



Don't miss TCI EXPO in Hartford CT November 8-10, 2007

Click Here to Register Online through midnight on Nov. 4

The monthly newsletter of the Tree Care Industry Association

November 2007

Number 282

Free EHAP workshops at a location near you

Grant-funded program aimed at reducing electrical accidents

More than one-third of the OSHA-reported tree worker fatalities in the U.S. are caused by contact with electrical conductors. Prevention of these on-the-job accidents is the goal of a series of free workshops that will be offered by TCIA around the country in 2008. The Electrical Hazards Awareness Program (EHAP) workshops are funded by a federal grant awarded to TCIA through the Susan Harwood Training Grant Program.

TCIA will receive \$159,555 to underwrite the expense of providing EHAP training, including three train-the-trainer workshops, for almost 2,000 individuals. Workshops and training materials will be available in English and Spanish.

TCIA hosted 25 EHAP workshops with a similar Susan Harwood Grant in 2004, training 2,357 industry workers during 2004-2005.

What is EHAP?

Topic categories covered in TCIA's Electrical Hazards Awareness Program include Electricity and the Utility Industry;



An electrical hazard exists if a worker, or a conductive object they are in contact with, is within 10 feet of electrical conductors.

Electrical Hardware Recognition; Recognizing Electrical Hazards; Work Practices Near Utility Conductors; Emergency Preparedness

Response and Rescue; and Safety Standards.

EHAP trainees at the workshops gain a greater understanding of risks and protection measures associated with proximity to electrical conductors. They are familiar with unsafe acts responsible for most accidents and proper work procedures to use in their place. Trainees also receive an Electrical Hazards Awareness Home Study manual, which they can use for reference and complete by studying independently or with co-workers.

As part of the program, TCIA provides administrative support to trainees, including grading tests, tracking progress and maintaining a centralized training database for company owners.

Why is electrical hazards training important?

Electrical hazards are the leading cause of death for arborists, accounting for 34 percent of fatalities according to OSHA statistics from 1984-2002. An electrical hazard exists if a worker, or a conductive object they are in contact with, is within 10 feet of electrical

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Invasive insect handout launches program

TCIA, through its Tree Care Industry Association Foundation, recently received a grant from the U.S. Department of Agriculture Forest Service to create an Invasive Insect Program for the USDA Forest Service, Northeastern Area. The program will provide arborists with the education and training to identify regulated infestations or any signs thereof and reporting procedures related to regulated infestations.



The goal of the USDA Forest Service invasive species program is to reduce, minimize or eliminate the potential for introduction, establishment, spread and impact of invasive species across all landscapes and ownerships. This includes protecting and improving the health of the forest in both the rural and urban landscape.

Employees and employers of arboriculture, landscape and horticultural



businesses, as well as local and state urban park and forest managers, can be key collaborators with the USDA Forest Service as arborists and others in the green industry are often the first line for detection and also the first line of response.

TCIAF/TCIA's Invasive Insect Program is intended as training that can be administered by an

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Dear TCIA Friends,



Sobering news. In preparing for September presentations to the PNW-ISA Chapter on Safety & CTSP and the Massachusetts Arborist Association on TCIA's "Until We're All Safe" program, I decided to plot what was happening to our people on the calendar.

Keep in mind, this is only what is coming in through a very few notifications from our industry; mostly, it is from newspapers and the web. Not only is it absolutely horrible for our industry to be experiencing such a high number of fatalities and serious injuries, it also is the view that the public is getting of who we are and how arboriculture is practiced.

It is increasingly rare that many days go by without Google alerts letting me know that someone in our industry has been seriously injured or killed. To be honest, I have come to dread opening my e-mail in the morning. Always happy to hear from you, I am not happy to see "Google Alert: Tree trimmer" or

"Google Alert: Tree trimmer killed." This month, visuals say it all.

Cynthia Mills, CAE, CMC
President & CEO

August 2007				
Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31

September 2007				
Monday	Tuesday	Wednesday	Thursday	Friday
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

= fatality, = serious injury;

Calendar of Events

November 6-7, 2007

CTSP Workshop

Hartford, Connecticut

November 8-10, 2007

TCI EXPO 2007

(Pre-conference workshops Nov. 7)

Hartford, Connecticut

November 28-29, 2007

CTSP Workshop

Chicago, Illinois

December 19-20, 2007

CTSP Workshop

Orlando, Florida

February 10-14, 2008

Winter Management Conference

Westin Aruba Resort, Aruba

For event details, call 1-800-733-2622 or visit www.tcia.org and click on "meetings"

The mission of the Tree Care Industry Association is to advance tree care businesses.

Finding Good Customers

By Ron Keith

I'm a business owner and an entrepreneur. I'm used to making decisions and making them quickly. Just give me the facts and I'll know in a few minutes what should be done.

Yet, in our business (and yours) there are some questions that take a little longer to answer. Sometimes the answer changes from day to day. One such question is: How much should we spend on acquiring a new customer? The answer – \$20? \$50? \$100?

Over the years, our business has changed. I remember when people called and wrote, begging us to take care of their trees. They told their neighbors and friends who told others.

But today is different. We allocate precious resources to find and entice prospects to buy from us. We are happy if they buy once; thrilled if they buy twice and ecstatic if they buy yet again.

So, how much should I spend to gain new customers? Here are a couple of approaches of the dozens available.

First is the allocation approach. This approach tells me to figure out how many new customers I need to acquire this year. (Customers lost to attrition + a percentage to grow the business.) Then allocate a percentage of the marketing budget to accomplish this goal. Now, go direct your marketing and sales team to make it happen. Companies that use this approach may also expect the new business generated to cover the costs of acquisition. For example, if you spend \$10,000 to generate the "right" number of new customers, then there had better be \$10,000 of new sales!

The allocation approach might work in some situations. But, here's another approach that I've found better and more strategic. It's

called the Lifetime Value (LTV) approach. LTV says that each customer has a dollar value that they spend over their lifetime. If your average customer stays with you 10 years and spends \$2,500/year, their LTV is \$250,000. Now, the



Ron Keith

real question is this: What am I willing to spend to get a customer that will purchase \$250,000 of my services over the next 10 years? I most always reach a different number than with the allocation approach. This number will be different for each company answering the question – and may change from year to year, depending on company strategies, the market, etc.

The other thing I've found is that the better I segment my list, the better I am at knowing what the \$250,000 customers look like. I group customers together based on their LTV and then look for similarities in lifestyle, age, interests, etc. Now I go find other prospects who "look like" those in the group. The result is that my marketing dollars work a lot harder for me and generate better results.

Finally, living by the LTV approach has taught me another valuable lesson. When my staff understands that a customer is worth \$250,000 to the company, they often treat them with more respect understanding. This only reinforces their value to our company – and hopefully increases their LTV.

Ron Keith is CEO of Arbor Masters Tree & Landscape in Shawnee, Kansas.

TCIA Board to meet at EXPO in Hartford

The TCIA Board of Directors will meet Wednesday, November 7, 2007, at the Connecticut Convention Center in Hartford, Conn., in conjunction with TCI EXPO.

Members who wish to attend the meeting are asked to please let us know in advance. Please e-mail mills@treecareindustry.org.

Communications, Safety entries due

We are, once again, soliciting entries for the 2007 TCIA Safety Awards and TCIA Professional Communication Awards.

Safety Awards

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

Professional Communications Awards

The Professional Communications Awards (formerly the Freeman Parr Awards) honor marketing and communication excellence for this industry. More than 20 years old, the program is open to all Active and Affiliate Member companies.

Winners are selected in four categories: Brochure, Newsletter, Company Web Site and Special Entry.

Entries are evaluated on overall appearance, content quality, and success in achieving the company's marketing and communications goals. The deadline for this year's Communications and Safety awards nominations is extended to November 15, 2007.

Nomination forms are included with this *Reporter*, you can download forms from www.tcia.org, or call TCIA at (603) 314-5380 to have forms faxed or e-mailed to you.

Wage survey deadline extended

TCIA's Wage & Benefit Survey is included with this *Reporter* and your participation is more important than ever! The time you take to fill out this survey could benefit your company in employee recruitment and retention. By helping to compile accurate figures on wages, benefits and sales, you will gain an accurate picture against which you can evaluate your company's wage and benefit offerings.

When the information is tallied, we, the

Tree Care Industry Association, have the most accurate picture of our industry available anywhere. Results will be available in January 2008.

We've extended the deadline 10 days to get more responses. Please help us advance your business and become a stronger advocate by filling out the enclosed survey. Greater participation will make the results more meaningful. The new deadline is Nov. 15, 2007.

NHPP Update: Candidates continue to respond to non-profit issues

Continuing to carry the message that not-for-profits are a significant basis for our nation's health to both parties, Cynthia Mills, TCIA president, was successful in personally meeting with a number of candidates throughout the late summer.

As a result of speaking with Governor Mike Huckabee, 2nd Republican runner-up in the Iowa straw poll, he was the first candidate to agree to meet personally with the not-for-profit community, in New Hampshire on September 13 in Dover. This meeting resulted in television and print news coverage – a springboard to getting other candidates to meet with us throughout the fall.



Cynthia Mills with former Arkansas Gov. Mike Huckabee.

In addition, Cynthia has met personally with Representative Tom Tancredo (R-CO) and Governor Bill Richardson (D-NM); attended rallies for Senator Hillary Clinton (D-NY) and Senator Barack Obama (D-IL); having the opportunity to speak with Obama about not-for-profits as well.



Mills with Rep. Tom Tancredo.

Here is a sampling of the kind of interaction that is occurring: Cynthia queried Rep. Tancredo: "In the 1800s, a young French aristocrat, Alexis de Tocqueville, traveled our country and observed that the genius of our nation was that when there was a problem, people gathered together to fix that



Senator Barack Obama during a rally in Manchester, N.H.

problem. Congressman Tancredo, I have been blessed to serve as CEO of the only national trade association in New Hampshire – one of 7,000 not-for-profits in this state alone. Sixty million volunteers hire 14 million professionals to run these not-for-profits – 10 percent of



Sen. Hillary Clinton, with former President Bill Clinton looking on, during a rally in Concord, N.H., the state capitol.

NHPP Update

our nation's wages. As you know, these organizations are providing services that the government is not – and the Congressman interjected, "and Should Not!" – I continued with "cannot provide. Our community is interested in how, as President of the United States, you would support this critical leg of our nation's infrastructure and enhance our sector."

Rep. Tancredo responded, "That is a GREAT question." He then spent considerable time talking about the floods in New Hampshire and about Hurricane Katrina; noting that while the government has thrown tremendous amounts of money at the Gulf Coast, the devastation continues. Instead, he emphasized that personal responsibility and



Sen. John Edwards spoke at Manchester city hall, while, below, his wife, Elizabeth Edwards, listened.



the coming together of our citizens is part of what makes America great. As President, the Congressman said that his job would be to elevate successful organizations – to showcase the organizations that are doing things well in our sector. The Congressman was VERY clear that not-for-profits' work is very much in line with his view of the future of our nation – individual responsibility being at the core of that philosophy; that government was not the sole answer; nor necessarily the best answer; to every problem. These are views that are very similar to Governor Huckabee's.

Governor Richardson's answer included that on the issue of taxation, it was important for us to maintain our status. He saw us as providing partnership in everything from energy research to housing to poverty. He perceives we are strongest in areas like these and is supportive of finding new ways to partner.

At the Republican National Debates September 5, Cynthia also had the opportunity to speak with former New Hampshire Republican Congressman Jeb Bradley, TCIA's 2005 Legislator of the Year. He has not forgotten us and will be running again in 2008.

Each of these interactions puts TCIA on the map as the representative of an important business segment in our nation. The repetition and familiarity provides a recognition that can be useful in the future as each individual returns to their various roles in government and one secures the White House. TCIA's goal is to have enhanced access to those whom we will count on to support our industry and the vital role it plays in our communities and the overall health of the environment.



Mills with Governor Bill Richardson.



Congressman Paul Hodes (D-NH) introduces Sen. Obama in Manchester, N.H.

Kerns gets business from Accreditation

John Kerns insists TCIA Accreditation is doing for tree care companies today what the certified arborist credential did for the tree care employee back in the 1990s. The certified arborist credential created a level of proficiency for individuals, while Accreditation has become a standard for best business practices.

"Accreditation looks at all of the different aspects of a business – knowledge, safety training, consumer dispute resolution, how contracts are written, proper insurances and all of the rest," says Kerns. "We have a tool that shows companies the way. It says to the public, 'This a company you can trust.' Accreditation recently opened the door for us to a major account. One of my national competitors lost the account, and the selling point was our Accreditation."

John Kerns, along with his brother, Robert, owns Kerns Brothers Tree Service and Landscaping in Wilmington, Delaware. Susan Kerns, John's wife of 37 years, is the office manager.

In business since 1973, they will be celebrating 35 years in business in 2008. They have 26 full-time employees. The business mix is about 60 percent residential, 30 percent commercial and 10 percent municipal or state work. Tree maintenance comprises about 75 percent of the work, with removals 15 percent and plant health care 10 percent.

Three brothers started the business; one left after three years and the other two did most of the work themselves for about 10 years. As they started to take on employees in the 1980s, they saw the benefit in 1988 of joining TCIA, then NAA.

When John knew it was time to seek Accreditation, he looked at the process as a way to conquer their two biggest challenges.

"Keeping up with the industry regulations is No. 1," he says. "They're constantly changing. Securing good employees who are looking for a long-term commitment, a career, is No. 2. In this industry, employees will jump to a less desirable company if the pay is slightly higher, even though the benefits are less. Or it may be that somebody offers to pay them under-the-table. The professional image of the tree care industry in this country still has a long way to go. Certainly Accreditation is a step in the right direction."

Susan Kerns is in charge of new employee orientation. She notes that new hires are impressed with the training and other things Kerns does, and they also like the way everything is laid out in an organized and open



Twenty-five of Kerns Brothers' 26 employees (we wonder who took the picture?) managed to get into this company photo. Susan and John Kerns are at far right. Robert "Bob" Kerns is in the first row at far left, kneeling.

manner – per Accreditation guidelines.

"They don't seem to find that at other companies," she says. "I think our employees take a lot of pride in working for an accredited company," she insists.

As a result, they fit Accreditation into their marketing mix.



John Kerns

"We were the first company accredited in Delaware and are still the only accredited company in Delaware," says John.

"It has become a marketing tool, a good way of demonstrating professionalism in the eyes of the public.

It's outside proof, a safeguard for the consumer. It's not just John Kerns saying 'I have a professional company.' It is becoming a tool that will make our industry much more professional."

When talking to clients on the phone and explaining Accreditation, Susan says that they appreciate having someone on their property they can trust. All the Kerns' sales reps are Certified Arborists, and Michael J. Hadley, Kerns safety director, is Delaware's only CTSP – Certified Tree Care Safety Professional.

Kerns markets through Yellow Pages and as sponsor of a garden clinic radio program on Saturday mornings. They also have a company newsletter three times a year, and a Web site. A lot of business comes from referrals.

"The Better Business Bureau is an excellent

source of advertising, too," says John. "We were the winners of the state Better Business Bureau Torch Award for Marketplace Ethics for 2006. We were also the Delaware State Chamber of Commerce Superstars in Business Award of Excellence winner in 2006. And I think a lot of that had to do with our Accreditation."

How do they set themselves apart from competition?

"I always like to say we don't have any competition, but we do in reality," admits John. "We compete with three national tree care companies in this area, only one of which is accredited."

He says professional affiliations, education, training, a great benefits package and their safety program in particular are things that set them apart.

"I also like to think that we have an old-fashioned attitude where we treat every client as if they were a \$100,000-a-year account. That attitude travels down from the salesman to the employee who is going to show up to do the work," he says.

Kerns Brothers recently completed the re-Accreditation process fairly easily. The initial process took "about a year and a half" to complete. John put a salesman in charge who left the company after starting the process. When Susan, a former teacher and student adviser, retired from education and came to work in the office, she was able to pull it all together.

"If Susan was here when we initially applied for Accreditation, we'd have probably had it done in a couple of months," he says. "We were doing a lot of the right things, but we

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Welcome these new TCIA members!

Active Members

Apopka Tree Service, LLC

P.O. Box 1508
Apopka, FL 32704
Robert Keith Douglas
Phone: (407) 886-7920
Fax: (407) 897-6247

ArborWorks Utility Services, LLC

3406 Friesian Ct.
Denton, TX 76210
Larry D. Elkins
Phone: (940) 382-8733
Fax: (972) 355-7213

Barrett Tree Service East, Inc.

P.O. Box 440035
Somerville, MA 02144
Trumbull Barrett
Phone: (617) 616-5281
Fax: (617) 616-5283

Crawford Tree Service, LLC

P.O. Box 4775
Toms River, NJ 08755
Bob Crawford
Phone: (732) 736-0701

Eagle Vegetation Reduction, Inc.

4052 Santa Barbara Drive
Sebring, FL 33875
Gus Buckley
Linda Buckley
Phone: (863) 385-4284
Fax: (863) 385-4297

Filion's Tree Service

540 Patnode
Churubusco, NY 12923
Gilles Filion
Amy Filion
Phone: (518) 497-3372

NorCal Tree Care Inc.

450 Taraval Street #146
San Francisco, CA 94116
Metta Holliday
Phone: (415) 664-6474
Fax: (415) 234-6031

Professional Tree Services

P.O. Box 2627
McKinleyville, CA 95519-2627
Rocky Dorvall
Phone: (707) 839-8733
Fax: (707) 668-4298

Southern Oregon Tree Care, LLC

P.O. Box 5493
Central Point, OR 97502
Willie Gingg
Phone: (541) 772-0404
Fax: (541) 772-0804

Sunlawn Tree & Shrub

760 Kirk Road
Elkton, MD 21921-2501
Robert Malinowski
Phone: (443) 553-0895

Total Tree Care, Inc.

10102 Kenlake Drive
Riverview, FL 33569
Patricia Brandon
Phone: (813) 918-7440
Fax: (813) 677-1825

Associate Members

Bobcat Company

PO Box 6000
West Fargo, ND 58078
Mike Melroe
Phone: (800) 965-4232
Fax: (701) 280-7860
Website: www.bobcat.com

Center for Cultural Interchange

746 N LaSalle Drive
Chicago, IL 60610
Muffy Grant
Phone: (312) 944-2544
Fax: (312) 944-2644
Website: www.cci-exchange.com

Lakewood Capital Inc.

11 Notch Road
Skowhegan, ME 04976
John Shoum
Phone: (207) 474-5653
Fax: (207) 474-7992

Phillips and Jordan, Inc.

28200 Highway 189, Suite F270
Lake Arrowhead, CA 92352
Josh Caudill
Phone: (251) 259-1700
Fax: (909) 337-2234

QUADCO Equipment Inc.

30 Industrial
St Eustache, QC J7R5C1, Canada
Alain Perron
Chuck Mac Lennan
Phone: (450) 623-3340
Fax: (450) 623-5337
Website: www.quadco.com

EHAP training grant

(Continued from page 1)

conductors, according to various OSHA standards. OSHA regulations call for any employee exposed to electrical hazards to have documented experience and ongoing training in working with those hazards. Knowing the proper techniques to use when an electrical hazards exists is crucial for all tree workers. Just as important, workers who have no intention of approaching electrical lines in the course of their normal work need a better understanding of the dangers electrical hazards can pose. Too often, these workers are unaware of the hazards nearby.

If your organization, group or municipality is interested in hosting an EHAP workshop, please call Debbie Cyr at TCIA's headquarters, 1-800-733-2622, or send an e-mail to Cyr@tcia.org.

Invasive insect training grant

(Continued from page 1)

employer or supervisor, taken independently by the arborist, or formatted for workshops in order to reach larger groups.

To these ends, the objectives of the TCIAF/TCIA program are to:

- ▶ Prevent the introduction and establishment of invasive species through education and raising awareness;
- ▶ Detect regulated infestations or any signs thereof and follow all required reporting procedures relating to regulated infestations;
- ▶ Manage, where appropriate, established populations, implementing integrated pest management principles; and
- ▶ Rehabilitate degraded areas through encouraging the use of native seed and seedlings for restoration.

Some invasive insect species detected in the eastern U.S. include: one siricid wood-wasp, one buprestid beetle, three

cerambycid beetles, five conifer-infesting scolytid bark beetles, and 10 hardwood-infesting scolytid ambrosia beetles. Although there is concern with all invasive insect species, the four that are the primary focus of this program have been identified as high risk.

The first informational handout is included with this *Reporter* as a free member benefit. Additional copies of this and other handouts can be downloaded from the TCIA Web site at www.tcia.org. Or, for details on the program or to request additional materials, call 1-800-733-2622.

A training seminar, "Reducing Risk of Invasion: First Detector Training on Invasive Insect Species," was scheduled for November 7 in Hartford, Conn., one of the pre-conference workshops leading into TCIA EXPO. The presenter is Dr. Michael Raupp, professor of entomology at University of Maryland.

Shackleton at Winter Management Conference

Winter Management Conference is the annual conference for business owners – and a great way to reward and stimulate your top people.

Industry leaders know WMC is the place for useful business management information in an informal resort atmosphere. This combination of business and relaxed social conference is the ideal balance of education, networking, fun and festivities. WMC offers up one of the best groups of sales, management and business leadership

**Register for
WMC
Online!**

**Register for WMC in Aruba
online.**

Visit www.tcia.org and click:

**Click Here to
Register Online**

speakers available!

The 2008 conference, February 11-14, 2008, in Aruba, will feature a diverse lineup of experts. Here are two who will be leading us in the "arts" of leadership and networking on WMC Day 1:

Monday's speaker line-up:

Shackleton's Way: Leadership Lessons from the Great Antarctic Explorer

By Margot Morrell

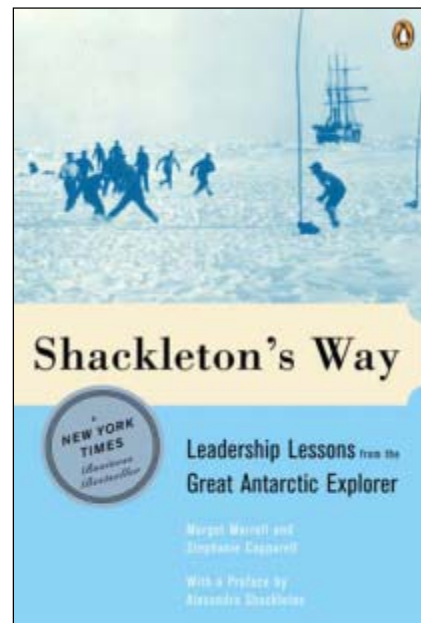
Sir Ernest Shackleton was forced by necessity to become an exceptional leader when he and 27 other explorers were stranded in Antarctica for almost two years, beginning in 1914. He faced many of the problems that can be compared to those encountered by today's leaders: with limited resources, he helped a varied group of people work toward a common goal.

Hone your leadership skills in an interactive program with Margot Morrell, business veteran and bestselling author of *Shackleton's Way – Leadership Lessons from the Great Antarctic Explorer*. This inspiring program will focus on such lessons as leading by example, communicating effectively, keeping up morale, and maintaining a positive attitude.

Cracking the Networking CODE: 4 Steps to Priceless Business Relationships

By Dean Lindsay

Perfect your networking ability and learn to build priceless business relationships. Dean Lindsay's presentation, based on his bestselling book, will teach you how to build meaningful, profitable, win-win relationships in business and life. As communication becomes increasingly virtual, business professionals have lost "face time." Effective networking is now more crucial than ever for success in business. Dean will show you the



Margot Morrell will be one of this year's WMC presenters.

difference between *met* and *net*.

The full WMC 2008 conference brochure will be available soon. Online hotel reservations at the Westin Aruba Resort are available now at www.tcia.org. Be sure to book your hotel room early to secure the group rate, and remember to reference the Tree Care Industry Association. While on our Web site, get a glimpse of last year's conference with our virtual photo album from the 2007 conference in Cancun.

Register for WMC 2008 today!

SafetyFirst Systems, LLC

www.safetyfirst.com

Services: SafetyFirst provides three fleet safety programs, including safety hotline services, online management reporting, and driver coaching and training services. Their services reduce crash events that harm the company's public image and safety reputation, help managers spend more time with their teams rather than at the desk managing records, and enable supervisors to place proper emphasis on driving safely without having to author new materials each month.

Member Benefits: SafetyFirst will contribute an amount equal to 5 percent of total products/services sold to TCIA members. Of that, 2.5 percent will be applied toward the next year's TCIA renewal dues of those members using the services, and 2.5 percent will be applied toward development of safety and educational programs for the tree care industry.

Example: If your company purchases \$2,000 in products from SafetyFirst, SafetyFirst will send TCIA a credit of \$50 to be deposited into your membership account. Credits accumulate through the 12 months of membership and, when you receive your annual renewal statement, the total credits will be subtracted from your membership dues.

Requirements: Place your order on www.safetyfirst.com or call toll free at 1-888-603-6987 and mention that you are a TCIA member to take advantage of the dues credits .

TCIA Affinity Partner

SafetyFirst

To learn more about how your company can benefit from these and other TCIA affinity programs, please call 1-800-733-2622.

Member News

Shotzbarger serving on PA pesticide advisory board

Tom Shotzbarger, general manager of Tomlinson Bomberger Lawn Care, Landscape & Pest Control, Inc. in Lancaster, Pa., has been appointed to serve on the Pennsylvania Pesticide Advisory Board.

"I am thrilled to be appointed by the Governor of Pennsylvania to a seat on the Pesticide Advisory Board. I will serve to keep the best interests of the green industry on the table," says Shotzbarger. "From time to time, I may call upon some of you for help."

Shotzbarger, CA, CLP, CLT, COLP, CTE, CTP, CTP-CSL, PCH, was appointed by Governor Edward G. Rendell.

Davey grows in Maryland

The Davey Tree Expert Company continues a record growth phase with the acquisition of

Wye Tree Experts, on Maryland's eastern shore and expansion of Davey's Annapolis office. This brings the total acquisitions by the company to 13 in the past three years.

Davey expects the acquisition and expansion to involve new jobs, as well as expanded opportunities for current employees, including sales, management and service employees, said Karl J. Warnke, president and chief executive officer.

Located in Wye Mills, the eastern shore office is managed by John Blake, previous owner of Wye Tree. Blake and 13 employees have joined Davey. The office, which will be known as Davey-Wye Tree, will provide full service tree and lawn care and landscape services to property owners east of the Chesapeake Bay.

Wye Tree's clients on the west side of the Bay have been transferred to Davey's existing Annapolis office for service. An additional three Wye employees joined Davey's Annapolis office.

Sam Hill donates services

For the past several years, Sam Hill Tree Care of Dallas, Texas, has donated tree care services to Bryan's House to protect its residents from potential hazards. Bryan's House provides a safe and loving environment for families coping with HIV/AIDS and other serious medical issues when they have nowhere else to turn. "We think it's important to give back to the community, so we try to offer our services to a non-profit organization that could use our expertise," owner and arborist Sam Hill says.

Recently, six Sam Hill tree care professionals worked three days to remove three dead trees, prune other decaying branches and grind unsightly and dangerous stumps. "We came in and evaluated the trees on the property and noticed several hazards, such as potential areas where children could trip and branches could fall," Hill said. "They'll have

(Continued on page 9)

We regret to Report

Stuart J. Sperber

Stuart J. Sperber, 70, founder of ValleyCrest Tree Co., died Sept. 7 after a two-year battle with throat cancer.

Sperber held dual roles, as vice chairman of the board for ValleyCrest Companies and CEO and co-founder of Valley Crest Tree Company. After studying ornamental horticulture and earning a degree from Cal Poly Pomona, Sperber officially joined the family business about 1960 and soon established the tree division in the northern San Fernando Valley. Incorporated in 1960, Valley Crest Tree Co. is a wholly owned subsidiary of ValleyCrest Companies, Inc. and the largest producer of containerized specimen trees in the western United States.

Sperber pioneered growing boxed trees in the early 1960s, many of them on leased Southern California land under power lines. ValleyCrest also became expert at moving large, mature trees.

Sperber was president of the California Landscape Contractors Association, a member of the National Council of Tree and Landscape Appraisers, Western Chapter of ISA, American Association of Nurserymen (Calif.), and president of the University Education Trust at Cal-State Polytechnic University Pomona. He

was recently honored with an industry lifetime achievement award and named Pacific Coast Nurseryman of the Year.

His father, Lewis Sperber, first opened a retail nursery in North Hollywood. In 1949, Stuart's 19-year-old older brother, Burton, bought another neighborhood nursery and renamed it Valley Crest Landscape.

"What is most gratifying to me is that my brother and I were able to work nearly 50 years together, side by side," Burton Sperber told the *Los Angeles Times*. "We never had a harsh word with each other. We were buddies."

In addition to his wife, Leslie, his twin sister, Deanna Jill, and his brother, Sperber is survived by his children, Adam, Rochelle and Julie, and seven grandchildren.

Ralph Stanley Longstaff

Ralph Stanley Longstaff III, 55, of Eliot, Maine, died at home August 20. He had been battling cancer since May 24, 2006, when he was diagnosed with stage four Adenocarcinoma of the small intestine.

Longstaff was an arborist, musician, mariner and a friend and mentor to many.

He joined Northeast Shade Tree in Portsmouth, N.H., in the 1980s and became a skilled arborist and rope worker. He went on

to work occasionally on the tugboats in Portsmouth, handling lines, and to captain the Heritage tour boat in Portsmouth Harbor in the early 1990s, where he added to his knowledge of the Piscataqua River and loved sharing it.

In 1992, following the birth of his daughter, he became a stay-at-home dad and started his own small business in rope splicing, Ropeworks, which led him to develop rope tools for arborists and to study and improve the safety of marine and aborigiculture rope products. Through this work, Stanley developed friendships with arborists throughout the country and abroad, eventually teaching workshops in rope splicing and rope safety internationally. He could always be found staffing the Yale Cordage booth at TCI EXPO splicing rope for people.

He is survived by his wife, Shannon Darr, and their son, Travis Longstaff, 19, and daughter, Taygra Longstaff, 15.

Longstaff's friends at Portsmouth community radio station WSCA-FM 106.1 started a fund to benefit his children, called the Universal Gift to Minors Account. Checks payable to Taygra D. Longstaff may be sent to the Taygra D. Longstaff NHUTMA, TD Banknorth N.A. Local Branch, 333 State St., Portsmouth, NH 03801.

TCIA On the Road



TCIA members who met with Cynthia Mills for breakfast at the PNW ISA meeting included, from left, Clint Landon and Ray Carter, both of General Tree Service; Craig Smith, Woodchuck Tree Service; Mark Bourgeois, Arbor Pro; Cynthia Mills; Ray Meier, Tree Care Unlimited; Don Morton, Morton Tree Service; and, Terrill Collier, Collier Arbor Care.

TCIA touts safety in PNW presentation

Lyle Feilmeier, CTSP, sales manager and safety coordinator at Collier Arbor Care, and Cynthia Mills presented a workshop at the Pacific Northwest Chapter of ISA September 18. The workshop's emphasis was the latest safety information on the number of accidents and fatalities in our industry, as well the need for the Certified Treecare Safety Professional program to establish a culture of safety in every company.

Lyle was part of the founding Task Force to develop the program and is a member of the CTSP Council. He was the first person to earn the certification in Oregon.

Cynthia also had the opportunity to visit with a number of TCIA members for breakfast to talk about their latest issues and concerns. TCIA regularly visits with members around the country in order to keep a finger on the pulse of new trends in the industry and to understand what members need in order to run and grow healthy businesses.

Then, on September 19, Cynthia headed for Collier Arbor Care at 6:30 a.m. in order to arrive in time to participate in that morning's safety briefing and to tour the facility before everyone headed out for yet another busy day. Collier Arbor Care's early vehicles have now been replaced by eco-cars.



At left, Terrill Collier shows Cynthia Mills one of the older company vehicles.



Terrill Collier with Lyle Feilmeier, CTSP, sales manager and safety coordinator at Collier Arbor Care, with one of the company's new eco-friendly arbor cars.

Member News

(Continued from page 8)

continued needs in the future for tree care assistance, and we hope that we can continue to be of service," he added.

The Care of Trees honored

The Care of Trees, headquartered in Wheeling, Ill., has been named to The Center for Companies That Care Honor Roll for the third consecutive year. The Care of Trees was selected for its strong commitment to elevat-

ing the quality of life for its employees and for people in the broader community.

The Care of Trees has been especially recognized for its employee safety programs. Constantly tested and updated, their safety standards for equipment and procedures are among the strictest in the business.

Also, this past summer, as part of the PGA's First Tee program, The Care of Trees employees helped educate participants at Mosholu golf course in the Bronx about trees, and their importance both on and off the golf course. The First Tee program provides young people of all backgrounds an opportunity to develop life-enhancing values such as confidence, per-

severance and judgment, through golf and character education.

Arborwell is moving on up

Inc. Magazine in September ranked Arborwell No. 2,588 on its first-ever Inc. 5,000 list of the fastest-growing private companies in the country and No. 38 in the Top Companies in Environmental Services.

The Inc. 5,000, an extension of the magazine's annual Inc. 500 list, catches many businesses that are too big to grow at the pace required to make the Inc. 500, as well as a

(Continued on page 10)

Member News

(Continued from page 9)

host of smaller firms. The list measures revenue growth from 2003 through 2006. To qualify, companies had to be U.S.-based and privately held, independent – not subsidiaries or divisions of other companies, have had at least \$200,000 in revenue in 2003, and \$2 million in 2006. Arborwell had a three-year sales growth of 133.8 percent.

When asked why Arborwell is growing, Peter Sortwell, CEO of Arborwell, says it is simple: "A lot of our competitors think trees come first, but we think our customers do."

In other Arborwell news, the company opened a new 23,000-square-foot facility in Hayward, Calif., that will serve as the company's headquarters and hub for its East Bay field operations. The facility was customized to include a full mechanic shop and recycling center for wood waste.

Arborwell operates from four Bay Area locations in Hayward, San Mateo, Sacramento and San Jose.

Also, Peter Sortwell was named the 2007 Service Entrepreneur Of The Year by The East Bay Business Times. Sortwell was awarded for his performance, outstanding leadership and business practices in developing Arborwell. The award is in recognition of Sortwell's entrepreneurial spirit and vision in guiding the company to its leadership position.

TCIA On the Road



Ron Keith, center, CEO of Arbor Masters Tree & Landscape in Shawnee, Kansas, and a TCIA Board member, visits with Craig Conrad, right, owner of Conrad Enterprises, Inc. dba Conrad Tree Service of Ocala, Florida, this past summer. "I am expanding my resume to join TCIA staff as the roaming arborist!" Keith says. Keith and Conrad have been working partners during storms for several years. With them is Craig Conrad's son, Tommy.

"The company's success is a direct result of my team here at Arborwell," says Sortwell. "I do not micro manage the organization. On the contrary, I empower the team with freedom to manage their own portion of the business and simply guide them with the goals and vision I have for the organization. I love being an entrepreneur."

Finally, Arborwell appointed Greg Rogers

vice president of its Sacramento operations. Rogers, a 1996 graduate of California Polytechnic State University, has played a leadership role in Arborwell since his hire in December of 2003. Prior to his appointment of Vice President, Rogers was the Sacramento regional account manager and instrumental in the start up and expansion of Arborwell's offices located in Rancho Cordova, California.

TCIA On the Road



Above, TCIA's Peter Gerstenberger, left, and David Lee, right, greet Tevita (David) Salakielu, second from left, president of 18-year TCIA member Imua Landscaping, and Silivenusi "Nusi" Manufekai, of prospective member Glads Landscaping, at TCIA's booth at the ISA annual meeting in Hawaii, July 28-August 1. Salakielu and Manufekai reviewed updated TCIA training materials at the trade show.

Above right, David Lee meets with Abner Undan, Trees of Hawaii president, at his job site where regular pruning maintenance was performed on a 140-year-old Indian banyan, at right, in Honolulu. Trees of Hawaii, TCIA's largest member in Hawaii, worked this project with a crew of 12. This Banyan serves as a namesake for Banyan Tree Plaza Condominiums and is nominated for Exceptional Tree Status from the State of Hawaii, building on TCIA (then NAA) Excellence recognition in 1998.





H-2B foreign worker petitions cap full for first half of 2008

U.S. Citizenship and Immigration Services (USCIS) announced October 1 that it has received a sufficient number of petitions to reach the congressionally mandated H-2B cap for the first half of Fiscal Year 2008.

USCIS was thereby notifying the public that September 27, 2007, was the "final receipt date" for new H-2B worker petitions requesting employment start dates prior to April 1, 2008. The "final receipt date" is the date on which USCIS determines that it has received enough cap-subject petitions to reach the limit of 33,000 H-2B workers for the first six months of FY2008.

Unlike in previous years when returning H-2B workers did not count against the cap, Congress has not reauthorized or extended the "returning worker" provisions for FY2008. As a result, USCIS must count all petitions requesting H-2B workers with an employment start date of October 1, 2007 or later toward the FY2008 H-2B cap.

TCIA continues to work with our lobbyist in

Washington and our green industry allies to extend the "returning worker" provision.

USCIS will reject, and return the fee, for all cap-subject petitions not selected. USCIS will also reject petitions for new H-2B workers seeking employment start dates prior to April 1, 2008, that were received after September 27, 2007.

Petitions for workers who are currently in H-2B status do not count toward the congressionally mandated bi-annual H-2B cap. USCIS will continue to process petitions filed to:

- ▶ Extend the stay of a current H-2B worker in the United States;
- ▶ Change the terms of employment for current H-2B workers and extend their stay; or
- ▶ Allow current H-2B workers to change or add employers and extend their stay.

More information about the H-2B work program is available at www.uscis.gov or by calling the National Customer Service Center at 1-800-375-5283.

Accreditation opens doors for Kerns Brothers

(Continued from page 5)

didn't have a written company handbook. We weren't putting down on paper some of the training processes. Accreditation has made us much more efficient, and it's made our employees much more safety conscious by seeing that there is more of a paper trail."

"We're a much more organized company now than before, and we operate much more efficiently," he says. "Two or three years ago I would have said that we were a very efficient company, but Accreditation has helped us to be even more efficient. Things run a lot more smoothly."

Susan agrees: "We were doing a good job, and there's always room for improvement, but now I really feel we're doing a great job! Having TCIA help us in the process of scrutinizing everything helps new ideas come out. It energizes you to implement new things."

The most time consuming part of getting accredited for Kerns was putting together a formal business plan. They'd always had one, but this process helped them put together a

much more complete one, John says.

"We learned that we can always do better. It is easier for someone on the outside to point out strengths and weaknesses that you may not have even considered or been aware of. It's a process in which any company can grow and, in the end, be a better company for it."

"It has opened doors for us, and it continues to open doors," stresses John. "I see in the future that municipalities or large corporate accounts are going to require Accreditation. It puts them a little bit further away from liability."

John plans to continue to grow his own company, particularly his PHC division, and for Accreditation to help him do that. He is also looking for others to get on board.

"I am going to recommend Accreditation to my competitors because it is going to take the tree care industry up to another level, where people see that it's not just somebody with a chain saw cutting a limb off, it is somebody who has knowledge and uses that knowledge to care for their trees."

TCIA On the Road



Almost 10,000 state representatives, senators, legislative staff, lobbyists and interest groups gathered in Boston in early August for the annual National Conference of State Legislators. According to the assembled representatives, issues to watch in the next year include:

- ▶ Immigration,
- ▶ Homeland security and standardized ID cards,
- ▶ State budget pressures,
- ▶ Health insurance,
- ▶ Sexual offenders and predators,
- ▶ Energy, global warming and environment,
- ▶ Minimum wage,
- ▶ Higher education reform,
- ▶ Privacy and identity theft,
- ▶ Obesity.

TCIA was on the trade show floor, represented by Bartlett Vice President David Marren (pictured here on left), who volunteers as TCIA's regulatory affairs advisor, and Mark Garvin, TCIA's vice president for public policy and communications. Together, they discussed the tree care industry's position on state licensing, pesticide regulations, state immigration initiatives, and line-clearance tree trimming.

TCIA On the Road



On September 11, Cynthia Mills traveled to the Bedford, N.Y., headquarters of SavATree to meet with President Daniel van Starrenburg and Dane Buell. It was a terrific opportunity to see their operation first-hand, meet with the first large multi-branch company to become accredited and to visit with them regarding their vision of where the industry is headed. Shown here are, back row from left, Daniel Van Starrenburg, Robert Bellio, director of IT; Jeff Lundberg, HR director; Dane Buell, general tree care director; Sam Taha, controller; Patrick Parker, PHC director; front row, Maria Falkenberg, marketing manager; and Mills.

**Don't miss
the flyer for the new
Basic Training for Ground
Operations in Tree Care CD
– in Spanish –
included with this
Reporter!!!**

Also – Please fill out the Member Profile Survey included with this Reporter. We want to create profiles that can show companies – in cumulative fashion only – what a company looks like when it gets to a certain size. This will help companies benchmark themselves against each other. When you can compare yourself against other businesses, you can see what you can work on to improve.

Please complete the profile and return it to us – *help us to help you!*

TCIA On the Road



TCIA President & CEO Cynthia Mills, CAE, CMC (center) was the keynote speaker at the Massachusetts Arborists Association Dinner meeting in Framingham, Mass., September 25. Mills spoke on TCIA's "Until We're All Safe" program to about 75 MAA members. More than 18,000 UWAS wrist bands have been distributed, with the goal of helping everyone in the industry think safety when the moment of decision occurs that could mean life or death. Pictured above are MAA board members, from left, past President Bob Maltby, MCA, Maltby & Co. Inc., Stoughton; Treasurer Chris McGinty, MCA, Town of Framingham; Director Mike Lueders, MCA, Lueders Tree & Landscape Co. Inc., Medfield; Director Mike Maley, MCA, Cedar Lawn Tree Service, Ashland; President Dan Mayer, MCA, Mayer Tree Service, Essex; Virginia Wood, CMP, MAA executive director; Director Dick Stoner, MCA, Stoner Trees & Shrubs, Sherborn; and Vice President Jim Abusamra, Hartney Greymont, Needham.



While in the Southeastern Massachusetts neighborhood, Cynthia took some time out to visit with Will Maley, a member of the TCIA Board of Directors and president of Cedar Lawn Tree Service in Ashland, Mass., at the company's offices.

Call for Entries

Professional Communications Awards

For Commercial Arborists' Marketing, Advertising & Communications Materials

TCIA Safety Awards for Safe Tree Care Operations

For Outstanding Company Contributions to Safety and Outstanding Individual/Crew Performance

Rules of Entry

The **Professional Communications Award** for outstanding communication is given to TCIA Active or Affiliate Member firms whose communications with the public or their peers make a significant contribution to the professionalism of the industry. The award features four entry categories: newsletters, brochures, Web sites and "special" to accommodate entries that may not fit in the other categories. Submissions are judged against pre-established criteria, and are not compared to one another.

Outstanding Communication Award winners receive plaques, and entries selected for Honorable Mention receive certificates. If there are sufficient entries, TCIA will consider creating equal awards for companies in different size categories. Please be sure to answer the questions about the budget for your marketing piece and your firm's annual gross sales.

Four originals of your entry (copies aren't acceptable) must be submitted with your entry form. In the case of Web site entries, four hard copies of representative pages of your site, preferably in color, must be submitted. You may submit multiple entries in multiple categories. Please photocopy and fill out one form for each entry. Entry forms must be filled out in full for entries to be considered by judges.

The **TCIA Safety Awards** confirm your commitment to safety. Did one of your employee's safety precautions prevent a serious accident? Did he teach a fellow crew member how to do something in a safer way? Perhaps he assisted in an aerial rescue operation. Add prestige and credibility to your company name and his career – nominate him and/or his crew. They deserve recognition, and so do you!

You'll find two forms to nominate individuals, crews and/or businesses in areas of outstanding performance applications in accident prevention or acts of heroism during 2007 (Nov. 1, 2006 - Nov. 1, 2007). Please provide a photo of the individual(s) being nominated. Provide as much detail as possible, and use additional paper if needed.

With respect to the Outstanding Company Contribution Award, please note that a year of no accidents – while commendable – is not grounds for recognition unless you can point to specific activities that resulted in an accident-free year. Artwork and/or photos are requested to depict your recognition efforts.

All entries must be received at the TCIA office by Nov. 15, 2007.

Winners will be recognized and copies of entries will be on display at the TCIA Winter Management Conference, February 10-14, 2008, in Aruba.



Brochure Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- In what year was this entry produced: _____
- Approx. number distributed in the past 12 months: _____
- The entry is distributed to: _____
- Method(s) of distribution: _____
- Total budget for this piece, including design, printing and mailing was _____, and my firm's approximate 2007 gross sales are \$ _____.

Your purpose for creating this piece: _____

The measurable objectives for the piece: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 15, 2007. Mail four (4) originals (copies are not acceptable) of the entry with this completed form to:

Tree Care Industry Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
1-800-733-2622



Newsletter Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- How many times a year is it published: _____
- Approx. number distributed in the past 12 months: _____
- The entry is distributed to: _____
- Method(s) of distribution: _____
- Total budget for this piece, including design, printing and mailing was _____, and my firm's approximate 2007 gross sales are \$ _____.

Your purpose for creating this piece: _____

The measurable objectives for the piece: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 15, 2007. Mail four (4) originals (copies are not acceptable) of the entry with this completed form to:

Tree Care Industry Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
1-800-733-2622



Web Site Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- What is your Web site address: _____
- In what year was it produced: _____
- Average number of "hits" per month: _____
- Total budget for our Web site was _____, and my firm's approximate 2007 gross sales are \$ _____.

Your purpose for creating a Web site: _____

The measurable objectives for your Web site: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 15, 2007. (Printouts of Web site not needed.)

Tree Care Industry Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
1-800-733-2622



Special Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- In what year was this entry produced: _____
- Approx. number distributed in the past 12 months: _____
- The entry is distributed to: _____
- Method(s) of distribution: _____
- Total budget for this piece, including design, printing and mailing was _____, and my firm's approximate 2007 gross sales are \$_____.

Your purpose for creating this piece: _____

The measurable objectives for the piece: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 15, 2007. Mail four (4) originals (copies are not acceptable) of the entry with this completed form to:

Tree Care Industry Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
1-800-733-2622



TREE CARE INDUSTRY ASSOCIATION, INC.



SAFE TREE CARE OPERATIONS

OUTSTANDING INDIVIDUAL/CREW PERFORMANCE AWARD APPLICATION

I would like the TCIA to recognize the following individual(s) or crew(s) from my company for exemplary performance in the area of accident prevention or act of heroism in 2007 (Nov. 1, 2006-Nov. 1, 2007).

Employee(s) to be considered for recognition:

Names: _____
(Please print or type)

Describe below the activity or the act for which you would like the above recognized by the TCIA. Please provide as much detail as possible. Use more paper if needed.

Please use the enclosed photo of the individual(s) I am nominating in your recognition efforts.

Your Signature _____

Print Name _____

Company Name _____

City & State _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

All entries must be received at the TCIA office by Nov. 15, 2007. Mail to:
TCIA, 3 Perimeter Road, Unit 1, Manchester, NH 03103. Phone: 1-800-733-2622



TREE CARE INDUSTRY ASSOCIATION, INC.



SAFE TREE CARE OPERATIONS

OUTSTANDING COMPANY CONTRIBUTION AWARD APPLICATION

I would like the TCIA to recognize my company for the following proactive performance and/or exemplary contribution in the area of safety or accident prevention in 2007 (Nov. 11, 2006-Nov. 1, 2007).

Company to be considered for recognition:

(Please print or type full company name, city and state in which you are located)

_____ Average number of field employees **OR** _____ total hours worked by field employees in 2007.

Describe below the activity or contribution for which you would like the above recognized by the TCIA. Please provide as much detail as possible. Use more paper if needed. Please note that a year of no accidents, while commendable, is *not* grounds for this recognition *unless* you can point to *specific activities* that *caused* you to have an accident-free year.

Please use the enclosed photo of the individual(s) I am nominating in your recognition efforts.

Your Signature _____

Print Name _____

Company Name _____

City & State _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

*All entries must be received at the TCIA office by Nov. 15, 2007. Mail to:
TCIA, 3 Perimeter Road, Unit 1, Manchester, NH 03103. Phone: 1-800-733-2622*



TREE CARE INDUSTRY
Association
established 1938

3 Perimeter Road, Unit 1
Manchester, NH 03103

Tel: (603) 314-5380; 1-800-733-2622
Fax: (603) 314-5386

E-mail: tcia@treecareindustry.org
Web site: www.treecareindustry.org

Contact: Tchukki Andersen
E-mail: Tchukki@tcia.org

For immediate release

Why limbs fall in your yard

Travel around a neighborhood after a storm and you will see tree limbs, large and small, scattered about the ground. Why do some limbs fall in high winds or after ice storms while others merely bend? Should you worry about that large limb overhanging your driveway?

“One reason trees fail is weak branch unions,” says Tchukki Andersen, staff arborist with the Tree Care Industry Association. “Homeowners can educate themselves about tree limbs, but they should call a professional arborist if they are worried about an overhanging branch.”

Trees may suffer from naturally formed imperfections that can lead to branch failure at the union of the branch and main stem. There are two types imperfections that create weak unions: a branch union with included bark and an epicormic branch.

Weak unions

Branch unions can be characterized as strong or weak. Strong branch unions have upturned branch bark ridges at branch junctions. Annual rings of wood from the branch grow together with annual rings of wood from the stem, creating a sound, strong union all the way into the center of the tree.

A weak branch union occurs when a branch and stem (or two or more co-dominant stems) grow so closely together that bark grows between them, inside the tree. The term for bark growing inside the tree is “included bark.” As more and more bark is included inside the tree, a weak union is formed that is more likely to fail.

In storm damage surveys conducted by the University of Minnesota’s Forest Resources Department, 21 percent of all landscape trees that failed in windstorms failed at weak branch unions of co-dominant stems. Some species are notorious for having included bark: European mountain ash, green ash, hackberry, boxelder, willow, red maple, silver maple, Amur maple, cherry and littleleaf linden.

Epicormic branches

Epicormic branches (also called water sprouts) are formed as a response to bad pruning, injury or environmental stress. Epicormic branches are new branches that replaced injured, pruned or declining branches. Commonly, epicormic branches form on the stems and branches of topped trees. When old, large epicormic branches are growing on decaying stems or branches, the epicormics are very likely to fail.

Epicormic branches, by their very nature, form weak unions because they are shallowly attached instead of being attached all the way to the center of the stem. Epicormic branches grow very quickly so they become heavy very quickly. After a time they lose their connection to the main branch and may fall to the ground because the underlying wood cannot support their weight.

“If a weak union is also cracked, cankered or decayed, the union is likely to fail, causing the branch to fall off the tree,” says Andersen. “Sometimes, ridges of bark and wood will form on one or both sides of a weakened branch union in order to stabilize the union. The branch is very likely to fail when a crack forms between the ridges.”

Find a professional

A professional arborist can assess your landscape and work with you to determine the best trees to plant. Contact the Tree Care Industry Association (TCIA), a 69-year-old public and professional resource on trees and arboriculture. It has more than 2,000 member companies who recognize stringent safety and performance standards and who are required to carry liability insurance. TCIA has the nation’s only Accreditation program that helps consumers find tree care companies that have been inspected and accredited based on: adherence to industry standards for quality and safety; maintenance of trained, professional staff; and dedication to ethics and quality in business practices. An easy way to find a tree care service provider in your area is to use the “Locate Your Local TCIA Member Companies” program. You can use this service by calling 1-800-733-2622 or by doing a ZIP Code search on www.treecaretips.org.

Editors: If you would like additional information or digital photos, please contact Garvin@treecareindustry.org



2007 Wage & Benefit Survey

Your participation is important and anonymous. Data will be treated confidentially. Participant data will be aggregated in a way that prevents identification of individual companies.

What were your firm's estimated annual gross sales in 2006? (circle one)

Less than \$50,000 \$50,000-\$99,000 \$100,000-\$199,000 \$200,000-499,000
 \$500,000-999,000 \$1 million-2.9 million \$3 million-9.9 million Over \$10 million

What percentage of your gross sales went to *wages*? (circle one)

0-10% 11-20% 21-30% 31-40% 41-50% 51% or more

What percentage of your gross sales went to *benefits*? (circle one)

0-10% 11-20% 21-30% 31-40% 41-50% 51% or more

What type of benefits are available to your employees? (check all that apply):

	Seasonal Empl.		Hourly Empl.		Salaried Empl.	
	Employer Pays	Employee Pays	Employer Pays	Employee Pays	Employer Pays	Employee Pays
401(k)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual bonus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daycare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family health care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flextime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free/subsidized housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HMO (employee only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HMO (family)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job sharing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Life insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Major medical (employee only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid family/maternity leave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid personal leave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid sick leave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid vacation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance incentives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profit sharing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation to/from job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuition reimbursement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uniform/uniform allowance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unpaid leave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



2007 Wage & Benefit Survey

Page 2

2005 annual salaries by job title:

President/CEO/Owner \$ _____ Production/Operations Manager \$ _____ Office Manager \$ _____
 Supervisor \$ _____ Sales Representative \$ _____ Accountant/Bookkeeper \$ _____
 Other _____ \$ _____ Other _____ \$ _____

What percentage of sales were paid as commissions to:

President/CEO/Owner _____ % Production/Operations Manager \$ _____ %
 Supervisor \$ _____ % Sales Representative \$ _____ %

Please fill in the highest and lowest hourly wage paid in 2006 for the following field positions:

(Please exclude independent contractors and officers of the company.)

	\$ Highest	\$ Lowest
Full-time tree care foreman	\$ _____	\$ _____
Full-time landscape foreman	\$ _____	\$ _____
Full-time PHC/spray foreman	\$ _____	\$ _____
Full-time climber	\$ _____	\$ _____
Full-time PHC/spray technician	\$ _____	\$ _____
Full-time ground person/laborer	\$ _____	\$ _____
Other full-time _____	\$ _____	\$ _____
Other full-time _____	\$ _____	\$ _____
Other full-time _____	\$ _____	\$ _____
Other part-time _____	\$ _____	\$ _____
Other seasonal _____	\$ _____	\$ _____
Other seasonal _____	\$ _____	\$ _____

In what state(s) do you operate? (circle all that apply)

<u>Northeast</u>	<u>Midwest</u>	<u>Rocky Mtn.</u>	<u>Pacific</u>	<u>Southwest</u>	<u>Southeast</u>
CT MA	IA IL IN	CO ID MT	AK CA	AZ NM	AL AR LA
ME NH	KS MI	NV UT	HI OR	OK TX	DC DE FL
NJ NY PA	MN MO	WY	WA		GA KY MD
RI VT	ND NE				MS SC TN
	OH SD WI				VA WV

New! - exclusively for
Certified Treecare Safety Professionals

Proudly display your commitment to safety!



**Helmet
Decal**

Shown
actual size
of
1.5" dia.

Note: The CTSP helmet decals use an acrylic emulsion adhesive that is non-toxic. Our decals will not degrade the helmet shell and will not negatively affect the performance of the helmet under normal conditions. Decals should be placed at least three-quarters of an inch (3/4") away from the edge of the helmet, and the number of decals placed on the helmet should not interfere with thorough inspection for signs of damage or deterioration.



**Embroidered
Patch**

Shown actual
size of 3" dia.

Sold To: Please print

Name _____

Title _____

Company/Organization _____

Street (required for shipping) _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Ship To: Please print, if different from "Sold To"

Name _____

Title _____

Company/Organization _____

Street (required for shipping) _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Qty.	Item No.	Description	Unit Price	Total
	CPAT	Patch 3" diameter	\$6.50 each	
	CDECSM	Decal 1.5" diameter	\$0.75 each	

Flat shipping & handling rate of \$1.25 per order.

Subtotal

+ \$1.25 S&H

\$1.25

Total Order

Method of Payment

Check enclosed Visa American Express MasterCard

Expiration: _____ MO. _____ YR.

Card Number: _____

Name _____

Authorized Signature _____

**Thank you
for
your order!**



TREE CARE INDUSTRY ASSOCIATION
3 Perimeter Rd, Unit 1 Manchester, NH 03103
 Toll Free: 1-800-733-2622
 P: (603) 314-5380 F: (603) 314-5386
 E-mail: info@tcia.org Web: www.tcia.org

Basic Training for Ground Operations in Tree Care

5 DVD set - 5 ISA CEUs



Basic Training for Tree Climbers

5 DVD set - 6 ISA CEUs



Now Available in Spanish!



All DVD sets include a workbook with tests. You can order additional workbooks below. Both Basic Training sets are still available in VHS, call for details.

Sold To: Please print

Name _____
 Title _____
 Company/Organization _____
 Street (required for shipping) _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 E-mail _____

Ship To: Please print, if different from "Sold To"

Name _____
 Title _____
 Company/Organization _____
 Street (required for shipping) _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 E-mail _____

Qty.	Item No.	Description	Unit Price		Total
			Member	Non-Member	
	BGWDVD	Basic Training for Ground Operations 5 DVD set	\$149.95	\$199.95	
	SBGWDVD	Basic Training for Ground Operations 5 DVD set Spanish	\$149.95	\$199.95	
	GWKWBK2	Basic Training for Ground Operations Workbook	\$8.00	\$10.00	
	SGWKBK	Basic Training for Ground Operations Workbook Spanish	\$8.00	\$10.00	
	BCDVD	Basic Training for Tree Climbers 5 DVD set	\$149.95	\$199.95	
	SBCDVD	Basic Training for Tree Climbers 5 DVD set Spanish 	\$149.95	\$199.95	
	BCWKBK2	Basic Training for Tree Climbers Workbook	\$8.00	\$10.00	
	SBCWKBK	Basic Training for Tree Climbers Workbook Spanish 	\$8.00	\$10.00	

Shipping & Handling For orders over \$500, please call the office for S&H cost.

Subtotal =	\$25 or less	\$25.01 - 75	\$75.01 - 150	\$150.01 - 300	\$300.01 - 500
S&H =	\$6.50	\$7.50	\$8.50	\$9.50	\$10.50

Subtotal

+ S&H

Total Order

Method of Payment

Check enclosed
 Visa
 American Express
 MasterCard

Expiration: _____ MO. _____ YR.

Card Number: _____

Name _____

Authorized Signature _____

Thank you for your order!



TREE CARE INDUSTRY ASSOCIATION
 3 Perimeter Rd, Unit 1 Manchester, NH 03103
 Toll Free: 1-800-733-2622
 P: (603) 314-5380 F: (603) 314-5386
 E-mail: info@tcia.org Web: www.tcia.org



Profile Survey for TCIA Members

Fax to TCIA (603)314-5386

Data will be treated confidentially. Participant data will be reported in such a way that prevents identification of individual companies.

Company Name _____

Site Physical Address _____

City _____ State _____ Zip Code _____

Owner's Name _____

Owner's Telephone _____

Office Manager Contact Name		Branch Contact Name		Safety Contact Name	
Telephone #	Fax #	Telephone #	Fax #	Telephone #	Fax #
Cell Phone #	E-Mail	Cell Phone #	E-Mail	Cell Phone #	E-Mail

Business Start date: _____ Total number of employees: Full Time (1700 hrs/yr or more): _____ Part Time (<1700 hrs/yr): _____

Production Information

Total number of production employees
(i.e., excluding office and clerical staff): _____

Total number of production hours per year: _____

Total number of branch offices
(include the main branch): _____

Total number of active customers: _____

Please tell us how many you have of the following equipment:

Lift trucks: _____ Forestry body trucks: _____

Spray rigs: _____ Chippers: _____

Please provide us with the following information regarding your business:

Total annual gross revenue for all business: \$ _____

Please tell us the percentage each of the following areas
contributes to your total revenue:

Residential: _____% Commercial: _____%

Utilities: _____% Municipal: _____%

What percent of your revenue is derived from each of the following services:

Tree services: _____% PHC: _____%

Landscape design: _____% Maintenance and contracting: _____%

Lawn installation: _____% Maintenance and care: _____%

Irrigation: _____% Nursery production: _____%

What percentage of your employees
speaks Spanish as their primary language? _____%
(enter "0" if there are no spanish speaking employees)

Safety Information

Use data from the previous calendar year, enter "0" if no incidents.

How many occupational illnesses and occupational injuries
did you have in the previous year that required medical attention
from a clinic or physician?

_____ illnesses _____ injuries

How many of these incidents caused the worker to miss at least one day
from their normal job beyond the date of injury?

_____ incidents

Business Controls

Does your company have a balance sheet?

_____ yes _____ no _____ not sure

Does your company use the services of an outside CPA?

_____ yes _____ no _____ not sure

How many hours of training does each production employee

receive each year? _____ hours/year _____ not sure

Insurance Information

Insurance information for the current year.
Leave blank if you don't know, enter "0" if the answer is "0"

Type	Limit of Coverage	Premium	Deduction
General Liability			
Property			
Commercial Auto			
Umbrella			
Workers' Comp.			

Workers' Comp. Experience Modification Number : _____

The First Detector is the best defense!

First Response: Email TreeBugs@tcia.org if you see these insects or visit www.tcia.org or www.treecaretips.org

Anoplophora glabripennis



What is it?

- The Asian longhorned beetle is an invasive insect that likely came to the U.S. in wood-based packing materials imported from China
- The insect has killed thousands of trees, and removal and cleanup costs have exceeded \$168 million

Trees Affected:

- Maple, willow, elm and others
- All hardwoods except oak

What to Look For:

- Large beetle, glossy black with irregular white spots
- Very long black and white antennae
- Holes bored for exiting or egg laying
- Sawdust at the base of the trees or on their branches
- Parts of tree turn brown and die

Safety Note:

- The beetle significantly weakens trees by tunneling – be cautious around affected trees

Actions to Take:

- Contact the appropriate regulatory agency in your state
- Adhere to quarantines
- Do not transport infested firewood or branches

¿Qué es?

- El escarabajo de cuerno largo de Asia es un insecto agresor que posiblemente arribó a Estados Unidos en materiales de empaque basados en madera importados desde China
- El insecto ha matado miles de árboles, y los costos de remoción y limpieza han excedido \$168 millones

Árboles afectados:

- Maple, sauce, olmo y otros
- Todas las maderas duras excepto olmo
- Todos los árboles jóvenes – aún arbustos, pero no coníferas (árboles de hoja perenne)

Que se debe de buscar:

- Escarabajos grandes, negros brillosos con manchas blancas irregulares
- Antenas muy grandes negras y blancas
- Hoyos creados cuando entra o pone huevos
- Aserrín en la base de los árboles o en sus ramas
- Parte del árbol se pone café y muere

Nota de seguridad:

- Este escarabajo debilita significativamente a los árboles por medio de túneles – sea cauteloso cerca de árboles afectados

Acciones a tomar:

- Contacte la agencia regulatoria apropiada en su estado
- Adherirse a cuarentena
- No transportar madera de fuego infestada o ramas

Agrilus planipennis



What is it?

- Metallic wood boring beetle that is considered invasive in the US
- Has destroyed millions of ash trees
- Economic and environmental damage will be considerable if this exotic pest spreads

Trees Affected:

- Attacks only ash trees
- Large trees are usually attacked first, then trees as small as 2 inches in diameter can become infested

What to Look For:

- Adults form D-shaped holes upon emergence in spring
- Adult beetles are present only from May until late July
- Dieback begins in top one-third of tree canopy. The remaining canopy will usually dieback the following year, and will progress until tree is bare
- Sprouts grow from portions of the roots and trunk
- S-shaped feeding galleries across the woodgrain
- Adult beetles are metallic green and the entire body fits on a penny

Actions to Take:

- Contact the appropriate regulatory agency in your state
- Call a professional tree care company to help with a plan of action
- Do not transport infested firewood or branches

¿Qué es?

- Escarabajo barrenador de árboles que es considerado agresivo en Estados Unidos
- Ha destruido millones de fresnos
- Daño económico y ambiental será considerable si esta peste exótica se disemina

Árboles Afectados:

- Afecta solo a fresnos
- Árboles grandes son generalmente atacados primero, luego árboles tan pequeños como dos pulgadas de diámetro pueden infestarse

Que se debe de buscar:

- Adultos forman hoyos en forma de D cuando salen en primavera
- Escarabajos adultos están presentes solo de mayo hasta finales de julio
- Muerte ocurre en el tope superior de corona de árbol. El resto de la corona generalmente muere el año siguiente, y progresará hasta que el árbol la ha perdido
- Retoños crecen de porciones de las raíces y troncos
- Galerías de alimentación en forma de S a lo largo del grano de la madera
- Escarabajos adultos son verde metálico y todo el cuerpo cabe en una moneda de penny

Acciones a tomar:

- Contacte la agencia regulatoria apropiada en su estado
- Llamar a una compañía profesional de cuidado de árboles para ayudar con un plan de acción
- No transportar madera de fuego infestada o ramas

Funded by a grant from the USDA Forest Service, Northeastern Area

Photo sources: Connecticut Agricultural Experiment Station Archive, Pennsylvania Dept. of Conservation and Natural Resources, Dennis Haugen, USDA Forest Service, David R. Lance, USDA APHIS PPQ, Kenneth R. Law, USDA APHIS PPQ, Michigan Dept. of Agriculture, David Cappaert, Michigan State University, Michael Montgomery, USDA Forest Service, William M. Ciesla, Forest Health Management Intl.

The First Detector is the best defense!

First Response: Email TreeBugs@tcia.org if you see these insects or visit www.tcia.org or www.treecaretips.org

Sirex noctilio



What is it?

- Sirex woodwasp has the potential to cause significant mortality of pine trees
- Awareness of the symptoms and signs of a Sirex woodwasp infestation increases the chance of early detection, thus, rapid response is needed to contain and manage this exotic forest pest

Trees Affected:

- Attacks Pine - Scotch, Austrian, Maritime, Monterey, loblolly, slash, shortleaf, ponderosa, lodgepole and jack; spruce, fir, larch, and Douglas-fir

What to Look For:

- Characteristic resin beads, fine pin-holes (egg-laying sites) in the bark (10-30+ feet up) on pole-sized and larger trees (6-8" in diameter and up)
- Foliage progressively wilts, turns copper-colored, yellow, then brown
- Round exit holes 3-7 mm in diameter after tree dies
- The wood is riddled with tunnels and infected with fungus
- Adults emerge (usually in July through September)

Actions to Take:

- Contact the appropriate regulatory agency in your state
- Call a professional tree care company to help with a plan of action
- Do not transport infested firewood or branches

¿Qué es?

- La avispa de madera Sirex tiene el potencial de causar significativa mortalidad en pinos
- Consciencia de síntomas y signos de una infestación de avispa de madera Sirex aumenta la oportunidad de detección temprana, y por tanto se requiere una respuesta rápida para contener y manejar esta peste forestal exótica

Árboles afectados:

- Ataca pinos - escocés, austriaco, maritime, monterey, loblolly, cortado, hoja corta, ponderosa, de polo y jack; abeto, alerce y abeto de Douglas

Que se debe de buscar:

- Gotas de resina características, hoyos pequeños finos (sitios de poner huevos) en la corteza (10-30 + pies arriba) en árboles de tamaño de poste y mayores (6-8 pulgadas de diámetro y más)
- El follaje se pone café progresivamente se vuelve cobrizo, amarillo y luego café
- Árboles redondos de salida de 3-7 mm de diámetro después de que muere el árbol
- La madera está agujerada con túneles e infectada por hongos
- Adultos emergieron (generalmente en julio hasta septiembre)

Acciones a tomar:

- Contacte la agencia regulatoria apropiada en su estado
- Llamar a una compañía profesional de cuidado de árboles para ayudar con un plan de acción
- No transportar madera de fuego infestada o ramas

Adelges tsugae



What is it?

- Small, soft-bodied aphid-like insects that feed on coniferous trees using piercing-sucking mouth parts
- This insect is a serious threat to the survival of hemlocks throughout eastern North America

Trees Affected:

- Threatens the existence of many hemlock tree species
- Eastern and Carolina hemlock are especially vulnerable when attacked

What to Look For:

- White, wool-like ovisacs can be seen from late fall to early summer on the underside of hemlock branches
- Tiny, less than 1/16 inch (1.5 mm) long
- Dark reddish-brown to purplish-black in color
- Small, oval, soft-bodied insects
- Produces a covering of wool-like wax filaments
- Adelgid is spread by wind and by birds
- Affected hemlock trees can appear grayish-green (normally shiny, dark green color)
- An infested hemlock may survive for many years, but its foliage usually thins from the bottom of the tree up

Actions to Take:

- Call a professional tree care company to help with a plan of action
- Do not transport infested firewood or branches

¿Qué es?

- Insectos pequeños, de cuerpo suave que se alimentan en árboles coníferos usando partes bucales que penetran y chupan
- Este insecto es una amenaza seria a la supervivencia de abetos a través de América del Norte oriental

Árboles afectados:

- Amenaza la existencia de muchas especies de abetos
- Abeto oriental y Carolina son especialmente vulnerables cuando son atacados

Que se debe de buscar:

- Ovisacos blancos, como lana pueden ser vistos de finales de otoño a principios de verano en la parte de abajo de ramas de abetos.
- Insectos pequeños, ovales, de cuerpo suave
- Pequeños, menores que 1/16 de pulgada (1-5 mm) de largo
- De color café rojizo a negro-púrpura
- Adelgido es diseminado por el viento y pájaros
- Los árboles de abeto afectados pueden aparecer verde-grís (normalmente de color verde oscuro brillante)
- Un abeto infectado puede sobrevivir por muchos años, pero su follaje generalmente se hace menor comenzando desde la parte de abajo del árbol

Acciones a tomar:

- Llamar a una compañía profesional de cuidado de árboles para ayudar con un plan de acción

Funded by a grant from the USDA Forest Service, Northeastern Area

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