

World's
Largest
Tree Care
Industry

TCT EXPO

Trade Show *and* Conference

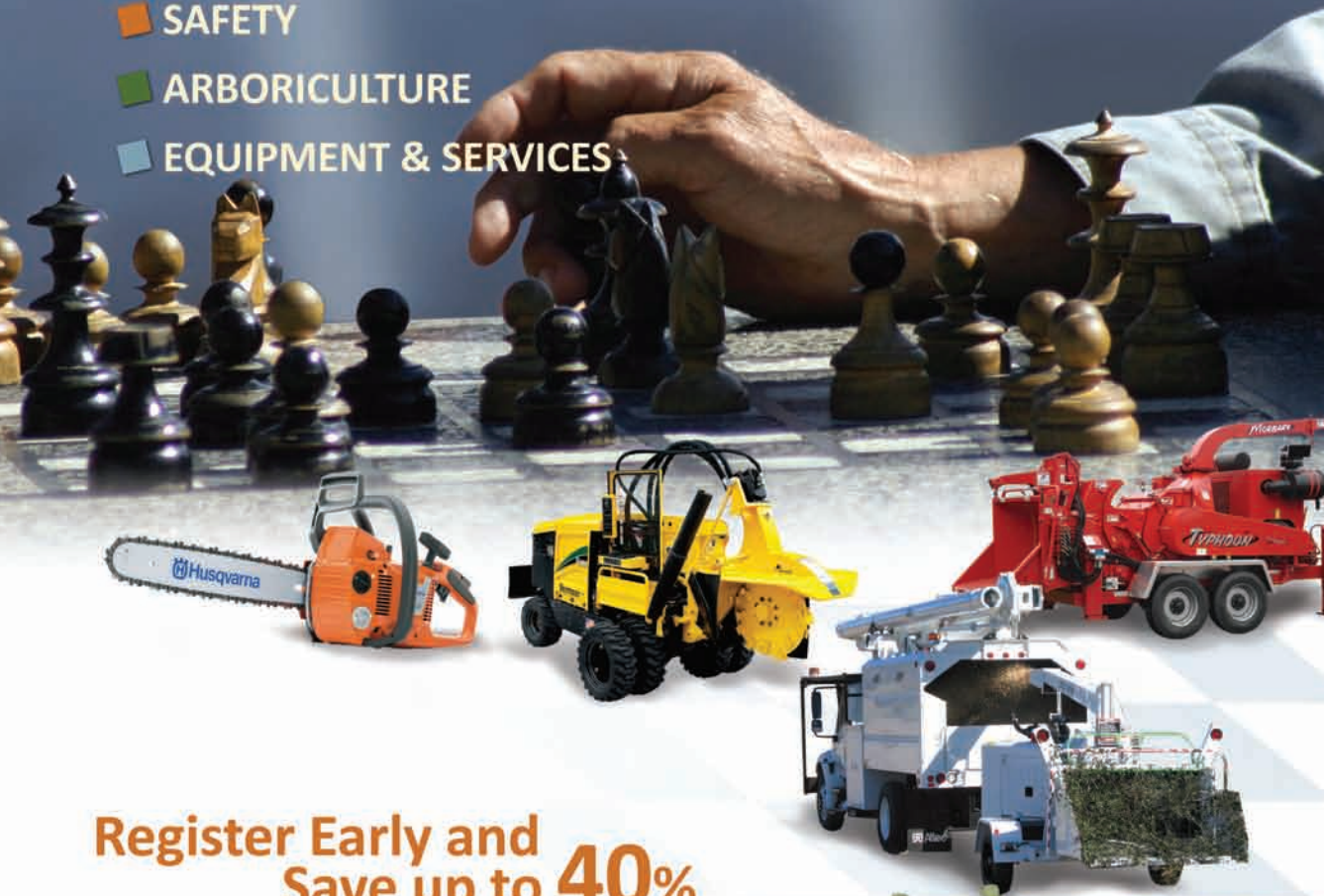
November 5 - 7, 2009

Pre-Conference Workshops Nov. 3 and 4

BALTIMORE, MARYLAND

It's Your Move!

-  BUSINESS
-  SAFETY
-  ARBORICULTURE
-  EQUIPMENT & SERVICES



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presented to you by the

TREE CARE INDUSTRY ASSOCIATION

You're Invited...



As Chair of the Tree Care Industry Association, I would personally like to invite you and your team to TCI EXPO 2009, the World's Largest Tree Care Industry Trade Show and Conference.

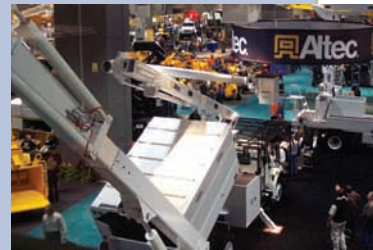
It's been a roller coaster of a year since last EXPO ... filled with storms both natural and financial. The former kept us busy and helped many of us to weather the latter. The storms in the financial world certainly tested our resolve this year—investments took a hit, consumer spending dropped, and we all had to dig deep and make some

tough decisions about the way we do business.

And now, as we look forward to TCI EXPO 2009 in Baltimore, I am optimistic about the future. To be sure, we're not out of the woods yet. That's why now, more than ever, it's important for us to come together as an industry, show our strength, support one another and, even as we fight to regain our footing, focus on growth. You'll find everything you need to do just that under one roof at TCI EXPO. Earn CEUs with over 60 hours of educational sessions on business, safety and arboriculture topics. Compare equipment and gear and get answers from the manufacturers themselves! Enjoy the excitement of EXPO with prizes, raffles, giveaways, receptions and contests.

As we've seen, some business owners are paralyzed by the overwhelming challenges that we face. But others use times like these to take stock of themselves and their business, stay engaged, refocus on core values and keep moving forward. You can't get where you want to go if you don't keep moving. It's time to take inventory, learn from this challenge and take what we've learned to create a strategy for the future. Operating in crisis mode is exhausting. Take advantage of TCI EXPO 2009 in Baltimore to re-energize, reconnect with each other and start creating a sustainable and profitable future for yourself and your business. ***It's your move.***

Terrill Collier — TCIA Chair;
President, Collier Arbor Care,
Clackamas, Oregon



TREE CARE INDUSTRY ASSOCIATION

Established 1938

Transformation of the Industry

- Increase consumer appreciation for professional tree care companies
- Improve safety and lower accident rates
- Shape legislation and regulation
- Grow tree care industry awareness
- Partner with industry supplier members

Why attend TCI EXPO?



TCI EXPO brings together the unparalleled value of a first class conference education combined with endless networking opportunities with colleagues, vendors, manufacturers and the industry's top thought-leaders in business, safety and best practices in arboriculture.

In addition, at TCI EXPO you can

- **Compare equipment and evaluate products.** Get answers from the manufacturers themselves and find suppliers who can help you grow your business
- **Meet with tree care professionals** from around the nation and find solutions to your most pressing business needs and challenges.
- **Gain knowledge** quickly from a variety of in-depth sessions offering cutting edge research, best work practices and even tips and tools for growing your business and finding new customers in this uncertain economic environment.
- **Save money and time** – earn all your CEUs in one convenient location

With a **trade show only pass**, you can gain up to 11.5 CEUs for as little as \$1.39 each!

Gold card passes give you access to all of the valuable educational content at TCI EXPO. Fulfill your continuing education requirements – Earn up to 20 CEUs for as little as \$10.00 each.

Registration also includes:

- FREE Welcome Reception
- FREE Accreditation Seminar
- FREE Keynote Session
- FREE CTSP Meet and Greet
- FREE Google Reports

If you can only attend one conference this year, make sure it's **TCI EXPO!**



VOICE OF TREE CARE
TREE CARE INDUSTRY ASSOCIATION

2009

Partners Advancing Commercial Tree Care

Established 1938

Supporting and Sustaining the Tree Care Industry

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

Transformation of the Industry.

www.tcia.org

Crown



Root



George Fern Company
Expositions • Corporate Events • Exhibits
Nationwide



Seed



Mauget



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

Schedule at a Glance

All seminars and events take place at the Baltimore Convention Center unless otherwise noted.

Pre-Conference Workshop Tuesday & Wednesday, November 3 and 4			
8:00 am - 5:00 pm	CTSP Workshop and Certification Exam Note: registration is separate from TCI EXPO see page 7 for details Workshop takes place at the Marriott Inner Harbor		
8:00 am - 5:00 pm	CPR/First Aid Train the Trainer 2-Day Workshop, <i>Coyne First Aid</i> , Workshop takes place at the Radisson Lord Baltimore Hotel		
Pre-Conference Workshops Wednesday, November 4			
8:00 am	Registration OPENS – Baltimore Convention Center, Pratt Street Lobby		
10:00 am - 4:00 pm	Business Boot Camp , <i>Bob Rouse</i> , Tree Care Industry Association, Inc., and Accreditation Consultants		
10:00 am - 4:00 pm	Consultative Selling Skills: Seeing Tree and Shrub Care Services from Your Customers' Perspective , <i>Steve McClatchy</i> , Alleer Training and Consulting		
1:00 - 5:00 pm	5 Keys to Family Business Success , <i>Mark Green</i> , The Family Business Consulting Group, Inc.		
Thursday, November 5			
6:00 am	Registration OPENS – Baltimore Convention Center, Pratt Street Lobby		
BUSINESS & LEADERSHIP	SAFETY	ARBORICULTURE	
7:30 - 8:30 am	How Can I Be No. 1 on Google? Growing and Defending Your Business Using the Web <i>Brian Kraff</i> , Market Hardware	Safety Update <i>Dr. John Ball</i> , CTSP South Dakota State University	Growth Stresses and Tree Safety <i>Erk Brudi</i> , TreeConsult
8:45 - 9:45 am	FREE KEYNOTE – The Business of You! The Keys to Leading You, Your Relationships & Your Business <i>Steve McClatchy</i> , Alleer Training & Consulting Free for all registered attendees		
9:57 am	TCI EXPO TRADE SHOW OPENS		
12 Noon - 1:00 pm	TCIA Members-Only Forum – What is Working and Why?		
2:00 - 3:00 pm	CTSP Open Forum <i>Peter Gerstenberger</i> , Tree Care Industry Association, Inc. Free for CTSPs and CTSP enrollees only		
3:00 - 3:30 pm	CTSP Meet & Greet Free for all registered attendees		
4:00 pm	TCI EXPO TRADE SHOW CLOSES		
4:15 - 5:30 pm	Time Management, Getting Organized and Managing Information <i>Steve McClatchy</i> , Alleer Training and Consulting	Accident Trends in Modern Arboriculture <i>Attorney David Marren</i> , Bartlett Tree Experts	Moonlighting at Monticello <i>Donald Blair</i> , Sierra Moreno Mercantile
6:30 - 8:30 pm	Welcome Reception Free for all registered attendees and exhibitors - In partnership with TCIA and Vermeer Corporation. Marriott Inner Harbor Grand Ballroom.		
Friday, November 6			
7:00 am	Registration OPENS – Baltimore Convention Center, Pratt Street Lobby		
7:30 - 8:30 am	Secrets of Successful Job Costing and Creating Measurable Goals <i>Guy Gruenberg</i> , Grow Consulting	The Economics of Ergonomics <i>Amanda Carpenter and Ed Carpenter</i> , COR Ergonomic Solutions	Native Plants and the Biodiversity Movement <i>Robert Wells</i> , Morris Arboretum, University of Pennsylvania
8:45 - 10:00 am	Note: this seminar is 2.5 hours	Aerial Rescue and Emergency Response <i>Sam Kezar</i> , CTSP, North American Training Solutions	PHC and Diagnosis <i>Dr. Chris Luley</i> , Urban Forestry LLC
9:00 am	TCI EXPO TRADE SHOW OPENS		
10:00 am	Check-In Time ISA Certification Exams (Arborist, Municipal, or Utility written only) You must pre-register with ISA and pay by Oct. 21, 2009. For an application or register online, go to www.isa-arbor.com or call the MAC-ISA at 1-703-753-0499.		
10:00 am	Check-In Time PLANET Certification Exams (CLP, CLT-Interior, COLP, CTP-CSL) You must pre-register with PLANET and pay exam fee by Oct. 9, 2009. For an application and to order study material, go to www.landcarenetwork.org or call 1-800-395-2522.		
10:30 - 11:30 am	Accredited Companies Only Forum <i>Bob Rouse</i> , Tree Care Industry Association, Inc. Free for all accredited companies and enrollees only		
12 Noon - 1:00 pm	TCIA Members-Only Forum – SWOT Analysis for Tree Companies		
1:30 - 2:30 pm	A300 Open Forum <i>Bob Rouse</i> , Tree Care Industry Association, Inc. Free for all registered attendees and ASC A300 Committee		

LIST of EXHIBITORS As of June 30, 2009

Please visit tcia.org and click on TCI EXPO for updates.

Exhibit Hall Hours:

Thurs. Nov. 5 9:57 am - 4:00 pm Fri. Nov. 6 9:00 am - 4:00 pm Sat. Nov. 7 9:00 am - 1:00 pm

ACRT, Inc.
 Aerial Lift, Inc.
 Ahlborn Equipment, Inc.
 Air-Spade, a Div. of Guardair, Corp.
 All Gear, Inc.
 Altec Industries, Inc.
 AlturnaMATS, Inc.
 American Arborist Supplies
 American Bank Leasing
 Amerisafe/American Interstate
 Arborjet, Inc.
 ArborMAX Insurance Program
 ArborSoftWorx
 ArborSystems, Inc.
 Arbortech
 Arborwear, LLC
 Arrowhead Aerial Products, Inc.
 Asplundh Tree Expert Co.
 Bailey's
 Bandit Industries, Inc.
 Bartlett Tree Experts

Fecon, Inc.
 Forestry Equipment of Virginia
 Fred Marvin Associates
 Georgetown Insurance Service, Inc.
 GET International
 Greater Earth Organics, LLC
 Green Mfg., Inc.
 Green Pro Solutions, LLC
 Growtech, Inc.
 Gyro Trac, Inc.
 Hall's Safety Equipment Corp.
 Husqvarna
 IML-Instrument Mechanic Labor, Inc.
 Independent Protection Co.
 International Society of Arboriculture
 J. J. Kane Auctioneers
 J. P. Carlton Co., Div. DAF Inc.
 Jameson, LLC
 Jarraff Industries Inc.

Loglift by Hiab, Inc.
 Logrite Tools
 Man & Material Lift Engineering
 Market Hardware
 Mauget Co.
 Midwest Arborist Supplies
 Minnesota Wanner Co.
 Morbark, Inc.
 New England Ropes Corp.
 New River Equipment
 NiftyLift, Inc.
 North American Training Solutions
 Northeastern Arborist Supply
 Northern Atlantic Financial, LLC
 Oregon Cutting Systems
 Payeur Distributions
 Petzl America
 Plant Growth Management Systems
 Plant Health Alternatives
 Plant Health Care, Inc.

SavATree
 Save Edge
 Scaffidi Commercial Trucks
 SherrillTree
 Sierra Moreno Mercantile
 Signature Systems
 Silky America Corp.
 Southco Industries, Inc.
 Spyder Mfg. U.S.A.
 STIHL Inc.
 Supersonic Air Knife
 SVE Portable Roadway Systems, Inc.
 Timberwolf Mfg. Corp.
 Tracked Lifts, Inc.
 Tree & Landscape Equipment Trader
 Tree Care Industry Association, Inc.
 TREE Fund
 Tree Management Systems, Inc./Arbor Gold Software
 Tree Services Magazine



Bayer Environmental Science
 Bayshore Ford Truck Sales
 Beaver Squeezer Grapple, LLC
 Big Beaver ReTREEver
 Bishop Co.
 Branch Manager Attachments
 BTS Equipment
 Buccaneer Rope
 Buckingham Mfg. Co., Inc.
 Bug Barrier Tree Band
 C.O.R. Ergonomic Solutions, LLC
 Carl Neutzel Services
 Certified Erosion Control Hawaii, LLC
 Concept Products Corp.
 Corona Clipper
 Creative Sales, Inc.
 Cutter's Choice
 Dakota Tree Transplanter
 Davey Tree Expert Co.
 DICA
 Doggett Corp.
 Earmark, LLC
 Enginaire
 Engine Power Source
 Extreme Access Solutions
 FAE USA, Inc.
 Fanno Saw Works

John Bean Sprayers
 Karl Kuemmerling, Inc.
 Kershaw
 The Knifesource, LLC
 Knot & Rope Supply
 Leonardi Mfg.
 Liberty Financial Group, Inc.
 Loftness/US Attachments

Plastic Composites Co.
 Portable Winch Co.
 Preformed Line Products
 QUADCO Equipment, Inc.
 Quest Products Corp.
 Rainbow Treecare Scientific Advancements (SciVance)
 Rayco Mfg., Inc.

Tree Tech Microinjection Systems
 U.S. Rigging Supply/Pelican Rope Works
 United Farm Family Ins. Co./The Piedmont Group Ins. Solutions
 US Praxis, Inc.
 USDA Forest Service, State & Private Forestry
 Utility Auctions, Inc.
 Vermeer Corp.
 VERSALIFT, TIME Mfg., Co.
 VisitPittsburgh
 Weaver Leather, Inc.
 West Coast Shoe Co.
 Wilson Hardware Co. Inc.
 Woodsman Chippers
 Yale Cordage, Inc.
 Youngstown Glove Co.
 Zenith Cutter Co.



Win ArborBucks and use them like cash at the following vendor booths:

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- AlturnaMATS, Inc.**
- Arborwear, LLC**
- DICA**
- Northeastern Arborist Supply**
- SherrillTree**
- Tree Care Industry Association, Inc.**
- Youngstown Glove Co.**

With Even More to Come!

If you would like to learn more about exhibiting, please call
Sachin Mohan
(516) 625-1613

Pre-Conference Workshops

BALTIMORE'09
TCI EXPO.

Tuesday and Wednesday, November 3 and 4, 2009

8:00 am – 5:00 pm (lunch included) – Tuesday

CTSP Workshop

presented by Peter Gerstenberger, Tree Care Industry Association, Inc. Mariott Inner Harbor



The Certified Treecare Safety Professional (CTSP) program is the only tree care safety trainer credentialing program in the tree care industry. The goal of the program is to assist individual organizations in developing and maintaining a consistent and successful safety program by providing existing employees with the tools to become effective safety trainers. The CTSP program not only allows business owners to establish a safety program for a modest investment, it also provides a new career path in safety training for key employees, increasing their job satisfaction and company loyalty.

This workshop is the last step in the certification process. Preference will be given to enrollees who have completed their Core Competency Exercises.

8:00 – 11:00 am – Wednesday

CTSP Certification Exam (lunch included)

Testing facilitated by Peter Gerstenberger, Tree Care Industry Association, Inc.

CTSP workshop registration is separate from TCI EXPO registration. Contact Irina Kochurov; e-mail kochurov@tcia.org; or call 1-800-733-2622

8:00 am – 5:00 pm – Tuesday and Wednesday

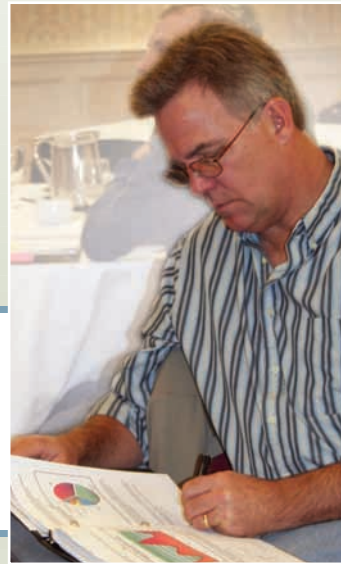
(attendees have 1 hour for lunch on their own)

CPR/First Aid; Train the Trainer Workshop

presented by Coyne First Aid. This workshop will take place at the Radisson Lord Baltimore Hotel Royal Conference Room, 19th floor

TCIA, in partnership with Coyne First Aid, is pleased to offer a nationally accepted Basic Life Support (BLS)/First Aid Train-the-Trainer Program. This two-day course will qualify you to teach the Coyne eight-hour course that trains and certifies others in relevant and essential BLS/First Aid skills. With a trainer on your staff, training can be conducted both cost-effectively and conveniently. Teach your employees to cope with medical emergencies while meeting or exceeding OSHA requirements.

Each course participant receives a one-year Basic Life Support card (certification) and three-year First Aid card from Coyne.



These intensive workshops take place the days before the TCI EXPO trade show opens and offer a beyond-the-basics learning experience in economical half-day and full-day formats.

With longer seat times and lower instructor-to-student ratios than most conference seminars, these workshops are a perfect way to achieve workforce skills development that's relevant to your entire team.

Wednesday, November 4, 2009

10:00 am – 4:00 pm (lunch included)

Business Boot Camp

BACK BY POPULAR DEMAND!

Robert Rouse, Tree Care Industry Association, Inc., John Jurka and Randall McDonald, Accreditation Consultants



TCIA's "Business Boot Camp" covers business basics for tree care company owners and managers who are serious about improving their business profitability. This workshop is beginner-level and open to all tree care companies. We will cover managing human resources for small businesses, writing and implementing company policies (including a safety program), labor pricing, cash flow and monthly budgeting, service proposals and specification writing.

These are not one-size-fits-all solutions. There will be ample time to discuss how to customize and implement best business practices for your company.

All of the materials and suggestions provided meet the TCIA Accreditation standard.

10:00 am – 4:00 pm

Consultative Selling Skills: Seeing Tree and Shrub Care Services from Your Customers' Perspective

Steve McClatchy, Alleer Training & Consulting

Consultative Selling is not just new terminology for old selling techniques. It's an entirely different way of selling. In this fast paced, interactive and dynamic presentation, you will learn how to reduce price resistance, shorten your sales cycle, overcome objections and get referrals all by thinking like the customer.

You Will Also Learn:

- The five questions you need to ask on every sales call.
- How to ask for a referral that never puts your customer on the spot and has a 100 percent success rate. (*Really, 100 percent!*)
- How to reduce the length of your sales cycle.

1:00 – 5:00 pm

5 Keys to Family Business Success

Mark Green, The Family Business Consulting Group, Inc.

Family businesses are complex. Not only do you need to focus on profitability; you must also understand and appreciate the inner workings of the family business dynamic to accomplish growth, stability and success for future generations. To thrive, it is imperative to strike a balance between the needs of the business and the needs of the family.

Explore five recognized keys to unlocking family business success in a competitive and challenging economic marketplace, drawing on the successes of some of the oldest, family run businesses today.



Thursday, November 5

7:30 – 8:30 am **Business**

■ How Can I Be No. 1 on Google? Growing and Defending Your Business Using the Web

Brian Kraff, Market Hardware

Back by popular demand! Brian Kraff, CEO of Market Hardware, will answer one of the most important marketing questions you face today: "How do I get a better rank on Google?" Brian has new strategies and tactics he's uncovered from "insiders-only" Internet Conferences. He'll share them with you, including ways to optimize your free Google Maps listing. You'll also learn about "Web 2.0" and how blogs, customer submitted online ratings, and social networking sites such as Facebook, Twitter will affect your business in 2010.

7:30 – 8:30 am **Safety**

■ Safety Update

Dr. John Ball, CTSP, University of South Dakota

Fatal and non-fatal accidents are still common events in the tree care industry. While accidents are common, the types of accidents and their root causes do change as our profession evolves and new equipment and techniques are employed. This session will cover the accidents that occurred during the past year, how they have changed from the previous years, and most importantly – how to avoid them!

7:30 – 8:30 am **Arboriculture**

■ Growth Stresses and Tree Safety

Erk Brudi, TreeConsult

Growth stresses occur during cell maturation and can technically be considered as pre-stresses that increase the ability of tree stems to resist breaking under wind loading.

In Europe, the SIA Method (statics integrating assessment) is used to supplement visual tree risk evaluations. This tree safety assessment method integrates aspects of wind loading, material properties of living wood and stem geometry. The material properties used in the SIA method were derived from destructive tests of stress-free wood specimens under laboratory conditions. Since pre-stresses are thought to increase the resistance to stem failure, this study was carried out to find the quantitative influence of growth stresses on that failure mode.

8:45 – 9:45 am **Free** TO ALL REGISTERED ATTENDEES

■ Keynote: The Business of You! The Keys to Leading You, Your Relationships & Your Business

Steve McClatchy, Alleer Training & Consulting

Your life is a product of your decisions. Your criteria for making decisions is at the very core of your effectiveness. Great decision making habits can yield a lifetime of success and achievements while poor ones can keep you stressed, frustrated and spinning your wheels. In this fast paced, interactive and entertaining presentation you will learn which decisions bring you success, balance, control and satisfaction and which ones do not.

You Will Also Learn:

- When to lead, when to manage and when to not do anything at all.
- How to create and maintain personal and professional balance (really!).
- What one behavior creates customer (internal or external) fanaticism.

2:00 – 3:00 pm

■ CTSP Open Forum **Free** for CTSPs and CTSP enrollees only

Moderated by Peter Gerstenberger, Tree Care Industry Association, Inc.

All CTSPs and CTSP enrollees are invited to attend. Meet with fellow CTSPs. Discuss and learn the latest, most relevant safety and compliance issues.

3:00 – 3:30 pm

■ CTSP Meet and Greet **Free** for all registered attendees

Want to learn more about the CTSP program for yourself or your company? Come speak to current CTSPs and TCIA staff to find out what this credentialing program can do for your company and your career.

4:15 – 5:30 pm **Business**

■ Time Management: Getting Organized and Managing Information

Steve McClatchy, Alleer Training & Consulting

Do you have the information you need at your fingertips when you need it? Do you have a foolproof system for making sure nothing falls through the cracks? Are you using the best tool to help you manage your time more effectively? Great time management skills are at the core of your success. In this dynamic presentation you will learn the four keys to using a time management system effectively and the three skills possessed by great time managers. You will also learn how to better manage your to-do list, calendar, contacts, meeting notes and once and for all get organized.

4:15 – 5:30 pm **Safety**

■ Accident Trends in Modern Arboriculture

Attorney David Marren, Bartlett Tree Experts

In 2004, Bartlett Tree Experts teamed up with the Consortium for Internet Imaging and Database Systems (CIIDS) at the University of Georgia to develop a Web-based accident reporting system allowing the company to capture and analyze important data related to accidents throughout the world. Presently, there are over 15 million hours worth of arboricultural work represented on the system. The detailed information allows Bartlett to identify commonalities regarding the types of accidents, work activities, times of accidents, causal data, types of injuries, and employee tenure.

This presentation will explore some of the trending and forecasting information available. The information will be helpful to practicing arborists, as well as to individuals trying to manage safety programs and reduce the frequency of accidents within their operations.

4:15 – 5:30 pm **Arboriculture**

■ Moonlighting at Monticello

Donald Blair, *Sierra Moreno Mercantile*

When an enormous hollow tree towers over one of the most historically significant structures in America, the challenge grows exponentially in complexity as the margin for error disappears completely.

Donald F. Blair shares his experience with the life and times of a beloved tulip poplar at Thomas Jefferson's Monticello. Succumbing to *Phytophthora* in 2008, it was removed at night during one of the most unique removal operations in the history of arboriculture.

One part History Detective, one part Mega Movers, and three parts Dirty Jobs, with a whole lot of Don Blair's spectacular photography, historical research and story-telling ability, this presentation offers something for everyone involved in arboriculture be they consulting arborist, diagnostician, safety professional, working arborist and/or crane rigging specialist.

Friday, November 6

7:30 – 10:00 am **Business** Note: this session is for 2.5 hours.

■ Secrets of Successful Job Costing and Creating Measurable Goals

Guy Gruenberg, *Grow Consulting*

When performed properly, budgeting and "true costing" of jobs has a profound impact on profitability and competitiveness. This seminar offers fresh insights into tracking your true job costs in an effective and simple manner. You'll work through the Five Secrets of Job Costing. You will also see live job costing examples on modified Excel spreadsheets. Learn how to collect measurable productivity results from the field and compare them to your estimated costs. Better understand how tracking true costs can influence your markup and increase your closing percentages, ultimately raising profits. Also, learn how to set sales, mark-up, and measurable realistic application goals. Anyone can learn true job costing, and every company needs it, so don't miss this session!

7:30 – 8:30 am **Safety**

■ The Economics of Ergonomics: Those Aches and Pains Shouldn't Be Felt in Your Body or Your Wallet.

Amanda Carpenter & Ed Carpenter, *COR Ergonomic Solutions*

Have you ever suffered an on-the-job injury? Were you out of work for an extended period of time due to an injury suffered while on the job and unable to receive a full paycheck as a result? In financially tough times, injuries can ruin a small business and worsen the financial hardships of even large tree companies. You will learn ways to identify injuries common to tree work and ways to prevent them. Discover financial tools to measure just how much injuries can cost an individual or organization. If you are a production tree worker or in charge of managing production tree workers, this session is for you!

7:30 – 8:30 am **Arboriculture**

■ Native Plants and the Biodiversity Movement

Robert Wells, *Morris Arboretum, University of Pennsylvania*

There has been new evidence that some of our landscape and arboricultural practices in the last 60 years may be contributing to the decline of many native species in North America. This has resulted in a groundswell of opinion among ecologists and gardeners called the biodiversity movement. *Bringing Nature Home* by Douglas Tallamy is a very convincing explanation of this and has been widely accepted. It represents a paradigm shift in arboricultural thought.

While this represents a threat to what is arguably the most profitable aspect of any tree business, we cannot ignore this movement. Many of our best clients will be questioning us and we will need to have answers and solutions. The biodiversity movement is an opportunity to instill a sense of purpose and mission in our clientele and expand our business base. Join with us in an effort to save the world.

8:45 – 10:00 am **Safety**

■ Aerial Rescue and Emergency Response

Sam Kezar, *CTSP, North American Training Solutions*

This session will focus on victim care during an emergency and a look at changing the paradigm of victim extraction in all scenarios. Furthermore, it will look at how practicing and preparing for a variety of events will help tree care companies and arborists deal with emergencies. Research findings on aerial rescue protocol will be presented as well as information on working with your local rescue crews in reducing response time and increasing familiarity with tree care operations.

8:45 – 10:00 am **Arboriculture**

■ PHC and Diagnosis

Dr. Chris Luley, *Urban Forestry LLC*

Clients have spoken. They want to know what is ailing their trees and how to improve their health. Learn the basic diagnostic techniques that all arborists should be using and more advanced assessment tools that are required for anyone serious about diagnostics in the landscape. Application in a PHC program can improve plant health and expand treatment opportunities for arborists.

10:30 – 11:30 am

Free Accredited Companies Only Forum

for all accredited companies and enrollees

TCIA invites all accredited companies and companies enrolled in Accreditation to a free Accreditation forum. This is the second Accreditation forum and is a follow up to the WMC '09 conference forum. The topic is "Marketing Accreditation." We encourage you to bring examples of your marketing materials to share.

1:30 – 2:30 pm

A300 Forum Free

for all registered attendees

The ANSI-accredited Standards Committee (ASC) A300 and TCIA, the ANSI A300 secretariat, invites TCI EXPO attendees to a free forum and listening session. This is your opportunity to provide your input directly to ASC A300 members.

3:00 – 4:15 pm **Business**

■ The Things You Must Know About Business Financing and Do Not Know to Ask

Itamar Chalif, Atlantic Capital Solutions

With years of experience in consumer and business financing, Itamar Chalif will share his wealth of information on small business financing. For the past several years, he has been helping businesses across the country maneuver through the maze of lenders and their programs. Learn information vital to business financing that you didn't know to ask. Attend this information-packed presentation to learn how to best benefit from business loans, lines of credit, equipment leasing and SBA programs, and minimize your mistakes when working with lenders.

3:00 – 4:15 pm **Safety**

■ Testing Trees for Decay

Dr. Chris Luley, Urban Forestry LLC

All arborists have to be proficient in their assessment of decay in trees. However, there is very little industry guidance on what the methodology for decay assessment should be and how effective any suggested testing guidelines are. This presentation will provide a straightforward decay assessment protocol and give the results of a research project testing the effectiveness of this protocol.

CONCURRENT ARBORICULTURE SESSIONS

3:00 – 4:15 pm **Arboriculture #1**

■ Modern Climbing Advancements

Stephan Zimmermann, Heartwood Tree Service

Tree climbing has been popular for thousands of years. Early climbers ascended trees with three strand manila rope and big heavy metal snaps. Since the mid 1990s, modern tree climbing equipment has evolved by leaps and bounds. It is sometimes hard to figure out which tools and techniques actually help, and which might not be the best set of skills that we can share with our clients, our families and our communities. Imagine if everyone had the opportunity to climb a tree, what a world it would be!

3:00 – 4:15 pm **Arboriculture #2**

■ The Who and Why of Insect and Mite Outbreaks in Cities and Suburbs

Dr. Michael J. Raupp, University of Maryland

It is generally believed that insects and mites "outbreak" in cities and suburbs. However, this is not always the case. Learn what groups of insects and mites are most likely to reach high densities and damage landscape trees and shrubs in cities and suburbs. Learn the mechanisms that underlie these outbreaks including bottom-up factors such as "plant stress" that may predispose plants to attack by pests and top-down factors such as the loss of beneficial services provided by natural enemies in urban settings. The role of impervious surfaces and heat islands in cities will be discussed as well as anthropogenic inputs such as water, nutrients and pesticides.

4:30 – 5:30 pm **Business**

■ Retaining Commercial Clients in the Current Economic Climate

Andy LaVelle, CTSP, Arborwell

Discover the differences between residential and commercial clients and get a glimpse of the commercial property manager's financial and economic perspective. Understand the importance of client retention as it pertains to both desirable and undesirable clients. Learn the basic steps that everyone should follow and discuss advanced retention strategies. There are opportunities right now — find out how to position your company for the resurgent economy. The discussion is geared to those that either have or plan to have a significant commercial client base.

CONCURRENT SAFETY SESSIONS

4:30 – 5:30pm **Safety #1**

■ The Business of Safety

John Ball, CTSP, University of South Dakota and Donald Blair, Sierra Moreno Mercantile

Safety is not just a good idea, but a smart business practice. Safe workers are the most efficient and productive workers and are also more likely to be satisfied with their company. Accidents, turnover and a lack of emphasis on safety within a company are all interrelated. Not only can safety lead to more efficiency and less turnover, hence lower production costs, it can also increase sales and result in more satisfied customers. This session will cover the key points in a safety program and how they can improve the bottom line.

4:30 – 5:30 pm **Safety #2**

■ Crane Safety from the Operator's Perspective

Joe Birkbeck, Altec Industries, Inc.

We will examine what crane operators need to know and present basic crane education. Topics will include: walk-around inspection, machine set-up, industry publications, load chart basics, specialized equipment found on a crane, maintenance and emergency procedures. Participants will learn how to conduct a walk-around inspection, understand basic crane set-up, and use a load chart. Current crane electronics/computers will be discussed as well as physical forces acting on cranes. The participant will then be able to evaluate his/her own crane knowledge for safety standards and determine when more crane education is needed. Certification and licensing may be required in your area of operation.

CONCURRENT ARBORICULTURE SESSIONS

4:30 – 5:30 pm **Arboriculture #1**

■ A300 Evolution or Revolution?

Don Zimar, Zimar & Associates

This seminar will focus on recent and pending changes to the ANSI A300 Standard. Two new standards are being developed, for Tree Risk Assessment and Root and Root Zone Management. Revisions are being made to the Construction Management, Fertilization, and Transplanting standards. These changes will be discussed with emphasis on how your company can benefit by being ready to apply them within your business. Those who take the time to implement them within their organizations will be in a better position to offer services that are consistent with the most current research and understanding of arboriculture.

4:30 – 5:30 pm **Arboriculture #2**

■ **Climate Change and Mixed Messages**

Dr. Kevin Smith, USDA Forest Service

Every tree is a living system that connects essential metabolism to the flow of energy and elements. Shifts and disturbances in global climate processes will have real consequences for the local biology of trees as well as for human society.

Understanding the linkages among social choices, the plants we grow, and climate change requires a little understanding of the flow of carbon. While we aim to reduce the amount of decay in living trees, decay of wood and shed plant parts can support communities of healthy soil microorganisms. Understanding the linkages between climate change, carbon and tree stress can help us choose sustainable tree and landscape care.

business so you can propel to new heights you never dreamt were possible.

Research shows that those who haphazardly slash their marketing budget lose so much ground that, if they survive at all, they have to spend a fortune just to regain their former market share.

- Measure the effectiveness of your promotional campaigns
- Reduce marketing costs and reinforce customer relationships
- Know the single most important word in marketing that fuels a company's credibility
- Instantly increase how much your customers buy

Dr. Robbins will discuss the many ways to be effective with your marketing efforts while still saving money. It's real-life advice from a real marketing guru!

9:15 – 10:45 am **Safety**

■ **Best Practices of a Safe Tree Company**

Peter Gerstenberger, Tree Care Industry Association, Inc.

Learning safety and regulatory compliance solely through your own experiences is a little like learning to play poker by betting your house. Of course, safety isn't a game! The best way ... the ONLY way ... to succeed with safety is to learn from and copy the best practices of the safest arborists. With years of experience working with the best, Gerstenberger will help you "cherry pick" what will work for you. You're not too small, you're not too busy and it's not too hard for you to succeed at safety!

9:15 – 10:45 am **Arboriculture**

■ **New Developments with Tree Pulling Tests**

Erk Brudi, Tree Consult

Recent advancements in the science and methodologies associated with minimally invasive tree risk assessment allow for arborists to make more reliable and defensible recommendations with regard to tree safety. This presentation will present several case studies and introduce a new generation of devices and software to determine the safety of trees. More than 10,000 pulling tests have been completed in Europe and North America. The pulling test method is now widely accepted and is the only method that delivers solid information about a tree's resistance to breaking and uprooting.

Saturday, November 7

7:30 – 9:00 am **Business**

■ **TCIA Accreditation** to all registered attendees

Bob Rouse, Tree Care Industry Association, Inc., John Jurka and Randall McDonald, Accreditation Consultants

Have you thought about TCIA Accreditation? Here's an informative look at the standard, step-by-step, to help you understand how it can be implemented at your company – and why it will help your company. Your questions will be answered and practical solutions explored.

7:30 – 9:00 am **Safety**

■ **Crane Safety in Arboriculture: A Climber's Perspective**

Tim Walsh, CTSP

OSHA Directive CPL 02-01-045, 29 CFR 1910.180, ANSI Z133.1 Section 5.7, load radius, LMI, anti-two block, load line ... what does it all mean to the climber? The person who most directly benefits from the use of cranes in arboriculture is the climber. In order to be safe and efficient, the climber needs to understand some basic concepts and have some skills other than what is required for traditional climbing tree work. What are the risks? What does the climber need to know about the crane? What skills are needed? What are safe, and compliant, ways to be hoisted into position? This presentation will cover the basics of arboricultural crane use for the climber.

7:30 – 9:00 am **Arboriculture**

■ **Root Zone Management**

Dr. Christina Wells, Clemson University

Soil compaction reduces tree growth and lifespan in urban environments. The effects of a soil decompaction and amendment (SDA) process and its individual components (mulch, fertilizer and air spade tillage) are being tested at four urban sites. At each site, 50 red maples are growing on compacted and/or nutrient poor soils. We'll take a look at the study and the results.

9:15 – 10:45 am **Business**

■ **Marketing in a Down Economy**

Dr. Cliff Robbins, Massachusetts Small Business Development Center

This seminar offers a treasure-trove of marketing tactics that will help you weather the toughest times. Learn how to position your

TCIA Members-Only Forums

Thursday and Friday, 12:00 Noon - 1:00 pm

to all TCIA member companies

Engage in informal dialogue with your peers about the "hot" issues facing our field at these popular forums.

Groups will be capped at 40 participants (limit 2 people per company) and are first come, first served.

Thursday – What is Working and Why? Come share and discuss stories of new revenue streams from expanded/developed services; controls that saved and cut costs; partnered service promotions that grew business; etc.

Friday – SWOT Analysis for Tree Companies: What are the industry's current strengths, weaknesses, opportunities and threats (SWOT)? What is changing and what should we do about it?

MAINTAIN your CERTIFICATION

MCA – One half credit (0.5) per day of attendance or 1.5 credits max.
ASCA – 12 CEUs for trade show attendance.

At TCI EXPO you'll have more than 60 hours of classroom education sessions to choose from.

Earn CEUs directly on the trade show floor with 10 engaging tree demonstrations.

As a courtesy to our attendees, TCIA submits our program to various industry organizations for CEU approval prior to the show.

Note: Pesticide CEUs

Several states are offering licensed pesticide application credits for the sessions *PHC Diagnosis* and *Insect and Mite Outbreaks*. For a complete list, visit tcia.org. If you do not see your state listed, please contact us at 1-800-733-2622.

Check tcia.org under meetings for current CEUs. If you do not see your organization's recertification CEUs listed for any of the sessions, contact TCIA by Sept. 9, 2009, and we will request CEU approval from the appropriate organization.

	ISA	CTSP	PLANET
Tuesday, November 3			
CTSP Workshop	9 AUTMBmL	8	
Train the Trainer Workshop	8 AUTMBmL	8	
Wednesday, November 4			
Train the Trainer Workshop	8 AUTMBmL	8	
Business Boot Camp	5 AMBm		6 CLP
Consultative Selling Skills	5 AMBm		6 CLP
5 Keys to Family Business Success	4 AMBm		4 CLP
Thursday, November 5			
How can I be #1 on Google?	1 AMBm		1 CLP
Safety Update	1 AUTMBmL	1	
Growth Stresses and Tree Safety	1 AUTMBpL	1	
The Business of You! – Free for all registered attendees	1 AMBm	1	1CLP
CTSP Open Forum – Free for CTSP and CTSP Enrollees		1	
CTSP Meet and Greet – Free for all registered attendees			
Time Management	1.25 AMBm		1.25 CLP
Accident Trends	1.25 AUTMBmL	1	
Moonlighting at Monticello	1.25 AUTMBmL	1	
Friday, November 6			
Successful Job Costing	2.5 AMBm		2.5 CLP
Economics of Ergonomics	1 AUTMBpL	1	
Native Plants & the Biodiversity Movement	1 AUTMBsL		
Aerial Rescue and Emergency Response	1.25 AUTMBpL	1	
PHC and Diagnosis* See note at left.	1.25 AUTMBsL		
Accredited Company Only Forum			
A300 Forum-free for all registered attendees			
Business Financing	1.25 AMBm		1.25 CLP
Testing Trees for Decay	1.25 AUTMBsL	1	
Modern Climbing Advancements	1.25 AUTMBpL	1	
Insect and Mite Outbreaks* See note at left.	1.25 UTMBpL		
Retaining Commercial Clients	1 AMBm		1 CLP
The Business of Safety	1 AUTMBmL	1	
Crane Safety/Owner's Perspective	1 AUTMBpL	1	
A300 Evolution or Revolution?	1 AUTMBpL		
Climate Change and Mixed Messages	1 AUTMBsL		
Saturday, November 7			
TCIA Accreditation – Free for all registered attendees		1.5	
Crane Safety/Climber's Perspective	1.5 AUTMBpL	1.5	
Root Zone Management	1.5 AUTMBsL		
Marketing in a Down Economy	1.5 AMBm		
Best Practices of a Safe Tree Company	1.5 AMBm	1	
New Developments with Tree Pulling Tests.	1.5 AUTMBmL	1	
Members - Only Forums			
What is Working in Safety and Why?	1 AUTMBmL	1	
SWOT Analysis for Tree Companies: What is changing and what should we do about it?	1 AMBm		
TCI EXPO Tree DEMO sessions each	0.75 AUMT	0.75	





Travel Information

The Baltimore Convention Center
One West Pratt Street, Baltimore, MD 21201
Phone: 410-649-7000

Booking your hotel room:

Discounted room blocks have been reserved at three hotels in Baltimore. All properties are within walking distance to the Baltimore Convention Center.

1. HOST HOTEL - Marriott Baltimore Inner Harbor

100 South Eutaw Street, Baltimore, MD 21201
 Reservations: (phone) 410-962-0202 or
 toll-free: 800-228-9290
 Single/Double Occupancy: \$199
 (please reference TCI EXPO/TCIA for
 the preferred rate .) Rate is good thru
 Sept. 7, 2009, or until our block sells out,
 whichever comes first.

Book online at tcia.org/Meetings/TCI EXPO

2. Radisson Plaza Lord Baltimore

20 West Baltimore Street, Baltimore, MD 21201
 Reservations: (phone) 410-539-8400 or
 toll-free: 800-333-3333
 Single/Double Occupancy: \$154
 (please reference TCI EXPO/TCIA for
 the preferred rate.) Rate is good thru
 Oct. 9, 2009, or until our block sells out,
 whichever comes first.

Book online at tcia.org/Meetings/TCI EXPO

3. Days Inn Inner Harbor

100 Hopkins Place, Baltimore, MD 21201
 Reservations: (phone) 410-576-1000
 Single/Double Occupancy: \$125
 (please reference TCI EXPO/TCIA for
 the preferred rate.) Rate is good thru
 Oct. 3, 2009, or until our block sells out,
 whichever comes first.

More hotels may be added. We suggest checking our Web site periodically at tcia.org and click on **TCI EXPO** under the **Meetings** tab.

Getting there: Flying in? There is frequent and inexpensive service to Baltimore airport from all over the country including on Southwest Airlines. The airport code is **BWI**.

BWI Airport Ground Transportation Special: Great discounted EXPO rate. To/from the EXPO group hotels is \$17 each way. 30% savings! To reserve, go to tcia.org click on EXPO under the Meetings tab. Then go to the FAQ page and click on Airport Transportation Special.

Amtrak service to Baltimore: The train can be an enjoyable, hassle-free and cost effective way to travel. Amtrak fares and schedules are available at www.amtrak.com

How can I find out more about Baltimore?

Visit the Baltimore Web site at baltimore.org. There is so much to see and do, all within walking distance from TCI EXPO '09! The Inner Harbor area is packed with options for dining and entertainment!

13th Annual STUDENT CAREER DAYS **FREE** for pre-registered students and advisors*

Join hundreds of students for the annual TCIAF Student Career Days event at TCI EXPO! The largest free career development event for arboriculture, urban forestry and horticulture students features numerous student-centered events, including the popular TCI CSI Tree Diagnostics Competition, Job Fair, Student Breakfast, and more – and it's all **FREE!**

MEET AT THE QUAD! Open for all three days of the show - the QUAD is the place to meet fellow students, compete in the diagnostic and knowledge exams, or just hang out.

Three-Day Schedule:

Thursday, November 5

- Student/Instructor check-in • Orientation
- Safety and Knowledge Competitions
- TCI CSI Tree Diagnostics Competition
- Evening Welcome Reception

Friday, November 6

- Skills Competition
- Safety and Knowledge Competitions
- TCI CSI Tree Diagnostics Competition
- Student Reception
- Live Demo by Climbing Champion Mark Chisholm

Saturday, November 7

- Job and Internship Fair with Breakfast
- Student Skills Competition Awards Ceremony

FREE prizes, T-shirts, food and plenty of excitement!

TCIAF Student Career Days in partnership



***STUDENTS MUST PRE-REGISTER THROUGH THEIR INSTRUCTOR/ADVISOR.** Students in 2- and 4-year collegiate or vocational training programs are invited to attend. Limit of 5 students per school to participate in skills events. A signed liability waiver for each student competing in skills events must be presented at time of pre-registration. Visit www.tcia.org for more information on Student Career Days events and contest rules.

Attention Tree Care Companies: If you would like to participate in the Job & Internship Fair, please contact Deb Cyr at (603) 314-5380 or e-mail cyr@tcia.org

Our Best Deal Ever...

GOLD CARD SAVINGS

Includes Trade Show Entrance for all three days, **KEYNOTE seminar plus unlimited access to Thurs., Fri. and Sat. individual seminars.**

If you are considering purchasing three (3) or more TCI EXPO individual seminars you can save by selecting a GOLD CARD. The GOLD CARD includes all seminars offered on Thurs., Fri. & Sat. and trade show entry for all three days. (The GOLD CARD does NOT include the Tuesday or Wednesday Pre-Conference Workshops.)

Early Reg. \$250 After October 2, 2009 \$300

If your company purchases four (4) GOLD CARDS you get one FREE! (In order to qualify, you must order all Gold Cards at the same time.)



Other Registration Options:

PRE-CONFERENCE WORKSHOPS

Tuesday and Wednesday, November 3 and 4

Includes trade show entrance for Thurs., Fri. & Sat. Nov. 5-7, plus KEYNOTE seminar.

	Early Reg	After 10/2/09
8:00 am CPR/First Aid Train the Trainer (2 day seminar)	\$395	\$415
10:00 am Consultative Selling Skills	\$135	\$155
10:00 am Business Boot Camp (lunch included)	\$150	\$170
1:00 pm 5 Keys to Family Business Success	\$135	\$155

NEW! – FRIDAY ONLY PASS

Friday, November 6

Includes trade show entrance for Friday plus unlimited access to all Friday individual seminars.

\$200 \$225

TCI EXPO INDIVIDUAL SEMINARS

Includes trade show entrance for all three days plus KEYNOTE seminar.

\$85 \$100

See **GOLD CARD Savings** above if you plan to sign up for four (4) or more individual seminars.

TCI EXPO TRADE SHOW ONLY PASSES

Includes trade show entrance for all three days plus KEYNOTE seminar.

\$20 \$30

This option is for those who do not wish to purchase any Pre-Conference Workshops or educational seminars.

If your company purchases four (4) Trade Show Only Passes you get one FREE. In order to qualify, you must order all Trade Show Only Passes at the same time.

Additional Workshop Information:

ISA Certification Exams - Friday Nov. 6 (Arborist, Municipal, or Utility written only). You must pre-register with ISA and pay by Oct. 21, 2009. To get an application or register online, go to www.isa-arbor.com or call the MAC-ISA office at 1-703-753-0499.

PLANET Certification Exams - Friday Nov. 6 (CLP, CLT-Interior, COLP, CTP-CSL). You must pre-register with PLANET & pay exam fee by Oct. 9, 2009. To get an application and to order study material, go to www.landcarenetwork.org or call 1-800-395-2522.

CANCELLATION TERMS Registration and Badges

Pre-register for speedy entrance. Registration is required to obtain your admission badge; a badge is required to enter. Additional registration forms may be downloaded at tcia.org or you may photocopy the one on page 15. A separate registration form is required for each attendee. Registrations received after 10/2/09 without the appropriate fees will be billed for the difference. Trade show registration is non-refundable. Cancellation for all other categories must be received in writing at the TCIA office before October 22, 2009, for a full refund less \$30 administrative fee. No refunds after October 22, 2009; seminars are transferrable. No telephone cancellations accepted. **TCIA reserves the right to modify the speaker agenda as needed.**

Attention current CTSP enrollees!

If you have completed your Core Competency Exercises, plan to attend the CTSP Workshop and Certification Exam in conjunction with TCI EXPO. **Qualify for 9 ISA CEUs!**

CTSP WORKSHOP & Certification Exam

Tues., Nov. 3 8:00 am - 5:00 pm
Wed., Nov. 4 8:00 am - 11:00 am
 (lunch included, both days)

Marriott Inner Harbor

110 South Eutaw Street
 Baltimore, MD 21201
 1-800-228-9290

Hotel Accommodations: Reserve your room(s) online now. Rooms are selling out fast! Visit our Web site at tcia.org to choose any EXPO hotel and use the EXPO group rates. No registrations will be accepted at the workshop.

Additional CEUs are available at TCI EXPO for CTSPs who pass the certification exam.

You must register for this CTSP Workshop separately.

Early bird deadline for reservations: before 10/20/09.

Contact Irina Kochurov at kochurov@tcia.org or call (603)314-5380 to register.



BUSINESS BOOT CAMP

Wednesday, Nov. 4

10:00 am - 4:00 pm
 (lunch included)

Full day of **basic** business training for small tree care company owners and managers who are serious about improving their business!

This beginner-level workshop covers:

- managing human resources for small businesses
- writing and implementing company policies; implementing a safety program
- labor pricing, cash flow and monthly budgeting
- service proposals and specification writing

Ample time will be allowed to discuss how TCIA management guides and templates can be customized and implemented at your company. All of the materials and suggestions provided meet the TCIA Accreditation Standard. This workshop is open to all tree care companies.

Registration Form

Please copy and complete a separate form for each attendee.



Name: _____

Company: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____



Please check here if you require special accommodations to fully participate. Attach a written description of your needs.

4 WAYS TO REGISTER!

Online: tcia.org

Fax: 1-603-314-5386
(Credit Card Payments Only)

Phone: 1-800-733-2622

Mail: TCI EXPO
136 Harvey Road, Suite 101
Londonderry, NH 03053

Pre-Conference Workshops	Early Reg	After 10/2/09	TCI EXPO Individual Seminars	Early Reg	After 10/2/09
				\$85	\$100

Tuesday and Wednesday, Nov. 3 and 4

- 8:00 am TT CPR/First Aid Train the Trainer (2-day workshop) **\$395 \$415**

Wednesday, November 4

- 10:00 am ADV1 Consultative Selling Skills **\$135 \$155**
- 10:00 am ADV2 Business Boot Camp (lunch included) **\$150 \$170**
- 1:00 pm ADV3 5 Keys to Family Business Success **\$135 \$155**

FRIDAY ONLY PASS - November 6

- Trade Show and Education on Friday **\$200 \$225**

TCI EXPO Trade Show ONLY PASS

- Good for all three days of Trade Show **\$20 \$30**

Buy 4 get one FREE

- FREE - 5th Person (each)

- GOLD CARD SAVINGS** **\$250 \$300**

Buy 4 get one FREE

Good for all three days of Trade Show and unlimited individual seminars. To help us plan, please check the boxes of the individual seminars you are *most likely* (no obligation) to attend.

- FREE - 5th Person (each)

By virtue of your registration, you agree to the cancellation terms as outlined on page 14.

Photo/Company Release: By virtue of your attendance, you agree to usage of your likeness in TCIA's promotional materials.

Please send me more information on:

- Membership Accreditation
 TCIA Products CTSP

Thursday, November 5

- 7:30 am BUS1 How Can I Be No. 1 on Google?
- 7:30 am SAF2 Safety Update
- 7:30 am ARB3 Growth Stresses and Tree Safety
- 8:45 am KEY4 The Business of You! **Free for all registered attendees**
- 2:00 pm CTSP1 CTSP Open Forum **Free for CTSP and CTSP enrollees**
- 3:00 pm CTSP2 CTSP Meet and Greet **Free for all registered attendees**
- 4:15 pm BUS5 Time Management and Getting Organized
- 4:15 pm SAF6 Accident Trends in Modern Arboriculture
- 4:15 pm ARB7 Moonlighting at Monticello

Friday, November 6

- 7:30 am BUS8 Secrets of Successful Job Costing
- 7:30 am SAF9 Economics of Ergonomics
- 7:30 am ARB10 Native Plants and the Biodiversity Movement
- 8:45 am SAF11 Aerial Rescue and Emergency Response
- 8:45 am ARB12 PHC and Diagnosis
- 10:35 am ACR1 Accredited Companies Only Forum **Free for accredited companies and accredited enrollees**
- 1:30 pm ACR2 ASC A300 Forum **Free for all registered attendees**
- 3:00 pm BUS13 The Things You Must know About Business Financing
- 3:00 pm SAF14 Testing Trees for Decay
- 3:00 pm ARB15 Modern Climbing Advancements
- 3:00 pm ARB16 Insect and Mite Outbreaks
- 4:30 pm BUS17 Retaining Commercial Clients
- 4:30 pm SAF18 The Business of Safety
- 4:30 pm SAF19 Crane Safety/Operator's Perspective
- 4:30pm ARB20 A300 Evolution or Revolution?
- 4:30 pm ARB21 Climate Change and Mixed Messages

Saturday, November 7

- 7:30 am BUS22 TCIA Accreditation **Free for all registered attendees**
- 7:30 am SAF23 Crane Safety/Climber's Perspective
- 7:30 am ARB24 Root Zone Management
- 9:15 am BUS25 Marketing in a Down Economy
- 9:15 am SAF26 Safety Best Practices
- 9:15 am ARB27 New Developments with Tree Pulling Tests

CALCULATE YOUR TOTAL

Pre-Conference Workshops \$ _____

Friday Only Pass \$ _____

GOLD CARD \$ _____

Trade Show Only Pass \$ _____

Individual Seminars # _____ x _____ = \$ _____

GRAND TOTAL: \$ _____

PAYMENT: Check enclosed Check # _____

MasterCard Visa AMEX

Card# _____ Exp. Date: _____

Name on Card: _____

Signature: _____



136 Harvey Road, Suite 101
Londonderry, NH 03053
tcia.org

Who should attend

BALTIMORE'09
TCI EXPO?



Tree Care Company Owners
Arborists

Supervisors/Managers
Executives & Senior Management

Tree Care Workers

Consulting Arborists

Utility/Line Clearance Arborists

Urban Forestry Personnel

Board Members

Field Personnel

Ground Crew/Managers

Nursery Staff

Landscape Architects

Urban and

Community Foresters

Municipal Arborists

Office Staff

Certified Arborists

Board Certified

Master Arborists

Certified Landscape

Professionals

Students

CTSPS

In strategic partnership with
our Crown PACT Partners:

Altec • Husqvarna
Morbak • Vermeer

... and everybody who
is involved in the
business of tree care!