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Are jobs in arboriculture blue collar or white collar? The answer, of course, is both – depending on which job in arboriculture we’re talking about. While it’s trendy to call our industry “green collar,” the reality is most of the work is still classified as blue collar; and there’s the rub for the future of your company. Too few high school students today aspire to work in arboriculture, or outdoors, or with their hands for that matter.

One of the major reasons for a shortage of skilled labor in arboriculture – among other industries – is the problem of high expectations. High school grads and their parents are looking for high income careers with comfortable working conditions. They do not view the job of an arborist as desirable – if they even know what an arborist is. After all, in tree care the office isn’t air conditioned, the work can be physically demanding, and the skills needed go beyond the ability to use Microsoft Office or having fast, flexible thumbs for texting.

Beyond career expectations, many of the elementary skills that can prove useful in tree care simply aren’t taught by most parents and high schools anymore. Chores in the yard and shop classes involving tools and small engines – once a basic part of growing up in America – have largely disappeared from the landscape even as demand for those skills remains.

Look around at the unemployed these days. For the most part, businesses in the United States are not concerned about filling positions for accountants or marketing coordinators. Instead, it is skilled blue-collar workers like climbers, bucket operators and diesel mechanics that present a challenge for hiring. Sure, there are high levels of unemployment in construction, but that has always been a wildly cyclical industry. Employment levels in the tree care industry remained relatively stable during the worst of the recession and have increased since then.

The industry will always have a tough time recruiting for the entry level positions. Those entry levels can quickly lead to supervisory and partnership positions, however, especially for the highly skilled and better educated. And yet, collegiate arboriculture programs in the United States are also having a tough time recruiting students. We need to ask why.

Affordability is certainly an issue for colleges, especially for four-year degree programs. With the cost of an education these days, 18 years olds are cautious about spending four years going into debt to graduate to a job dragging brush – even if they will quickly rise to better paying positions. What are the answers?

I recently spent a day brainstorming on this very issue with more than 20 college educators, industry leaders and association professionals. The meeting, convened by Husqvarna and hosted at the Bartlett Lab in Charlotte, examined ways to improve college curricula and, most importantly, recruit more students into the green industry.

For arboriculture, attracting quality future employees is both an education and a public relations problem. Collectively, we are simply not doing a good enough job reaching high school students and their guidance counsellors. We’re not explaining clearly enough that dragging brush may be the first step, but there are many higher and better paying levels in an arboriculture career.

High schoolers simply aren’t aware of the varied careers in commercial, municipal and utility arboriculture, nor the possibilities in research, consulting, sales, plant health care and with federal agencies. For those with an entrepreneurial spirit, commercial arboriculture represents a wide open field to start and grow their own businesses.

To deal with this issue, our industry and perhaps the government need to provide incentives to obtain the necessary training to pursue skilled positions in the green industry. The labor pool exists, the career paths are clear and, as long as trees keep growing, the work itself will always be needed. It’s up to all of us to bring the distinct parts together to create a consistent future for our industry.

Mark Garvin
Publisher
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AUGUST

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Wildfire Mitigation in the Urban Interface – An Arborist’s View
By Sylvia McNeill, BCMA

The Highs and Lows of Right-Of-Way Clearing
By Rick Howland

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By Nathan W. Siegert

No doubt most of you are familiar with emerald ash borer (EAB) (Agrilus planipennis) and have, at the very least, heard about the significant impacts this invasive pest has had on the urban and rural forests of the Midwest. A non-native, metallic green beetle, EAB feeds on ash trees (Fraxinus spp.) and has caused the decline and death of tens of millions of ash trees in the Great Lakes and mid-Atlantic regions. Because it is readily moved long distances in infested ash material such as pruned branches, firewood, timber or nursery stock, state and federal agencies regulate the movement of ash material to non-quarantined areas.

Background

EAB was first detected in North America in 2002 in southeastern Michigan and adjacent parts of Ontario and, as of July 2012, is known to have infestations in 15 Midwestern and eastern states, and the Canadian provinces of Ontario and Quebec. The current distribution of EAB is characterized by a generally infested area in the southern Great Lakes region and several isolated infestations along its periphery, including locations in eastern Minnesota, southeastern Missouri, eastern New York and southern Quebec. Earlier this spring, a very low-density EAB infestation was detected east of the Hudson River in eastern New York, signaling its advance toward New England forests and communities (http://tcia.org/digital_magazine/tci-magazine/2012/06/index.html#?page=8).

Since 2002, EAB has rapidly become one of the most destructive forest insect pests in North America, even when compared to pests that periodically experience landscape-level outbreaks such as mountain pine beetle, spruce budworm and gypsy moth. EAB has the potential to adversely affect every one of us, by causing decline and mortality of ash trees in our neighborhoods and on our properties, subsequently affecting house and property values, and impacting ecosystem services such as aesthetics, woodland recreation and water quality. Costs of potential EAB damage are staggering: $12.5 billion over the next 10 years in developed U.S. communities alone according to a recent study.

Despite the challenges posed by this tree-killing beetle, today there is a sign of hope for EAB detection, management and control. Very little was known about EAB when it was first detected in 2002, and scientists and forest health specialists have made great strides in expanding our knowledge about the biology and behavior of this destructive insect in the eight or nine years that they have had the opportunity to work with it. As we have learned more about EAB biology, tested potential treatment options, and improved surveys to detect new infestations, management of established EAB populations has likewise evolved. Today, in addition to surveying and preparing uninfested areas for its eventual arrival, EAB management is primarily focused on limiting spread and mitigating EAB-associated impacts to our urban and rural ash resources.

What is at risk?

EAB is a tree-killer capable of killing healthy ash trees larger than 1 inch in diameter. Ash mortality is not related to tree size, site or stand characteristics. Left untreated, infested ash trees decline rapidly and can die in 3-5 years depending on tree vigor and infestation level. In North America, we have 16 native ash species that are at risk. The greatest contiguous distribution of ash is located in the East, but there are several eco-

Mature ash with epicormic sprouting evident low on the tree, under the vascular damage caused by the EAB, and little growth above. Courtesy U.S. Forest Service.
logically important pockets of ash in the West that are also at risk.

Additionally, there are cascading ecological effects associated with the decline and mortality of ash trees, including how hydrology or biodiversity may be affected. How will the loss of ash in riparian areas affect stream and river temperatures, erosion and water quality? In turn, how will those changes alter the environmental conditions other plants and animals depend on in those habitats? And which plants will replace ash? Research is limited, but preliminary results suggest that sites that suffer ash loss from EAB infestation are likely to be primarily colonized by non-native, invasive plants such as common or glossy buckthorn.

The cultural significance of losing ash is an important consideration as well. Ash is a cultural keystone species that is central to the spiritual beliefs of several Native American tribes. The loss of this culturally integral component may result in impacts that are profound, irreplaceable, and difficult to quantify. Additionally, the socio-economic impact on the Native American basketry tradition could be substantial.

**Biology**

Adult EAB beetles are present from June to mid-August and live at least 3-4 weeks. They fly from ash tree to ash tree, feeding on ash leaves, which causes little to no damage to the tree. Adults feed for approximately one week, find mates and then females lay eggs on or just under the bark of ash trees. While EAB adults are physiologically capable of flying up to 1 mile/day, studies have shown that about 90 percent of eggs are laid on ash trees within 100 yards from where the adult emerges if ash trees are present. If ash trees are not present, however, EAB will disperse greater distances in search of the nearest ash tree.

EAB larvae emerge from eggs and burrow through the outer bark to the phloem tissue underneath where they begin to feed aggressively, leaving very distinctive serpentine galleries. Larvae usually begin to feed in July in the Northeast and the Midwest, develop through four larval stages growing progressively larger over the summer, and finish feeding by the time it starts to get cold in October or November. High densities of EAB larvae cause extensive galleries under the bark, disrupting translocation of water and nutrients within the tree by feeding on the phloem tissue and scoring the sapwood.

Full-grown larvae overwinter either in the thick bark or just ¼ inch or so into the sapwood. Depending on spring temperatures, overwintering larvae usually begin to pupate in April or May and take about three weeks to develop into adult beetles. At that point, usually in June and July, the new adults chew their way out of the tree, creating very distinctive D-shaped exit holes. Development from egg to adult may take up to two years in lightly infested trees, with more rapid development occurring when you have high densities of larvae or stressed trees. For instance, EAB larvae in a tree growing through a fence or with a broken top are more likely to develop in a single year rather than two years.

Over time, the foliage of infested trees becomes thin, ragged and yellow and canopy dieback tends to progress through the summer. Typically in the early stages of an EAB infestation, the upper portions of trees are attacked more heavily than the lower sections. As the age of an infestation advances, current-year larvae predominate in the lower portions of the tree where there is remaining available phloem to feed on, while the upper portions of the tree mostly have older galleries from which EAB adults have emerged.

If left unchecked, EAB has a remarkable capacity for population growth and infestations can expand rapidly. As noted above, natural dispersal of EAB is usually fairly localized with beetles dispersing only short distances when ash trees are present. However, rates of spread increase dramatically when people inadvertently move infested material such as pruned branches, firewood, timber or nursery stock long distances to areas previously free of EAB.

Early detection and a rapid response are key factors in treating and successfully managing EAB. While there is still plenty of room for improvement, there are now some tools available that can be applied to improve detection of EAB, disrupt localized spread and reduce the growth of EAB populations.

**Detection tools**

Public education, outreach and visual surveys are an important part of any EAB detection program. There are several other tools, however, that are commonly used to detect EAB populations in new areas. There are pros and cons to each of the detection methods, but a combination of these methods may be the most effective strategy to detect new EAB infestations.

One of the most common tools for detecting new EAB infestations is the use of purple panel traps. In areas being surveyed for new infestations, residents may
The purple traps are covered in a sticky substance and deployed in ash canopies with lures that emit the scent of a stressed ash tree.

This stand-alone trap is essentially two purple panel traps with lures attached to a PVC pipe (www.emeraldashborer.info/files/double_decker_eab_trap_guide.pdf). Double-decker traps are designed to represent the vertical silhouette of a tree and are deployed in open areas or off the edge of a woodland to exploit EAB’s preference for ash trees with good sun exposure.

Bio-surveillance with colonies of a solitary, ground-nesting wasp is another tool that has been used to monitor for EAB populations. The wasp is called the smoky-winged beetle bandit (Cerceris fumipennis) and it specializes in finding metallic wood-boring beetles, such as EAB. As a wasp returns to provision its nest with a paralyzed beetle, it can be captured and its prey identified. This system can provide a survey of the metallic wood-boring beetles in an area and really captures the imagination of citizen scientists like master gardeners and scout troops, especially as these wasps do not sting people. Its effectiveness and subsequent value in detecting low-density EAB infestations, however, remains unknown.

Girdled ash trees are one of the most effective methods for detecting low-density EAB populations in an area. Stressed ash trees are highly attractive to dispersing EAB adults and have been used to detect infestations in several states. Girdling, the removal of a strip of outer bark and phloem around the circumference of the tree, is conducted in the spring and is best accomplished with a drawknife. Pruning saws are occasionally used to girdle trees, but care should be taken not to score the sapwood which can disrupt water transport within the tree and cause it to decline too rapidly to be an effective EAB trap. In the following autumn or winter, girdled trees are felled, carefully debarked, and closely examined for the presence of EAB larvae by trained forest health specialists. Girdled trees are presently utilized in several states near particularly high-value ash stands or areas with an especially high risk of EAB introduction such as sawmills or campgrounds.

Targeted ash removal

Targeted removal of EAB-infested ash trees is an effective means to reduce population growth of an EAB infestation and help limit localized spread. When ash trees are removed, the amount of phloem available for EAB to colonize is reduced, so fewer EAB may be produced in that area. Models have been developed to estimate the number of EAB adults that can be produced from trees based on their diameter. In many cases, selectively harvesting large ash trees can also provide value for the landowner through use of the wood. Cutting all the ash trees in an area, however, facilitates more rapid spread of the insect, as it forces the beetle to disperse farther in search of other ash trees to attack.

Insecticide applications

There are now several insecticide products commercially available for control of EAB. Insecticides are an important management tool, especially in urban areas, that may be used to protect high-value landscape trees from expanding EAB infestations and help reduce EAB population growth. A good publication to reference regarding insecticides for control of EAB is “Insecticide Options for Protecting Ash Trees from Emerald Ash Borer,” available at http://www.emeraldashborer.info/files/Multi state_EAB_Insecticide_Fact_Sheet.pdf.

Scientists and forest health specialists continue to conduct field trials to evaluate the effectiveness of new insecticides and treatment regimens for controlling EAB. Be aware that efficacy of products varies.
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and factors such as EAB infestation level and timing of application may greatly influence effectiveness. Once insecticide treatments are initiated, additional applications of insecticide will be required to protect ash trees until the EAB infestation in the area subsides, which could be many years. Also, treating ash trees to protect them against EAB is only warranted when there is a known EAB infestation nearby (within 10 miles is a good rule of thumb).

**Biological controls**

Another potential tool for long-term management of EAB is the establishment of biological control agents, such as parasitoid wasps. Parasitoid wasps are small insects whose larvae develop on and eventually kill EAB eggs or larvae. While several native species of parasitoids have occasionally been reared from EAB, only one species (Atanycolus cappaerti) has been found to cause significant parasitism of local EAB populations in Michigan.

Several Asian parasitoids have been evaluated since 2002 and three species (Spathius agrili, Tetrastichus planipennisi, and Oobius agrili) have been approved for release as biological control agents of EAB in the U.S. The USDA’s APHIS, Forest Service, and Agricultural Research Service are working together to implement a biological control program for EAB and have conducted field releases that are under evaluation in several states in cooperation with various state agencies.

Often overlooked and underappreciated, woodpeckers are a key mortality agent that can be highly effective at reducing EAB populations. Woodpeckers are very good at locating the older EAB larvae and can cause more than 90 percent mortality of EAB in some locations. Woodpecker predation, however, varies from site to site and they may not be as effective in some areas.

**Use of girdled trees**

Another management option is to exploit EAB’s attraction to stressed ash trees by using clusters of girdled trees. Egg-laying, female EAB adults can be attracted to small groups of girdled ash trees where they lay most of their eggs. These heavily-infested girdled trees can then be debarked or destroyed before the larvae can develop and emerge as new adult beetles. In this strategy, girdled trees essentially function as a population sink and may effectively reduce local growth of EAB populations.

A recent study in Michigan additionally suggests that small groups of girdled trees can be used to actually manipulate spread of a local EAB population. This may be a favorable management option if the goal is to significantly reduce EAB population growth by attracting EAB into a forested area that will be harvested later in the year.

**Parting words**

Scientists, forest health specialists, resource managers and landowners are working together to integrate the tactics discussed above to develop strategies to manage EAB at several sites in the Northeast and the Midwest. For instance, the SLAM (Slowing Ash Mortality) EAB pilot project in the Upper Peninsula of Michigan.

(Continued on page 15)

Can this infested tree be saved? Why are there several treatment options? What treatment is really the best? How should it be applied? When should it be applied? What research has been done on this treatment? How does this insect kill trees? How does the treatment kill the insect? How can I get more business from emerald ash borer? What should I charge customers? Should I guarantee my services? How long does this treatment last? How long should this treatment take? Why is this treatment taking so long? How can I market my services better? Is there tech support I can call? What should I do?

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The discovery of emerald ash borer (Agrilus planipennis) in North America seems just like yesterday, even though the 10-year anniversary just occurred this July. Much has been learned about EAB during that decade. As a recap, North American ash tree species are still susceptible to EAB and tens of billions of dollars of economic impact are at stake. Tens of millions of ash trees have died and tens of millions more are facing the beetle’s invasion. Resistant ash trees are being looked at within breeding programs and evaluation of the few ash survivors after EAB has killed the rest in an area has started. Progressive research with the biocontrol of EAB continues to move forward with the hope that natural predators will decrease the future impact of EAB.

Scientific advancements into tree treatments are offering exciting ways to prevent EAB from killing ash trees. The effectiveness of these chemical treatments provides an excellent way to slow the loss of ash and to conserve the ash canopy. Finally, developed economic models provide a means to address the financial impacts of EAB management approaches.

Just what should ash tree owners do is an important question? Ultimately this is a question based on the desires of ash tree owners. People make rational and irrational decisions and sometimes decide to go with a desire not so much based on economic worth, as much as you or I might desire that option. Just look at cars. A very fast and cool looking sports car will get you from A to B in the same time as a plain economy car, assuming all traffic laws are followed. Tree care is sometimes like that with clients, they desire to retain a tree longer, but the cost of the treatment might be greater than what the future tree value can justify. There is nothing wrong with that scenario if it is the desired decision.

Typically however the investment in landscape plants is a growing property asset. Determining the benefits and costs of EAB management approaches is important to rational decision making. If ash trees have no value, the decision could be as simple as doing nothing except removing those trees in harms ways. Homeowners, residents of a community, arborists and other decision makers can debate the value of ash trees and if a do nothing approach is truly best. Others may place their efforts with removing ash trees before EAB arrives. Trees will cost money to remove anyway, so why not just preemptively remove them and be done with the problem, goes the logic. A third approach is retention of ash trees through treatments currently chemically based. In all cases, some economic consideration is a vital basis as to which management approach is used.

There are many economic approaches to account for tree value. The Guide to Plant Appraisal, from the Council of Tree and Landscape Appraisers (CTLA), and the i-
EAB management options

Continued from page 12

Michigan utilizes many of these tactics (http://www.stameab.info) and its effectiveness at reducing EAB population growth and spread is being closely monitored and evaluated by university, state and federal scientists. Similarly, adaptive management of EAB populations using these tactics to mitigate damage associated with EAB and slow the progression of ash mortality is underway with federal and state partners and being examined at several high-priority infestations, such as those in eastern New York State.

A study that was published in fall 2011 in the Journal of Environmental Management examined the influence of isolated EAB populations on projected economic damages. It showed that EAB infestations that were distant from the generally infested region of the southern Great Lakes and close to large urban areas, like New York City or Minneapolis-St. Paul, had the potential to be the most economically damaging. Slowing the expansion of just the EAB infestations detected in 2009 was estimated to reduce economic damages over the next 10 years by $100-700 million. This suggests that it might be cost effective for federal and state agencies to allocate significant funds to prevent the establishment of new isolated EAB populations or to slow the expansion of existing high-priority EAB infestations.

Members of the tree care industry are an especially valuable resource in detecting new EAB infestations, so it is important to be knowledgeable about EAB. Outcomes will be better with more boots on the ground and more eyes in the trees that can recognize the signs and symptoms of an EAB infestation in both directions or to slow the expansion of existing high-priority EAB infestations. Members of the tree care industry are an especially valuable resource in detecting new EAB infestations, so it is important to be knowledgeable about EAB. Outcomes will be better with more boots on the ground and more eyes in the trees that can recognize the signs and symptoms of an EAB infestation in both directions or to slow the expansion of existing high-priority EAB infestations.

Looking beyond EAB will cost money

Years ago as a new student to the arboriculture and urban forestry profession, I remember a statement by Mark Stennes about Dutch elm disease that stuck in my mind: “Whether you like it or not, it will cost you money.” The outcome of EAB is no different. Emerald ash borer will cost you money, whether you like it or not. As arborists and urban foresters, we are faced with making decisions that ideally minimize the expenses associated with EAB. There will certainly be costs associated with removing ash trees in locations that present a risk for injury or property damage. Tree replacements and proper establishment will also cost money. There are certainly the societal costs associated with the loss of ash tree benefits. These include the loss of shade, increased storm water runoff, air pollutants not absorbed by ash leaves, decreased property values, less desirable shopping areas, sunnier streets that decline faster, and perhaps even increased crime. If we just give up, it seems like EAB has the potential to make the “It’s a Wonderful Life” Bedford Falls urban forest into a Pottersville.

Too often the discussion of EAB rests and stops with the cost side. What will it cost to remove the tree? How much is it going to cost to treat trees? Do we even dare spend more money to replant trees on private or public landscapes? Certainly one needs to address the costs of management outcomes. The benefit side of ash trees should likewise be considered. Two tools exist to evaluate the economics of EAB management approaches. The EAB Cost Calculator is one tool located at http://extension.entm.purdue.edu/treecomputer/. Sadof et al. (2011) provide an excellent overview of the use of this model. The Emerald Ash Borer Planning Simulator (EAB-Plans) also allows practitioners to evaluate EAB economics http://cnrfiles.uwsp.edu/hauer/ EAB-PLANSVersionBeta.xlsx. VanNatta et al. (2012) detail the outcomes and
assumptions of this model.

Different management approaches

Several alternative management approaches seem to compete for the title of best to use. Options such as doing nothing, treating ash trees, or preemptive removal compete regularly in the battle for the best. Doing nothing implies you let ash trees die and remove them afterward. Preemptive removal involves removing trees before they die. Treatment in contrast prolongs the longevity of the treated ash tree. Any option may win given the right context.

As suggested earlier, if little or no value is given to an ash tree, it might be economically difficult to rationally justify to treat and retain ash trees. Likewise, if ash trees have a poor structural or health condition, perhaps it is time to consider tree removal (Figure 1). High value ash trees and those in good to excellent structure and health might be great candidates to retain as monetary resources allow.

EAB economic analysis – EAB-Plans

Approximately two years ago we set out to develop a system to evaluate EAB management approaches. An initial objective was to evaluate three commonly suggested EAB management approaches: (1) Do Nothing, (2) Preemptive Removal, and (3) Chemical Treatments. The ash population at the University of Wisconsin – Stevens Point was used to develop, test, and refine a model used to evaluate these three approaches. Later a fourth scenario, no EAB, was added as a comparison in the EAB-Plans program. All values are adjusted for inflation to the present time. Trees grow in diameter annually and they also die annually based on natural and EAB-enhanced mortality rates. Tree maintenance, removal and treatment costs are part of the analysis. The number of years to preemptively remove all ash trees is entered. Finally, the cost to chemically treat ash trees and the survival rates for the selected treatment are included. The end-user can modify these variables to customize the analysis for their local situation.

What we found with many different tested scenarios was retention of ash trees was economically favored over doing nothing. Doing nothing was economically more favorable than removing ash preemptively (Figure 2). One of the biggest reasons why chemical treatment is better than preemptive removal is current chemical treatments are low cost and effective. The chemical emamectin benzoate costs homeowners approximately 10 to 15 dollars per diameter inch to treat their ash. The cost of a chemical treatment would need to increase by 2 to 3
times, to approximately $30 per diameter inch, until the outcome of preemptive removal and chemical treatment had a comparable benefit/cost ratio. Other chemical treatments labeled for EAB control (i.e., imidacloprid) also consistently supported retaining ash with the outcome of a greater net value of the ash tree population.

Certainly financial resources are needed to chemically treat. Using 1,000 ash trees with a 10-inch mean diameter as an example population, approximately $33,000 annually is needed to treat these trees at a $10 per diameter inch cost. In large tree populations, commercial bids at the $6 per diameter inch are reported, which lowers the cost to approximately $20,000 per year. The City of Milwaukee, Wisconsin, has been able to economize the cost using municipal staff at $3.25 per diameter inch. This scenario effectively reduces the cost in the example 1,000 tree population to $10,000 per year. The trend is for EAB chemical costs to decline in price. Recent research is suggesting that not all ash trees need to be treated to get an overall significant reduction in EAB in a community. Finally, the treated ash population remaining after 20 years is comparable to a no EAB scenario (Figure 3).

Summary

Whether you like it or not, EAB will cost you money. Much is being learned about the ecology of EAB, natural predators, resistant ash species, chemical protection of ash trees, and economic models to evaluate EAB outcomes. Ideally the tree owner is looking to retain good and excellent ash trees in high value locations. As practitioners, we have several chemical based treatments that have high success rates that are economically viable options compared to doing nothing or preemptive removal of ash trees. Doing nothing and preemptive removal of ash trees are also appropriate options for ash trees in poor health or in low value settings. As part of an integrated approach to EAB management, all options should be considered.

Further Information


Richard Hauer is an associate professor of urban forestry in the College of Natural Resources, University of Wisconsin – Stevens Point. He teaches courses in urban forest management, dendrology, and woody plants. This article is based on research and a paper supported through a TREE Fund John Z. Duling Research Grant, the McIntire-Stennis Cooperative Forestry Research Program, and the College of Natural Resources, University of Wisconsin – Stevens Point.

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An invasive pest called the Asian longhorned beetle is threatening the trees you love. Once infested, there is no cure. At this time, the beetle is being fought in Ohio, Massachusetts, New York, and New Jersey, and other states are at risk. But there is something you can do to help.

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TREE CARE INDUSTRY – AUGUST 2012

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Ingram named president of Bartlett Tree Experts

Bartlett Tree Experts in July named James Ingram, currently vice president and division manager of the company’s field operations in New England and eastern Canada, as the company’s new president. Ingram will assume his new role on January 1, 2013.

The news follows the earlier announcement that Greg Daniels will retire as president of the company at the end of this year. “Based on my personal experiences working with Jim and the success he’s had as a leader in our company, I can confidently say I feel great about this decision. He has strong ideas for the continued growth of the company that fit with my vision of where we are now and where we’re headed,” said Robert Bartlett Jr., chairman and CEO of Bartlett Tree Experts.

Ingram joined Bartlett Tree Experts as an arborist representative in 1983 and was promoted to local manager in 1984. In his nearly 30 years with the company, he has time and again demonstrated his commitment and ability to achieve success. “Jim is not a person who sits on the sidelines. He is the first person to step up and send crews when assistance is needed after storms,” commented Robert Bartlett. “He created the concept that we now call the ‘A-Team,’ where crews from many offices come together to complete work in tough situations that would not otherwise be possible. He’s the kind of person who, when presented with a challenge, will find a way to overcome it.”

Ingram has held his current role since 1993 and in that time established the New England territory as the company’s highest sales region. He is responsible for financial oversight of 17 Bartlett locations and has been actively involved in recruiting, managing and training a staff of more than 40 arborists. Ingram’s international experience will also be valuable as he moves into a role where he will oversee operations in 26 U.S. states, Canada, Great Britain and Ireland.

Beyond his work at Bartlett, he also volunteers extensively with arboricultural organizations and in his local community. He is a past chair of the Council of Tree and Landscape Appraisers as well as the International Society of Arboriculture Certification Board. He has also served as president of the Cape Cod Landscape Association, Cape Cod Horticultural Society and the New England Chapter of the ISA.

Ingram enjoys assisting arborists in developing their careers and has given over 600 lectures on topics including safety, tree and landscape valuation, hazard tree assessment, integrated pest management and more. He is a Registered Consulting Arborist and Board Certified Master Arborist and continues to advance his own professional development by active involvement in the industry.

“When you start in an entry-level position, you have an opportunity to grow alongside that company, learning and sharing its values while also establishing your own personal leadership style,” said Daniels. “It’s been amazing seeing that happen with Jim as he’s developed from an arborist representative to where he is now. I can’t wait to work with him in transitioning this role.”

OFA Board votes to form new association with ANLA

The Board of Directors of OFA – The Association of Horticulture Professionals, voted in July to begin the process of organizing a new association with the American Nursery and Landscape Association (ANLA). Following several months of working together in a joint venture, the working group comprised of leaders from both organizations determined it was time to formally explore creating a new trade association.

OFA and ANLA announced in January 2012 the formation of a joint venture to support business education and government relations activities. The vision statement adopted by OFA’s board expressed the desire to form a new organization if it brings more value to its members and the industry. Since June 2011, OFA’s executive committee has been meeting with ANLA’s leaders about the opportunity for and viability of a formal relationship between the two organizations. As early as the first meeting, the idea of forming a new organization has been discussed by the joint venture working group.

“We are listening to our members. Results of a membership and organizational study performed at the end of last year indicated that members of both associations want the organizations to work closer to unify the industry,” said Mike McCabe, OFA president and owner of McCabe’s Greenhouse & Floral in Lawrenceburg, Indiana. “After significant exploration and evaluation, the elected leadership of OFA determined this is the best way to meet the needs of our members and the industry.”

The multi-faceted horticulture industry is undergoing dramatic changes, stated a release from OFA. “Economic strains, generational differences and the changing interest in and need for gardening and landscape products are altering the way the industry’s products and services are valued by consumers. Governmental activity and inactivity, financial uncertainty and environmental changes are altering the way plants are being produced, bought and sold. In light of future opportunities and threats in this quickly changing environment, trade associations need to work together to build the capacity and governance structures to properly serve their members and the industry.”

The timeline is to have a new organization established no sooner than July of 2013 and no later than January 2014. “This is not a merger. This is taking the best of what both associations do to create a new organization that will advance the industry and better serve our members,” said Michael V. Geary, CAE, OFA’s chief executive officer. “We have many details to work through, but OFA’s leaders are committed to ensuring that our members are involved in the decision-making process.”

Following the scheduled retirement of
Bob Dolibois, ANLA executive vice president, at the end of the year, Geary will become the chief staff executive of both ANLA and OFA beginning on January 1, 2013. The organizations will continue to be governed separately, but Geary will lead the day-to-day operations of both associations.

**STIHL names Nick Jiannas VP of sales and marketing**

Nick Jiannas has been named vice president of sales and marketing at Stihl Inc., headquartered in Virginia Beach, Virginia, effective July 1. He succeeds Peter Burton who has held the position since 1997 and just retired after 30 years with the organization. Jiannas, who most recently served as the branch manager at Northeast Stihl, will be responsible for sales for the domestic and export markets, sales planning, new product development, all marketing programs, and branch operations throughout the U.S.

“Nick’s experience in various positions at Stihl branches and at corporate, here and in Germany, gives him a unique perspective of the company and insight into the strategies necessary to further our sales and marketing success,” said Fred Whyte, president of Stihl Inc. “I look forward to Nick building on the legacy that Peter Burton established and advancing Stihl’s position as an industry leader.”

Jiannas began his Stihl career in 1995 as an operations assistant at Pacific Stihl, during which time he spent three months of 1996 in Germany working in the research, development and product management departments at Andreas Stihl AG & Co. KG. He become a territory manager for Mid-Atlantic Stihl, then was promoted and moved to Virginia Beach to a product manager position at the Stihl headquarters for U.S. operations. In 2002, Jiannas took over as manager of export and sales planning, and in 2006, was promoted to branch manager at Northeast Stihl, where he was responsible for all aspects of branch operations. He is most notably recognized for maintaining profitability throughout the recession by managing business elements down and controlling expenses and, ultimately, leading two record sales years coming out of the recession.

Jiannas has a bachelor’s degree from the College of William and Mary, where he majored in Economics and German. He earned his master’s in business administration from the University of Florida.

In other news at Stihl, Peter Mueller, the executive vice president of operations who led the start up of the manufacturing operations for Stihl in the U.S. in 1974 and has overseen all operational aspects for the company since, will transition to a consultant role after he retires in October. Mueller will step down from his current position July 1 after 38 years with Stihl, 30 of which have included tenure on the Stihl Executive Council.

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ISA Annual Conference & Trade Show
Oregon Convention Center, Portland, OR
Contact: www.isa-arbor.com; (888) 472-8733

August 16, 2012
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Maple Lodge, Mount Aire Forest, Cincinnati Parks, Cincinnati, OH
Contact: Joe Boggs boggs.47@cfaes.osu.edu; http://hamilton.osu.edu/

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Contact: DrMartha@Holistic-Safety.com; (682)551-9771

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Contact: GLTPA (715) 282-5828; www.timberpa.com

September 12-13, 2012*
Certified Treecare Safety Professional Workshop
LaQuinta Hotel, Hayward, CA
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September 13-14, 2012
Michigan ISA Summer Conference & Show
Potter Park, Lansing, MI
ASM, Michigan Chapter ISA
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September 14, 2012
ISA Certified Arborist Exams (All)
Potter Park, Lansing, MI
Contact: asm@acd.net; www.asm-isa.org

September 15, 2012
Michigan Tree Climbing Championship (MTCC)
Potter Park, Lansing, MI
Contact: asm@acd.net; www.asm-isa.org

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33rd Annual Texas Tree Conference
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Contact: shenson@gptx.org; www.isatex.org

October 16-17, 2012*
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Tinley Park, IL
Contact: www.illinoisarborist.org

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Selling a business is a once-in-a lifetime event for most people. It frequently represents the culmination of the business owner’s career and his or her payoff for years or even decades of hard work. As a result, it is typically an exciting, emotional and stressful time. The best way to reduce the uncertainty and stress associated with selling your business is to develop a better understanding of the business sales process. As the old saying goes, “knowledge is power.”

As the CEO and owner of Sunbelt Business Brokers, I work with my colleagues to assist business buyers and sellers on a daily basis. We educate people about the process of buying and selling a business and explain the current market-place conditions so they can successfully negotiate the sale or purchase of a business. Working with informed buyers and sellers makes our job easier and helps ensure a better outcome for everyone involved in the process.

Learning all the nuances of buying and selling a business is not practical for most people, that should be left to business brokers and investment bankers; however, it is practical for business owners to develop a working knowledge of the business sales process and learn what to do to prepare themselves and their business for a sale. In writing Selling Your Business For Dummies, my friend Barbara Schenck and I developed a detailed road map for business owners who are interested in selling their businesses. In sum, the book breaks the entire process into the following four parts:

Getting Ready To Get Out – Generically, this initial part of the business sale or transfer process is referred to as “exit planning.” It is always better for the business owner to start the exit planning process well in advance of when he or she wants to actually sell the business, although that may not always be possible. The amount of required, advance preparation depends upon the size and complexity of the business, the objectives of the business owner and several other factors. Typically, as part of the exit planning process, the business owner will want to involve his or her attorney and CPA; some business owners hire an exit planning consultant, although I generally don’t feel this is necessary. Business owners frequently retain a business broker or investment banker at this early stage to provide them with a formal business valuation or at least a professional estimate of what the business will sell for, how long it will take to sell, who the likely buyers will be, etc.

When soliciting this information from your advisors, it is important to ensure you have a clear understanding of the expected sales price for your business, the advisors’ fees, whether or not you will need to provide any seller financing to a prospective buyer and the tax consequences. You want to be very clear about how much cash you are going to “walk away with.” This information can be used by the business owner for financial planning and planning other aspects of his or her personal life (i.e. retirement, relocation, making other professional commitments). Operationally, the business owner will want to begin to focus on making any improvements that will be necessary to make the business as attractive as possible to prospective buyers. This can range from cleaning up facilities and hiring new staff members to resolving legal problems and securing long-term vendor and/or customer commitments.

Packaging Your Business For Sale – Once the business owner has made the decision to pursue a sale, there is a combination of administrative and operational issues that need to be addressed. Typically, the business owner will need to compile what is referred to as a “teaser” and a confidential sales memorandum that includes detailed financial and operational information about the business. (If the business owner is working with a business broker or investment banker, the intermediary will

(Continued on page 36)
Many good articles have been written over the years regarding crane use in arboriculture as well manuals, such as TCIA’s Best Management Practices for Crane Use in Arboriculture, that are now available to tree workers who want to venture out and benefit from the use of cranes on certain jobs. I have not only benefited from these valuable resources, but have also been fortunate enough to attend hands-on training workshops for arborists doing crane work. I have participated in online forums for tree work with cranes and sought out expert opinions on different methods and techniques to do the work safely and productively.

Now it’s my turn.

Throughout the years of learning, I have tried to keep a record of the things that I found useful to the climber who wants to start using cranes. Below is a short list of some of the things that I wish I had known when I had first started doing crane work. It is not intended to be a complete list, nor will everyone agree with all the methods and ideas described. I encourage others to add to the list, or alter it as necessary to find what works best for them to work safely in the tree care industry with cranes.

**Job briefing**

Talk to the crane operator (hereafter referred to as the CO) first about what the work plan will be and how you and he plan on removing the tree with the crane picks. Always remember that it is extremely important to talk with the CO before you start. The CO will advise you on how much weight they can manage at a given radius. Hold a job briefing before beginning work (either before or after the crane is set up) to go over the work plan and discuss the hand signals to be used (if not using radios). During the job briefing, discuss the order and sequence of intended lifts, as well as your cutting techniques, work positioning, pre-tensioning and maneuvering of the picks.

Before beginning to work, it is a good idea to have the CO reach out and around as far as will be needed over the tree and have them tell you how much weight they will be able to lift at those given radii. (Fig. A).

While you are working in the tree, know where the CO is at all times and how much weight they are good for at a given radius. Remember, always stay in contact with the CO.

Much has already been written in regard to proper hoisting of the climber by the crane, so I will only briefly touch upon that. One thing that climbers new to crane work (and experienced climbers as well) should now be aware of is per the revised ANSI Z133.1-2012; a second, back-up attachment will be required only while the climber is being hoisted. This new requirement in the Z133 is consistent with existing OSHA guidance for hoisting personnel. The climber SHALL use a second point of attachment on or above the locking crane hook, or to the boom, while being hoisted into position in the tree.

Things the climber may want to carry on his or her saddle when being hoisted include a small crane climber rope bag with 90-100 feet of line. (Fig. B). Note that you should have enough rope to rappel to the ground on your own should an event occur where the crane cannot lower you. Depending on the height of the trees that you’re working in, you may need a longer rope, or you may be able to get away with a shorter one on a smaller tree. Most climbers carry about 120 feet of line. If you decide not to carry a bag, be sure to carry your climb line coiled up in your arms so it doesn’t get tangled up in the limbs. When you reach your tie-in point (TIP), you can drop your line down to the ground (Note: This method is not recommended when working within the vicinity of electrical hazards), or you can keep it in your bag as you’re setting the slings and working. If you want to keep it in your bag with you while climbing around, a good way to keep it from falling out and tumbling to the ground is to tie a slip knot in the running end of the line and clip an accessory carabiner through it and back onto the side of the bag. You can also bring a second lanyard with you to tie in with
when making your cuts (in addition to your primary lanyard), instead of using your climb line. It is quicker, and still conforms to ANSI Z133 for two tie-in points when cutting with a chain saw in the tree. After the pick is made, you can take the time to coil/flake your climb line back into the bag. You may also want to carry a handsaw for trimming small branches out of the way and also a wedge (for windy work as it helps keep your chain saw from getting pinched).

When the climber is ready to be hoisted, he or she will give the CO the signal to “cable up.” The climber is hoisted into the air, hanging a few feet below the hook and using an approved attachment method. The climber is then lowered into position over the center of gravity (COG) of the pick. Before you even begin to set the slings, you need to make sure that the ball is in the correct position.

Sometimes when you're trying to center the ball over the pick (after the crane has hoisted you into position and you are still attached to the crane), you may find that you first have to lanyard in around the piece and then take your weight off the climb line. This will allow the ball to rest freely (plumb) and you'll be able to direct the crane's movement better by using either hand signals or radios. DO NOT reach out and grab the ball to move it in position – let the crane move it so it is centered correctly. Even when you are secured by your lanyard and setting the slings, be aware that if you pull on the slings too hard, you may end up pulling the ball and crane cable out of line (plumb). Always watch the boom cable to make sure that it is still plumb. I should note that there are times when you may want to have the boom cable slightly away (out of plumb) from the climber, as in the case when you are cutting large horizontal limbs and want to have the pick drift away slightly after it is cut, rather than back toward you.

As per the soon-to-be-released revised ANSI Z133.1-2012, the qualified arborist SHALL estimate the weight of the pick before cutting, and the load weight estimate SHALL be communicated back to the CO. After the pick is complete, the CO SHOULD verify, compare and communicate the estimated weight back to the climber. This will give the new crane climber an opportunity to learn to better

![Fig. B: Here, the climber is equipped with a crane rope bag for storing climbing line and keeping it away from entanglement with limbs while being hoisted. Photo courtesy of Reg Coates.](image-url)
judge the weight of picks. One thing that the climber and CO should never do is guess at the weights. Even though lifting loads with a crane while doing tree work is an estimate, it should be based on the Green Log Weight Chart, as well as the experience of the CO, who hopefully has done tree work in the past.

When first beginning to make your picks, it may be better to start off with a few smaller size pieces to get a rhythm going with the CO and to check the weight of your picks. Remember, even if the crane is capable of much more, sometimes you may need to take smaller pieces to get the material to fit into a tight LZ (landing zone).

Make sure everyone is on the same page and be sure to include the CO in your discussion. One signal that can be confusing (when no radios are available) is how to signal the CO on where you should make your cut, if you are not sure. Usually the climber indicates with a hand chopping motion at his cut point and repeats it until the CO gives a nod for OK. If the CO wants the climber to go up higher or lower to make the cut, he’ll point up or down and signal when you’re where he wants the cut to be made. Always use your head though, as not all CO’s may know wood weights, so go light at first and adjust as you go along.

Always give the CO the OK hand signal when you are about to make your cut, and wait for him to signal you back. Again,
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afterward, ask him what the weight of the pick was, if you’re not sure. There isn’t a set hand signal for asking the CO what the piece weighed, but what some people in the industry have adopted is holding both hands out at waist level, palms facing up with a lifting gesture upwards and mouthing the words “how much.” It is a simple signal and works well as long as the CO monitors the load weight on each pick.

For work positioning (especially on a wide-spreading, decurrent tree), you may find it easier to have a main, high, central TIP to work out of, instead of having the crane move you around to set the picks each time. In that case, you can also use an AFC (adjustable false crotch) to run your climb line through, in the event that you can’t find a good branch to use and need to tie in to the stem. If the crane needs to position you out on a limb, you can then also use the tail of your climb line as a second TIP off the crane (have your split-tail system on your line setup before the crane gets to you, so he doesn’t have to wait), or a second line all together waiting and ready to go.

Most crane work involves static picks, in which a 5:1 WLL (working load limit) is usually used instead of the conventional 10:1 WLL for dynamic tree rigging. Make sure all of your slings have load ratings listed on them, including your dead-eye slings.

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(spider legs). If you are going to be using long dead-eye slings, a good method to keep them organized and out of the way until you need them is to use a crane sling bag such as the Stein Crane Bag developed by arborist Reg Coates. (Fig. C)

Once the crane boom is in position, check the capacity for the pick. If the chart says that the crane is good for 5,000 pounds, try to take about 2,500-3,000 pounds (50-60 percent). Pre-tension the line to about that weight. If you are cutting trunk wood closer to the ground, you can estimate around 80-90 percent of what the crane is good for at that radius. Always err on the side of caution – when in doubt, take a smaller piece.

Set the slings so that they are in a balanced pick location. (Fig. D).

Once the piece is secured and the climber is in position, the climber signals the CO to take up some slack and pre-load the sling(s) to the correct weight. Note that as he tightens up the load line, if you are still attached to the crane, then you will have to have your hand on your friction hitch to let out some of your climb line. When you pull your climb line out of the crane’s approved TIP, try to find another place in the tree (if possible) where your TIP will be higher and in back or off to the side of you. This will give you a more-balanced position when making your cut. This obviously isn’t always possible, especially when working off of trunk wood.

When hooking up a pick with a choker sling that has a shackle on the end as a connecting link, make sure that the eye of the sling is on the pin of the shackle and that the body of the sling is in the bow or belly of the shackle. This will prevent the sling from possibly rotating the pin and coming undone as the crane tensions up on the pick. Make as many half hitches as necessary to use up some of the sling length, or you can take wraps. You should take the wraps with the sling in such a way that the shackle is pulling against the bight, in order to prevent it from rolling out. (Fig. E).

When you use shackles to hook up a piece in the tree and you must remove the pin, a good tip is to un-thread it with the threads facing down, so you don’t accidentally drop the pin. When you tighten the pin, tighten all the way then back it off slightly (1/8 turn), so it is easier for the ground crew to undo it. Have them do the same for you. If you are worried about dropping a pin, you could go as far as to carry spare ones on your saddle for the size shackles that are on your slings.

When hanging the slings on the crane hook, have the manufacturer’s tag hanging on the side, NOT splitting the stitching (see TCIA’s Best Practices for Crane Use in Arboriculture for picture).

When working in a very dead tree, it may be safer for you to rappel to the ground after you have made your cut. Have the CO wait until you are out of the tree and safe on the ground before he moves the piece away. In a case like this, you would stay tied into the crane while you are making your cut. Before you descend, be sure that you have cut all the way through and have severed all of the fiber holding the wood, so that you don’t have to go back up, in the event that the wood isn’t completely severed.

**Cutting techniques**

I will only briefly cover some of the basic cutting techniques when working with a crane, as this could easily cover another article. Some things to consider are:

When cutting vertical trunk wood using a single sling, place the sling on the trunk with the eye (attachment point) on the side of the tree that you will be working from while making your cut(s). Some people like to first make a small (10 percent) nip cut on the backside, then come around and cut the remaining 90 percent from the front. Another way of making this cut is to cut straight through from the front, starting from your working side. As you progress through, you should see the kerf slowly start to open up. If you don’t, stop and have the CO cable up slightly. Finish the cut very slowly, letting the sapwood get thin and watch for any rotation of the pick. If the piece starts to rotate, pull your saw out and let the piece settle and stop moving, before finishing your cut. If the pick has been tensioned correctly, it should float up about 1 to 2 inches.

On horizontal limbs, or leaders at around a 45-degree angle, a rule of thumb is to try and place your sling (if you’re using a single one) out about two-thirds of the way toward the tip. Be sure to make it slightly butt heavy, and don’t underestimate the weight of your foliage. Begin your cut by making a top cut first and watching the kerf. If it starts to open up, stop and have the CO cable up slightly until you can see that he has it pre-tensioned just right. Continue to cut through about half and then make your undercut, starting slightly out from the top cut. This, in effect, is a by-pass cut, which will create a shelf of wood for the piece to sit on as it is severed and lifted by the crane, preventing the butt from dropping and swinging wildly.

There is much more for the climber who is new to crane work to know, and I have only covered a few of the important items. I, too, continue to try and learn new things on every crane job. I encourage everyone who works with cranes to become familiar with all facets of the operation, and not just the climbing portion. When everyone on the crew is knowledgeable in the workings of the job, than they can safely complete the project with minimal hazards and, most importantly, stay injury free.

**Acknowledgements**

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Pete Nieves-Sosa and crew from The Crane Man, Inc., TCIA member

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Tim Walsh, CTSP, TCIA member

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When John P. Lewett, president of JL Tree Service, Inc. in Fairfax, Virginia, was in high school in the early 1970s, he and a couple of friends began a hauling service, says his son, Sean.

“They saw there was a lot of need for tree service,” Sean Lewett says. “He got into the business with a few friends, a truck and a chain saw.” John founded the company in 1975 and joined TCIA in 1982. These days they have customers in Virginia, Maryland and Washington, D.C.

Sean spent his summers working at the company while he went to university. He left the business for a few years after he graduated and returned in 2009.

“I automatically jumped in as the safety guy,” says Lewett, now general manager and safety manager as well as an ISA-certified arborist and a Certified Treecare Safety Professional (CTSP). “I felt safety was probably the number one place to be. Dad always told me the hardest thing in this job was if someone got hurt or if you lost someone. You can’t completely avoid injuries, but at least you can take all the precautions. We had our first safety meeting on Day One.”

Most of their work is evenly split between pruning and removals. A growing segment is its recycling division.

“All of the wood and debris collected from our customers’ yards from tree removals and pruning is brought back to our recycling yard in Fairfax and fully recycled using our horizontal grinder. (It is then) seasoned into a quality mulch product that JL Tree Service Inc. resells to local nurseries and landscape contractors,” says Sean Lewett. “It is truly a 100 percent recycling operation.”

It’s been a great addition to the business, he says.

“We like to promote natural care. Our approach is that a tree can take care of itself for the most part. If it becomes a hazard, then something needs to happen.”

They use systemic injections to fertilize trees, and vertical mulching, root collar excavation and aeration for root management. They do cabling and bracing, have a 24-hour emergency tree service to remove storm-damaged trees, and they lease out some of their equipment, such as their cranes, bucket trucks, stump grinders and brush chippers, to commercial contractors, commercial facilities and government facilities.

JL Tree Service has added crews gradually through the years and now employs 60 people in the winter and more than 70 between March and November. “We’re one of the largest tree service companies in the area,” Lewett says. “We attract a lot of the talent that’s out there.”

The company has 10 tree crews, two full-time crane operators and more than 15 expert climbers. Three (working on four) are ISA Certified Arborists. Two are Maryland Licensed Tree Experts, the license required in that state, and one is a CTSP. Five employees have been with
the company for 28 years or more.

“There’s a lot of experience in the company,” he says. “Dad treats the employees right. He respects them. He’s always taken care of them when things weren’t so good, and he’s paid them what they’re worth. They’ve been through two recessions and they’ve stuck with each other.

“I’ve had such good fortune, stepping in,” he adds. “Our employees make our business. They make us who we are.”

As for the future, “We’ll definitely grow and expand, through small acquisitions and expansion of our service areas,” says Sean. “We’ll keep doing what we’re doing.”

Approximately 80 percent of their customers are residential, 15 percent commercial and five percent municipal. A large percentage of their work is from referrals. Of the 60,000 customers they had last year, 47,000 were repeats or referrals.

“We do quality work and give good advice for tree care,” he says. “We aren’t out there to offer services that shouldn’t be occurring. We’re here to educate these folks about proper tree care.”

The company was accredited in January 2012. The process took a year.

“Getting accredited has been a huge step for us,” Lewett says. “Everyone is excited. It’s helped us be more safety conscious, and a better company overall.”

He led the initiative, but it was a company-wide effort. The office staff helped with the employee files, the company controller helped with the financials, and the mechanics helped with the OSHA work and inventory control. It seemed like a lot of work at first, he says, but it wasn’t as much as they’d expected.

Accreditation has streamlined the company and helps it run more smoothly. Since they put policies and procedures in place, they know they’re doing everything correctly, such as complying with OSHA regulations and ANSI standards. They began using performance evaluations, which has made it much easier to track how well the employees are doing.

“It’s also helped with issues we had,” he says. “We just go to the handbook and it’s right there.”

One area it’s helped with overall is customer service. For example, they’d had communication problems with customers, and Accreditation helped them create processes that improved that area. Accreditation also helped streamline a complaint resolution plan.

Although safety has always been a priority with the company, Accreditation has helped all the employees see that it’s an integral part of the business. And although when he goes into the field to check on the crews, occasionally he catches someone missing PPE, most of the time he can’t find anything the employees are doing wrong.

“They really look professional. Being accredited means we’re among the top professionals in the country. We make sure people see that.”
Handling Your Very Worst Customer Situations

By Rich Gallagher

At TCIA’s 2012 Winter Management Conference in Curacao this February, I asked a question that caused nearly everyone in attendance to raise their hands: “Have you ever had a customer situation that went completely off the rails?”

Nearly everyone who works with customers for long enough will have to deal with a really difficult customer situation. It may be an impossibly demanding customer who knows how to push all of your buttons. It could be someone with a short fuse who uses anger as a weapon. Or perhaps even a terrible situation that is completely, inescapably your fault. Particularly in the tree care business, where the stakes are often high and your work is extremely visible.

All of these are situations that can be understood and managed, using the same skills that people such as hostage negotiators, crisis counselors, police officers and others use in their worst situations. But there is a deeper point here as well. When you – and your team – learn to handle your very worst situations, you develop a confidence that forms the basis for truly excellent service.

This is why I am such a fan of the worst-case scenario – and why, in my own career managing customer contact operations, learning crisis customer skills helped lead our teams to high morale, low turnover, sales growth, and best-in-class customer satisfaction levels. Let’s look at some of the skills you can use to make this happen in your own business.

Step 1: “Lean into” criticism

Most difficult customer situations start when someone is not happy – and tells you so. No one likes to ever hear criticism. It is never pleasant. But a simple but powerful technique will help you defuse the emotional impact of this criticism: lean into it.

For example, suppose your spray techs use the wrong chemical and accidentally wipe out a row of shrubbery. It is totally your fault. And your client isn’t happy and letting you know about it. Compare these two approaches:

Not so good:

Customer: “You wiped out these shrubs! This ruins the whole look of our property!”

You: “Look, it doesn’t look as bad as you might think. We can put in some temporary plant stock in the meantime.”

Better:

Customer: “You wiped out these shrubs! This ruins the whole look of our property!”

You: “You’re right, this was a terrible mistake! I can see exactly why you are upset. Let’s look at some options together for what we can do to make this right.”

The first response translates to customer-speak as, “I am not listening to how bad you think this is,” while the second one completely owns their feelings and makes it easier to have productive dialogue. The more you learn to “lean in,” the easier it will be to resolve tough service issues.

Step 2: Acknowledge their agenda

Do you ever have high-maintenance customers who drive you batty with all of their demands? Here is a simple way to make them easier to deal with: treat everything they say as being perfectly reasonable.

Most of us naturally lean away from criticism. With the very best of intentions, we try to excuse ourselves, defend ourselves, or try to “educate” the customer about where they are wrong. Instead you should lean in to what they are saying: in other words, mirror their feelings with as much gusto as possible.

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their every demand? Absolutely not. It simply means that when you try to “get” them first, it will be much easier to set boundaries with them. Try this on for size:

High-maintenance customer: “I expect your crew to take care of my property first. (Note: it is high season, and he is far from first on your list.)”

You: “Well, of course. This is an important season for you and your customers. Here is what I can do for you ...” Then perhaps discuss options such as getting some preliminary work done earlier, telling him when he is scheduled for the additional work, and putting him on a cancellation list for a possible earlier date.

Will a response like this make this customer stop pushing? Maybe yes. Maybe no. But as long as you keep acknowledging him, and keep framing your responses in terms of what is possible, you have your very best chance of setting your boundaries and lowering the heat.

**Step 3. Become immune to intimidation**

What about customers who threaten you to try and get their way? When you under-react to these threats, you often strip them of their power. Here are a couple of examples:

Customer: “I’m going to speak to the owner about this!”

You: “Of course. You’re most welcome to speak with her. Her name is Stacy Johnson, and here is a card with her contact information.”

Customer: “No one’s ever going to use your service again when I get through talking to people!”

You: “I’m hoping we can still find a way to make you happy, but I wouldn’t dream of telling you who to talk to or not talk to. Let’s see what we can do from here.”

In both of these cases you are letting the customer know that threats aren’t going to be effective, while keeping the focus on problem-solving. Keep doing this, and eventually the bluster will fade away.

**Critical customer skills boost your bottom line**

Ironically, when you handle them properly, your worst customers can often turn into your strongest supporters. Most difficult people are not used to being treated with respect and dignity, and when you and your team say the right things you often gain a customer for life. Combine this with the confidence you and your team feel by learning and practicing critical customer skills, and my hope is that you will start seeing your most challenging customers in an entirely new light: as the best friends your business ever had.


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Firefighter dies in tree-cutting accident
An off-duty Jacksonville, Florida, firefighter died June 2, 2012, after falling from and with a dead tree he was cutting.

Jason Bishop, 39, was 30 to 40 feet above ground cutting a branch that had forked at the top of an oak tree when the branch, which was tied by a rope, fell like a pendulum and struck the trunk of the dead tree. Bishop was harnessed to a part of the tree that then split and fell.

Bishop was pronounced dead a short time later at Shands Jacksonville hospital. Fellow firefighters said Bishop did not have a private tree-cutting business, but did a lot of handyman work and was doing the job for an acquaintance of another firefighter. Bishop is survived by his wife, two daughters and an infant son. The former Marine joined the fire department 10 years ago, according to The Florida Times-Union.

Tree worker killed by cut tree
One tree worker was killed and a second one injured in Los Gatos, California, June 4, 2012, when a trunk fell on them while on a private job at a residence. The injured worker, identified as a 23-year-old San Jose resident, received moderate injuries and was transported to Valley Medical Center.

A few hours after the accident authorities were still attempting to recover the other victim’s body with help from the Los Gatos Parks and Public Works personnel. The mishap occurred on a steep hillside, according to the losgatos.patch.com report.

Tree worker hurt in fall from bucket
A bucket truck operator was injured June 6, 2012, after he fell 30 to 40 feet from the bucket in Whitefish Bay, Wisconsin. Bryan Brinntall, 19, of Burlington, Wisc., who works for his father’s tree care company, was transported to Froedtert Hospital in Wauwatosa for critical head injuries. He was in critical but stable condition shortly after the accident, according to the whitefishbay.patch.com. A Patch update almost three weeks later reported that he had improved to satisfactory condition.

The company had been contracted to remove 200 ash trees. Brinntall apparently cut down a limb that swung around and landed in the bucket. He tried to push the limb off of the bucket, but then fell forward out of the bucket and landed on his back. His helmet flew off and he hit his head on the roadway. Investigators believe his safety harness was not secured to the boom, according to a Patch report.

Trimmer dies under palm fronds
A tree trimmer died June 9, 2012, after becoming trapped while trimming a palm in Glendora, California. Roberto Garcia, 35, of Glendora, was trimming a 50-foot palm when a large section of dead palm fronds collapsed on top of him and his attached climbing equipment, trapping him. He apparently died while firefighters were trying to reach him.

Garcia’s co-workers had called firefighters, stating that he was asking for help and was having trouble breathing. The palm was away from the street, so the ladder was not able to easily access the tree. Firefighters could not see Garcia upon arrival and had to use thermal imaging devices to locate a heat source. About 20 feet of the 50-foot tree was dry, dead palm fronds, according to the Glendora Patch.

Worker dies after fall from tree
A tree worker died June 9, 2012, after falling from a tree he was cutting in Bel Air, Maryland. Tommy Gray Kyger, 31, of Elkton, an employee of a local tree and lawn service, had been trimming trees when he fell about 45 feet to the ground. He was airlifted to the University of Maryland Shock Trauma Center in Baltimore, where he died of his injuries, according to the belair.patch.com.

Trimmer dies in fall from palm
A tree trimmer died June 11, 2012, after falling 40 to 60 feet while trimming a palm at night at a Waikiki, Hawaii, resort. Reid Barcelona, 26, of Honolulu was trimming a coconut palm when he fell. He landed on the pool deck at the Hilton Hawaiian Village, according to the Honolulu Star Advertiser and the Ventura County Star. It is not uncommon for tree work to be done at night at the Hawaiian resorts, when fewer people are walking around.

Contributed by Carol Kwan, Certified Arborist and president of Carol Kwan Consulting LLC in Mililani, Hawaii.

Tree worker electrocuted on ground
A tree service employee was electrocuted June 13, 2012, in Newbury, New
Hampshire. The man was unconscious and not breathing when emergency responders arrived. They were able to resuscitate him. Though initially successful, attempts to save the man failed and he was pronounced dead at the hospital.

The man, who was in his 40s or 50s, worked for a tree service company that was working with Department of Transportation taking down about a dozen large pine trees. The victim was standing on the ground near a wood chipper when a nearby crane touched a live wire, which put electricity into the ground. It traveled through the ground and into the victim, according to an investigator at the scene as reported by the New Hampshire Union Leader.

The other workers on the ground were not injured. The man working inside the crane was also uninjured.

Based on the time of day and the position of the crane, which was west of the wires, the vision of the crane operator could have been impaired by the sun at the time of the accident, the report said.

Trimmer dies in fall
A tree trimmer died in a 40-foot fall June 13, 2012, in Colt, Arkansas. Lloyd Boyd Sr., age 57, of Forrest City, was cutting tree limbs on a county road near Colt when the boom truck in which he was riding broke. Boyd was in the bucket of the boom truck, which was extended so he could reach the tree limbs. At some point, the arm of the boom broke and Boyd fell to the ground, according to the Forrest City Times-Herald and the Helena Daily World.

Woman injured in fall from ladder
A woman was critically injured June 19, 2012, while cutting a tree with a chain saw in Monroe, Washington. The woman, who was reported to be in her 40s, was cutting the tree when a piece of it came loose and knocked her off a ladder. She fell about 15 feet. She was taken to a local hospital, according to The Daily Herald.

Trimmer suffers fractured leg
An employee of a tree service company working at Princeton University’s Forrestal, New Jersey, campus suffered a fractured leg June 20, 2012. The injury occurred when a rope tied to a tree limb pulled the worker as the tree limb started to fall. The worker tried to brace himself using the tree and fractured his left leg, according to a report in The Times, of Trenton.

Man injured by falling tree
A 74-year-old Cleveland, Georgia, man was airlifted to Atlanta Medical Center for injuries he sustained June 21, 2012, when a portion of a large pine tree rolled over him.

The man was watching someone cutting a tree near his home when the tree fell onto a house and then rolled onto him, according to accessnorthga.com.

Log loader operator electrocuted
Ronald Hickey, 53, owner of Hickey Tree Service, a three-year TCIA-member company located in West Gardiner, Maine, died June 22, 2012, when he came in contact with a live utility wire while operating a log loader near power lines. Hickey appeared to be killed instantly, according to neighbors and workers who witnessed the accident.

Hickey was helping clear power lines with other contractors, taking away the larger logs, according to The Press Herald.

(Continued on page 34)
Selling your business

(Continued from page 21)

cordinate the preparation of these materials, thereby enabling the business owner to stay focused on running the business.) The teaser is typically one to two pages long; it describes the business, but does not identify it. The sales memorandum is typically between 10 and 30 pages. These documents will be used by the broker or investment banker to market the business to prospective buyers.

Launching and Navigating The Sales Process – Once the teaser and sales memorandum are ready prepared, the business can be brought to market. In today’s world, most small business owners are marketed via the Internet. If the business owner has retained a business broker, the broker will handle this process and pay the listing fees required to market the business on websites such as businessesforsale.com, bizbuysell.com, businessbroker.net, and mergernetwork.com. (Larger businesses, generating more than $1 million in annual

profit, may be marketed directly to private equity groups and other strategic investors.) Prospective buyers will contact the broker either via email or phone; the broker will obtain their preliminary information and provide them with the teaser. If the prospective buyers express further interest, the broker will require them to sign a confidentiality agreement and, if they are local, visit the broker’s office. The next step would be to provide a prospective buyer with the sales memorandum and subsequently meet with the seller and visit the business. Much like in real estate, the broker’s job is to create buyer interest and generate offers for the business owner to evaluate.

Negotiating and Closing The Deal With Your Buyer – Once a suitable offer has been obtained, the prospective buyer will proceed with due diligence and the principals’ attorneys will begin working on the necessary legal documents. The broker will coordinate the various parties’ activities and try to keep everyone on task and moving forward toward the closing.

The amount of time required to sell a business varies widely and depends upon many factors including, asking price, profitability, location, industry and the availability of suitable financing. Consequently, it is difficult for anyone to predict how long it will take to sell a business. That said, a business owner should plan on a six to 12 month process, from beginning to end, and be pleasantly surprised if less time is required.

John Davies is founder and co-owner of The MerryMeeting Group (MMG), an investment company that specializes in acquiring and developing franchise companies and software companies. MMG currently owns four technology companies, an investment banking firm and eight franchise companies, including the brokerage firm Sunbelt Business Brokers. He is also the co-author of “Selling Your Business For Dummies.”

This article was based on the presentation he will be making on the same subject at TCI EXPO 2012 in Baltimore this November 8-10. For a full TCI EXPO schedule or to register, visit expo.tcia.org

Tree worker killed in struck-by

A man in his 60s died June 22, 2012, doing tree work for a friend’s tree service in Detroit, Michigan. The man was cutting a tree, but was apparently not doing the work properly. The tree service owner yelled for the victim to stop, but he didn’t and seconds later a branch weighing about 1,500 pounds came crashing down on the man. The victim had done tree work for about 20 years, according to the WXYZ-TV Channel 7 report.

Man hurt when branch kicks back

A man was in stable condition at Grant Medical Center in Columbus, Ohio, after he was injured by a tree branch while cutting a tree June 23, 2012, in Newark, Ohio. Danny Faller, 49, was cutting a tree when a branch kicked back and hit him in the head, according to the Newark Advocate.

Three hurt by chipped rope

Three tree workers were injured June 23, 2012, in Brentwood, California, apparently after a rope they were using was caught in a large wood chipper the group was using. The rope apparently pulled the men into contact with the machine, causing blunt force trauma only.

It’s unclear whether or not the men, all in their 30s, were city employees or hired by residents of the area. They were taken to hospitals in fair condition with non-life threatening injuries, according to a Brentwood Patch report.

Trimmer hurt in fall from bucket

A tree trimmer was hurt after falling from an aerial lift bucket June 26, 2012, in Bangor Township, Michigan.

The 22-year-old man, who was working for a local tree service, was in a bucket trimming branches when he encountered a bee nest. He was pulling on a rope to cut a limb when the rope broke, causing him to fall out of or be thrown from the bucket. He fell 10 to 15 feet into the back of the truck.

The victim was rushed to Bay Medical Center, but his injuries did not appear to be life threatening. The man was able to talk at the scene before the ambulance took him to the hospital, according to a WEYI-TV report.

Trimmer dies in chipper

A tree trimmer died June 26, 2012, in Shelby Township, Michigan, after he was pulled into a wood chipper. The victim was identified as Shawn Needham, 45, a trimmer with more than 26 years of experience and owner of Fella’s Tree Service, according to a report in The Detroit News.

Lynn Pace, Needham’s girlfriend and co-worker, was on the job site with him when the incident occurred. “I was looking out for him and he seemed fine,” said Pace. “I went to sweep some more. I heard the chipper make a funny noise.

“When I got close to the chipper, another gentleman told me there was a man in the chipper. That was my Shawn. I ran over and shut it off.

“I was too late. There was nothing anybody could do.”

State investigators were talking to witnesses and examining the wood chipper. Pace said Needham was always careful while on the job, but was carrying a heavy work load.

“We were trying to finish before dark. He was rushing to get paid and go on to the next job,” she told The Detroit News.
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By Rick Howland

Trees along highways, railroads, gas and oil pipelines, utility transmission-and-distribution lines as well as fire breaks need almost constant attention.

Over the past nine years, governments have put pressure on utilities especially to ensure vigilant vegetation management along their rights of way. This follows the massive August 2003 Northeast and Canadian power blackout. According to a joint U.S.-Canada Power System Outage Task Force report, one of the four contributing causes for that blackout was that one power company “failed to manage adequately tree growth in its transmission rights-of-way,” which triggered the initial outage.

Fast-forward a decade. While regularly scheduled utility ROW work continues to be strong, there are new and fast-growing ROW markets emerging, including oil and gas exploration activities spreading throughout the U.S. and Canada. Manufacturers we spoke with for this article repeatedly said their machines are headed for areas like the Marcellus Shale/Appalachian Basin region (roughly New York through Kentucky), which already shows about 500 trillion cubic feet of natural gas embedded in rock, according to Pennsylvania State University. Also, there are the oil sands in western Canada (Alberta) where roads and rights of way have been cut out of the wilderness to access oil deposits exceeding those of the Middle East. These are just two major, dramatic examples.

The point is that there is very lucrative and steady ROW work to be had. One of the keys, of course, will be selecting the right kinds of machines to do the job. It’s all about the “highs and lows” of ROW clearing and maintenance: There will be times when one has to reach 75 feet or more to clear branches along high-line utility pathways, and other times when the...
need is to handle rough, thick brush only a dozen feet or so high. Then comes the question of debris. Some jobs are simply cut and move on; others require chipping and spreading the waste while still others can require removing debris from the worksite altogether.

That means you need to know what kind of ROW work is available to you as a contractor or subcontractor, so that you can then invest in the equipment that will keep you in business and profitable.

Jerry Morey, Bandit Industries president, says the current market for ROW equipment is fairly strong. In the first place, “Utilities have money because customers keep using electricity; plus there is motivation to keep rights of way clear following the 2003 blackout.”

Morey continues, “On the other hand, there is significant new work right now in clearing land for fracking (fracturing shale to release natural gas) in the Northeast – Pennsylvania is a prime example.”

Concurrently, Morey sees a “significant expansion in gas pipelines, and the petroleum pipeline in the south.”

(As a side note, he warns that all this oil and gas activity is affecting what had been a decade of rapid growth among some biomass companies, given the fact that “gas companies, especially, can offer incredibly low rates right now.”)

“Needless to say, there is a LOT of infrastructure work needed right now to move oil and gas, so the ROW market is very good. Around here (Bandit headquarters), Michigan is upgrading a lot of utility lines. All this makes for ROW expansion and maintenance and contracting, usually to larger tree care companies that specialize in clearing. One customer we deal with just bought a lot of equipment just for ROW clearing nationally,” he says.

“Generally the challenge with the new work is to finish as quickly as possible so energy and utility companies can get new lines in quickly,” he notes. That, Morey says, is a two-fold challenge involving trained, experienced people willing to work long hours, and the right equipment.

“One guy who used to work for us is now with a large Bandit customer and he says it is not uncommon to work 12-14 hour shifts seven days a week. Some are making a LOT of money, all in ROW clearing.”

“Customers are buying big grinders like the Bandit Beast 3680 and 4680 horizontal grinders that can take everything, or tracked, self-propelled, disc or drum whole tree chippers, our most popular being the 22-inch-diameter capacity Model 2590. In some areas, where the job requires stump removal, customers will buy the Model 4000 forestry mowers to take down up to 8-to-10-inch diameter trees, then use a stump grinder to finish. I’ve seen cases where they use a stump attachment on their forestry mower to get everything down quickly,” Morey says. “Hand-fed chippers are just too light,” he adds.

Right-of-way construction and maintenance is definitely three-dimensional, often requiring high and sometimes very selective cutting. Three manufacturers with a long reach are Jarraff, Kershaw and Loftness.

According to Heidi Boyum, president of Jarraff, “We offer a 75-foot cutting reach, able to meet most utility company requirements. The design puts an operator in a cab, essentially on the ground, with a telescoping boom that allows a rotating 24-inch blade to cut from ground-level to 75 feet,” she says.

The cab and telescoping boom together can tilt 40 degrees left and right, and rotate 360 degrees. Options include a climate-controlled cab, choice of track or rubber-tire propulsion and either a 97 hp Deutz or 130 hp Cummins engine. All Jarraff units are hydraulic-powered and dielectrically insulated and provide safety features such as a rollover protection system.

“Maintenance on the Jarraff is relatively easy,” says Boyum. “We recommend, of course, that all equipment be inspected at the end of the day and again in the morning. Check all grease fittings and check the blade for cracks or chipped teeth.”

“The price range for a Jarraff is $180,000 to $200,000, and ROW production is up to a mile a day,” according to Boyum. For jobs with cleanup requirements, “You can use a brush mower or chip truck to follow behind.”

Jarraff offers five models: 4-wheel drive, all rubber track, a steel and rubber version, an amphibious and an 8-wheel-drive model. There also is the Mini-Jarraff trim-
mer, a light-footprint unit aimed at navigating tight urban and rural areas.

In the same class and price range is the Kershaw SkyTrim 75 G2 tree trimmer. Kershaw is a division of Progress Rail Services, a provider of vegetation control equipment, including Klearway brushcutters, Caterpillar-powered Sky Trim tree trimmers and on-track rail brushcutters. Progress Rail is a wholly owned subsidiary of Caterpillar. Kershaw offers rubber-tired or rail-bound brush cutters and rubber-tired or tracked tree trimmers. Most rubber-tired machines are available with hi-rail (or high rail) wheels for rail use.

According to Mike Balkom, Kershaw national sales manager, “The market has been good this year, but seems to be catching its breath at this time, getting ready to finish the year with a strong fourth quarter. Rail, gas and utility companies understand the importance of keeping ROWs clear from excessive vegetation, and we are seeing more emphasis in this area, especially following the high-growth, hot summer months,” he says.

“The SkyTrim machine is ideal for any high-production tree trimming program. The machine (featuring a high-reach, dielectric-certified, telescoping boom with a 24-inch saw blade) was developed around 2000 because of consumer demand for another machine in this class. The SkyTrim can also be fitted with hi-rail gear for use along rail lines,” Balkom says. “Our customers represent a broad swath within the industry, including the big tree companies, rail, gas, and smaller owner-operated firms.”

The SkyTrim upper structure and cab are designed for 40-degree lateral tilt to either side to shift weight balance to allow flexibility in trimming and operation on inclines. The SkyTrim does not require outriggers or setup time. A front-mounted dozer-type blade is hydraulically operated from the cab for clearing limbs and debris, and the blade increases stability in the down position, and is designed so as not to inhibit ground clearance in the up position.

The company’s Klearway front-mount-
SkyTrim 75G2

75 ft. reach from ground.
24 in. carbide tipped saw.
Two-speed shift-on-the-go transmission.
Wet-disc service brakes.
Wet-disc fail-safe parking brake.
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- Joy Sticks are Pilot Pressured
- All New Cab Design for Safety and Operator Comfort
- Choice of Cutter Attachments: Rotary or Drum Type Mulcher
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ed brush cutters grew out of a need to keep railway ROWs clear and a subsequent request from Alabama’s governor five decades ago for a cutter that could be used along the state’s highways. Today’s 200 hp Klearway evolved from Kershaw’s rail-mounted rotary brush cutter and offers customers a choice of cutting attachments: a mulching shredder or a rotary type cutter.

Finally in this class, to fill the void between the larger trimmer and hand cutting, farm and specialty equipment manufacturer Loftness offers a compact trimmer, the Kwik-Trim 53. It features a fiberglass-reinforced, dielectrically protected plastic boom for a 53-foot reach using a standard carbide 24-inch circular saw.

At 13,500 pounds and transportable on a lowboy trailer pulled by a full-size pickup, the lightweight machine is friendly to turf and easy on fuel consumption. Still, the machine offers 360-degree boom swing via the platform rotation, 90-degree boom arc and 35-degree boom tilt (the boom on this model tilts left and right, not the entire platform and cab.)

Bill Schafer, product manager for vegetation management at Loftness, says, “There is a nice trend toward more compact equipment for the obvious reasons. The Kwik-Trim 53 is easier to move around, easier on the land, and more fuel efficient due to its compact nature. But more than anything, it brings a proven mechanical trimming technology into areas where it could not go before.”

“A self-propelled trimmer will save time, money and fuel,” he adds. “By shrinking a successful technology, we have virtually eliminated hand labor and bucket crews in certain environments. Instead of a man climbing with ropes in tight areas or getting in and out of a bucket truck to move from tree to tree, an operator in an environmentally controlled cab can continuously move down the row.”

Tom Hover, product manager for tractors at Fecon, says he’s seeing demand for the company’s line of 365 or 500 hp chippers that can be mounted on a variety of tool carrier chassis, including not only
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Kershaw’s SkyTrim features an upper structure and cab designed for 40-degree lateral tilt to either side to shift weight balance, allowing flexibility in trimming and operation on inclines.

Fecon tractors but also trailers and trucks. “These can be coupled with loader booms and grapples to feed the chipper, providing another tool for the right-of-way clearing contractor,” he says. “This machine, working in combination with a high-power, high-production power mulch tractor, quickly reduces material for biomass or delivery back to the ground for on-site distribution as the chippers take down the large materials and mulch tractors take care of the tops.”

“Due to tight scheduling and tight margins, especially on gas and oil right of way jobs, high production and reliability are key,” Hover states. A high-horsepower machine like the Fecon FTX600 tractor can take on a variety of wood sizes and species and is strong enough to handle all of it quickly without wasting time to power-down on tough materials then power back up,” Hover says. “I’m seeing this in action in eastern Pennsylvania with the Marcellus Shale project, and in the south and west in Alabama, Louisiana and Oklahoma along the pipeline projects. I am not seeing a lot of fire break work yet this season and am really surprised by that,” he notes.

Looking ahead, Hover says, “Right now we are working on a lot of things and will have some very interesting products to introduce in 2013 and 2014.”

Rayco is another company that’s been active in ROW work for years. “For us it primarily involves track-driven mulchers and to some extent T-Series machines with hydrostatic stumper attachments,” says J.R. Bowling, sales and marketing VP. “We’ve been in that business on a global basis, which now seems strong in the U.S. with the shale gas plus general power-line and roadway work.”

“We feature a number of different size mulchers depending on the application,” Bowling notes. “Pretty popular are smaller ones that are used to clean up behind one of the Jarraff-type machines. It is getting popular to follow along with mulching equipment. It used to be that companies would follow with a crew, hand feeding a wood chipper. Nowadays, it seems to be common to use a mulcher operated by one person. This avoids the potential for injury, especially along freeways,” Bowling says.

“We have mulching machines ranging from the small ones in the 100-horsepower class, C100, to large ones, the 350-horsepower C185 and a big 360-horsepower T360,” he says.

Additionally, says Bowling, “We have two new models coming out this fall aimed at the same ROW market. One will be in the 250-horsepower class, the other in the 160-horsepower class. The second will be the most productive compact machine on the market for its size and horsepower.”

New from Terex is the G-Series mulcher attachment, specifically tuned for use with the Terex PT-100G Forestry compact track loader. Says Jamie Wright, Terex product manager, “The powerful drum-style mulcher utilizes 36 double, twin-carbide teeth, allowing operators to quickly and efficiently clear and mulch a 61-inch-wide path. The drum-style mulcher also gives operators the ability to plane stumps up to 12-inch diameter to ground level, easily cut down large standing trees up to 8 inches in diameter, and shave off large material and mulch in both forward and reverse.”

“This new Terex G-Series mulcher attachment enables operators to produce the fine mulch with the low horsepower,” he adds. “The multi-stage action of the attachment’s two-stage cutting chamber begins as the rotor picks up material and forces it to pass between the moving carbide teeth and the stationary counter teeth. The material is then processed into a fine mulch as it passes between the carbide teeth and the recutter bar before being discharged toward the ground. The staggered pattern and angles of the counter teeth promote an aggressive feeding action, while minimizing jamming,” says Wright.

An optional primary stage shear bar is available for applications requiring extra fine mulch. This set-up doubles the attachment’s cutting action, according to Wright, providing highly efficient shearing action with less wrapping with viney material, and producing small, particle-size mulch.

Wright explains that the attachment’s design allows for full rotation of the head, enabling “claw hooks” to reposition trees and branches, and the adjustable push bar with welded “claw hooks” pushes falling brush and trees away from the power unit and pulls the material into position for proper feeding into the head.

Again, with ROW work, the key is investing in the kind of equipment for the work you are after in your market.
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When performing storm work, it is likely that the home owner has filed an insurance claim in order to collect payment from the insurer for the work you performed. Understanding how insurance payments are made to home owners can assist you with collection, particularly since many home owners will say to you, “I will pay you once I get the insurance money.” Knowing the process, what questions to ask and who is involved will allow you to track when payments have been made, how much has been paid out and who actually received the payments.

Ultimately, your contract is with the property owner and you should have a signed work authorization or contract in hand. But if you are not collecting payment upon completion of work, then following the “money trail” can assist you with decisions such as:

▶ when to go to collection;
▶ when to contact the insurance company to demand payment, if they are withholding the payout for the tree work and the property owner does not have the financial ability to pay your bill, and
▶ when to contact a mortgage bank if the insurance payment was made directly to them, a fairly common occurrence in today’s economic environment.

The following are some of the scenarios you may face and some suggestions on how to facilitate payment.

1) Payment is made directly to the property owner by the insurance company.

This is a common scenario and has advantages and disadvantages. The advantage is that the property owner with whom you contracted has received cash money and now has the financial ability to make payment to you, assuming that the deductible is not too high. The disadvantages include the fact that the property owner can use the money to pay off other debts. Most likely they will have numerous vendors who were involved in repairing their home and the property owner may not know for which portion of their claim they received money. For example, the property owner received a $10,000 payment from the insurance company and paid it all to the roofer, but some of the money was actually for the tree removal. The property owner may have thought that payment from the insurance company for your invoice was still in process.

Note: Emergency tree removal work is classified as “mitigation work” as opposed to “reconstruction work.” When a property owner receives an insurance payment, it may detail the work covered by the payment as “tree work” or it may simply say “mitigation work.”

Other disadvantages include:
▶ it is difficult to know when the property owner received the insurance money;
▶ if the property owner has creditors who have a security interest, they can collect before you, and
▶ if there is any dispute, i.e., insurance company disputes your invoice after the work is complete, the property owner may “pile on” and claim that you did damage during work or did unsatisfactory work and is withholding payment. You may only discover this when trying to collect.
Suggestions: It is critical to document your work and get a signed contract from the homeowner before starting work, otherwise going to collection will be close to impossible. Getting approval from an adjuster prior to work being done can help, particularly if the job is large and you want to avoid a scenario where the insurance company contests your invoice after work is complete. Finally, getting a signed statement of satisfaction from the homeowner immediately after work is complete can assist you in defending against any complaints after the fact.

Staying in contact with the property owner on a weekly or bi-weekly basis after work is complete is key, as it is advantageous to know about any issues and address them in a timely fashion. “Staying in front” of a property owner is good way to position yourself for payment, particularly if multiple vendors are looking to collect. Insurance claims that are correctly filed usually result in payment within one to three weeks (depending on the insurance companies), but during a major storm event this may take significantly longer.

2) Payment is made in the form of a two-party check.

This is a method that the insurance company uses to protect vendors/service providers as well as to prevent insurance fraud. The advantage is that the property owner cannot cash the check without your signature and the general rule of thumb is that the property owner signs the check and turns it over to you. One issue that can arise is that the property owner does not agree to sign the check and turn it over to you. Another issue is that, if the deductible was applied against your work, the check will be in an amount equal to your invoice minus the deductible – in this case the property owner must pay the remainder out-of-pocket.

Suggestions: Getting signed work authorizations containing terms that ensure payment in full will allow you to go to court or collection. Property owners will most likely be less willing to argue with you if they signed work authorizations and certificates of satisfaction. It is important to know that if a homeowner gets a two-party check and refuses to sign it and turn it over to you, you can report them to their insurance company and the insurance company will have the right to cancel the policy going forward. Insurance companies do not like to have policy holders who deny payment or steal insurance money from vendors and, depending on the state, they may have the right to cancel the policy – this is leverage against a non-paying homeowner.

3) Payment is made to a mortgage bank.

Almost all mortgages require that insurance payments are made to the mortgage banks and they will only release the money when the property owner has provided them with evidence that the repair has indeed been completed. The rationale for this is that the home is collateral for the mortgage loan. Ultimately, it is the property owner’s responsibility to release the insurance money from the mortgage bank, but in some instances a tree care company can approach the mortgage bank directly, and ask that the money be released to them. Usually a mortgage bank will ask for supporting documentation such as an invoice, photographs of the home evidencing that the work is...
complete, and a W-9.

Suggestions: Once again, documenting your work as set forth above, getting approval from an adjuster, and getting a certificate of satisfaction can assist you in releasing money from a mortgage company. Remember, releasing money paid to a mortgage bank is the responsibility of the property owner, but if the property owner is not cooperating or is unaware of what needs to be done (property owners frequently do not know that they need to release the money form a mortgage bank or that insurance money is even paid to a mortgage company), then you may need to become involved.

4) Payment is made to a mortgage bank and the bank won’t release the money.

Again, as mentioned above, it is the property owner’s responsibility to release the insurance money from the bank and pay for the tree work, but, if the home is in foreclosure, the home owner is likely bankrupt and no longer has any rights to the insurance money or the home. Therefore, action must be taken against the bank if it refuses to release the insurance proceeds. Most banks take the position that 1) the insurance money is part of the collateral that secures the loan, and 2) that they are entitled to the insurance money because they are secured creditors and 3) that they are invoking their rights under the loan.

Solution: a) Confirm that the insurance company made payment to the bank. Get the name of the insurance company and contact them and ask for contact information at the bank. b) Contact the bank and demand payment. Make sure that your demand is made in writing and send the demand by certified mail. c) If the bank refuses to release the insurance proceeds, a complaint can be filed with the Office of the Comptroller of Currency (OCC), which is a government body that regulates the banking industry. Forms are available online at www.occ.treas.gov/topics/dispute-resolution/consumer-complaints/index-consumer-complaints.html

Following the steps set forth above will diminish the likelihood of collection issues, but it is important to remember that if your work is not well documented, then the chances of being successful in a collection are close to zero.

Doug Malawsky serves as executive vice president and chief operating officer of HMI, a TCIA associate member company located in Cary, North Carolina, responsible for the insurance claims and emergency response division. He manages a national network of 2,500 professional tree company crews and approximately 1,600 arborists who provide services to the insurance industry. This article is taken from “Post Storm: Working with Insurance Companies,” the presentation he will be making at TCI EXPO in Baltimore this November. For a complete schedule or to register for TCI EXPO, visit expo2012.tcia.org.
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(M) Enginaire  
www.enginaire.com  
Enginaire is a leading manufacturer of heavy duty air intake systems including precleaners, filters and adapters. Our electric powered Cabaire cab pressurization unit supplies clean filtered air to the operator cabin while pressurizing it to keep dust out of the breathing zone.

(M) Fano Saw Works  
www.fannosaw.com  
Manufacturers of the world famous Fanno Pruning Saws since 1921. Made in the USA. Also featuring Fanno International Tri-Edge® saws. Quality, durable, and unique saws for the Tree Care professional. Help us celebrate over 90 years in the tree care industry.

(M) Fecon, Inc.  
www.fecon.com  
Fecon will be displaying their line of forestry mulchers, FTX Tractors 97-600hp, forestry attachments, excavator attachments including the CEM36, Chipper Forwarder, Chipper Module and other biomass related equipment.

(M) Fifth Element Protocol, LLC  
www.cheaptopkeeptreesandlandscapes.org  
Knew View Tree Training turns your new and existing tools into more jobs and more profit using the Cheap To Keep Trees and Landscapes Protocol. We offer instructional DVDs that teach the best management practices using our proven Tree Preservation Actions creating sustainable growth and value driven benefits; blending knew science into your business model.

(M) Forestry Suppliers, Inc.  
www.forestry-suppliers.com  
A worldwide supplier and distributor of general-use and specialty products and equipment for the arboricultural, landscaping, and grounds maintenance markets. Top-quality brands you know and trust backed by a 100 percent Satisfaction Guarantee.

FourGroup Italia Srl  
www.viltomgroup.com  
FourGroup Italia Srl. is a manufacturer of finest Italian work wear, made in Europe. Stop by our boot to see our latest collection of chainsaw clothing for both loggers and arborist.

(M) Fred Marvin Associates  
www.pruner.com  
Manufacturers of pole pruners and pole saws since 1943.

(M) Freightliner Trucks  
www.freightlinertrucks.com  
Freightliner Trucks will feature their M2 Product line with applications specific for the tree industry. Stop by and see for yourself a true all-around performer with segment leading visibility and maneuverability. Come speak to our Work Smart sales and technical team and get your entire product questions answered.

(M) Georgetown Insurance Service, Inc  
www.georgetownins.com  
Georgetown Insurance Service, Inc. and ArborMAX have joined together to deliver comprehensive and effective insurance solutions for the green industry at competitive prices. Whether you’re an arborist, landscaper, or nursery, place your insurance needs in our capable hands. We have the right product for you.

(M) Giuffre Brothers Cranes  
www.giuffre.com  
Giuffre Bros. Cranes is a leader in the boom truck industry with over 40 years of experience. We offer a wide range of boom trucks from 8-40 ton capacities and 50 ft.-165 ft. reach. These boom trucks can also be equipped with man baskets and remote controls. A unique tool for the professional.

(M) Green Manufacturing  
www.greenteeth.com  
The advanced design of the Greenteeth Tooth and Pocket System offers four system sizes tailored to the horsepower of each specific stump grinding machine. Greenteeth are engineered to provide a faster, more efficient cutting tooth and made to increase performance and production.

(M) Green Pro Solutions LLC  
www.greenprosolutions.com  
Green Pro Solutions, LLC specializes in plant spray systems of all sizes. We manufacture cutting-edge, plant-sourced fertilizers and soil amendments and provide advanced horticultural, nutrient-availability soil testing.
ability to assess the amount of internal decay and solid wood within trees by measuring the relative density and distribution of wood which is extremely important information for public safety and will allow for timely removal of hazardous trees. The protection of the public in one incident will more than pay for the cost of this unit!

(M) Independent Protection Company
www.ipelp.com
IPC is your premier source when it comes to lightning protection system needs. IPC supplies arborists, tree care companies, golf courses, and others with equipment for trees. Free estimates available, quick order turn-around, major credit cards accepted. Call IPC today toll-free at 800-860-8388.

International Safety Components, Ltd.
www.iscwales.com
ISC is the world’s leading design, development and manufacturer of innovative climbing and rigging hardware. At TCI EXPO 2012, we will be presenting our new, improved 2012 rigging blocks along with our new Luke Aluminum oval kara-biner and the world’s first triple-action swivel eye snaphook.

International Society of Arboriculture
www.isa-arbor.com
Stop by the ISA bookstore to check out the latest industry publications, videos, apparel and more! Learn about ISA Certification Credentials and membership benefits at ISA Info Central.

(M) International Truck and Engine Corp./Navistar, Inc.
www.navistar.com
Manufacturing high-performance trucks featuring the industry’s only advanced EGR engines.

(M) Ironwood Heavy Highway LLC
www.ironwoodheavyhighway.com
Environmental services to include land clearing, environmental matting, utility ROW transmission corridor clearing and maintenance.

(M) J. J. Kane Auctioneers
www.jjkane.com
J.J. Kane Auctioneers is a full service auction company, specializing in on-site and online absolute auction sales for tree care contractors, utilities, electrical contractors, municipalities, and rental companies. As the leader in our field, we sell more used tree care equipment than any other dealer or auction in the nation.

(M) J. P. Carlton Company, Div. DAF Inc.
www.stumpcutters.com
JP Carlton manufactures a complete line of professional tree equipment including disk and drum chippers from 6- to 18-inch capacity and Stump Cutters from 13 horsepower to 250 horsepower. Carlton has a 50 year history of manufacturing the highest quality most productive machines in the industry.

(M) Jameson, LLC
www.jamesonllc.com
The leader in Fiberglass Poles since 1956, Jameson’s product line has expanded to include pruners, pole saws, Barracuda Tri-Cut Saw Blades, hand saws and aerial bucket tool holders. Today, Jameson’s is the professional arborist’s choice for quality tree trimming tools.

(M) Jarraff Industries Inc.
www.jarraff.com
For over 30 years Jarraff Industries has been providing contractors with the high quality, innovative equipment they need to safely and efficiently clear land and maintain utility right-of-ways. See the industry leaders at TCI EXPO: the Jarraff All-Terrain Tree Trimmer and the Geo-Boy Bush Cutter.

(M) K & M Lawn, Garden & Arborist Supply
www.blueridgearboristsupplies.com
Rope, saddles, spikes, pruners, Fiberglas poles, handsaws, fliplines, ascenders, descendars, carabiners, rope snaps, pulleys, slings, personal protective equipment, rope bags, gear bags, chain saws, etc.

Karl Kuemmerling, Inc.
www.karlkuemmerling.com
Mitts & Merrill brush chippers, John Bean Sprayers, Timberwolf wood splitters, processors and conveyors, Husqvarna chain saws, ropes, safety saddles, hand and hydraulic pruners, carabiners, lowering devices, safety signs, tree books and manuals, pruning saws, rope bags, cabling...
supplies and tree gaffs plus outdoor work clothing and climbing boots.

(M) Kershaw, a Div. of Progressrail  
www.PROGRESSRAIL.com  
Manufacturing machines for the utility industry for 40 years. Products include the Sky Trim high-production mechanical tree trimmer in three models: Rubber Tired, Tracked and Rail way unit. The Klearway 500 high-production brush cutter with CAT 202 hp engine and choice of attachments. For information or demonstration, contact Mike Balkom, national sales manager, at (334) 799-4075 or email mbalkom@progressrail.com

(M) Knapheide Manufacturing Company  
www.knapheide.com  
The Knapheide Manufacturing Company is a full line manufacturer and installer of forestry bodies and hoists.

(M) The Knife Source, LLC  
www.KnifeSource.com  
Manufacturer of brush chipper knives.

(M) Knot & Rope Supply  
www.knotandrope.com  
Complete stocking supplier of arborist, forestry, landscape ropes and climbing hardware. On-site and insured splicing department. Stocking Yale, Samson, New England, All Gear, Buccaneer, etc.

(M) Larson’s Insurance Solution Agency Inc  
www.larsoninsurance.com  
Tree care industry insurance providers.

(M) LebanonTurf  
www.lebanonturf.com  
LebanonTurf is a leader in research and commercial development of products using beneficial mycorrhizal fungi and rhizosphere bacteria and has developed over 30 proprietary products for improving plant, soil and water quality.

(M) Leonardi Manufacturing  
www.leonarditreecare.com  
Leonardi’s continues to bring you cutting edge stump grinder products. Come see the M1 Cutting Systems family; big to small, grind it all! Change all teeth in minutes, faster cutting & quicker clean up. From our economical ½-inch teeth, Levco, and Tuff Teeth, to our time saving Tomahawk and Chipper blades; visit booth 501 and order today!

(M) Liberty Financial Group, Inc.  
www.libertyfg.com  
Providing commercial financing alternatives to the tree care industry who are purchasing new and/or used business equipment and offers a variety of programs and services.

(M) Loftness/US Attachments  
www.loftness.com  
Loftness Specialized Equipment, Inc. provides a full line of tractor 3-point mounted or skid-steer mounted tree and brush shredders, orchard and vineyard shredders, flail mowers, rock pickers, sod roll-laying, snow blowers. The product line is known for state of the art design, durability and workmanship. Loftness’ website includes complete listings of product pricing, product videos, literature, by state listing of dealers and sales representatives.

(M) Manitowoc Cranes  
www.manitowoc.com  
Manitowoc is a leading manufacturer of lattice boom crawler cranes, Potain tower cranes, Grove mobile hydraulic cranes and National Crane telescoping cranes. Manitowoc Crane Care is the world’s most advanced service and support program.

Maryland Occupational Safety & Health  
www.dllr.maryland.gov/labor/mosh  
OSHA/MOSH Safety & Health Standards and Information; MOSH Outreach & Consultation Service

(M) Mauget Company  
www.mauget.com  
With the expansion of micro-injection and micro-infusion technologies, the demand for more application methods has resulted in the development of a variety of devices. To accommodate these devices, Mauget has packaged their time-proven chemistry in 1 liter bottles for use in all liquid loadable micro-injection devices available in the marketplace. Whichever method you prefer, inject the best! Mycoject Ultra Hp, Imicide Hp, Abacide 2 Hp, Inject-A-Min Manganese, Stemix Plus and Arborfos Hp. Ready-to-use and concentrated for lower pressure injection in 1 liter bottles. Combine 50+ years of successful tree science with what you know best – for trees and your business!

(M) Minnesota Wanner Company  
www.mnwanner.com  
Heavy-duty sprayers for commercial tree care and IPM. Minnesota Wanner Company offers standard and custom built sprayers along with a large inventory of parts and accessories to keep your sprayer in the field. Order online or toll-free 1-800-247-4998.

(M) Morbark, Inc.  
www.morbark.com  
With over 50 years in business, Morbark’s experience and expertise is unparalleled in the industry. Offering a full line of stump grinders and brush chippers, Morbark has a machine for every application. In addition to heavy-duty, reliable equipment, Morbark’s worldwide dealer network provides an unmatched level of support.

(M) New England Ropes Corp.  
www.neropes.com  
Rope manufacturer – spliced goods, braided and three-strand climbing and bull ropes for the professional arborist. Available at finer dealers.
leading manufacturer of cutting chain, guide bars, drive sprocket systems, and accessories for chain saws. Visit www.oregonchain.com for more information.

(M) Oxford Plastic Systems
www.oxfordplastics.com
Manufacturer of safety products and mats for ground protection, barricades, cones and trench covers.

(M) Palfinger North America Group
www.palfinger-northamerica.com
Palfinger, a world leader in the design and manufacturing or material handling equipment, offers a comprehensive product portfolio of cranes and container handling equipment.

(M) Petzl America
www.petzl.com
Petzl provides tools, techniques and ideas that minimize risk and increase efficiency for arborists and tree climbers. Petzl’s product line includes state-of-the-art saddles, helmets, carabiners, ascenders, descendants, pulleys, lanyards, and ropes. For more information, log on to www.petzl.com

(M) Plant Growth Management Systems
www.plantgrowthmanagementsystems.com
Plant Growth Management Systems assists arborists with applications for TGRs-Paclobutrazol and EAB prevention-Imidacloprid. We provide competitively priced products, innovative application equipment, proper rates for trees and woody shrubs and estimating/sales material. Makers of the easily Transportable Tank and Multipurpose Probe for many types of treatments. Call toll free 877.902.7467.

(M) Preforemed Line Products
www.preforemed.com
Specialized cabling and bracing equipment for the tree care industry: TREE-GRIP Dead-end, Tree Guards, WEDGE-GRIP Dead-end and Safety Guy-Wire Dispenser.

(M) Quadco Equipment Inc.
www.quadco.com
Cutting tools for stump grinders, brush cutters; rotators for grapples.

(M) Rayco Manufacturing, Inc.
www.raycomfg.com
Rayco Manufacturing, Inc. is dedicated to designing and manufacturing the world’s most innovative and complete line of stump cutters, brush chippers, forestry mulchers, and horizontal grinders.

(M) Rotochopper, Inc.
www.rotochopper.com
Rotochopper Inc. is an international manufacturer of wood waste grinders, mobile bagging systems and wood chip processors/colorizers. Rotochopper Inc. is unique in that it is the only U.S. company that markets a mobile bagging system and the only wood waste grinder that can grind and color mulch in one pass.

(M) Royal Truck & Equipment, Inc.
www.royaltruckequip.com
The industry’s toughest custom forestry and landscape trucks; designed to your specs with cranes, grapples, hooklifts and more!

(M) Ryan’s Equipment
www.ryansequip.com
Skid steer & excavator attachments – grapples, shears and grinders. New RTG-60 category two 3 pt-hitch grapple with 60-inch opening, DS24 chain saw felling grapple that will cut 24 inches in a single pass, 34 inches in multiple passes, and “The Kraken” will split large timber into two equally sized pieces.

(M) Rainbow Treecare Scientific Advancements (SciVance)
www.treecarescience.com
Rainbow carries a full line of tree care products to solve all your company’s tree health care and pest management needs.

(M) Oxford Plastic Systems
www.oxfordplastics.com
Manufacturer of safety products and mats for ground protection, barricades, cones and trench covers.

(M) New River Equipment
www.newriverequipment.com
The Best Cutting Tools in the Industry just got BETTER! The Revolution, from New River Equipment Corp., utilizes the industry’s best cutting tool, while reducing wheel wear. The Revolution is available for tow behind, self-propelled, or any other stump grinding application.

(M) NiftyLift, Inc
www.niftylift.com
Manufacturer of a complete line of trailer mounted aerial lifts. Range is from 24-foot platform height to 63-foot platform height.

(M) Northeastern Arborist Supply
www.northeasternarborist.com
Carrying a complete line of professional tree and turf equipment such as climbing gear, saws, ropes, safety supplies and brush chippers. Inventory includes the latest in rigging supports and lowering devices. Also manufactures custom and standard built tree and turf sprayers designed to suit your company's PHC needs.

(M) Northern Atlantic Financial, LLC
www.northernaplanticfinancial.com
Northern Atlantic Financial, LLC is the most trusted name in the financing business for over 18 years. We specialize in financing new & used equipment for the arborist industry, with affordable financing options available & a commitment to help businesses find the program that best fits their needs.

(M) Oregon Cutting Systems Group, Blount, Inc.
www.oregonchain.com
Oregon Cutting Systems is the world’s

Aerial rescue demonstrations are just part of the education offerings taking place all day long at TCI EXPO.
manageable sizes.

(M) Safe Tree Products, LLC
www.safetreeproducts.com
Hanging saw holders, hanging tool storage/organizers, utility bucket guards and shields and utility bucket safety products.

(M) Salsco, Inc.
www.salsco.com
Manufacturer of 3-inch to 18-inch capacity, wood/brush chippers, 8 hp-200 hp, gas, diesel, electric and PTO. Chipper/Shredder/Vacuum - 25 hp gas.

(M) Samson
www.samsonrope.com
By applying the latest fiber technology to our design and manufacturing process, we produce ropes that increase safety and enhance productivity for the professional arborist. For more information visit samsonrope.com for a product guide and a dealer near you.

(M) SANDVIK
www.smc.sandvik.com
Sandvik offers products for the stump grinding industry. The patented DURA Disk Cutting System is now available for a variety of stump grinder machines for the efficient and economical removal of stumps.

(M) SavATree
www.savatree.com
SavATree is an industry leader in environmentally sensible plant health care, general tree care, deer deterrent, and turf management services for residential, commercial and historic properties. We are a healthy, aggressively growing company providing premier arboricultural services from 24 locations in the Chicagoland area, the Northeast, and Mid-Atlantic regions.

(M) SherrillTree
www.sherrilltree.com
Tree Gear. Tree People. We offer quality innovative tools for the tree care industry. Our booth will feature our full line of Silky saws and A.R.T. Climbing products as well as all the climbing, rigging and spliced gear you’ve come to expect from us. We will even showcase a full-sized Spray Rig.

(M) Simonds International Corp.
www.simondsinternational.com
Simonds International manufactures Brush Chipper Knives to meet or exceed OEM Standards at our factory in Big Rapids, Michigan, USA. Our company has been manufacturing high-quality cutting tools for the wood processing industry for over 180 years. Stop by to chat about our premium American made chipper knives.

(M) Smith Truck Cranes
www.smithtruckcranes.com
Truck cranes.

(M) Sonetics Corporation
www.soneticscorp.com
Sonetics is the leader in proven team communication systems. Improve your work safety and effectiveness with rugged head-set systems that deliver continuous hands-free communication and hearing protection without costly, unreliable, and inconvenient 2-way radios. We support every system with up to five years of warranty protection and customer care.

(M) Southco Industries, Inc.
www.southcoindustries.com
The industry’s leading forestry truck body manufacturer, specializing in complete chassis, cab and body packages. Knuckle boom cranes, lift gates, corner mount cranes, platform, service and landscape bodies.

(M) Stein USA LLC
www.stein-usa.com
Range of lowering devices and safety products.

(M) Sterling Rope Company Inc
www.sterlingrope.com
Life Safety Rope, cord, webbing and hardware. Flip lines, access lines and bucket evacuation kits.

(M) STIHL Inc.
www.stihlus.com
STIHL is the number one selling brand of handheld outdoor power equipment in America. A full range of STIHL chain saws, outdoor power equipment and hand tools will be displayed on the TCI EXPO show floor.
Supersonic Air Knives are used to safely and efficiently excavate tree room collars for diagnosis and treatment. They also perform vertical mulching, radial trenching and other soil compaction techniques. They are used by leading researchers, consulting arborists and contractors all over the world.

SVE Portable Roadway Systems, Inc.
www.mudtraks.com
Trakmat: designed for professionals. Get in, do the work, get out clean! No tire ruts. Bring the right tool the first time! Traction surface in rows/columns so they slide in/out. Hand cutouts for easy lifting. Only 78 pounds, light color doesn’t burn grass. Tough mat, long life.

Switch-N-Go
www.switchngo.com
The Switch-N-Go Detachable Truck Body System allows you to interchange truck bodies simply and easily in a matter of minutes. This system is a great way to maximize the versatility and utilization of your medium duty (11,000-26,000 GVW) work truck. Visit www.switchngo.com or call 1-888-311-0867 for more details.

T.H. Glennon Co., Inc.
www.mulchcolorjet.com
Manufacturer of colorfast colorants for landscape mulch and producer of the mulch color jet equipment used to inject colorants directly into any grinder, including horizontal and tubs as well as trommel screens.

Taddiken Tree Company, Inc.
www.outonalimbbooulder.com
Cloud based software for tracking all your customers, trees and services on maps. Extensive knowledge base to track pests, diseases and other tree issues using photos with advanced search capabilities.

Talking2Trees LLC
www.talking2trees.com
Talking2Trees is a new way to inventory and manage Urban Forests. We’re developing an iPad app to help arborists and small communities focus on their needs with efficient survey collection, report preparation, and tree management built into a single “use-anywhere” product!

Teletrac, Inc.
www.teletrac.net
Teletrac, Inc. Trusted by more than 20,000 fleets of all sizes and tracking more than 200,000 vehicles in 75 countries. Teletrac saves fleet owners time, money and reduces their carbon footprint. Fleet Director helps customers report up to 30 percent lower fuel usage, 12 percent higher productivity and less unauthorized vehicle use.

Terex Utilities
www.terexutilities.com
Terex Woodsman
www.woodsmanchippers.com

Terex Utilities is the manufacturer of the XT Series of tree trimmers used by the tree care industry. Terex Woodsman is an industry leader in the design and manufacture of wood processing equipment. Offering a comprehensive range of hand fed chippers, biomass chippers and trommel equipment to arborists, land developers, utility contractors, and more.

Terratech Manufacturing, Inc.
www.terratechmfg.com
Integrated tree trimming systems. Aerial tree trimming equipment.

Teupen USA, Inc.
www.teupen.com
The Teupen solution – Access redefined. Compact, track-mounted, outrigger-supported aerial access platforms with working heights ranging from 42 feet to 164 feet. The Teupen LEO Series was specifically designed to be compact and light for easy transportation and superior accessibility to jobsites with limited access and difficult terrains.

Timberland Truck & Equipment
www.timberlandtrucks.com
Timberland Truck & Equipment specializes in custom NEW and used forestry and log loading knuckleboom trucks. We are a COPMA knuckleboom crane dealer which gives us the capability to supply a wide range of hydraulic cranes. Timberland also carries an extensive line of ICM grapples and related crane accessories.

Timberwolf Manufacturing Corp.
www.timberwolfcorp.com
Professional firewood processing equipment; splitters, conveyors, and processors.

The Toro Company
www.toro.com
Innovative compact utility equipment to save time and money for the tree care professional. Products include: stump grinders, chippers, log splitters and mini-tracked loaders.

The Townsend Corporation
www.townsendcorporation.com
Townsend is a leading service provider to energy industries. The company’s core businesses include vegetation management
services, line clearance and herbicide application services for electric utilities and pipeline companies, power line and substation construction for the energy industry, custom blending and repackaging of herbicide and emergency storm restoration services.

(M) Tracked Lifts, Inc.
www.trackedlifts.com

Tree & Landscape Equipment Trader
www.treetrader.com
Tree & Landscape Equipment Trader offers NEW and USED equipment from manufacturers, dealers and private sellers, Arborist Supplies, Parts suppliers, Financial Services, upcoming Auctions, and Insurance. Our website (www.treetrader.com) is # 1 in the world for the Tree & Landscape related professional. It is quick and easy to use and offers a wide variety of categories.

Tree Care Industry Association
www.tcia.org
Since 1938 the Tree Care Industry Association has been providing high quality products and services to member companies. We concentrate on what matters most to you – increasing safety with the Certified Treecare Safety Professional (CTSP) Program, increasing your profits and helping your company implement sound business practices with the TCIA Accreditation Program, fighting for your interests on legislative and regulatory issues through the Voice for Trees Political Action Committee, and raising the industry's profile and professionalism image with consumers through www.treecaretips.org. We are the producers of TCI EXPO and Winter Management Conference. Follow us on Twitter and Facebook.

TREES Fund Tree Research/ Education Endowment Fund
www.treefund.org
We support sustainable communities and environmental stewardship by funding research, scholarships and education programs essential to the discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry.

Tree Services Magazine
www.MooseRiverMedia.com
Tree Services magazine is an industry publication with FREE subscriptions offered to qualified commercial tree care contractors and arborists.

(M) Tree Tech Microinjection Systems
www.treetech.net
Pesticides and fertilizers for tree health care administered by plastic microinjection units.

(M) TreeStuff.com/Metro Arborist Supplies
www.treestuff.com
We are arborists, we sell quality tree care equipment. Our business is modeled after amazon.com & similar online-only retailers.

(M) Utility Auctions, Inc.
www.utilityauctions.net
Auctioneering services for forestry, utility and construction company fleet vehicles and equipment.

Utility Fleet Professional Magazine
www.utilityfleetprofessional.com
UFP magazine services the bucket truck fleet manager. For a free subscription please go to www.utilityfleetprofessional.com

(M) Vermeer Corporation
www.vermeer.com
Vermeer Corporation located in Pella, Iowa manufactures a full line of tree-care products including brush chippers, mini skid steers, stump cutters and tree spades. Please visit Vermeer.com or contact your local Vermeer dealer to learn more.

(M) VERSALIFT, TIME Mfg Co.
www.versalift.com
Aerial lift manufacturer “Versalift.”

(M) Weaver Leather, LLC
www.weaverarborist.com
With a great selection of products to meet the needs of both aerial and ground people, Weaver is your source for quality arborist supplies. From positioning saddles and scabbards to axe guards and pruner pouches, we’ve got your needs covered! Visit us at www.weaverarborist.com to learn more.

(M) West Coast Shoe Company (WESCO)
www.wescoboots.com
For 93 years, four generations of the Shoemaker family have invested into a business which is both legacy and legend. We’re still here in Scappoose, Oregon, building fine boots with John Shoemaker’s unwavering commitment to quality. To see a Wesco built is still 155 carefully finessed steps from start to finish.

(M) Western Equipment Finance, Inc.
www.westernfinanceandlease.com
Western Equipment Finance is a nationwide, full-service commercial equipment finance company. We have been in business since 1990 as a direct lender, owned by our parent company Western State Bank (established 1901). Western is committed to providing superior customer service for long-standing relationships with our customers and vendors.

(M) WPT Power Corp.
www.wptpower.com
WPT manufactures a wide range of engine-mounted power take-offs for pumps, chippers, tub grinders; clutches and brakes for processing mills and yards plus winches for a variety of forestry applications.

(M) Yale Cordage, Inc.
www.yalecordage.com
Yale manufactures arborist lines in a variety of constructions, XTC climbers’ lines certified to CE standard, Polydyne riggers’ lines, Bee Line prusik cords and steel cored flip-lines. Come see our drop tower showing the differences between dynamic loads on different rope types.
HELP WANTED

Crane-assisted Tree Removal, Southern NH
Climber, log truck operator, & ground positions. Must have 3-5 years' exp., CDL & arborist cert. a plus. Competitive wages. (603) 882-0686 or email info@mcguinnessstreecom.

Tree Climber/Bucket Truck Operator, Wilmington, DE
Experienced tree climber and bucket truck operators are needed for fast paced professional tree service. Valid license and drug screen are required. CDL license and arborist certification are a plus. We are looking for someone who cares about their profession and wants to be part of a growing team of tree care professionals. Hourly rate is based upon experience. http://stroberttree.com/employment-opportunities/

Salesperson/Arborist/Forester with experience in selling arbor care, Houston TX
Year-round position. Must be self-motivated, have good written and oral communication skills, landscape construction experience helpful. Company provides services to greater Houston and contiguous counties. Company benefits include excellent salary with performance incentive, excellent health, dental, paid vacation and holidays, excellent 401(k) match, sick days, training and continuing education and company vehicle. Email resume for consideration to jeffs@embarkservices.com; www.embarkservices.com; fax (281) 768-7480 EOE

Work year round for the Best Company
Work with the best equipment for the best customers in Baton Rouge, LA. Must be experienced, professional, drug-free climber with valid driver's license. Contact Bofinger's Tree Service (225) 755-8088.

Salesperson wanted for well established tree service, experience necessary. Certified Arborist a plus. Email resume to acornTreecare@comcast.net.

Climbers/bucket truck operators, crane operators
Ping's Tree Service, one of the largest tree services in central Indiana, is seeking climbers/bucket truck operators and crane operators. Must be experienced in residential and commercial tree care, including: crown reductions, thinning, pruning and working with cranes. Must have technical rigging skills of all facets of tree trimming and removal. Lic. drivers only. PHC techs and cert. arborists also needed. Join one of Indiana's leading tree removal companies. Top wages and great benefits. Apply online without delay at pingstreeservice.com/employment.html.
Experienced Bucket Truckoperator/Climbers, Salem, OR

We provide high quality tree care for residential and commercial clients. We offer a 4-day work week (10 hrs), benefits and vacation. Email ftreei@proaxis.com Attn: Elwood.

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Arborist Representative

Manage an established and lucrative territory in the Fredericksburg, VA area. The ideal candidate will have 5+ years of experience selling & managing residential & commercial properties & have a proven track record of success. Qualifications: ISA Certification; degree in forestry, arboriculture or related field; hands on knowledge of trees, insect, diseases; attention to detail; strong listening skills; clean driver’s license; strong sense of safety; strong leadership. We pride ourselves in offering scientific tree care and have unmatched resources with the Bartlett Tree Research Laboratory. If you are someone who is looking for upward mobility and a long-term future with a great company, then send us your resume. We offer competitive compensation & benefits. Email your resume to ndubak@bartlett.com; www.bartlett.com; fax (203) 323-3631. EOE

Part-Time Regional Outreach Coordinators

TCIA’s newly created outreach coordinator positions will concentrate on creating groups of tree care business owners who meet and interact regularly (face-to-face and online) and facilitating increased participation in TCIA programs via regional workshops that address both owner and employee needs (EHAP, CTSP, etc). Regional coordinators will live and work in their assigned regions to organize member gatherings (breakfasts, after hour’s gatherings, etc) where current members interact prospective members are invited to see what they are missing. Coordinators will work to strengthen the visibility of professional tree care through consumer awareness opportunities at events, via social media, and traditional press. Target areas for coordinators are Chicagoland base for upper Midwest area, Southern California base for West coast area and Atlanta to Charlotte corridor base for the Southeast area. Other locations will be considered depending on strength of the candidate, local industry, location, and TCIA strategic plans. To read the complete job description, requirements and application details, visit www.jobs.tcia.org. Resume and cover letter to: Bob Rouse, Rouse@tcia.org.

Tree Care Division Manager

Acres Group seeks a certified arborist with both sales and production management experience to manage our tree care division. Oversees strategic and day-to-day operations of the tree care division with a focus on safety, training, and quality while meeting budgeted revenue and profit goals. Sell tree care work both independently and in conjunction with our sales team. Must be a certified arborist with minimum 5 years’ tree care industry experience. Preferred: CTSP certification, pesticide applicator’s and CDL A driver’s license. Apply online at http://www.acresgroup.com/careers/careers_jobsearch.asp or call Maureen for more info (847) 487-5070.

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Residential tree service in need of qualified tree climber in Anchorage, AK. Must be experienced in residential tree work and familiar with pruning and rigging techniques. Certified arborist preferred. Valid driver license a must. Looking for someone with integrity and good attitude, who takes pride in their work. We offer competitive wages and an enjoyable, drugfree workplace. Check us out at talltreesalaska.com and email resume to talltreesalaska@yahoo.com

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Arborist Foreman, Spray Techs and Lawn Techs Wanted

Foreman position requires a thorough knowledge of tree care and safety standards, arborist certification, attention to detail, and the ability to schedule and direct a crew of 2 to 5 employees while maintaining a superior level of customer care. We also have positions open in our Plant Health Care and Lawn Care Departments. Ideal candidates will consistently strive to exceed existing customers’ expectations, research and diagnose disease, pest and cultural issues while communicating with fellow crews to achieve overall landscape health. You can look forward to servicing immaculate multi-million dollar residences, caring for the trees of beautiful mountain towns and living in a resort community offering countless activities and amenities. If this sounds like the right job for you, please contact by email: office@myaspentree.com or call: (970) 963-3070.

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Immediate Openings Plant Health Care Technicians

PHC Tech’s primary responsibility is to provide services to improve the health of the client’s trees. Should have 3+ years’ experience in the Green Industry, proficient with identifying species, insects, diseases in plants. Provide services such as spray applications, root & soil treatments, protective fencing installation, site visits & root pruning. Should follow all ANSI standards as well as safety and chemical regulations. Be responsible for proper and detailed tracking of all work performed and to maintain credits & credentials necessary to perform work. Excellent benefits. Permanent, temp. & seasonal employment available. Must have or able to obtain CDL License. www.RTECtreecare.com.

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The full draft is available for download on the TCIA website: http://www.tcia.org/business/business-resources/ansi-a300 and scroll down and click the link in the “Get involved” section.

The following is just a short excerpt on the Cabling clause (34) of the standard. The committee placed more information about cabling objectives in this section. They also determined that Hub and Spoke cabling (34.2.4) is not a cabling of last resort, and should be considered as viable a cabling system as the other types of cable systems. The main point is that the specified system type meets the design objective. Here’s a sample of the revision:

34 Cabling
34.1 Cabling objectives
Cabling objectives shall be established prior to beginning any cabling operation.
34.1.1 Objectives should include, but are not limited to, one or more of the following:
- Limit the movement of codominant stems or branches;
- Limit the movement of weakly attached branches; and,
- Provide supplemental support for overextended branches that may be exposed to extra loading.

34.2 Cabling types
Cabling system specifications should include one or more of the following types:

New Utility Contractor Accreditation Pilot Program

TCIA is proud to introduce our new Utility Contractor Accreditation pilot program for commercial right-of-way (ROW) vegetation management/ utility line clearance contractors.

The TCIA Accreditation program is a comprehensive credential awarded to a company, rather than an individual within a company. Divisions or regions within a company may also earn the credential, which is based on a high standard of best-business, tree-management, and safety practices. This is verified by way of on-site inspections performed by qualified, independent industry contractors, trained and approved by TCIA.

The Utility Contractor Accreditation Program, like the established Residential/Commercial TCIA Accreditation program, is designed to help ROW and utility companies improve themselves and become model tree service companies. It also gives those companies that are already doing everything right a third-party credential to prove it.

TCIA Accreditation gives utilities and other ROW managers, as well as their investors and oversight agencies, the comfort and assurance of knowing that their sub-contractors meet a high level of professionalism in safety, technical services, regulatory compliance and general business practices. Although all risk cannot be eliminated, the TCIA Accreditation program will mitigate the most common risks that lead to losses in our respective industries. The end result for the utility? Contracts that are more efficient and easier to manage.

The Utility Contractor Accreditation pilot program was established to test the validity of the Utility Contractor Accreditation checklist and standard. The standard will then be finalized by the Utility Contractor Accreditation Council, the body that oversees the program.

The Utility Contractor Accreditation Standard and on-site assessment check-list include items that utility and other ROW purchasing agents routinely require in contracts, such as:
- governmental regulations (OSHA 1910.269; other applicable OSHA standards, FMCSR, FIFRA, etc.);
- industry standards for performance and safety (ANSI A300 and ANSI Z133);
- internal human resource policies and procedures;
- internal safety training and qualification program;
- ISA Certified Arborist - Utility Specialist and Certified Treecare Safety Professionals on staff; and,
- internal Injury and Illness Prevention Program (safety program).

Once the Utility Contractor Accreditation pilot program is finished, pilot program companies that successfully completed the process may be accredited. Contact Charlie Tentas at 800-733-2622 to learn more about the Utility Contractor Accreditation pilot program.
34.2.1 Direct: Direct cabling consists of a single cable between two tree parts, e.g., two branches, two stems, or a trunk and a limb (three direct cables shown).

34.2.1.1 Location of hardware shall be specified.

34.2.2 Triangular: Triangular cabling consists of connecting tree parts in combination of threes. This method should be preferred, when maximum support is required (two triangular systems shown).

34.2.2.1 Location of hardware shall be specified.

34.2.3 Box: Box cabling consists of connecting four or more tree parts in a closed series. This system should be used only when minimal direct support is needed.

34.2.3.1 Location of hardware shall be specified.

34.2.4 Hub and Spoke: Hub and Spoke cabling consists of a center attachment (hub) with spans (spokes) of cable radiating to three or more leaders.

34.2.4.1 Location of hardware shall be specified.

34.3 Cabling installation

34.3.1 Support cables should be taut following installation.

34.3.2 Anchor(s) should be installed at or near a point two-thirds \((2/3)\) of the length/height of the branch or leader to be supported, measured from the junction to be supported.

34.3.3 The angle of cable installation should be perpendicular to an imaginary line bisecting the angle between the tree parts being cabled.

34.3.4 If existing cables are to be replaced, they shall not be removed until the new system is installed.

Don’t miss this first-of-its-kind Asian longhorned beetle Certification Training Program for people who work with trees! The program will present an overview of the current status of ALB in North America, provide information on the biology and management of the beetle, and arm participants with the knowledge of what to look for with ALB. Participants will receive a certificate of training and earn CEUs for continued certification for: ISA Certified Arborist, Ohio Nursery and Landscape Association, Ohio Certified Nursery Technician (ONLA OCNT) and Certified Treecare Safety Professional (CTSP).

The certification is recognized by USDAAPHIS and the curriculum team included: USDA APHIS; Ohio Dept. of Agriculture; Ohio Dept. of Natural Resources; Ohio Chapter of the ISA; Ohio Nursery and Landscape Association (ONLA); Cincinnati Park Board; Cincinnati Zoo and Botanical Gardens; Phipps Conservatory and Botanical Gardens (Pittsburgh); Tree Care Industry Association (TCIA); Sentinel Plant Network; American Public Gardens Association; Ohio State University Dept. of Entomology; and OSU Extension.

The Ohio session is the first of what is intended to be a series of such certification sessions, and the goal of those involved is to duplicate it on a webinar as well as host similar sessions in other infested states in the future. The Ohio session is open to anyone, not just Ohio residents or businesses, and it will address ALB in general and will not be solely Ohio-specific.

For more information or to register, visit http://hamilton.osu.edu/, or email Joe Boggs at OSU Extension: boggs.47@cfaes.osu.edu.
Three TCIA Companies Take Part in Pet Project

By Tamsin Venn

Sgt. Spikes fought with the marines in Guadalcanal in World War II. He earned many letters of citation for bravery. But he never received a medal – the U.S. military didn’t award medals to dogs.

Sgt. Spikes is a hero buried in the War Dog Memorial in South Lyon, Michigan, among the ranks of four-legged soldiers, mainly German shepherds and Doberman pinschers, who served in World Wars I and II. They did duty as messengers, ambulance aids, enemy detectors and patrollers.

On June 23, Dawn Thierbach, CTSP, Arboriculture Society of Michigan (ASM) secretary, rallied three companies for a Day of Service to clean up the two-acre memorial, which has about 600 headstones commemorating the war dogs. Local volunteers had been clearing the local cemetery for about two years with hand tools.

“We realized we could help them, but if we did a day of service it would be quicker. ASM went for it. Everyone supports dogs,” says Thierbach, co-owner of TCIA member Victorian Gardens in White Lake. Also pitching in were Clint Sherill, owner of TCIA member Camelot Tree & Shrub Co. in Grosse Pointe; and Jason Kappen, CTSP, with accredited TCIA member company Kappen Tree Service of Cass City. All three are also ASM board members.

ASM generously provided insurance from TCIA associate member company Larson’s Insurance for the workers.

“We came in and cleared in a day what would have taken two years,” Thierbach says.

Camelot’s Sherrell says, “I told Dawn, I’d love to do it, just let me know when and where.” Three of his employees were thrilled to volunteer, including one of his long-time employees, a new hire, and the woman who runs the office but who had never been in the field.

“We were fortunate enough to be selected by ASM to participate,” says Jason Kappen. “We’re all about giving back to the community, so I jumped at the chance and had a great day. We chipped up a whole load of brush, trimmed out trees, and cut down some.” The only downside to the day for some was a nasty rash from poison ivy, which pervades the cemetery.

The companies’ crews, equipment and services boosted the volunteers past where they would have been and provided morale for ongoing work. The volunteers had worked tirelessly with hand tools for two years under the direction of Phil Weitlauf, a Vietnam veteran who first discovered the hundreds of grave markers buried in brush in 2009. But when Weitlauf decided the job needed bigger machinery to clear overgrown trees, he sought help from Judy Long, a local Hannabrits German shepherd trainer. Long then approached Thierbach and asked if her company could take the trees down.

“It was glorious having ASM step in,” Weitlauf says. “We tried to do as much as we could with the weed whackers. But that day, I sat there on the cooler just smiling. Look at all the progress we were making in one day! It was such a rewarding feeling. I loved it.”

He adds, “All the heavy brush is gone thanks to Dawn and that group.”

Victorian Gardens owners Dawn and Jeff Thierbach volunteered because they have a soft spot for support dogs like Hannabrits German shepherds – they have four. Also, Jeff was a search and rescue diver for the Navy from 1981-85 and shared an affinity for the war dogs’ dangerous line of work.

Thierbach handpicked the two other tree companies to help, and they went to work on a 90-degree day, spirits high, and well nourished by dog trainer Long, who cooked lunch on the grill for volunteers.

The companies divided the woods into quadrants and each worked on one specific area. All three companies took down trees, chipped wood, loaded wood. Also, with a donated log splitter, the volunteers split
firewood to donate to veterans and their families for heating. It was truly a communal effort.

The heavy equipment helped move things along quickly. All three companies brought in chippers. Victorian Gardens used a Stihl brush hog FS550 to clear brush.

Sherrill also brought Camelot’s light-weight, all-terrain NiftyLift aerial unit to avoid damage to the headstones; and a Dingo loader, “all geared to do a lot of work in a little amount of time.”

“Everyone had something to do and made a very big impact,” Sherrill says.

The companies worked efficiently and safely. They cordoned off the areas to keep the volunteers away from heavy machinery. Each crew had a CTSP on board.

The War Dog Memorial in Michigan is one of 26 such green retreats in the U.S. that are being newly discovered or created, in increasing recognition of the roles these four-legged heroes played in past wars.

The leafy memorials also echo new public awareness of the dogs’ valuable service in post 9/11 conflicts in Afghanistan and Iraq.

The memorial’s recovery started by chance. Weitlauf was in Lyon Township on business with his German Shepherd, Cody. Someone asked if he had seen the War Dog Monument down on the corner, and he replied that he didn’t even know it existed.

“We drove down there, and drove right by it, and went back, walked in the woods. There was this huge granite rock, and I could see all these headstones buried underneath this brush, about 35 years of growth. I thought, this is in horrible shape – and something needs to be done.”

The following week, he went to his Amvets meeting, and “I stood up and said we need to clean this up, and form a detail, and show some respect for these war dogs.” They set up a date for a clean-up and, “People came from everywhere.”

The volunteers established a regular schedule for clearing. A county judge even arranged to have about 15 community-service sentenced youths help out.

“We continued doing the best we could with weed whackers, picks, and shovels. We had a couple of dead trees, too close to the road for a novice to cut down.”

Weitlauf asked Long to find someone to

(Continued on page 70)
War dogs
(Continued from page 69)
cut down the trees. She made a call to the
Thierbachs. Then he got a call saying the
ASM had selected the War Dog Memorial
for a day of service.
“‘I was speechless. All three companies
showed up, and I was totally amazed. It
was the first clean-up where I just stood
back and watched.’”
Weitlauf has spent much of his post-cor-
porate retirement working on the
memorial, including its history. (See his
award winning video on the project at
www.vimeo.com/33994865 and be pre-
pared to weep.) As Weitlauf tells it, Sgt.
Spikes was originally buried without a
gravestone in a pet cemetery set up by a
local vet in 1936 as Happy Hunting
Grounds on land donated by the vet’s father.
In 1946, word got out about what the
war dogs had done. Through a fundraiser,
people set up a marker on the huge granite
stone and mounted a gilded bronze
German shepherd on top (the sculpture had
disappeared, and has been replaced) to
commemorate all war dogs serving in
World War I and II. Spikes was in fact a
Doberman pinscher, a breed commonly
used in the Asian Pacific in World War II.
Weitlauf says, thanks in part to the Vietnam Dog
Handlers Association, whose members
started publishing the locations.
The working war dogs’ roles have
changed through the wars. In World War I
“ambulance dogs,” mostly German shep-
herds, helped recovery teams locate and
bring back wounded soldiers on stretchers
/from no-man’s land, according to Weitlauf.
“Ever since 9/11, the use of canines has
tripled, and you’re seeing more and more
of them,” he notes. “That is because of the
dog’s ability to sniff out explosives.” They
are now called Military Working Dogs
(MWDs) because of the many disciplines
they are trained for.
In Afghanistan, 600 dogs are deployed,
with more expected. They walk ahead of
the patrols and convoys and sniff 95 per-
cent of IEDs in the road. Explosion of
roadside bombs are much rarer due to the
dogs’ work, notes Weitlauf.
Plans for the Michigan War Dog
Memorial include fencing in the two acres,
and having a non-profit organization take it
over, to fund and maintain it.
“The community has realized what
we’re doing, and is very supportive of
returning it to what it used to look like,”
Weitlauf says.
Meanwhile, the three TCIA companies
plan to continue the renovation. The
TCIA members stepped in.
The township and the vet never recorded
anything.
“We’re kind of at a loss to know exactly
how many war dogs are there,” says
Weitlauf, who estimates about 650 pets,
along with cats, a parrot, and possibly
Admiral Richard Byrd’s husky.
“And we know there is one dog, Sgt.
Spikes, who fought with the marines in
Guadalcanal and Okinawa from 1943 to
1945.” When the war was over, the owner
did not take Spikes back, possibly out of
fear of the dog’s behavior. The dog handler
took him home, and in 1947 Sgt. Spikes
died, and was buried. Citizens decided to
make the monument his headstone in 1947,
according to Weitlauf.
Weitlauf has now discovered 26 war dog
monuments throughout the U.S. The visi-
bility and awareness is coming along, he
says, thanks in part to the Vietnam Dog
Handlers Association, whose members
started publishing the locations.
Some of the brush is coming back and
the stumps were never treated,” says
Kappen. “I explained I would love to send
back a brush hog, and clear the area and
mulch it up. And after that do a chemical
application to take care of the invasive
species, and get it back to nice grass with
the beautiful trees that are left there.”

Jeff Thierbach uses a blower to clear off some of the
newly exposed grave markers. Photo courtesy of Dawn
Thierbach.

Of the war dog memorials, Kappen says,
“I honestly never even knew they existed.
It’s just amazing what awesome creatures
the war dogs were. They’re real soldiers.”
Thanks, in part, to three TCIA tree care
companies in Michigan, Sgt. Spikes and
his canine companions will get the resting
place they deserve.

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