relationships in your marketplace that support your business, you can use social media to help you to enhance and extend them even further.

The social media paradox is that many of us have been conditioned to believe that technology creates a distance between us. Yet, the truth is that social media is a technology that makes it possible to more effectively humanize your business. You have the ability to use this multi-media platform to help your customers and prospects get to know more about your business and how you can uniquely serve them. It’s a simple matter of sharing what is relevant about your business to earn the trust of those future customers you hope to attract.

Candor is replacing commercials
Large corporations have used mass marketing effectively for years to build their brands. Super Bowl commercials are a perfect example of using traditional marketing to create a favorable brand image around a universally available product. Notwithstanding the enormous cost associated with those commercials, I challenge you to recall even a few of the 72 commercials from the most recent super bowl. This is exactly why marketing is shifting from traditional platforms to more sustainable relationship-building methods such as social media marketing.

To be effective with social media marketing is a simple matter of applying this technology to accomplish more of what brought your company this far – relationships and community awareness. You can’t do that as well with advertising, direct mail or other traditional methods. Yet, if you use LinkedIn, Facebook, YouTube and Twitter to candidly share how you apply your accumulated years of expertise every day to help the people in your community with their tree care, then you will effectively create an online presence that will likely result in new referrals.

Authenticity will win you fans
You will hear time and again that social media amplifies everything about your business, and for the most part this works to your advantage. Running any business means that there will occasionally be unavoidable situations that you may not wish to share with your community. However, the nature of the social networks is that news travels well – both good and bad – and you have to deal with it. This is why you should always seek to be authen-
tic in your communications.

A perfect example of how this works is illustrated by a recent incident in Major League Baseball. Umpire Jim Joyce blew a call this season that cost Detroit Tigers pitcher Armando Galarraga a perfect game. Fans were outraged and called for the decision to be reversed, as the replay clearly showed he had made a bad call. What did Joyce do? He gave a heartfelt apology to Galarraga, who accepted it in a gentlemanlike fashion. And despite the outcry, the decision was never reversed. But something interesting happened about three weeks later that bears out the merits of being authentic on a big stage, a stage not unlike that of Facebook or Twitter. Joyce was named Umpire of the Year in a vote by the players. Coincidence? You decide. He won by a significant margin.

Social media humanizes your business

To make your company more human is to make your business more personal. The business environment is still challenging, and this is why more consumers are minimizing their risk by doing business with companies where they have a relationship with someone they can depend on. Social media is a practical means for accomplishing this.

Spend more time meeting on site with customers and have a staff member take action photos of you together with them. If you are bold enough, interview your customer about their project and record it with the Flip Mino pocket camcorder. When you post this on your blog, Facebook or LinkedIn, it personalizes your business and helps prospects see themselves working with you.

You will find there are many paradoxes with social media – and all of them are ultimately good.

There have been many concerns recently with respect to privacy issues associated with the social networks, most especially involving Facebook. Those issues are being addressed. Yet, if you are running your business in a professional manner and serving your customers well, this only works to your advantage, because it encourages you to operate at a higher level.

Social media is not about technology, but the people who use it to encourage more interaction and engagement. Those of us who are succeeding with it are continuously studying and making adjustments as we learn more. My recommendation is that you establish a foundation with it and continue to experiment with the technology – while always trusting your gut about what is right for your business.

Jeff Korhan is a new media marketer for small businesses. He blogs daily on practical small business Web marketing at http://jeffkorhan.com. He will be presenting on this same topic, “Extend Your Marketing Effectiveness with Social Media Engagement,” at TCI EXPO 2010 in Pittsburgh this November.

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TREE CARE INDUSTRY – SEPTEMBER 2010 25
Irresponsible, Mr. Garvin!

Concerning Mark Garvin’s comments in the August 2010 issue about OSHA’s new regulations (TCI, Outlook: “OSHA is Armed and Ready to Fire”), you were irresponsible in trying to incite fear in tree care companies about big bad OSHA coming in and “imposing substantial costs on tree care businesses.”

As a business owner, Certified Arborist and Climber Specialist, I live and breathe safety from start to finish every work day. Absolute insistence on consistent use of PPE and the correct usage of machinery, constant training and reminders of the culture of safety, and employee incentives to further that safety culture are what keep me and my workers both safe and free from OSHA fines — NOT griping and fear. That there is an agency that enforces the rules that make us safe does not make them an enemy of ours.

Your energies would be better spent encouraging us and the industry to improve these cultures of safety. Although I agree with you that TCIA members should “dig out” their “Surviving an OSHA Inspection” guides and read them, it would be to hopefully save lives and limbs, not just the almighty dollar.

And sorry, Mr. Obama can share no blame with one when they fail to keep their workers safe and their company free from fines. That can fall squarely on their own negligent shoulders.

Irresponsible, Mr Garvin!
Patrick O’Meara, CLT
ISA Cert. Arborist, Climber Specialist
High Country Landscape, Ltd.,
Littleton, Colorado

OSHA agony versus the dead and mangled

I find it unbelievable to read Publisher Mark Garvin’s editorial decrying OSHA in the August issue of TCI Magazine. I doubt he reads his own magazine. Every month accident briefs are published in TCI — each brief recounts a tree worker badly or fatally injured in the performance of his/her work. Four workers killed by being crushed, falling or being swallowed whole by chippers. Eight workers badly injured by electricity, falling or having trees fall on them.

This is only one month and only those that are sent in to the magazine. I would believe the workers’ families and survivors would like a re-wind. This industry has a serious injury and death problem — those killed and injured would no doubt wish they had perhaps had some pesky OSHA involvement.

Robert F. Walton
Robert F. Walton Tree Stump Service
Chelmsford, Massachusetts

Cheers to Mark Garvin

Cheers to Mark Garvin. Finally someone is publically making a stance to save our ash trees. I couldn’t agree more with Mark (“Minneapolis Surrenders to Ignorant, Irrational Ideologues”) in his July 2010 TCI Outlook column. My city is located just 9 miles from EAB’s ground zero in Wisconsin.

Luckily our Common Council saw the economic sense of treating and trying to save our 1,600 ash street trees, but cities all over Wisconsin are throwing their hands up in the air and giving up their trees as fodder in the war against EAB. Our own Department of Natural Resources seems to
focus entirely on pre-emptive removals, hosting Wood Utilization workshops every time you turn around. I have to ask myself, when did professional urban foresters in Wisconsin and Minnesota lose their passion for trees?

I attended one EAB meeting where the host city had decided to let all their ash die and were patting themselves on the back because they had a state-of-the-art wood waste facility ready to handle the “wall of wood.”

An urban forester’s primary objective is to protect the urban forest. EAB is a controllable problem! We now know from real world experience in Michigan and Ohio that this insect will move through an area in about 10 years and will completely exhaust its food resource in that time. After that, the only ash left are the ones that have been treated and foresters will simply have to monitor those remaining ash for re-infestation.

Thank you, Mark Gavin, for standing up for those magnificent, voiceless living organisms that we share our urban lives with; the genus *Fraxinus*!

Kevin F. Westphal
superintendent of Parks & Forestry
City of Cedarburg, Wisconsin

**Comprehensive strategy – not rant – needed on EAB**

I just kicked off reading this month’s (July 2010) TCI Magazine with “Minneapolis Surrenders to Ignorant, Irrational Ideologues.” Although portions of the article raise key questions to the debate that is facing hundreds of municipalities, I feel a lot of the language skates into territory that poorly represents our industry. An article dishing out hyperbole, generalizations and total slander is certainly not a step in the right direction.

To see such a negative rant from the publisher, president and CEO himself is highly disappointing – this is not the most diplomatic piece I would come to expect from an organization dedicated to professionalism at every avenue. Saving the ash is certainly a cause worth fighting for, but a comprehensive strategy involving business, environmentalists, tree care professionals, academics, government and citizens is the only way forward.

**Ryan Senechal**
TCIA member
Landeca
Victoria, British Columbia, Canada

**Great pruning article**

I’m writing to thank you for publishing “Integrating Shrub Care into Your Commercial Tree Care Business” by Shawn Bernick in your July (2010) issue. Bernick was concise and accurate in his assessment of the problems caused by the common mal-pruning (shearing) of shrubs. The public tends to see pruning in terms of aesthetics, and although tree topping (characterized by PlantAmnesty as “a crime against Nature”) is ugly to the untrained eye, shrubs that have been sheared can appear interesting and tidy, at least initially.

The test of good pruning is whether or not it retains or improves long-term health and beauty. Like topping, inappropriate shearing (that is, not including formal hedges, topiary or Tamamono) degrades the health and beauty of trees and shrubs, causing an increase in waterspouts, maintenance costs, disease, insects and weather-related damage.

Convincing customers that shearing is wrong can be difficult, but for those who haven’t started shearing or who already know, offering selective pruning as a service may be the key to retaining high-end customers.

PlantAmnesty has started a public education campaign – called Shear Madness – to raise awareness of the problems with shearing. We think of unsustainable shearing as a “public nuisance.” Try to get funding for that! We hope to create an informed public, willing to pay to have the right things done to their landscape plants, trees and shrubs. Wish us luck.

**Cass Turnbull**
PlantAmnesty founder/president
Seattle, Washington

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Humus is a Latin word, meaning on or in the ground, but what is humus in the context of tree and landscape care? Is humus the same as soil organic matter?

With the increased emphasis on biologically-based products for sustainable landscapes and tree care, the sources and quality of humus products have greatly increased in recent years. Some experts stress the importance of humus for soil fertility, yet other experts say that humus has no nutritional value. This apparent conflict is resolved by recognizing the origin, function and fate of humus for the tree and forest system, particularly for soils in the moderate to wet temperate zones.

Humus greatly contributes to soil fertility, soil structure including aeration and water retention, and carbon storage. The physical and chemical properties of humus are derived from the biology of trees and their associates.

The term humus is used in two different ways. Many tree and landscape practitioners refer to humus in a broad sense, with the same meaning as soil organic matter. This broad definition includes living biomass, partially decomposed plant residue, and organic matter that is recalcitrant, meaning resistant to further decomposition. The partially decomposed or composted material can still be further degraded to fuel the work of soil microorganisms to fix nitrogen and to convert the form of essential elements.

Many researchers and soil chemists refer to humus in a narrow sense that only includes the recalcitrant organic matter that resists further decay. Frequently, this narrow sense is further restricted to mean nano-sized pieces of carbohydrate that are colloids, particles so small that they remain dispersed in water without settling to form a sediment. Humus colloids are superior even to fine clay particles for storing positively charged forms (cations) of essential potassium, calcium, magnesium and others. At appropriate soil acidity, tree roots use metabolic energy to bring these elements into the plant. Although humus greatly contributes to the storage and uptake of some fertilizer elements, recalcitrant humus is not a fertilizer or nutritional source for the tree or for soil microorganisms.

Source of organic matter

Understanding humus formation begins with photosynthesis. Photosynthesis uses the energy in sunlight to split apart and recombine the atoms that make up water and carbon dioxide to form glucose sugar and oxygen. The chemical bonds in glucose retain some of that solar energy. The controlled breaking of these bonds releases energy and powers the metabolism of the tree or of microorganisms. The energy in glucose can be stored for later consumption by linking a string of glucose molecules into a polymer or chain of starch. Starch is a good storage material that packs a lot of sugar in a small volume.

Glucose can also be converted into other sugars and other organic compounds in plants. Much of the sugar goes into plant
structure. Cellulose is the most abundant structural material. Like starch, cellulose is a glucose polymer, but the special chemical bonds between the sugars in cellulose require a much higher degree of specialization to break. The long unbranched chains of the cellulose polymer are stacked into microfibrils that strongly resist compression. The cellulose microfibrils within and between cells are held together by hemicellulose and pectin. Hemicellulose is a family of short, branched polymers that contain a mix of different sugars. Pectin is a family of branched polymers of sugar acids that is also used to solidify fruit juice into jelly.

Holding together these cell wall polymers is lignin, the second most abundant carbohydrate in wood. Lignin provides bending strength and is a complex, branched polymer of short chains of carbon with interspersed phenolic rings. Phenolic rings are hard to break by most microorganisms. The orientation of the rings can block access to the carbon chains by large degradative enzymes. Although the chemical structures differ, grasses and other higher plants produce lignin, too.

Humus formation

Although the details vary by location, plant decomposition can lead to humification or humus formation. While still attached to the living tree, the surface and interior of foliage, branches and other living or dead plant parts contain bacteria, fungi and other microorganisms and small invertebrates. In healthy trees, the development of these organisms is kept within certain limits by the tree symplast, the network of living cell contents and by protective features of living cells and tissues. Although attention gets drawn to these organisms when they cause disease or pest outbreaks, most of these organisms have little effect on the functioning of healthy trees. Some may actually be beneficial as predators for potential pests and pathogens or to simply exclude possible troublemakers through competition.

Within a short time of being shed and added to the surface layer or litter on the forest floor, the bacteria and fungi are no longer held in check by the now dead or absent symplast. The “sugar fungi” and related bacteria that had been present on the formerly living surfaces plus new colonizers from the forest floor rapidly consume the soluble sugars and nitrogen-based compounds that were in the shed litter (time period 1 in Fig. 1). The sugar fungi, usually asexual stages of Ascomycetes, do not cause a measurable change in weight of the litter as they don’t break down the cell wall materials, but they do take up soluble nutrients and leave behind a lot of high-carbon material. In natural forests, this process occurs in the litter or L-layer of the organic forest floor (Fig. 2).

Some of the more specialized sugar fungi are also capable of breaking down the sugar acids of pectin. As the pectin is broken down, the wood matrix opens up, allowing access of both air and water into the tree tissue, exposing more surface area to colonization by invertebrates as well as fungi and bacteria. The partially degraded organic matter becomes recognizable as compost (time period 2 in Fig. 1). Given the proper range of temperature and moisture, the litter is degraded by the softrot or compost fungi and their associates. Softrot is characterized by degradation of the pectin, hemicellulosates, and the formation of cavities in cellulose. Ascomycete softrot fungi and bacteria may alter the structure, but do not actually degrade lignin.

In compost piles (Fig. 3), microbial metabolism activity can generate considerable heat. In undisturbed forest soils, this material becomes part of the fermentation or F-layer (Fig. 2). In the F-layer, the organic matter has lost some of its physical form, but the source of the material from foliage or woody branches is still recognizable. In moist, but not waterlogged environments, the F-layer can support a rich diversity of non-woody fine roots and mycorrhizae (Fig. 4).

The proper combination of physical
structure, moisture and aeration favors the development of brownrot and whiterot wood decay, both caused by basidiomycete fungi. In brownrot, the cellulose is selectively decomposed, leaving behind a brown residue originally formed from lignin, but modified as other components are removed. These modifications of lignin increase its capacity to store positively charged fertilizer elements. This residue left behind from the brownrot wood decay process (time period 3 in Fig. 1) and related processes in herbaceous plants is humus. Much of the organic matter in humus has not only undergone the wood decay process, but also the digestive processes of other organisms and includes the living and dead remnants of microorganism and invertebrates. The fine organic matter of humus is seen as the H-layer in natural forest soil (Fig. 2). In contrast with brownrot, all components of wood are degraded in whiterot, resulting in little or no residue (time period 4 in Fig. 2). Organic acids and other small organic fragments leached from the H-layer help store fertilizer elements in mineral soil.

Figure 6. Peat bogs are a rich source of soil organic matter yet are low in some essential elements.
Some of these soluble or colloidal pieces from humus are called humic and fulvic acids. Originally described by solubility and molecular size, humic and fulvic acids are being more rigorously defined and marketed as biological soil treatments. Their chemical structure is variable and may not be possible to determine in the intact plant. They do contain phenolic rings and short chains of carbon that tend to condense, sometimes into quite large complexes.

Humic acids can be formed independently of lignin breakdown and be extracted from certain algae and some higher plants. Determining the precise structure of humus and fulvic acids as they are in the intact plant is challenging. Environmental conditions such as pH affect the tendency of the acids to condense into large, complex structures that may not exist in the intact plant or in composted plant materials. The condensed acid polymers are beneficial, as they bind or chelate fertilizer elements in both the mineral soil and in the organic forest floor.

Conditions for humification

The microbial component of humification requires the proper combination of air and water. In sphagnum peat bogs, flooding excludes the oxygen necessary to support much decomposition of either cellulose or lignin and organic matter accumulates, sometimes to great depths. In addition to deep layers of organic matter, tree growth in bogs is highly limited, both because of the lack of aeration for the roots and that the naturally acid environment usually has reduced amounts of essential calcium and magnesium, and high amounts of aluminum and iron that interfere with element uptake by trees (Fig. 6).

Sphagnum peat is mined from bogs in some parts of the world, both for use in horticulture and as fuel. Over time, the biological cycle of peat formation becomes the geological cycle of lignite or brown coal production. Lignite and lignite extracts are commercial sources for some humic acid soil treatments.

In the broad sense, humus as soil organic matter fuels the cycling of essential elements. In the narrow sense, humus provides much of the basis for forest fertility through the chelation of essential elements that are then available to trees and other plants. In both senses, humus provides soil with good aeration and water holding capacity essential for both urban and rural forests. Ongoing research investigates other roles of humus for tree growth and defense.

Humus is a central link between tree biology and their environment.

Kevin Smith, Ph.D., is a plant physiologist and project leader with the USDA Forest Service Northern Research Station in Durham, New Hampshire. This article was taken from his presentation, “Tree Response to Climate Change” at TCI EXPO 2009 in Baltimore.
The day you thought would never happen has arrived. The door bell rings. The person asks for you. As you approach, this process server presents an envelope to you and declares that you are being served with a lawsuit. You have been sued for negligence. Your life is about to change forever.

You must now commit your time, money, and emotion to defending your professional reputation in court. Whether you were truly negligent or not, you must face these allegations and travel the rugged road of litigation. While your day may be bad, you will better cope if you understand some basic aspects of negligence before you retain an attorney and a forensic arboricultural expert to defend you in court.

The author of *Canterbury Tales*, Geoffrey Chaucer, most likely brought “negligence” into the English language from a Latin word meaning carelessness. In the law, negligence is defined as carelessness that causes damage to a person or property. Negligence may arise either from acting carelessly, or from failing to act when legally obligated to do so. Negligence is one of many torts. A tort is a civil wrong. In the American civil justice system, tort claims are filed in court to redress civil wrongs against people and property.

In most jurisdictions, a litigant must prove four legal elements to prevail on the claim of negligence in court. The four legal elements are:

1. Legal Duty
2. Breach of a legal duty
3. Legal Causation
4. Damages

A legal duty requires the defendant to conform to a certain standard of conduct for the protection of others against unreasonable risks. Where a person’s conduct creates a foreseeable zone of risk, the law will place a duty on that person either to lessen that risk, or to take steps to lessen any harm posed by that risk. The requirement of reasonable, general foresight is the core of the duty element.

For one example, a legal duty may arise where an arborist provides tree pruning specifications to a customer that do not comply with recognized standards. The terminology may be inconsistent with ANSI A300 Part 1, Pruning.

For another example, a duty may arise where a landscaping professional provides fertilizer recommendations to a customer without listing the rate of application for the fertilizer. Clearly, applying too much fertilizer may cause irreparable damage to the plants and applying too little fertilizer may not cure the targeted problem.

For a third example, a duty may arise where a landscaping professional improperly specifies sun-loving plants in shade, or acid-loving plants in an alkaline soil. In short, the professional’s conduct must conform to accepted professional standards or practices.

If a legal duty has been triggered, then a plaintiff must next prove that the duty has been breached. Whether someone breaches a legal duty will depend on the nature of that particular duty. The violation of a statute, a regulation or a tree ordinance may satisfy the legal element of breach. If someone carelessly performs or fails to perform a written contract, then the contract and the careless conduct may combine to prove that a duty has been breached.

For example, a homeowner may use the promises made in a consulting arborist’s contract to prove that the consulting arborist negligently supervised the pruning of a tree. A breach of duty may also occur through general inaction or misconduct. If someone creates a hazardous situation by his own action or inaction and can reasonably foresee a later injury, a breach may be
proven from the circumstances without resorting to a statute or contract. If a landscape architect specified a poisonous plant on a landscape plan outside a place where children would foreseeably play, then the landscape plan could potentially reflect the breach of a legal duty. In any event, the plaintiff must prove that a legal duty has been breached in order to prevail at trial.

The third element of negligence is legal causation. To prove legal causation, a plaintiff must show a reasonably close casual connection between the misconduct and the resulting injury. In the legal arena, legal causation is commonly known as the “proximate cause” of the injury. There must be such a natural, direct and continuous sequence between the negligent act or failure to act and the plaintiff’s injury that one may reasonably say: “but for the negligence, the injury would not have occurred.” The negligent act or failure to act must be a probable cause, not merely a possible cause, of the injury.

For example, a county may legally cause a cyclist to be hit by a car, where the county permits tree roots to grow into its paved bike path. The encroaching tree roots then force the cyclist to ride away from the bike path and onto a nearby road. When the cyclist leaves the path and peddles onto the road, he is hit by a car. The fact that the county’s failure to maintain the bike path is only one reason why the cyclist used the road does not defeat legal causation, because the failure to maintain the bike path is a foreseeable and substantial factor that leads to the collision. If a plaintiff can prove that the county’s breach of a legal duty caused the accident, then only one element remains for the plaintiff to prevail at trial.

The fourth and final element of negligence is damages. A person injured by the negligence of another must have fair and just compensation commensurate with the loss sustained. The objective of compensatory damages is to make the injured party whole to the extent that it is possible to measure an injury in terms of money. Damages to property may include repair costs, cure costs, loss of use of the property, and related costs while the property is being replaced or repaired. For example, if a visibly-rotten tree falls on a neighbor’s house inside a subdivision after an arborist performs a negligent hazardous tree assessment by stating that the tree is safe, then the arborist may be liable for a host of damages to the neighbor’s house. Where the negligence causes death, then the law must set forth a different set of damages for the deceased’s estate to recover from the wrongdoer. If a plaintiff proves damages, then those damages will eventually be reduced to a judgment against the defendant.

While you may hope that no one ever accuses you of professional negligence, you should be prepared for the possibility. Arborists, landscape architects and other landscaping professionals put more than their reputations on the line with every customer. Liability lurks for professional negligence. If you find yourself on the other end of a lawsuit for negligence, you should contact your liability insurer, consult with an attorney, and consult with a fellow professional on your course of conduct. Taking the proper steps after receiving a lawsuit will lower your risk of exposure to a final judgment for damages.

Joseph Samnik is a certified arborist and nationwide consultant in Palm Harbor, Florida, who provides forensic analysis on cases of negligence in arboriculture. Theodore “Ted” E. Karatinos, Esq. is a practicing attorney in Lutz, Florida, and an adjunct professor of law who handles cases of negligence in arboriculture.

This information cannot be relied upon as giving legal advice. The authors in no way attempt to do so. The information in this article is for educational purposes only. If you need legal advice, seek the counsel of an attorney.
By Janet Aird

Richard De Anda bought Treesmith Enterprises, Inc. in Anaheim, Calif. in 2000, with the idea that he would hand it over to his three daughters one day, says Jeannette Ramirez, who is now president of the company.

“That was always the plan,” says Ramirez, the eldest of the three. “He’s been in the field for a very, very long time, although he never became an arborist. His plan is to retire completely, although he wants to become a certified arborist before he does.”

Ramirez was CFO before her father stepped back and became manager of operations in 2003. A second sister, Jennifer Lopez is vice-president and a CTSP, and conducts the safety meetings. Michelle Gee, the third sister, is the secretary. She also handles the company’s public works projects, which have become a large part of its business since Michelle’s husband, Dale, joined the company about a year and a half ago and introduced them to public works with a contract with the City of Huntington Beach.

June 2010 was a landmark month for the company: They became the first accredited tree care company in Orange County.

They also have a large base of residential and commercial customers, such as schools and homeowner associations. One customer, the Santa Catalina Island Company, the resort developer on Catalina Island, called them after a wildfire in 2007. The fire burned 4,750 acres of chaparral and trees on the 50,000-acre island, which is just 22 miles from Los Angeles and a popular vacation spot.

Before they were allowed on the island, they had to get a permit to transport their equipment on a barge: chipper trucks, bucket trucks, chain saws and roll offs. They also had to take a fire prevention training course, which was conducted by one of their CTSPs, Eric Gorsuch, where they learned safety precautions. One of the first considerations was to do nothing that might create a spark. And in case they did create one, they carried a water pump in their backpacks in addition to all their regular safety gear.

“There was a lot of fire recovery and cleanup,” Ramirez says. “Robert Hunter, one of our arborists, checked the trees to see if they would survive. With some corrective pruning, a lot of them came back really nicely.”

Back on the mainland, the company’s public works includes subcontracting for general contractors working on highways and city streets. “They’re using us for things like tree removals, maintenance, installing root barriers, planting, and clearing and grubbing,” she says.

They also give tree injections, especially to the area’s eucalyptus trees, which are very susceptible to the lerp psyllid. Some companies give the injection quickly, but the trees won’t accept it, she says. Treesmith employees take the time to do it slowly, so the tree has time to absorb it.

A great deal of their work comes from referrals from satisfied customers, including general contractors, according to Ramirez. They also advertise in the yellow pages and on Web sites.

“We’re different from most tree care companies in our area,” she says. “Everyone has commented on our workmanship, and that we have efficient, well-trained employees.” Another difference is their emphasis on safety. “Even our employees mention that we really concentrate on safety. Other companies they worked for didn’t even make them use hard hats. We just automatically do it.”

They have 25 or 26 employees in the field. Two are ISA-certified arborists, two are CTSPs and six are Certified Tree
Workers. Two additional employees — and all three sisters — are working toward their ISA arborist certification. Some of their employees are trained for electric line clearance work, and one of the company’s goals is to use TCIA’s EHAP (Electrical Hazards Awareness Program) to train the rest of the employees as well.

The majority of the employees are very long-term. “When we do get new ones, there’s always a transition,” Ramirez says. “Some aren’t used to PPE, but they train each other. That’s one of the advantages of having long-term employees.”

The idea of becoming accredited appealed to Ramirez when she first heard about it.

“I wanted an outsider to evaluate us and correct us, to show everyone we were trying to do the best we could. We’re better prepared to present ourselves, and because of the economy at this point, commercial places and residences are going to the cheapest prices. It’s good to make them aware of what differentiates us from them.”

Ramirez was on maternity leave during the Accreditation process, which started in January and finished in June, but she did the majority of the paperwork. She delegated what had to be done in the field. “Everybody here cooperated as a whole,” she says. “It was really nice to go through. I don’t think anything was particularly hard — just getting the paperwork together and getting organized.”

They made some changes in the topics covered during safety meetings and began documenting what was done and who was present. They also began using TCIA’s forms for proposals, because they’re more streamlined. There’s always room for improvement, Ramirez says, but now that they’re accredited, they’re focusing on staying organized and making sure their ongoing training is well done.

Accreditation would help a company that is having problems to improve, she says. It also would level the playing field for all companies.

Everyone bidding on projects would know that the others were doing what they were supposed to be doing — such as not paying their employees cash.

Becoming accredited also gave them the opportunity to buy liability insurance from ArborMAX.

“This is the first year we’ve had it,” she says. “The savings are substantial. When we renew our workers comp, we’re trying to go with it, too.”

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Man dies month after trimming injury
A man died July 18, 2010, more than six weeks after he was seriously burned in an electrical shock while trimming his trees in Whitehall Township, Pennsylvania. Terrance Crosland, 68, had been in the hospital since the June 3 accident.
Crosland was trimming his trees June 3 when he was electrocuted. He died from full thickness burns, according to the local coroner’s office, according to The Morning Call.

Tree worker falls to his death
A 22-year-old Sumiton, Alabama, man fell to his death July 2, 2010, while cutting tree limbs in Forestdale.
The man was 50 to 60 feet up when he fell from a tree he was working on. Forestdale Fire & Rescue responded and were unable to revive the man, who was pronounced dead on the scene. The victim worked for a tree service and was cutting limbs when the accident occurred, according to The Birmingham News.

Trimmer burned by power line
A tree trimmer in his 30s was taken to a hospital after being attacked by a swarm of bees in Beaumont, Texas, June 2, 2010. He encountered a bee hive in one of the tree’s limbs. Bees stung the man multiple times, and responding personnel said they could not count the number of stings.
The man did not appear to have a bad reaction to the stings, but was taken to the hospital as a precautionary measure. An employee helping the man was also stung a few times, but did not receive medical treatment, according to the Beaumont Enterprise.*

Tree Trimmer Strikes Power Line
A tree trimmer was injured after striking a power line while on the job in Delaware, Ohio, July 8, 2010. The trimmer’s exact medical condition was not immediately known, according to ABC6/Fox28 News.

Man killed in logging struck-by
Herbert Edgar Sais, 71, died July 9, 2010, in a logging accident outside of Hot Springs in western Montana. He was cutting ponderosa pine with his son when a cut pine hit another tree that then fell on him. Sais died while being transported by ambulance to a medical center in Ronan, according to the Great Falls Tribune.*

Tree worker killed by cut tree
A 32-year-old man died July 12, 2010, while felling a tree in Northern Kentucky. The man was with a crew working on the tree when the tree fell on him. Crews used a tow truck to remove the tree after the accident, according to the Kentucky Post.*

Tree trimmer needs rescue
Firefighters in San Diego, California, rescued a tree trimmer who became exhausted and unable to make it down on his own from a height of about 40 feet on July 13, 2010.
Neighbors called 911 for help and a ladder was used to reach the man. A firefighter put a harness around the man, who was then able to walk down the ladder. Paramedics evaluated the man, who said that he had reinjured an ankle. He did not want to be transported to a hospital. He had been in the tree about 30 minutes, according to The San Diego Union-Tribune.

(Continued on page 49)
1. ________ seems to be the predominant situation requiring aerial rescue.
   a) Heat illness
   b) Electrical contact
   c) Struck-by
   d) Chain saw kickback

2. Generally, the more information you can provide to the 911 dispatcher, the better. A key and unique piece of information to pass along in our situation when talking to firefighters and emergency medical crews is ________.
   a) the need for a high-angle-rescue team
   b) the victim's age
   c) the victim's pre-existing medical conditions
   d) the employer's contact information

3. Current safety research shows that the majority of accidents involving arborists actually happen ________.
   a) while operating aerial lifts
   b) while climbing
   c) driving to/from job sites
   d) on the ground

4. Which of the following is probably justification for moving an aerial rescue victim immediately?
   a) the victim isn’t breathing
   b) they are bleeding too severely for you to contain it
   c) the "environment" that the victim is in isn’t safe
   d) Any of the above

5. The main purpose of an emergency action plan is to ________.
   a) meet regulatory requirements
   b) assign specific tasks to crew members in an emergency
   c) make sure that next of kin are notified
   d) None of the above

6. Stretch question (short answer):
   Explain the difference between emergency response and aerial rescue.

Certified Treecare Safety Professionals can earn one half (1⁄2) “professional development” CEU toward their recertification by taking this short comprehension quiz, which is tied to this month’s safety article, “Aerial Rescue Does Not Need to Be a Race” by Sam Kezar, in this issue of TCI. The CTSP CEU quiz is a bi-monthly feature in TCI.

Your Full Name:  ___________________________________________________ CTSP#: ________________

To obtain CEU credit: you may either copy this page, answer the questions and fax the answer sheet to TCIA at (603) 314-5386, or you may go to www.tcia.org, click on the Safety tab, and click on the CTSP page to complete the answer sheet online.

Only current CTSPs in good standing who qualify for professional development CEUs may obtain CEUs for this quiz. Other readers are encouraged to use TCI’s safety article for training and may wish to use this quiz to test comprehension.

Lost Workday Accident Rates for TCIA Member Companies per 100 workers in a year.

- CTSP Companies
  - 2006: 2.2
  - 2007: 1.8

- Companies NOT enrolled in the CTSP Program
  - 2006: 30.8
  - 2007: 18.0

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Join the ranks of **500** other CTSPs nationwide and help your company achieve a culture of safety!
Chip Away at a Slow Economy with New Features in Chipper Truck Bodies

By Rick Howland

There are signs of life in the economy and in the tree care industry if some recent developments in equipment are any gauge. Take the venerable chipper truck and dump body, for example.

There was a time not that long ago that the chipper box was, well, a glorified dump box. But the needs of the tree care pros have changed, driving their demands for more sophisticated units that can match the changing business requirements.

Manufacturers may differ on whether the business is up, down or flat, but they agree that they are, indeed, making and installing equipment packages, and that those packages include greater tool security, some safety and environmental or “green” initiatives, and custom add-ons, including some unique solutions.

As with so many of the tree care equipment packages we’ve written about in the last two years, the chip-truck setup is essentially a “system” of chassis, box and attached gear, out of which users want to get the most throughput and the greatest return on investment. That translates to getting the absolute greatest capacity in the smallest package.

That in turn allows tree care providers to wring the most out of a capital investment by making sure each tool or piece of equipment and each crewmember is utilized as much as possible (not sitting idle), and that it can get more work done without having to leverage company assets and personnel to a greater level.

The classic example, and it applies to chip trucks, too, is to be able to carry and haul more chip material in a truck/chip package that does not invoke state and federal controls and permitting necessities, such as the CDL (commercial driver’s license.) Being able to keep operators and equipment busy the maximum amount of time without having to up the ante with larger, specially licensed equipment means greater efficiency. It also means reduced costs in terms of equipment purchase, maintenance, training (compounded in certain regions due to language and translation issues), insurance and, as one manufacturer put it, reduced liability exposure.

According to Keith Barr, director of national accounts and forestry products for Reading Truck Body, one of the newest initiatives is greater security. “We’ve come out with lockable rotary latches on our chip body toolboxes for added security.” These latches are on the toolbox and storage bins, and are intended to help ensure that items such as chain saws don’t disappear on the job.

“As far as green initiatives,” Barr says, “Reading is the only manufacturer in the industry to use an eco-dip primer.” Barr explains that this is an electro-coat primer and finish system. First the body

Southco Industries created this chip truck to help crews work more efficiently in an urban area. Instead of each crew going to dispose of their chips, they dump at a central location and this chip/vacuum unit collects all the chips and disposes of them.
is exposed to a dipping process, submerging the equipment in an electrically charged primer that sticks to the steel and then is further toughened by being baked on. That’s followed by a powder coat finish. “This process helps eliminate VOCs (volatile organic compounds) in the atmosphere, which helps save the environment, and it also delivers a very shiny and durable coat. We’ve been doing this for years,” Barr adds.

“The trend is for buyers to try to make one truck do as many functions as possible and to cut overhead equipment costs.”

Keith Barr

Reading, as with many in the industry, offers a line of standard chip/forestry bodies and also does some custom work. Barr characterizes the lines as ground and aerial trucks. The ground type, for low ground work, has two popular packages: 12 feet long by 60 inches high, and 14 feet by 72 inches high. In terms of aerial units (differentiated by aerial devices mounted behind the cab and in front of the box), there are three popular body lengths: 10, 11 and 12 feet, each 60 inches high.

“Some have been manufactured with cranes mounted at the back,” Barr says. “We’re starting to get more into custom bodies, with corner-mounted cranes, and buyers are looking for lift gates.”

Daimler Freightliner Business Class M2 trucks are available with dump capability for greater productivity. Inset-top: Clear back of cab allows the installation of outriggers, mid-ship aerials and other body components. Inset bottom: Rear storage compartments safely store ladders and other long tools.

Daimler Freightliner’s large, lockable compartments with adjustable shelves allow flexible storage options.

“The trend is for buyers to try to make one truck do as many functions as possible and to cut overhead equipment costs,” Barr says.

Though not directly attributable to unit manufacturing, Barr says both the company and buyers are taking advantage of the company’s 15 locations across the country to minimize freight costs and to expedite delivery.

Another venerable name in truck bodies is Knapheide. Richard Rose is VP of marketing, and he says “We showed our very first chipper body in Chicago in late July. We are new in the (tree care/forestry) industry, but everything we got from the International Society of Arboriculture meeting resulted in a tremendous response.”

“We’ve been in business a long time providing service, platform and utility bodies, and we saw among forestry and arbor professionals who use dump bodies and platform that we had a lot of requests for
our bodies,” Rose said. “We’ve introduced 10 models in five sizes,”

The new Knapheide units feature a security package for either the I-pack or L-pack (describing the shape of the) onboard tool storage structure. “Levels of security are important, as we found out when talking with customers, especially during customer visits,” explains Rose. “Theft is a big issue, and the number of packages depends on the needs of the customer who wants to protect everything from pruning poles to saws.”

Because of Knapheide’s history and market penetration, Rose says, “We can work through a distributor and for larger, national fleets we can work directly. About half of what we do is custom, even helping to find and integrate a specific truck chassis to meet a specific need.”

Without a chassis, the chipper dump would be of little use. At Freightliner, we talked to Mike Finney, who explains that, “Freightliner is a relatively new player in the tree market, working in this segment several years.”

“What we are seeing is based on the success of our M2 vehicle. It starts with safety technology with one of the highest visibilities through the front windshield thanks to some 2,500 square inches of glass,” Finney says. “Plus, the front dash is contoured down and away, sloping to the passenger side for increased visibility. These features make for terrific safety and maneuverability, especially in very tight areas.”

Finney explains that the M2 (officially the Business Class M2) is built with versatility in mind for a medium-duty truck. Every model features an aluminum cab, spacious interior and maneuverability. The engine compartment can accommodate mills of up to 350 horsepower. The up-to-55-degree wheel cut provides outstanding maneuverability in tight urban situations, and it is available as a truck or tractor. According to the company, it comes standard with the MBE900 (Detroit Diesel) engine and a chassis that supports a broad variety of bodies and equipment.

“Essentially, we can build a custom truck of any length and accommodate virtually any body and equipment,” Finney says. Typically, you can find either a Cummins diesel engine of 200-325 horsepower or the larger Detroit Diesels of up to 350 horsepower. The Detroit Diesels are often found in setups that include a crane off to the chassis side, Finney says.

Regarding diesel options, Finney notes that recent anecdotal field reports show that the Cummins engine was performing extremely well, in many cases allowing users to eliminate an auxiliary generator (to power lift hydraulics) to run the aerial unit. “Here is just one example where engine selection can save fuel. Running the diesel motor through the PTO to hydraulics can be a significant fuel savings and also eliminate the need and cost, plus maintenance cost of a generator.”

What has helped was GMC leaving the medium duty truck market. (GMC exited the business – largely gasoline-powered, medium-duty trucks – in ’09, but suggested in official statements in May of this year that it may return as early as next year.) According to Finney, “With GMC leaving the market, fleet managers were looking for alternatives to gasoline-powered engines and began to give diesel a closer look. That, in turn, provided an opportunity for Freightliner to shine,” Finney says.

The Freightliner M2 is available as a day cab (two doors, one seat), extended cab (two doors, two seats) for up to five, and a full crew cab (four doors and two full seats) accommodating up to six passen-
gers. Options in spring suspensions mean a user can opt for roadside work or more rugged, off-road work.

Richard Goforth, Southco’s vice president, is of the opinion that, while the market is generally quiet, “we still have business.”

“In this market, it’s hard to sell trucks,” Goforth says, “but people who do buy are looking at standard forestry trucks.”

The Southco models getting attention are the Model S-1472, a 14-foot-long box, 72 inches high, resulting in a standard 20-cubic-yard dump body. “This is the largest we can put on and stay under the CDL chassis requirements,” Goforth notes. (He says that translates to under 26,000 pounds GVW, or gross vehicular weight.)

There is interest in the L-shaped tool box assembly, and dealers are getting nibbles on chip-box setups with log lifts/loaders, those mounted between the cab and box. Goforth says the company is putting on multi-purpose bodies or logging bodies, a capped unit with a top that can be removed and reinstalled with the loader.

“There is a little upswing” in the market in general, Goforth says, but the tree care industry seems not to be spending money right now.

As far as utility contractors and larger fleet users are concerned, they are looking at used equipment, largely because the price of a new chassis, at $50,000 to $60,000, is out of sight, according to Goforth. He notes that one supplier, Ford, is looking to get back into the gasoline engine setup for rigs that would support a chipper, most likely because of the cost of new diesel power plants triggered by federal mandates for cleaner burning engines. “When GMC went out of the business, there were no longer any gas-engine-powered trucks in the medium-duty class.”

He also notes that the gas-powered trucks aren’t a whole lot cheaper, but every penny counts, and a Ford in the 550 class with an 11-foot body is very popular with the tree care profession.

One solution to solve both a “green” and bottom line challenge was recently completed by Goforth’s company. It is a special unit for a utility contractor who is working in an urban setting with as many as 12 to 15 crews out at any one time. Now they all dump at one central spot and a special unit does all the hauling to remote dump sites.

“Instead of each chip crew truck taking its load of chips to a dump or recycling facility, a dump site is now set at predetermined, local destination. We built a special vacuum truck with a chip capacity of 40 cubic yards.” The crews spend more time at their specialty and less time driving back and forth to a dumpsite. “On one hand, there is more production time for the crews, and the large capacity vac unit cuts down on the number of trips to a dumpsite. This limits fuel and other costs and increases productivity of crews, chip trucks and other equipment,” Goforth says.

With weak but strengthening signs of an economic resurgence chipping away at the recession, maybe it’s time to look at ways you can break out of the economic dol-drumns with a chip dump setup that makes and saves money at the same time.

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So, what are you waiting for?

By Kevin Caldwell

Procrastination for many of us can be a way of life. It’s amazing how many conversations I have had over the years with future TCIA members where they state various reasons for putting off joining (economy, money, time, etc.). In fact, I recently counseled an owner of a non-member tree company because of a tragic accidental death of one of his employees, and he confessed to knowing he had procrastinated in becoming a TCIA member and obtaining Accreditation.

It’s water under the bridge now, but what could TCIA membership do to prevent tragedies? What could credentials such as CTSP, Accreditation or a Tree Care Academy course do for you? What could a peer who you meet at a TCIA function do for you? For my company, TCIA membership and CTSP credentialing did not prevent a tragic accident from occurring in September 2008, but my affiliation with TCIA and its members gave me great support during a very difficult time. After the accident, I discovered credentials, knowledge and attitude matter to insurance companies. I also found out there are many members who care and who will help you through those tough times.

When I look back at how much time I took to commit to and finally start the Accreditation process, I realize now that I procrastinated. The Accreditation process took me more than 18 months to complete, in large part due to taking so long to write a business plan. I had been in business for more than 13 years and had done well without one, so why go through the exercise of writing a business plan now? When I finally sat down and followed one of the templates supplied by TCIA and consulted others, I found the process fun and rewarding. It has been several years since writing my original business plan. I find it amazing that, despite our economic interruptions, we are still working toward the fundamentals of the plan.

As our company’s Accreditation comes up for renewal this year, we find ourselves reviewing all of our company documents, procedures and compliance. Without the Accreditation deadline, we may have procrastinated and not updated. The updating process has prompted me to revisit my business plan, reflecting a new vision of where we are as a company and where we can go. This has invigorated me to create new goals, which has created some excitement within my company.

Some of my best friends and peers have been introduced to me by TCIA. These relationships often push me not to procrastinate growing as a professional and motivate me to challenge other members not to procrastinate growing as a professional and a company. I have worked for multiple TCIA members and visited many members throughout the country. Every visit motivates me to encourage improvement within my company. Many of these improvements revolve around time-sensitive commitments to either sign up for a seminar, maintain certification hours or set goals. I personally love having goals, but will procrastinate setting them unless forced into it.

This year I turned 45 and can feel my body telling me I am not the same kid I once was. The sense of my mortality has heightened my concern for completing tasks such as succession planning, promoting from within, hiring great people, educating our staff, etc. TCIA has provided me and my company an amazing journey in professional growth. Serving as a senior board member has provided an almost surreal experience with all of the amazing things I am involved in. As senior board member, I have multiple time-sensitive, articulated job tasks I must accomplish. I am truly grateful to the membership for allowing me to serve in this capacity.

I challenge anyone who is not a TCIA member to become a member now! I want to challenge everyone who is not a CTSP to register now to become one! I challenge you to become an accredited company within one year! Too many of us today are procrastinating in propelling ourselves and our companies forward. Stop for a moment and set some time-sensitive goals. Your membership and involvement in TCIA will act as a catalyst.

Kevin Caldwell, CTSP, is president of Caldwell Tree Care in Roswell, Georgia, and senior director of TCIA’s Board of Directors.
We find that many TCIA members – and others – do not know or truly understand all that TCIA can do for them. Our “Call of the Month” feature highlights a request for help from a member – and TCIA’s response to that request. This month’s call was handled by David Lee, TCIA director of membership.

Q: I am interested in purchasing a forestry boom dump truck with a 60-foot working height. Are there any special licenses, permits and rules of use that are required? Also, where can I receive training for myself and an employee for this type of truck? Any other suggestions or highlights are appreciated as well.

A: I spoke with Peter Gerstenberger, TCIA senior safety advisor, about your questions. One of his general considerations was to look into the driver fitness requirements and vehicle fitness requirements. If the vehicle has greater than 26,000 pounds combined gross vehicle weight, then a commercial drivers license is likely required for the operator; some detail is posted at:


The ANSI Z133 Standard, in your new member kit, provides safety points on the equipment. Peter urged caution with any used vehicle. If making a used purchase, be certain to check maintenance records, age verification, owner’s manuals and related documents. Some used vehicles will have fresh paint to cover fatigued key components.

I randomly picked three TCIA members in the Phoenix area that may be able to give you “tips” on local and Arizona rules with which you need to be concerned.

Also, in the Business Management Guide, posted at www.tcia.org Members Only section, you will find a listing of Business Advisors. One of these is available to discuss safety, regulatory and business development matters:

You may wish to send him an e-mail message with some of your questions to get his input to help with your decisions.

I hope this is a start and helps. Please let me know if you need additional help with questions or sources as you move ahead.

Remember, TCIA staff are here to help with just about any question members may have. If we don’t have the answer, we’ll do our best to help you find it. Call us at 1-800-733-2622. And, if you have an anecdote about how a staff member helped you with a question or problem, please e-mail editor@tcia.org.
EAB found less than 25 miles from Mass. border

Emerald ash borer was found at the end of July in Saugerties, New York, less than 25 miles from the borders of Massachusetts and Connecticut.

The EAB was found on private properties in the town of Bath, in Steuben County, and in Saugerties, in Ulster County.

The first detection of EAB in New York was in the town of Randolph, Cattaraugus County, in the western part of the state, in June 2009. Since the Randolph find, state and federal officials have implemented an extensive monitoring effort that includes the deployment of approximately 7,500 EAB purple traps in ash trees in high risk locations including major transportation corridors.

The Steuben County discovery occurred on July 12 when a state Department of Environmental Conservation staff member inspected one of the state’s EAB purple traps. The traps are sticky and contain a chemical lure that attracts adult EAB. The detection was confirmed this week by Cornell University. The Ulster County discovery occurred on July 15 when a USDA Animal and Plant Health Inspection Service staff member checked a federally-deployed EAB trap and the specimen has since been confirmed by APHIS. Each EAB trap had one confirmed EAB specimen.

“DEC, the landowners and our federal, state and local partners will work closely to study the extent of EAB’s presence in the newly-confirmed area and take the appropriate steps to protect the state’s ash resources. We have reason to believe that the movement of EAB to these new areas was due to the movement of firewood,” said New York State DEC Commissioner Pete Grannis. “We again remind campers throughout the state that they too can help prevent the spread of harmful invasives by not hauling firewood to campgrounds and instead buying firewood locally.”

USDA-APHIS inspectors examine a tree for signs of the Asian Longhorned Beetle in a condominium parking lot in Worcester, Massachusetts. “Bugged: The Race to Eradicate the Asian Longhorned Beetle” is a new documentary that follows scientists, USDA officials and private citizens who are on the front lines in the Asian longhorned beetle eradication war. Check it out at www.buggeddocumentary.com.
**Accident Briefs**

(Continued from page 36)

**Man pinned by tree limb**

A Sandwich, New Hampshire, man was injured in a tree-cutting accident July 15, 2010. Thomas Canfield, a local contractor, was wearing a safety harness and was roped into a rotten maple when a large limb he was cutting pinned him against the trunk by one leg. He was able to yell for help and alert a neighbor, who called 911. Rescuers called the owner of a local bucket truck to help in the rescue, according to *The Citizen* of Laconia.

**Electrocuted worker improves**

A woman electrocuted July 16, 2010, while removing trees at a home in Canandaigua, New York, was listed in satisfactory condition in a Rochester hospital.

Stephanie L. Ganoe, of Canandaigua, was helping her father, owner of a tree service, trim trees when she was shocked by about 7,200 volts of electricity. Deputies said a bucket truck made contact with a power line and the charge passed through her when she touched the vehicle, according to the *Messenger Post.*

**Fallen branch pins man in tree**

A Wilmington, Delaware, homeowner trimming a tree at his residence became pinned in a tree by a branch he was cutting July 18, 2010. Victor Berger, 49, was on a ladder trying to knock down a piece of a big branch that had already started to fall. The limb came down and trapped Berger's arm while he was approximately 35 to 40 feet from the ground.

Berger complained that he could not feel his fingers and that his arm was numb. About 50 rescue personnel took nearly two hours to rescue him. Air bags were used to lift the fallen branch.

Emergency responders brought Berger down in a rescue basket and rushed him to Christiana Hospital, where he underwent surgery for severe injuries to his right arm, including nerve damage. He also suffered dehydration, according to *The News Journal.*

*Sent in by Paul M. Mautz, CTSP, urban forester, Southfield, Michigan.*

For more accident briefs from July, see the complete list by visiting this page in our digital version of TCI at www.tcia.org under Publications.

Send accident briefs to editor@tcia.org.
By Marie Hawkins

We finished a huge tree removal in Orange County, Indiana, and were heading out with the last load of chips and the chipper tagging along behind. It had been a very hot, steamy day and, boy, were we dirty and tired!

Going home, Rodney and I thought we’d take a short cut through the country and save a few miles along with quite a bit of time. There was such a load of chips on the truck, along with the chipper, that we had to put it in four-wheel drive. Climbing one steep hill, we heard a funny noise and both looked at each other, as we knew that sound—we had this problem once before. The yoke and the u-joint had broken out of the rear differential.

There we sat on this steep hill on a loose gravel road, with a problem. The problem being, there is no phone service in these southern hills of Indiana, and probably never will be.

“I guess we’ll drop the drive shaft and let the front wheel drive take one of us back to the shop,” says Rodney.

I knew all too well what that meant. We had to leave the chipper and one of us would have to stay with it. I was always the chosen one to stay and keep anyone from stealing it.

After dropping the chipper from the truck, I took a seat on the tongue. I wasn’t looking forward to this stay of a couple hours in the late, hot, humid afternoon waiting for the sun to disappear behind a hill. I was bored and decided to identify weeds and trees, hoping the time would fly by—and that my stomach would forget supper was due in the next hour. About an hour went by before I heard in the far, deep woods the barking of a pack of dogs coming my way.

I knew stray dogs aren’t usually too bad if there are one or two, but if there are numerous dogs, which there were, I hadn’t want to hurt them and just hoped they’d leave me alone. One dog started getting really nasty, and lunged at me on the chipper tongue. I grabbed the exhaust pipe and pulled myself up onto the chipper motor and was sitting on the chipper spout. Another dog jumped on the tongue trying to get at me that way and I finally knew it was time to start throwing rocks. I threw at the dog’s feet hoping they’d get the idea, but it didn’t faze any of them. Finally, it was them or me, and it wasn’t going to be me!

I started throwing like a crazy person and they were yelping but not leaving. I was down to my last rock, gave it a kiss, and threw it. It went over the head of the last dog barking. I was aiming for its snout knowing I’d never hit it. I was always deadly with snowballs, but never anything else I threw.

I started barking at them and growling, hoping they’d think I was a mean old dog. It worked for a while; they got down and circled the chipper, then started barking again. All of a sudden, they stopped, looked around and didn’t move. A noise came from deep in the woods and they took off for that sound. One dog wanted to stay; he’d go and then come back several more times. Finally, he realized I wasn’t important anymore and left. I’d have been sitting on that chipper until someone rescued me if it weren’t for that noise, whatever it was.

Now, when someone leaves me, for any reason, on the side of the road, I make sure I’ve got some sort of a tool for protection. That’s when I started keeping my sling shot in my bag; I carry it with me whenever I go on a job.

It’s amazing how an everyday job can end up with such a non-typical ending.

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