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As I follow up on notes, invitations and conversations from TCI EXPO in Pittsburgh, one theme shines through clearly. The tree care industry is remarkable for its ongoing spirit of cooperation. The willingness of relative strangers – and even competitors – to share information and strategies to advance larger industry goals is truly inspiring.

A trade show is a marketplace, of course, where manufacturers and suppliers gather to display their offerings to willing buyers. And from what exhibitors tell us, this year’s show in Pittsburgh was truly a buyer’s show. Chippers, trucks and replacement supplies were ordered in surprisingly strong numbers. Based on the buying activity on the floor, I suspect that TCIA members and other commercial firms will close their books in 2010 with slightly higher revenue and sharply higher profits.

Beyond the buying and selling, arborists, vendors and educators in Pittsburgh shared time and information toward common goals of a safer, more professional, more profitable industry. The willingness of competitors to put aside momentary commercial advantage to advance an important issue such as safety never ceases to amaze me. Revolutionary breakthroughs in engineering design happen relatively rarely. For example, one could be forgiven for looking at a chipper from 30 years ago and failing to notice many changes from the chippers of today. But changes do happen, and safety advances do become incorporated in new designs.

It doesn’t take horsepower to advance the profession either, as small groups of climbers gathered in corners and on couches to describe new techniques or dissect new gear to ascend more rapidly and safely. Sharing, questioning, analyzing and, yes, criticizing the daily operations of others helps to differentiate between what’s new and what’s effective.

On the show floor I talked with arborists who were planning to spend a few days with other arborists to share, learn from them, and advance their businesses. The offer to allow a company owner from one part of the country to spend time shadowing the operations of another owner reflects an open spirit of cooperation without an immediate expectation of gain. It shows pride in one’s operations, naturally, but hosting a relative stranger and allowing him to ask questions and dig into your operations doesn’t advance the host’s profits directly. It does advance the industry, though, and that continues to be a special and uplifting facet of tree care.

Arborists are protective of their profession and proud of the companies that their dedication has built, over multiple generations. Arboriculture often seems like a large family – a noisy and fractious one at times – but one that continues to move forward together toward a better, common future.

Mark Garvin
Publisher
When a chipper feeds better, it makes life easier for the operator. The new RC1824 was given a powerful feed system to pull in brush, limbs, and logs easier and with less trimming. The massive 24" diameter top feed wheel is powered by a planetary drive motor and will easily climb over large logs without operator assistance. The 38" drum is the biggest in its class and smoothly chips through logs up to 18" in diameter. Power options provided by Cummins, with Tier III turbo-diesel engines available up to 160hp. Make things easy on yourself. To learn more contact your authorized RAYCO Dealer or visit our newly redesigned website at www.raycomfg.com.
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Play an Increasing Role in Tree Care and Safety
EAB damaged ash may be creating climbing, felling hazards
What do cranes and safety have to do with the emerald ash borer? Plenty, when it’s your assets that are high amongst the tree branches.

Just a few years ago, the EAB infestation was localized in the upper Midwest. But, as predicted, its population has spread quite fast. That’s been a function of two things: normal insect population growth, aided by the transportation of infested material including firewood and large, insect-bearing wood chips outside of quarantined areas. This past spring, EAB had advanced west of the Hudson River in New York. By fall, it had reportedly crossed the Massachusetts line into New England.

Concurrent with all that, researchers have begun looking into the structural problems these insects cause to the ash, from the initial stages of infestation through the demise of the tree, and related safety issues for tree workers. There’s data, some specific and some anecdotal, that indicates EAB may structurally weaken trees they’ve infested to the point of making them dangerous to work around, whether for climbing, pruning, rigging or removal. While researchers are quick to point out that the data is not all in yet, the safety factor is a potentially huge issue. Closer study may lead to recommendations that cranes are the best and safest way to go when dealing with EAB damaged or killed trees.

Dr. Anand Persad is a landscape entomologist specializing in pest management with Davey Tree Expert Company. Lately, he has been investigating the affects of EAB infestation on biomechanics and strength loss among affected ash trees, and is working to quantify the safety and hazard issues that go along with these compromised trees.

What he is finding is that big dangers can, indeed, be posed by these little insects. According to Persad, “Ash trees left standing for several years after dying increase risk of failure and other hazards. This has become a growing cause for concern, since it affects tree worker safety.”

The risk management study Persad is involved with aims to evaluate ash tree strength and decay rates, examining and comparing insecticide-treated ash that are visually un-infested, trees currently infested (within one to two years) and trees that have been dead for two to four years. “The data will help resolve ash strength losses attributed to EAB and help quantify risk of

Fourteen participants and 40 spectators traveled to Castle Hill at the Crane Estate in Ipswich, Massachusetts, November 4-6 to take part in the first ever North American Hands-On Climber/Crane Training, an interactive seminar that focused on crane-assisted tree removals. (photos on cover, at right and on facing page)

With the aid of four instructors (Mark Chisholm, Dan Mayer, Brian Noyes and Jim Courville), participants learned a variety of ways to make crane picks safely and in compliance with ANSI standards, plus had the opportunity to set the appropriate rigging, signal the operators, and then finish their cuts.

“It seems there is never enough time on the job to address true training,” says Mark Chisholm, three time ISA tree climbing champion. “Courses like these are a must. They help deliver real, hands-on training.”

“Mark has been doing this work overseas for about 10 years, but we’ve never seen anything quite like it here in the U.S. It’s usually courses where you’re just sitting around,” says Jim Courville, from Mayer Tree Service in Essex Mass. “This event in Ipswich is the first interactive, hands-on crane training. We’re exploring different techniques and methods, learning new standards.”

Attendees took advantage of chain saw safety and maintenance classes, browsed vendor booths and enjoyed a field day area with equipment demos and discounted equipment for sale. Additionally, all the tree work completed at the event was donated by the event organizers to the historic Crane Estate. Participants traveled from as far away as Canada and Oregon to take part.

Dan Mayer, president of Mayer Tree, expressed his satisfaction at the turnout. “We’re teaching these guys crane work, but we’re also showing them ways to contribute to their communities once they return to Texas, Canada, Oregon or wherever they’re from. The outreach work is what’s really important.”

TCIA, which granted 19 CTSP CEUs for participants, is proud to have co-sponsored this event. Primary sponsors included Stihl, Vermeer and Manitowoc Cranes, alongside other sponsors: Arborwear, Shawmut Equipment, New England Ropes, New Hampshire Arborists Association, St. Pierre USA, New England Ropes, Jay Sturm and Cranes Aerial Truck Service, International Society of Arboriculture, and Honey Brothers Arborist Supplies. View photos from the event at TCIA’s Flickr Stream or check out a quick video on YouTube Channel. Event organizers hope that more hands-on training events will take place in the future. Visit www.tcia.org to stay updated.
the tree failing during the removal process,” he explains.

A careful scientist, Persad is cautious in making preliminary assessments, stating, “I don’t want to say there is a higher failure rate, necessarily, but there definitely seems to be some risk (to tree workers) attached to working with EAB-ridden trees. This can be extended to other diseased trees as well,” he adds.

Stressing again that all the data is not in, Persad refers to a series of virtually simultaneous events to illustrate his point.

“Though anecdotal nature,” he says, “and recognizing there are unknowns, we do have reports of a single week in 2009 in which five people were taken to the hospital (in the Toledo, Ohio, area) for treatment of injuries working with EAB-infested trees – accidents from a tree or branch falling.”

Therefore, in situations like these, he says, “This is where the arborist would be advised to require the use of a crane, especially in large trees and in awkward situations where it is unwise to support a climber up in the trees. These reported accidents and our study data show that something is definitely happening, and that’s what got me started on a study of branch strength and the EAB.”

Results so far show a measurable decrease in branch strength, according to Persad, but not necessarily with sufficient data to be statistically formulaic; that is to say, it is hard to predict the condition of a tree accurately at any given time in its EAB demise, at least given current data. “Where we are seeing anomalies is in the percentage of moisture of infested trees; even those still alive have lower moisture content due to infestation.”

“Hand in hand with that, we are analyzing branch cracks from static load, and we do find more cracking with infested trees earlier in the load test due to the EAB,” Persad says. “But we do not know yet whether this strength loss is due to moisture loss or another effect of the infestation.”

Furthermore, in field studies, Persad says, surveys of trees that failed from wind occurrence in areas where EAB is prevalent versus areas where it is not a problem, “We found that trees with EAB had statistically significant higher failure rates in the upper canopy than a healthy ash tree. We found more occurrences and failure closer
to the branch union.”

He is also finding significant anomalies at the base of EAB affected trees in which there is a statistically greater incidence of trees breaking at their base. His data does not yet point to a clear cause of compromise, just that the danger exists.

“The study is still ongoing in collaboration with Kent State University. We talk all the time and merge data for the risk database on tree failure,” Persad says.

However, he does know enough from his research at this point that diminished tree structure should be an immediate warning to tree care operators to limit the use of climbers and to increase the use of devices such as bucket trucks and especially cranes.

“Owners and workers need to know that with guys climbing ash trees (affected by EAB) every day, that the problem will come to light at some period after the infestation, and they need to take preventive action.”

“Regarding the use of cranes, I think situations where cranes are best utilized are related to hazards such as proximity to power sources, compounded by compromised trees, the extent of which one just cannot know,” says Persad. “In cases of a tree that had died and we do not have an apparent cause, just its sudden death, we may want to revisit current approved practices and maybe require the use of a crane.”

“My gut opinion if I were a climber is that I would want to inspect a tree visually, and if I suspect potential issues such as what is likely to happen to that tree under load or when pieces are coming down, I’d want to reduce rigging risks with equipment like a crane,” Persad explains.

Crane use on the increase

The use of cranes in tree care has already been on the increase for several years; the spread of EAB and the results of the research on the integrity of EAB damaged trees may give that trend a boost.

Cranes are not inexpensive. A good one new can run up to $1.4 million or more. But according to one TCIA member who has four of them in use, they’re worth it—and they don’t really cost you all that money!

Dan Mayer, owner of Mayer Tree Service in Essex, Massachusetts, serves much of the northeast region of the Bay State and does a lot of removals, plant health care work and general pruning. He owns four cranes, three of which are all-terrain units. Mayer says cranes can be grouped in four main categories, but they all do about the same thing—reach for the sky.

There are boom trucks, crane trucks, all terrain cranes and crawlers. The boom truck is a crane device mounted on a stock chassis. The truck crane consists of a purpose-built chassis, essentially a carrier built specifically to manage the crane. The all-terrain is a big-wheeled unit, and the crawler is a crane on tracks.

Mayer owns and operates three cranes classified at 150-foot reach and one at 205 feet. “It’s best to classify them by weight, 60- and 115-ton capacity respectively. The reason for that is to be able always to work under the stated max capacity,” Mayer explains.

Mayer uses the cranes mostly for take-downs because they make it easier to get
Some basic pointers to consider when buying a crane

“Y
yes, we are seeing more activity in cranes being used in tree care,” says Kevin O’Connell, sales representative with Shawmut Equipment, a multi-line crane dealer headquartered in Manchester, Connecticut. “In New England, for example, tree care pros have used cranes for years, but what we are seeing is more of them looking at larger cranes. Much of that is attributable to safety factors. With larger cranes come larger capacities and productivity. With larger cranes, tree care pros find one can service or take down larger, taller trees and access them much easier.”

So, what top things does a potential crane buyer need to know? Here is a list to start with, according to O’Connell.

1) Know the crane’s specifications. Make sure you have the boom length you need. (Typically, tree care applications require longer booms, or main arms.)

2) Know the unit’s load chart. This goes hand-in-hand with No. 1. Ensure the crane has the capacity to handle your typical loads safely once it reaches its working height.

3) Look for technology inherent in the crane to make sure the operator stays within load charts. Look for an onboard computer that can report that capacity in real time.

4) Check to see if the crane can work in your typical environment. For example, check for steering on all axles or suspension. Is there a suspension capability that can keep all wheels on the ground simultaneously in rough terrain? (This also helps spread loads to four wheels in residential areas.)

5) Look into typical resale value for the model you’re interested in. It’ll be a guide to how large a percentage of the initial value you get back at resale or trade-in.

up and into the trees, especially in awkward situations.

“This is the safest way,” he says. “Any crane we work uses two-way headsets, which allow the crane operator and climber to communicate for efficiency and safety.”

When asked why he uses a crane over another lifting device, he says that he prefers to use equipment with larger capacity, even though they are more expensive and more specialized than, for example, a boom truck.

“We find we are not constantly using the crane to its capacity. With a boom truck, we’d often have to go to the edge of the (capacity) chart. From a safety prospective, using a crane gives us more of a margin of error. Think of it like a 15-inch chipper. That may be the machine’s maximum capacity, but you are better off running it with a steady diet of 10-inch material and the occasional large piece than always at capacity.”

“Staying under capacity means the equipment does not wear out as fast, since there is less fatigue on the machine, and we find with cranes, because of their capacities, that there is less fatigue, too, for the climber,” Mayer says.

Mayer can’t say enough about the use of cranes in the tree care business. Despite their seemingly high cost, they are all about profit.

“We get jobs others can’t. We also get more jobs overall, because we have the capability and the speed to get the job done.” He says the use of the crane has proven to have an appreciable impact on the efficiency of a job, which translates to the bottom line. And that’s why he has four in regular use.

“It is rare that we rent out a crane, but when we do it includes the operator, and sometimes a climber.”

A crane is a major investment, but Mayer has proven over the years that he gets it back on labor-savings. “People ask me how they can make $850,000 back on a crane in this business. They have to keep in mind that they will never use up the whole value of the machine. In five years, for example, the crane should have something like $700,000 or more in value remaining.

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You are actually spending about $150,000 over five years for the best piece of equipment you can get."

The yearly expense of $30,000 is more than offset by more and better business, and in reduced labor costs, he says. He’s convinced a crane in tree care will get you more and better business and save you labor time.

“This is a specialized piece of equipment. I do not recommend buying used. It is better to know what you have in terms of the status of your crane and know exactly what your payment is month to month, versus the unknowns of a used crane,” Mayer says. “You don’t want surprises.”

As a user and promoter of cranes in the tree care business, Mayer was heavily involved in a three-day training session at the Crane Estate in Ipswich, Mass., in early November, during which participants contributed equipment and labor to provide crane training to arborists while sprucing up the historic property. (See cover photo)

“You are not spending, you are investing,” Mayer says in summing up. “Tree care has traditionally been a young man’s game; and you need machines to stay healthy – physically and in business.”

Altec’s AC23-95B Hydraulic Telescopic Crane has a 23.5-ton maximum lifting capacity and a 95-foot, four-section boom.

You are actually spending about $150,000 over five years for the best piece of equipment you can get.”
A very close friend called recently to ask if I could facilitate an upcoming strategic planning retreat for his company and unfortunately the days he needed were already booked. So, what I did offer was to send him a quick overview of what I feel it takes to put together a successful strategic planning retreat.

1. The best place to start is at the end. Step one is to create a very specific description of exactly what you want as the deliverable from the event. What would a perfect outcome look like? How will it be measured? If you can figure out specifically what you want the retreat to achieve, it is pretty easy to go backwards from the finish line and build a program to reach it successfully.

2. Use an outside facilitator, someone with superb experience in running many, many similar retreats. There are two main reasons to use a facilitator: Process and People.

   Truly qualified facilitators will have a proven process they have used for years to get teams successfully to the desired outcome. It really does not make too much of a difference what process they use, so long as it is intuitive, easy and effective. The other main reason for a facilitator is people, or better said – egos. You need someone who is NOT from the organization who can step in and take control if things get off track, someone who is not afraid of the political ramifications of telling their boss to be quiet! An outside facilitator is perfect to play the part of “process weenie” in shutting down tangents and pushing back on overbearing individuals.

3. Decide whether this is a “strategic planning” retreat or a “planning” retreat. In other words, are the people there actually going to take part in setting the strategy, or are they simply there to figure out how to implement someone else’s already developed strategy? I have seen a lot of retreats go up in flames when the participants thought they were going to be able to impact and influence strategy, only to find out it had already been set in stone and their only role was developing a work plan.

4. Is the team ready to have a high-level retreat? Do you have the level of trust and professional respect necessary to have the sort of open, honest and robust discussion critical in developing a truly effective strategic plan? If people do not feel extremely comfortable sharing opposing opinions, fighting for unpopular positions and challenging the status quo – you will never be able to have the intellectually rigorous debated needed to arrive at a superior strategic plan.

5. Try to get as much done before the retreat as possible. Typically I do three key things a few weeks before the retreat.

   A) I deploy an online “Organizational Effectiveness Audit” to every person who will be involved in the retreat. This is a brief, confidential survey to gauge the level of trust, openness, and respect within the team. If the scores from this audit are not high enough, I will recommend replacing the first day of the retreat with a High Performance Teams workshop in order to get the group ready for the rest of the work.

   B) I ask everyone to carefully review the current Vision/Mission (if they have one) and to come prepared with any comments and suggestions – ONLY if they feel very strongly that changes need to be made. Opening up the vision and mission to general discussion is usually opening up a can of worms you’ll never get shut again. The way I look at it, the vision and mission are sort of like a tattoo. They are supposed to be pretty permanent and are very painful to change, so you need to be certain you’re not happy with what you have before you undergo the effort of working on it.

   C) I ask people to do a fair amount of the SWOT (strengths, weaknesses, opportunities, threats) work, before they arrive. I give them some key questions under Internal Strengths/Internal Weaknesses and External Threats/External Opportunities and ask them to fill in the answers. The key here is that...
the answers MUST be in the form of a statement of “fact.” Things they either know or don’t know. No guessing, no estimating, and no assumptions – we need to deal with facts. And where we do not know – now we know we need to go and find the facts!

6. Once we get to the retreat, it should be a very brief discussion to quickly determine if the vision/mission are still relevant and on target. (If not, I try to work fast to get consensus on appropriate changes.) With everyone on board for the vision/mission, the next step is to break people into teams to do the SWOT analysis. I like to try to keep the teams small enough so that no one can hide and not participate, four to eight people is just about right. I also want each team to have representatives from different parts of the organization, not all from the same department or managerial level – diversity is a key here. I will typically give them about three hours to share all of the SWOT homework they did before the session and develop lots of new SWOT issues as a team. (Again, everything must be written as a “factor,” a clear and specific statement of fact).

Side Note: I do not let the teams talk to each other once they start the SWOT process. I want them to work completely independently because I am interested in seeing how well the different teams are correlated on what they feel are the best strategies.

7. Once I feel comfortable that we have pretty much exhausted the SWOT analysis, I will ask the teams to go back and take all of their SWOT factors and prioritize them. An “A” priority factor is one that requires immediate attention. It is a critical issue and demands action.

I do not let the teams talk to each other once they start the SWOT process. I want them to work completely independently because I am interested in seeing how well the different teams are correlated on what they feel are the best strategies. In consulting terms this is called MECE (Mutually Exclusive, Comprehensively Exhaustive). If all of the teams come back and say pretty much the same things, then I have a high confidence level that a bunch of smart people looked at a lot of data and came to a general consensus on the appropriate course of action. But not through “group think” because the teams did not cross-pollinate! If all the teams come back and present wildly different strategies, I know I have a problem. And, if the teams come back with about an 80 percent overlap? Well, that is where the facilitator earns their fee, by working to mesh and mold the various ideas into a single coherent and agreed-upon strategy.

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“B” factors are important, but require no action right now. They might need action in a month or two, or we might have to address some “A” factors before we can take any action on one of the “B” factors.

The “C” factors are important, but there is nothing we can specifically do to impact them. These might be economic, political or regulatory factors that we need to watch carefully and possibly respond to, but there is nothing per-se that the organization can do to influence or control this particular factor.

8. When the factoring process is complete, the teams sit back and look for patterns in their factors. Where to they seem to group together? Do we have a high number of “A” and “B” factors around say – customer focus or funding, or marketing? The goal here is to look for the three or four major areas that all of the critical factors seem to be falling into. These then will become your Strategic Objectives (Strategic Thrusts, Strategic Objectives, Key Result Areas, Strategic Priorities – whatever name your organization likes.)

Side Note: you notice I said three or four Strategic Objectives. Okay, maybe you could stretch it to five – but you cannot have 23 Strategic Objectives! Not even 15, 12 or 10. The key to effective strategy is FOCUS. You must get it down to the few truly critical priorities and then most importantly – figure out what to say “NO” to.

9. In most retreats, this is about as far as you can get, with possibly a little discussion about the tactical implementation of the strategies. This leads me to two VERY important issues.

The first is that the diverse teams we created to develop the strategies are not good for deciding on tactical implementation issues. Those should be developed by the people who will be held responsible for actually doing the implementation. I try to let the people who do the work every day figure out the best way to do it in the future. Yes we give them some ideas and input, but ultimately they need to decide on the best way forward for the projects that they have the most expertise on.

The other key issue is that a strategic plan is NOT complete until you have also developed a “Strategic Execution Plan.” So at this point I usually complete the retreat and send the project teams off to work on their specific implementation plans.

10. Perhaps several weeks later, after a number of rounds of sharing and editing the strategic, tactical and execution plan rough drafts, the entire planning team gets back together to look at the final document. Here is where they hash out the last details and work to create a document that everyone feels good about and is willing to commit to. Often times, when I feel the entire group is pretty much there, I will have everyone stand up. I then say, “If you are very happy with this document, this vision, these key strategies and the tactical and implementation plans to support it – and you are 100 percent committed to executing this plan and being held accountable for what is in it – please take a seat.”

For anyone left standing, we discuss their issues until one of three things happens: they change their mind and freely sit down, they convince everyone else to make a change in the plan because of their input, or they refuse to commit to the plan, which usually means they leave the organization (this does not happen very often – but it does happen!).

At this point the plan is finally complete and here is what you have accomplished:

- You have given everyone a say in the outcome, a chance to fully participate in crafting the key strategies to move the organization forward.
- You have endured a thorough and exhaustive process to ensure the best possible ideas and suggestion went into the plan – and that the plan did not get hijacked in a group-think session.
- You have prioritized the key strategies to allow for the proper allocation of resources, people, funds and time – by figuring out what to focus on and where you must say “no.”
- The people who will be responsible for actually implementing the plan have played an integral part in developing the specific tactical plan for effectively executing the strategic plan.
- You have gained consensus and commitment to accountability in a very public and powerful way.

Now comes the REALLY hard work – the 100 percent disciplined execution of the plan for the next 10 months or so before it is time to start the process over again!

John Spence has earned a reputation as a leading authority in the areas of strategic thinking, high-performance teams, advanced leadership development and delivering consistently superior customer service, making him one of the most sought after executive educators and professional speakers in America. He will present “Achieving Business Success” at TCIA’s Winter Management Conference this February on Grand Cayman. For more information or to register, visit www.tcia.org and click on the Meetings tab.
New CEO at Lewis Tree

Thomas R. Rogers last month took over the reins as CEO/president of TCIA-member Lewis Tree Service, Inc., based in Rochester, New York. He succeeds Richard C. Alt, who will semi-retire, remain as chair of the board and work in a consulting capacity for the next fiscal year.

Rogers, a veteran of the tree-care industry, received his business degree from Monroe Community College in Rochester, then began working in the field in the mid ‘70s. In 1979, he was promoted to regional sales, and during the next 10 years was instrumental in developing and managing divisions that handled residential services, insect disease control, land clearing and utility line clearance. In the early ‘90s, Rogers worked as a division manager in Florida, then division vice president. In 2005, he returned to the home office to become COO. In 2009, he was named president of the company, and one year later takes up the reins of CEO.

“I am grateful for the relationships that have guided and led me here,” Rogers said. “I am grateful for the many individuals who have worked with me whose visions and goals match my own. I am grateful for my family’s support.”

Brian Black named director of sales for Teupen USA

Teupen USA, a TCIA member and subsidiary of German aerial lift manufacturer Teupen GmbH, appointed Brian W. Black as director of sales for the Americas effective November 15. Black has worked as a sales/marketing executive specializing in the qualifying, appointment and successful running of heavy equipment dealer and distribution organizations in the Americas and overseas since 1976. He recently ran his own consulting company and has held executive positions at Terex, Genie Industries, Grove LLC., JLG Industries, Mitsubishi Heavy Industries and Caterpillar.

“Brian’s leadership, coupled with his corporate and industry experience, is ideally suited to help further Teupen USA’s progress in North America” states Scott Reynolds, president of Teupen USA, headquartered in Pineville, North Carolina. “Brian’s main focus will be Teupen’s continued and accelerated growth in the America’s through the further development of a strong dealer and rental network for our LEO products.”

Toro acquires US Praxis, Inc.

The Toro Company has acquired certain assets from USPraxis, Inc., a manufacturer of outdoor power equipment. Through the acquisition, Toro, a TCIA associate member, adds a dedicated lineup of stump grinders, wood chippers and log splitters to its product portfolio to strengthen its offering to the rental market.

“The addition of these products allows Toro to continue to broaden and strengthen its compact equipment solutions for the rental and landscape markets,” said Rick Rodier, general manager of Toro’s Sitework Systems Business.

USPraxis products will be marketed under the Toro brand and sold through Toro’s compact utility equipment distribution channel. USPraxis provides cutting blades for stump grinding machines and developed the industry’s first walk-behind stump grinder.

Vermeer realigns staff

Vermeer Corporation has made several staff realignments to best support the company’s global growth initiatives.

“Every segment within Vermeer is thinking globally and focusing on the four geographic regions where Vermeer has already invested in growth potential, including Europe, the Middle East and Africa; Latin America and Asia, as well as continued expansion in North America,” said Mary Andringa, president and CEO for TCI-member Vermeer.

Vermeer named three senior directors to vice president. They include: Mike Byram, VP of environmental solutions; Steve Heap, VP of Vermeer Latin America and Vermeer Europe, Middle East and Africa (VEMEA); and Dave Wisniewski, VP of underground solutions.

In addition, Jason Andringa will assume the role of VP of distribution and global accounts. He has been successfully serving as managing director of VEMEA in the Netherlands. Frank Beerthuis will take over Jason’s managing director role at VEMEA.
Tree Stake Solutions Treestake

Tree Stake Solutions solution to improper tree staking is its new Treestake, which is designed to anchor the root ball and stabilize the trunk without damaging the tree. The reason you stake a tree is to lessen the movement of the root ball. The top collar does not touch the tree, but it allows the tree to sway to develop a healthy root system. The top collar has an industrial strength hook & loop for the closing device, 50 durometer (non-abrasive) EPDM rubber insert to protect the trunk if the tree sways during high winds. The bottom ring is 4.5 inches smaller in diameter than the root ball and the 90 degree bend anchors the root ball; the legs are 30 inches long, going into the undisturbed ground 6-10 inches. The unit is made out of 1/4-inch or 1/2-inch steel, making it very durable. It is reusable, installation time is approximately 2 minutes, is aesthetically appealing and costs about the same as material for post/wire/hose setups. The hazard issue of children or anyone running into guy wires is reduced to zero.

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Rayco RC1824 brush chipper

Rayco’s new RC1824 brush chipper was engineered to make life easier for the operator. The RC1824 was given a powerful feed system to pull in brush, limbs and logs more easily, with less trimming. Dual, horizontal feed wheels are off-set to minimize material kick-up. A 24-inch-diameter top feed wheel is powered by a planetary drive motor and easily climbs over large logs without operator assistance. The chipper throat is 24 inches wide, straight through, and dead space between feed wheels and chipper drum is minimized. This 18-inch capacity drum chipper is compact and powerful, featuring a standard 130 hp Cummins engine or an optional 160 hp Cummins turbo diesel. The engine is rubber isolated for smooth operation. The biggest-in-class chipper drum is 38 inches diameter by 24 inches wide to power through challenging material. All this performance comes in a package that’s only 187.5 inches long with the feed table folded.

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Arborwear Aquilla Coat

Arborwear, LLC’s new Aquilla Coat is a 3-in-1 parka style jacket constructed from a 12.5-ounce ringspun cotton canvas shell containing a quilted lining and a 400-gram zip out fleece jacket. The Aquilla features a zip-off three-piece hood, two zippered chest pockets and two zippered hand-warmer pockets. The Aquilla Coat is currently available in Chestnut. Sizes range from small to 3XL. Using cutting edge, free moving designs and only the highest quality fabrics, Arborwear has adapted to the needs of all seriously hard working folk.

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

STIHL MS 261 chain saw

The engine technology on the new STIHL MS 261 and MS 261 C-Q chain saws reduce emissions up to 50 percent and provide up to a 20 percent increase in fuel efficiency as compared to previous models, resulting in longer periods of use between refueling. These saws come equipped with a decompression valve for easier starts and an advanced anti-vibration system that helps reduce user fatigue. The compact, space-saving design of the split-barrel carburetor and the stainless steel muffler reduce overall weight. Both saws have several operator-friendly components, including a side-access chain tensioner, toolless fuel and oil caps with retainers, and a translucent fuel tank. Captive bar nuts are retained in the sprocket cover to prevent their loss and are designed for self-guided mounting. Pre-separation air filtration provides greater air cleaning efficiency and longer run times between filter maintenance. The MS 261 C-Q also includes STIHL Quickstop® Plus, an additional chain braking system designed to stop the chain in less than one second of releasing the rear handle.

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Send Cutting Edge Product information to: editor@tcia.org
Just for Plants arborist website package

Just for Plants’ new website package, Arborist & Landscape Pro Complete, is an innovative, search engine-friendly software that enables arborists to build and update their complete website any time, on their computer using an Internet browser. No coding required! Standard features include an online project gallery, unlimited number of pages and photos, navigation menu control, customer articles section, and the ability to collect e-mail addresses. Just for Plants offers arborists everywhere a perfect complete website solution. Custom Web design and marketing services are also available.

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Toro BC-25 Brush Chipper

Thanks to its light weight and compact design, the new high-capacity, towable Toro BC-25 brush chipper can go anywhere an operator needs to work. Weighing just over 1,000 pounds and engineered with a folding feed tray, this brush chipper can be pulled behind a small SUV or van, and easily maneuvered on turf and through standard 36-inch gates. It is engineered with a gravity-feed system that includes a 23- by 20-inch feed opening, 6-inch capacity and two single-edge cutter blades. The Kohler Command Pro CH25 V-Twin engine with heavy-duty centrifugal clutch quickly turns piles of brush into piles of fine mulch. And for ongoing production, the BC-25 is designed with a patent-pending mulching block to prevent jams and patent-pending replaceable cutter block, which allows operators to maintain close tolerance to the cutter blade. It comes standard with trailer lights, as well as a rubber torsion suspension axle for smooth trailering and an adjustable swing-away jack with pneumatic tires.

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Southco

Southco Industries
1840 E. Dixon Blvd.
Shelby, NC 28150
1-800-331-7655
FAX: (704) 482-2015
www.southcoindustries.com

New Larger
11 ft. Dump Body from Southco Industries
Now
11 ft 6in. long x 66 in. high (14.5 cu. yd. capacity)

Chassis Cabs Available to complete the package

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TREE CARE INDUSTRY – DECEMBER 2010
## Events & Seminars

### December 4, 2010

NJAISA Annual Work Day Project  
Ocean County Park, Lakewood, NJ  
Contact: www.NJArboristsISA.com

### December 6-7, 2010

ArborMaster Level 1 Aerial Lift Arborist Rigging Applications  
Irving, TX  
Contact: Info@ArborMaster.com; 860.429.5028 x 701

### December 6-7, 2010

ArborMaster Level 2 Arborist Rigging Applications  
Irving, TX  
Contact: Info@ArborMaster.com; 860.429.5028 x 701

### December 6-7, 2010

Certified Arborist Seminar and Exam  
Fort Harrison NR Education Ctr., Indianapolis, IN  
Contact: Lindsey (765) 494-3625; lapurcel@purdue.edu

### December 8-10, 2010

ArborMaster Level 2 Arborist Rigging Applications  
Irving, TX  
Contact: Info@ArborMaster.com; 860.429.5028 x 701

### December 10, 2010

Hazardous Tree Identification Seminar  
Rutgers University, New Brunswick, NJ  
Contact: Rutgers Cont. Prof. Ed. (732) 932-9271; www.cpe.rutgers.edu/programs/landscape.html

### 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 11-13, 2011

2011 Empire State Green Industry Show  
Rochester Riverside Convention Ctr, Rochester, NY  
Contact: 1-800-873-8873; www.nysfa.org

### January 18-19, 2011

Certified Treecare Safety Professional (CTSP) Workshop  
St Louis Park, MN  
Contact: 1-800-733-2622; ctsa@tcia.org; www.tcia.org

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### Upcoming TCIA webinars

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<th>Date</th>
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| Dec. 9   | John Allin, IPA, Inc.  
*Profits from Snow Removal* |
| Dec. 15  | Lee Gilman  
*Find New Business in Woodlands* |
| Dec. 17  | Bob Rouse & John lurka  
*Business Boot Camp Series: Safety and Insurance* |
| Jan. 6   | Dr. John Ball  
*Tree Worker Accidents. What happened in 2010 and why* |
| Jan. 12  | Wally Hauck  
*Employee Performance - The CPIP Way (Complete Performance Improvement Process)* |
| Jan. 13  | Brian Kraft, Market Hardware  
*Getting #1 on Google – Grow without the Yellow Pages* |
| Jan. 18  | Steve Kenyon, CTSP  
*Effects of Weather on Equipment, Gear & Crew* |
| Jan. 20  | Dave Hineline, CTSP  
*70 Degree, Walk Away Tree Felling* |
| Jan. 21  | Bob Rouse & John lurka  
*Business Boot Camp: Regulatory Compliance* |
| Jan. 25  | Sam Kezar, CTSP  
*Company Best Practices for Emergency Response/Aerial Rescue Training* |
| Jan. 27  | Anthony Tresselt, CTSP  
*Chainsaw Techniques for Spring Poles, Hung-up Trees & Other Oddball Cutting Scenarios* |

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### More almanac online! For the most up to date calendar information, visit [www.tcia.org](http://www.tcia.org)
SHA is proposing to issue an interpretation of the term “feasible administrative or engineering controls” as used in the general industry and construction occupational noise exposure standards and to amend its current enforcement policy to reflect the interpretation. For the purpose of enforcing compliance with these standards, the proposal states that “feasible” has its ordinary meaning of capable of being done.

The proposed new interpretation was announced in the October 19 Federal Register.

OSHA’s noise standards specify that feasible administrative or engineering controls must be used to reduce noise to acceptable levels and that personal protective equipment, such as ear plugs and ear muffs, must be used only as supplements when administrative or engineering controls are not completely effective. In other words, employers only are cited for failure to use engineering and administrative controls when hearing protectors are shown to be ineffective or the cost of the controls are less than the cost of a hearing conservation program (PPE use).

The preference for engineering and administrative controls over personal protective equipment is consistent with the approach taken in all of OSHA’s health standards. It applies the concept known as the hierarchy of controls and reflects the fact that engineering and then administrative controls are generally more effective than PPE. Under the agency’s current enforcement policy, however, the agency issues citations for failure to use engineering and administrative controls only when they cost less than a hearing conservation program (PPE), or such equipment is ineffective.

OSHA now proposes to interpret the term “feasible” in conformity with its ordinary meaning. In justifying its proposed interpretation of economic feasibility, OSHA cited the U.S. Supreme Court’s 1981 decision in American Textile Manufacturers Institute Inc. v. Donovan (452 U.S. 490), which held that the word “feasible” within the Occupational Safety and Health Act means “capable of being done,” regardless of costs and benefits.

Three years after that case, however, the Occupational Safety and Health Review Commission deviated from the Supreme Court’s interpretation in Sherwin-Williams Co. (11 OSH Cases 2105) and held that it did not have to abandon cost-benefit analysis, leading to OSHA’s current enforcement policy.

Since the Sherwin-Williams Co. decision, the Supreme Court has made the Labor Department responsible for interpreting OSHA standards, and OSHRC solely responsible for determining whether those interpretations are reasonable. Citing that authority, OSHA has proposed adhering to the American Textile Manufacturers Institute, Inc. v. Donovan and concluded that, “…engaging in cost-benefit analysis under [its noise standards] is contrary to the plain meaning of feasibility and thwarts the safety and health purposes of the OSH Act and the standard.”

Engineering controls are those that reduce the decibel level of a particular machine and therefore the purview of the manufacturer. On the other hand, administrative controls could involve limiting how long an employee can work in an area with high noise levels. In other words, the chippers and chain saws would have to be turned off when some threshold is met.

Understandably, some employers are concerned that the proposed changes would impose unreasonable costs on their businesses.

In the proposed revision, OSHA instead would consider engineering and administrative controls economically feasible when their “…costs do not threaten an employer’s ability to stay in business.”

TCIA fully intends to comment on behalf of its membership.

Comments on the interpretation must be submitted on or before December 20, 2010. Submit comments at www.regulations.gov. Individuals who mail or deliver comments must submit three copies to the OSHA Docket Office, Docket No. OSHA-2010-0032, U.S. Department of Labor, Room N-2625, 200 Constitution Ave., N.W., Washington, D.C. 20210. Submissions not longer than 10 pages may be faxed to (202) 693-1648.

Peter Gerstenberger is senior advisor for safety, compliance & standards for the Tree Care Industry Association.
In this era of massive budget shortfalls, every municipality from the largest to the smallest is looking to save money. The city of Cranston, Rhode Island’s, solution was to have their Department of Public Works trim the 28-year-old *Gleditsia* (honey locust). So much for good ideas.

There were approximately 40-45 *Gleditsia* that were installed in 1982-1983 as part of a renovation of the Rolfe Square business district. I am very familiar with Rolfe Square as I lived in Cranston for many years. One day, as I was visiting my post office box, another patron of the post office, who knew I was an arborist, approached me to inquire if I had seen the trimming the Cranston DPW was doing to the trees on Rolfe Square. I said I had not noticed, but upon exiting the front door of the post office, I was rather amazed at what I saw. Many of the locust trees had been completely stripped out with up to 75 percent of the foliage removed. The cuts were a mix of slab cuts, stubs and ripped bark.

Later that day, I received a phone call from Cranston Councilman Emilio Navarro, who had been receiving calls from concerned residents about the appearance of their city’s business district. He requested that I meet him on site. We met the next day Friday, September 10, 2010.

He wanted to know if the trimming that was done was proper or improper. I told him that, in my opinion, these trees had been severely damaged. At that point, the Councilman approached the Department of Public Works to ask two questions: What was the purpose of the trim, and why was it being done in such a manner?

The administration responded in an e-mail statement issued by Robin Schutt, the administration spokesperson:

“To clarify, tree trimming is something that our Highway Department does routinely. The trees on Rolfe Street required trimming, as in many cases the branches were too low – and did not meet public safety standards, or were rubbing against buildings and roofs. Any damage from those is on the shoulders of the City. I realize, as does the Public Works department, that the long term life of a FEW of these trees might be compromised – but the reality is that these were not appropriate trees in the first place – and eventually will need...
replacing – trimmed or otherwise (and our decision was to save the trees for as long as possible)."

The e-mail also claimed that the city saved $20,000 by doing the trimming in house. The city was pushing back pretty hard to justify their actions, and the fact that this was an election year hardened everyone’s positions. I am not a political person and, in my 40 years of practice, I have never met a tree that was either Republican or Democrat. My involvement was to act on behalf of the most innocent of the victims; the trees themselves.

There was a City Council meeting scheduled for Monday, September 27. Councilman Navarro arranged for me to be given 30 minutes to present on the long-term ramifications of the poor pruning. The research I had to do for the presentation offered a wider perspective.

The Rolfe Square improvement was authorized in 1982. A news release issued in that year stated, “the purpose of the project was to make the area more attractive, thus attracting more shoppers.” The release goes on to say, “The Rolfe Street area, in the heart of our city, offers just such a promise for the future.”

The goal of my slide presentation on the evening of September 27 was to address what I believed to be inaccurate statements about the goals to be achieved, the methods used, and the long term results. To begin with, I could find no city trim specifications, and nothing in the final product resembled anything in accordance to the ANSI A300 standards. I mentioned to the Council that this was not trimming, it was branch cutting, because trimming or pruning takes into consideration the health of the tree; the actions that I saw did not.

The spokesperson for the DPW referenced the American’s with Disabilities Act, or ADA. I researched the specifications from the State of Rhode Island and found out that an 8-foot height clearance is sufficient; some of these trees were raised to 25 feet. To the statement; “… the long term life of a FEW of these trees might be compromised,” I pointed out that the general health of the whole grove of trees would probably have served the Rolfe Square area for another 15-20 years had the trees not been damaged in this manner.

The administration attempted to justify the cutting by saying that the Gleditsia were not appropriate street trees in the first place. I presented the book entitled Street Tree Factsheets by Gerhold, Wandell and Lacasse, it lists the Gleditsia triacanthos as a perfectly acceptable street tree. This book is a publication of the Municipal Tree Restoration Program, with support of the USDA Forest Service, Northeastern Area State and Private Forestry, in cooperation of forestry agencies of, among others, Rhode Island.

I pointed out to the council that proper trimming is beneficial and their goals were valid, but the execution of the work was damage by any horticultural standard. The cuts themselves were either leaving stubs or making flush cuts. The solution that I presented to the city council was becoming familiar with and adhering to ANSI standards. The most damaging part of the indiscriminate branch cutting was the amount of foliage that was removed. Some of the trees had 75 percent of the foliage removed after one of the hottest and driest summers on record. ANSI A300 Part 1 - 6.1.4 specifies: not more than 25 percent of the foliage should be removed within an annual growing season. After a season of minimal photosynthesis, these trees have been given a lot more work to do in their weakened state. What I see for these trees in the next few years is excessive sucker- ing, sunscald and progressive decline. The energy that they need to fend off insects and disease will instead be used for healing unnecessary wounds.

In 1982, the city hired a landscape architect to design an esthetically pleasing business area. The cost of the project at the time was $175,000. The design intent of the project was a continuous allée with tree canopy on both sides of the street culminating with a park at a major intersection.

Flush cut – trouble to come.

What the branch cutting accomplished was a loss of continuity of design – the trees are irregular and no longer match either their total setting or each other. The contribution of the individual trees has been seriously compromised in terms of providing shade, temperature mitigation, natural form, etc.

The city has said that it has saved the taxpayers about $20,000 by doing this in-house. This figure was never justified by any formal bid. If this job had ANSI specifications as guidelines, I would have figured it at approximately $14,000. The Gleditsia that make up this grove vary in DBH from 7 inches to 16 inches.

As an exercise, I did an evaluation on a 12-inch DBH tree using the Trunk Formula Method from the 9th edition of The Guide for Plant Appraisal. I have valued one 12-inch DBH tree using the Trunk Formula Method from the 9th edition of The Guide for Plant Appraisal. I have valued one 12-
inch tree at $7,100. There have so far been 15 trees damaged. I estimate each tree to be devalued by 66 percent: 15 x $7,100 = $106,500. $106,500 x .66 = a net loss of $70,290.

When you view the damage to the whole project, the figures run much higher. What cost $175,000 in 1982 could easily cost $350,000 to $525,000 in 2010. If these are the methods that are to be used, I don’t know how much more money that the City of Cranston can afford to save.

Where this situation stands now, is that the city intends to continue the cutting, regardless of the additional damage. One bright note is that Councilman Navarro, with the support of some of the other Council members, is attempting to include the ANSI A300 standards as part of any tree trimming in the City of Cranston, no matter who does the trimming. One major logistical problem would be quality control if the Department of Public Works continues doing the work, in terms of training and oversight. My concern here is not whether the DPW or a private company does the trimming. I have seen other town or city departments do perfectly acceptable trimming, and I have seen private companies do completely substandard work. The point to this is that the ANSI standards have to be incorporated and followed.

As professional arborists, our primary goal is to care for trees on their journey through time so that they can be passed on for the enjoyment of the next generation. We are the “Guardians of Tomorrow.” Poor tree care has the greatest impact on a tree, and trees have very long memories. One of the principal precepts of medical ethics is “do no harm.” The ethical practitioner of arboriculture needs to apply this guideline as well.

David L. Schwartz is the owner of Schwartz Tree Care in Coventry, Rhode Island.
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Since 1938, TCIA has been working with our members to advance their commercial tree care businesses. Together, we are transforming the industry. We’re working to increase consumer awareness and appreciation for quality tree care; to improve worker safety overall; to shape legislation and regulation through our voice in Washington; to and we’re partnering with industry suppliers to build stronger relationships for member companies.

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TREE CARE INDUSTRY – DECEMBER 2010
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So you have located the top performers in your organization. Perhaps you have put together a list of the attributes your top performers must have and used it as a guide to make hiring decisions. In any case, you are on your way to forming the core of an excellent tree care company as discussed in Part 1 of this three-part series. (“Top Performers: Part 1 – Finding, replicating and using top performers to their full potential,” TCI, November 2010)

This second part will deal with what to do after top performers have been identified and/or selected and have joined the team. Human performance is no small topic! Many authors have tackled it in many types of media. There are some excellent books on the market. (See side bar). What I will offer in this article are a few strategies for helping develop these leaders in your company and helping them unlock their full potential.

We will start with feedback. No one of any skill level functions consistently well without feedback, both positive and negative. Second, we will look at growth and development. How do we train our trainers and leaders and keep them involved and active in your tree care firm.

Positive and negative assessments

Assessment by definition is the valuation, both positive and negative, of ability or value. Often managers dread assessment, especially if it is negative. This dread stems from the personal relationship between people as they work together. Nobody likes to say negative things to another. It is important to put professional assessment into the proper perspective. It is not personal. Job performance, professional effectiveness and other job related criteria are not personal nor should their evaluation be considered a review of personal attributes. Core values were taken into consideration during the selection process. We are now looking strictly at job performance against stated goals and expectations.

This separation of personal and professional is critical for both the reviewer and reviewed. It is possible to personally like a person, but not be pleased with his or her job performance and vice versa.

One key way to establish this separation is to enter into any assessment, positive or negative, with a desire to help. Assessments given in an attitude of genuine concern for others avoid personal aspects and concentrate on the professional ones. All good team members, especially top performers, have a desire to meet and exceed expectations. These expectations must be laid out explicitly before feedback is given. Developing clear expectations was covered in last month’s article. Now to exceed this and improve, top performers need a measurement or feedback from others to know how they are doing.

Grounding

All assessments, whether positive or negative, need to be grounded. We ground an assessment by accumulating tangible facts and/or stats so both the reviewer and reviewed can see the trend, behavior or attitude.

Concrete facts also show the path for change and/or the criteria for success and failure. Remember, in the first article we discussed what makes a top performer? At first you just know who your top performers are “in your gut.” You then made a list of desirable behaviors or attributes or you observed your top performers to glean actual behaviors, attitudes or actions to determine why they are the best at what they do. You went from a general feeling to specific, observable, concrete behaviors. Positive and negative assessment requires the same sort of “drill down” into specificity.

Just walking up to a team member and saying “I like what you are doing,” then walking away is of little help. Instead, “Jane, the way you organize the shop at the end of the day is great, keep up the good work.” is more grounded and gives the recipient actionable feedback.

Grounding the assessment is even more
vital if it is negative. “Jane, you’ve got to do a better job at the end of the day” leaves Jane wondering what to fix and how to fix it. Her options are to continue on the way she has been, knowing her performance is substandard, or to make a change. But what should she change? Should she complete her paperwork sooner? How about prepping the crew for the next day’s work? By chance she may stumble on what her supervisor wanted, but she may not. And how will she know?

“Jane, I really need you to pay closer attention to organizing the shop at the end of the day. I can see you are trying hard, but all the equipment must be cleaned and stored and the trucks locked up.” This gives Jane a concrete basis to work on. Actionable feedback tells Jane exactly what she must do to meet expectations.

Granted the above examples are simple, but the principle of grounding carries through to even more complex examples such as regular coaching sessions, job reviews and yearly performance assessments.

Another good rule of thumb is to praise publicly, and criticize privately. Public praise allows your top performers to lead by example. It also shows gratitude, which we will discuss soon. Criticism in private shows your people respect. It creates an attitude that you and he/she are in this together. It also does not undermine the authority of your production leaders.

As a final tip on assessments, be more positive than negative. Certainly negative assessments are necessary, vital and important, but temper them with positive ones as well. Correcting Jane on her end-of-day activities can be quickly followed by a compliment on something she does well.

Allow others to have input in the vision and how to get there. For every task that three people look at, there are three ways to get it done. You developed the vision, now let those you chose help to implement it. Always remember “your own ideas are the best ideas.” To keep people engaged and motivated, let them achieve the goals in their own way, using their own ideas. This guided empowerment helps ensure development and brings different viewpoints into the mix.

Training leaders is no easy task. It takes time and effort. Start by being the leader you want others to be. Leadership by example is a powerful, effective tool. Maintaining a positive attitude, communicating clearly, and constantly expressing the vision are the basic tools to exemplify. As a leader, communicate clearly, communicate often and communicate consistently and honestly. Are you seeing a theme here? I simply cannot overstate the power of communication and its role in leadership.

Engagement

What keeps team members engaged? “Sometimes the most powerful ideas are the simplest,” says John Spence on his blog (http://blog.johnspence.com/2010/10/extremely-important-idea/). Team members stay engaged in their jobs and are successful when they feel safe, are a productive
member of a team and are appreciated. John does an excellent job describing these three aspects. Use them to your advantage. They are intangible benefits that cost nothing extra and help keep your top performers in place and working hard – right were you need them.

The “Power Thank You”

To conclude, I will explain one concrete method to show appreciation to your top performers. This method is called “The Power Thank You” and was developed by Keith Ferrazzi and associates (www.keithferrazzi.com). The formula is simple:

1) Thank the person for something specific. Does this sound like grounding? It is.
2) Acknowledge the effort it took to accomplish the task.
3) Explain how this act had a personal effect on you.

Let’s look at an example.

“Jane, I want to thank you for seeing that all the equipment is stowed properly at the end of the day. I know you could just let the others do this and be on your way, but you seeing it personally really puts my mind at ease. You know we have tens of thousands of dollars of equipment here and it helps to know that you are as concerned for it as I am.”

Conclusion

In this second article, we have briefly looked at the power of feedback and a few tips and pointers for developing and encouraging your top performers. The field of human performance is huge. We have by no means even scraped the surface of the enormous iceberg. I encourage you to check out the websites listed in the text and the books in the side bar. A tendency for ongoing learning is a key attribute for top performers. Model it and others will follow.

Remember to give well-grounded, accurate assessments, often and as soon as necessary. Lead with vision and communicate constantly as you expect others to do. Show appreciation often, while making others see how they do – and sometimes do not do – affects you as a business leader and a person. Good luck.

Tony Tresselt, CTSP, is director of safety and training for Arborist Enterprises, Inc. in Lancaster, Pennsylvania.
Great article on not topping!

David Lusk’s article, “The Money Making Myth of Tree Topping,” in the October (2010) issue of your magazine is right on the money! Please let him know for me that, as another champion for the health, safety and beauty of trees, I was heartened by his well-written and compelling arguments against tree topping. Thanks!

Arboreally yours.
Cass Turnbull, president & founder PlantAmnesty
Seattle, Washington

Osage orange is still here...

Mr. Wells (“The Biodiversity Movement and Modern Arboriculture,” TCI November 2010) can take heart in osage orange’s “non-disappearance.” Perhaps in his neck of the woods it has become rare, but it is an invasive species around here.

Homesteaders planted osage orange, Maclura pomifera, extensively in fence lines and field edges. Locally, these were called “hedge rows” and the trees “hedge trees” and the fruit (see picture in Wells’ article) “hedge balls.” Some of these hedge rows still exist; I have a short one. John Riggs, founder of the Riggs Arboretum in Waterloo, Kansas, (possibly the oldest arboretum west of the Mississippi river, and still in existence) sold hedge trees to local farmers for this purpose. They were also desired as fence post material.

The seed has been spread by livestock, squirrels and high water, and the trees have become a problem. There are people with tree shears making a living cutting them out of rangeland where they make grassland unproductive. I have had some cut in my small pasture and need to get rid of many more. I have two in the yard that I quit mowing under because the thorns kept puncturing lawn mower tires. Because of these thorns and the mess the fallen fruit makes, these were never considered a desirable landscape tree. The city maintains about a half mile of them along 119th St in Wichita, Kansas, remnant of a farmer’s hedge row, that make a mess in the street every fall.

However, Kansas State University, at the Horticulture Farm at Wichita, has selected a male thorn-less osage orange that is finding favor in landscape plantings. A quite old one (probably about 80 years, possibly planted by Riggs) is a landmark street planting in Kingman, Kansas. My neighbors, down the road, have two young ones in their front yard. It is now a recommended landscape planting by Kansas State.

So, perhaps this thorn-less male selection will make it to Mr. Well’s neck of the woods and find favor. It is a very trouble-free very hardy hardwood landscape tree.

Byron Reida, (A tree ‘non-expert’ who finds them interesting)
Cheney, Kansas

Kudos for TCI EXPO

TCI EXPO was inspiring this year. From an attendee’s standpoint, it seemed like it was run smooth, seamless and flawless.

I feel like you put that show together specifically for me. There are thousands of “me’s” out there, and we’re all somewhat humbled that every vendor in that EXPO hall wanted to make our businesses more successful.

TCI EXPO was discussed in a thread (www.arborsite.com/showthread.php?t=149993) begun October 3 to which I, “Tree Machine,” contributed. I did not hold back in my feelings of how beneficial a TCI show is, as well as the efforts of the Tree Care Industry Association in putting it all together for us. I wanted to make one official statement to the entire online arborist community. If you would like to take what I’ve written and publish it in the magazine, please feel free. It’s OK to engage with me in your self-promotion. You guys earned it. I hope you’re all proud of your efforts.

Here is a slightly revised version of what the thread included (check thread for pics):

For anyone who didn’t make it this year, the TCI EXPO Conference and Trade Show were held at the Pittsburgh Convention Center, right at the edge of the Ohio River. There was an upper-level, glass-walled hamster-tube walkway that went right through and over top of the EXPO hall floor. That’s how we got these “looking down on” shots.

It’s the first convention center I’ve see whose roof incorporates skylights designed to let in natural light. The roof where there are no skylights is covered in photovoltaic panels that actively generate electricity that, by equivalence, could power 1,800 homes. They have expansive areas on the second level where you can step outside and, instead of concrete, you can walk around on well-maintained LAWN. Yes, they had lawn on the outdoor walking areas and the rain runoff from the roof is collect-

(Continued on page 53)
Branch Tree applying old, hard-earned lessons – and some newer ones

By Janet Aird

Southeast Michigan has had some dark days during the past few years,” says George R. Lee, owner and CEO of Branch Tree Service, Inc. in Warren, Michigan “Still, I recall how tough the economic picture was when I started the company back in 1983. Dealing with the business struggles I faced in those early years is helping me weather many of the issues I’m facing today.”

Lee was working for a tree care company, where his father was the general supervisor, in the summers while he attended college. He realized that he had an eye for making trees beautiful, he enjoyed dealing with people and he found the tree care industry exciting. In spite of his father’s warning that the tree care business was tough, he started Branch Tree Service, and three years later, George Senior joined the company as vice president.

A good 70 percent of their work is residential and up to 30 percent municipal. While they do trimming and pruning, cabling and removals as well as special horticultural services and specialty planting projects, plant health care is at the heart of the organization, Lee says.

“Our focus is on making trees healthy and beautiful. Nothing looks better than a tree that has big, dark leaves from our fertilizer service or looks more like a work of art after our staff has just completed pruning it.”

The company employs 23 staff on average, 19 of them in the field. It’s somewhat smaller than a few years ago, and ultimately Lee says he’d like to grow it back to where it was, but for now it’s at a comfortable level, and the business is doing what he wants it to do professionally, he says.

They keep their standards high by following the company’s code of ethics, which states: Treat every client the way you’d treat your grandmother.

Branch Tree is one of the few tree care companies in the area that charges for consultations, and is probably the most expensive in the community, Lee says. “We get business by showing the value in what we offer. People trust that while they’re at work, we’re going to do what we said we’d do, or more. Even in the hardest of times there are people who value and are willing to pay for good service, and that’s what we provide.”

Although a lot of their work comes from repeat customers and referrals, Branch Tree occasionally puts an article on tree care or an ad in the local newspaper. They also use targeted marketing, such as cards to thank their customers, and newsletters that educate them.

“We also make sure our equipment is clean, even if it’s old and used. It’s one of the biggest marketing tools you have.”

The company became accredited in January 2006. Lee knew it would “raise the bar” in the organization, and that alone would make it worthwhile. He wasn’t sure it would bring in more business, but, he says, “Unless we’re willing to raise the bar for ourselves, we’ll never see the economic bar raised from those we work for.”

And in fact, Lee is seeing signs of economic improvement in the company, which he attributes at least in part to the standards required by Accreditation.

“Your whole professional image rises to another level,” he says. “It isn’t a big ‘boom’ effect, but you realize that you’re able to separate yourself from a lot of your competitors. When you’re a discount tree care company making quick money, you’re not looking at the business as a profession; you’re never going to make enough money to provide the staff with anything.”

Although the company hadn’t had any
problems before the Accreditation process began, Lee realized during the process that some areas of the business needed attention. They put together their first extensive business plan and improved their documentation. They also improved some of their safety practices.

“It enlightened us as to some of our weaknesses and certainly made us a more safety-minded organization as a whole,” he says. “It made me and the leadership more accountable. In fact, outside of a few bumps and a couple of stitches here and there, our company has been pretty accident-free over the past five years. We exercise, take PPE issues more seriously and focus just a little more than we used to on the condition of our fleet and equipment.”

“Accreditation also kind of holds your feet to the fire,” Lee says. “You have to hold to your standards. If we don’t live by it, it means nothing.”

The process also did something for Lee himself. “When you have to go through making your business plan, and it talks about strengths and weaknesses, it forces you to be honest with yourself, and it certainly opens your eyes more to those weak areas,” he says. “Being accredited has helped me be more accountable to myself, my staff and our clients. It also gave me a better feeling about the profession I’m in.”

Lee sees increasing opportunities for accredited companies in the years to come, as municipal agencies and corporations continue to do away with their in-house staff and outsource their work. Everyone wants a good contractor working for them, he says. They don’t want the headaches of dealing with poor performance, but often they struggle with contract language, requirements for safety, insurance coverage, standards of work and enforcement.

“As a result, sometimes the job goes well and sometimes it doesn’t. If they were to use the Accreditation guidelines, everything they were concerned about would be in place.”

Beyond that, he encourages organizations in his area to take a close look at requiring the use of TCIA-accredited companies in their bid specs. He tells them it would make their jobs easier because they wouldn’t even have to write all the specs. In addition, they’d get only quality bids, which not only would ensure that taxpayer dollars would be used wisely, it also would raise the standard of the industry as a whole.

He’s been taking calls about Accreditation from organizations and agencies, as well. “It gives me a chance to plant the seed,” he says.

And he’s seeing signs of progress. In his area, at least one federal agency, two municipal agencies and two Fortune 500 companies have now made Accreditation part of their bid specs.

“This trend will continue,” he says, “but only if true tree care professionals and associations do their part in getting the word out.”
Worker electrocuted trimming trees
A yard maintenance worker trimming trees in West Palm Beach, Florida, was fatally electrocuted October 4, 2010, when equipment he was using contacting a power line. Rescue workers found Pedro Ortiz in a tree, about 30 feet above ground. Power was cut to the area as firefighters, using ropes, got the man down in 10 minutes, but he was already dead.

Apparently Ortiz made contact with some wires that were nestled in between the tree limbs, according to police quoted in a Palm Beach Post News report. Ortiz had a business, Ortiz Yard Maintenance.

Worker dies from struck-by injuries
Dudley “Mike” Akers, 38, of Middletown, Ohio, died October 5, 2010, a day after being struck in the head by a 40-pound branch that fell 40 feet while he was trimming trees at a residence.

Akers was walking under a tree when he was struck by the limb.


Trimmer injured in fall from lift
Daniel Ruiz was injured when he fell from a lift October 5, 2010, while trimming trees at Orlando World Center Marriott Resort near Lake Buena Vista, Florida. The fully extended scissor lift fell over with Ruiz, 26, in the basket. Ruiz tumbled 30 feet, but his injuries were not life threatening, according to the Orlando Sentinel report.

Trimmer rescued from 50 feet up
A tree trimmer was trapped 50 feet in the air for a half-hour in Rockford, Illinois, after the hydraulic system of his bucket truck malfunctioned October 7, 2010.

Fire crews were able to get him down safely. He was not injured but complained of numbness to his legs from hanging for so long, according to a www.wifr.com report.

Trimmer dies after 90-foot fall
Anthony Heinzen, 48, of Springfield, Ohio, died October 8, 2010, after falling 90 feet from an ash tree in Sugarcreek Township. He was trimming branches for a homeowner, according to a Dayton Daily News report.

Emergency crews found Heinzen lying on the ground near the base of the tree. At the time of the accident, he’d been working near to top of tree trimming limbs and branches, according to a www.whio.com report. It appeared he cut through the limb he had his safety line tied to, then fell the entire 90 feet along with the limb he’d cut.

He was employed by a local tree care service.

Injured climber rescued
Firefighters rescued a tree trimmer stuck in a tree October 8, 2010, in Chesterfield, Virginia.

Crews responding to a call found the man about 40 feet up in the tree with a possible broken leg. An aerial platform provided firefighters access to the victim, who was removed from the tree and placed in the platform. Once on the ground, the man was transported to a local hospital, according to the www.VAFireNews.com report.

Man killed in struck by
A man found dead in his backyard October 11, 2010, near New Smyrna Beach, Florida, died accidentally while cutting a tree. 72-year-old Robert Evans died as a result of blunt force trauma.

Evans was found by his relatives in the backyard of his home. He had been cutting a pine tree that morning. Officials said it was unclear whether the tree fell on him or whether he fell on the tree, according to The Daytona Beach News-Journal.

Trimmer rescued after branch hits power line
A tree trimmer had to be rescued by the fire department in Nauck, Virginia, near Arlington, after a falling branch made contact with electrical lines October 11, 2010.

The man was about 25 feet up in the tree when the branch made contact. Dispatchers were told that he was receiving electrical shocks every time he tried to move. An Arlington County Fire Department ladder truck, rescue squad and medic unit were on scene as power was shut off. The ladder was then directed
toward the man, and he was hoisted into the basket by two firefighters. Back down on the ground, the man handed his chain saw off to firefighters and walked into the back of the ambulance, apparently in good health, according to the www.ARLnow.com report.

**Tarzan’s “Boy” dies in fall from ladder**

Johnny Sheffield, 79, the former child actor who played Boy in the Tarzan movie series, died October 15, 2010, of a heart attack at his home in Chula Vista, California, about four hours after he fell off a ladder while pruning a palm tree.

“He was a jungle boy to the end,” his wife, Patty, told the Los Angeles Times, adding that her husband of 51 years wasn’t too high in the tree when he fell, but that “sometimes he was way up there.”

Sheffield played Boy in the Tarzan movies starring Johnny Weissmuller in the late 1930s and ’40s, and later starred in the “Bomba, the Jungle Boy” film series.

**Man killed in struck-by**

Joe Quitugua, 66, died while clearing trees in a patch of woods in front of his Guam home October 19, 2010.

His wife discovered him dead under a tree. It was obvious to her that he’d been dead for a couple of hours, according to a Pacific Daily News report. He died from chest compression and asphyxiation.

He was apparently felling a small tree, but that wasn’t the one that killed him. Branches must have been tangled overhead, and when the small tree in front of him fell it must have pulled a larger one down from behind him. He probably never saw it coming, his wife said, adding that the tree that landed on top of him was too big for any one man to lift.

**Trimmer rescued from bucket**

A tree service crew was trimming trees in Taunton, Massachusetts, October 19, 2010, when a hydraulic line in one of their bucket trucks failed, stranding the operator. Too much hydraulic fluid was lost and the arm was unable to bring the bucket down.

Firefighters used a snorkel truck to rescue the uninjured worker, according to The Taunton Gazette.

**Man dies in fall while trimming tree**

A man trimming a tree outside an Omaha, Nebraska, home October 22, 2010, died after falling and hitting his head. Officers called to the home said Keith Voleneec, 56, was already dead when they arrived. Investigators said Voleneec was working on a 50-foot tree when he fell. He had been on a ladder and not hooked to any safety devices, according to a www.KETV.com report.

**Man killed by cut tree**

Armand Morin, a long-time resident of Belmont, New Hampshire, was cutting a tree October 23, 2010, when either the tree or a branch fell on him, killing him. Police said he was alone at the time of the accident, according to WMUR channel 9.

(Continued on page 52)
I was listening to a radio talk show recently where they were addressing the topic of illegal aliens and illegal immigration. One of the guests or hosts started talking about the different landscaping crews that he had used on his own property. While I’m not sure if he was talking about installations, maintenance or both, he stated that the crews made up of what he said were illegal aliens did a better job and cost less than the crews that were made up of legal workers.

Since I’m a “legal citizen,” own a tree service and absolutely do not hire undocumented workers, my ears really perked up. As I mentioned, I own a tree service and spend 10 to 14 hours a day keeping that business functioning, so I didn’t have time to call in to see if I could educate this person a little.

While it was unspoken, probably the most important thing in the whole discussion was the fact that everybody on this particular program was only dealing with illegal immigration as a political issue. While it definitely has political ramifications, I feel the politics of the situation are dwarfed by the economic effects of this unregulated economic class.

The U.S. economy needs more legitimate, sustainable jobs to lead us out of the downturn we are in now and, frankly, not only are these jobs not created by illegal immigrants, the very fact that the undocumented workers are available slows the creation of legitimate jobs. Illegals and the people that they work for siphon work away from the small and midsize businesses that we depend on for job development.

How do they do that, and what are some of the economics involved with it? Let’s take a closer look.

While the speaker framed his statement around illegal immigrants doing cheaper, better work, that could use clarification. He laid out the old argument that illegal aliens are cheaper because they will work for lower wages.

I would certainly be glad to debate his claim that the illegals did better work, but the quality of work can be subjective and, since he didn’t define the quality beyond that term, I won’t be able to speak to that. But as a business owner and taxpayer, I do feel qualified to shed a little light on the economics of using undocumented workers instead of legal immigrants or U.S. citizens.

Most people, and evidently the person I heard specifically, think the sole reason it’s cheaper to employ illegal aliens is because they will work for lower wages.

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Most people, and evidently the person I heard specifically, think the sole reason it’s cheaper to employ illegal aliens is because they will work for lower wages. Even though lower wages are certainly part of it, I would make the argument that lower wages are a small, almost insignificant ingredient in that “bargain” that he thinks he is getting.

First, the only way that he is going to get a bargain hiring illegal aliens is if everything goes perfectly. Since he is employing crews of undocumented workers, I expect that he probably only has a cell phone number for them and, if something goes wrong, they are going to be hard to find. How easy will these people be to contact if half of the new landscape fails and needs to be replaced, or if it’s a maintenance crew that misreads an herbicide label and kills off a couple of trees? Even if he did find them, if they refused to make good on the work, he doesn’t have any options. What’s he going to do, take them to court?

I contend that the reason these crews are cheaper is because of the laws and regulations that are being broken and ignored by both them and their employers.

Let’s start with FICA. The FICA tax is more than 15 percent of an employee’s gross wages. Half of this tax is paid directly by the employee through payroll deduction and the other half is contributed by the employer. Employees tend to forget about the half the boss pays, but employers know that if they weren’t paying this tax,
they could either pay the employee another 7.5 percent with no change to the bottom line, or keep the difference. There is also the additional cost of the accounting work needed to keep up with this tax. So not paying this tax gives employers greater than a 15 percent advantage on labor costs.

Continuing on with federal taxes, let’s look at the income tax. The cost of income tax is paid directly by the employee through payroll deduction and is not generally thought of by the public as a cost to employers. While that may be what the public thinks, employers know that keeping up with these taxes and correctly administrating them is a huge headache that translates into payroll costs and accounting expenses. An undocumented business that is not keeping up with this tax is saving itself a lot of overhead, and since they aren’t deducting any money from the employee’s check, the employee’s wages will be effectively higher with no additional cost to the employer – another huge bottom line advantage.

Further, if the business is not collecting or reporting income tax, then it is a safe bet the owner is not reporting either income for themselves, or business profits. Think about that – this would be the same as if you sat down with your CPA at tax time and the CPA told you that you were getting back every penny of the quarterly payments and income taxes that you paid during the year. Additionally, the CPA is not going to charge you for filing your return, which would probably be fair, since you didn’t spend any time during the year keeping those pesky old records, so your accounting bill for the year would also be zero.

There are many other taxes and fees that legitimate businesses must pay to federal, state and local governments. Some of these, but by no means all, are property taxes, franchise taxes, licensing fees and more. These are expenses that only licensed, legitimate companies are paying. The unlicensed or unpermitted businesses that employ illegal aliens are not paying these fees. This is a huge advantage that doesn’t have anything to do with how cheap their employees will work. I would have to get my CPA to go over my business reports to let me know how much I pay during the year for different government fees. It is such a complicated issue that I honestly don’t have the time or money to constantly track it.

Insurance

Let’s talk about insurance. For the most part, liability insurance and workers’ comp are based on how long you have had the insurance, your number and severity of claims, what type of work you do, and the amount per annum of your payroll. There may be other ways these are figured, but for my company, this is how my insurance costs are determined. We were incorporated in 1999 and were in business before that, and in all that time we have had one small property damage claim and no lost time accidents. My liability insurance and workers’ comp together cost me about 12 percent of my gross payroll.

This means that companies that aren’t purchasing insurance have a 12 percent advantage over me when it comes to paying their hands. Keep in mind that my insurance costs are low because of our good accident record. Insurance for a company like mine that doesn’t have as good a record could easily be 20 percent. Of course, as in nearly everything I’ve mentioned so far, there are also accounting costs that are incurred in dealing with the insuring entities and getting them correct, timely reports.

So let’s pause here for a moment and do some math. If someone is running an off-the-books business using illegal aliens for labor, they have a 15 percent advantage due to not paying FICA tax, half of which the employee shares in, a 12 percent break from not buying insurance, and probably about a 2 percent break from the lack of record keeping expenses. Additionally, since employees are being paid cash with no withholding, they are probably retaining 5 to 10 percent more money than employees who are being taxed. This means that our undocumented company can afford the same pay as a legit company with 22 percent less cost to the employer while the employee would see 12 to 17 percent more take home than his documented contemporaries (half of the FICA and no withholding tax).

The above figures are just on the payroll side of things. I think the example I’ve just laid out shows that off-the-books companies could easily compete with legitimate companies to hire legal residents and citizens, except someone would notice if these legal workers weren’t paying taxes.

Getting away from payroll and looking at business overhead again, an unregulated and unlicensed company is going to have very low overhead. Since they are not reporting income, not paying business or...
personal income taxes on business profits, licensing fees, or property taxes on equipment, etc., not only do they not need to keep records, any records they did maintain would be a liability if some government agency or dissatisfied customer was to catch up to them. Conservatively, I estimate that not keeping any records, filing reports, paying fees or keeping up with continuing education would save a business at least 7 percent of gross receipts.

While I have already addressed workers’ comp and general liability insurance, that is not the only insurance that businesses should have. Any legitimate business will have additional policies for automobiles, large pieces of equipment and often will also be bonded. My costs for these are between 1 and 2 percent of gross revenue, and again, we have a very good claims record.

These two previous items alone are going to give a non-reporting company a competitive advantage of approximately 10 percent of total gross revenue. That’s a huge jump on the competition and that’s in addition to the 22 percent payroll savings if paying their employees the exact same wages as a legitimate company. If they also lower the wages, and they can because their employees enjoy a 12 to 17 percent higher effective return on their pay, then the competitive edge they enjoy just goes higher.

While everything I’ve laid out so far adds up to a huge advantage for illegitimate businesses and their employees, I’m confident that my numbers are on the conservative side. The three biggest expenses for a service business are taxes, labor and insurance. If you totally did away with the taxes and insurance, then lowered your labor costs by 22 percent, it’s going to be easy to make a substantial profit while at the same time significantly underbidding anybody who is still saddled with all of these costs.

So, I would say that the attraction to the employer for illegal aliens isn’t necessarily that they will work for less money. These undocumented workers aren’t so much being abused by low pay as they are being taken advantage of because of their willingness to work “off the grid.”

These foreign workers who come here hoping to find better paying work than they can get in their own countries are systematically taken advantage of by the employers who hire them. While the workers themselves cooperate in this abuse, the fact remains that whoever hires them with the intention of availing themselves of the lower costs involved with undocumented workers is breaking numerous laws, and cheating the workers. They are also cheating all of the other citizens and legal residents of the U.S. who pay taxes.

So let’s take one more look at our under-informed talk show personality. If I understood his comments correctly, when his crew of undocumented workers shows up, he is happy to see them because the thought that is running through his mind is that they are going to be cheaper than a legitimate business, and they’ll do a better job.

He should be thinking something else, such as, I wonder if the guy who hires these people now on my property runs background checks on these employees. Or, I hope all of these guys who are using chemicals have the proper licenses and training. And, here’s a golden oldie: I hope this business has some kind of liability insurance in case that tree they are removing gets away from them and falls on my house, or worse, the neighbor’s house. How about this one: I hope their workers’ comp is paid up so if somebody gets badly hurt here the lawyers will go after the insurance company instead of the only person involved who has tangible assets. Or, even: I hope that I don’t wind up in a bunch of legal trouble when the law eventually finds out that I knowingly hired a crew of illegals.

The legitimate businesses that this man was clearly denigrating for being more expensive are more expensive exactly because they are legitimate. He may like that low price that the illegals give him, but that low price can come at a very high cost to him when things don’t go just right. Even when he finds that perfect illegal crew, and everything works out perfectly for him, the fact that his crew isn’t paying taxes and fees, and is undercutting legitimate businesses, is burdening you, me and all of his tax-paying neighbors.

Bruce Kreitler, owner of Kreitler Enterprises, Inc. dba Broken Willow Tree Service, a first-year TCIA member, in Abilene, Texas, is an ISA Certified Arborist, a Certified Municipal Specialist, a Certified Utility Specialist and an ASCA member.
Thanks to a legion of donors and sponsors, the TREE Fund was able to award twice as many scholarships this year as it did as last year.

Three Robert Felix Memorial Scholarships, each in the amount of $3,000, were awarded to Matthew Bauer of Schaumburg, Illinois, Daniel Gjertson of Waconia, Minnesota, and David Golon of Locust Valley, New York.

The second annual John Wright Memorial Scholarship, for $2,000, was awarded to Barbara Koerble of Fort Worth, Texas.

“I have worked around undergraduate students for a long time and I have never seen such a fine group of scholarship applicants,” says Dr. Hallie Dozier of Louisiana State University’s School of Renewable Resources, who chairs the TREE Fund’s Research and Education Committee. “Our winners are smart, poised, energetic and committed to tree care and the environment. They are tomorrow’s leaders. TREE Fund is proud to make these awards.”

These scholarships are helping these bright and dedicated students during the 2010-2011 school year as they pursue their academic and career goals.

Matthew Bauer is a junior majoring in forestry management with a minor in environmental education at the University of Wisconsin at Steven’s Point. He’s been involved in environmental and conservation projects through the Boy Scouts for 10 years. Matthew is an active member in the student chapters of the Isaak Walton League and Society of American Foresters, and has served as an intern at the Chicago Botanic Garden.

Daniel Gjertson is a junior majoring in horticulture at the University of Wisconsin-Madison. His interest in tree care began as he worked several summers at the University of Minnesota’s Landscape Arboretum and developed into a passion last year when he interned at the Arnold Arboretum of Harvard University in Boston, Mass. He currently assists the horticulturist at the U-Wisconsin-Madison Arboretum.

David Golon is pursuing a bachelor’s degree in arboriculture from the University of Massachusetts, Amherst, after having just completed an associate’s degree in arboriculture and community forestry management from the Stockbridge School of Agriculture. In 2009, he completed a five-month internship with Hartney Greymont in the Boston area and has worked in his family’s tree care business in addition to serving in many community and campus organizations.

Barbara Koerble is in the second year of a associate’s degree program in horticulture at Tarrant County College in Texas. This training will be a valuable supplement to her experience and education in urban planning. She has donated countless hours in the forestry programs of both the City of Fort Worth and City of Arlington and is preparing to take the ISA Certified Arborist exam.

The future of arboriculture and the tree care industry will certainly be in good hands if we all continue to encourage and support interested students such as these.

Asplundh golf & TREE Fund auction


The annual Asplundh golf outing takes place at the highly acclaimed Club at Savannah Harbor on the morning of Sunday, February 20, followed by the Raise Your Hand for Research Auction that evening.

It’s the perfect opportunity to have fun while supporting the TREE Fund with a donation that will benefit people, trees, and the environment for future generations.

Contact the Tree Research and Education Endowment Fund at (630) 369-8300 or via www.treefund.org.
Five massive Southern pines towered over the house my wife and I purchased more than a year ago. Being in hurricane alley, those trees had to go. I searched for local contractors on the Internet, only to find a bunch of entries buried in frustrating directories that gave only a phone number and an address, but no website.

Only a couple of contractors’ websites showed up relatively high in the search. I wanted to know more about the local companies: whether they were fully insured, how long they’d been in business, what kind of testimonials (if any) they had. That info would help me winnow the list to two or three that I’d call for an estimate.

This scenario happens countless times a day and it keeps in-house marketing teams and business owners up at night.

What is an arboriculture firm to do to get the most from its website?

Sharpen the focus

Think of today’s website as yesterday’s display ad in the Yellow Pages. It’s the primary information source consumers use to find out about your company. In fact, according to research by Nielsen Online Custom Survey and WebVisible Inc., 82 percent of consumers and small businesses use Internet search engines to find local businesses, but only 44 percent of small businesses have a website.

So if you don’t have a website, you’re not very visible to potential customers, and could be missing an opportunity. If you do have a website, you want to ensure your information is easily accessible online. What good is a website that hardly anyone can find? To follow are some helpful hints to turn your website into an effective marketing tool that stands out on the Web.

The first step – whether building a new site or revisiting an existing one – is to determine your site’s focus. Do you want it to be a virtual display ad where visitors can find out basic information such as location, contact info and the general services you provide? Or do you want to create a destination site where people can not only find company information, but discover how to deal with emerald ash borer, ask experts questions in real time, or participate in an online community discussing arboriculture issues? Do you want to create a blog that becomes regular communication with customers?

In either case, you need to determine your audience – commercial, residential or both. Then you need to understand what their needs are and communicate how you can address those needs throughout your site. Once you’ve established the focus, you’re ready to begin.

Content is king

A website is only as good as its content. That is, you can perform all of the search engine optimization (techniques to elevate your Web search visibility that we’ll discuss later) tricks in the book, but people won’t find you online if you don’t provide clear content that informs readers about who you are and what you do.

And, while good content is imperative, remember that the most effective websites are the ones that let users determine how little or how much information they read. Translation: don’t hit them in the face with War and Peace on the home page. They’ll run away with one click.

Instead, tease them into the site with creative, descriptive text and let them opt in (click on a link) to find out more. When site visitors feel they have some control over their experience, they’re more likely to dig deeper to find what services you specialize in and possibly even what past customers have said. See IBM’s website (www.IBM.com) for an example of a home page that gives visitors just enough info to find what they want through clearly marked links. Also, avoid repeating text. Readers will think you slapped the site together without much thought.

Fundamental website layout

Here are eight key pages you should consider for your website:

Home – This is the most important page as it is the initial welcome sign. On this page you should, in one or two sentences,
describe who you are, what services you provide and in what area. You should also add a sentence that differentiates your services from others. If it’s longevity or certification, then mention it. Make sure your navigation bar is clearly visible at the top of the page so users can click through to discover more information about you. If you use photos, make sure they are crystal clear and that they show someone abiding by safety standards. You can also put a tip of the week or a scrolling list of customer quotes here, as long as the page isn’t too busy.

About – Tell your story. People want to know whom they might be dealing with. How long have you been in business? Have you won any awards? Give more information about what differentiates you, but avoid blatant hyperbole. You can also provide sub-pages that give brief profiles of staff members. Tout your reputation for specializing in any given area, and provide a link to a page that lists all of your safety certifications. You may also want to include a concise mission statement of one or two sentences.

Products and Services – Prospective customers may want to know if you specialize in removing trees that have fallen on their homes, or have effective organic solutions for oakworm. This page should give site visitors a good overview of the range of services you provide. Instead of placing a 1,000-word block of text on this one page, consider using links to sub-pages that give further detail. Again, empowering site visitors to dig deeper at their pace is important. Offer links to customer references so visitors can easily find them.

References – Your customer references are the backbone of your reputation. So provide a list of written testimonials that show why customers trust you and will call you again. This is Marketing 101, and an easy way to foster credibility. Ask your customers if they mind using their comments on the website. Generally, they’re glad to help.

Standards/Accreditation – Online consumers have become fairly savvy, so they’ll often want to know that you’re fully insured, and if you have crucial industry Accreditation. Listing standards compliance, association memberships, certifications and/or other credentials are additional easy ways to establish your credibility.

News – Has your company been featured in any local or regional newspaper articles? Will you be participating in any public arboriculture events or demonstrating at any conferences? Have you achieved any new certifications? A page that highlights this kind of news is a good way to show you’re engaged in the community and

Bartlett Tree Experts’ website was one of the winners of last year’s TCIA Professional Communications Awards for website design.

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Contacts – Many companies simply just list a generic e-mail address in case a customer wants a quote. Online consumers often don’t have the patience to wait for a response, particularly if they have an urgent situation. A Contacts page with phone numbers and e-mail addresses, along with locations and hours of operation will be one of the most visited pages on your website.

Resources – People come to your website looking for information. Why not provide them with helpful pruning hints or suggestions of what to do when aphids strike? A resources page can help make your site more of a destination where consumers go to get answers to common tree care questions. Links to the latest research, safety standards, municipal ordinances, etc. show your company is knowledgeable and willing to help.

Site dynamics

Aesthetics are critical to a successful website. Each page has to appeal to users, whether via crisp, colorful photos, a movie, scrolling text or just a clean layout. The same is true for images as for content. Too many photos can make pages hard to read and navigate. Flash media (enabling moving parts such as some animation or scrolling text) can be an imaginative way to convey your message. However, too much of it further distances your content from people searching for you online. Most search engines have a difficult time reading website content buried under a lot of Flash media.

Here are a few guidelines to make your website more aesthetically effective:

➤ Photos – Make sure your pictures are sharp and tell the story. Pictures that are fuzzy, poorly-lit or poorly composed are worse than having no photos at all. Use the space on each page wisely, and be sure to provide concise captions for photos when necessary. Readers might not know what they’re looking at. Finally, as with content, don’t repeat photos throughout the site. Visitors may see that as lazy.

➤ Videos – Instructional videos teaching homeowners how to properly prune a diseased tree, or videos showing your crew at work can be very effective. Keep them brief and make sure they are good quality (in focus, well lit, good content).

➤ Navigation Bar – Your navigation bar should be easily visible in the same spot across the top of every page. Visitors shouldn’t have to hunt for it. It should take up no more than one line across the page. Stacks and stacks of links layered like words in a paragraph are cumbersome and can be confusing. Make sure each link is live and goes to the appropriate sub-page.

➤ Keyword Search – Online consumers are often impatient. Providing a Keyword Search on each page helps them find what they’re looking for faster.

➤ Clean Content – Keep it simple and concise. Your content is most effective when you can say what you need in as few words as possible. If you’ve structured your site effectively, users will be able to find as little or as much information as they need. Clean content also means no typos. A typo on a website is visible to a lot of people who may bolt immediately, thinking you may not care about the details if you don’t keep the text clean. Avoid other issues such as text that runs into or covers other text. Also, make sure your font size is large enough that visitors don’t have to squint to read it.

Can you hear me now?

Another good way to stay on your customers’ radar is with regular communication such as news releases, blogs, Facebook and Twitter. Each of these media has different functions, but ultimately they can increase your website’s traffic. Post news releases on your site (and potentially send to the local press) to announce new certifications, new services, etc. Twitter is another way to broadcast such events.

Blogs are a good way to discuss a variety of topics ranging from in-house news to community issues and industry-wide developments. Link them to the website and be sure to allow customer feedback. Link to other industry blogs and watch them link back to you. This creates a network effect that can eventually steer more traffic to your website.

Creating a Facebook page opens yet another door on the Internet to your website. Get customers to “Like” you on Facebook, and broadcast important news or interesting facts about the company here. As with blogging, Twitter and news releases, be sure to regularly post so that your presence is consistent, and therefore something customers and prospects can expect. Be sure to provide links to all of these throughout your website.

Web visibility

The technology industry is famous for coming up with weird terms like “Search Engine Optimization,” or SEO, that no one outside of a computer lab would dream up. SEO is a methodology to help you improve your website’s visibility so it isn’t buried on page 13 of a Web search. Here are the basics.

A search engine “crawls” through billions of Web pages on the Internet looking for keywords in a user’s search. To do that, these engines look through tags on each page – like a person thumbing through the tabs on files in a cabinet – to best determine whether the content on that page could match the original query. Those tags, called “meta tags,” are a group of a few words that describe what’s on each page on your website.

One way to help boost your site’s visibility in a Google search, for example, is to work with your Web developer to make sure the tags on different pages do a good job of pointing the way for search engines to key content on that page. Remember, good content is critical, and providing the right tags for each page makes that content more searchable. We’ll discuss more tips and tricks around SEO to help increase your Website’s visibility in another issue.

What’s in a website?

An effective website can give you a significant return on your investment. It opens the door to people who need help, but want to do some of their own research before picking up the phone. I had to jump through some hoops to find the contractor I finally settled on for my tree work. Follow some of these tips and you’ll increase your odds of getting that phone call.

Colles Stowell is founder of Web consulting firm Tight Lines Writing, LLC.
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By Ron Rosenberg

These are difficult times in the tree care industry. Customers are becoming more demanding; revenues are down; and promotional strategies that worked in the past just aren’t as effective as they used to be.

The good news is it doesn’t have to be this way!

That’s because there are an incredible variety of proven strategies available to get prospects to come looking for you instead of the other way around. And, as a bonus, these strategies are unique, effective and, best of all, relatively inexpensive to implement!

So how do you change your approach to start getting better results? Quite simply, you have to focus on strategies that will bring you tangible, measurable results.

And to do that, you only need to remember the “4 Ms” of Marketing:

Message
Market
Media
Moment

Message: What do you want them to do?

When you construct a marketing piece – whether a sales letter, a Web site, a postcard or a print ad – you have to be very clear on what you’re trying to communicate, and precisely what action you want the prospect to take.

There are 12 components that must be in every successful marketing piece (See Table 1). Omitting even one of these can have serious consequences. And considering that most of the examples I receive for critique only have two or three of them, the opportunity for improvement is significant.

For example, let’s take a look at No. 2 – The Killer Headline. The purpose of the headline is simple: get the reader to read the next line. And the sad truth is that the name of your company and your company’s logo are not the killer headline.

Market: Hey, this is just for me!

Whenever I ask people who their customers are, they always respond, “Everyone!” I suppose that’s OK, but it’s very expensive to market to “everyone,” considering there are roughly 514 million people in North America alone.

When I ask them to clarify and drill down, inevitably we identify four or five very specific niche markets that use their products. Naturally, that begs the question, “How many brochures do you have then?” Even as they answer that they have only one, they realize that this is the wrong answer.

If you have five specific target markets, it’s virtually guaranteed that your customers will have different needs, different expectations, and different uses in mind for your products. If that’s true, then how can a single one-size-fits-all brochure, ad or sales letter truly connect with them?

For several months I’ve been receiving a series of offers in the mail to purchase various “miniature schnauzer” items: decorative plates, ceramic Christmas trees, statuettes – even fleece jackets, all with miniature schnauzer themes. I’ve been receiving these for the simple reason that we actually own a schnauzer. And since the company that produces these has gone to incredible lengths to discover this fact specifically to be able to sell to these dog owners, I imagine that the offers will continue to show up in our mail.

This is the concept of the message-to-marketing” accompanied by a phone number and generic Web site address are not an effective call to action.

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This is the concept of the message-to-
market match, and it’s one of the most important concepts to embrace if you want your marketing and advertising to be effective – and profitable.

You wouldn’t dream of sending an offer for a steakhouse to a list of vegetarians, and in the same sense, it’s absolutely essential to customize and personalize your communications as much as possible, so when people see your message, they all think, “Hey, this company gets us! They understand what we’re all about!”

Media: Okay, you know who I am – now what?

So you’ve crafted an effective message you know will get people to respond. What now? Well, they have to read it first! And that’s where the fun really starts. Table 2 shows 13 different potential sources for generating new leads.

Some of them will use a traditional-style ad format, such as magazines, newsletters and Yellow Pages. Others will challenge you to use the 12 Components to take full advantage of their potential.

But how should you decide which ones to use – and what about the cost involved in some types of media?

The quick answer is that this is not the time to be cheap. The first thing businesses do when faced with falling revenues and difficult market conditions is panic. They cut back on training, implement hiring freezes, and bring travel to a screeching halt – even when that travel is truly necessary.

And, unfortunately, it doesn’t stop there. Because the next thing to go are the marketing and advertising budgets, which have the undesirable yet highly predictable effect of putting an abrupt stop to all new business leads.

When selecting high-level strategies in general – and individual media in particular – it’s far more important to focus on measureable return on investment than on expense or cost. Remember, when it’s done right, marketing isn’t an expense – it’s in investment with an obscenely high rate of return.

Unfortunately, most businesses can’t get their hands around this, so they focus all their efforts on seemingly free media such as e-mail and social media platforms, which have their own set of problems, including deliverability issues and spam filtering for e-mail, and a questionable return on investment for most social-media efforts.

Fortunately, there is a proven, time-tested and highly effective strategy at your disposal: use the mail. Yes, I know in this age of the Internet and electronic media this may seem like a throwback to the dark ages, but there are several reasons you should consider this:

1. Because everyone else is pulling back from direct mail, there’s less clutter in people’s mailboxes and your mailings will stand out more and grab the prospect’s attention.
2. It’s far more difficult to throw out a well designed mailing piece than it is to hit the “Delete” button on your e-mail program.
3. You can use low-cost media such as postcards to drive traffic to specific “landing pages” on your Web site.

Moment: Timing is everything

While it’s important to match the message to market, and get that message in front of your prospects in the most effective way, none of this matters if your prospects aren’t paying attention. The message you send may be relevant to them, even important, but it may not be the most important aspect in their lives right now.

And that’s why the fourth “M” is just as important as the first three. And that final “M” is Moment.

Your prospects have many responsibilities in their “regular” jobs, so anything you send them is going to be an overlay at best – just another item on an already overflowing stack of tasks they have to get accomplished.

Where do you think your offer ends up on the master priority list?

Unless you happen to show up on their doorstep with the exact solution to the major problem they’re facing right then, you’re going to have a difficult time getting their attention.

How to find The Right Moment

Finding “The Right Moment” is the final piece of the puzzle that can make your marketing efforts incredibly effective. The important question is: what will help you incorporate an apparently uncanny sense of timing into your marketing? Is there a time when the need for what you provide is greater than other times?

What might be of interest to you at one time may not even register on the radar screen at other times. For example, an ice cold Gatorade isn’t something I’d reach for

Table 1: The Kick-Butt Copy Checklist

1. Clarity of purpose
2. Killer headline
3. Clear statement of value
4. Compelling story
5. Irresistible offer
6. Better than risk-free guarantee
7. Overcoming objections
8. Testimonials
9. Definite & urgent call to action
10. Multiple ways to respond
11. Bonuses
12. P.S. – Restating the offer
when I get up in the morning. But show me one in the middle of a hotly contested tennis match, and I’ll drink it down as fast as a dog empties his water dish on a hot day.

Create a sense of urgency

There are many different techniques you can use to establish “events” that can be used to enhance your marketing.

► Launch

The introduction of a new product or service is an event that can justify its own stand-alone marketing campaign, particularly if that product or service addresses a specific customer need. (Of course, if it doesn’t, then why are you rolling it out at all?)

► Countdown

As part of the launch, you can build anticipation by “teasing” your audience with bits and pieces of what’s coming, setting up preview Web sites, or holding a series of teleseminars leading up to the launch.

You can also set up a special “Priority Notification List” inviting people to register for first “dibs” on a limited offer, and giving a special benefit for being proactive. Of course, this is nothing more than a simple lead generation strategy we’ve been working with throughout the entire program.

► Hard Deadline

Another way to set up a “special event” is by creating it by means of a deadline. We’ve already covered the fact that without a deadline you have no offer. But the deadline itself can be reason enough to contact your audience.

► Perceived Deadline

This is a deadline that is perceived by the prospect even though it’s not explicitly stated anywhere in the offer. These can be of the “Supplies are limited” or “For a limited time only” variety.

► Manufactured Deadline

The next best thing to an implied deadline is a manufactured one. This is where you pick an arbitrary date as an expiration point for the offer, and use that sense of urgency as either the major theme of your message or as a supporting one in the copy.

If you are going to include a deadline such as this, be sure to offer a plausible explanation for why this deadline exists: we have to reach a certain number of sales to cover our investment; this program can only accommodate 20 people; etc.

► Actual Deadline

Of course, the best use of a deadline is to actually have a real one – one that can’t be rationalized away as being a “trick” or a “marketing ploy.”

If you have a “customer-get-a-customer” type campaign, the hard deadline can be the announcement of the winner at a monthly sales meeting. If it’s for a special session at a conference, the deadline can be that you need to reserve extra space and must have the exact number of participants by a certain date.

The deadline gives you two powerful benefits:

1. An excuse to contact them initially
2. A sense of urgency for follow-up contacts

What Are You Waiting For?

The major roadblocks to successful marketing and business growth are:

► Being boring
► Being interchangeable

If people perceive you as being interchangeable with your competition, then you’ll find yourself in a price war. If people see that you’re different – in what you offer, and in how you promote your business and connect with your prospects – then you’ll stand out from the crowd, attract interest, and find yourself in the enviable position of having customers seek you out instead of you having to go in search of them.

Ron Rosenberg is a nationally recognized and award-winning expert on marketing and customer service. He will be presenting “Inner Secrets to Outrageous Marketing: How to Dominate Your Market Niche” at TCA’s Winter Management Conference this February on Grand Cayman. For more information or to register, visit www.tcia.org and click on the Meetings tab.
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- **Planting Seeds** electronic newsletter: Each issue contains valuable information for improving community outreach and education.
- **Online Public Relations Toolbox** has articles, PowerPoint presentations, photos, and resources making any arborist better equipped to communicate to media, customers, and the general public.
- **True Professionals Award** recognizes arborists who lead by example. By spotlighting best practices, all arborists can learn how to improve the image of arboriculture to their communities.

**“Ask a BCMA”** – ISA members can email questions to a panel of Board Certified Master Arborists.

**Find a Tree Care Service** – As the most popular search page on the ISA website, the improvements make this a more valuable tool for arborists and consumers.

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The ANSI A300 Committee reviewed some important drafts and made plans to both revise some existing standards and create two new ANSI A300 standards during its meeting October 13 and 14 in Austin, Texas.

Standards and draft standards that were the major topics of current work at this meeting were:
- A300 Part 2 – Soil Management (a. Modification, b. Fertilization, and c. Moisture). This is a revision of the current Fertilization standard. It now addresses modification/amendment of soil, organic matter, adjustment of pH, mulching, and more.
- A300 Part 5 – Management of trees and shrubs during planning, site development, and construction. This is also a revision of the exiting standard; new sections on soil management have been added.
- A300 Part 9 – Tree Risk Assessment (a. Tree Structure Assessment). This is a new standard that will address risk assessment practices.

The committee also added two new projects to start working on new standards:
- A300 Part 10 – Integrated Pest Management (IPM), and

After the first day’s work, the committee also took a tour of the nearby University of Texas grounds, including some current tree preservation projects, with the University of Texas forester, Larry Maginnis.

HOW ARE STANDARDS MADE? – The ANSI A300 Committee at work in Austin, Texas.

OSHA doesn’t have a broad standard covering arborists and climbing. About the closest you can get is in the OSHA standard covering line clearance tree trimming, with this statement: 1910.269(r)(8) “Fall protection.” Each employee shall be tied in with a climbing rope and safety saddle when the employee is working above the ground in a tree, unless he or she is ascending into the tree.

In non-line clearance situations, OSHA is going to turn to what it says in the ANSI Z133 standard for guidance. The most relevant ANSI guidance is:

8.1.5 Arborist saddles and lanyards used for work positioning shall be identified by the manufacturer as suitable for tree climbing.

The various manufacturers’ “arborist saddles” are specifically designed and constructed for the purpose of “work positioning” while in a tree. A work positioning system, which by the way is a term recognized by OSHA, is a system designed to prevent a worker from falling while also holding the worker in position to work with both hands free.

A full body harness (FBH) on the other hand is designed and intended to be used as part of a “fall arrest” system. It doesn’t prevent a fall, it catches you after you have fallen.

More importantly, it isn’t feasible to use a FBH as part of a work positioning system, or to use it in conjunction with a work positioning system. It has a mid-dorsal (between the shoulder blades) attachment point that prevents the worker from being able to adjust his/her work position.

If you’re in a bucket truck, then absolutely you can use a FBH and a deceleration lanyard to catch you if you happen to fall out. It is infeasible to climb around in a tree using an FBH.

Remember, TCIA staff are here to help with just about any question you 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.
TCIA’s Tchukki Andersen attains BCMA

Tchukki Andersen, TCIA’s staff arborist, recently demonstrated professional competency by successfully completing the BCMA (Board Certified Master Arborist) exam.

The purpose of the ISA certification program is to improve the level of knowledge and standard of practice within the tree care profession. It is designed to assist the public in identifying those professionals in arboriculture who have demonstrated, through a professionally developed examination and education program, an extensive knowledge of tree care practices. The program is designed to promote the professional development of those involved in the field of arboriculture or tree care.

Andersen says the BCMA is a great personal achievement for herself, but also should benefit TCIA members.

“I believe that members should have access to the most comprehensive resources we can provide,” say Andersen. “The BCMA certification represents a higher knowledge and information base of arboriculture. If I can discuss tree appraisal methods and plant health care down to the molecule with members who inquire, then hopefully I am able to help that member win a bid or retain a valued customer.”

Peter Gerstenberger, her supervisor on the TCIA staff, echoes those sentiments and adds, “Tchukki’s BCMA credential conveys her credibility to the numerous consumers who call TCIA seeking advice, and I think it reflects her strong ambition to continuously learn and improve as an arborist. We’re all proud of her.”

To give some perspective to this achievement, there are only three other BCMAs in New Hampshire, where Andersen works, and seven in Massachusetts, where she currently lives. There are about 24,000 Certified Arborists worldwide, but only about 300 BCMAs.

Congratulations to Tchukki!
Now start calling her with your questions.

Tchukki Andersen really gets into her work, in this case, a hollow beech.
Sucrose transporter genes have been known about for a long time because they enable leaves to send the sugars they produce during photosynthesis to other parts of the growing plant that do not carry out photosynthesis. This would include grain or tubers in food crops. In a key, and somewhat surprising finding by Harding and Tsai, sucrose transporter genes were found to be very abundant in developing the wood of young trees. They now want to know how a tree will react – positively or negatively – to further modification of those proteins.

They hope that tweaking the proteins will modify the way trees divide their photosynthetic (sucrose and other sugars) between wood-forming and other organs like roots and bark. Wood is the raw feedstock for biofuels, and the research is being funded to learn about the potential of this gene for affecting wood growth, and thus tree growth, under a variety of environmental conditions.

“We know there’s a connection,” said Harding. “We just don’t know much about that connection right now.”

The research team already has begun its experiments with the award from the joint Plant Feedstock Genomics 2010 program from the U.S. Department of Agriculture and DOE. This program funds projects that accelerate plant breeding and improve biomass feedstocks to lay the groundwork for a new class of biofuels that are low-cost, high-quality and maximize the amount produced per acre.

More information about the Plant Feedstock Genomics for Bioenergy program can be found at http://genomicscience.energy.gov/.

The UGA grant is part of a larger, $9 million grant package awarded to multiple agencies and universities across the U.S.

Tsai’s other work interests include determining how trees defend themselves by using chemical compounds to ward off bugs and grazing animals. Harding has led a DOE-research project on carbon sequestration, where carbon dioxide emissions from facilities such as power plants are captured by trees rather than released into the atmosphere.

Send your local accident reports to editor@tcia.org.
ed and percolated through these grass beds before being released to groundwater runoff. There were clearly marked recy-
cling bins throughout both the convention center and the adjacent Westin hotel.

Personally, I found this notable and it enhanced my overall experience that big corporate entities like a hotel/convention center can be responsible leaders in the green revolution. Very appropriate for a green industry such as ours.

(In the pictures) you’ll see Stihl, Husqvarna, Redmax, Echo, Jonsered, Toro. The Japanese came in to represent Silky. You’ll see cranes, crane trucks, arborist developers, Tobe out there Bailey’s, with Jerry Beranek there in person; SherrillTree, with Tobe out there mixing it up with all the Arborists; Karl Keumerling, Cutter’s Choice, American Arborist Supply, and there were more. Then we had the rope manufacturers: Sampson, New England, All-Gear, Yale and others – all there, in person to talk to and discuss the stuff they make, that we hang our lives on.

And our hardware suppliers: Greg Good, developer of the GRCS, was there. Petzl had a huge booth, ISC was there, Klein, Jameson, Buckingham – dudes, I could go on and on. The TCIA website has a complete listing of all the vendors who were there for one reason – to cater to our market.

This is what TCIA is. They are a business with the role of providing OUR tree care industry the leadership and resources we need to be a professional, legitimate and respected industry. At TCI EXPO, they pull together our profession with our industry suppliers and a heavy emphasis on education so we can spend a few golden days to facilitate becoming the best arborists we can possibly be. If that’s not good support and leadership, I don’t know what is.

The weather was great. Pittsburgh was an excellent city to host our annual con-
vention.

**Jim “Tree Machine” Clark**
President, The Tree Machine, Inc.
Indianapolis, Indiana

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**Letters, E-mails & Strings**

(Continued from page 29)
**SCAR TISSUE THAT I WISH YOU SAW**

By Benjamin Moon

Overall, I’m disappointed in the scar. I could cover it with a 50 cent piece; hardly a clue to the terror of flexing fingers and watching tendons move like the terminator’s arm; white and clean tendons with the overlying flesh carved away by an unfamiliar chain saw.

I was cutting limbs stacked in a load, and was using my first Stihl 020T. I was used to using a Poulan S-25. I reached past the saw, holding it one-handed to catch a limb slipping off the truck, when the bar tip touched another limb and skipped up into my arm.

I whipped off my shirt and wrapped it around my arm, tying it with my bandana. I collected tools and horsed the dump truck past two hospitals, streaming limbs I didn’t try to tie down.

“You’re losing limbs, buddy!” a honking motorist advised me.

“That’s not all I’m losing ...” I retorted, glancing at the red puddle on my leg.

Not too long a glance – I have fainted many times when my blood was involved, and 20,000 pounds of truck with an unconscious driver would mount losses fast.

I made the office and lay on the couch, then paged my wife to come take me to a doctor.

The nurse’s scrubbing tweaked my gut, and the announcement that there was nothing left to stitch to sent me spiraling into shock. I awoke to my wife’s beautiful face, singing, “When you find yourself lying helpless in her arms, you know you really love a woman ...”

The original wound was 2 inches x 4 inches x 3/8 inches. My wife had to chase me to change the bandages twice a day, which hurt worse than the cut. The bandage came off green, but the flesh was healthy and pink, closing in two months. But it never filled in – scooped out to this day. A tap on the scar lights up nerves up and down the arm. Some parts of it still hurt to touch.

Lessons learned?

- Avoid impulse reaching and catching.
- Keep both hands on saw.
- Don’t work alone.

(Thanks to the Red Hot Chili Peppers for the title.)

Benjamin Moon is a self-employed, second-generation licensed arborist in Shreveport, Louisiana, is a former board member of the Louisiana Arborist Association and was on the LAA’s advisory board for its curriculum of continuing education seminars.

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

TCI Buyers’ Guide December 2010
TCI continues to add new products and services to help our members excel in the industry. Our online Training Center lists a variety of nationwide workshops that are run by TCIA, sponsored by TCIA or use TCIA training materials, including EHAP, Aerial Rescue and CTSP workshops, as well as webinars and Tree Care Academy courses. If you’re looking to maintain your credentials, boost your compliance requirements and increase your CEUs, visit TCIA’s Training Center.

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Grand Cayman • February 6 - 10
The Premier Business Conference for the Tree Care Industry

Like the Cayman Islands, there’s much more to WMC than meets the eye.
Of course, you’ll find the world class education that you’ve come to expect from the Tree Care Industry’s premier business conference. But look a little deeper – the real value of WMC lies just below the surface.

**Discover**

WMC’s education sessions are tailored to reflect current economic and business trends, so take advantage and learn how to compete in today’s challenging market from experts in the fields of marketing, safety, business and tree care.

**Connect**

With several different bars and restaurants, plus the poolside forums, Seven Mile Beach and a spa, there are plenty of places to meet and network with friends, colleagues and new acquaintances.

**Explore**

No matter your company’s size, WMC will help you find business strategies to increase efficiency, productivity and profits.

**Relax**

Grand Cayman is a tropical paradise that provides ample opportunities for relaxation, entertainment and breathtaking views.

**Register**

Attend WMC once and find out why people return year after year!

For registration and information: 1-800-733-2622  www.tcia.org

TCIA®
Tree Care Industry Association

[Social media icons]
TREE HEALTH

**ARBORSYSTEMS**

Get proven control of destructive tree pests with one application of Pointer® Insecticide. Pointer provides proven control of adelgids (Hemlock Woolly Adelgids), borers (Emerald Ash Borers), aphids, beetles and many other pests. Research confirms Pointer delivers higher imidacloprid concentrations than competitive products. Field use demonstrates exceptional control of Emerald Ash Borer even with severe infestations. Pointer Insecticide is applied with ArborSystems’ updated Wedgle® Direct-Inject™ application system. This is the only no-drill method available, protecting trees from drilling damage. Drilling for annual treatments can seriously impair tree health. Protect your trees from drilling damage. Choose the ArborSystems line of no-drill tree injection solutions including insecticides, fungicides, growth regulators and nutrients.

ArborSystems
www.ArborSystems.com         1-800-698-4641

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**CREATIVE SALES, INC.**

ACECAP®, MEDICAP® and PHOSCAP® Systemic Tree Implants are the industry’s lowest unit cost for prepared dosage systemics. Available in a complete line of micro-nutrients, tree food and insecticide (99 percent Acephate). This unique application technique reduces time and labor for the applicator and there are no containers to dispose of. ACECAP® is very broad spectrum, labeled for control of Emerald Ash Borer, Gypsy Moth, Hemlock Wooly Adelgid and many other pests. Get a jump on disease control with PHOSCAP... at a cost of only $6.00 to treat a 13-inch DBH tree!

Phone 1-800-759-7739
Web: www.acecap-medicap.com

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**MAUGET COMPANY**

Mauget Co., the pioneer and leader in microinfusion tree care, introduces its new line of refillable microinjection chemical technologies, Liquid Loadables. Mauget Liquid Loadables are one-liter bottles of Mauget's industry-leading insecticides, fungicides, antibiotics, fertilizers and micronutrients that tree care experts can use to refill their preferred injection system, allowing them to pair their tools with top tree care chemistry. Current Liquid Loadables include:

- Imicide insecticide New Formulation
- Inject-a-Min Manganese fertilizer
- Stemix Plus fertilizer
- Arborfos and Abacide 2

Toll Free: 1-800-TREES RX (873-3779)       Web: www.mauget.com

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**TREE TECH MICROINJECTION SYSTEMS**

Tree Tech® Microinjection Systems and Bayer Environmental Science present Merit® Injectable, a powerful new product to inject in the tree trunk or root flare tissue. Merit Injectable contains more active ingredient (17.1 percent) than other trunk injection products on the market and is available in easy-to-use leak-proof 3ml or 6ml units. In addition to common pests, tough-to-control insect pests such as Asian longhorned beetle, emerald ash borer and hemlock woolly adelgid are controlled with Merit Injectable.

950 S.E. 215th Ave., Morriston, FL 32668
Phone toll-free: 1-800-622-2831 or (352) 528-5335
Fax: (352) 528-0777    E-mail: info@treetech.net
Web: www.treetech.net

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TREE HEALTH

VITAMIN INSTITUTE

“We never lose trees. Our jobs always look beautiful,” SUPERthrive users routinely tell the Vitamin Institute at landscape contractors’ conventions. But those to whom SUPERthrive is news always acknowledge losses, perhaps estimating them at a 10 percent loss rate. Users also avoid wasted costs of labor for “babying” the others. And all 2000 SUPERthrive dealers asked at trade shows said they knew that SUPERthrive even REVIVES trees and shrubs with as little as green under the bark. Although with no salesmen, SUPERthrive was already depended upon by the MAJORITY attending the FIRST convention of the Associated Landscape Contractors of America in 1961. California Arborist Association stated every arborist uses Superthrive.

www.superthrive.com

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INDEPENDENT PROTECTION COMPANY

Lighting protection systems installed in trees will preserve and protect beautiful and champion trees for many years to come. Once a system is installed, the strike follows the copper-cabled system directly to the ground, where the charge is safely dispersed. IPC can supply your company additional information on providing this excellent service for your clients. Contact us via our website, fax, toll-free phone line or e-mail. We provide tree care companies with free material estimates for individual tree systems. Consider this specialized service today and offer your clients another preventive maintenance program for their select trees.

Phone: 1-800-860-8388
E-mail: info@ipclp.com
Web: www.ipclp.com

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TREE LIGHTNING PROTECTION

INDEPENDENT PROTECTION COMPANY

Lighting protection systems installed in trees will preserve and protect beautiful and champion trees for many years to come. Once a system is installed, the strike follows the copper-cabled system directly to the ground, where the charge is safely dispersed. IPC can supply your company additional information on providing this excellent service for your clients. Contact us via our website, fax, toll-free phone line or e-mail. We provide tree care companies with free material estimates for individual tree systems. Consider this specialized service today and offer your clients another preventive maintenance program for their select trees.

Phone: 1-800-860-8388
E-mail: info@ipclp.com
Web: www.ipclp.com

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TREE PROTECTION DEVICES

PREFORMED LINE PRODUCTS

The WEDGE-GRIP™ Dead-end simplifies tree cabling installation by reducing the labor and time involved with terminating strand in cable bracing applications. The product is designed for both EHS and Common Grade strand sizes from 3⁄16-inch through 3⁄8-inch, eliciting a creative and simple housing and wedge assembly. The WEDGE-GRIP simply slides over the strand and clamps with the turn of a cap. Taking only seconds to install, it results in a reliable termination designed to develop 100 percent of the published rated breaking strength of the strand.

For more information visit www.preformed.com
E-mail: inquiries@preformed.com or call (440) 461-5200

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SOUTHCO INDUSTRIES, INC.

“The Body Builders” — the industry’s largest manufacturer of forestry bodies. Sizes range from 10- to 30-cubic-yard capacities. Ford, GMC and International chassis cabs available. Southco is also the dealer for Loglift, Prentice, Rotobec Log Loaders, Omaha Standard service bodies, platforms and liftgates.

Southco Industries, Inc.
1840 E. Dixon Blvd., Shelby, North Carolina 28152
Phone 1-800-331-7655   Fax: (704) 482-1460 or (704) 482-2015
Web: www.southcoindustries.com

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TRUCK & ACCESSORIES
TCI EQUIPMENT LOCATOR

Make the used equipment SOLD list for less than three cents a lead. TCI Equipment Locator is a used equipment, color supplement mailed with Tree Care Industry Magazine twice a year – spring and fall. It arrives on the desks of owners and managers strategically timed with seasonal purchase decisions.

- FREE advertising on our website and in the TCI Magazine Digital Edition!
- Reader service numbers for ads
- Your Sales Lead Activity Report
- Sell your equipment in the Classifieds!
- Monthly advertising in TCI Magazine, website and Digital Edition
- Add a photo of your used equipment to your ad

Phone: 1-800-733-2622    Fax: (603) 314-5386    Web: www.tcia.org

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WEB & SOCIAL MEDIA

TREE CARE INDUSTRY ASSOCIATION

TCIA has always been your source for up-to-the-minute tree news. Now we’re making it easier for you to stay informed wherever you are. Visit our website for industry news, TCIA’s blog, RSS feed and podcasts. Become a fan of TCIA on Facebook for special deals and promotions, or follow @VoiceofTreeCare on Twitter for engaging news about the world of trees. Check out our YouTube channel and watch short clips highlighting common tree care concerns. Connect with TCIA and join the conversation.

Visit www.tcia.org for links to TCIA and commercial tree care across the Web

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WOOD PROCESSORS

LOFTNESS/U.S. ATTACHMENTS

The Loftness Kwik Trim compact trimming saw is mounted on a Takeuchi mini excavator. It has a 53’ reach with a 24” diameter carbide blade on a non-conductive fiberglass boom. Powered by a fuel sipping, quiet, 35hp Yanmar diesel engine. The operator’s platform has a 360° pivoting turntable, hydraulic 6’ dozer blade, rubber tracks with hydrostatic drive and zero turning radius. The cab is air conditioned with AM/FM radio and FOPS, ROPS & TOPS protection. Power unit carries a two year factory warranty through any Takeuchi dealer. The non-conductive fiberglass boom has a 90° range of motion and can tilt 35° to the left or right. The boom can be easily repositioned for a compact transport configuration using an electric winch. The 24” carbide saw blade is hydraulic-driven and turns at 3,000 rpm. It is an industry standard blade and drive head.

Loftness Specialized Equipment
www.loftness.com                    1-800-828-7624

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WOOD PROCESSORS

ROTOCHOPPER, INC.

For more than 10 years, Rotochopper Inc. has been opening new opportunities for tree care waste with innovative solutions for producing colored landscape mulch, biomass fuels and other high-value products. The Rotochopper CP-118 wood-chip processor converts low-value chips to beautiful natural or colored landscape mulch with unmatched color penetration and efficiency. The MP-2 compact horizontal grinder combines the same patented coloring technology with greater versatility, allowing operators to grind and color solid round wood. We also manufacture horizontal grinders up to 765 hp, and mobile bagging systems for on-site bagging of bulk landscape mulch or other products.

Phone: (320) 548-3586       Fax: (320) 548-3372
E-mail: info@rotochopper.com         Web: www.rotochopper.com

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Subject Listing
Associate Members of the Tree Care Industry Association

(D) Distributor  (M) Manufacturer  (S) Industry Support and Service Provider

Adjuvants/Miscellaneous Chemicals
Ben Meadows Company (D)
ESSCO Distributors Inc. (D)
ForestCare Products, Inc. (D)
TreeCare.com (D)
Monetary Lawn & Garden Products (D)(M)
Plant Health Care, Inc. (M)
Shelter Tree, Inc./Tree Care Products (D)

Aerial Lift Parts & Equipment
Aerial Lift, Inc. (D)(M)
All Terrain Aerial Lifts (D)
Alliance Equipment Company, Inc. (D)(M)
American Truck & Trailer Body Co. (S)
Arrowhead Aerial Products, Inc. (D)
Bailey’s (D)
Buckingham Manufacturing Co., Inc. (M)
CUES, Inc. (D)
DICA (D)(M)
FEVA Forestry Equipment of VA (D)(M)(S)
Giuffre Brothers Cranes (D)(M)
J. J. Kane Auctioneers (D)
Jameson, LLC (M)
Man & Material Lift Engineering (D)(M)(S)
North American Equipment Uplifters, Inc. (D)(M)
Plastic Composites Co. (M)
Rigging Services, Inc. (D)(M)(S)
Shelter Tree, Inc./Tree Care Products (D)
Skako Lift, Inc. (D)(M)(S)
Terex Utilities (D)
VERSALIFT, TIME Manufacturing Co. (D)(M)

Aerial Lifts
Aerial Lift, Inc. (D)(M)
Alexander Equipment Co. Inc. (D)
All Terrain Aerial Lifts (D)
Alliance Equipment Company, Inc. (D)(M)
Altec Industries, Inc. (M)
American Truck & Trailer Body Co. (S)
Arrowhead Aerial Products, Inc. (D)
Bailey’s (D)
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CUES, Inc. (D)
DICA (D)(M)
EASY-LIFT Products International, Inc. (D)
Extreme Access Solutions (D)
FEVA Forestry Equipment of VA (D)(M)(S)
Giuffre Brothers Cranes (D)(M)
Hall’s Safety Equipment Corp. (D)
Hawk Equipment Corp. (S)
Iron Techines Enterprises (D)
J. J. Kane Auctioneers (D)
Jameson, LLC (M)
Jim Goodall Equipment Sales (D)
Man & Material Lift Engineering (D)(M)(S)
NiftyLift, Inc (D)(M)
North American Equipment Uplifters, Inc. (D)(M)
Plastic Composites Co. (M)
Rigging Services, Inc. (D)(M)(S)
Shelter Tree, Inc./Tree Care Products (D)
Skako Lift, Inc. (D)(M)(S)
Terex Utilities (D)(M)(S)
Teupen USA, Inc. (D)(M)

Tracked Lifts, Inc. (D)
VERSALIFT, TIME Manufacturing Co. (D)(M)

Air Excavators
Air-Spade® a Div. of Guardair Corporation (M)

 Arborist Supplies
Ahlborn Equipment, Inc. (D)
Alexander Equipment Co. Inc. (D)
American Arborist Supplies (D)
Arborlink (D)
Bailey’s (D)
Bandit Industries, Inc. (D)
Bartlett Industries & Manufacturing Company (D)
Ben Meadows Company (D)
Bishop Company (D)
Blue Ridge Arborist Supply, LLC (D)
Boomer’s Backyard (D)
Buckingham Manufacturing Co., Inc. (M)
Cleaves Company, Inc. (D)
Corona Clipper, Inc. (M)
Cutler’s Choice (D)
ESSCO Distributors Inc. (D)
FEA USA, Inc. (D)
Fanno Saw Works (M)
Fletcher Stewart Ltd (D)(M)
Forestry Suppliers, Inc. (D)
Hall’s Safety Equipment Corp. (D)
Jameson, LLC (M)
John Deere/Subbelt Outdoor Products (D)
Karl Kuehnerling, Inc. (D)(M)
The Knife Source, LLC (D)(M)
TreeCare.com (D)

ArborMax Agent
Alan Williams & Associates Insurance Agency Inc. (S)
American Arborist (M)
AnCap Insurance, Inc. (S)
ArborMAX Insurance Program (S)
Arthur J. Gallagher Risk Management Services, Inc. (S)
Berkshire Ins Group - Minkler Insurance Agency (S)
BWT Risk Advisors (S)
Carbone & Melloy, Inc. (S)
CBIZ Insurance Services, Inc. (S)
CDR Insurance Group Inc. (S)
Chittenden Insurance Group LLC (S)
Connell Insurance Inc. (S)
Corcoran & Havlin Insurance Group (S)
Corporate Risk Solutions (S)
Douglas Insurance Group (S)
East Mountain Insurers (S)
Esten & Richard Agency, Inc. (S)
Eydent International Insurance Brokers, LLC (S)
Fey Insurance Group, Inc. (S)
General Agency Company (S)
Georgetown Insurance Service, Inc (S)
Hall Rose Agency Inc. (S)
Hawke Insurance Group (S)
Hub International Insurance (S)
Hub International Insurance Agency, Mountain States Ltd. (S)
Huguenot-National, Inc. (S)
John M. Glover Agency (S)
Jones Insurance Advisors, Inc. (S)
McSweeney & Ricci Insurance Agency, Inc. (S)
Ollis & Company (S)
Petersen, McGregor and Associates (S)
The Richards Group (S)
Robert J. Hanafin, Inc. (S)
Rodman Insurance (S)
The Rowley Agency, Inc. (S)
Sherman Insurance Agency (S)
Sturdevant-Beach & Associates LLC (S)
Thomas J. Hornung & Associates, Inc. (S)
Townsend Insurance Agency (S)
United Group Insurance, Inc. (S)
USI Insurance Services LLC (S)
Valenti-Trobec Chandler Insurance Group Inc. (S)
Warwick Resource Group LLC (S)
Wheeler & Taylor (S)

Auction Services
J. J. Kane Auctioneers (S)
Utility Auctions, Inc. (S)

Augers - Earth & Bits
Alexander Equipment Co. Inc. (D)(M)
American Arborist Supplies (D)
Bailey’s (D)
Ben Meadows Company (D)
Bishop Company (D)
Bobcat Company (M)
CUES, Inc. (D)
ECHO Incorporated (M)
Bobcat Company (M)
Bishop Company (D)
Bailey’s (D)
American Arborist Supplies (D)
Alexander Equipment Co. Inc. (D)(M)
Augers - Earth & Bits

Biocides

Bioinsecticides

Benefits
Arthur J. Gallagher Risk Management Services, Inc. (S)
The Rowley Agency, Inc. (S)

Bioinsecticides

ESSCO Distributors Inc. (D)
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<td><strong>Climbing Gear</strong></td>
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<td>American Arborist Supplies (D)</td>
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<td>John Deere/Sunbelt Outdoor Products (D)</td>
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<td>Karl Kuemerling, Inc. (D)(M)</td>
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<td>Kramer Equipment Co., Inc. (D)</td>
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<td>New England Ropes Corp. (M)</td>
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<td>Spyder Manufacturing U.S.A. (M)</td>
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<td>Top Saw Tool LLC (D)</td>
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<td>TreePodo (D)(M)</td>
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<td>U.S. Rigging Supply/Pelican Rope Works (D)</td>
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<td>Vermeer Sales &amp; Service (D)</td>
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<td>Weaver Leather, LLC (D)(M)</td>
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<td>WesSpur Tree Equipment, Inc. (D)</td>
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<td>Western Tree Equipment &amp; Repairs (D)</td>
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<td>Wilson Hardware Co. Inc. (D)(M)</td>
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<td>ArborMaster Inc. (S)</td>
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<tr>
<td>Expert Trenching Systems (S)</td>
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<tr>
<td>GIS Software (S)</td>
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<tr>
<td>Landscape Success Systems (S)</td>
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<tr>
<td>The Nature Zone (S)</td>
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<tr>
<td>North American Training Solutions (S)</td>
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<thead>
<tr>
<th><strong>Consulting-Business</strong></th>
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<tbody>
<tr>
<td>ArborGold/Tree Management Systems (S)</td>
</tr>
<tr>
<td>ArborSoftWorx (S)</td>
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<tr>
<td>Arthur J. Gallagher Risk Management Services, Inc. (S)</td>
</tr>
<tr>
<td>Focus on Training USA (S)</td>
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<tr>
<td>General Agency Company (S)</td>
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<tr>
<td>Green Industry Consulting (S)</td>
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<tr>
<td>HMI (S)</td>
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<tr>
<td>J. J. Keller &amp; Associates (S)</td>
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<td>KS Services (S)</td>
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<tr>
<td>Landscape Success Systems (S)</td>
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<tr>
<td>Market Hardware, Inc. (S)</td>
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<td>The Nature Zone (S)</td>
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<td>North American Training Solutions (S)</td>
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<tr>
<th><strong>Consulting-Urban Forestry</strong></th>
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<tbody>
<tr>
<td>ArborMaster Inc. (S)</td>
</tr>
<tr>
<td>Margaret M. Schofield, Consulting Arborist (S)</td>
</tr>
<tr>
<td>North American Training Solutions (S)</td>
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<td>Safetrees, LLC (S)</td>
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<thead>
<tr>
<th><strong>Crane Parts</strong></th>
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<tbody>
<tr>
<td>American Truck &amp; Trailer Body Co. (D)</td>
</tr>
<tr>
<td>Arrowhead Aerial Products, Inc. (D)</td>
</tr>
<tr>
<td>Cargotec USA Inc. (D)</td>
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<tr>
<td>DICA (D)</td>
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<tr>
<td>Hawk Equipment Corp. (D)</td>
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<tr>
<td>MIRK, Inc./Toombs Truck &amp; Equip. Co. (D)</td>
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<tr>
<td>RBG, Inc. (D)</td>
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<thead>
<tr>
<th><strong>Crane Parts</strong></th>
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<tbody>
<tr>
<td>American Truck &amp; Trailer Body Co. (D)(M)</td>
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<tr>
<td>Arbortech (M)</td>
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<tr>
<td>Cargotec USA Inc. (D)(M)</td>
</tr>
<tr>
<td>CUES, Inc. (D)</td>
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<tr>
<td>Giuffre Brothers Cranes (D)(M)</td>
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<thead>
<tr>
<th><strong>Cranes</strong></th>
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<tr>
<td>American Truck &amp; Trailer Body Co. (D)(M)</td>
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<td>Arbortech (M)</td>
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<tr>
<td>Cargotec USA Inc. (D)(M)</td>
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<tr>
<td>CUES, Inc. (D)</td>
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<td>Giuffre Brothers Cranes (D)(M)</td>
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<tr>
<th><strong>Diagnose Disease</strong></th>
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<tbody>
<tr>
<td>Rainbow Treecare Scientific Advancements (SciVance) (S)</td>
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<thead>
<tr>
<th><strong>Diagnostic Tools</strong></th>
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<tr>
<td>American Arborist Supplies (D)</td>
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<tr>
<td>Bishop Company (D)</td>
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<tr>
<td>BugBarrier Tree Band (M)</td>
</tr>
<tr>
<td>IML-Instrument Mechanic Labor, Inc. (D)</td>
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<tr>
<td>Mauget Company (D)</td>
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<thead>
<tr>
<th><strong>E-Commerce for Businesses</strong></th>
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<tr>
<td>ArborSoftWorx (S)</td>
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<thead>
<tr>
<th><strong>Education/Workshops/Training/Reference</strong></th>
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<tbody>
<tr>
<td>ACRT, Inc. (D)(M)</td>
</tr>
<tr>
<td>Aerial Lift, Inc. (S)</td>
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<tr>
<td>Alexander Equipment Co. Inc. (S)</td>
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<tr>
<td>Arboriculture Canada Training &amp; Education, Ltd. (S)</td>
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<tr>
<td>ArborMaster Inc. (S)</td>
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<tr>
<td>Branch Manager Attachments/Top Notch Equipment (S)</td>
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<tr>
<td>C.O.R. Ergonomic Solutions, LLC (S)</td>
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<tr>
<td>CAG Truck Capital (S)</td>
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<tr>
<td>Capel Manor College (S)</td>
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<tr>
<td>Cleaves Company, Inc. (S)</td>
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<tr>
<td>ESSCO Distributors Inc. (S)</td>
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<tr>
<td>First Financial LLC (S)</td>
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<tr>
<td>Focus on Training USA (D)(M)</td>
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<tr>
<td>FEVA Forestry Equipment of VA (S)</td>
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<tr>
<td>Global Equipment Exporters, LLC (S)</td>
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<tr>
<td>Hawk Equipment Corp. (D)(M)</td>
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<tr>
<td>J. J. Kane Auctioneers (S)</td>
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<tr>
<td>J. J. Keller &amp; Associates (D)</td>
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<tr>
<td>Jim Goodall Equipment Sales (D)</td>
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<td>J. J. Kane Auctioneers (S)</td>
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<tr>
<td>Iron Technics Enterprises (S)</td>
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<td>Union 1919 (S)</td>
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<td>International Brotherhood of Electrical Workers, Local Union 1919 (S)</td>
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<tr>
<td>Iron Techics Enterprises (S)</td>
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<td>J. J. Kane Auctioneers (S)</td>
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<td>Jim Goodall Equipment Sales (S)</td>
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<tr>
<td>Karl Kuemerling, Inc. (S)</td>
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<tr>
<td>Mauget Company (D)</td>
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<tr>
<td>MIRK, Inc./Toombs Truck &amp; Equip. Co. (S)</td>
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<td>Morbark, Inc. (S)</td>
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<td>Nature Zone (S)</td>
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<tr>
<td>Norco Equipment LLC (S)</td>
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<tr>
<td>North American Training Solutions (S)</td>
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<tr>
<td>TCI Buyers’ Guide December 2010</td>
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</tbody>
</table>
SUBJECT LISTING

(D) Distributor       (M) Manufacturer       (S) Industry Support and Service Provider

Ouachita Job Corps (S)
Rainbow Trecam Scientific Advancements (SciVance) (D)(M)
RBG, Inc. (S)
Reliant Safety Products, LLC (D)
Royal Truck & Equipment, Inc. (S)
Safetrees, LLC (S)
Shelter Tree, Inc./Tree Care Products (S)
SherrillTree (D)
Terex Utilities (S)
Top Saw Tool LLC (D)
Trophy Trucks Trucksandbodies.com (S)
Trucks & Parts of Tampa (S)
Utility Auctions, Inc. (S)
Ver Sales, Inc. (S)
Vermeer Corporation (S)
Vermeer Sales & Service (S)
Woodman LLC (S)

Electronic Equipment Controls
North American Equipment Uplifters, Inc. (M)
Tattletale Portable Alarm Systems, Inc. (D)(M)

Engines & Engine Parts
Alexander Equipment Co. Inc. (D)(M)
Bailey's (D)
Cleaves Company, Inc. (D)
Cummins Bridgeway, LLC (D)
Cutter's Choice (D)
Enginaire (D)(M)
Engine Power Source (D)(M)
Engine Power, Inc. (D)
ESSCO Distributors Inc. (D)(M)
Global Equipment Exporters, LLC (D)(M)
Hawk Equipment Corp. (D)(M)
Heavy Machinery and Tractor Company (D)
John Deere/Sunbelt Outdoor Products (D)
Karl Kuehmerling, Inc. (D)
McDonald Equipment Company (MECO) (D)
Power Great Lakes, Inc. (D)(M)

Equipment Delivery
Global Equipment Exporters, LLC (S)
Heavy Machinery and Tractor Company (S)

Erosion Control
Certified Erosion Control Hawaii LLC (D)

Excavators
Air-Spade® a Div. of Guardair Corporation (M)
Global Equipment Exporters, LLC (D)
Hawk Equipment Corp. (S)
Heavy Machinery and Tractor Company (D)(M)
J. J. Kane Auctioneers (D)
Jim Goodall Equipment Sales (D)
Terex Utilities (D)(M)

Fertilization Supplies
Alexander Equipment Co. Inc. (D)
American Arborist Supplies (D)
ArborSystems, Inc. (M)
Bartlett Arborist Supply & Manufacturing Company (D)
Ben Meadows Company (D)
Creative Sales, Inc. (M)
Doggett Corporation (M)
ESSCO Distributors Inc. (D)(M)
Forestry Suppliers, Inc. (D)
Growth Products, Ltd. (M)
Maugert Company (D)(M)
Treecaresupplies.com (D)
Monterey Lawn & Garden Products (M)
Northeast Shade Tree (D)
Northeastern Arborist Supply (D)
Plant Food Company, Inc. (D)(M)
Plant Health Care, Inc. (M)
Rainbow Trecare Scientific Advancements (SciVance) (D)
Shelter Tree, Inc./Tree Care Products (D)
Tree Tech Microinjection Systems (M)

Fertilization Supplies Application
ESSCO Distributors Inc. (S)
Plant Food Company, Inc. (S)
Rainbow Trecare Scientific Advancements (SciVance) (S)

Fertilization/Aeration Equipment
American Arborist Supplies (D)
Ben Meadows Company (D)
Doggett Corporation (M)
ESSCO Distributors Inc. (D)
Maugert Company (M)
Treecaresupplies.com (D)
Minnesota Wanner Company (D)(M)(S)
Northeast Shade Tree (D)
Northeastern Arborist Supply (D)
Rainbow Trecare Scientific Advancements (SciVance) (D)
Reddick Equipment Company (D)(M)

Financing
CAG Truck Capital (S)
First Financial LLC (S)
Global Equipment Exporters, LLC (S)
Liberty Financial Group, Inc. (S)
Northern Atlantic Financial, LLC (S)

Firewood Kilns
Kiln-Direct (S)

Firewood Processing
Alexander Equipment Co. Inc. (S)
Carl Neutzel Services (S)

Firewood Processor
Multitek North America LLC (D)(M)
Timberwolf Manufacturing Corporation (M)

Flip Lines
U.S. Rigging Supply/Pelican Rope Works (D)

Footwear
Bailey's (D)
Blue Ridge Arborist Supply, LLC (D)
Fletcher Stewart Ltd (D)(M)
Forestry Suppliers, Inc. (D)
Hall’s Safety Equipment Corp. (D)
Janssened (M)
Karl Kuehmerling, Inc. (D)
Northeast Arborist Supply (D)
Reliant Safety Products, LLC (D)
SherrillTree (D)
Viberg Boot Mfg. Ltd. (D)(M)
WesSpur Tree Equipment, Inc. (D)
West Coast Shoe Company (WESCO®) (M)

Fungicides
American Arborist Supplies (D)
Arborjet, Inc. (M)
ArborSystems, Inc. (M)
Bayer Environmental Science (M)
ESSCO Distributors Inc. (D)
Growth Products, Ltd. (M)
Maugert Company (D)(M)
Treecaresupplies.com (D)
Monterey Lawn & Garden Products (M)
Northeastern Arborist Supply (D)
Plant Food Company, Inc. (D)(M)
Rainbow Trecare Scientific Advancements (SciVance) (D)
Tree Tech Microinjection Systems (M)

Generators
Boomer’s Backyard (D)
Engine Power Source (M)(S)
Husqvarna (M)

GPS Mapping
ArborSoftWorx (S)

Grapples/Loaders
Alexander Equipment Co. Inc. (D)(M)
Bailey’s (D)
Bobcat Company (M)
Branch Manager Attachments/Top Notch Equipment (D)(M)(S)
Carl Neutzel Services (S)
Cleaves Company, Inc. (D)
FAE USA, Inc. (D)(M)
Fecon, Inc. (D)(M)
FEVA Forestry Equipment of VA (D)(M)(S)
Global Equipment Exporters, LLC (D)
Hawk Equipment Corp. (D)(M)
Heavy Machinery and Tractor Company (D)(M)
J. J. Kane Auctioneers (D)
Jim Goodall Equipment Sales (D)
Payeur Distributions (D)(M)
QUADCO Equipment Inc. (M)
**Herbicides**

- ArborSystems, Inc. (M)
- Bayer Environmental Science (M)
- Ben Meadows Company (D)
- ESSCO Distributors Inc. (D)
- Forestry Suppliers, Inc. (D)
- Treecaresupplies.com (D)
- Monterey Lawn & Garden Products (M)
- Northeastern Arborist Supply (D)
- Plant Food Company, Inc. (D)
- Tree Tech Microinjection Systems (M)

**Grinders, Horizontal**

- Alexander Equipment Co. Inc. (D)(M)
- Bandit Industries, Inc. (D)(M)
- Cleaves Company, Inc. (D)
- Concept Products Corp. (D)(M)
- Cutter's Choice (D)
- DuraTech Industries, Inc. (D)(M)
- FAE USA, Inc. (D)(M)(S)
- Global Equipment Exporters, LLC (D)
- Hawk Equipment Corp. (S)
- J. J. Kane Auctioneers (D)
- MIRK, Inc./Toombs Truck & Equip. Co. (D)(M)(S)
- Morbark, Inc. (D)(M)(S)
- Norco Equipment LLC (M)
- Rayco Manufacturing, Inc. (M)
- Rotochopper, Inc. (D)(M)
- Vermeer Corporation (M)

**Herbicides**

- ArborSystems, Inc. (M)
- Bayer Environmental Science (M)
- Ben Meadows Company (D)
- ESSCO Distributors Inc. (D)
- Forestry Suppliers, Inc. (D)
- Treecaresupplies.com (D)
- Monterey Lawn & Garden Products (M)
- Northeastern Arborist Supply (D)
- Plant Food Company, Inc. (D)
- Tree Tech Microinjection Systems (M)

**High-Visibility Clothing**

- Fletcher Stewart Ltd (M)

**High-Visibility Work Wear**

- OK-1 Safety & Ergonomics (D)
- Soteria Safety Products, LLC (D)
- Younstown Glove Co. (M)

**Hydraulic Chain Saws**

- Reliable Equipment & Service Co Inc. (D)

**Hydraulics Tools & Equipment**

- ADI Tools by TOL Incorporated (M)
- Aerial Lift, Inc. (D)
- Alexander Equipment Co. Inc. (D)(M)
- American Arborist Supplies (D)
- Arrowhead Aerial Products, Inc. (D)
- Bandit Industries, Inc. (D)(M)
- Bishop Company (D)
- Blue Ridge Arborist Supply, LLC (D)
- Bobcat Company (M)
- Branch Manager Attachments/Top Notch Equipment (D)(M)(S)
- Cleaves Company, Inc. (D)
- CUES, Inc. (D)
- FAE USA, Inc. (D)
- Hawk Equipment Corp. (S)
- Karl Kuemmerling, Inc. (D)
- Treecaresupplies.com (D)
- North American Equipment Uphifters, Inc. (D)
- RBG, Inc. (D)(M)
- Reliable Equipment & Service Co Inc. (D)(M)
- Ryan’s Equipment (D)(M)
- Shelter Tree, Inc./Tree Care Products (D)
- Top Saw Tool LLC (D)

**Support your TCIA Associate Members**

- Contact them for your equipment and service needs.

**Insurance**

- A. B. Gile, Inc. (S)
- Acadia Insurance (S)
- Alan Williams & Associates Insurance Agency Inc. (S)
- Amerisafe/AmeriLife (S)
- AnCap Insurance, Inc. (S)
- ArborMAX Insurance Program (S)
- Arthur J. Gallagher Risk Management Services, Inc. (S)
- Berkshire Ins Group - Minkler Insurance Agency (S)
- BWT Risk Advisors (S)
- CAG Truck Capital (S)
- California Association of Tree Trimmers (S)
- Carbone & Molloy, Inc. (S)
- CBIZ Insurance Services, Inc. (S)
- CDR Insurance Group Inc. (S)
- Chittenden Insurance Group LLC (S)
- Connell Insurance Inc. (S)
- Corcoran & Havlin Insurance Group (S)
- Corporate Risk Solutions (S)
- Douglas Insurance Group (S)
- East Mountain Insurors (S)
- Eisen & Richard Agency, Inc. (S)
- Eydent International Insurance Brokers, LLC (S)
- Fey Insurance Group, Inc. (S)
- General Agency Company (S)
- Georgetown Insurance Service, Inc. (S)
- Hal Rose Agency Inc. (S)
- The Hartford (S)
- HMI (S)
- Howe Insurance Group (S)
- Hub International Insurance (S)
- Hub International Insurance Agency, Mountain States Ltd. (S)
- Huguenot-National, Inc. (S)

**Hand Held Marketing**

- Real Green Systems (D)

**Helmets**

- KASK America, Inc. (D)(M)(S)

**Herbicide Application**

- Carl Neutzel Services (S)

**Grinders, Horizontal**

- Alexander Equipment Co. Inc. (D)(M)
- Bandit Industries, Inc. (D)(M)
- Cleaves Company, Inc. (D)
- Concept Products Corp. (D)(M)
- Cutter's Choice (D)
- DuraTech Industries, Inc. (D)(M)
- FAE USA, Inc. (D)(M)(S)
- Global Equipment Exporters, LLC (D)
- Hawk Equipment Corp. (S)
- J. J. Kane Auctioneers (D)
- MIRK, Inc./Toombs Truck & Equip. Co. (D)(M)(S)
- Morbark, Inc. (D)(M)(S)
- Norco Equipment LLC (M)
- Rayco Manufacturing, Inc. (M)
- Rotochopper, Inc. (D)(M)
- Vermeer Corporation (M)

**Ground Cover/Mats**

- AlturnaMATS, Inc. (M)
- Bailey’s (D)
- Bishop Company (D)
- Blue Ridge Arborist Supply, LLC (D)
- DICA (D)
- ESSCO Distributors Inc. (D)
- Forestry Suppliers, Inc. (D)
- Northeast Arborist Supply (D)
- Signature Fencing & Flooring Systems, LLC - DuraDeck Div. (D)(M)

**Growth Retardants/Regulators**

- American Arborist Supplies (D)
- ArborSystems, Inc. (M)
- ESSCO Distributors Inc. (D)
- Treecaresupplies.com (D)
- Monterey Lawn & Garden Products (M)
- Plant Food Company, Inc. (D)
- Rainbow TreeCare Scientific Advancements (SciVance) (D)
- Tree Tech Microinjection Systems (M)

**Hydraulic Tools & Equipment**

- ADI Tools by TOL Incorporated (M)
- Aerial Lift, Inc. (D)
- Alexander Equipment Co. Inc. (D)(M)
- American Arborist Supplies (D)
- Arrowhead Aerial Products, Inc. (D)
- Bandit Industries, Inc. (D)(M)
- Bishop Company (D)
- Blue Ridge Arborist Supply, LLC (D)
- Bobcat Company (M)
- Branch Manager Attachments/Top Notch Equipment (D)(M)(S)
- Cleaves Company, Inc. (D)
- CUES, Inc. (D)
- FAE USA, Inc. (D)
- Hawk Equipment Corp. (S)
- Karl Kuemmerling, Inc. (D)
- Treecaresupplies.com (D)
- North American Equipment Uphifters, Inc. (D)
- RBG, Inc. (D)(M)
- Reliable Equipment & Service Co Inc. (D)(M)
- Ryan’s Equipment (D)(M)
- Shelter Tree, Inc./Tree Care Products (D)
- Top Saw Tool LLC (D)
SUBJECT LISTING

(D) Distributor  (M) Manufacturer  (S) Industry Support and Service Provider

J.A. Price Agency, Inc. (S)
John M. Glover Agency (S)
Jones Insurance Advisors, Inc. (S)
Kelly King Insurance Services (S)
Larson’s Insurance Solution Agency Inc. (S)
Logger’s Insurance Agency, Inc. (S)
McSweeney & Ricci Insurance Agency, Inc. (S)
National Insurance Programs (S)
The Richards Group (S)
NRC Insurance Agency (S)
Ollis & Company (S)
Peterson, McGregor and Associates (S)
The Piedmont Group Insurance Solutions (S)
Robert J. Hanafin, Inc. (S)
Rodman Insurance (S)
The Rowley Agency, Inc. (S)
Sherman Insurance Agency (S)
Studevant-Beech & Associates LLC (S)
Ted Insurance Services, LLC (S)
Thomas J. Hormung & Associates, Inc. (S)
Toole Ferraris Insurance Group (S)
Towson Insurance Agency (S)
United Group Insurance, Inc. (S)
USI Insurance Services LLC (S)
Valenti Trobec Chandler Insurance Group Inc. (S)
The Warren Group Insurance Agency (S)
Warwick Resource Group LLC (S)
Wheeler & Taylor (S)

Integrated Pest Management
BugBarrier Tree Band (D)(M)
Maugel Company (D)(M)
Treecaresupplies.com (D)
Northeast Shade Tree (D)

Irrigation/Aeration Products
Bailey’s (D)
Ben Meadows Company (D)
Cleaves Company, Inc. (D)
Treecaresupplies.com (D)

Knives, Chipper
Alexander Equipment Co. Inc. (D)(M)
American Arborist Supplies (D)
Arborlink (D)
Bailey’s (D)
Bandit Industries, Inc. (D)(M)
Blue Ridge Arborist Supply, LLC (D)
Cleaves Company, Inc. (D)
CUES, Inc. (D)
ESSCO Distributors Inc. (D)(M)
FAE USA, Inc. (D)(M)
Fecon, Inc. (D)(M)
Global Equipment Exporters, LLC (D)
Hall’s Safety Equipment Corp. (D)
Hawk Equipment Corp. (D)(M)
Karl Kuehmerling, Inc. (D)(M)
The Knife Source, LLC (D)(M)
Independent Protection Company (D)(M)
Northeast Arborist Supply (D)

Lawn Maintenance Equipment
Bailey’s (D)
Ben Meadows Company (D)
Bishop Company (D)
Bobcat Company (M)
Boomer’s Backyard (D)
Cleaves Company, Inc. (D)
Corona Clipper, Inc. (M)
Cutter’s Choice (D)
ECHO Incorporated (M)
Fred Marvin Associates (D)
Heavy Machinery and Tractor Company (D)
Husqvarna (M)
Karl Kuehmerling, Inc. (D)
Loftness/US Attachments (D)
Minnesota Wanner Company (D)(M)
Reddick Equipment Company (D)
STIHL Inc. (M)

Lease/Rental
First Financial LLC (S)
Giufrre Brothers Cranes (S)
Jim Goodall Equipment Sales (S)
RBG, Inc. (S)

Knives, Chipper Repair
Alexander Equipment Co. Inc. (D)
American Arborist Supplies (D)
Bandit Industries, Inc. (M)
Blue Ridge Arborist Supply, LLC (D)
Cleaves Company, Inc. (D)
CUES, Inc. (D)
ESSCO Distributors Inc. (D)
Global Equipment Exporters, LLC (D)
Karl Kuehmerling, Inc. (D)
The Knife Source, LLC (D)(M)
Northeast Arborist Supply (D)

Northeast Arborist Supply (D)
Shelter Tree, Inc./Tree Care Products (D)
SheriffTree (D)
Vermeer Corporation (M)
WesSpur Tree Equipment, Inc. (D)
Western Tree Equipment & Repairs (D)
Zenith Cutter Company (M)

Lifting Harness
Alexander Equipment Co. Inc. (D)
Bailey’s (D)
EASY-LIFT Products International, Inc. (D)

Lightning Protection Systems
American Arborist Supplies (D)
CUES, Inc. (D)
Independent Protection Company (D)(M)
Northeast Arborist Supply (D)

Log & Brush Transporters
Jonsen (D)

Log Splitters
Blue Ridge Arborist Supply, LLC (D)
ECHO Incorporated (M)
Multitek North America LLC (M)
Rayco Manufacturing, Inc. (M)
Timberwolf Manufacturing Corporation (M)
Branch Manager Attachments/Top Notch Equipment (D)(M)
The Toro Company (M)
US Praxis, Inc. (M)

Long Reach Saws
Arrowhead Aerial Products, Inc. (D)

Lubricants
Bailey’s (D)
ESSCO Distributors Inc. (D)
Husqvarna (M)
North American Equipment Upfitters, Inc. (D)(M)
Viberg Boot Mfg. Ltd. (D)(M)
Wilson Hardware Co. Inc. (D)

Macro Infusion Supplies
Treecaresupplies.com (D)
Northeast Arborist Supply (D)
Rainbow Treececare Scientific Advancements (SciVance) (D)(M)

Material Handling (wood)
Alexander Equipment Co. Inc. (D)
Bailey’s (D)
Cleaves Company, Inc. (D)
Hawk Equipment Corp. (D)
Payeur Distributions (D)(M)
Portable Winch Co. (D)(M)
Scaffidi/KESLA No. American Dist. (D)
Branch Manager Attachments/Top Notch Equipment (D)
Woodman LLC (M)
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<th>Subject Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Micro Infusion Supplies</strong></td>
</tr>
<tr>
<td>ESSCO Distributors Inc. (D)</td>
</tr>
<tr>
<td>Mauget Company (M)</td>
</tr>
<tr>
<td>Northeastern Arborist Supply (D)</td>
</tr>
<tr>
<td>Rainbow Treecare Scientific Advancements (SciVance) (D)</td>
</tr>
<tr>
<td>Treecaresupplies.com (D)</td>
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<tr>
<td><strong>Distributor</strong> (D) <strong>Manufacturer</strong> (M) <strong>Industry Support and Service Provider</strong> (S)</td>
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<tr>
<td><strong>Outrigger Pads</strong></td>
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<tr>
<td>AltumnaMTS, Inc. (S)</td>
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<tr>
<td>Arrowhead Aerial Products, Inc. (D)</td>
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<tr>
<td>Blue Ridge Arborist Supply, LLC (D)</td>
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<tr>
<td>DICA (D)(M)</td>
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<tr>
<td><strong>Organics</strong></td>
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<tr>
<td>ESSCO Distributors Inc. (D)</td>
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<tr>
<td>Growth Products, Ltd. (M)</td>
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<tr>
<td>Monterey Lawn &amp; Garden Products (D)</td>
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<tr>
<td>Northeast Shade Tree (D)</td>
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<tr>
<td>Plant Food Company, Inc. (D)(M)</td>
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<tr>
<td><strong>Personal Protective Equipment</strong></td>
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<tr>
<td>Alexander Equipment Co. Inc. (D)(M)</td>
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<tr>
<td>American Arborist Supplies (D)</td>
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<td>Arborlink (D)</td>
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<td>Bailey's (D)</td>
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<td>Bartlett Arborist Supply &amp; Manufacturing Company (D)</td>
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<td>Ben Meadows Company (D)</td>
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<td>Bishop Company (D)</td>
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<td>Blue Ridge Arborist Supply, LLC (D)</td>
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<td>Buckingham Manufacturing Co., Inc. (M)</td>
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<tr>
<td>Cleaves Company, Inc. (D)</td>
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<tr>
<td>Cutter's Choice (D)</td>
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<td>ECHO Incorporated (M)</td>
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<td>ESSCO Distributors Inc. (D)</td>
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<tr>
<td>Fletcher Stewart Ltd (D)</td>
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<td>Forestry Suppliers, Inc. (D)</td>
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<td>Hall's Safety Equipment Corp. (D)</td>
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<td>Husqvarna (M)</td>
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<tr>
<td>J. J. Keller &amp; Associates (D)</td>
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<tr>
<td>Jonserei (D)(M)</td>
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<tr>
<td>Karl Kueblering, Inc. (D)</td>
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<tr>
<td>KASK America, Inc. (D)(M)(S)</td>
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<td>Kramer Equipment Co., Inc. (D)</td>
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<td>Northeastern Arborist Supply (D)</td>
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<td>OK-1 Safety &amp; Ergonomics (D)</td>
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<td>Petzl America (D)</td>
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<td>Plastic Composites Co. (M)</td>
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<td>Reliant Safety Products, LLC (D)(M)</td>
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<td>Shelter Tree, Inc./Tree Care Products (D)</td>
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<td>SherrillTree (D)</td>
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<td>STIHL Inc. (M)</td>
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<tr>
<td>Tattletale Portable Alarm Systems, Inc. (D)(M)</td>
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<tr>
<td>WesSpur Tree Equipment, Inc. (D)</td>
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<tr>
<td>Western Tree Equipment &amp; Repairs (D)</td>
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<tr>
<td>Wilson Hardware Co. Inc. (D)(M)</td>
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<tr>
<td>Youngstown Glove Co. (M)</td>
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<tr>
<td><strong>Pneumatic Tools</strong></td>
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<tr>
<td>WesSpur Tree Equipment, Inc. (D)</td>
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<tr>
<td><strong>Pruning</strong></td>
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<tr>
<td>Alexander Equipment Co. Inc. (S)</td>
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<td>Bailey's (D)</td>
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<td>Monterey Lawn &amp; Garden Products (D)</td>
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<td>Northeast Shade Tree (D)</td>
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<td>Plant Food Company, Inc. (D)(M)</td>
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<td><strong>Portable Winches</strong></td>
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<td>SherrillTree (D)</td>
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<tr>
<td><strong>Power Pruning Equipment</strong></td>
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<td>ADI Tools by TOL Incorporated (M)</td>
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<td>Alexander Equipment Co. Inc. (D)</td>
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<td>Fanno Saw Works (S)</td>
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<td>Bishop Company (D)</td>
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<td>Cleaves Company, Inc. (D)</td>
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<td>Corona Clipper, Inc. (M)</td>
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</table>

**Office Supplies**

Reliant Safety Products, LLC (D)
SUBJECT LISTING

(D) Distributor (M) Manufacturer (S) Industry Support and Service Provider

Cutter’s Choice (D)  
ESSCO Distributors Inc. (D)  
Fanno Saw Works (M)  
Forestry Suppliers, Inc. (D)  
Fred Marvin Associates (D)(M)  
Growtech, Inc. (D)(M)  
Hall’s Safety Equipment Corp. (D)  
Karl Kuemmerling, Inc. (D)  
Kramer Equipment Co., Inc. (D)  
Northeastern Arborist Supply (D)  
Shelter Tree, Inc./Tree Care Products (D)  
SherillTree (D)  
Spyder Manufacturing U.S.A. (M)  
STIHL Inc. (M)  
Stokes Ladders, Inc. (D)(M)  
Treecaresupplies.com (D)  
WesSpur Tree Equipment, Inc. (D)  
Wilson Hardware Co. Inc. (D)  

Pumps

Bailey’s (D)  
Cleaves Company, Inc. (D)  
CUES, Inc. (D)  
ECHO Incorporated (M)  
ESSCO Distributors Inc. (D)  
J. J. Kane Auctioneers (D)  
Minnesota Wanner Company (D)(M)  
North American Equipment Upfitters, Inc. (D)  
Northeastern Arborist Supply (D)  
Rainbow Tree Equipment & Repairs (D)  
Wilson Hardware Co. Inc. (D)  

Recycling / Wood Processing

Alexander Equipment Co. Inc. (S)  
Scaffidi/KESLA No. American Dist. (S)  

Recycling Equipment

Alexander Equipment Co. Inc. (D)  
Bandit Industries, Inc. (D)(M)  
Cleaves Company, Inc. (D)  
Concept Products Corp. (D)(M)  
DuraTech Industries, Inc. (M)  
Elet USA, Inc. (D)(M)  
FAE USA, Inc. (D)(M)  
Fecon, Inc. (M)  
Global Equipment Exporters, LLC (D)  
Hawk Equipment Corp. (D)  
Karl Kuemmerling, Inc. (D)  
The Knife Source, LLC (D)(M)  
MIRK, Inc./Toombs Truck & Equip. Co. (D)(M)  
Morbark, Inc. (D)(M)  
Multitek North America LLC (M)  
Northeastern Arborist Supply (D)  
Rotochopper, Inc. (M)  
Scaffidi/KESLA No. American Dist. (D)  
Shelter Tree, Inc./Tree Care Products (D)  
Vermeer Corporation (M)  
Vermeer Sales & Service (D)  

Regulatory Affairs

J. J. Keller & Associates (S)  
The Nature Zone (S)  
Reliant Safety Products, LLC (S)  
SafetyFirst Systems, LLC (S)  

Regulatory Compliance Information

J. J. Keller & Associates (D)  
Power Great Lakes, Inc. (D)  
SafetyFirst Systems, LLC (D)  

Repair of Aerial Lift Parts & Equipment

Aerial Lift, Inc. (S)  
American Truck & Trailer Body Co. (S)  
FEVA Forestry Equipment of VA (S)  
Guiffre Brothers Cranes (S)  
Hawk Equipment Corp. (S)  
North American Equipment Upfitters, Inc. (S)  
Plastic Composites Co. (S)  
RBG, Inc. (S)  
Terex Utilities (S)  

Repair of Aerial Lifts

American Truck & Trailer Body Co. (S)  
FEVA Forestry Equipment of VA (S)  
Hawk Equipment Corp. (S)  
RBG, Inc. (S)  
Terex Utilities (S)  

Repair of Augers - Earth & Bits

Alexander Equipment Co. Inc. (S)  
Branch Manager Attachments/Top Notch Equipment (S)  

Repair of Backyard Composters

Hawk Equipment Corp. (S)  

Repair of Cabling & Bracing Equipment

Alexander Equipment Co. Inc. (S)  
Blue Ridge Arborist Supply, LLC (S)  
ESSCO Distributors Inc. (S)  
Hawk Equipment Corp. (S)  
Northeastern Arborist Supply (S)  
Wilson Hardware Co. Inc. (S)  

Repair of Chain Saws

Alexander Equipment Co. Inc. (S)  
Blue Ridge Arborist Supply, LLC (S)  
ESSCO Distributors Inc. (S)  
Hawk Equipment Corp. (S)  
Northeastern Arborist Supply (S)  
Wilson Hardware Co. Inc. (S)  

Repair of Chain Saw Bars

Cannon Bar Works, Ltd. (S)  

Repair of Chipper Knives

Alexander Equipment Co. Inc. (S)  
Blue Ridge Arborist Supply, LLC (S)  
ESSCO Distributors Inc. (S)  
Shelter Tree, Inc./Tree Care Products (S)  

Repair of Chipper/Shredder/Vacs

Alexander Equipment Co. Inc. (S)  
Blue Ridge Arborist Supply, LLC (S)  
Northeastern Arborist Supply (S)  

Repair of Chippers

Alexander Equipment Co. Inc. (S)  
ESSCO Distributors Inc. (S)  
Global Equipment Exporters, LLC (S)  
MIRK, Inc./Toombs Truck & Equip. Co. (S)  
Morbark, Inc. (S)  
RBG, Inc. (S)  
Shelter Tree, Inc./Tree Care Products (S)  

Repair of Cranes

American Truck & Trailer Body Co. (S)  
RBG, Inc. (S)  
Scaffidi/KESLA No. American Dist. (S)  
Terex Utilities (S)  

Repair of Engine & Engine Parts

Alexander Equipment Co. Inc. (S)  
ESSCO Distributors Inc. (S)  
Global Equipment Exporters, LLC (S)  
Heavy Machinery and Tractor Company (S)  
Wilson Hardware Co. Inc. (S)  

Repair of Excavators

Heavy Machinery and Tractor Company (S)  
Terex Utilities (S)  

Repair of Fert/Aeration Equipment

Minnesota Wanner Company (S)  

Repair of Grapples/Loaders

Alexander Equipment Co. Inc. (S)  
Branch Manager Attachments/Top Notch Equipment (S)  
Heavy Machinery and Tractor Company (S)  
Scaffidi/KESLA No. American Dist. (S)  

Advertise used equipment in the April issue of TCI Equipment Locator 1-800-733-2622 sue@tcia.org
**Repair of Horizontal Grinders**
Alexander Equipment Co. Inc. (S)
MIRK, Inc./Toombs Truck & Equip. Co. (S)
Morbark, Inc. (S)

**Repair of Hydraulic Tool & Equipment**
Alexander Equipment Co. Inc. (S)
Branch Manager Attachments/Top Notch Equipment (S)
Giuffre Brothers Cranes (S)
RBG, Inc. (S)
Reliable Equipment & Service Co Inc. (S)
Shelter Tree, Inc./Tree Care Products (S)

**Repair of Lawn Maint. Equipment**
Alexander Equipment Co. Inc. (S)
Minnesota Wanner Company (S)

**Repair of Mulch Coloring Equipment**
Alexander Equipment Co. Inc. (S)
MIRK, Inc./Toombs Truck & Equip. Co. (S)
Morbark, Inc. (S)

**Repair of Pneumatic Tools**
Aerial Lift, Inc. (S)
Reliable Equipment & Service Co Inc. (S)

**Repair of Power Pruning Equipment**
Alexander Equipment Co. Inc. (S)
Blue Ridge Arborist Supply, LLC (S)
Wilson Hardware Co. Inc. (S)

**Repair of PPE**
Alexander Equipment Co. Inc. (S)

**Repair of Pruning Equipment**
Alexander Equipment Co. Inc. (S)
Wilson Hardware Co. Inc. (S)

**Repair of Recycle/Wood Processors**
Alexander Equipment Co. Inc. (S)
MIRK, Inc./Toombs Truck & Equip. Co. (S)
Morbark, Inc. (S)

**Repair of Root Cutters**
Alexander Equipment Co. Inc. (S)
Northeastern Arborist Supply (S)

**Repair of ROW/Land Clearing Equipment**
Alexander Equipment Co. Inc. (S)
FEVA Forestry Equipment of VA (S)
Heavy Machinery and Tractor Company (S)

**Repair of Skidst Loaders & Implements**
Alexander Equipment Co. Inc. (S)
FEVA Forestry Equipment of VA (S)
Heavy Machinery and Tractor Company (S)

**Repair of Snow Removal Equipment**
Branch Manager Attachments/Top Notch Equipment (S)
FEVA Forestry Equipment of VA (S)

**Repair of Spray Equipment**
ESSCO Distributors Inc. (S)
FEVA Forestry Equipment of VA (S)
Minnesota Wanner Company (S)
Northeastern Arborist Supply (S)
Reddick Equipment Company (S)

**Repair of Stump Cutter PTO**
Alexander Equipment Co. Inc. (S)
FEVA Forestry Equipment of VA (S)
Northeastern Arborist Supply (S)

**Repair of Stump Cutter Teeth**
Blue Ridge Arborist Supply, LLC (S)
Northeastern Arborist Supply (S)

**Repair of Stump Cutters**
Alexander Equipment Co. Inc. (S)
Blue Ridge Arborist Supply, LLC (S)
Branch Manager Attachments/Top Notch Equipment (S)
ESSCO Distributors Inc. (S)
Global Equipment Exporters, LLC (S)
MIRK, Inc./Toombs Truck & Equip. Co. (S)
Morbark, Inc. (S)
Northeastern Arborist Supply (S)
Shelter Tree, Inc./Tree Care Products (S)

**Repair of Sweepers**
Branch Manager Attachments/Top Notch Equipment (S)

**Repair of Trailers & Ramps**
Alexander Equipment Co. Inc. (S)
FEVA Forestry Equipment of VA (S)

**Repair of Tree Spade Equipment**
Alexander Equipment Co. Inc. (S)

**Repair of Trucks & Accessories**
FEVA Forestry Equipment of VA (S)
Scaffold/KESLA No. American Dist. (S)

**Repair of Tub Grinders**
Alexander Equipment Co. Inc. (S)
FEVA Forestry Equipment of VA (S)

**Repair of Used Equipment**
Alexander Equipment Co. Inc. (S)
Branch Manager Attachments/Top Notch Equipment (S)
FEVA Forestry Equipment of VA (S)
Global Equipment Exporters, LLC (S)
Heavy Machinery and Tractor Company (S)
MIRK, Inc./Toombs Truck & Equip. Co. (S)
Morbark, Inc. (S)
Shelter Tree, Inc./Tree Care Products (S)
Terex Utilities (S)

**Repair of Utility Carts**
Alexander Equipment Co. Inc. (S)
Heavy Machinery and Tractor Company (S)

**Repair Tree Transplanting Equipment**
Alexander Equipment Co. Inc. (S)

**Repair/Rebuilding**
American Arborist Supplies (D)
Cannon Bar Works, Ltd. (S)
Cleaves Company, Inc. (S)
ESSCO Distributors Inc. (S)
FEVA Forestry Equipment of VA (S)
Giuffre Brothers Cranes (S)
Plastic Composites Co. (S)
RBG, Inc. (S)
Vermeer Sales & Service (S)

**Repellents**
American Arborist Supplies (D)
Bailey’s (D)
Ben Meadows Company (D)
ESSCO Distributors Inc. (D)
Forestry Suppliers, Inc. (D)
Monterey Lawn & Garden Products (M)
Northeastern Arborist Supply (D)
Shelter Tree, Inc./Tree Care Products (D)

**Right of Way/Land Clearing Equipment**
Alexander Equipment Co. Inc. (D)
Bandit Industries, Inc. (D)(M)
FAE USA, Inc. (D)(M)(S)
Fecan, Inc. (D)(M)
Global Equipment Exporters, LLC (D)
Heavy Machinery and Tractor Company (D)(M)
Jarraff Industries Inc. (M)
John Deere Company (M)
Payeur Distributions (D)(M)
QUADCO Equipment Inc. (M)
Scaffold/KESLA No. American Dist. (D)(M)
Vermeer Corporation (M)
Woodsman LLC (M)
**SUBJECT LISTING**

(D) Distributor  (M) Manufacturer  (S) Industry Support and Service Provider

Root Barriers
- American Arborist Supplies (D)
- Ben Meadows Company (D)
- Bishop Company (D)
- Forestry Suppliers, Inc. (D)
- Northeastern Arborist Supply (D)
- Shelter Tree, Inc./Tree Care Products (D)
- SherillTree (D)
- Western Tree Equipment & Repairs (D)

Root Cutters
- Alexander Equipment Co. Inc. (D)
- Bailey's (D)
- Cleaves Company, Inc. (D)
- New England Ropes Corp. (M)
- Vermeer Corporation (M)
- Western Tree Equipment & Repairs (D)

Root Cutting
- Alexander Equipment Co. Inc. (S)
- Northeastern Arborist Supply (S)

Rope
- Alexander Equipment Co. Inc. (D)
- All Gear, Inc. (M)
- American Arborist Supplies (D)
- Bailey's (D)
- Bartlett Arborist Supply & Manufacturing Company (D)
- Ben Meadows Company (D)
- Bishop Company (D)
- Blue Ridge Arborist Supply, LLC (D)
- Boom's Backyard (D)
- Buccaneer Rope Co. (D)(M)
- Cleaves Company, Inc. (D)
- Cutter's Choice (D)
- ESSCO Distributors Inc. (D)
- Forestry Suppliers, Inc. (D)
- Hall's Safety Equipment Corp. (D)
- John Deere/Sunbelt Outdoor Products (D)
- Karl Kuehmerling, Inc. (D)
- Knot & Rope Supply (D)
- Kramer Equipment Co., Inc. (D)
- New England Ropes Corp. (M)
- Northeastern Arborist Supply (D)
- Plymkraft, Inc. (M)
- Portable Winch Co. (D)(M)
- Reliable Equipment & Service Co Inc. (D)
- Samson (M)
- Shelter Tree, Inc./Tree Care Products (D)
- SherillTree (D)
- Treecaresupplies.com (D)
- U.S. Rigging Supply/Pelican Rope Works (D)(M)
- Ver Sales, Inc. (D)
- Weaver Leather, LLC (D)
- WesSpur Tree Equipment, Inc. (D)
- Western Tree Equipment & Repairs (D)
- Wilson Hardware Co. Inc. (D)
- Yale Cordage, Inc. (M)

Safety/Loss Control
- Arthur J. Gallagher Risk Management Services, Inc. (S)

Saws, Loppers
- Corona Clipper, Inc. (M)
- Fanno Saw Works (M)

Skidsteer Loaders & Implements
- Alexander Equipment Co. Inc. (D)(M)
- Bailey's (D)
- Cleaves Company, Inc. (D)
- FAE USA, Inc. (D)(M)
- Fecon, Inc. (D)(M)
- FEVA Forestry Equipment of VA (S)
- Global Equipment Exporters, LLC (D)(M)
- Heavy Machinery and Tractor Company (D)(M)
- J. J. Kane Auctioneers (D)
- Jim Goodall Equipment Sales (D)
- Jonsered (M)
- QUADCO Equipment Inc. (M)
- Ryan's Equipment (M)
- Terex Utilities (D)(M)
- The Toro Company (M)
- Vermeer Corporation (M)

Snow Removal
- Branch Manager Attachments/Top Notch Equipment (D)

Soil Amendments
- Ben Meadows Company (D)(M)
- Bobcat Company (M)
- Doggett Corporation (M)(S)
- ESSCO Distributors Inc. (D)(M)
- Growth Products, Ltd. (M)(S)
- Treecaresupplies.com (D)(M)
- Northeast Shade Tree (D)(M)
- Plant Food Company, Inc. (D)(M)(S)
- Plant Health Care, Inc. (M)(S)
- Shelter Tree, Inc./Tree Care Products (D)(M)
- SherillTree (D)(M)

Sprayers & Accessories
- Bailey's (D)
- Ben Meadows Company (D)
- Bobcat Company (M)
- ECHO Incorporated (M)
- ESSCO Distributors Inc. (D)(M)
- Forestry Suppliers, Inc. (D)
- FAE USA, Inc. (D)(M)
- Fecon, Inc. (D)(M)
- Global Equipment Exporters, LLC (D)
- Green Manufacturing & Treeeman Supply (M)
- Hawk Equipment Corp. (D)
- Husqvarna (M)
- J. P. Carlton Company, Div. DAF Inc. (M)
- Karl Kuehmerling, Inc. (D)
- The Knife Source, LLC (D)
- Leonardi Manufacturing (M)
- Treecaresupplies.com (D)(M)
- MRK, Inc./Toombs Truck & Equip. Co. (D)
- Morkbark, Inc. (D)
- Northeastern Arborist Supply (D)
- QUADCO Equipment Inc. (M)
- Rayco Manufacturing, Inc. (M)
- SANDVIK (M)
- SDM Tools (M)
- Shelter Tree, Inc./Tree Care Products (D)
- SherillTree (D)
- The Toro Company (M)
- Vermeer Corporation (M)
- Vermeer Sales & Service (D)
- WesSpur Tree Equipment, Inc. (D)
- Western Tree Equipment & Repairs (D)
- Zhuzhou Cemented Carbide Works USA Inc (D)

Stump Cutters
- Alexander Equipment Co. Inc. (D)
- American Arborist Supplies (D)
- Bailey's (D)
- Bandit Industries, Inc. (D)(M)
- Blue Ridge Arborist Supply, LLC (D)
- Border City Tool & Manufacturing Co. (M)
- Carl Neutzel Services (S)
- Cleaves Company, Inc. (D)
- Dosko - Great Northern Equipment Distributors (D)
- ESSCO Distributors Inc. (D)
- Global Equipment Exporters, LLC (D)(M)
- Green Manufacturing & Treeeman Supply (M)
- Hawk Equipment Corp. (D)
- Husqvarna (M)
- J. P. Carlton Company, Div. DAF Inc. (M)
- Karl Kuehmerling, Inc. (D)
- The Knife Source, LLC (D)
- Leonardi Manufacturing (M)
- Treecaresupplies.com (D)(M)
- MRK, Inc./Toombs Truck & Equip. Co. (D)
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- Northeastern Arborist Supply (D)
- QUADCO Equipment Inc. (M)
- Rayco Manufacturing, Inc. (M)
- SANDVIK (M)
- SDM Tools (M)
- Shelter Tree, Inc./Tree Care Products (D)
- SherillTree (D)
- The Toro Company (M)
- Vermeer Corporation (M)
- Vermeer Sales & Service (D)
- WesSpur Tree Equipment, Inc. (D)
- Western Tree Equipment & Repairs (D)
- Zhuzhou Cemented Carbide Works USA Inc (D)

Stump Cutter Teeth
- Alexander Equipment Co. Inc. (D)(M)
- American Arborist Supplies (D)
- Bailey's (D)
- Bandit Industries, Inc. (D)(M)
- Blue Ridge Arborist Supply, LLC (D)
- Border City Tool & Manufacturing Co. (M)
- Carl Neutzel Services (S)
- Cleaves Company, Inc. (D)
- Dosko - Great Northern Equipment Distributors (D)
- ESSCO Distributors Inc. (D)
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- Vermeer Corporation (M)
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- WesSpur Tree Equipment, Inc. (D)
- Western Tree Equipment & Repairs (D)
- Zhuzhou Cemented Carbide Works USA Inc (D)
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**Stump Cutters PTO**
- Alexander Equipment Co. Inc. | (D)(M)
- Dosko - Great Northern Equipment Distributors | (D)
- FAE USA, Inc. | (D)(M)
- Heavy Machinery and Tractor Company | (D)
- Vermeer Sales & Service | (D)

**Stump Grinders**
- Blue Ridge Arborist Supply, LLC | (D)

**Sweepers**
- Bailey's | (D)
- Bobcat Company | (M)
- Branch Manager Attachments/Top Notch Equipment | (D)(M)
- Cleaves Company, Inc. | (D)
- Corona Clipper, Inc. | (M)
- Forestry Suppliers, Inc. | (D)
- Heavy Machinery and Tractor Company | (D)
- Husqvarna | (M)
- STIHL Inc. | (M)

**Systemic Injection/Infusion**
- ESSCO Distributors Inc. | (D)
- Mauget Company | (D)(M)
- Treecaresupplies.com | (D)

**Monterey Lawn & Garden Products** | (D)
**Northeast Arborist Supply** | (D)

**TCIA Accreditation Auditor/Consultant**
- Green Industry Consulting | (S)
- The Nature Zone | (S)

**Traffic Safety**
- Alexander Equipment Co. Inc. | (D)
- American Arborist Supplies | (D)
- Bailey's | (D)
- Bartlett Arborist Supply & Manufacturing Company | (D)
- Ben Meadows Company | (D)
- Bishop Company | (D)
- Blue Ridge Arborist Supply, LLC | (D)
- DICA | (M)
- Fletcher Stewart Ltd | (D)(M)
- Forestry Suppliers, Inc. | (D)
- Fred Marvin Associates | (D)
- Hall's Safety Equipment Corp. | (D)
- Kramer Equipment Co., Inc. | (D)
- Treecaresupplies.com | (D)
- OK-1 Safety & Ergonomics | (D)
- Reliant Safety Products, LLC | (D)(M)
- SafetyFirst Systems, LLC | (D)(M)(S)
- Shelter Tree, Inc./Tree Care Products | (D)
- Soteria Safety Products, LLC | (D)
- WesSpur Tree Equipment, Inc. | (D)
- Western Tree Equipment & Repairs | (D)
- Wilson Hardware Co. Inc. | (D)

**Trailers/Ramps**
- Alexander Equipment Co. Inc. | (D)(M)
- Bailey's | (D)
- Branch Manager Attachments/Top Notch Equipment | (D)(M)
- Carl Neutzel Services | (S)
- Cleaves Company, Inc. | (D)
- FEVA Forestry Equipment of VA | (S)
- Northeast Arborist Supply | (D)
- Payeur Distributions | (D)(M)
- Reddick Equipment Company | (D)(M)

**Transportation Services**
- Teletrac, Inc. | (S)

**Tree Felling**
- Ryan's Equipment | (M)

**Tree Injection/Implants**
- American Arborist Supplies | (D)
- ArborSystems, Inc. | (M)
- Ben Meadows Company | (D)
- Creative Sales, Inc. | (D)(M)
- Doggett Corporation | (M)
- ESSCO Distributors Inc. | (D)
- Mauget Company | (D)(M)
- Treecaresupplies.com | (D)

**Tree Protectors**
- American Arborist Supplies | (D)
- Ben Meadows Company | (D)
- Cleaves Company, Inc. | (D)
- Forestry Suppliers, Inc. | (D)
- Northeast Arborist Supply | (D)
- Shelter Tree, Inc./Tree Care Products | (D)

**Tree Spades**
- Alexander Equipment Co. Inc. | (S)
- Bailey's | (D)
- Ben Meadows Company | (D)
- Bobcat Company | (M)
- Dakota Tree Transplanter | (D)(M)
- Forestry Suppliers, Inc. | (D)
- Northeast Arborist Supply | (D)
- Vermeer Corporation | (M)
- Vermeer Sales & Service | (D)

**Tree Spading**
- Alexander Equipment Co. Inc. | (S)

**Tree Stakes**
- Forestry Suppliers, Inc. | (D)
- Northeast Arborist Supply | (D)
- Shelter Tree, Inc./Tree Care Products | (D)

**Tree Transplantation**
- Alexander Equipment Co. Inc. | (S)

**Tree Transplanting Equipment**
- Air-Spade® a Div. of Guardair Corporation | (M)
- Alexander Equipment Co. Inc. | (D)
- Bobcat Company | (M)
- Corona Clipper, Inc. | (M)
- Dakota Tree Transplanter | (D)(M)

**Tree Valuations & Inspection**
- HMI | (S)

**Trenchers**
- Bailey's | (D)
- Ben Meadows Company | (D)
- Bobcat Company | (M)
- Global Equipment Exporters, LLC | (D)
- J. J. Kane Auctioneers | (D)
- Jim Goodall Equipment Sales | (D)
- Vermeer Corporation | (M)
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<td>OK-1 Safety &amp; Ergonomics (D)</td>
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<tr>
<td>Youngstown Glove Co. (S)</td>
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Fax: (866) 514-8236
E-mail: info@arborcanada.com
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Mr. Dwayne Neustaeter

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(M) Arborjet, Inc.
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Ms. Stephanie Partlow

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Fax: (203) 754-7927
E-mail: riice@cdrisurance.com
Web: www.cdrinsurance.com
Mr. Rick Rice
<table>
<thead>
<tr>
<th>(D) Certified Erosion Control Hawaii LLC</th>
<th>(D) Connell Insurance Inc.</th>
<th>(D) Cummins Bridgegeway, LLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.O. Box 10026</td>
<td>P.O. Box 1840</td>
<td>21810 Clessie Court</td>
</tr>
<tr>
<td>Honolulu, HI 96816-0026</td>
<td>Branson, MO 65616</td>
<td>New Hudson, MI 48165</td>
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<tr>
<td>Phone: (808) 734-5963</td>
<td>Phone: (417) 973-0810</td>
<td>Phone: (248) 573-1600</td>
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<tr>
<td>Fax: (808) 732-4433</td>
<td>E-mail: <a href="mailto:rholm@connellinsurance.com">rholm@connellinsurance.com</a></td>
<td>Fax: (248) 573-1598</td>
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<tr>
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<td>Mr. Randy Holm</td>
<td>E-mail: <a href="mailto:jim.m.osborne@cummins.com">jim.m.osborne@cummins.com</a></td>
</tr>
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<td></td>
<td>Web: <a href="http://www.cumminsbridgegeway.com">www.cumminsbridgegeway.com</a></td>
</tr>
<tr>
<td>Mr. Steve M. Nimz</td>
<td></td>
<td>Mr. James M. Osborne</td>
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<tr>
<th>(S) Chittenden Insurance Group LLC</th>
<th>(M) Corcoran &amp; Havlin Insurance Group</th>
<th>(D) Cutter’s Choice</th>
</tr>
</thead>
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<tr>
<td>P.O. Box 485</td>
<td>P.O. Box 9011</td>
<td>2008 East 33rd St</td>
</tr>
<tr>
<td>Burlington, VT 05402</td>
<td>Wellesley, MA 02482-9011</td>
<td>Erie, PA 16510</td>
</tr>
<tr>
<td>Phone: (802) 863-2841</td>
<td>Toll Free: (800) 304-8242</td>
<td>Toll Free: (800) 824-8521</td>
</tr>
<tr>
<td>Fax: (802) 652-6234</td>
<td>Phone: (781) 235-3100</td>
<td>Phone: (814) 898-1629</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:cort.jones@peoples.com">cort.jones@peoples.com</a></td>
<td>E-mail: <a href="mailto:mcurtis@chinsurance.com">mcurtis@chinsurance.com</a></td>
<td>Fax: (814) 898-0275</td>
</tr>
<tr>
<td>Mr. Cort Jones</td>
<td>Web: <a href="http://www.chinsurance.com">www.chinsurance.com</a></td>
<td>Web: <a href="http://www.cutterschoice.com">www.cutterschoice.com</a></td>
</tr>
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<td></td>
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<td>Mr. Andy Bethel</td>
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<th>(S) Christmas Decor</th>
<th>(D)(M) Creative Sales, Inc.</th>
<th>(D)(M) DICA</th>
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<tr>
<td>7602 University Ave</td>
<td>222 N. Park Ave</td>
<td>PO Box 188</td>
</tr>
<tr>
<td>Lubbock, TX 79423-2137</td>
<td>Fremont, NE 68026</td>
<td>Panora, IA 52016</td>
</tr>
<tr>
<td>Toll Free: (866) 321-4077</td>
<td>Toll Free: (800) 257-3181</td>
<td>Toll Free: (800) 610-3422</td>
</tr>
<tr>
<td>Phone: (806) 722-1222</td>
<td>Phone: (860) 755-4800</td>
<td>Phone: (641) 755-4810</td>
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<tr>
<td>Fax: (806) 722-9627</td>
<td>Fax: (860) 757-8515</td>
<td>Fax: (518) 399-4048</td>
</tr>
<tr>
<td>E-mail: Mr. Lenny Cleaves</td>
<td>E-mail: <a href="mailto:gmontowski@underwritingpros.com">gmontowski@underwritingpros.com</a></td>
<td>E-mail: <a href="mailto:dick@dicausa.com">dick@dicausa.com</a></td>
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<tr>
<td>Mr. Brandon Stephens</td>
<td>Mr. George Montowski</td>
<td>Mr. Dick Koberg</td>
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<th>(D)(M) Cleaves Company, Inc.</th>
<th>(S) Corporate Risk Solutions</th>
<th>(D)(M) DICA</th>
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<td>300 Reservoir Street</td>
<td>P.O. Box 823</td>
<td>PO Box 188</td>
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<tr>
<td>Needham, MA 02194</td>
<td>Southington, CT 06489</td>
<td>Panora, IA 52016</td>
</tr>
<tr>
<td>Toll Free: (877) 449-0833</td>
<td>Toll Free: (800) 257-3181</td>
<td>Toll Free: (800) 610-3422</td>
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<td>Fax: (518) 399-4048</td>
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<tr>
<td>E-mail: <a href="mailto:Lenny.cleaves@cleavesco.com">Lenny.cleaves@cleavesco.com</a></td>
<td>E-mail: <a href="mailto:george@corporaterisks.com">george@corporaterisks.com</a></td>
<td>E-mail: <a href="mailto:dick@dicausa.com">dick@dicausa.com</a></td>
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<td>Mr. George Montowski</td>
<td>Mr. Dick Koberg</td>
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<th>(S) CN Utility Consulting, Inc.</th>
<th>(D)(M) DICA</th>
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<td>120 Pleasant Hill Ave Ste 190</td>
<td>PO Box 188</td>
<td>Y Glion</td>
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<td>Sebastopol, CA 95742</td>
<td>Panora, IA 52016</td>
<td>Llanberis, Gwynedd</td>
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<tr>
<td>Phone: (707) 829-1018</td>
<td>Toll Free: (800) 610-3422</td>
<td>Wales LL55 4EL</td>
</tr>
<tr>
<td>Toll Free: (877) 449-0833</td>
<td>Phone: (641) 755-4800</td>
<td>UNITED KINGDOM</td>
</tr>
<tr>
<td>Phone: (781) 444-0833</td>
<td>Fax: (641) 755-4810</td>
<td>Phone: +44 1296 877 222</td>
</tr>
<tr>
<td>Fax: (781) 444-5611</td>
<td>Fax: 44128872090</td>
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</tr>
<tr>
<td>E-mail: <a href="mailto:scielsiewicz@cnutility.com">scielsiewicz@cnutility.com</a></td>
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<td>E-mail: <a href="mailto:paul@dmnwales.com">paul@dmnwales.com</a></td>
</tr>
<tr>
<td>Web: <a href="http://www.cnutility.com">www.cnutility.com</a></td>
<td>Web: <a href="http://www.dmnpascal.com">www.dmnpascal.com</a></td>
<td>Web: <a href="http://www.dmnpascal.com">www.dmnpascal.com</a></td>
</tr>
<tr>
<td>Mr. Steve Cieslewicz</td>
<td>Mr. Bryan K. Wolfe</td>
<td>Mr. Paul Simkiss</td>
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<tr>
<th>(D)(M) Concept Products Corp.</th>
<th>(D) CUES, Inc.</th>
<th>(M)(S) Doggett Corporation</th>
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<tr>
<td>16 Industrial Blvd</td>
<td>14 Caldwell Dr</td>
<td>30 Cherry St</td>
</tr>
<tr>
<td>Paoli Corp. Center, Suite 110</td>
<td>Amherst, NH 03031-2393</td>
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<tr>
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<td>E-mail: <a href="mailto:mellick@cs.com">mellick@cs.com</a></td>
</tr>
<tr>
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<td>Mr. Alan Morrison</td>
<td>Mr. Roger D. Mellick</td>
</tr>
</tbody>
</table>
TCI Buyers’ Guide December 2010

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Phone: (610) 270-9530
Fax: (610) 270-9531
E-mail: john.conger@eydent.com
Web: www.eydent.com
Mr. John Conger

(D)(M)(S) FAE USA, Inc.
5321 Rafe Banks Drive
Flowery Branch, GA 30542
Phone: (770) 407-2014
Fax: (770) 338-4508
E-mail: mjackson@faeusa.com
Web: www.faeusa.com
Mr. Matt Jackson

(S) Fanno Saw Works
224 W Eighth Ave
Chico, CA 95927
Phone: (530) 895-1762
Fax: (530) 895-0302
E-mail: info@fannosaw.com
Web: www.fannosaw.com
Mr. Robert A. Fanno

Manufacturer of folding saws, curved-blade tree saws, pole saws and special-purpose saws. Also, supplier of pole pruners with wood or fiberglass poles. Fanno International, supplier of Tri-Edge pruning saws with durability in mind.

See our 4-color Reader Service Listing
<table>
<thead>
<tr>
<th><strong>(D)</strong> Distributor</th>
<th><strong>(M)</strong> Manufacturer</th>
<th><strong>(S)</strong> Industry Support and Service Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ford &amp; Harrison, LLP</strong></td>
<td>1300 19th St NW Ste 700 Washington, DC 20036</td>
<td>Phone: (202) 719-2045 Fax: (202) 719-2077 E-mail: <a href="mailto:glieber@fordharrison.com">glieber@fordharrison.com</a> Web: <a href="http://www.fordharrison.com">www.fordharrison.com</a></td>
</tr>
<tr>
<td><strong>Forestry Suppliers, Inc.</strong></td>
<td>PO Box 8397 Jackson, MS 39284-8395 Toll Free: (800) 641-8111 Phone: (603) 641-9849 E-mail: <a href="mailto:jeff.foy@foyinsurance.com">jeff.foy@foyinsurance.com</a> Web: <a href="http://www.foyinsurance.com">www.foyinsurance.com</a></td>
<td>Mr. Jeff Foy</td>
</tr>
<tr>
<td><strong>Global Equipment Exporters, LLC</strong></td>
<td>5002 Niagara Dr Acworth, GA 30102 Phone: (770) 966-9056 Fax: (770) 966-9035 E-mail: <a href="mailto:dave@globalequipmentexporters.com">dave@globalequipmentexporters.com</a> Web: <a href="http://www.globalequipmentexporters.com">www.globalequipmentexporters.com</a></td>
<td>Mr. Dave Wild</td>
</tr>
<tr>
<td><strong>Green Manufacturing &amp; Treeman Supply</strong></td>
<td>9560 Packard Rd. Morenci, MI 49256 Toll Free: (888) 814-7336 Phone: (800) 473-3683 Fax: (517) 458-1550 E-mail: <a href="mailto:kevin@greenteeth.com">kevin@greenteeth.com</a> Web: <a href="http://www.greenteeth.com">www.greenteeth.com</a> Mr. Kevin J. Green</td>
<td></td>
</tr>
<tr>
<td><strong>Hawk Equipment Corp.</strong></td>
<td>14118 Fairgate Blvd Newbury, OH 44065 Toll Free: (877) 591-5855 Phone: (440) 564-1499 E-mail: <a href="mailto:info@hawkequipmentcorp.com">info@hawkequipmentcorp.com</a> Web: <a href="http://www.hawkequipmentcorp.com">www.hawkequipmentcorp.com</a> Mr. John Such</td>
<td></td>
</tr>
<tr>
<td><strong>Heavy Machinery and Tractor Co.</strong></td>
<td>9290 HWY 431 N Albertville, AL 35511 Phone: (256) 878-1631 Fax: (256) 878-2521 E-mail: <a href="mailto:NIC@HMTC.us">NIC@HMTC.us</a> Web: <a href="http://www.HMTC.us">www.HMTC.us</a> Mr. Nic Holland</td>
<td></td>
</tr>
<tr>
<td><strong>HMI</strong></td>
<td>107 Edinburgh South Drive, Ste 205 Cary, NC 27511 Phone: (919) 460-5445 Fax: (919) 460-5460 E-mail: <a href="mailto:dcowles@hmiadvantage.com">dcowles@hmiadvantage.com</a> <a href="http://www.moneypeowsnotrees.com">www.moneypeowsnotrees.com</a> Mr. Doug Cowles</td>
<td></td>
</tr>
</tbody>
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### ALPHABETICAL LISTING

<table>
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<th>Distributor</th>
<th>Manufacturer</th>
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<tr>
<td>TCI B UYER S’ G UIDE D ECEMBER 2010</td>
<td></td>
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#### (S) Holistic-Safety, Inc.
- **Address:** 3504 Leighton Dr, Arlington, TX 76015-3231
- **Phone:** (682) 559-4843
- **Fax:** (817) 704-4104
- **Email:** holistic.safety08@att.net
  - **Dr. Martha Quiroz-Romero, CTSP**

#### (D) Distributor      (M) Manufacturer      (S) Industry Support and Service Provider
- **(S) Holistic-Safety, Inc.**
  - **Address:** 3504 Leighton Dr, Arlington, TX 76015-3231
  - **Phone:** (682) 559-4843
  - **Fax:** (817) 704-4104
  - **Email:** holistic.safety08@att.net
  - **Mr. Donald E. MacQueen, Jr.**

#### (S) International Brotherhood of Electrical Workers, Local Union 1919
- **Address:** 986 Green Tree Rd, Pittsburgh, PA 15220
- **Phone:** (412) 921-5757
- **Fax:** (412) 920-1661
- **Email:** don.kaczka@verizon.net
  - **Mr. Don Kaczka**

#### (D)(M) Iron Technics Enterprises
- **Address:** PO Box 844, Woodinville, WA 98072-0844
- **Phone:** (425) 485-7017
- **Fax:** (425) 487-9151
- **Email:** mail@itetrucks.com
  - **Mr. Lonnie Fall**

#### (S) J. A. Price Agency, Inc.
- **Address:** 6640 Shady Oak Rd, Ste 500, Eden Prairie, MN 55344
- **Phone:** (952) 944-8790
- **Fax:** (952) 944-0097
- **Email:** bob.blomster@japrice.com
  - **Mr. Bob Blomster**

#### (M) Jameson, LLC
- **Address:** 1451 Old North Main St, Clover, SC 29710
- **Phone:** (803) 246-1956
- **Fax:** (803) 222-6400
- **Email:** sales@jamesoncorp.com
  - **Web:** www.jamesoncllc.com
  - **Ms. Cathey Hayes**

#### (S) J. M. Glover Agency
- **Address:** 29 Haviland St, Norwalk, CT 06854
- **Phone:** (203) 838-5554
- **Fax:** (203) 274-9420
- **Email:** rbassett@johnmglover.com
  - **Web:** www.johnmglover.com
  - **Ms. Rachael Bassett**

#### See our 4-color Reader Service Listing
- **(M)J. P. Carlton Company, Div. DAF Inc.**
  - **Address:** 121 John Dodd Rd, Spartanburg, SC 29303
  - **Phone:** (803) 246-9335
  - **Fax:** (864) 578-9335
  - **E-mail:** farmerjimmy@johndeere.com
  - **Mr. Jimmy Farmer**

#### See our 4-color Reader Service Listing
- **(D)(M) J J Kane Auctioneers**
  - **Address:** 808 US Hwy 130 Bldg. One, Suite 214, Riverside, NJ 08075
  - **Phone:** (707) 980-5961
  - **Fax:** (707) 693-7156
  - **E-mail:** sales@jjkeller.com
  - **Web:** www.jjkeller.com
  - **Mr. Dave Ellis**

#### See our 4-color Reader Service Listing
  - **Address:** 3003 W. Breezewood Lane, Neenah, WI 54957
  - **Phone:** (800) 843-3174
  - **Fax:** (800) 727-7516
  - **E-mail:** sales@jjkeller.com
  - **Web:** www.jjkeller.com
  - **Mr. Tim Roebel**
(S) Jones & Insurance Advisors, Inc.  
3720 7th Terrace, Suite 101  
Vero Beach, FL 32960  
Phone: (772) 569-6802  
Fax: (772) 569-6899  
E-mail: r.jones@jonesandsavellinsurance.com  
Mr. Robert K. Jones

(D)(M) Jonsered  
PO Box 68  
Rye, NH 03870-0068  
Toll Free: (800) 447-1152  
Phone: (603) 964-9450  
Fax: (603) 964-9380  
E-mail: info@tiltonequipment.com  
Web: www.jonseredpower.com  
Customer Service

(S) Karl Kuemmerling, Inc.  
129 Edgewater Ave NW  
Massillon, OH 44646  
Toll Free: (888) 222-6166  
Phone: (330) 477-8528  
E-mail: karlkuemmerling@sbcglobal.net  
Web: www.karlkuemmerling.com  
Mr. Bob Rankl

(S) Karl Kuemmerling, Inc.  
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Mr. Bob Rankl

(M) Kask America, Inc.  
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Phone: (980) 225-5320  
Fax: (704) 943-5050  
E-mail: info@kaskamerica.com  
Web: www.kaskhelmets.com  
Mr. Eugene Kozhevnikov

KASK is the leading Italian manufacturer of the professional, top-of-the-line and finest-quality safety helmets for cycling & skiing, climbing & mountaineering, work & rescue, activities at height & industrial use, and safety accessories.

(S) Kelly King Insurance Services  
PO Box 599  
Rippon, CA 95366-0599  
Toll Free: (888) 540-KING  
Phone: (209) 599-7500  
Fax: (209) 599-7517  
E-mail: kelly@kellykinginsurance.com  
Web: www.kellykinginsurance.com  
Ms. Kelly King

(S) Kiln-Direct  
PO Box 159  
Burgaw, NC 28425  
Phone: (910) 259-1624  
Fax: (910) 259-1625  
E-mail: nielsj@kiln-direct.com  
Web: www.kiln-direct.com  
Mr. Niels Jorgensen

(M) Knappheide Manufacturing  
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Quincy, IL 62301  
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E-mail: knapheide@knapheide.com  
Web: www.knapheide.com  
Mr. Richard Rose

See our 4-color Reader Service Listing

(S) Liberty Financial Group, Inc.  
7 Church Rd  
Hatfield, PA 19440-1249  
Toll Free: (800) 422-1844  
Phone: (888) 883-4480  
Fax: (888) 883-9380  
E-mail: philm@libertyfg.com  
Web: www.libertyfg.com  
Mr. Philip McClurkin

(D)(M) Loftness/US Attachments  
PO Box 337  
Hector, MN 55342-0337  
Toll Free: (800) 828-7624  
Phone: (320) 848-6266  
Fax: (320) 848-6269  
Web: www.loftness.com  
Mr. Dave Nelson

See our 4-color Reader Service Listing

(S) Logger’s Insurance Agency, Inc.  
217 North Black River St  
Sparta, WI 54656  
Phone: (608) 269-2127  
Fax: (608) 269-2130  
E-mail: gascher@loggersinsurance.com  
Web: www.loggersinsurance.com  
Mr. Gary Ascher

(D)(M)(S) Man & Material Lift Engineering  
5707 S Pennsylvania Ave  
Cudahy, WI 53110-2454  
Phone: (414) 466-1769  
Fax: (414) 486-1763  
E-mail: sales@manliftengineering.com  
Web: www.manliftengineering.com  
Mr. James Wilson

(S) Margaret M. Schofield, Consulting Arborist  
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Philadelphia, PA 19128  
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Fax: (215) 984-8578  
E-mail: pschofield@cathedralvillage.com  
Ms. Peg Schofield

(S) Market Hardware, Inc.  
7200 Wisconsin Ave #312  
Bethesda, MD 20814-4888  
Toll Free: (888) 262-8761  
Fax: (301) 476-4151  
E-mail: brian@markethardware.com  
Web: www.tcia.markethardware.com  
Mr. Brian Kraft

See our 4-color Reader Service Listing

(S) Larson’s Insurance Solution Agency Inc.  
PO Box 530848  
Livonia, MI 48153  
Phone: (248) 478-4430  
Fax: (248) 427-0402  
E-mail: karen@larsoninsuranceagency.com  
Ms. Karen Larson
<table>
<thead>
<tr>
<th><strong>(D) Distributor</strong></th>
<th><strong>(M) Manufacturer</strong></th>
<th><strong>(S) Industry Support and Service Provider</strong></th>
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<tr>
<td><strong>(D)(M) Mauget Company</strong></td>
<td></td>
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<tr>
<td>5435 Peck Rd</td>
<td>Arcadia, CA 91006-5847</td>
<td></td>
</tr>
<tr>
<td>Toll Free: (800) 873-3779</td>
<td>Phone: (626) 444-1057</td>
<td>Fax: (626) 444-7414</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:mauget@mauget.com">mauget@mauget.com</a></td>
<td>Web: <a href="http://www.mauget.com">www.mauget.com</a></td>
<td>Mr. Nathan E. Dodds</td>
</tr>
</tbody>
</table>

**See our 4-color Reader Service Listing**

| **(D) McDonald Equipment Company (MECO)**  |                       |                                             |
| 37200 Vine St  | Willoughby, OH 44094-6376 |                                             |
| Toll Free: (800) 589-9025 | Phone: (440) 951-8222 | Fax: (440) 951-2089                         |
| E-mail: smcdonald@mcdonaldequipment.com | Web: www.mcdonaldequipment.com | Mr. Scott McDonald                          |

| **(S) McSweeney & Ricci Insurance Agency, Inc.**  |                       |                                             |
| PO Box 85084  | Braintree, MA 02185-0984 |                                             |
| Phone: (781) 848-8600 | Fax: (781) 843-8807 | E-mail: tkane@mcsweeneyricci.com            |
| Web: www.mcsweneeeyricci.com | Mr. Tim Kane |                                             |

**See our 4-color Reader Service Listing**

| **(D)(M)(S) Minnesota Wanner Company**  |                       |                                             |
| 7125 Ohms Lane  | Minneapolis, MN 55439 |                                             |
| Toll Free: (800) 247-4998 | Phone: (952) 929-1070 | Fax: (952) 929-5933                         |
| E-mail: sales@minnesotawanner.com | Web: www.mnwanner.com | Mr. Tom Wanner                             |

| **(D)(M)(S) Morbark, Inc.**  |                       |                                             |
| PO Box 1000  | Winn, MN 54896-1000 |                                             |
| Toll Free: (800) 831-0042 | Phone: (989) 866-2381 | Fax: (989) 866-2280                         |
| E-mail: inquire@morbark.com | Web: www.morbark.com | Mr. Jason Showers                           |

| **(S) National Insurance Programs**  |                       |                                             |
| 900 Rte. 9 North, Ste 503  | Woodbridge, NJ 07095 |                                             |
| Toll Free: (800) 446-7647 | Fax: (732) 634-2904 | E-mail: dspringer@nipgroup.com             |
| Web: www.thenaturezone.com | Mr. David Springer | Mr. Randall J. McDonald, CTSP               |

| **(S) The Nature Zone**  |                       |                                             |
| PO Box 514  | Saxonburg, PA 16056 |                                             |
| Phone: (724) 355-6528 | Email: RJM@TCIAuditor.com | Web: www.TCIAuditor.com                     |
| Mr. Randal J. McDonald | CTSP | Mr. David Springer                         |

| **(D)(M) Northeast Shade Tree**  |                       |                                             |
| PO Box 4434  | Portsmouth, NH 03802-4434 |                                             |
| Toll Free: (800) 841-2498 | Phone: (603) 436-4804 | Fax: (603) 436-1493                         |
| E-mail: neshadetree@aol.com | Web: www.northeasternarborsupply.com | Mr. Jeffrey W. Ott                         |

| **(D)(M)(S) Northeastern Arborist Supply**  |                       |                                             |
| 50 Notch Road  | West Paterson, NJ 07424 |                                             |
| Toll Free: (800) 261-7772 | Phone: (973) 837-1390 | Fax: (973) 837-1391                         |
| E-mail: neaspotam@gmail.com | Web: www.northeasternarborsupply.com | Ms. Karen Dujets                           |

| **(S) Northern Atlantic Financial, LLC**  |                       |                                             |
| 410 Turnberry Way  | Souderton, PA 18964 |                                             |
| Toll Free: (800) 710-4361 | Phone: (800) 711-0468 | Fax: (800) 711-0468                        |
| E-mail: joanne.cucchiari@comcast.net | Web: www.northernatlanticfinancial.com | Mrs. Joanne Cucchiari                      |

| **(S) NRC Insurance Agency**  |                       |                                             |
| 2937 Veneman Ave, #A105  | Modesto, CA 95356 |                                             |
| Toll Free: (888) 436-2541 | Phone: (888) 436-2541 | Fax: (888) 436-2541                       |
| E-mail: gcordle@nrclnurance.com | Web: www.nrcinsurance.com | Ms. Gloria Cordle                          |
ALPHABETICAL LISTING

(D) Distributor  (M) Manufacturer  (S) Industry Support and Service Provider

(D) OK-1 Safety & Ergonomics
790 S Veterans Drive
Altus, OK 73522
Phone: (580) 482-0891
Fax: (580) 482-2760
E-mail: tdulaney@altusok1.com
Web: www.ok-1safety.com
Mr. Tom Dulaney

(S) Ollis & Company
PO Box 10346
Springfield, MO 65808
Phone: (417) 881-8333
Fax: (417) 823-7444
E-mail: jeff.eiserman@ollisco.com
Web: www.ollisco.com
Mr. Jeff Eiserman

(S) Ouachita Job Corps
570 Job Corps Road
Royal, AR 71968
Toll Free: (501) 321-3623
Phone: (501) 767-2707
Fax: (501) 321-3794
E-mail: ronvanwechel@aol.com
Web: www.ouachitajobcorps.gov
Mr. Ron Van Wechel

(D)(M) Payeur Distributions
5379 King E
Ascot Corner, QC J0B 1A0 Canada
Phone: (819) 821-2015
Fax: (819) 820-0490
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Web: www.payeur.com
Mr. Mike Miller

(S) Peterson, McGregor and Associates
1368 Business Park Dr
Traverse City, MI 49686
Phone: (231) 922-7200
Fax: (231) 922-7275
E-mail: dwestman@petersonmcgregor.com
Web: www.petersonmcgregor.com
Mr. Don Westman

(S) Petzl America
PO Box 160447
Clearfield, UT 84016
Toll Free: (877) 807-3805
Phone: (801) 926-1500
Fax: (801) 926-1502
E-mail: info@petzl.com
Web: www.petzl.com
Mr. Jon Heshka

(S) Piedmont Group Insurance Solutions
47 East South Street
Frederick, MD 21701
Phone: (301) 865-6411
Fax: (301) 865-9033
E-mail: molly@tpgins.net
Web: www.tpgins.net
Ms. Molly Kilmore

(D)(M)(S) Plant Food Company, Inc.
38 Hightstown, Cranbury Station Rd
Cranbury, NJ 08512
Toll Free: (800) 562-1291
Phone: (609) 448-0935
Fax: (609) 443-8038
E-mail: tplatz@plantfoodco.com
Web: www.plantfoodco.com
Mr. Ted Platz

(S) Plant Growth Management Systems
PO Box 214
Niles, MI 49120
Toll Free: (877) 902-7467
Phone: (269) 663-7467
Fax: (269) 663-7467
E-mail: pgms@earthlink.net
Web: www.plantgrowthmanagementsystems.com
Ms. Laurie A. Mann

(M)(S) Plastic Composites Co.
8301 Clinton Park Drive
Fort Wayne, IN 46825
Toll Free: (800) 747-9339
Phone: (260) 484-3139
Fax: (260) 483-2532
E-mail: info@buckettruckparts.com
Web: www.buckettruckparts.com
Mr. G. Daniel Templeton

(M) Plymkraft, Inc.
479 Export Circle
Newport News, VA 23601
Toll Free: (800) 992-0854
Phone: (757) 595-0364x27
Fax: (757) 595-6106
E-mail: richard@plymkraft.com
Web: www.columbianrope.com
Mr. Richard Sleight

(D) Portable Winch Co.
1170 rue Thomas-Tremblay St.
Sherbrooke, QC J1G 5G5, Canada
Toll Free: (888) 388-7855
Fax: (514) 227-5196
E-mail: info@portablewinch.com
Web: www.portablewinch.com
Mr. Christian Pelletier

(M) Power Great Lakes, Inc.
176 Mittel Drive
Wood Dale, IL 60191-1119
Toll Free: (800) 551-2938
Phone: (630) 350-9400
Fax: (630) 350-9900
Web: www.powergreatlakes.com
Mr. Gary Winemaster

(M) Preformed Line Products
PO Box 91129
Cleveland, OH 44110-1129
Phone: (440) 461-5200
Fax: (440) 442-8816
E-mail: inquiries@preformed.com
Web: www.preformed.com
Robin Bartlett

(M) QUADCO Equipment Inc.
30 Industrial
St. Eustache, QC J7R 5C1, Canada
Phone: (450) 623-3340
Fax: (450) 623-5337
E-mail: emclennan@quadco.com
Web: www.quadco.com
Mr. Claude Samson

(D) Quali-Pro
130 S Davis Ave
Audubon, NJ 08106
Phone: (856) 252-4725
Fax: (856) 546-1685
E-mail: dougs@manainc.com
Web: www.quali-pro.com
Mr. Doug Suttor

(D)(M) Rainbow Treecare Scientific Advancements (SciVance)
11571 K-Tel Drive
Minnetonka, MN 55343-8845
Toll Free: (877) 272-6747
Fax: (952) 252-0504
E-mail: tprosser@rainbowtreecare.com
Web: www.rainbowscivance.com
Mr. Richard Sleight

(D)(M) Rapco Industries, Inc.
6000 NE 88th St Suite D104
Vancouver, WA 98665
Toll Free: (800) 959-6130
Phone: (360) 573-0090
Fax: (360) 573-0046
E-mail: Rick@rapcoindustries.com
Web: www.rapcoindustries.com
Mr. Rick Fowler

See our 4-color Reader Service Listing
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<tbody>
<tr>
<td>4255 East Lincoln Way</td>
<td>10379 County Road V</td>
<td>PO Box 511</td>
</tr>
<tr>
<td>Wooster, OH 44691-8601</td>
<td>Amherst, WI 4406</td>
<td>Concord, NH 03302-0511</td>
</tr>
<tr>
<td>Toll Free: (800) 392-2588</td>
<td>Phone: (715) 254-1046</td>
<td>Toll Free: (800) 238-3840</td>
</tr>
<tr>
<td>Phone: (330) 264-8699</td>
<td>Fax: (715) 254-1753</td>
<td>Phone: (603) 224-2562</td>
</tr>
<tr>
<td>Fax: (330) 264-3697</td>
<td>E-mail: <a href="mailto:sandy@reliantesafetyproducts.com">sandy@reliantesafetyproducts.com</a></td>
<td>Fax: (603) 224-8012</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:rayco@raycomfg.com">rayco@raycomfg.com</a></td>
<td>Web: <a href="http://www.reliantesafetyproducts.com">www.reliantesafetyproducts.com</a></td>
<td>E-mail: <a href="mailto:rbethel@rowleyagency.com">rbethel@rowleyagency.com</a></td>
</tr>
<tr>
<td>Web: <a href="http://www.raycomfg.com">www.raycomfg.com</a></td>
<td>Sandy Krogwold</td>
<td>Web: <a href="http://www.rowleyagency.com">www.rowleyagency.com</a></td>
</tr>
<tr>
<td>Mr. J.R. Bowling</td>
<td></td>
<td>Mr. Robert E. Bethel, CPCU, CIC</td>
</tr>
</tbody>
</table>

Manufacturers of a full line of high-performance tree stump cutter machines, brushchippers and forestry mowing/mulching equipment. These machines are designed for professionals who demand maximum field production.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>317 Rte 27</td>
<td>505 Parsons View</td>
<td>6910 Rt 309</td>
</tr>
<tr>
<td>Raymond, NH 03077-1450</td>
<td>Phone: (706) 340-1288</td>
<td>Coopersburg, PA 18036-1131</td>
</tr>
<tr>
<td>Phone: (603) 895-3803</td>
<td>Fax: (706) 548-9242</td>
<td>Toll Free: (800) 283-4090</td>
</tr>
<tr>
<td>Fax: (603) 895-4866</td>
<td>E-mail: <a href="mailto:steve@riggyu.com">steve@riggyu.com</a></td>
<td>Phone: (610) 282-4090</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:nick@raymondbucketguys.com">nick@raymondbucketguys.com</a></td>
<td>Web: <a href="http://www.riggyu.com">www.riggyu.com</a></td>
<td>Fax: (610) 282-8986</td>
</tr>
<tr>
<td>Mr. Richard Girard</td>
<td>Mr. Peter T. Richards</td>
<td>E-mail: <a href="mailto:sales@royaltruckequip.com">sales@royaltruckequip.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Web: <a href="http://www.royaltruckequip.com">www.royaltruckequip.com</a></td>
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See our 4-color Reader Service Listing

<table>
<thead>
<tr>
<th>(D)(M)(S) Reading Truck Body, LLC</th>
<th>(D)(M)(S) The Richards Group</th>
<th>(M) Ryan’s Equipment</th>
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<tbody>
<tr>
<td>P.O. Box 650</td>
<td>48 Harris Place</td>
<td>PO Box 387</td>
</tr>
<tr>
<td>Reading, PA 19607</td>
<td>Brattleboro, VT</td>
<td>Edmore, MI 48829-0387</td>
</tr>
<tr>
<td>Phone: (610) 775-3301</td>
<td>Phone: (989) 427-3829</td>
<td>Phone: (989) 427-4008</td>
</tr>
<tr>
<td>Fax: (610) 775-3261</td>
<td>Fax: (989) 427-2829</td>
<td>Fax: (989) 427-3829</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:kbar@readingbody.com">kbar@readingbody.com</a></td>
<td>E-mail: <a href="mailto:prichards@therichardsgrp.com">prichards@therichardsgrp.com</a></td>
<td>E-mail: <a href="mailto:don@ryansequip.com">don@ryansequip.com</a></td>
</tr>
<tr>
<td>Mr. Keith Barr</td>
<td>Web: <a href="http://www.therichardsgrp.com">www.therichardsgrp.com</a></td>
<td>Web: <a href="http://www.ryansequip.com">www.ryansequip.com</a></td>
</tr>
</tbody>
</table>

See our 4-color Reader Service Listing

<table>
<thead>
<tr>
<th>(D)(M)(S) Real Green Systems</th>
<th>(S) Robert J. Hanafin, Inc.</th>
<th>(M) Salsco, Inc.</th>
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<tr>
<td>8601 Boulder Ct.</td>
<td>PO Box 509</td>
<td>105 Schoolhouse Rd</td>
</tr>
<tr>
<td>Walled Lake, MI 48390-4138</td>
<td>Endicott, NY 13761</td>
<td>Cheshire, CT 06410-1241</td>
</tr>
<tr>
<td>Toll Free: (800) 422-7478</td>
<td>Phone: (607) 754-3500</td>
<td>Toll Free: (800) 872-5726</td>
</tr>
<tr>
<td>Fax: (248) 694-2029</td>
<td>Fax: (607) 754-9797</td>
<td>Toll Free: (800) 872-5726</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:val@reallengreen.com">val@reallengreen.com</a></td>
<td>E-mail: <a href="mailto:debbie@rjhanafininc.com">debbie@rjhanafininc.com</a></td>
<td>Phone: (507) 282-5739</td>
</tr>
<tr>
<td>Web: <a href="http://www.reallengreen.com">www.reallengreen.com</a></td>
<td>Web: <a href="http://www.rjhanafininc.com">www.rjhanafininc.com</a></td>
<td>Fax: (507) 282-5739</td>
</tr>
<tr>
<td>Ms. Valerie Magnaghi</td>
<td>Ms. Debbie Blanchard</td>
<td>E-mail: <a href="mailto:sales@salsco.com">sales@salsco.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Web: <a href="http://www.salsco.com">www.salsco.com</a></td>
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See our 4-color Reader Service Listing

<table>
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<th>(D)(M)(S) Reddick Equipment Company</th>
<th>(S) Rodman Insurance</th>
<th>(M) Samson</th>
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<tr>
<td>1909 W Main St.</td>
<td>145 Rosemary St</td>
<td>2090 Thornton St</td>
</tr>
<tr>
<td>Williamson, NC 27892-7611</td>
<td>Needham, MA 02494</td>
<td>Ferndale, WA 98248</td>
</tr>
<tr>
<td>Phone: (252) 792-1191</td>
<td>Phone: (781) 247-7817</td>
<td>Toll Free: (800) 227-7673</td>
</tr>
<tr>
<td>Fax: (252) 792-4913</td>
<td>Fax: (781) 444-0090</td>
<td>Toll Free: (800) 227-7673</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:swanson@reddick.cc">swanson@reddick.cc</a></td>
<td>E-mail: <a href="mailto:etobasky@rodmanins.com">etobasky@rodmanins.com</a></td>
<td>Phone: (360) 384-4669</td>
</tr>
<tr>
<td>Web: <a href="http://www.reddickequipment.com">www.reddickequipment.com</a></td>
<td>Web: <a href="http://www.rodmanins.com">www.rodmanins.com</a></td>
<td>Fax: (360) 384-0572</td>
</tr>
<tr>
<td>Mr. Swanson Graves</td>
<td>Ms. Debbie Blanchard</td>
<td>E-mail: <a href="mailto:custserv@samsonrope.com">custserv@samsonrope.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Web: <a href="http://www.safetrees.com">www.safetrees.com</a></td>
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See our 4-color Reader Service Listing

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<tr>
<th>(D)(M)(S) Reliable Equipment &amp; Service Co Inc.</th>
<th>(D)(M) Rotochopper, Inc.</th>
<th>(M) Salsco, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 Steam Whistle Dr</td>
<td>217 West Street</td>
<td>105 Schoolhouse Rd</td>
</tr>
<tr>
<td>Iyldal, PA 18974-1450</td>
<td>Saint Martin, MN 56376</td>
<td>Cheshire, CT 06410-1241</td>
</tr>
<tr>
<td>Phone: (215) 357-3500</td>
<td>Phone: (320) 548-3586</td>
<td>Toll Free: (800) 872-5726</td>
</tr>
<tr>
<td>Fax: (215) 357-0363</td>
<td>Fax: (320) 548-3372</td>
<td>Toll Free: (800) 872-5726</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:Tools@reliable-equip.com">Tools@reliable-equip.com</a></td>
<td>E-mail: <a href="mailto:mhight@rotocopper.com">mhight@rotocopper.com</a></td>
<td>Phone: (507) 282-5739</td>
</tr>
<tr>
<td>Web: <a href="http://www.reliable-equip.com">www.reliable-equip.com</a></td>
<td>Web: <a href="http://www.rotocopper.com">www.rotocopper.com</a></td>
<td>Fax: (507) 282-5739</td>
</tr>
<tr>
<td>Mr. Norman Delan, Jr.</td>
<td>Mr. Monte Hight</td>
<td>E-mail: <a href="mailto:sales@salsco.com">sales@salsco.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Web: <a href="http://www.salsco.com">www.salsco.com</a></td>
</tr>
</tbody>
</table>

See our 4-color Reader Service Listing
ALPHABETICAL LISTING

(D) Distributor  (M) Manufacturer  (S) Industry Support and Service Provider

(M) SANDVIK
15020 Industrial Park Rd
Bristol, VA 24202-3708
Toll Free: (800) 858-6657
Fax: (276) 669-3175
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(D)(M) Save Edge
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Mr. Russ Whyde

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Mr. Russ Whyde

(M) SDM Tools
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Phone: (909) 627-2488
Fax: (909) 627-8988
E-mail: sales@sdmtools.com
Web: www.sdmtools.com
Mr. Simon Cao

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Web: www.sdmtools.com
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(D)(M) Shelter Tree, Inc./Tree Care Products
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N Attleboro, MA 02763
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Fax: (508) 699-6570
E-mail: info@sheltertree.com
Web: www.sheltertree.com
Mr. George Mellick

(S) Sherman Insurance Agency
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Phone: (651) 451-1758
Fax: (651) 455-3923
E-mail: rick@shermanins.com
Mr. Rick Albrecht

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Mr. Sean Larkin
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(M) Sierra Moreno Mercantile
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Hagerstown, MD 21742-7601
Toll Free: (800) 262-0800
Phone: (301) 791-3994
Fax: (301) 791-5446
E-mail: quercusman@aol.com
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(D) Smith Truck Cranes
307 Munroe Falls Ave
Cuyahoga Falls, OH 44221
Phone: (330) 929-3303
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Web: www.smithtruckcranes.com
Mr. Tim Smith

(D)(M) Southco Industries, Inc.
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Shelby, NC 28150
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Fax: (704) 482-2015
E-mail: richard.goforth@southcoindustries.com
Web: www.southcoindustries.com
Mr. Richard P. Goforth

(M) Soteria Safety Products, LLC
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Huntingdon Valley, PA 19006
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Fax: (215) 947-2320
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Web: www.soteriasafetyproducts.com
Mr. Keith Asplundh
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(M) Spyder Manufacturing U.S.A.
545 Porter Way
Placentia, CA 92870-6454
Phone: (714) 528-8010
Fax: (714) 961-0707
E-mail: info@spyderman.com
Mr. Charles Rygiel

(M) STIHL Inc.
PO Box 2015
Virginia Beach, VA 23450-2015
Toll Free: (800) 467-8445
Phone: (757) 486-9100
Fax: (757) 486-9158
E-mail: stihlcs@stihl.us
Web: www.stihlusa.com
Customer Service

(M) Stokes Ladders, Inc.
PO Box 445
Kelseyville, CA 95451-0445
Toll Free: (800) 842-7775
Phone: (707) 279-4306
Fax: (707) 279-2232
E-mail: info@stokesladders.com
Web: www.stokesladders.com
Mr. Gerald Hook

(S) Sturdevant-Beach & Associates LLC
927 Bevile Road, Unit 107
South Daytona, FL 32119
Phone: (386) 322-6046
Fax: (386) 845-9270
E-mail: jssturdevant@sturdevant-beach.com
Web: www.sturdevant-beach.com
Jo Anne Sturdevant

(D)(M)(S) T. H. Glennon Co., Inc.
26 Fanaras Dr
Salisbury, MA 01952-0311
Phone: (978) 465-7222
Fax: (978) 465-3288
E-mail: rocky@glennoncompany.com
Web: www.mulchcolorjet.com
Ms. Rocky Griebling

(D)(M)(S) Tattletale Portable Alarm Systems, Inc.
5269 Frost Road
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Phone: (614) 540-7233
Fax: (614) 540-2359
E-mail: bhess@tattletalealarm.com
Web: www.tattletalealarm.com
Mr. Brian Hess

(S) Teed Insurance Services, LLC
PO Box 482
Hopewell Junction, NY 12533
Phone: (914) 456-8684
E-mail: david@teedinsurance.com
Web: www.teedinsurance.com
Mr. David J. Teed

(S) Teletrac
7391 Lincoln Way
Garden Grove, CA 92841
Phone: (714) 890-7623
Fax: (817) 461-4210
E-mail: sales@teletrac.net
Web: www.teletrac.net
Mr. Tony Small

(D)(M)(S) Terex Utilities
PO Box 1150
Watertown, SD 57201-6150
Toll Free: (800) 982-8975
Phone: (605) 882-4000
Fax: (605) 882-1842
E-mail: marketinginfo@terex.com
Web: www.terexutilities.com
Mr. Joe Caywood
<table>
<thead>
<tr>
<th><strong>(D)</strong> Teupen USA</th>
<th><strong>(D)</strong> Tracked Lifts Inc.</th>
<th><strong>(S)</strong> True Wireless</th>
</tr>
</thead>
<tbody>
<tr>
<td>10701 Southern Loop Blvd Pineville, NC 28134-8467 Phone: (704) 248-9870 Fax: (704) 248-9889 E-mail: <a href="mailto:sreynolds@teupen.com">sreynolds@teupen.com</a> Web: <a href="http://www.teupen.com">www.teupen.com</a> Mr. Scott Reynolds</td>
<td>2118 Route 106 Snyset, NY 11791 Toll Free: (866) LIFT-575 Phone: (866) 543-8575 Fax: (516) 364-7584 E-mail: <a href="mailto:info@trackedlifts.com">info@trackedlifts.com</a> Web: <a href="http://www.italemcusa.com">www.italemcusa.com</a> Mr. Miroslaw (Mike) Hycak</td>
<td>1019 Azalea Road Union, NJ 07083 Phone: (908) 403-4475 Fax: (877) 800-9136 E-mail: <a href="mailto:david.kay@truewireless.com">david.kay@truewireless.com</a> Web: <a href="http://www.truewireless.com">www.truewireless.com</a> Mr. David Kay</td>
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<th><strong>(M)</strong> Timberwolf Manufacturing Corp.</th>
<th><strong>(M)</strong> Tree Tech Microinjection Systems</th>
<th><strong>(S)</strong> United Group Insurance, Inc.</th>
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<tbody>
<tr>
<td>118 Spruce St Rutland, VT 05701-4420 Toll Free: (800) 340-4386 Phone: (802) 775-4227 Fax: (802) 773-1275 E-mail: <a href="mailto:info@timberwolfcorp.com">info@timberwolfcorp.com</a> Web: <a href="http://www.timberwolfcorp.com">www.timberwolfcorp.com</a> Mr. Peter Hincks</td>
<td>950 SE 215th Ave Morriston, FL 32668-3025 Toll Free: (800) 622-2831 Phone: (352) 528-5335 Fax: (352) 528-0777 E-mail: <a href="mailto:info@treetech.net">info@treetech.net</a> Web: <a href="http://www.treetech.net">www.treetech.net</a> Dr. Roger S. Webb See our 4-color Reader Service Listing</td>
<td>PO Box 459 Red Oak, IA 51566 Phone: (712) 623-5555 Fax: (712) 623-5801 E-mail: <a href="mailto:bulinda@unitedgroupins.com">bulinda@unitedgroupins.com</a> Web: <a href="http://www.unitedgroupins.com">www.unitedgroupins.com</a> Ms. Bulinda Coates</td>
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<tr>
<th><strong>(S)</strong> Tooher Ferraris Insurance Group</th>
<th><strong>(D)</strong>(M) Treeecaresupplies.com</th>
<th><strong>(S)</strong> USI Insurance Services LLC</th>
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<tr>
<td>43 Danbury Road Wilton, CT 06897 Toll Free: (800) 899-0093 Phone: (203) 834-5910 E-mail: <a href="mailto:eferraris@toofer.com">eferraris@toofer.com</a> Mr. Eric P. Ferraris, CIC</td>
<td>PO Box 151455 Grand Rapids, MI 49515-1455 Toll Free: (800) 423-3789 Phone: (616) 456-8040 Fax: (616) 456-7780 E-mail: <a href="mailto:info@treeecaresupplies.com">info@treeecaresupplies.com</a> Web: <a href="http://www.treeecaresupplies.com">www.treeecaresupplies.com</a> Mr. Brian Barnard See our 4-color Reader Service Listing</td>
<td>555 Pleasantville Road Briarcliff Manor, NY 10510 Phone: (914) 747-6307 Email: <a href="mailto:greg.morino@usi.biz">greg.morino@usi.biz</a> Web: <a href="http://www.usi.biz">www.usi.biz</a> Mr. Greg Morino</td>
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<tr>
<td>60 Odana Court Madison, WI 53719 Toll Free: (800) 899-0093 Phone: (203) 834-5910 E-mail: <a href="mailto:eferraris@toofer.com">eferraris@toofer.com</a> Mr. Eric P. Ferraris, CIC</td>
<td>9 Elm Street Cambridge, ON N1R 3X7 Canada Phone: (519) 620-7165 Fax: (519) 621-5564 E-mail: <a href="mailto:service@kingtree.ca">service@kingtree.ca</a> Web: <a href="http://www.treepedo.com">www.treepedo.com</a> Thomas Amorim</td>
<td>601 Christiana Ave. Wilmington, DE 19801-5890 Phone: (302) 654-1846 Fax: (302) 658-2242 E-mail: <a href="mailto:barbara@utilityauctions.net">barbara@utilityauctions.net</a> Web: <a href="http://www.utilityauctions.net">www.utilityauctions.net</a> Ms. Barbara Parag</td>
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<tr>
<td>8111 Lyndale Ave. S Minneapolis, MN 55420 Phone: (952) 887-8385 Fax: (952) 887-7929 E-mail: <a href="mailto:dingo@toro.com">dingo@toro.com</a> Web: <a href="http://www.toro.com">www.toro.com</a> Mr. Neil Borenstein</td>
<td>470 Raymond Blvd Newark, NJ 07105 Phone: (201) 996-3000 Fax: (973) 465-0816 E-mail: <a href="mailto:john@trucksandbodies.com">john@trucksandbodies.com</a> Web: <a href="http://www.trucksandbodies.com">www.trucksandbodies.com</a> Mr. John Sweeney</td>
<td>1175 W Long Lake Rd Ste 200 Troy, MI 48098-4443 Phone: (248) 828-3377 Fax: (248) 828-3741 E-mail: <a href="mailto:tskuza@vtcins.com">tskuza@vtcins.com</a> Web: <a href="http://www.vtcins.com">www.vtcins.com</a> Mr. Tom Skuza</td>
</tr>
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<tr>
<th><strong>(S)</strong> Townsend Insurance Agency</th>
<th><strong>(D)</strong>(M) Trucks &amp; Parts of Tampa</th>
<th><strong>(D)</strong>(M) Ver Sales, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>276 Newport Rd Ste 211 New London, NH 03257 Phone: (603) 448-2044 Fax: (603) 448-2049 E-mail: <a href="mailto:mark@colby-group.com">mark@colby-group.com</a> Web: <a href="http://www.colbyinsurance.com">www.colbyinsurance.com</a> Mr. Mark Barselle</td>
<td>1015 S 50th St Tampa, FL 33619 Toll Free: (800) 488-8889 Phone: (813) 247-6536 Fax: (813) 247-4465 E-mail: <a href="mailto:Lexgoldenberg@trucks.com">Lexgoldenberg@trucks.com</a> Web: <a href="http://www.trucks.com">www.trucks.com</a> Mr. Lex Goldenberg</td>
<td>2509 N Naomi St Burbank, CA 91504 Phone: (818) 567-3000 Fax: (818) 567-3018 Mr. Paul Ryan</td>
</tr>
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**ALPHABETICAL LISTING**

<table>
<thead>
<tr>
<th>Distributor</th>
<th>Manufacturer</th>
<th>Industry Support and Service Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>(M)</em> Vermeer Corporation</td>
<td>PO Box 200</td>
<td>Pella, IA 50219-0200</td>
</tr>
<tr>
<td>Toll Free: (888) 837-6337</td>
<td>Phone: (641) 628-3141</td>
<td>Fax: (641) 621-7773</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:salesinfo@vermeer.com">salesinfo@vermeer.com</a></td>
<td>Web: <a href="http://www.vermeer.com">www.vermeer.com</a></td>
<td>Mr. Mike Byram or Mark Rieckhoff</td>
</tr>
</tbody>
</table>

| *(M)* Vermeer Sales & Service | 1675 126th St West | Burnsville, MN 55337 |
| Toll Free: (888) 837-6337 | Phone: (952) 890-6144 | Fax: (952) 882-2980 |
| E-mail: srosenow@rdoequipment.com | Web: www.vermeerofminnesota.com | Mr. Steve Rosenow |

| *(D)(M)* Viberg Boot Mfg. Ltd. | 662 Herald Street | Victoria, BC V8W 1S7 CANADA |
| Phone: (250) 384-1231 | Fax: (250) 361-9372 | E-mail: viberg@workboot.com |
| Web: www.workboot.com | Mr. Brett Viberg |

| *(S)* The Warren Group Insurance Agency | 14567 North Outer Forty Ste 125 | Chesterfield, MO 63017 |
| Phone: (636) 534-5842 | Fax: (636) 520-1947 | E-mail: matthewh@twgins.com |
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| *(S)* Warwick Resource Group LLC | 68 Main Street | Warwick, NY 10990 |
| Phone: (845) 986-2211 | Fax: (845) 986-0949 | E-mail: robd@warwickresource.com |
| Mr. Rob Dowd |

| *(D)(M)* Weaver Leather, Inc. | PO Box 68 | Mount Hope, OH 44660 |
| Toll Free: (800) 932-8371 | Phone: (614) 267-4326 | Fax: (800) 693-2837 |
| E-mail: info@weaverleather.com | Web: www.weaverleather.com/arbor/main.html | Mr. Jeff Albaugh |

**(D)** WesSpur Tree Equipment, Inc. | 1680 Baker Creek Place | Bellingham, WA 98226-7602 |
| Toll Free: (800) 268-2141 | Phone: (360) 734-5242 | Fax: (360) 733-6311 |
| E-mail: wesspur@wesspur.com | Web: www.wesspur.com | Mr. Ryan Aarstol |

| *(M)* West Coast Shoe Co. (WESCO) | PO Box 607 | Scappoose, OR 97056-0607 |
| Toll Free: (800) 326-2711 | Phone: (503) 543-7114 | Fax: (503) 543-7110 |
| E-mail: boots@westcoastshoe.com | Web: www.wescoboots.com | Ms. Roberta Shoemaker |

| *(S)* Wheeler & Taylor | 333 Main St | Great Barrington, MA 01230 |
| Phone: (413) 528-1000 | Fax: (413) 528-1008 | E-mail: srote@wheelerandtaylor.com |
| Mr. Scott Rote |

| *(D)(M)* Wilson Hardware | 812 Monroe Avenue | Rochester, NY 14607-3499 |
| Phone: (585) 473-5962 | Fax: (585) 473-5631 | E-mail: dave.aurand@wilsonhardware.net |
| Mr. David Aurand |

| *(M)* Yale Cordage, Inc. | 77 Industrial Park Rd | Saco, ME 04072-1804 |
| Toll Free: (800) 255-9253 | Phone: (207) 282-3396 | Fax: (800) 255-9253 |
| E-mail: webrequest@yalecordage.com | Web: www.yalecordage.com | Mr. Richard Hildebrand |

| *(M)* Youngstown Glove Company | 28720 Roadside Drive #399 | Agoura Hills, CA 91301-4599 |
| Toll Free: (800) 223-5202 | Phone: (815) 282-5200 | Fax: (815) 282-5232 |
| E-mail: dougl@zenithcutter.com | Web: www.zenithcutter.com | Mr. Doug Long |

| *(M)* X-Treme Design USA | 316 W Lake St | Chisholm, MN 55719-3708 |
| Toll Free: (866) 780-7725 | Phone: (218) 254-5721 | Fax: (218) 254-4339 |
| E-mail: dpurikka@xtremedesignusa.com | Web: www.xtremedesignusa.com | Mr. Dean Polikka |

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