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three years ago, TCIA began a journey that we are calling the Transformation of the Industry. When we asked the membership what its problems were, and then asked people who had been around for 20 years what the problems had been, the answers were the same. Our leadership team made the decision — yes, we chose, that we were not going to look back in another 10 years and have the same problems — not without trying something different that has the potential to create a better future.

So here we stand three years into the journey, and significant changes have been made. We have an Accreditation program that allows every tree care company to conduct an assessment against a best business practices Accreditation standard; to work with credentialed auditors or TCIA staff to meet those expectations; to experience a site visit to confirm those standards; and to provide consumers a method to identify qualified tree care companies. We have technology that enables consumers to find TCIA Accredited companies easily on our Web site, and we are launching a new consumer Web site — treecaretips.org, to continue educating the public. We have received the blessing of the national Better Business Bureau Council for our efforts and have a joint brochure available to educate the public on how to hire quality tree care companies.

We have launched the industry’s only credential to develop a safety culture in every tree care company — the Certified Treecare Safety Professional (CTSP) and have graduated the first class. More than 150 people have already signed up in the first few weeks of the program. For the first time in decades, we have reason to hope that we have developed a mechanism as an industry that may save more lives than we have in the past. The proof will come over time as we pray for the accident and fatality rates to drop and take action to make them do so.

We have built a partnership with government, with a renewal of our OSHA Alliance and the industry’s first political action committee — Voice for Trees — in place, bringing us new relationships at the grass-roots level across the nation. We partner with other green industry organizations on a Legislative Conference that takes our members to the nation’s capital to proclaim our industry’s rightful place as key contributors to our country’s well-being. We work with state and federal legislative and regulatory bodies all across the country on a regular basis. We reward good work on our industry’s behalf with our Legislator of the Year Award. Our members are becoming more active in grassroots organizing.

TCIA as a brand is becoming more well-known by the public, the media, prospective employees, in the green industry, and with students. Even more importantly, it carries a respect and credibility that continues to build as we take action as an industry to establish best practices and to act responsibly. As an (Continued on page 6)
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organization, we have become known as one to replicate in our governance, board/staff partnership, and leadership abilities to affect transformation.

With our Associate Members - the industry’s manufacturers, distributors and suppliers - we have established a partnership that is built around common values and a desire to achieve the Transformation of this industry. Long term, a stronger industry means a bigger market and a more robust community of businesses that are sustainable. Our relationships are critical to our overall success, and their intellectual capital, business talent, and the scope of their voice is part of our ability to achieve our goals on a broader scope. To them, we can never give enough sincere thanks.

My question for you as we enter the fourth year of this Transformation is, what have you chosen? Are you still complaining about insurance, unfair competition, lack of labor, the costs of doing business, landscapers, accidents and the attitude of your employees? Or have you DONE something. You see, one thing was very clear when we conducted the member survey - the complaints were the same over several decades. What was also clear was that nothing had been done that specifically required different behavior of the industry that would then give us the option of a different future.

You have the option now. You can step into the vision of an industry that is credible; that has established best business practices; that will accept nothing less than a safe work environment; that is active on its own behalf in government; and that is known for being an industry to model. You can do that of your own free will today. Sign up for Accreditation, get a CTSP on your staff, contribute to the VFT-PAC, get involved in your state and federal government issues, come to the Legislative Conference in July, be present at TCI EXPO and the Winter Management Conference, and say thank you to our Associate Members and PACT partners who are working to create the Transformation with you.

Recognize that if you do not do these things, you are not only making a choice for your business and your business' employees. You are making a choice not to improve the industry. Every day, you have this choice. You have a choice to participate actively in the improvement of this industry - or not.

TCIA cannot improve the industry for you. We can provide a pathway. We can provide resources. We can provide encouragement. We can provide coaching and guidance. We can provide you with credentialed consultants to help you get there. We can build coursework that will help you create a safer work environment. We can give you the opportunity to be in direct contact with government officials to craft your future. We cannot make you take advantage of it.

Your company’s destiny and that of this industry are in your own hands. It is your choice whether or not in the year 2013 this industry will have had a purposeful journey that led to a Transformation, or whether we are still living previous generations' experiences of the tree care industry.

You create the future – you choose; you are choosing by what you do, or don’t do, next ...

Cynthia Mills, CAE
Publisher

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Most arborists would agree that a storm-damaged tree lying on a client’s front lawn should quickly end up in the back of the chip truck. Most clients would also agree.

During the winter of 2004-2005, there was record-breaking rainfall in much of Southern California. With the soil fully saturated, it was not uncommon to hear of trees simply falling over. This is exactly what happened to a mature coastal live oak, *Quercus agrifolia*, on a quiet one-block street just a couple miles from downtown Los Angeles.

The Fuquas have lived in the home since 1952. The oak was already mature when they moved in. Years later their children

...
used its branches to sneak out after curfew.

One Christmas, Fuqua’s acacia tree fell on his daughter’s car in the driveway. Seeing the humor in the situation, his first reaction was to trim the tree – with holiday lights and decorations.

Now, faced with another fallen tree, Fuqua was determined to do what he could to save it. “We thought it was going to die, but I thought ‘let’s see what happens.’ ” Of the tree companies, he said, “I had one fellow that got real mad at me. He thought I was stupid to try to save it.”

Fuqua wanted to save his tree, but he did not have the means to do so. His neighbors then got involved. Sensing Fuqua’s desire to save his oak, and knowing his wife had passed away only a few months prior, good friend and next door neighbor, Rick Ziegler, knew something had to be done.

Ziegler’s professional expertise was not in tree care but instead in the music and film industries. Because of this, he sought outside help from professionals and eventually found Dave Teuschler of TCIA-member Valley Crest Tree Company in Calabasas, California. Teuschler inspected the site and warned Ziegler of the tree’s most important and vulnerable asset – its roots. With that in mind, Ziegler decided to enlist the help of his friend, Steve Baker, a sculptor and structural designer. Together they developed what they thought to be the best way to stabilize the canopy and minimize damage to the roots.

Ziegler noticed that, in its current state, all of the tree’s weight rested on only two 10-inch branches and the pressure was causing a split at the union of these two limbs, near the base of the tree. With the intent of transferring the tree’s weight from the two smaller branches being pushed into the ground to three 20-inch branches higher up, Ziegler and his partner built three wooden support stands varying in size from 6 to 8 feet in height.

Each stand comprised of four 4-inch by 8-inch wooden beams, the top of which was cut to the exact contour of the branch it was holding. They anticipated each stand

Softer Strategies for Supporting Smaller Trees

By Guy Meilleur

Tree support systems give support to stems, branches and entire trees. Cabling, brace rods and guys limit the strain on tree defects so they are at a lower risk of failing. However, not all risks can be lessened by a tree support system. In this article we will take a look at a soft approach to support for smaller trees.

Each tree should first be carefully inspected by a qualified arborist to see that the support will not increase the risk of tree failure by changing the way the tree moves. While the system is being installed, the tree worker may find additional defects. These defects may call for more pruning, braces or cables, or possibly removal of the entire tree.

Strong overall vitality provides necessary resources for the growth of reaction wood, so aeration, irrigation, fertilization and mulching of the root system often accompanies support work. Support systems can extend the safe useful life of trees, but there are also downsides. Aecdotal reports indicate that lightning can follow metal support systems, and rodents can gnaw on synthetic systems. In the contract for installing any tree support system the arborist should get the manager to commit in writing to regular follow-up inspections. Even systems such as the ones described below that use polypropylene strapping should be checked regularly. This is a softer approach to support, using affordable, noninvasive methods for smaller trees and branches.

Pull, don’t prune, interfering branches

Branches can interfere with pedestrian traffic and other activities, but removing them is often undesirable. On smaller trees, branch removal may create imbal-

(Continued on page 18)
would require meticulous adjustments to ensure even weight distribution among the three stands. This was accomplished by incorporating permanently installed 20-ton hydraulic jacks at the base of each stand. As added security they also installed a non-invasive 4-inch ratcheting nylon webbing strap to bring the two splitting limbs together. In total, this project cost approximately $2,500 in supplies, equipment rentals and labor.

With all the rigging commotion, owner Fuqua worried about compliance with city laws. “I didn’t know if we were OK legally, but I called and the city said it was fine because it was all conducted on private land.”

So Ziegler and Baker proceeded with their plans over the course of several months and made minor adjustments to each stand as the tree settled into what would become its new home. Arborist Teuschler even made

The driveway has been repaired, and ivy now fully covers what was once a partially exposed root mass.
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Two years after the tree fell, with much of its weight now taken up by the supports put in place by arborists, wound wood is beginning to cover the splits, the tree shows new growth, and the orientation of the leaves has adapted so they are once again pointing toward the sunlight.

A return visit to spray the oak for wood borers, a service Valley Crest provided at no cost. With these changes completed, Ziegler, Fuqua and the rest of the neighbors on Hobart Boulevard had nothing left to do but sit back and watch.

Two years have now passed and it appears that the plan that Ziegler and Baker put into place has proven extremely successful. The tree shows new growth on all cut ends. The orientation of the leaves has adapted so they are once again pointing toward the sunlight. Ivy now fully covers what was once a partially exposed root mass.

“You’d be surprised how many people stop and look at it,” Fuqua said proudly of his new lawn fixture. “Some people might think I’m crazy, but hey, it’s my tree.”

Nick Araya & Karina Nordbak are tree lovers currently residing in Los Angeles.
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Supporting smaller trees

(Continued from page 13)

Guying branches upward or back can be an easy way to meet the client’s goals while maintaining good plant health. The spiral-wrap method can allow a 900-pound pull without girdling the stem or branch.

First, tie a loop in the strap to the interior of the tying point.

Next, wrap the strap in a spiral around the branch or stem. Use lateral branches to hold the tie in place without cutting into the collars.

Finally, tie the end of the strap through the loop in a double knot. Slide the spiral wrap around until you see that the branches are in the desired position and that pressure is distributed evenly.

Bradford pear care

It’s a familiar scenario for arborists who are called to deal with this overly popular tree: Specimens of *Pyrus calleryana* ‘Bradford’ have been growing for more than 10 years and they are looking great. The owners enjoy the shade, the ornamental qualities and all the other contributions. However, they are well aware that these trees are ticking time bombs, ready to blow apart in a few seasons or in the next good storm. Most of the forks are narrow-angled with included bark, so thinning will not work. Reduction can work, but it takes several hours, needs repeating, and the tree’s contributions are reduced along with its....
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There is little you can do if the tie is completely swallowed, but you might want to hold off on replacing the tree until it declines. Some researchers believe that circulation outside the tie can be restored as the tissues above and below the tie are compressed together. A cids manufactured in the tree may dissolve the foreign material. However, if for example a large tree may have swallowed a metal clothesline, the stem can break at that point. Swallowed ties can create defects that call for regular inspection, or possibly removal.

2. Inspect the ties. If they can move freely, do nothing! If the tie does not move, any material that is exposed should be cut and pulled out. Bark does not tend to adhere to ties, so if care is taken the amount of bark that is damaged as the tie is removed should be tolerable. Even if a chisel has to cut through bark and wood on its way to severing the tie, that injury is minor compared to strangulation. Garden hose that seems hopelessly swallowed can be cut and pulled out, sometimes with a little lubrication and a lot of wiggling. If the majority of the stem's circumference is decompressed and cleared, the long-term prognosis for the tree can be very good.

3. Remove soil and mulch to find the trunk flare. If roots are girdling the stem, expose those defects and take pictures. Measure the depth and width of the mulched area, and compare that to the ANSI Standard 63.6.2.9: “Mulch should be near, but not touching, the trunk ... depth of the organic mulch should be between 2 and 4 inches (5 and 10 cm).” Grab the trunk and pull it in all directions. If the roots do not visibly move, the tree may no longer be fit to be tied.

4. Notify the owner or manager of the tree. If there are many other trees in similar shape, you can submit an estimate for removing the rest of the ties. Once they see the bark damage from the ties, they may see that they “dodged a bullet.” They may feel relief and gratitude, and be open to information about proper root care, mulching and other arboricultural services. Owners should then be able to realize the savings rendered by proactive tree care, and avoid the losses incurred by relying on reactive tree work. Annual monitoring of trees that have been strangled, girdled or otherwise abused can lead naturally to regular Plant Health Care (PHC) monitoring for the entire property.

Steps to restoring damage from neglected ties:

1. Inspect the entire tree. Do the roots move when you pull on the trunk, indicating poor anchorage? Have secondary stressors like scale insects attacked the sugar-rich sap that the ties prevent from flowing down? Is there dieback at the ends of the branches that originate above the ties? Have lateral branches below the ties overdeveloped at bad angles? If these problems are severe, the tree may be doomed.

When staking goes bad

It’s not a pretty sight—trees tied to a stake for support when they are young, only to be choked by those ties as they grow. Arborists and other concerned citizens carry wire cutters, a screwdriver, sharp knife, hammer, chisels and a strong pair of pliers in their vehicles at all times so they can stop the strangulation wherever they see it. Trees can easily swallow wire and, with a little more time, swallow the garden hose that a tie was slipped through. Eventually even the soft ¾-inch polypropylene webbing can be engulfed in bark, despite one manufacturer’s claim that their “rounded edge prevents the material from ever cutting into the bark ... Girdling is eliminated.” Human neglect can overcome the best intentions, but many neglected trees can be restored.

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defective trees that came out of the nursery with buried flares, stem-girdling roots and upward-arching “porpoise roots” calls for raising the trees higher and taking away the soil that used to hold them down. Transplanting trees with deformed roots also results in root loss. Either way, conforming to the ANSI standard 63.6.2.3, “The bottom of the trunk flare shall be at or above the finished grade,” often makes staking necessary for trees with heavy tops exposed to high wind.

In-ground support systems utilizing metal anchors can do a good job of stabilization, but can also lead to other problems. If above-ground support is too tight, stems may not get as thick as they need to be. This is well-known, but newer research done in Virginia by Dr. Bonnie Appletong has shown that if the roots don’t move enough, that also limits stem diameter. Also, there is the potential for future shrapnel issues when the stump is eventually ground out. An alternative was described by Alexis A. Lavey of Virginia Tech University in a poster shown at the 2006 ISA conference. Two untreated 2-inch by 2-inch stakes are driven into the ground, and a horizontal 2-by-2 lying on top of the roots is nailed to those two stakes. This simple system holds a lot of promise, because it may allow the right amount of movement, it is biodegradable, and it is cheap.

The very best support system may not be artificial but natural, a result of cultural work done at planting time. The traditional method of pulling the tree out of the pot and slicing the outside of the root ball results in the loss of many roots, risks the regrowth of those roots in a circling orientation, and does nothing to correct the roots circling inside the root ball. If all medium is washed away from container-grown trees, many circling roots can be exposed and straightened into a radial orientation so they extend well beyond the diameter of the original root ball.

“I stake only 1 percent of the trees I plant using this method. The flare is above the grade, and there is no raised ring of soil,” says Jim Flott of Community Forestry Consultants in Spokane, Wash. “The roots can act as guy wires.” After the large air pockets are “bubbled out,” the clay particles in the native soil bind together and it becomes a thick, pasty slurry. As roots adhere to this slurry after it dries, excessive movement is inhibited. The roots become literally glued to the earth, the most reliable support system.

Whether guying, staking or providing other means of support for a tree, it is important to remember that these methods are not a one-time fix but must be maintained. The tree’s owner must commit to regular care to provide for the long-term health and stability of the tree. Their investment in maintaining support systems can spare them the cost of removal and replacement, and the time waiting for that hole in their landscape to be filled.

Guy Philip Meilleur is a consulting arborist with Better Tree Care in Apex, N.C. He is a lecturer and curator at North Carolina State University, and was an instructor in tree physiology at Duke University and staff arborist at the University of North Carolina.
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January 17-19, 2007
Mid-America Horticultural Trade Show (Mid-Am)
Lakeside Center at McCormick Place, Chicago, IL
Contact: www.midam.org

January 22-24, 2007
Central Environmental Nursery Trade Show (CENTS)
Columbus Convention Center, Columbus, MD
Contact: www.onla.org

January 24-26, 2007
ProGreen Expo
Colorado Convention Center
Denver, CO
Contact: progreenexpo.com

Jan. 30, 2007
Soil Compaction and its Impact on the Health of Trees & Writing A300 Compliant Pruning Contracts
Bingham Farms, MI
Contact: MGLA (248) 646-4992

Feb. 1, 2007
MGLA’s 4th Annual Job Fair
Southfield, MI
Contact: MGLA (248) 646-4992

Feb. 4-6, 2007
42nd Annual Shade Tree Symposium
Penn-Del Chapter ISA, Lancaster, PA
Contact: E. Wertz (215) 795-0411; www.penndelisa.org

February 6-8, 2007
New England Grows
Boston Convention & Exhibition Center, Boston, MA
Contact: www.negrows.org

Feb. 14-18, 2007
19th Annual Northwest Flower & Garden Show
Washington State Convention Center, Seattle, WA
Contact: 1-800-569-2832; www.gardenshow.com

February 19, 2007 (Spring)
Hazardous Tree Identification
Rutgers Univ. Cont. Prof. Educ., NUAES
New Brunswick, NJ
Contact: (732) 932-9271 x625; www.cookce.rutgers.edu

February 20-23, 2007
ASCA 2007 Consulting Academy
Hyatt Regency Sacramento, Sacramento, CA
Contact: (301) 947-0483; www.asca-consultants.org

Feb. 27, 2007
Woody Ornamental Update: Review ’06, Anticipate ’07
Bingham Farms, MI
Contact: MGLA (248) 646-4992

Send your event information to:
Tree Care Industry,
3 Perimeter Road, Unit 1,
Manchester, NH 03103
or staruk@treecareindustry.org

For the most up to date calendar information, visit
www.treecareindustry.org ⇒ news ⇒ industry calendar
Call Toll Free 866-250-8262

150+ Specialized Trucks at www.opdykes.com

14½ Ton Terex

92 Mack DM800S: 300 hp, 7 spd, 60,940 lb GVW, with 9 ton COPMA C1530/EE crane, 1,786 lb at 82 ft max reach, 21 ft steel flatbed, $49,500.

98 INT 4700: 210 hp, 5 spd + 2 spd rear, 33 GVW, with 14½ ton Terex TC2863 Crane, 113 ft total hook ht, anti two block, 2 spd winch, 18 ft wood flatbed, $49,500.

99 Ford F550 Super Duty: 250 hp Turbo diesel, auto w/od, 17,500 lb GVW, 37 ft ALTEC AT370 Bucket, joystick controls, articulating/telescopic boom, 9 ft utility body, $38,500.


99 PETERBILT 385: 310 hp Cummins, 10 spd, A/C, alum wheels, 2,060 lb GVW with 24 ft steel flatbed, $34,500.

99 FREIGHTLINER FL70: 210 hp CAT, Allison 4 spd auto, A/C, 33 GVW, 55 ft ALTEC AM555 bucket, 2 baskets, joystick controls, winches & jib on boom, 14 ft utility body, $43,500.


99 FREIGHTLINER FL80: 250 hp Cummins, 8 spd, A/C, 64 GVW, with 24 ft steel flatbed, $23,900.

98 INT 2674 X4: 656E, 300 hp, 7 spd, 56 GVW, with 7 ton Palfinger PK22000 crane, picks 2,050 lb at 36 ft max, flatbed $15,500.

98 CHEVY KOBIKAI: 195 hp CAT, 6 spd, 25,900 lb GVW, with 3½ ton Auto Crane A50A Crane, picks 1,200 lb at 32 ft max reach, 18 ft steel flatbed, $34,500.


98 Ford LTS8000: 320 hp CAT, 210 hp, 10 spd, 90 GVW, 10 ton TELELECT COMMANDER II Crane, 48 ft hook ht, 13 ft steel flatbed, 42” stake sides, $16,500.

98 INT 4700: 210 hp, 5 spd + 2 spd rear, 33 GVW, with 14½ ton Terex TC2863 Crane, 113 ft total hook ht, anti two block, 2 spd winch, 18 ft wood flatbed, $49,500.

98 Ford F800: 160 hp, Cummins, Allison 4 spd auto, 21 GVW, with 14 ft steel flatbed / dump, $9,500.

Opdyke Inc. Truck & Equipment Sales
3123 Bethlehem Pike, Hatfield, PA 19440 Phone: 215-721-4444 Fax: 215-721-4350 tcsales@opdykes.com

Please circle 57 on Reader Service Card
February 22 & March 21, 2007 (2-day class)
Arborists: Innovations, Techniques and Solutions
Rutgers Univ. Cont. Prof. Educ., NJAES
New Brunswick, NJ
Contact: (732) 932-9271 x625; www.cookce.rutgers.edu

March 6-7, 2007
MGIA’s 20th Annual Trade Show & Convention
Rock Financial Show Place,
Novi MI
Contact: (248) 646-4992

March 7-9, 2007
Work Truck Show 2007
Indianapolis, Indiana
Contact: www.ntea.com

March 20-22, 2007
Certified Pesticide Applicator or Registered Technician (CARTS) training
Farmington Hills, MI
Contact: MGIA (248) 646-4992

March 21-24, 2007
ISA Southern Chapter Conference
Little Rock, AR
Contact: (336) 789-4747

March 21-25, 2007
22nd Annual San Francisco Flower & Garden Show
Cow Palace, Daly City, CA
Contact: 1-800-559-2832; www.gardenshow.com

March 27-28, 2007
Large Tree Climbing and Rigging
Rutgers Univ. Cont. Prof. Educ., NJAES
New Brunswick, NJ
Contact: (732) 932-9271 x625; www.cookce.rutgers.edu

April 16-18, 2007
Trees & Utilities National Conference
National Arbor Day Foundation
Tuscany Suites, Las Vegas, NV
Contact: www.arborday.org/TUCconference
1-888-448-7337

May 1-3, 2007
TOCA Annual Conference
Savannah, GA
Contact: www.toca.org

May 18-19, 2007
SAWLEX Sawmill & Logging Expo
Columbia, SC
Contact: (207) 799-1356; www.sawlex.com

May 22-23, 2007
Storms Over the Urban Forest, National Conference
National Arbor Day Foundation
Atlanta, GA
Contact: www.arborday.org/conferences; 1-888-448-7337

June 5-7, 2007
National Oak Wilt Symposium - Texas Chapter ISA
Austin Hilton,
Austin, Texas
Contact: Mike Walterscheidt, (512) 587-7515,
mbwalter@totalaccess.net; www.trees-isa.org/events;
www.isatexas.com

June 18-19, 2007
Urban Wildlife Management National Conference
National Arbor Day Foundation
Portland, OR
Contact: www.arborday.org/conferences; 1-888-448-7337

July 21-24, 2007
BOMA North American Real Estate Congress & The Office Building Show (Building Owners & Mgrs Assn)
New York, NY
www.boma.org
Husqvarna to acquire RedMax/Komatsu

Husqvarna has signed a Letter of Intent with Komatsu Ltd. regarding acquisition of the outdoor power products operation within Komatsu Zenoah Co.

Komatsu Zenoah is a leading producer of portable outdoor power products and is the market leader in Japan. The outdoor-product range comprises mainly brush cutters, chain saws, trimmers and blowers. Sales for this operation in 2005/2006, the latest fiscal year, amounted to approximately $170 million, about half of which was in Japan. The number of employees was approximately 700. Production is based in Japan and China.

The acquisition will strengthen Husqvarna's position in the global market for professional forestry equipment as well as portable lawn and garden equipment, and will also strengthen the group's presence in Asia.

A final agreement is expected to be signed before year-end. The acquisition is expected to be completed by the first quarter of 2007. The operation will be integrated in the Group's Professional Products business area.

“Komatsu Zenoah has a strong product offering and extensive expertise in two-stroke engines. This provides a good fit with Husqvarna's operations, and we see substantial opportunities for achieving synergies in several areas. The acquisition will also strengthen our position in Asia in terms of both market presence and production,” says Bengt Andersson, president and CEO of Husqvarna.

Richens to manage new Asplundh subsidiary

Robert Richens has been selected to manage ArborMetrics Solutions, Inc., a new subsidiary of Asplundh Tree Expert Co. Richens' primary focus will be to position ArborMetrics Solutions as a leading provider of vegetation management systems to utilities. His experience in the utility vegetation management industry spans 15 years, having served as right-of-way management supervisor for Santee Cooper in South Carolina. He has also worked in commercial arboriculture, and early in his career, served as an extension forester in Urban Forestry for the University of Florida.

Richens earned a Bachelor of Science degree in Forest Resources and Conservation from the University of Florida, and is a graduate of the Abraham Baldwin Agricultural College in Georgia. He is active in the Utility Arborist Association and is a past president of the Southern Chapter of the International Society of Arboriculture.

“ArborMetrics Solutions provides utilities with the means to increase efficiency in vegetation management through the use of inventory management, mapping, resource allocation, scheduling contract personnel and other electronic means.

ArborMetrics will focus exclusively on the research, development, sales and support of landscape coating products.

“This is not a start-up enterprise,” says Brent Lester, COO of Colorbiotics. “The Colorbiotics research, development, sales and service team has more than 25 years of experience in the landscape coatings industry and has brought ground-breaking products to the marketplace.”

Colorbiotics will operate as an independent business unit within Becker Underwood, an international developer of bio-agronomic and specialty products.

Becker Underwood opens mulch colorant unit

Colorbiotics, a newly formed business unit of Becker Underwood based in Ames, Iowa, will offer a full line of mulch colorants and related equipment. Colorbiotics will focus exclusively on the landscape coatings market.

Davey Tree acquires Enchanted Land & Tree Co.

The Davey Tree Expert Company has added a Boulder, Colo., company to its long list of recent acquisitions. Enchanted Land and Tree Company will be merged with Davey’s current Boulder operations, and the entire operation will be supervised by Boulder District Manager Brian O’Niel. The purchase marks Davey’s second Colorado acquisition in two years, and is in line with the company’s long-term growth strategy, said Richard Foote, Davey’s operations manager in charge of acquisitions and expansion.
More power for Fecon FTX140 forestry mulcher

Fecon now offers the FTX140FM mulcher with a 140 horsepower John Deere engine. Gross power is 2,400 rpm. Features include a hydraulic cooler, hydraulic reversing fan and the proven BH74FM or BH85FM Bull Hog mulcher. Stump cutters, standard winches and skidder winches are available. With the BH85FM Bull Hog mulcher, the FTX140FM weighs 15,100 pounds and offers a 70-inch cutting width. The FTX140FM is perfect for forestry applications, land clearing, orchard clean-up and removal, mulching brush, branches, slash, standing and fallen trees, root balls and stumps. Contact Fecon at 1-800-528-3113 or via www.fecon.com.

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TruckCraft upgrades TC-120 ULTRA dump insert

TruckCraft’s TC-120 ULTRA has three standard new features: 7,000 pound lift capacity, three year warranty, and 150 amp circuit breaker. That’s one ton more capacity and one year more warranty coverage.

The 150 amp circuit breaker protects the pump motor, is waterproof, is push-button re-settable, and provides an under-hood on/off switch to prevent unauthorized operation. Other internal improvements include higher-rated oil-less bushings in the dump hinge and cylinder pivots, and high performance seals in the cylinder stages. Other features of the TC-120 include all-welded construction of tough T-6 alloy aluminum extrusion and grade 5052 formed sheet for excellent corrosion resistance and high strength. ULTRA weighs in at a very trim 420 pounds to save gas and payload capacity, and has a fast-lifting, front-mounted, 3-stage telescopic cylinder that results in a very low dump body floor just 3-1/4 inches above the pickup deck. The double-wall tailgate operates just like a pickup tailgate – only better, with single handle top-drop, slam shut operation, and controlled bottom-open for spreading gravel or mulch. ULTRA installs in less than two hours with just a drill and hand tools in most 8-foot or 6.5-foot U.S. pickup trucks. It comes completely assembled, and is supplied with all wiring and mounting hardware. Contact TruckCraft via www.truckcraft.com.

Please circle 193 on Reader Service Card

Samson Prusik Cord, Bailout Rope & Ice Tail

Samson has three new additions to their product line for the professional arborist: Prusik Cord, Bailout and Ice Tail. Prusik Cord is a high-quality polyester cord that is soft and flexible, has good gripping ability, and is very economical. Prusik Cord was designed to compliment Samson’s existing arborist product line and to work in tandem with Samson’s climbing lines. Bailout is a double braided cord with a firm feel that offers the ultimate in heat resistance. It will not melt and was originally developed for firefighters who needed to escape from burning buildings. Expert climbers have found Bailout to translate well to the arborist industry, especially when it’s necessary to make a quick exit from a tree top on a rapid descent. Ice Tail is a heat resistant single braid tail with a soft feel. Like Bailout Rope, Ice Tail will not melt or be seared by heat. It is easy to splice into an “eye and eye tail,” eliminating the need for knots. Contact Samson at (360) 384-4669 or via www.samsonrope.com.

Please circle 190 on Reader Service Card

Timberwolf TW-2/36 splits up to 36-inch logs

Outdoor furnace owners that split their own firewood will find this unit a welcome addition to the Timberwolf line. With its extended 36-inch bed, the TW-2/36 will make short work of those longer logs allowing operators to produce more split wood at a record pace. Timberwolf’s patented log lift and table grate options are designed to reduce strain and increase productivity. The lever actuated lift easily raises logs onto the log cradle for splitting while the table grate collects wood at splitter height for back-saving sorting and stacking. The TW-2/36 also accepts the optional 4-way wedge to cut splitting time in half. Powered by a 9 hp Honda OHV engine, the TW-2/36 is a rugged machine designed for a lifetime of dependable use. And like the back-saving Log Lift and Table Grate, it’s made in the USA (Vermont) of the same high-quality components used in Timberwolf’s heavy-duty commercial line of log splitters and firewood processors. Contact Timberwolf at 1-800-340-4386 or via www.timberwolfcorp.com.

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Send your Cutting Edge Product information to: staruk@tcia.org
Toro TX Platform for tracked compact loader

Toro has introduced the TX Platform, a new ride-on attachment for tracked Toro Dingo compact utility loaders. Quickly and easily bolted on to Toro Dingo TX 420, TX 425 Wide Track, and TX 525 Wide Track diesel models, the platform helps decrease operator fatigue and increase comfort, especially in applications requiring extensive hauling or covering substantial distances. The TX Platform helps achieve a safe, smooth ride three ways. First, it pivots up and down to float with uneven terrain, providing a stable and level platform for the operator. Second, a rubber pad at its hinge point reduces transmission of machine vibration to the user. Lastly, the platform is accompanied by a loader control reference bar (handlebar) that can be mounted to the dash for added operator safety. Constructed of heavy-duty steel, the platform measures 29 inches wide, operates five inches above the ground and weighs 94 pounds. When not in use, it easily folds up and stores against the machine in a locked position. Contact The Toro Company at 1-800-344-8676 or via www.toro.com/dingo.

Please circle 194 on Reader Service Card

Corona forged nursery spade

Corona Clipper forged nursery/garden spade SF 73030 has a flat wide rectangular design for preparing planting beds to a constant depth by turning the soil over in place. It has a 30-inch solid core fiberglass D handle, a sharpened blade edge that penetrates ground easily, and a forged, one-piece tempered head for maximum strength and durability with a baked finish to protect against rust. Its single piece solid-socket design prevents moisture from weakening the handle and double rivets give greater strength. Contact Corona Clipper at 1-800-847-7863 or via www.coronaclipper.com.

Please circle 195 on Reader Service Card
Over the last several months we’ve been examining the current market conditions, and the impact increased fuel cost is having not just on the tree care company but also its customers. While it may have abated some recently, it may be back up by the time you read this. It goes without saying high fuel prices will be with us for a while. As the economy tightens and budgets shrink, it is more important than ever that those responsible for getting and keeping customers have the persuasive and sales skills necessary to ensure the company has ample work to keep crews busy and for it to be successful.

Regardless of current conditions, those responsible for getting and keeping customers have to be able to create sales by uncovering additional prospects and closing a higher percentage of prospects. It’s also key that they be able to expand with potential customers and get additional work while they’re quoting or looking at a particular job. Expanding the services delivered while you are at the job is a great way to boost profitability.

The individual selling tree care services must have the confidence and skill to be able to hold the line when under price pressure and when the customer balks at the price. Holding even for a few dollars is important because every dollar that is kept is a dollar of your profit.

In difficult times, it’s even more critical that sales skills and persuasion skills be sharp. No tree care company would ever send a crewmember to the job until they were fully trained. Company owners, principals and key employees spend a great deal of time, resources and effort developing their knowledge and refining their arborist skills. A lot of time and effort goes into creating a profitable tree care company that is capable of doing great work and satisfying its customers. The question is, how much effort goes into building the sales and persuasion skills of the person or organization that is challenged with getting and keeping these customers?

When tree care professionals were asked to rate the persuasion or sales skills of those responsible for communicating value of the company to get and keep customers, they felt reasonably comfortable. Thirty-nine percent felt that those responsible for getting or keeping customers had extremely effective sales and persuasion skills. Forty-two percent said they were only moderately effective. Sixteen percent said they needed polishing and only 3 percent said the skills needed significant improvement. This level of confidence in their sales skills may seem overly optimistic when it is further analyzed based on how much time and effort goes into building them. While some may feel the skills are a natural intuition, this is a dangerous assumption. Even though someone is careful and contentious, they still need development of specific selling skills.

In terms of selling and persuasion, a little difference makes a big difference. The difference between securing a job for your company and having a competitor take it away may be very small. In our research, we did not identify specific responses from organizations who were more successful in terms of growth compared to others. It would have been an excellent analysis – to find out if the companies that are growing and are more profitable have the best skilled salespeople.
However, we do relate the effort made in developing those skills to the company’s annual gross sales.

Even though the tree care company professionals surveyed felt good about the skills of those responsible for getting business, the development of those skills turned out to be a unique situation. In the survey, 41.7 percent had no organized development of these critical skills. Five percent used books and tapes and 2 percent used audio/video sales training in-house. Twenty-two percent used in-house sales seminars, this was primarily larger companies. The good news is that 22 percent are getting sales skills or persuasion skills development at industry association workshops, such as at TCI EXPO.

When the method of development of these skills was compared to the annual gross sales of companies, there was a compelling correlation of development to sales success. While 41.7 percent of those surveyed previously had “no organized development,” further analysis proved insightful. The annual gross sales reflect the level of organized development.

At $200,000 to $499,000 annual sales, only 48.3 percent had “organized development.” At $500,000 to $999,000 53.6 percent had “organized development.” At $1 million to $2.9 million, the number with organized development jumped to 74.5 percent. At $3 million to $9 million, 87.2 percent had “organized development,” and by $10 million and higher in annual gross sales, all organizations had “organized development.”

This is kind of a chicken and egg question. For example: “Do organizations with organized sales skills development become larger or do they organize sales skill devel-

## Methods to develop selling or persuasive skills

<table>
<thead>
<tr>
<th>Development Method</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Industry Association Workshops</td>
<td>22%</td>
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<tr>
<td>Public Seminars on Sales</td>
<td>8%</td>
</tr>
<tr>
<td>In-House Sales Seminars</td>
<td>22%</td>
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<tr>
<td>Audio/Video Sales Training</td>
<td>2%</td>
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<tr>
<td>Books/Tapes, etc.</td>
<td>5%</td>
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<tr>
<td>No Organized Development</td>
<td>42%</td>
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TREE CARE INDUSTRY - NOVEMBER 2006 29
opment as they get larger?" From our experience, both are true.

Only those who are truly effective with their sales skills, and those who can persuasively communicate to get and keep customers, have healthy growth. Developing sales or persuasion skills for a company is like adding fertilizer to the soil to facilitate the healthiest and fastest growth. Which came first, the nutrients or the growth?

As far as a development method, it goes without saying that in house sales seminars are primarily used by those who have a greater number of employees and typically have higher annual sales. What is surprising is that only 7.9 percent of those surveyed use public workshops and even more surprising is that only 4.7 percent use books and tapes. An untapped resource is audio and video sales training. These can be completed at the learners own pace, in their home or office and are relatively inexpensive. As with any program, regardless of its cost, it is less expensive than ignorance. How skills are developed is not as important as that they are developed.

For the manager or owner of a tree care company, the key question is, "what will an improvement in sales skills or persuasion skills do for the profits and success of the company." It goes without saying that simple knowledge about tree’s and being personable is not enough to get and keep customers today. A salesperson, whether it is his or her full-time responsibility or an owner selling himself or herself, must have the right attributes and skill to be able to be effective in sales calls and, more importantly, to prospect for and uncover new business opportunities. If your company would like more new business, better quality prospects and the type of work that will result in improved profits, begin by investing time and effort into the selling skills of those who can get and keep your customers.

Learning about products that you might offer in addition to your services, or even learning the technical aspects of what happens while the job is being performed, is for many companies considered sales training. Knowing about something doesn’t mean the salesperson can sell it. In reality, if the person responsible for selling can’t develop rapport with the prospect, then they won’t be able to sell the services. If they cannot help a prospect discover their need for the arborists and relate how the company meets those needs, they can not be successful.

While the services sold by tree care companies are industry specific, the sales skills to sell those services are somewhat universal. The skills that a tree care salesperson needs include the ability to ask questions, which will uncover the real needs, and to be able to relate the benefits of meeting those needs with company’s services. They have to be able to present a persuasive proposal, not just a quote, and most importantly have the confidence and skills to ask for the prospects commitment.

Many people would love to develop the selling skills of their sales force, however they have been disappointed with locally provided sales seminars that don’t address specific needs of the industry. While a generic sales seminar may not be the best approach, it certainly is better than no sales skills development.
“Double Your Tree Service’s Profits In Six Months Or Less ‘Even in a Tough Economy’”!

Get Your FREE Report and CD Today
Read this report and listen to the CD and discover:

“What 99% Of All Tree Care Business Owners DON’T KNOW and Will Never Find Out About…” MARKETING SECRETS Of A $100,000.00 To $200,000.00+ YEARLY INCOME With all the Time Off You Want!!

Introducing one of the ONLY Truly PROVEN SYSTEMS For Turning Your Tree Service Business Into A Mega-Profit Money Machine

* If you intend to stay in the Tree Service business, this will be the most important Report you will ever read *

Listen: There is a “dirty little secret” about making good money in the Tree Care Service business… and… it doesn’t have a whole lot to do with how good of a job you do. You can be, technically, the very best Tree Care Service in your area, use only the highest quality products, know more about tree removal and prunng than anybody else, always do a super job… and still starve to death! You’re busy one week and lonely the next, and always worrying about where your next job is coming from. DREAMING WINTER! I know… because… at one time, I nearly starved myself right out of the business by stubbornly believing that… “being good ought to be good enough; that by getting better and better at the technical aspects, I’d automatically make more money.”

Wrong!

I nearly went broke copying the ways everybody else seemed to get customers… plus… wasting money on all kinds of dumb advertising… plus… trying the “cheapest price approach”… which is actually the worst thing you can do. The only way I was able to survive was by begging, price cutting, working for just about anyone… plus… doing cold call prospecting which I literally hate! Then a few discoveries (and a lot of money spent learning) changed my life. They can change your life, too. In fact, if you order my “FREE” Special Report… you’re going to learn, too…

How To Make More Money Each Week Than You Now Struggle To Earn In Your Best Month… And… Do It Easier Than You Can Imagine… And… You Will Even Start To Enjoy Being In The Tree Service Business!

Why should you respond and ask for this report? Hopefully, for these six very important and brutally honest reasons:

1. You are very unhappy (disgusted?) with the money you get to take home from your tree service.
2. You would be thrilled to do LESS work, especially LESS hard work but make more money.
3. You detest “cheapest price competition” and would prefer to promote your tree service differently.
4. You do an outstanding job of operating a tree service, but you know you lack the knowledge, skills, savvy, and experience to properly market your tree service.
5. You are sick and tired of all the so-called advertising experts that sell advertising to tree services that never work.
6. The thought of another winter with no work makes you sick to your stomach.

If you know in your heart you should be making more money, I’ve got the PROVEN, very different, marketing secrets that can blow the lid off your income almost overnight.

P.S. It doesn’t matter if you’re a “little guy” dragging a trailer around (that used to be me), working from a pickup… a one-man or crew operation… or a good-sized company. These systems have helped mom-and-pop operations as much as triple their incomes in just a couple of months. It’s also worked with many big companies to dramatically improve profits. My system is valuable even if you’re a franchise. It works anytime, anywhere, for anybody. Period. It’s proven, and I’ll send you the PROOF with my free report.

Dear John Davis,

I saw your add last year in, I believe, a T.C.I. Magazine. At the time, it seemed to me your claims of what you could do for my tree service, in the sense of doubling or tripling my income, were exaggerated to say the least. But still if it even one quarter of what you said was true it would be a worthwhile investment. Here in southern California, Riverside County is not the best place in the world to run a prosperous tree service. After investing in your program and implementing approximately fifteen of your ninety-nine recommended marketing concepts I can honestly say I have doubled my take home pay and quite possibly, my company is running three times smoother and much more professionally in all aspects. You have been of great help to me personally and professionally. I look forward to implementing all of your marketing concepts as soon as possible.

Thank you for all your help.

Sincerely, Dale D. Foley Contractor’s License #836094 Certified Arborist 85567

Dear John,

I want to thank you for your marketing program. Upon acquiring your marketing program, we have implemented thank you letters for all jobs completed and for all estimator pieces. We have tracked our sales route, and we have added a written guarantee to all our ads and all our literature. We began the program during the first quarter of 2005, and our net profits have increased by $40,000 through August 31, 2005. Our hope is the implement three or four more of John Davis’s procedures to increase our bottom line even further next year. We highly recommend this marketing program for any service company that is interested in growing their business.

Sincerely, Geoff Condon Condon Tree Service, Plano, Texas

Here’s how to get it FREE: I need your Name, Snail Mail Address, Phone #, and E-mail Address (for your free bonus reports). You can give it to us in 2 ways. 1) send an e-mail to john@jdavistreecare.com with this info., or call my office at 817-222-9494 and give your info to Cindy or Rosa. I will get your package right out to you.

RENEGADE Marketing Systems, for the green industry Fax 940-433-2492. e-mail john@jdavistreecare.com

Please circle 38 on Reader Service Card
Many local organizations provide generic sales seminars available to everyone. Salespeople can space their training over time or even participate during their off-hours, cutting down on time out of the field. An innovative way to develop sales skills that is growing in popularity is an industry-specific sales boot camp. These concentrated sessions over a couple of days are usually held in conjunction with an industry event or in a populated area. It provides a small group of salespeople the opportunity to develop new skills and polish skills. It also allows for the practice of specific selling situations that they normally encounter on a daily basis in a concentrated intense environment. Industry-specific training enables an easier transfer of skills to their everyday job.

Many organizations find that industry-specific training programs offered through an association or group is extremely beneficial. It is especially beneficial if it can be broken in small bite-size pieces and delivered in small increments so a person can absorb learning over time. More and more people are taking advantage of this type of training over the Internet or through pre-packaged, distance-learning programs. Today's technology enables learning anywhere at any time.

Regardless of how sales or persuasion skills are improved, improving them will pay dividends to both the salesperson and company. Whether your company has one salesperson, many, or even if you, the owner, are the salesperson, building sales skills is key to getting more customers and getting your price.

Surprisingly, the skill of the person who is selling the tree care company’s services may have as much or more to do with its success than the actual quality of the service delivered. Henry David Thoreau is quoted as saying, “build a better mousetrap and the world will beat a path to your door,” and, as I understand it, he died penniless and broke. He apparently built “a better mousetrap” in the books he wrote, but did not have the sales and marketing to promote and sell his expertise. Only after his death did he become truly famous.

Don’t wait to develop the sales and persuasive skills of those who get customers. Make sure the quality of the sales and marketing of your company is as good as the expertise and professional services you are delivering. It will pay dividends.

Wayne Outlaw is author of Winning the Value Battle: Selling Against a Cheaper Price to Improve Your Margins and Income, and SMART STAFFING: How to Hire, Reward and Keep Top Employees for Your Growing Company. He has spoken for the Tree Care Industry Association and consults with companies to improve and increase their results. He can be reached via email at wayne@outlawgroup.com.
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When Dr. T.W. Bretz left this earth suddenly and unexpectedly from chronic mercury poisoning, I had to pack my bags to follow the art. The Duke University Forest protection program of the ’60s was run by two beloved professors. The late Dr. Roger F. Anderson was the entomologist. In his classic 1966 text, Forest and Shade Tree Entomology, he had a single, standard cure for most insect problems – “DDT at the usual dosages would be effective.”

Dr. Stambaugh, the pathologist lectured us about tree diseases as an unending tale of woe: chestnut blight, Dutch elm disease, white pine blister rust, annosus root rot, nectria canker and decay. These maladies were wiping out many of our trees and there was little we could do about them (except study them). I wondered, isn’t there a way to tweak nature and actually do tree therapy – without poisoning ourselves and the environment?

Circumstances of life led me to practice tree care in New Orleans. My business model was disease diagnosis and treatment – tree cutting was merely one of several options available to us. I tried a few chemical combinations with a cheap sprayer using the chemicals of the day. By the late 1970s, the Buckmoth (Hemileuca maia, order Saturniidae) caterpillar emerged as the premier tree pest of the area. We first saw them around the tomb of the infamous Judge Leander Perez of Plaquemines Parish and speculated about reincarnation – and Kafka. This insect fed on oaks and grew to a stinging caterpillar 2 inches long. Millions of them crawl over miles of our city. A single touch can send a sensitive person to the hospital. I immediately pulled every chemical off the shelf, even some fairly toxic stuff, and nothing seemed to work. Then, I reluctantly tried the biological pesticide, B.t.k. This is Bacillus thuringiensis, var. kurstaki, a large, gram-positive, rod-shaped bacteria that will grow and multiply in the gut of caterpillars and poison them with a crystalline toxin. It was specific for caterpillars and was completely benign to everything else – including all other insects.

As the annual caterpillar infestations grew to their peak in 1990, my bedside manner in controlling them – and making money – grew also. The eggs were laid at the tops of the oaks by black-and-white moths in December. By cruising the city looking for moths on warm sunny December days, I could get a prediction of how bad the next season would be. Plans could be made. Two large antique machines on 16-foot trailers, powered by 6-cylinder flat-head, in-line Continental Red Seal
motors pushing Bean Royal 1,000 psi, 75 gpm pumps would be made ready over the winter. Pesticides, stickers, high pressure hose and molasses could be stockpiled in an accurate inventory. Once the spray season begins, there is no time to stop!

I discovered that we could get better kill by mixing bulk molasses at 0.5 to 1.5 percent to the bacterial brew. This could be a feeding stimulant, or it could be a molecule block. Also, B.t.k. will grow in a molasses-water brew, forming a pellicle of bacteria on top, just like "mother" in the pickle process. If we started brewing in February, we could boost the bacterial load in-house on time for the starting date. In 1969 - a peak year - we used 9 tons of molasses to make 250,000 gallons of spray mix. South Louisiana is home to sugar cane fields and sugar mills. Refiners along the Mississippi produce tons of molasses that is loaded from huge tanks into ships, barges and tank trucks. I'd pull in with my tree truck and a trailer loaded with empty barrels. They weighed it empty going in and full going out, and charged $80 to $200 per ton for the weight difference. We would package the molasses into 2 1/2 gallon plastic carboys - from one to three hundred of them - for convenient use during the season.

On Feb. 1, my secretary begins calling last year's clients to find out if they want the service, book the work, pre-write the invoices and answer their questions at leisure. B.t.k. has a window of effectiveness from egg hatch (about March 5) to fourth instar (about April 1) - about three weeks, less days lost to rain or mechanical failures. Each machine can do 30 clients a day (about 1,800 gallons of spray mix) with a two-person crew, or 20 with a single operator. This is a ceiling of 1,200 clients in an area with 100,000 big oak trees.

The machines are routed each day to minimize driving time. We spray sensitive areas - thoroughfares, schools, hospitals, etc. at 5 to 7 a.m. or on weekends. The best time to spray is early morning or evening, as the material stays viable longer and the caterpillars eat all night. Also, we mix a bit of high quality soluble 20-20-20 with micronutrients and Epsom salts (magnesium sulfate) to a 0.5 percent maximum concentration. This causes sprayed trees to green up nicely and increase customer satisfaction at a low cost. When passersby smell the molasses, they know that we are spraying a non-toxic material. It is cheaper and better to pay for auto detail jobs than to pay for doctors' visits and possible injury lawsuits!

After April 1, B.t.k. is no longer effective and calls still come in. Also, 10 percent to 40 percent of the original clients are calling to complain that they are seeing more caterpillars than they care to. There are a lot of reasons for that: incomplete coverage, caterpillars walking from untreated trees, and so on. The foundation of the business is an unconditional guarantee of satisfaction, so I dispatch a technician armed with a Solo or Stihl mist blower and Tempo SC ultra insecticide. Fifteen milliliters of active ingredient in three gallons of water blown on the tree trunks, the ground and the front of the house will kill stragglers within 15 minutes. All the caterpillars are down, lower now - within the 40 foot vertical range of the mist blowers. The big machines are switched to Tempo also. But, Tempo burns the skin and eyes and now we have to be very careful with spray drift.

**Be safe with pesticides**

Dr. T.W. Bretz was professor of forest pathology at the University of Missouri in the 1960s. He is known for his discovery of the perfect stage of the oak wilt fungus (Ceratocystis fagacearum, Bretz, Hunt). The discovery was made with an elegant test, by crushing Nitidulid beetles, presumably carrying spores, onto + and - strains of the fungus, creating fertilization and the perithecia of the perfect stage.

Dr. Bretz and his technicians were in the habit of surface sterilizing plant tissue with mercuric chloride (HgCl2) solution. He'd get a bit of it on his fingertips and the poison built up in his body over the years, leading to his sudden death in 1967. I had to leave and go to Duke to finish my studies in 1968. We use 10 percent Clorox as a surface sterilant now.

- Be mindful of pesticide law
- Never carry pesticides in the cab of your truck.
- Use according to label directions for the named insect pests only.
- Be careful with combinations of chemicals and unwanted reaction.

Wettable powder fungicides are good protectants only and can do little to stop disease in progress.

**Methyl parathion**

Mississippi methyl parathion scandal - This pesticide is quite toxic to humans, but is commonly used as a pesticide for cotton and other crops. Contrary to law, a residential pest control operator used this chemical to control cockroaches in homes and sickened a lot of people.

**Biological pesticides**

Biological pesticides, such as B.t.k., B.t san diego, Steinernema nematodes, Trichoderma and mycorrhizae are unregulated and relatively non-toxic. If they work as well as chemical pesticides, they should be substituted. I use a fungus, Conidiobolus, that I developed for control of termites in trees, citrus whitefly, scale and pests of honeybees.

In a 2002 South Dakota study, I found it to be effective (along with disodium octaborate and Steinernema) in disinfesting pine logs containing mountain pine beetles (Dendroctonus). Rincon-Vitova of Ventura, California, has it in their catalogue. A cooperator in western North Carolina is testing it on balsam woolly adelgid and hemlock woolly adelgid - two nasty and nearly unstoppable insect pests.
We finish the last two weeks of the season with trepidation. In good years and bad, three to six weeks of oak caterpillar spraying contributes 15 to 40 percent to gross income and 20 to 90 percent of net profit to our tree business. Sometimes, unhappily, it actually subsidizes unprofitable tree cutting activities.

There are no ovicides (chemical agents that target the eggs of insects) on the market today, but we are experimenting with our termite fungus. It can easily kill buckmoth caterpillars, but it can likely kill them in the egg stage as well. If this is true, we would be able to extend the season into February and thus expand our fixed client capacity.

Fall webworm, forest tent caterpillar, tussock moth and walnut worm can be sprayed with a similar strategy to a smaller pool of clients. B.t.k. can be mixed with the fungicide Mancozeb to control marssonina leaf spot. The manganese and zinc in the fungicide act as micronutrients. Sometimes we add a bit of Zinc for the pecan trees. Black pecan psyllid and oak leaf curl have to be sprayed at bud-break (only a one-week window of time).
No bidding and fixed minimum costs

Another economic advantage to spray work is that it is largely bid-less. Most tree pruning and removal jobs require an on-site bid. We have to see how big a job it is and what kind of risks we are getting into. This translates to price.

The cost of spray work is fixed. A big machine uses a 40-second burst of about 50 gallons of spray mix to cover a large tree. We have to factor in a 20 percent re-spray rate and a 5 percent deadbeat factor. Since travel time is expensive, we can bid additional trees at a sliding rate of lower cost. If we find that we have underbid a spray job, we simply add on the additional charge next year. If the client is nice or the infestation is low, we keep the charge flat for several years into the future. We would lose more money burning up fuel to look at a tree spray job than the job is worth. A minimum charge for the big pumps is around $100 to $150. Mist blower jobs run a minimum of $65 to $85. It is almost impossible to do individual custom spray work with the big pump at a profit – only groups of people with the same problem on the same day.

Differential and presumptive diagnosis

This is medical terminology. It is an aid to therapy. Here is an example: A Southern Magnolia tree on the front lawn of a property looks sick, and possibly is dying. The differential diagnosis is the universe of possibilities of the cause of the problem. It could be: lightning strike, herbicide damage, toxins from a heart rot, phytophthora root rot, strangling root, normal leaf changing (May), drought, mechanical injury (fill shock), pH shock (from spreading chipped lime or oyster shells around the tree), or whatever. We can eliminate all but phytophthora root rot by simply looking at the tree. To confirm this disease, we’d need to try the apple-trap technique or send samples off to a lab. Too much trouble.

We make a presumptive diagnosis of phytophthora and treat with trichoderma spores (Compete, PHC Inc.) or metalaxyl fungicide. The cost of the therapy needs to be under $200 or you will most likely lose the client. The fungicide dose alone could cost $100, but you might get a dose of Subdue for under $50. Voila! Keep records of the treatment (This is also a requirement of state pesticide laws) and call the client back next year to see (1) if he is a happy camper and (2) to reinforce your bedside manner.

The shopping mall

Using a mist blower we easily underbid a landscape spray contractor with a truck-mounted pump spray apparatus and pesticide tank. The reason is that we can mix little three-gallon batches of custom spray and walk the entire property with the
backpack mist blower faster than the landscaper can drag his hose around. The account is the biggest shopping mall in our region.

We target six applications a year to catch the most pests and do the most good. I arrive at the site at 6 a.m., before the joggers and shoppers. My truck is loaded with all the necessary chemicals and 14 2-1/2 gallon water jugs so I don’t waste any time schlepping water. I mix and go and am eating a nice breakfast in a fern bar by 8:30 a.m. The holiday season is the busiest and most profitable time for them. At Thanksgiving, I spray all the plants with a mixture of emulsifiable oil and Epsom salts. The palm trees get a little manganese sulfate. This is all very safe stuff. The plants green up beautifully and have a sheen on them that creates a favorable impression on the multitudes of shoppers. That translates to extra dollars spent there.

Freebies (lagn iappe)
A watercolor painting done by my father hangs in the foyer of my home, titled “The Ordinance of Dr. Saddik Saddikovic.” It is a plain stone building in a bare, rocky environment. In 1927, dad was a minor official, working for the Kingdom of Yugoslavia in the little town of Ljubuski (pronounced: lyoo-bush-kee) in the stony Muslim province of Hercegovina. He saw a line of sick people waiting in front of the house for their turn with the imam. As they left, they appeared happy and cured after he placed his hands on them. He approached the old man and asked, “How much do you charge to heal people?”

The Saddik answered, “It is a gift from Allah, I cannot charge a fee.” (Saddik is from the Hebrew word Tzadik, meaning “righteous one.”)

“How old are you?”

“I do not know – but I remember when Napoleon visited here.” (That was in 1809.)

Some of the best work can be done with a bit of inspiration and luck. If you try out a new cure or technique for the first time – it wouldn’t hurt to do the job for free. With no cost, the client is less likely to complain of shortcomings. You can easily make an add-on to a job for a regular client – and you can refine and hone your techniques more quickly. Everybody benefits. And people will remember you for that!

Adrian Juttner is owner of Adrian’s Tree Service, a TCIA member company, in New Orleans.
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America's hunger for alternative fuels for energy is growing, fed by higher fuel prices as well as a desire to lessen the country's dependence on crude oil, particularly as it pertains to the Middle East. And, as that sentiment grows and technologies improve, the position of tree care professionals becomes more promising.

With recent calls for greater use of biomass as an alternative fuel, trees and woody biomass, along with agricultural crops, residues and grasses, are strong candidates for the next generation of energy supplies. In fact, such resources are being heralded as nearly limitless, cheap and renewable energy that literally grows on trees.

A July 2006 study released by the University of Minnesota concluded that "switchgrass, mixed prairie grasses and woody plants produced on marginally productive agricultural land or biofuels produced from forestry waste have the potential to provide much larger biofuel supplies with greater environmental benefits than corn ethanol and soybean biodiesel."

Modern forestry practices, such as forest thinning, offer a source of wood chips without forest destruction. Commercial tree care companies and urban foresters would also have new markets for their waste wood. To this point, the National Association of Consulting Foresters is "very supportive" of using woody biomass for energy production, according to the association's president Edward F. Steigerwaldt.

"Small operations can be a player in the large biomass business by educating people to biomass potential, and then by stockpiling woody or biomass materials for sale where economics justify it,"
Steigerwaldt says. “In northern Wisconsin, for instance, there is at least one pulp mill that will buy chips and non-pulp producing roundwood for energy. We all must be patient and persistent as woody biomass moves forward and is recognized as a very important energy source.”

Woody biomass defined

According to the USDA’s Biobased Products and Bioenergy Program, the term biomass is defined as any organic matter that is available on a renewable or recurring basis, excluding old-growth timber and including dedicated energy crops and trees, agricultural food and feed crop residues, aquatic plants, wood and wood residues, animal wastes, and other waste materials. More specifically, woody biomass includes trees, woody plants, limbs, tops and needles.

The goal of the Biobased Products and Bioenergy Program is to finance technologies needed to convert biomass into biobased products and bioenergy in a cost-competitive manner. The focus is on promoting national economic interests through conversion of renewable farm and forestry resources to affordable electricity, fuel chemicals, pharmaceuticals and other materials. Loans for biomass conversion into biobased products and bioenergy are eligible for financing under the Business and Industry Guaranteed Loan Program.

Some waste is what is left behind after loggers claim and collect quality trees. But can “scrubbing” the forest floor for biomass be detrimental to the forest in the long term? Critics say taking more fiber out of the forests could hurt habitat for amphibians, insects and other wildlife. And they say little is known of the long-term effect on future forest growth. This recently prompted a study being conducted on plots across the Superior National Forest in Minnesota.

The study compares the cost of new harvesting techniques, prototype bundling equipment and even hand-cutting trees at 12 sites totaling about 180 acres. Scientists also are studying the plots before and after the cuts to gauge environmental effects. A $250,000 federal grant is paying for the study, a partnership between the Twin Cities-based Institute for Agriculture and Trade Policy, the National Forest Service, the Laurentian Energy utility partnership and Forest Management Systems, a logger’s cooperative.

Biomass is any organic matter that is available on a renewable or recurring basis, excluding old-growth timber and including dedicated energy crops and trees, agricultural food and feed crop residues, aquatic plants, wood and wood residues, animal wastes, and other waste materials. More specifically, woody biomass includes trees, woody plants, limbs, tops and needles.
A willow experiment

The academic portion of a plan to turn willow trees into fuel is complete, and the project is now entering the commercialization phase, according to a recent press release from the community and government relations office at State University College of Environmental Science and Forestry in New York.

In addition to the college, Dallas-based Catalyst Renewables Corp. and O’Brien & Gere, a Syracuse, N.Y., engineering firm, have committed time and funding to the Woody Biomass Project, which is now seeking a $20 million grant to build a test plant.

The project is also receiving $1.75 million in federal funding through the Department of Energy and the Department of Agriculture. The test facility, which will exhibit Catalysts Renewables’ ability to convert woody biomass to ethanol, will be at the firm’s current steam production plant in Lyons Falls, N.Y. The ethanol production line will take leftover material after the steam production process and convert it to the biodegradable liquid gas, ethanol.

Since the State University College of Environmental Science and Forestry first launched the Woody Biomass Project in March 2002, it has secured about $6 million in funding. This money allowed researchers to set up multiple fuel cells, conduct multiple studies, and plant 1,200 varieties of willow.

The woody biomass market

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together as the Laurentian Energy Authority – will produce steam heat and electricity by burning biomass. The utilities are building new wood boilers and a wood-processing site in an $80 million public project to convert coal and natural gas plants to accommodate wood chips ground from biomass. By using biomass, which includes large amounts of wood chips, the utilities expect to cut their use of coal by about 70,000 tons per year within five years, reducing carbon and mercury pollution. More than half of the wood chips are expected to come from logging leftovers, with about 40 percent from brush or trees too small for mills. It is estimated that about 5 percent of the fuel will come from tree farms.

To the east, at least five wood-burning power plants are being proposed or built in New England, encouraged by government incentives and environmentalists who tout wood as an eco-friendly substitute for fossil fuels. One proposed biomass plant in Russell, Mass., is expected to receive 80 truck deliveries of wood chips a day.

College campuses and hospitals are also constructing dozens of smaller wood-burning plants that produce both heat and electricity for their buildings. Unlike wind farms, wood-burning plants don’t require open spaces and can be placed in existing industrial zones.

In Massachusetts, a state law to encourage new sources of renewable energy favors the plants by creating financial incentives for their operators. The law requires that 2.5 percent of the state’s power come from renewable sources, a figure that will climb to 4 percent by 2009. Together, the new wood-burning plants being proposed and built in New England could generate enough electricity for
And in New Mexico, construction on the state’s first commercial-size biomass plant, to be built near Estancia, could start as early as January 2007. Public Service Company of New Mexico signed a 20-year deal with Western Water and Power Production in mid-July to buy power from a $74 million plant, which would burn forest thinnings to generate up to 35 megawatts of electricity. (A megawatt is enough to supply about 800 average-sized homes.)

Western vice president Jack Maddox told the Albuquerque Journal that wood will come from small-diameter trees and brush cleared from a 63,000-acre site south of Mountainair that Maddox has leased from the state land office. Maddox also hopes to obtain fuel from parts of the Cibola National Forest in the Sandia and Manzano Mountains.

To date, at least 10 states, including California, Washington and Florida, have biomass plants that produce electricity on a commercial scale.

But the economics for biomass suppliers - the tree guys - have been daunting. Transportation costs make biomass more expensive than other energy sources, and the number of power plants is still relatively few. Local markets are therefore the first places to seek out.

“While often overlooked, natural resource acquisition is perhaps one of the most critical aspects determining the success of bioenergy in our country,” says Andres Villegas, government affairs, research and international business manager at Willacoochee, Ga.-based Langdale Industries. According to a report by the University of Georgia’s Center for Agribusiness, 50-70 percent of the total cost to produce any type of bioenergy or biofuel can be attributed to the acquisition of the raw material.

“Obviously, a raw material that is shipped across the country to a bioenergy facility does nothing for the local community engaged in forestry or farming where that facility is located,” Villegas says. “Therefore, the identification of available raw materials for industrial conversion to bioenergy and biofuels will play a critical role in the development of new processing facilities and new markets for farmers and forest landowners in the future.”

In conjunction with the Healthy Forests Restoration Act, Congress authorized the Forest Service to spend $5 million annually between 2004 and 2008 on grants to help communities and small businesses use bio-
mass. The agency has awarded a number of grants in Oregon, including one to the Confederated Tribes of Warm Springs, which plans to expand generation at its sawmill to eventually produce 15 megawatts of electricity.

In April 2006, U.S. Department of Agriculture announced nearly $4.2 million in grants to 18 small enterprises to develop innovative uses for woody biomass in national forests as sources of renewable energy and new products. The recipients were selected based on a number of factors, including those that make it economical to remove woody biomass for forest lands and turning it into marketable products, while reducing the costs of recovery. In addition, grants were awarded for projects targeted at removing economic and market barriers in using small-diameter trees and woody biomass.

One strategy in use to offset high transportation costs associated with cutting and transporting stacks of skinny trees is to chip them on site with portable chippers. That’s what two entrepreneurs are doing in the East Texas piney woods that were devastated by Hurricane Rita in 2005. Michael Bishop, president of Nacogdoches, Texas-based American Biorefining, and Joe Murray, chief executive officer of Green Energy Resources, a New York City-based renewable energy firm, expect to collect millions of tons of shattered trees, branches and other forest debris from an area stretching from northern Harris County to Nacogdoches to the Sabine River.

The pair plans to shred the waste wood into biomass fuel – chips the size of cell phones – and ship it to European countries where such fuel is burned to generate power. This is an example of how the biomass market is truly an international one.

“‘The confluence of markets and readily accessible raw materials is critical for any resource to hold value,’ Villegas says. ‘For forestry and farming, access to markets has always been critical. Just look at the delicate role that market access for agricultural products plays in global trade negotiations.’”

Bishop says he plans to pay landowners $1 a ton for forest debris and take the chipping machinery to the harvesting sites. He estimates that 1 million tons are available, enough to keep him busy for the next 15 years.

“It’s a brave, new world,” Bishop says, “in terms of energy.”

Tracy Powell is a freelance writer living in Charlestown, Indiana.
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Diesel Emissions Changes for Small & Medium Size Trucks are Here

By David Rattigan

Custom diesel utility truck makers and the people who use them are wondering just what to expect when new models of clean-air vehicles begin rolling off the assembly lines early in 2007.

Because of their fuel economy, diesel-powered engines are favored by many industries including the tree care industry. Diesel fuel powers not just trucks but also the aerial lifts, cranes, chippers and other tools used by arborists.

With changes in environmental standards mandated by the Environmental Protection Agency - including new clean-air technology on engines and a new, ultra-low sulfur fuel, the engines that begin rolling off assembly lines in January 2007 will expel significantly reduced amounts of oxides of nitrogen (NOx, pronounced “knocks”) and particulate matter (called PM, or more commonly “soot”).

The changes will be phased in over the next few years, ramping up to 100 percent of diesel engines for on-highway trucks by 2010.

The good news is that the cleaner running engines will be good for the environment, and the nation’s health. According to the Natural Resources Defense Council and the Diesel Technology Forum, two non-profit agencies involved with the changing technology, the ultra-low sulfur fuel is 97 percent cleaner than the fuel formulations it replaced, and will cut soot emissions by 10 percent. Running in the new engines, it will create emission reductions of 95 percent.

John Millett, a spokesman for the EPA, says that the agency estimates that by 2030 (the time it will take before the new engines have replaced all of the old engines currently in use), the $4 billion cost of the changes will be more than offset by $70 billion in benefits to society, including prevention of premature death, loss of work days, preventing heart attacks and asthma, reducing the number of emergency room visits, and other health benefits.

All of those interviewed for this story acknowledged that cleaning the air is a noble goal, even those with reservations about what it might mean for their business. However, they do expect to get bitten on the bottom line. Reports from major truck manufacturers already have pegged engine-related surcharges at $5,000 or greater.

Beyond that, there are a host of other concerns rooted in the unknown. Despite optimistic reports from engine makers, many are concerned about issues of performance and fuel economy, while wondering whether the changes to the external shape of engines will create the need for other manufacturing changes, and the related expenses.

Many of those interviewed for this story said they simply won’t know what the full picture will look like until the new engines and chassis start rolling off...
the assembly lines.

In theory, at least, arborists should be supportive of the goal despite the hit they’ll take on their bottom line. As an industry, tree care companies have always been an environmentally sensitive group, notes Michael Garner, chairman of the board for California-based American Truck & Trailer Body Co.

“They work in a green industry,” says Garner, who says his company has always tried to be supportive of maintaining the environment as well. “Even to the application of fertilizers, they’re very environmentally conscious. I know Davey Tree strives to have good environmental conditions. I know that first-hand.”

Where the strain will come is in the bottom line, with the cost increases. For that reason, some have already observed a push toward buying new models before the Jan. 1, 2007 deadline, or buying used models that will be “grandfathered” from the emission standards.

“We’ve already had people coming in and buying a used vehicle because they’re just not going to deal with buying the new models,” says Steve Haman, purchasing/sales administrator for Royal Truck & Equipment Co., a used vehicle seller headquartered in Coopersburg, Pennsylvania. “Even though it hasn’t gone into effect yet, we’ve had people coming in saying, ‘I’m tired of dealing new, and with this emissions thing coming up, I’m just going to go ahead and start buying some clean used stuff.’”

Buyers in the tree care industry tend to put a lot of research into their equipment.
purchases, Haman says, and he’s fielded several inquiries along that line.

“I’ve been hearing, and my salespeople have heard people saying, ‘I’ve never bought used before, but I think it’s time.’ I can’t put a percentage on it, but that’s the atmosphere, the feedback I’m getting from customers and salespeople.”

Diesel’s turn

The move to higher emission standards in various engine categories goes all the way back to the Clean Air Act signed during the Richard Nixon administration. The standards have evolved since, with changes phased in based on the amount of use each type of engine receives, according to environmental impact.

Much of the knowledge and technology developed while creating cleaner emissions in gasoline car and truck engines has
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been used to develop cleaner diesel engines. Diesel engines have already evolved in that direction. Even without the improvements, today’s diesel engines run more cleanly than models from 10 and 20 years ago.

Carol Lavengood of Cummins Inc., the engine-manufacturer headquartered in Columbus, Indiana, says that while the company has been significantly focused on emissions over the past year, engineers have been developing equipment with an eye toward stricter emissions standards for about two decades.

“In some cases, those become more incremental improvements rather than major product changes,” says Lavengood, director of marketing communications for Cummins’ engine business. For instance, the “cool EGR” (exhaust gas recirculation) technology

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**U.S. EPA EMISSIONS STANDARDS**

Heavy-duty NOx and PM Exhaust Emissions

<table>
<thead>
<tr>
<th>PM (g/bhp-hr)</th>
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**EPA 2004**

**EPA 2000**

**EPA 2010**

**EPA 2007**

With changes in environmental standards mandated by the Environmental Protection Agency, the engines that begin rolling off assembly lines in January 2007 will expel significantly reduced amounts of oxides of nitrogen (NOx) and particulate matter (PM). The changes will be phased in over the next few years, ramping up to 100 percent of diesel engines for on-highway trucks by 2010. Chart courtesy of International Truck.

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**TREE CARE INDUSTRY – NOVEMBER 2006**
used in the 2007 products was first introduced by the company in 2002.

“It has been an evolutionary process,” she says. “There have been building blocks put in place.”

She also notes that since that cleaner technology was introduced in 2002, the company’s market share has increased by 20 percent.

“That gives us a lot of confidence that people are satisfied, and will be satisfied, with what we have to offer come’ 2007,” she says.

By EPA mandate, the new engines will run on cleaner, ultra low sulfur diesel fuel, which was first introduced in California in September, and by Oct. 15 was available at 80 percent of retail fuel outlets in the United States. The development is important, because sulfur can clog emissions control devices used in the new engines, just as lead in gasoline clogged emissions control devices in engines designed for unleaded fuel.

According to Richard Kassel, clean fuels and vehicles project director for the Natural Resources Defense Council, just as unleaded gasoline was the key for cleaner cars 20 years ago, ultra-low sulfur diesel fuel is the key to cleaner diesels today.

During an October teleconference, EPA administrator Stephen Johnson said, “Diesels have been our nation’s economic workhorse. Today, America’s economic workhorse is also becoming America’s environmental workhorse.”

There may be other benefits to the cleaner-running diesel, says EPA spokesman Millett. For one thing, the new federal standards will help industries avoid local prohibition that may be put into effect if air quality continues to decline in many urban areas.

“By getting clean equipment off the assembling line, there won’t have to be local steps in areas with air quality problems,” Millett says. For example, an urban area with air quality concerns might limit the number of hours that construction can take place, he says, “because with all these dirty diesels working at the same time, air quality standards are not going to be met. There could be ramifications from that area for not meeting air quality standards.

“It could be a benefit for business, because it will allow growth, but clean growth without any environmental back-offs that might come from elsewhere,
The challenge for engineers has been to build an engine that not only meets the emissions standards, but can continue to provide performance comparable to previous models.

“Our industry is customer driven,” Lavengood said. “Environmental regulations are very important - they are required to sell the product - but in order to succeed in the market, our engines have to perform to customer expectations. Fuel economy, pulling power, maintenance and overall cost of ownership are all critical design aspects as well, not just meeting an emission regulation.”

Cummins has field tested its engines, and also put some into limited production. The feedback has been good, Lavengood says, in terms of performance, maintenance intervals and fuel economy.

“We’re really pleased with what we have to offer to customers,” she says. “I think they’ll see very little (negative) impact from the product.

“One of the things we’ve heard back from drivers in our field tests is, ‘There’s no smoke, and there’s no smell.’ We think of diesel trucks of the old days, with the black puff of smoke coming out of the exhaust stack, and that won’t be there any more. It does create a much better work environment.”

Among the anecdotal results, one story stands out particularly, Lavengood says.

“Within one fleet, the performance of our ’07 product was so great, drivers were actually asking for the ’07 trucks.”

Unknown factors

Still, concerns persist about how the new engines will perform, and whether customized truck bodies - such as those used for aerial lifts - will fit over chassis and engines without major modifications.

“The biggest concerns are going to be in the muffler, exhaust, particulate trap portion of it,” says Dallas Dodson, vice president with American Truck & Trailer Body Co. It could become more complicated and expensive to mount the tools needed for working trucks.

“They have to put it all together in one package, so that when it rolls off the assembly line, number one that its emissions conform to the new laws and, number two, that it’s accessible for installation of the equipment,” Dodson says.

Concerns about those costs, and about
performances and other issues, have moved some to do their shopping early.

“All of our large customers bought into next year’s chassis to get pre-emission chassis because they’re afraid of what the new chassis are going to be like when they come out,” says Rich Mitchell, vice president of Aerial Lift, Inc., based in Milford, Connecticut. In fact, he said, the company’s suppliers told them that they reached the limit for pre-emission motors.

Aerial Lift, a body-upfitter that mounts its lifts and other products onto a variety of different chassis and engine types, has ordered new-style chassis, “so that we can get them in and start playing with them,” Mitchell says. He hopes to be working on them as early as this month (November).

Clean air is a good goal to shoot for, says Mitchell, but he and others are concerned about a potentially challenging adjustment period.

“You have to remember that when they first came out with emissions (controls) on cars, and catalytic converters, the first year they were out the cars didn’t run at all,” Mitchell recalls. “They had multiple problems with them. That’s one concern we have, that once they start putting all this stuff on, with everything being so computer-driven with these chassis, we’re just not sure what’s going to happen with them.”

While optimistic reports from engine and truck manufacturers are not to be discounted, Mitchell says that the time when everyone will learn the most about the new engines will come once they’ve arrived, and are working in the field.

“Most industries aren’t like ours,” Mitchell notes. “You take a UPS truck, a bus, any kind of delivery truck or whatever, and it runs up and down the road at a high speed all the time. In the tree industry, most of these vehicles sit idling all the time. That’s where you’re going to have a lot more problems, with trucks that idle.

“The reason they (manufacturers) don’t realize it is that the tree care industry, unlike the trucking industry, is such a small industry. You could take a truck that runs from here to California all day long, and he’s probably never going to have a problem with his emission because he’s running at a high speed, burning everything up. But a truck that’s going to sit in somebody’s yard and idle for four, six, eight hours a day is going to create a lot of particles going through that filter, and going to have more carbon buildup. So, it’s going to be interesting.”
The emerald ash borer (EAB) most likely arrived in this country in the Detroit area of Michigan on solid-wood packing materials from China sometime in the 1990s. It would be several years before anyone would realize that the puzzling increase in ash decline and mortality in southern Michigan was caused by this previously unknown and now unwelcome import.

Its spread and ability to kill even healthy ash trees quickly has been ferocious. Since it was finally identified in 2002, EAB has been responsible for the death of an estimated 20 million ash trees in Michigan, Ohio and Indiana. Canadian officials have also been waging a battle with the insect since it was found in Ontario in 2003. This summer, EAB was discovered in two Illinois counties in the Chicago area and one county in Maryland.

In the eyes of many forest professionals, EAB is the most dangerous invasive insect ever to hit North American shores. It has the potential to wipe out ash as a genus on the North American continent.

"Many entomologists consider the current EAB situation as unprecedented in the known history of woodborer outbreaks," says Noel Schneeberger, an entomologist and forest health program leader for the Northeastern Area office of the USDA Forest Service. Populations of native woodborers are known to increase in the presence of large numbers of weakened trees and occasionally "spill over" into healthy trees, he says. "What makes EAB so different is that it appears to have the ability to maintain outbreak level popula-
tions in apparently healthy ash trees, and continue to grow and expand."

Much of the insect's spread has been caused by human rather than natural factors. "It's important to point out that the new EAB spots detected in Illinois and Maryland this past summer resulted from human aided movement of infested materials (nursery stock, green wood, and firewood) and not natural spread of EAB," stresses Schneeberger.

Professional arborists can play an important role in battling the emerald ash borer by assisting in early detection and by preventing its artificial spread through the improper transport and disposal of wood debris and firewood.

"Every day, dead and dying trees are being removed from urban and community settings - from backyards to boulevards to community green spaces," says Lisa Burban, urban and community forester for the USDA Forest Service Northeastern Area. "Arborists across the country can help with early detection by examining every ash removed for the evidence of the insect; including the tell-tale galleries beneath the bark (see sidebar). We need to spread the word through the arborist community that emerald ash borer is an aggressive beetle and it may have spread much farther than the currently known infested states."

Sharon Lucik, a spokesperson for the Animal and Plant Health Inspection Service (APHIS) EAB program, suggests that commercial arborists keep themselves current about all invasive species that impact trees. "They are often 'first responders' to a homeowner's call for assistance," she says, "and therefore are in an optimal position to discover invasive insects such as EAB in their early stages."

Early detection in areas where EAB has not been found previously is a crucial step in preventing its spread. To accomplish this, we will have to discard the preconceived notion that if EAB has not been reported in a particular state or area, damage or decline in ash trees is probably from native borers or other disease. This is what happened in Illinois, where a determined homeowner took the initiative to challenge the diagnosis of a professional arborist who told her in the spring of 2005 that her ash tree damage was not from EAB.

Kane County Illinois homeowner Rebecca Mathewson called in a tree care provider in the spring of 2005 after two of
the ash trees on her property showed symptoms of decline. “They came out and looked at the tree and determined that it was (common) ash borer,” says Mathewson. She and her husband had heard about EAB, and after looking on the Internet were pretty sure they had emerald ash borer. Still, she says, their tree care company was convinced it was not. “The arborist said ‘no, it’s just the common ash borer,’ not to be alarmed, that the emerald ash borer is in Michigan, it’s not been seen in Illinois yet.”

They accepted the tree care provider’s diagnosis and treatment, she says, until the next spring. “In June I was out weeding a garden and I saw a cobweb in our tree and there was something in it – I grabbed the bug and I just got chills – that was the bug I’d seen on the Internet.” She contacted the USDA, says Mathewson, which gave her instructions on how to pack and mail the dead insect for identification. Less than a week later, USDA and state officials were on her doorstep. It was indeed the dreaded emerald ash borer.

Since then two additional infestations of EAB have been discovered in Cook
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County, closer to Chicago. Because Illinois is close to other states with EAB, the state was well aware of the possibility that the insect would be found there. In 2004, state officials signed off on an EAB readiness plan that was crafted in a cooperative effort with representatives of the state, USDA APHIS, the USDA Forest Service and the Morton Arboretum.

In 2004, state officials signed off on an EAB readiness plan that was crafted in a cooperative effort with representatives of the state, USDA APHIS, the USDA Forest Service and the Morton Arboretum.

Illinois had already successfully confronted the Asian longhorned beetle (ALB) in Chicago, but EAB will require a more aggressive strategy, says Steven Knight, the APHIS Illinois state plant health director, and a former director of APHIS’ Chicago ALB eradication program. “Lessons learned from the Asian longhorned beetle eradication project about cooperation, information exchange, partnerships, etc., are valid in meeting the EAB challenge. However, the casual attitude that ‘we met and beat ALB’ will not suffice with EAB. We must elevate our response beyond that of ALB. Managing EAB in Illinois will be difficult.” As of mid-September, Illinois was preparing to remove 2,800 ash trees in Kane County alone.

EAB in Maryland

In Maryland, EAB larvae were discovered on a “sentinel tree” in a previously quarantined portion of Prince George’s County in July of this year. Sentinel trees were planted in 2003 after a shipment of ash trees had been illegally shipped from a quarantined nursery in Michigan to a nursery in Prince George’s County. Although, the shipped trees were found and removed, as well as more than 1,000 ash trees in the vicinity, sentinel ash trees were planted to attract any residual borers that might be left in the area.

With this subsequent find, Maryland has announced plans to pursue an aggressive eradication campaign, including a complete quarantine of Prince George’s County that prohibits the movement of ash trees or...
hardwood firewood out of the county until after Sept. 1, 2009.

To treat or not to treat

Many professional arborists, particularly in areas in or near known EAB infestations, will receive requests to offer treatments that will save ash trees from EAB. There are no easy decisions in these cases. The USDA Forest Service and APHIS, as well as many other professionals, take the position that treatment for EAB, most often with imidacloprid, may prolong the life of an ash tree attacked by this insect, but will not “save” the tree. “Tests have shown that injection of this material into infested ash trees can kill a large number of the larvae within the tree in the short term,” says Schneeberger. “Further studies are showing that these trees are eventually overwhelmed by and succumb to the insect in areas where EAB populations are high.”

Philip Nixon, an extension entomologist at the University of Illinois, believes that treatment options that prolong the life of a tree may be appropriate in some cases. “At this time,” he says, “clients should realize that if they have their trees treated for EAB, they will probably die from borer attack anyway. However, treatment is likely to delay tree death by at least 2-3 years, allowing replacement trees to become larger by the time that the ash trees are removed.”

However, clients should be informed that state or federal authorities can use their statutory authority to decide that ash trees in a given area will be removed to prevent the spread of EAB. That decision will most likely be carried out regardless of the treatment status of a tree.

Should arborists recommend planting ash?

In states with known EAB infestations like Michigan, Ohio, Illinois and Indiana, communities and homeowners should diversify and begin planting species other than ash. “The green industry and nurseries are in a unique position to lead this effort across the infested states,” says

EAB biology and life cycle (Continued from page 58)

Tree is dead. The impact of EAB shows up first in the canopy of the tree, and actual borer damage may not be noticed until decline is severe. Epicormic growth - shoots that begin growing closer to the base of the tree - are signs that the tree is in severe distress.

The time required for EAB to kill a tree is determined, in part, by the size of the tree. Saplings and small trees may be killed in one year, while it may be four years before large trees die.

Scientists believe EAB has four larval stages (called instars). Most EAB pass the winter as prepupal larvae in chambers constructed in the sapwood or thick outer bark. As the weather warms in the spring, larvae pupate and the new adults emerge and begin the cycle again.

Much of the information in this sidebar furnished courtesy Michigan State University.
Schneeberger. “In states far removed from these areas, ash is still a viable species to plant.” Even there, he adds, efforts should be made to diversify plantings. “Let’s not forget the lessons learned from Dutch elm disease,” adds Lisa Burban, “Remember the empty streets and the tremendous sense of loss. It’s so important to have a diversi-

ty of both age and species in community and landscape settings.”

**Tree care professionals can help**

As trusted professionals, commercial arborists can have an impact on the beliefs and behaviors of their clients, fellow pro-

fessionals and even the general public. EAB and other invasive insects and diseases pose a great threat to the health of our nation’s trees and forests. A major factor in the spread of these threats is human intervention through the movement of firewood and woody materials.

“Movement of infested firewood is the primary cause of new spot infestations,” says Schneeberger. “Firewood is also a very difficult commodity to regulate as there is a culture in many areas of people taking firewood with them when they travel to campgrounds or to their vacation homes,” he adds.

Successfully changing public behavior regarding the movement of firewood will require an aggressive and sustained public information campaign that begins with people becoming aware of the issue and sharing their knowledge with others. For arborists, knowing about EAB and being aware of where quarantined areas are located in relation to their work are the first steps. Woody debris should be chipped into 1 inch or less sized chips and incinerated (if possible). Studies have shown that EAB life stages cannot survive in wood chips of that size.

The USDA Forest Service, Northeastern Area, is exhibiting at TCI EXPO in Baltimore, Md., in November. Stop by their booth for information and outreach materials related to EAB and other invasive insects and diseases. A great deal of information is also available at www.emeraldashborer.info. Also, TCIA is sponsoring a free EAB informational seminar at TCI EXPO on Friday, Nov. 10.

Judy Antipin is a public affairs specialist in the Forest Health division of the USDA Forest Service, Northeastern Area.
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Aerial Lift Safety in Tree Care Operations

By Stephen Chisholm Sr.

Aerial lift safety in tree work can be relatively easy to achieve, provided you follow the manufacturer recommendations for inspecting and maintaining the aerial unit, follow OSHA regulations and ANSI standards, and follow recommended safe operating procedures.

Equipment

Aerial lift safety begins with purchasing the equipment. If you purchase a new unit, you can be confident that it was built and tested to ANSI A92.2 Standards. If purchasing a used unit, be sure to get documentation of maintenance from the seller, as well as lists of any replacement components and copies of the most recent inspection and testing records.

Once you own your aerial lift, it is your responsibility to inspect and maintain it according to the manufacturer’s recommendations. At a minimum, refer to your manual for operator training, unit inspection and maintenance intervals. As the driver of a truck, you are also required to do a pre-trip inspection. As an aerial lift operator, there are inspection requirements, generally broken down into frequent and periodic inspection intervals. These are categorized as visual inspection, operational testing, stability and structural testing and dielectrical testing.

The aerial lift should be inspected by the manufacturer or an approved repair and service center at least once a year. A copy of the aerial lift certification should be kept in the vehicle in case of an OSHA inspection.

Standards & Regs

Once you have made yourself aware of all the inspection and maintenance requirements, you should also be aware of the regulations and standards that apply to tree care operations and aerial lifts. OSHA regulations that apply are: 1910.67 Vehicle Mounted Elevating and Rotating Platforms; 1910.266 Logging Operations; 1910.269 Electric Power Generation, Transmission and Distribution; 1910.333 Selection and Use of Work Practices; 1926.601 Motor Vehicles, and; 1926.952 Mechanical Equipment. These and other applicable regulations can be viewed at the OSHA Web site www.OSHA.gov.

When working along a roadside, U.S. Department of Transportation regulations apply as defined in the Manual on Uniform Traffic Control Devices (MUTCD). More information can be found at www.mutcd.fhwa.dot.gov.

OSHA has developed Quick Cards with English on one side and Spanish on the other side. The OSHA Quick Card on Aerial Lift Safety Tips says: “The major causes of fatalities are falls, electrocutions and collapses or tip-overs.” They also list 11 bullet points under Safe Work Practice.
Other useful Quick Cards include:

- Work Zone Traffic Safety
- Chain Saw Safety
- Crane Safety
- Chipper Safety
- Motor Vehicle Safe Driving Practices
- Tree Trimming and Removal

You can view the Quick Cards on the OSHA Web site by going to the alphabet at the top of the home page (www.osha.gov) and clicking on the letter “Q.”

OSHA requires that employers train their employees. Certainly training to operate an aerial lift safely and efficiently should be a priority. Altec Industries is one manufacturer that offers a training manual and CD-Rom program to become certified. Go to altec.com and click on the Safety First logo. Check with the manufacturer of your aerial lift to see what additional training information they may provide. Knowing the safe operations of all equipment is a must.

The ANSI Z133.1 2006 has many sections that would apply to tree care operations and aerial lifts. The entire safety standard applies to the tree care industry, but particularly Section – 4 Electrical Hazards; Section 5 – Safe Use of Vehicles and Mobile Equipment Used in Arboriculture (with 5.2 dealing specifically with aerial devices); Section 6.3 – Chain Saws; Section 8.4 – Rigging, and; Section 8.5 – Tree Removal. You will find that following the new and expanded Z133.1 Standard will help you achieve a safer workplace.

**Safety procedures**

For safe operations, job briefings are a must. You should develop a plan and operate according to that plan.

When traveling to and from job sites be sure the booms are stowed correctly, and plan your trip to avoid any possible overhead obstructions, such as low bridges.

When arriving at the job site you need to be aware of any hazards. When working roadside you need to control pedestrian and vehicle traffic, not only for their safety, but for yours as well.

When setting up the aerial device and setting your outriggers, you need to be mindful of the slope. Generally ANSI A92.2 limits the rated capacity for aerial devices to set up on a maximum of a five degree slope. Unless you can use blocking or cribbing, as is done with crane set up, you should never operate an aerial lift on a
slope of greater than 5 degrees, especially when working over the side of the unit. Also, be sure your wheel chocks are in place and the outriggers are set appropriately before operations begin.

When setting up off-road be sure to check for any soft areas, manholes, old septic tanks or any other possible hazards. Use planks and outrigger pads for stabilization.

Are there any electrical hazards that need to be considered? If so, you must be a line-clearance certified arborist, or a qualified line-clearance arborist trainee, to work where electrical hazards exist. When working near electrical conductors you must maintain minimum approach distances. Always keep your eyes on the conductors – never turn your back to them. You should, when necessary, cut your way into your work, cutting small pieces at a time so that you can see the conductors clearly. You must always use non-conductive equipment when working near energized conductors. You should keep your equipment and your insulated boom clean. A good way to clean your boom is with something like “Spray Nine” – you could then apply a layer of wax to the boom.

For more information on aerial lift safety, you can refer to TCIA’s Tailgate Safety Manual.

Other things to be aware of during removal operations or during large limb removal:

► Is the tree safe to set up rigging points to it, or do you need to set up rigging lines to another tree or possibly use a crane in conjunction with the aerial lift?

► If you overload a rigging point, or if the tree cannot withstand the load, and your upper boom is under that failed load, you may come to the ground, be thrown from the basket, or the boom may experience catastrophic failure.

► Never use your aerial device as a crane or a hoist unless it is designed by the man-
Please circle 2 on Reader Service Card
Never use your aerial device as a crane or a hoist unless it is designed by the manufacturer to do so. Continued operations that exceed the load limit of the basket will lead to failure of the upper boom.

Aerial devices can provide safer, less fatiguing operations than climbing – as long as they are maintained and inspected according to manufacturer’s specifications. To be safe, operate according to the safety standards and regulations listed in this article. And adding a heavy dose of plain old common sense wouldn’t hurt one bit!

Remember, your co-workers also count on you to work safely. Maintain safety awareness as you work, and always follow correct procedures. Shortcuts can create hazards and lead to accidents. Be safe. As Cynthia Mills, TCIA’s president and CEO, says so well and so often, “Let’s create a culture of safety.”

Stephen Chisholm, Sr. is president of Aspen Tree Expert Co., Inc. in Jackson, N.J., and a member of the Committee for Advancement of Arboriculture.
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A Tribute to the Legendary Dr. Alex Shigo

May 8, 1930 - Oct 6, 2006

"I believe that once you begin to understand how the tree system works, you will have answers that are much better than I can give you."

Alex Shigo
Modern Arboriculture

By Cynthia Mills

In the first weeks of arriving at the National Arborist Association in 1999, I kept hearing about the amazing Dr. Al Shigo. Shortly thereafter, I heard him speak for the first time and was completely captivated. I really had to listen to follow the Renaissance man as he tied in topic after topic to the study of arboriculture. I had no idea how my liberal arts background could be tied so powerfully to trees until then. He had me mesmerized and helped begin my love for this industry and its people.

I was soon to engage in a ritual that thousands of arborists and students from all over the world have come to love over the years—a visit to Al and Marilyn’s lake house.

Board members Rusty Girouard and Tim Johnson were my companions on this first trip. I have had a photo in my office for years of us eating lobster and steamers together. That evening I was tutored in the magic of a man who has become a dear friend, along with his partner in life, Marilyn.

Over the next eight years, I was to be the recipient of many notes, phone calls, photos, and trips back and forth to Al and Marilyn’s home or the lake house. Sometimes Mark Garvin and I would drive there to get ideas about articles for TCI magazine and to listen to Al’s guidance on where the profession and industry needed to go. This would always include play time with his beloved dog. Mark would sneeze a lot, and then we’d come back with pages and pages of notes. We never had to ask Al what his opinion was. You only had to arrive and be a willing audience for his never-ending insights about the world he loved.

My husband joined the fun and the gastronomic delights of hospitality in the Shigo home. What struck us, and anyone who had the pleasure of Al’s company, was his insatiable curiosity—not just about trees but about people and any possible topic that could come up when two or more people were gathered together.

Al gave us so many gifts. Yes, he taught us how to think differently about trees and their care. He encouraged us to be professional. He did the research that allowed him to show us the "how" behind the many questions we asked him that usually started with “but why?” He gave us the joy for years to come of recording his wisdom in multiple forms so we can access his work and therefore keep him close to us. He encouraged us—no demanded of us—that we keep pushing harder and harder in the field of arboricul-
ture. He taught us that life is not something to be lived—it’s something to be attacked! Every moment of every day. He proved over and over again that people are not something to just let pass by us. Every single person out there has something we can be curious about and interested in. After all, he was interested in each one of us. He showed us the joy of a lifetime love affair with Marilyn and how to live in a relationship that perpetuates the constancy of family. He shared his children with us and gave us insights in how to treasure those who will come behind us. He included us in the joys of great company, tasty food, and the love of a good bottle of wine.

As life threw him a challenge or two in recent years, he became even more insistent that those of us to whom he would entrust the future must listen even more carefully. So when I coaxed him to make his last trip to keynote at TCI EXPO, I promised him we would do everything we could to make him comfortable on the way and that he was guaranteed a big audience of eager arborists. He was not disappointed.

AI was determined to make sure that the reach of his enthusiasm spanned far and wide and so when Danielle Zanzi in Italy arranged a 15th anniversary conference celebration of Modern Arboriculture, AI and Marilyn made the long journey to celebrate the work that he had begun there so many years ago. As I walked to claim my luggage in Milan, there were Marilyn and AI. We had traveled all the way to Italy together and had no idea we were on the same plane. Of course, we then had to make jokes about how funny it was that we traveled 10 hours to see each other in Italy instead of 40 minutes up the road. Danielle and arborists from all over Italy and Europe were anxious to hear what the legendary Dr. Al Shigo wanted to impart. The evening’s celebration at a beautiful palace that included a birthday celebration and the Mayor of Varese presenting official greetings to AI and Marilyn was the icing on the cake to honor a man whose intellect lit a fire for arboriculture across the world.

This spring, I had for the second time, the rather dubious privilege of having to follow AI in speaking. If that doesn’t fit the bill of “it’s a hard act to follow,” I don’t know who possibly could. We gathered with New Hampshire arborists at the Sugar Shack in Barrington, N.H., for what was his declared final official speech. The room was packed, I have never been so thankful in all my life that the arborists of TCIA had voted to give AI Honorary Membership. The timing of this recognition gave me the distinct honor of being able to hand deliver it from arborists all over the world to a man whom they held in such deep esteem; and to do so literally right in his backyard in the place where he had schooled so many, many arborists and students.

Little did I know that only a matter of a few weeks later, arborists would gather from all over the world to say goodbye to a man that they loved in that very same Sugar Shack. They came from The Netherlands, Italy, Pennsylvania, Maine, New Hampshire, Massachusetts, California, Washington, Ohio, Georgia, Maryland and so many other locations—all on very short notice. It was literally a family reunion—and once again, standing room only. AI’s pictures scrolled on the screen before us, while we greeted each other and talked about how stunned we were. And then I watched absolutely and utterly amazed at how many people who normally would be somewhat reticent to speak in front of a large group of people, many of whom they did not know, shared their stories of a beloved man who had changed their lives. I watched both men and women wipe tears from their eyes. I listened to neighbors, friends, gourmet cooking group pals, family members, foresters, arborists, and a student or two all share their most treasured memories of moments in time when a man whose interest in them and his love of life intersected in such a way that their lives were never the same. It didn’t matter whether you were an arborist or not, each one of us claim AI for our own, in our own special way... and he claimed us for his partners on the journey of life.

So as we celebrate the life of an extraordinary man who graced us with his gifts for an all-too-short time, we recognize that Dr. Al Shigo is a legend who lived amongst us: who loved us as we loved him; and who leaves us with his insistence that we press on and act on behalf of the trees and this wonderful profession of arboriculture.

Thank you for you, AI.
Undaunted Enthusiasm

By Tim Walsh

The world lost more than a man on the night of Oct. 6. Dr. Alex Shigo was many things to many people – husband, father, brother, grandfather, uncle, friend, teacher, student, mentor, scientist, musician, philosopher.

Our loss is great, but what he gave us is greater. We have all gained in knowledge of how trees function, but more importantly, he taught us how humans should function. If all that you learned from Alex was about trees, than you missed most of what he was about. Trees are what Alex did, they were not who he was.

He taught us about living well, as all great teachers do, by example. He was kind, gentle, loving, generous, challenging, stimulating, encouraging, humorous, curious, determined, and enthusiastic. I know that we are supposed to be able to define ourselves in ten words or less, but I just could not do it for Al.

Dr. Shigo had the amazing ability to treat every person as if they were of the utmost importance to him, and it wasn’t an act. He truly cared about people. One of his many mottos was “I love everybody, and if they don’t love me, that is their fault.” When he spoke to you, he looked at you, and you knew that he was truly interested in you. The intensity of his attention could be intimidating at times. Anyone who asked a question that they should have known the answer to and fell under the weight of those penetrating blue eyes knows this. When Dr. Shigo was with you, he was just with you. He wasn’t just pressing the flesh, signing books and moving on in the crowd.

There was a sheet of paper found near his desk with some of his thoughts on it. There were about 15 thoughts on the page but the following stood out to me:

♦ Believe in something!
♦ Always provide time for love and thinking
♦ Talk a lot to those you love
♦ Don’t get cynical or intolerant
♦ Pursue curiosity and fun
♦ Ethics are the values that determine human behavior
♦ Students bring hope!
♦ Give freely of your ideas and you will never die

If we can not find the information about trees that we need in any of the hundreds of scientific publications, dozens of books, thousands of slides or the many videos that he created, I guess that we will have to find the answers for ourselves. He taught us how to look at, and touch, the trees to find the answers. He also connected many of us together so that we may share our experiences and learn together.

He also taught us to accept that we are wrong when someone shows us that we are wrong. Some of Alex’s opponents viewed him as wishy-washy, because he would change his view on something if he found out he was wrong. Many people had greater respect for him because he was one of the first “experts” to publicly state, “I don’t know,” or “I was wrong.”

He was always learning and challenging himself. He loved to be shown new things. I think that he liked it when people challenged him and could prove that he was wrong. He had no time for those that said he was wrong because his views were different or may have cause people to change what they did.

Some people were afraid that his teachings were going to cost them money. The reality was that those who truly followed what he taught, and practiced it on a daily basis, often made more money than those who did not.

As we move forward, slowly at first, but ever forward, we should remember the man and the messages. We should honor, not defy him. We should celebrate, not mourn him. We should build libraries and schools, not shrines. We should get our hands dirty digging for roots instead of merely wiping our tears. We should strive to be better people, not just better arborists.

Alex, thank you for making me a better person first and a better arborist, second. I will continue to learn and share what I have learned with others. I look forward to walking in the woods with you again. I have more that I need to do first, so please wait for me...
Below are some of the many comments we received:

Art Batson: Alex opened our eyes and mind to how a tree functions. He challenged us to not accept the obvious but made us think about tree structure, tree wounds. He was a man we all loved and respected. He said “A Tree Hurts, Too” but today we are all hurting with his passing.

Bill Kruidenier: The world has lost the equivalent of the General Sherman Sequoia. Dr. Shigo left this world in a much better place than when he entered, and due to his great work our world will continue to improve through improved tree health and environmental quality. What a wonderful legacy and gift. Alex taught us of the inter-connectedness within trees and communities (natural and human).

He challenged us as professionals to not be satisfied with the obvious – to look deeper at all issues and not to settle for what “appeared” to work in the past. Dr. Shigo called issues as he saw them, pulling no punches, upsetting many of us along the way, waking us with the call to thoughtful action and causing all to grow in our understanding of trees as a result. The profession of tree care owes so much to this human being – a mighty sequoia has fallen and we all can’t help but feel the aftershock.

Aaron Schauer: He spent so much of his time being told he was wrong and to quit being a pest. Yet, he continued on with focus and sincerity. He was as philosophical about his work with trees as he was scientific. He was also such a giving person. He wasn’t in it to make the money, he was in it because he believed and cared about it. He wanted things to be better for everyone. He wanted students to learn to think outside the box and to discover for themselves, not listen blindly. He knew they were the key to improving the industry because they were eager and willing to listen and weren’t affected by the idea of finances yet and business strategy. He was always eager to do what was right and that is probably what I appreciate most about him.

Matthew Lang: What I will always remember about the two trips I took to meet Dr. Shigo were that not only were the sessions informative (he really made you think!) but it wasn’t a one-sided discussion. You had to get involved.

Dave Scharfenberger: There is no doubt that Dr. Shigo had the gift to not only change our entire profession (which would be enough in itself) but was also able to touch so many people on a personal and individual human level. That connection is the real gift!

Paul Buikema: Doc Shigo made me begin to think of tree care and trees in an entirely different light, with fewer facts and figures and more holistically, intelligently, preemptively. I now look at what trees do when we “care” for them, how they respond, what I can do differently. I am glad I got to shake the hand of Doc Shigo, even if it was only once or twice. I am sad that he is gone, I think we had much more to learn from him.

Nigel Smith: My first recollections of Dr Shigo was as an aspiring lecturer back in 1991. I was based at Cannington College in Somerset, as part of my teaching practice from Wolverhampton University. The Arboricultural Lecturer I was to observe was rather excited about a new publication he was to base his lecture on, and was given a copy for reference. That publication was Modern Arboriculture by Dr Alex Shigo, which was to become one of the leading text books for all UK based arboriculture courses. The atmosphere in the lecture was electric, which soon spread among UK arborists, as such to this day, every course reading list includes Modern Arboriculture and A new Tree Biology as a minimum.

Whilst the Arboricultural industry has lost a well respected champion of arboriculture, and his passing sent shockwaves around the world, we must remember his life and give grateful thanks for his achievements, and ensure that we who follow have the courage, conviction and outright enthusiasm to continue the task he started.

Tim Craig: Alex Shigo’s books should be required reading for anyone involved in the care and maintenance of trees. Without Alex Shigo’s sustained attack on orthodox tree management practices we would still be stuck in the dark ages of flush cuts and painting wounds. Without Alex Shigo’s conceptual framework for examining the
condition of trees and how they grow, present day arboricultural practices would be inconceivable. If you take pride in pruning trees properly, Alex Shigo’s work is the reason you are always thinking about that pruning cut you just made—does it look right? Will it seal over? Alex Shigo’s instinct on trees is surely right; if we are to bring his philosophy to life we should look again at his ideas, which sought not to be clever but simply wise.

Mary Reynolds: I am staggered, shattered, stunned, and greatly saddened by the death and our loss of Alex. I miss and will continue to miss him terribly. Simultaneously I am compelled (along with like-minded colleagues) to do all in our power to carry his message about trees, tree function, and tree education to new generations of students, society, and the world. Although the specifics of that path for this action are unclear, the will and the vision are absolutely clear. A daunting and exciting challenge! I want so much to be a part of it!

Alex, you are one of my “people roads” in life, both personally and professionally. And for that I shall always be grateful. Thank you, Alex, for the gift of being a part of such amazing minds and work connecting trees and people and ecological concepts globally. And, thank you, Alex, for all you did, for all you gave to teach us! Trees around the world are bowing their crowns in your honor. I am humbled.

SSA-UWSP web site: There is no doubt that Dr. Shigo changed our lives in a single day. For all that he has done, for who he is, he remained connected to the earth and remained a genuine person. Yes, he is the Father of Tree Biology, but he is also a caring and gentle man who loves people as much as trees. This balance struck each of us and caused us to intentionally strive to be well-rounded human beings.

Jack Phillips: When I first came to know Alex, I came with a lot of questions. In the classroom, at the microscope, in the woods, I wanted answers. At some point along the way, something changed. On our walks and around the table, I wanted to know what he was thinking about and what questions he was pondering. I wanted to know what he wanted to know, what had caught his eye or ignited his imagination. I began to pay attention to the things he would put in his pocket or under the lens, I began to stop when he stopped along a path in the woods to kneel or touch something or gaze into the canopy. He liked frogs and fungi. He listened to birds and Mozart. Philosophy delighted him and he acquired a taste for my Arabic cooking. Most of all, he loved Marilyn. I learned a lot from Alex Shigo. I learned where to look and how to see.

Bill Gardner: One of the things a lot of people didn’t know about Alex is that he was well versed and had a love for philosophy and Greek and Roman history. My favorite thing to do with Alex was walk the dog in the woods. He would explain everything he saw in different ways. My most nervous experience was doing tree work in his backyard with John Keslick, being directed by Al and being deemed worthy when we did it right.

Alex taught me the difference between a sample and a artifact, to take what you learn, challenge it, and take it to another level. He was a great definor of terms. Al brought people together from all walks of life and brought them together for a common goal. He used to put a copy of Tree Basics of every chair and say if you can’t answer the questions of this sheet, how can you call yourself an arborist? Knowing him improved the quality of my life and caused me to be a better arborist.
John Muir Phillips: Dr. Shigo was invited to speak at an NAA conference in 1979 on the West Coast. It was the beginning of a long and rewarding relationship. Since that initial time, I was responsible for bringing him back to the West Coast on four more occasions. In that time I have been his driver, program facilitator, dining companion, drinking buddy and confidant. His lectures were memorable and inspiring, but we always had the most fun taking spontaneous walks in forests or chowing down in some eclectic cafe. He could eat and drink with the best of us. More than once he was suspect of places we would take him, not sure if he might get into trouble. After a while, he accepted our non-conformist ways and trusted us to take good care of him.

Alex’s work was monumental and revolutionary. I know of no other tree person so widely known and respected. This is not to say that he was always popular or went without criticism. And he didn’t mind that he was doubted. What did bother him was that many of the critics didn’t read or listen carefully. This problem continues. Alex had a style of delivery that reflected his enthusiasm and command of the spoken word. Some accused him of being more of an entertainer than an academic professor, but he did what he did with purpose. It was his way of getting people’s attention and to get them to remember at least a few key points. His texts were also unconventional and received plenty of criticism. Some thought they were sloppy or lazy, but Alex called them orchestrations, designed to deliver the concepts in his logical way. Words and methodology were very important to him. They were essential in describing detail and exhibiting the ways of trees. While he would often be frustrated by those who would skip over the detail or make claims without good science to support them, he never closed the door for discussion. More than once he said, “I’ll show you my data if you show me yours.”

Alex worked hard to bring better understandings about trees. Those who claimed he was just building his name or selling snake oil didn’t know him very well. He was driven by an unending fascination of the subjects, excitable by both the big and small parts. When he’d reach down into a rotting log and pull out some mychorrizae, his eyes would light up and a big smile would appear. Looking up, he’d wonder how branches could grow so long and withstand the forces about them. Thanks to him, we know a little more how this happens.

At one of his lectures, a woman asked him how he’d like to be remembered. He answered humbly, “As a biologist.” I think it is safe to say that he was at least that. For me, he will be remembered as mentor, father and colleague. Because I still climb and cut trees, I feel some effect of Alex Shigo almost every day. Whether it’s staring at a piece of sawn log, making a pruning cut or simply feeling the wind blow branches, I feel his presence. Sometimes it’s the voice of the lord and other times he’s come out to play. There were only a few people in my life who have stayed with me in the background. Alex is one and I doubt that he will ever leave. In respect for his contribution to this world, I will continue to help others see what he did. Thank you Alex.

Dwayne Neustaeter: When my father passed away it was hard for me. I found it hard to express all I wanted to say. In some ways I am feeling this way now. This is the only way I can in writing express what Alex was to me: Always faithful Loving and living life to the fullest Energetic, enthusiastic and exuberant Xylophones, saxophones and clarinets Simply seeking scientific truths

Shigo and Walter Money studying tree dissections in 1978.

Honoring the past and hoping for the future Inward, lateral. Outward and vertical Gladly sharing and teaching Obes set the note tone for the rest of the orchestra.

Dave Nordgaard: Back in 1990 I was extremely lucky to spend a day in the woods collecting samples with Alex Shigo for a three-day workshop the next day. In my book there is nothing better than a walk in the woods. Add Shigo and you would never forget it. It seems Al had a story about every tree, from roots to crowns to the big picture of how it all fits together. I will never forget his infectious enthusiasm, his energy and desire to share all that he had learned. In those four days Al transformed me from a tree cutter to an arborist. Not many weeks go by that I don’t use one of Al’s great stories or analogies he shared with us that week to help explain trees to a client. Your work will live forever, Al. Thank you for teaching me to understand and Touch Trees.

Don and Selma Marx: Al and I go back to the early 1960s, when we were in the US Forest Service. He was in the Northeastern Station and I was in the Southeastern Station. We both fought the same battles with Washington administrators; he trying to get funding for his wood decay process research and me for mycorrhizae and root diseases. We lost most of the battles but we won the war. Al will best be remembered for his
introduction of soil biology and tree physiology to arboriculture. This changed arboriculture from an art to a science. Rest well my friend you earned it, but you will be missed.

Gerard Fournier: You told us to “touch trees” and you touched our hearts forever. God bless you and keep you, your inspiration will be with me always!

Gary Mullane: All the trees are shedding tears today. How lucky we were to have such a wonderful man walk with us among the tall trees.

David Glenn: Alex you have been an inspiration and your enthusiasm has stimulated a generation of followers and supporters of arbor education around the world. New Zealand Horticulture Industry Training Organisation. Dunedin, NZ

Dr. Jeffery Iles: The unpleasant yet unavoidable truth is that trees and people have finite lifespans. Just like trees, some people grow taller than others. And in every sense of the word, Dr. Shigo was a giant. We were incredibly fortunate to have this man as a teacher and a friend. Now it is up to us to carry on.

Robert Miller: Alex was truly an inspiration as a teacher. He often said of arboriculture “Understand the tree, the rest is easy.” I took those words to heart and used them as a foundation for teaching tree management.

Tracey Mackenzie: I feel very fortunate to have had the opportunity to spend some time with him during the Sugar Shack sessions. Two years ago was very special when we toured his lab and went to his cottage (even mowed his lawn). We had a great day and I was overwhelmed by not only his incredible knowledge but also his ability to explain the complex issues of tree physiology in a way that is easily understood. I attended several of his conference sessions but walking in the woods of New Hampshire with Shigo is something I will never forget. Thank you for giving me and many other students and teachers of arboriculture that opportunity.

Perry Crawford: At the Wisconsin Arborist Association meeting in 1976, he was there along with Bob Felix. Alex presented his findings on CODIT, tree paint and related issues. He revolutionized the way we provided tree care to people and the way we looked at trees. Bob Felix introduced me to the then National Arborist Association. Alex changed my practices and Bob changed my business. Both of them opened up new horizons and insights. In 1993 I wrote, directed and produced an eight part video series on Plant Health Care Principles. I sent the pruning video to him for feedback. His letter of approval and encouragement was another milestone. I was grateful for his feedback.

Kevin Smith: In his own words, Dr. Alex L. Shigo had three fully formed careers as a musician, scientist, and publisher. In later years, Alex maintained that his science work consisted only of dissecting trees with a chain saw and mapping the microorganisms and changes in quality for columns of wood discoloration and decay. For me, as a student and coworker, Alex provided the rare combination of analysis, synthesis, and a passion to teach.

Analysis is simply taking apart a complex thing. For this, Alex used an unlikely combination of chain saws, splitting mauls, microscopes, and Petri dishes. With these tools, he saw patterns of tree infection and response that did not quite fit his textbooks. So he repeated the analysis again and again until he was sure that the textbooks were very wrong. He developed a new synthesis, the putting together of isolated pieces into a new whole. Although some of his observations had already been made by others, he uniquely linked real effects to real causes. The next step was the big one – rare for a gifted scientist. He expressed this new synthesis of how trees and their many associates interact in terms that people could understand. Alex’s passion could fuel that understanding in others and to change how we care for trees. These changes continue to improve the quality of life of both trees and people. That is an amazing legacy.

Martin Herbert: We have very fond memories of his two visits to New Zealand. One in particular was an informal night of music where he played the piano and a clarinet. Such a talented man who has left such a legacy that no one will have big enough shoes to fill.

Rob Graham: Let’s celebrate a life well lived and an enthusiasm undaunted.
Connections ... With Trees and People

By Tom Golon

I know our friend Al Shigo is still watching over us all as we touch trees. He was the most sincere educator that I have ever known. He wanted you to learn and he worked hard at getting you to work hard at caring for trees with passion. He always talked about touching trees and how trees worked through a series of connections. Al touched people and connected with people – through his workshops and friendships that lasted a lifetime. Never have I seen, in any industry, an environment that creates and fosters networking and friendships as the tree industry. Al epitomized that spirit in the way he brought people together. He wanted us all to learn and pass it on to someone else.

When I was President of the Long Island Arborist Association, we had Al speak on many occasions. I would always volunteer to pick him up at the airport, just so I could spend more time with him, have dinner, and talk about trees, people and anything else that would come up.

He had a way of being inclusive of everyone in his presence. On one occasion, when he did a workshop at my company, we went out for dinner with some other local arborists and our wives. Most of the wives were not arborists nor did they have much interest in trees, except for their beauty. One of the things that impressed me that night was that even though those five or six wives were not arborists, Al made his way around the table to find out something about all of them. He had a one-on-one conversation with each of them, and made them feel included. He loved people, and everyone he came in contact with was made to feel that way.

I don’t know who I liked more, Shigo the Arborist or Shigo the Philosopher. I will carry many of his thoughts with me forever. These are my favorites:

♦ “Your dictionary should be your best friend”
♦ “A professional knows dose and timing”
♦ “People who prune the old fashioned way should go to an old fashioned dentist”
♦ “Wet spaghetti bends”
♦ “Medical doctors take an oath not to cause harm. Tree people should take a similar oath for trees”
♦ “The 90 three 90 rule”
♦ “Sometimes we need to let trees go with dignity”
♦ “Education cures ignorance”

The list goes on and on and if you want to learn more, read his book, Tree Plitty Points.

About a week or two before Al passed away, I made a note to give him a call about a project that we were going to work on this winter. Sadly, I never made that call, though I can guess what he would have told me – “Use your knowledge and figure it out yourself.”

The industry needs to take what Al taught us and carry the torch, carry on his legacy and create passion in the hearts of those who touch trees. Al helped turn us all into professionals. He brought change and made us look a bit further to cause change ourselves. I hope Al Shigo meant as much to you as he did to me.
If you were alive on that November day in 1963, you can remember every moment, vividly – as they say, as if it happened yesterday:

The motorcade through Dallas, the entry to Dealey Plaza, the shots and the mayhem that followed. And, of course, the nation’s grief for the fallen President, John F. Kennedy.

If you compare photos of that plaza from 43 years ago to pictures taken today, other than the quality of the images, at first glance you’ll note very few changes, as the scene is pretty much locked in time. But if you really look at those photos and think about it, you’ll realize that the trees have actually changed the landscape fairly significantly. After all, it has been four decades.

In those four-plus decades since that fateful day, the site has become a historic focal point for visitors, which is good, but the foot traffic is also quite stressful on the site itself and, specifically, the trees.

Until this summer, the last time any real care was given on the arbor side of what is now officially the Dealey Plaza National Historic Landmark was for the filming of Oliver Stone’s movie, “JFK,” more than a decade ago, in the early ’90s.

Given that the trees had largely been

A Preservation Tree Services employee works inside a taped-off area of Dealey Plaza in Dallas, Texas. This November 22 marks the 43rd anniversary of the assassination of President John F. Kennedy, who was killed as his motorcade passed at left heading toward the underpass. Abraham Zapruder’s home movie, the only known film of the entire assassination, was shot while he stood on the low, white wall under the trees at right. Photos courtesy of Preservation Tree Services.

By Rick Howland

Harold Spiegel, left, owner of Preservation Tree Services, talks with Santos Alfaro at the work site.
uncared for and that visitor traffic had compacted the soil to a point that the growing environment was less than optimal, Paul Dyer, Dallas Parks and Recreation Department director, contacted Harold Spiegel, founder and owner of Preservation Tree Services in Dallas, for an assessment. Preservation Tree is a TCIA member company and the second company in Texas to achieve TCIA Accreditation.

As Spiegel says, “I was invited to the site to look at the trees and give recommendations as to what needed to be done. Ironically, I had been there (at the plaza) a year prior during a family reunion, stopping and walking and looking. As an arborist, I can’t stop looking at trees, so I was quite prepared for the meeting.”

It was obvious to Spiegel that there were problems, mainly from the impact of foot traffic with so many people trampling over this historical site. In his subsequent report he noted: “The number of people gathering on the grassy knoll and walking over the root system is pretty phenomenal. There’s compaction in some areas and the wearing away of grass and groundcover has led to erosion and subsequent soil buildup around the trees after soil is allowed to wash.”

“The trees were pretty stressed!” Spiegel says. “Looking at these trees, one has to look at the whole – above ground, certainly, but it’s also very critical what’s happening below ground. We were approached by the city on developing an entire health program for the trees as part of a larger effort to improve the downtown historic district and the Dealey Plaza. There had been interviews with arborists prior to our interview, but in the final analysis, I think the fact that our staff consists of experienced, certified arborists was certainly important in the decision to contract with Preservation Tree Services.”

The company submitted its recommendations and pricing to the city, which were accepted.

With several large, mature oak trees to

“One tree had grown to a point where it obstructed the view of the critical zone of trajectory (from the window of the former Texas School Book Depository). We did some structural pruning of that and did some crown reduction to improve the view.”

Harold Spiegel

The view today from the sixth floor window of the former Texas Book Depository, from which Lee Harvey Oswald fired the fateful shots.

The former Texas Book Depository, with the sixth floor window from which the shots were fired circled. The photo was taken from near where Kennedy was hit. Zapruder shot his film while standing on the white stone wall under the trees. Until this work was done, growth of one tree obstructed what was considered to be the critical view from the window.
consider. Preservation Tree opted to delay work on its “health plan” until soil and air temperatures warmed so as to keep the trees well out of the dangers inherent to oak wilt syndrome, which can prove fatal to oak trees. In that region of the country, that would be late June into early July.

“Our approach extended from the root zone to the tops of the trees, including removal of deadwood and some branches obstructing visibility of highway direction- al and stop signs, plus reconstruction of some of the canopies for visibility purposes,” says Spiegel. What that meant was not only the entire tree’s health and safety, but also aesthetics — to include as close a return to the fateful day as possible.

For example, he says that there were two trees involved critical to the actual event and therefore Stone’s “JFK.” The most important was the substantial growth of one tree that until recently obstructed what was considered to be the critical view from the window of what is now the Sixth Floor.
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Museum, formerly the Texas School Book Depository, where Lee Harvey Oswald fired his deadly rounds. “One tree had grown to a point where it obstructed the view of the critical zone of trajectory. We did some structural pruning of that and did some crown reduction to improve the view,” says Spiegel.

Species involved were mainly live oaks, a pair of cedar elms and some yaupon hollies, according to Spiegel.

The work consisted of pruning as well as excavation of root flare for the removal of girdling or choking roots, plus grade adjustment around trunks, soil aeration with an air spade to break up compaction, backfill or injection fill, plus fertilization. Most fertilization was within accessible root zones, and there were some limited trunk injections, and where Spiegel’s crew of 10 could not get at the roots or there was an “extra boost” needed. The company also did pavement coring in concrete areas that were covering root zones, allowing the application of organic amendments beneath the pavement.

When the site was redeveloped as a historic site, some trees were planted too deeply.

Preservation crews excavated and backfilled around the trunks.
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Not unforeseen were problems related to when the site was redeveloped as a historic site, namely trees planted too deep, with root flares 2 feet too deep. “We temporarily dug out and did a core backfill around the trunks and covered the well for safety purposes until an updated design can be produced,” Spiegel says.

Site set-up

The project began in early July and was completed in about a week. Of course, barricades were a major requirement, and Spiegel’s crews were working constantly with parks and recreation to keep control of the crowds during the high summer vacation week.

“People would walk under barricades, and that involved a lot of coordination and re-directing of traffic during certain hours,” Spiegel says.

Founder of the 13-year-old business, Siegel started as a consulting arborist, was educated in plant pathology, botany and chemistry, and completed his Ph.D. coursework. He characterized the project as “part restoration and part plant nurturing.”

The job, a public contract, was for $10,000. “Not highly profitable,” says Spiegel, but he was proud of the community service and happy with the visibility the job provided his company.

“I was personally honored to do this and all the guys on the crew were satisfied and pleased to talk about it with their friends,” he says.

And the visibility and publicity seems to have resulted in some follow-up business, “work on projects directly related to the exposure,” as Spiegel characterizes it.

“We were honored to have been selected to assist in maintaining this particular treescape,” says Spiegel. “The site holds an important place in our national history and continues to draw visitors from all over the world. Studying site drawings created for the Warren Commission (the Congressional committee charged with overseeing the investigation of the assassination), there are some trees completely missing from the landscape now,” says Spiegel. “It is our intention to keep the remaining trees healthy and well maintained for many years to come.”
Introducing one beauty and two beasts.

The champion, the chopper and the chain saw: one awesome combination. Ladies first: Team STIHL member Erin LaVoie is not only a professional logger, she’s a medal winner at the ESPN Great Outdoor Games and remains one of the country’s top-rated female competitors in her sport. That sleek machine behind her is the sensational STIHL MS 441 Street Boss®, our one-of-a-kind custom chopper inspired by today’s real hero, the new MS 441 STIHL Magnum™ professional chain saw. This rugged cutter has high torque, and a highly-efficient pre-filtration system. Compared to the legendary MS 440, this machine boasts a 15% fuel efficiency increase, and vibration has been reduced by 60% for an improved “ride”. Visit your authorized STIHL dealer to check out the MS 441 STIHL Magnum™

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Growing a tree service business is no different than growing any other service business. Whether you are in the residential market or commercial market, you need the same demographics as a real estate agent – it’s location, location, location.

A business in Norway, Maine, and a business in Boston, Massachusetts, are going to reap different results. Picking a location for a successful tree service requires three simple components: Trees, wealth and density. Norway, Maine, has lots of trees, not much density, and not a great amount of wealth. Boston, Mass., and the surrounding area has lots of trees, is dense, and very wealthy. Clearly, if you are going to want a fast growing company, your odds are higher in Boston than in Norway.

Whether your business is located in a large market or small market, in order to grow, you must put together a marketing and customer service plan. Years ago sales drove marketing, but in this day and age, marketing drives sales. In this fast paced world we are flooded with marketing to attract us to buy products and services. Think about your senses walking through the mall. The bright colors and tropical scents of a Tommy Bahama store, the smell of a Cinnabon store, and the music from an Abercrombie & Fitch store are all part of marketing to people’s senses. These are subtle ways that may make us want to buy certain products. How can a tree company get people to want to buy our services?

**Brand awareness**

Does your company have a distinct look and feel? Does your company have a recognizable logo? Are all your marketing pieces similar? Are all your truck’s colors and logo exactly alike?

Brand awareness is very powerful, even for a small company. The Nike swoosh is recognized around the world and everybody knows who and what it represents. A small company can have the same impact within its local market place.

My company had only been in business four years and a senior property manager was on the phone with me and told me that “Everyone knows your company – you’ve been in business forever!” When I told her we were only four years old, she could not believe it. It reassured me that our marketing and branding was working.

All of our trucks and equipment are the same color and all have identical logos. Our printed material from brochures, newsletters, direct mail and even our invoices have a similar look that begins to feel familiar, not only with our customers, but also our potential (soon to be) customers.

**How often do you touch your customers?**

Our company has a written directive that we will “touch” our customers at least once a quarter. Touching can be through personal contact, direct mail, phone, e-mail, newsletter, or a gift. The point being, if you “touch” your customers on a regular basis, they will remember you when they are in need of your services and will recommend you to others when the situation arises.

While doing a market research study, we asked 100 random home owners, “What company do you use to service your trees?” Seventy percent of the people we asked answered, “I don’t know, some guy.”

What a missed opportunity for “some guy,” and what a great opportunity for us.

When we do tree work for a customer, we make sure they know who we are and we will be sure they will remember us in the future. We make the experience memorable. This is accomplished by the simple vision of “touching” the customer in some way on a regular basis. We send a “thank you for the business” letter and/or card, to each and every customer along with a small gift. We do this because we truly are grateful for the trust and confidence that people have and put in to us to care for their trees. I am sure we all feel that way, but when was the last time you formally thanked your customers?

**Go direct to the buyer (one-to-one marketing)**

Advertising is a great way to attract business but it is very expensive, especially if you spend it in the wrong places. Yellow pages, newspapers and radio can
be very expensive because those are “general audience” ads and not targeted to the buyer you specifically want. These types of ads will have you answering silly phone calls, running around looking at bad jobs, or will have no effect at all for all the money spent.

Target marketing is money spent in front of the buyer you want to work for. Association memberships, garden clubs, private phone directories in high end communities, and direct mail will typically reap much better benefits than publications targeting large, general audiences. Let’s face it, tree services are very expensive and it’s only a niche market that can afford them. Next time you are thinking of running an ad, think about who the people are that ad will reach. Are those the people you want to work with? Our services are not a mass market commodity, so do not spend your money on mass marketing audiences.

Creating raving fans takes time, commitment, and the ability to listen and understand who your customer is and what they need. Their needs may be beyond your company’s standard set of services.

One of our “raving fans” became a raving fan after a business lunch we had. She made mention of her son’s love of pitching in Little League. Later that week, I arrived at her office with a bucket of baseballs to give to her son. She has been a “raving fan” of Arborwell ever since. It is the art of listening and understanding that is important at an emotional level, a level beyond the regular work routine.

Millions of very professional marketers are vying for our buying dollars. Think about that next time you walk through the shopping mall. Smell, see and hear all that stimuli as you go by the stores. It is everywhere and it makes it hard to be noticed when you are a small service company.

Do you have customers or raving fans?

Roger Blackwell, author of Brands That Rock, studies the loyalty of old rock band fans and teaches us a lesson on how to bring business customers to a level of “raving fans.”

Customers are great and we all have and need them in order to be successful, but to have “raving fans” brings it to a whole new level. Raving fans are the clients who you have a business as well as an emotional relationship with.

Customers will drop you over price; raving fans will just tell you to do it because they are experience driven. Customers need a reason to buy; raving fans are devoted and are yours to loose. Customers will drop you if you mess up; raving fans want you to fix it and be anxious to forgive and forget. Customers are surprised by good service; raving fans assume you will delight them. Customers do not talk about your company; raving fans evangelize about your company.

What can you do to turn your customers into raving fans?

Be different, creative, and surprise your customer base and potential customers with the unexpected and you will be surprised with the results. It does not need to be expensive. Small percentages of your revenue devoted to clever and thoughtful communication will reap not only customers but raving fans. Treat your marketing efforts like a water faucet. Turn it on when you want the business and turn it off when you have enough.

Peter Sortwell is president and owner of Arborwell, professional tree management. The California-based company has four operating locations in the San Francisco and Sacramento areas. Arborwell has been recognized by the San Francisco Business and the East Bay Business Times as one of the fastest growing companies in the greater San Francisco bay area for three consecutive years. He was scheduled to speak at TCI EXPO in Baltimore in November on marketing a tree care business.
Tree and Plant Appraisal vs. Rocket Science

My colleague Guy Meilleur’s letter in the September issue (of TCI, 2006) raised some interesting questions about the article on appraisal in the August issue (“The Growing Business of Tree and Plant Appraisal”), for which I was interviewed. David Hucker was also interviewed, and I loved his quote closing the article: appraisal is “... not rocket science, it’s much more complex.”

Author Janet Aird did a great job capturing the sense of such a complex specialty in a 2,000-or-so word article. A short piece like that, however, can never capture all the nuance of a discipline. Guy’s letter suggests that trees may have many values other than “either income or aesthetic.” And, of course, that is true. We are realizing that trees are more than just visually appealing – the definition of aesthetic in many sources, including the Glossary of Arboriculture – and more than just a source of income from harvestable products like timber or cordwood. In fact, all values are a form of “income.”

We ascribe value to things because they give us benefits. Those benefits might be simply aesthetic. They might be harvestable products or cooling shade in the traditional sense. But they might also be storm water interception, climate moderation or any of the benefits Guy describes. The key thing for appraisers is to identify which of the many benefits in the “basket” or “bundle” of benefits we are valuing and which methods are sensitive to the selected benefits.

The “type” of value (for example market value, use value or insurable value), the rights or interests involved, and the purpose and use of the appraisal are separate but interacting considerations. And they will all vary depending on the appraisal problem. Rocket science involves physical parameters. Plug the right ones into the right equation and you’ll put the satellite into orbit. Appraisal involves legal and social parameters that are actually more important than the physical ones. That’s the real challenge for tree and plant appraisers.

Scott Cullen
Consulting arborist
Mount Kisco, N.Y.

Call back on Tree Fund photo ID

Thanks for putting in the article and photos for the TREE Fund update (“The TREE Fund Looks to the Future,” page 56) in the September issue! One glitch, though – Keith Asplundh is an Asplundh Tree Expert Co. vice president, not a TREE Fund VP. I guess the caption I gave you didn’t really spell that out. Oops.

Kristin Wild
Corporate Communications
Asplundh Tree Expert Co.

Thank you for arborist safety article

John, Sam and Shane: Thank you for your article (“Lessons Learned from Accident Research,” by John Ball, Sam Kezar and Shane Vosberg) in the August Tree Care Industry. It’s not often that my crew brings an article to my attention. You can bet your life we have heard the message and are taking action.

Teresa Damron
Sperry Tree Care Co.,
Pacific Tree Climbing Institute, LLC
Eugene, OR

Errors in pesticide amount in pest management article

I was just looking through the September 2006 issue of Tree Care Industry. As an entomologist, my attention was drawn to the article “Tree/Shrub Insect Pest Management Update, Part II: New pesticides and when to use them” by Dr. Dave Shetlar. On page 39, under the heading, “The new tools,” there are some word processing misprints/errors. Under the subheading “Category III,” the rat oral LD50s are listed as 501 to 2,000 mg/kg. It should be 501 to 5,000 mg/kg. Under Category IV, the rat oral LD50s are listed as greater than 2,000 mg/kg. It should be greater than 5,000 mg/kg. Can you look into this to see what happened?

Hanif Gulmahamad, Ph.D., B.C.E.
Urban and structural entomologist
Los Angeles, Calif.

Author David J. Shetlar responds: Indeed, I did make a mistake! I was using another system that was originally proposed for use by EPA, but I checked and their current categories do have Category III as 501 to 5,000. I’m afraid that I’m showing my age!
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We think of disability insurance in terms of protecting the person—and it does. But disability insurance is also an important component in protecting a small business.

In matters of business insurance, owners tend to focus on protection for the physical aspects of the business. Life insurance and retirement planning also tend to be well considered. Key-man insurance is less utilized in small businesses, in part because it isn’t always applicable. What often gets overlooked in the mix is disability planning.

Disability insurance planning should go beyond the simple “replacement” aspect, a policy where if someone can’t work their salary will be covered. Salary continuation, where if someone is unable to work because of a disability their salary will be covered, is the most common form of disability converge, and the one that most readily comes to mind.

Less recognized is the question of overhead-expense coverage. The need for salary replacement for a business owner is obvious. But what about keeping his office open? If he has coverage of $6,000 a month, and it costs him $6,000 a month to keep his office open, which option does he choose? This is particularly critical in cases where the person will likely resume work, and shutting down the office, or selling the business at this time, isn’t necessary or a good option.

Overhead-expense coverage is usually cited in terms of professionals, such as dentists, and the problem of keeping their practice going. But similar considerations apply to small business owners. In addition to a salary continuation plan they need a plan that will provide some money for someone else to come in and take over for them while they’re out.

With the slower economy and more emphasis on cash flow, both salary continuation and overhead expense coverage are getting more attention.

Disability policies are usually owned by the business. There’s a potential pitfall here, one that’s easily avoided. It’s essential to have a written document that states clearly the terms of salary payment on disability. (You’d want that anyway—it’s surprising that this isn’t standard.) Otherwise, the IRS may look at disability
payments as dividends; the business won’t get a deduction for the salary expense, and the business owner will be taxed on the payments.

The details need not be complicated; it can be covered by a simple agreement that states what will be paid to the business owner (or employee) in the event of a disability.

A caveat

Disability coverage is about occupations or jobs; it’s harder to get disability coverage for jobs that require heavy manual labor or carry a higher degree of risk.

With respect to the owner, the occupation (and job) is management. However, if the owner is still working jobs and climbing, the disability issues and eligibility are different. That doesn’t reduce the vulnerability factor, or the need for salary continuation and overhead expense coverage.

Multiple business owners

The situation is more complicated when there are two or more business owners and they are working in the business.

A typical situation is when two partners are working together, and the business needs the skills of each of them – often one partner being the “trade side” and the other partner being the “business side.” If one partner becomes disabled, the business loses both his efforts and his skills. Two losses are involved; the disabled partner has lost his income, and the business has lost that partner’s work and skills.

This becomes even more complicated when the disability is such that the partner is unable to effectively continue in the business.

Most partners plan for a buy-out in the event of a partner’s death, and this is funded with life insurance. That’s fine, as far as it goes. But most buy-sell agreements stipulate a buy-out on “death or disability of one of the owners.” Life insurance will only fund a buy-out in the event of death. What happens, then, when the disability is such that the buy-out clause comes into play?

Disaster

One of the owners becomes disabled. The business has an enforceable buy-sell agreement that becomes operative, but there’s no funding for it. In many cases, the business has to close – a casualty of the situation.

What’s needed is a provision for a disability buy-out.

Shopping considerations

When you’re considering insurance, the terminology is key; you need to know exactly what the terms are. You need to know precisely what you’re buying, and precisely what you’re not buying. The terms used in insurance aren’t particularly straightforward, and there’s nothing intuitive about what they mean.

This seems to be even more the case with disability insurance, in part because most of us don’t deal with that insurance on a regular basis. Where do you start?

- Where are you vulnerable? You start by considering how you and your business might be vulnerable in the event of a disability. Start by considering the position of owner/s. What’s the scenario if an owner becomes disabled? Think about how the daily operations of the business could be affected.

Then consider people who aren’t necessarily apparent as key people in the operations of the business, but whose disability would have a significant impact on the business. The sales associate who seemingly networks with everyone in town and keeps business coming in the door, or the arborist who has a rare expertise in tree disease, could be such a person. How would that person’s disability affect the business?

- Who should write your policy? You want a company that is strong and has a good history. Not every company offers disability insurance – perhaps half a dozen of the major ones do. A number of smaller companies offer disability insurance, and some of them might be a possibility as well. Check their financial position; you
want your insurance company to stay in business and have enough assets to pay out when you need it.

Several organizations rate insurance companies; you can access them on the Web.

What about renewability and cancellability? Will your policy’s terms be set from the first, or can they be changed in the future?

Disability insurance policies come in three basic options: a non-cancelable and guaranteed renewable policy, a guaranteed renewable policy, and a policy that’s conditionally renewable.

The first policy is the best: non-cancelable and guaranteed renewable, which locks in the rates and benefits. The insurance company can’t make changes in the rates or terms; however you can request a change. These are also the most costly policies.

Policies that are guaranteed renewable are the second best. Guaranteed renewable and non-cancelable are NOT the same, although you may be told that they are.

The least desirable are policies that are conditionally renewable; you should avoid them. The insurer can make changes in the policy, raise rates, or add conditions at any time.

What constitutes disability? This can be a sticky question – and it’s one that’s essential to pin down. Keep asking, keep raising scenarios until you’re absolutely clear about the coverage.

You want a broad definition of “total disability.” The key phrase here is “own-occupation disability” – which means that if you’re disabled and you can’t perform the main duties of the job you have, you will get paid disability, even if you can do other tasks.

This covers the situation where you are recuperating from a disability and can take on some unrelated work during your recuperation; the money you earn in the unrelated work won’t affect your benefits.

There is a vast gray area between “own occupation” disability and “any occupation disability.” Any occupation disability means that a policy holder doesn’t get any benefit unless he or she is complete unemployable and unable to do any work.

Disability is often defined in that gray
area between own occupation and any occupation; companies will argue that if you can produce some income you aren’t disabled.

Some policies will allow own-occupation coverage for a period of time, and then shift to a modified plan that considers whether you can produce any income.

Partial or residual disability coverage

Many disability claims are for partial disability coverage.

After an accident or serious illness, for instance, the policy holder might not be able to work at all for several months, then is able to work on a reduced schedule for a few months or a year. During the part-time work, the person is obviously getting only part of their income; partial disability would pay a proportionate benefit.

Other considerations

A policy that provides $3,000 a month might sound good now – but how will it sound 10 years from now when base salary and costs are considerably different? You can get a rider that will adjust your policy for inflation. Or, you might get a “future purchase option,” which allows you to buy more coverage as your business expands or your salary rises.

Costs

The rule of thumb is that disability insurance typically costs between 1 percent and 3 percent of annual income. Obviously this can vary according to age, gender, health and occupation.

Premiums can vary according to the elimination period you choose. This is the period from the onset of the disability to the time the company begins paying your benefits. (Most people choose 90 days.) The longer the period, the cheaper your premiums will be.

And, not surprisingly, the length of the benefit period you choose affects the cost of the premiums as well.

Life insurance and disability insurance both raise considerations we’d often rather not think about. But the vulnerability factor is unavoidable and needs to be faced.

Even a minor disability can seriously disrupt – or ruin – a business. Disability insurance isn’t a luxury – it needs to be part of the insurance planning to reduce the business’ vulnerability to mishaps and unwelcome changes.

Mary McVicker is a freelance writer living in Oak Park, Illinois.

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Voice for Trees update

Bryan Little named OSHA deputy

As mentioned last month, Jonathan Snare left his post as deputy assistant secretary for OSHA to become deputy solicitor of labor, and Kim Laser, OSHA chief of staff, has left government service.

OSHA head, Edwin Foulke, has moved quickly to fill Snare’s former spot, naming Bryan Little as acting deputy. From 2002 until August of this year, Little served as senior legislative officer at the Department of Labor’s Office of Congressional and Intergovernmental Affairs, where he handled health and safety and immigration issues. Prior to joining the Labor Department, Little was senior director of governmental affairs for the American Farm Bureau Federation.

Little is expected to move from acting to official status later this year. A replacement for Laser has yet to be named.

Norwood ends term as chair

With the close of the 109th Congress, Representative Charlie Norwood (R-GA) will end his term as chair of the House of Representatives Subcommittee on Workforce Protections. Throughout his tenure as chair, Norwood strove to increase workplace safety while also working to contain unnecessary bureaucracy.

The House has passed MSHA and OSHA reform legislation (twice, in the case of OSHA reform) and revoked OSHA’s ergonomics standard under his chairmanship. Using his oversight authority, Norwood also brought reform to task for reliance on non-consensus permissible exposure limits (PELs). Several members have been rumored as possible candidates to succeed Norwood as Subcommittee Chair, including Tom Price (R-GA) and Judy Biggert (R-IL).

No appetite for immigration reform

Congress returned from summer recess with little appetite for immigration reform. The U.S. House of Representatives held hearings in July and August on the comprehensive immigration bill the Senate had passed this spring. The hearings seemed designed to attack the Senate legislation, which includes a guest worker program and a method by which many undocumented workers could remain in the U.S. The House passed its own legislation last December. The House bill, however, focused exclusively on border security and workplace enforcement with no provisions for undocumented or guest workers.

The hearings this summer shored up opposition to the Senate bill among Republican House members. Many already objected to allowing undocumented workers to remain in the US and felt the country should address existing problems with border and workforce security before creating any guest worker programs.

Both Senate and House leadership have indicated they may attempt to attach a border enforcement bill to other legislation before the end of the year. Whether or not the bill would also include provisions on workforce enforcement remains unclear.

Proposed rulemaking on Hazard Communication

On September 12, OSHA published an advanced notice of proposed rulemaking seeking comments on its intention to adopt provisions of the Globally Harmonized System of Classification and Labeling of Chemicals (GHS). As part of adopting GHS, OSHA would have to amend the hazard communication standard to change the criteria for classifying hazards and meet standardized requirements for labeling and material safety data sheets. Three other agencies are also considering adopting GHS provisions: Department of Transportation regarding transportation of chemicals; the Consumer Products Safety Commission regarding consumer products with hazardous chemicals; and the Environmental Protection Agency with respect to pesticides and chemical labeling under the Toxic Substances Control Act.

Proponents say adopting GHS will bring consistency across international borders making compliance easier for chemical manufacturers, distributors and transporters. Critics of GHS, however, say adopting the standard and changing how certain chemicals are classified will have significant consequences on business and household operations.

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If you are a commercial arborist, landscape manager, or advanced gardener and want to learn more about the principles and practices of integrated pest management and plant health care, this short course may be for you. For a detailed description of this course and a printable mail-in Registration Form (pdf form), or to register online, visit www.raupplab.umd.edu/conferences/advlandscape/

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<th>Part No.</th>
<th>Knife Description &amp; Size</th>
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<td>Double Edge 7-1/4&quot; x 4&quot; x 3/8&quot;</td>
<td>$18.25</td>
</tr>
<tr>
<td>10, 13, 17, 2050</td>
<td>KCH40001</td>
<td>Double Edge 10-1/2&quot; x 5&quot; x 1/2&quot;</td>
<td>$30.55</td>
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</tbody>
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## Brush Bandit

<table>
<thead>
<tr>
<th>Model Number</th>
<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>90XP, 280XP</td>
<td>KCH10004</td>
<td>Double Edge 5-3/32&quot; x 4&quot; x 1/2&quot;</td>
<td>$21.60</td>
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<tr>
<td>100XP-250XP</td>
<td>KCH10003</td>
<td>Double Edge 7-1/4&quot; x 4&quot; x 1/2&quot;</td>
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<tr>
<td>250XP, 254XP after ’01</td>
<td>KCH10101</td>
<td>Double Edge 7-1/4&quot; x 4-1/2&quot; x 1/2&quot;</td>
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<tr>
<td>1890 Intimidator</td>
<td>KCH20103</td>
<td>Double Edge 10&quot; x 5-1/2&quot; x 5/8&quot;</td>
<td>$37.50</td>
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## Asplundh

<table>
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<th>Part No.</th>
<th>Knife Description &amp; Size</th>
<th>SALE Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12&quot; Drum</td>
<td>KCH30001</td>
<td>Single Edge 12&quot; x 3&quot; x 3/8&quot;</td>
<td>$17.50</td>
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<tr>
<td>16&quot; Drum</td>
<td>KCH30002</td>
<td>Single Edge 16&quot; x 3&quot; x 3/8&quot;</td>
<td>$19.75</td>
</tr>
</tbody>
</table>

To receive this special pricing, you must use this code: 11396

Visit Zenith Cutter's new Website with secure on-line ordering and request a 2006 Product Catalog. Use Promo Code WEB1106 and save 10% when ordering.
Some of the best training I have received in my 20 years in arboriculture was at the American Society of Consulting Arborists’ Consulting Academy. Invaluable direction included guidance to always clearly identify both the client and the assignment. But what do you do when you are a public servant, where a client can be most any public or private entity, your assignment can include any reasonable, legal request, and it changes continually and significantly over the course of a project?

I work for the state Department of Natural Resources. In early 2002, a call came in to the office of the Secretary requesting assistance with a tree-related media piece. Someone said, “Hey, give it to that guy that runs the Tree Expert licensing program,” and I was directed to service the request.

I contacted the requestor, who advised that he was doing a media piece, probably audio or video, and needed an interview approximately five minutes or less on methods and tools used to fell trees about 800 years ago in comparison with those used today. With the requestor’s consent, I referred the request to a tree care firm who could get some exposure and provide an opportunity to shoot footage of a modern felling operation.

A few weeks went by; I thought that was the end of it.

My industry friend called. The season had started early and business was booming. He was busy and asked out of the media piece. Someone said, “Hey, give it to that guy that runs the Tree Expert licensing program,” and I was directed to service the request.

After a number of further contacts, I got a call on a Friday. The project had morphed somewhat and was definitely a film piece with modified needs. It was also woefully behind production schedule. Shooting had to take place that Sunday – Easter Sunday.

My wife and I were married the previous summer. As it was our first Easter and this change of plans came late, she did not have time to make plans to be with her family out of state. She would spend the holiday home alone.

I arrived at a farm in Montgomery County, Md., on Easter. I was advised we were filming a pilot for a planned History Channel “reality” series called Time Travelers. The host was Patrick Warburton, who played the character David Puddy on the Seinfeld show (he was very funny and personable). Teams would compete while re-creating epic events in history. In this episode, two teams would re-create an Old Testament-era battle between the Babylonians and Sumerians. One team would build a rampart and one would build a battering ram and attack it. No one told me how a brief discussion of tree felling in the Middle Ages turned into a biblical reality show, and I still don’t know.

I was taken to a clearing in the woods and shown a 10-inch to 12-inch sweet gum. I was to provide direction to the battering ram team, who would fashion their weapon from this tree. While the felling would be initiated with an axe for shooting, for the sake of time a chain saw was at the ready to finish the job.

I was introduced to my team, a group of local attorneys. They discussed how they were in the doghouse for missing Passover to do this show. I felt some comfort in knowing I was not the only one here who would probably sleep on the couch that night.

It came time to shoot the scene. We were led to a clearing with a 14-inch black walnut. I said that this was not the tree we had...
looked at earlier, that this one would be harder to fell with an axe, and that they should get the chain saw ready after getting the shots they needed.

The production manager reported that he worked for a tree service when he was in college back in England, that I was wrong about the tree, and that the chain saw was for wimps and would not be allowed. The tree had to be felled by axe only.

After about 90 minutes of exhaustion for all parties (including the production manager and the host) with little to show, the axe was given to the head cameraman. He was a big guy and could have been an NFL offensive tackle or a biker. He also (surprise) had formerly worked for a tree service. I was asked to provide direction on where and how to make the cut to most efficiently fell the tree. I looked around and saw a bunch of lawyers in tunics and sandals and film staff in baseball hats. No one had anything resembling PPE on. I directed the cut to be made so as to drop the tree so it would get caught up in an adjacent tree.

I looked around and saw a bunch of lawyers in tunics and sandals and film staff in baseball hats. No one had anything resembling PPE on. I directed the cut to be made so as to drop the tree so it would get caught up in an adjacent tree.

Unfortunately, this involved hauling it up a very large hill. Our biker/axe man offered to pull it up with his 1-ton and a chain, but the production manager advised that this too was a wimp move. He commandeered 30 or so people to lift the log and walk in unison in very small steps up the hill. This did not work well. The log was extremely heavy and more than once someone bailed out from the weight, causing others to follow suit and the log to consequently fall abruptly. Amazingly, no feet were lost in this effort.

Seeing that the sun was setting, the tree had been felled, and nobody had listened to anything I said all day, I excused myself and was given permission to leave.

When I got home around 9 p.m., my wife had Easter dinner waiting and we enjoyed a nice meal together. I do not know how the attorneys made out. The show was not picked up by the History Channel; I never saw the finished product. If you have discretion to do so, some assignments should be declined. I was relieved to return to the relatively simple task of assessing trees.

Michael F. Galvin is a Registered Consulting Arborist and supervisor of Urban & Community Forestry at the Maryland Department of Natural Resources-Forest Service in Annapolis, Maryland.

Please circle 58 on Reader Service Card
Tree trimmer dies after power line strikes him

A tree trimming contractor died May 17, 2006, in Tittabawassee Township, Michigan, after a power line in a tree being cut by another trimmer snapped and struck him.

Jacob Harris, 22, of St. Louis, Mich., was clearing trees for Consumers Energy on Wednesday when he came into contact with a 4,800-volt line.

He was pronounced dead at Covenant Medical Center in Saginaw.

Tree contractor killed in fall from bucket

Carlos Flores, 21, a tree trimming contractor for a power company in Cincinnati, Ohio, died June 19, 2006, after a fall from an aerial lift bucket.

He was apparently performing safety checks on the bucket truck at a substation before starting work for the day when the accident occurred. Employees said the bucket had almost reached its maximum height when the bucket tipped and the victim fell to the pavement. He fell 20 feet and was declared dead at the scene.

A subsequent investigation indicated that the out-riggers had not been extended before the truck was tested.

Worker killed after being bounced from bucket

An Ovid, New York, man died July 11, 2006, after falling about 20 feet from a bucket truck while cutting down a tree in the village.

Douglas W. Reukauf, 52, an employee of a local tree service, was in the bucket trying to take down a tree at about 2:30 p.m. when, according to a witness, the victim attempted to break off the remaining trunk and the bucket bounced, throwing the victim from the bucket.

Reukauf was taken by ambulance to Geneva General Hospital where he later died. Police and OSHA were investigating.

New Orleans man dies trimming Katrina damage

The son of former U.S. Rep. Bob Livingston died July 25, 2006, in New Orleans while trimming a tree damaged by Hurricane Katrina. Richard Livingston, 37, of New Orleans, died after he came into contact with an electric wire as he worked on a tree.

He had been hired to remove a dead tree behind a home. Using a safety harness, Livingston had climbed up the tree and was trimming the tree’s branches when the accident occurred. A New Orleans coroner said it appeared that Livingston “reached back and hit an overhead wire,” according to a published report.

One news account said Livingston was an arborist and in the tree care business. Another said that, after the hurricane, he had set up the business to remove damaged trees from the city.

Line trimmer dies in 50-foot fall from aerial lift

A 54-year-old man died August 7, 2006, when he fell 50 feet while trimming trees around power lines on U.S. 25 in Princeton, South Carolina.

James Rogers Gentry, a long-term tree care company employee with more than 20 years experience, was doing contract work for Duke Energy when he fell at about 1:35 p.m.

Man dies under 30-foot pile of mulch

A 43-year-old man died August 24, 2006, in Palm Beach, Florida, after he was buried under a 30-foot pile of mulch. James Ross was moving the mulch at his nursery sometime after 12:30 p.m. when it collapsed on top of him. His wife realized the mulch fell on him about 2:30 p.m. and summoned co-workers to dig him free. Firefighters declared Ross dead at the scene.

Investigators did not know whether Ross suffocated or if he was killed by the impact of the falling mulch. It was not immediately clear if Ross was using a backhoe or if he was using a shovel to move some mulch. Local detectives and OSHA inspectors were investigating.

Man killed in wood chipper mishap

A 30-year-old Kenosha, Wisconsin, tree service owner was killed shortly after 5 p.m. on August 29, 2006, after being pulled through a wood chipper.

After a piece of wood became jammed in the chipper, the man was apparently using his foot to dislodge it when his foot became entangled in the intake, according to police. Co-workers attempted to stop the chipper, even putting it in reverse, but were unsuccessful. The man’s nephew heard his uncle’s cries for help the sound of him going through the chipper, according to published reports. One report said it took about seven seconds for the man to go completely through the chipper.

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Choosing the Right Saw for the Job

By Tim Ard and Mike Bolin

It is important to select the right saw for the task at hand. Selecting the right chain saw for the job can help reduce hazards that lead to serious injuries. Safety features, weight to power ratio, anti-vibration systems and other ergonomic features, bar length, and type of chain are all features you should take into account when selecting a saw. Let’s look at each one of these features in more detail.

Safety features

Get off to a good start by selecting a chain saw that boasts top-notch safety features. The saw you select should include features designed to reduce kickback, such as a reduced-kickback and low-vibration chain, an inertia-activated chain brake, chain stop or catcher, throttle interlock, a hand guard on the handle, and an easy access On-Off switch.

Chain brake

The saw you select should have a chain brake. This important safety feature is designed to stop the chain if kickback occurs or it can act as a “parking brake” while the chain saw is idling. The chain brake’s hand guard also helps protect the left hand from coming into contact with the moving saw chain should kickback occur. Pushing the hand guard forward activates the chain brake. This movement activates a spring-loaded mechanism that tightens the brake band on the inside of the clutch cover around the clutch drum. If the brake is functioning properly, the saw chain will not move around the bar. To release the brake, pull the hand guard backward, toward the saw’s front handle.

An inertia-activated chain brake adds an additional margin of safety for the operator in the event of a kickback. The way the chain brake is triggered, either manually or automatically, depends on the force of the kickback, the position of the chain saw in relation to the object being cut, and the operator’s position. An inertia-activated chain brake will be activated by the backward and upward movement of the saw during kickback. Otherwise, the chain brake must be activated manually by your left hand and wrist contacting the hand guard as the saw rotates toward the operator.

There are certain situations where kickback could result without activating the chain brake. For this reason, you should stay properly positioned, mentally alert at all times while operating your saw and always maintain a firm grip, with your thumbs encircling both handles of the saw to ensure maximum control.

Your saw should have a chain stop or catcher on the bottom side of the saw just below where the bar connects to the saw body. Chain stops are made from soft aluminum or hard plastic. If the chain comes off the bar during use, it will contact the chain stop shortening the chain’s length and stopping its rotation. This helps prevent the chain from coming into contact with your hand or body.
Throttle interlock

The throttle interlock is designed to prevent accidental operation of the throttle control. The interlock feature means you must be in the “driver’s seat” with your hand grasping the throttle handle before the saw will accelerate. The interlock is activated when you grasp the handle. This allows the throttle trigger to be depressed, thus accelerating the saw. When you release the handle, the throttle trigger and the interlock both move back to their original positions. This causes the throttle control to automatically lock at the idle position.

An operating throttle interlock will virtually prevent the saw from accelerating if it is accidentally dropped or placed where the handle throttle could come in contact with brush or a stick. I have had chain saw operators participate in my training programs who have permanently deactivated the throttle interlock by taping it down to the saw handle with tape. Some have experienced serious injury due to this because brush or a stick contacted the throttle trigger and accelerated the saw when they set it down on the ground and kickback occurred as the turning chain contacted nearby brush. Never tape down or deactivate the throttle interlock.

Hand guard

Many manufacturers have incorporated this safety feature in their new saw designs. The bottom surface of the saw’s rear handle is expanded to help increase protection to the right hand should the chain jump off the bar. The hand guard feature also helps stop branches and twigs from interfering with your grip on the rear handle.

Stop switch

The stop switch should be in a convenient position on the saw so it can be easily activated with your right hand. You should not have to take your hand off the saw to activate the stop switch!

Weight-to-power ratio

It is important to have a saw that will handle the job(s) you need to do. Basically, there are three sizes of chain saws to choose from based on the work that needs to be done. Lightweight saws have 8- to 12-inch bars and are best for light work, cutting small branches, and felling very small trees (6- to 10-inch diameters at the cut). Middleweight saws are equipped with a 14- to 20-inch bar and are excellent for frequent log cutting and felling of small-to medium-size trees (10- to 18-inch diameters at the cut). Heavyweight chain saws generally have a bar more than 20 inches long and normally are used by professional loggers or in tree care, not homeowners or occasional saw users.

Tree care professionals frequently use smaller, lightweight saws for work in the tree by climbers and bucket truck operators.

Many operators equate power solely with weight and engine size. While these
are sometimes good measures of cutting ability, operators looking to ensure optimum performance from their saws also should pay special attention to engine speed as measured in revolutions per minute (rpm).

Two classifications of rpm are used to measure chain saw engine speed: recommended no-load rpm and rpm at maximum torque. Each has a direct correlation to chain speed and how hard your saw will work for you.

The recommended no-load rpm is the maximum speed you should run the saw at full throttle without cutting wood. In general, saws with recommended no-load rpm higher than 14,000 will allow faster and cleaner cutting of small branches.

Rpm at maximum torque is the speed the saw should run when cutting wood in order to achieve the most horsepower.

Paying attention to these rpm levels will help you choose the right chain saw for each job, and will help keep your saw running at peak performance.

A high rpm, lightweight chain saw can offer a number of benefits. High rpm allows for fast cutting, and if the saw has been at rest, fast acceleration back up to the maximum torque range. You will find a lightweight, high-speed saw excellent for tree trimming, limbing and cutting small diameter branches.

Larger, more powerful saws with lower rpm (e.g. 12,500 to 13,500 rpm maximum no-load engine speed) are normally the ones used by professional loggers and frequently purchased by homeowners and landowners. These include middleweight and heavyweight saws. If you use a saw with a long bar (24-inches or more) or are cutting large logs, high speed may be important as you begin, but torque is more important once you get into the cut.

“Heavyweight” may no longer be a proper term for today’s saws used by most logging and tree care professionals. These professional units are very light weight considering the horsepower and rpms they produce. Loggers now commonly use smaller saws than a few years ago. This is because of the increased technology saw manufacturers have placed in these units. It’s not uncommon to find a 4.3 cubic inch (about 71cc.) saw now weighing in at only 14 to 16 pounds.

**Anti-vibration**

Continuous, excessive vibration can lead to rapid operator fatigue and possibly nerve and circulatory damage in the hands, fingers, and wrists. Some saws have incorporated anti-vibration features that help dampen vibration and make operation easier. A vibration damping system reduces vibrations transmitted from the engine and chain to the handles of the chain saw. The body of the saw, including the bar and chain, is insulated from the handles by vibration damping buffers or springs.

The front handles of some saws are designed to improve the balance and positioning of the saw during use. An angled front handle helps reduce fatigue and improves productivity by maintaining power head height and a level bar and chain when rotating the saw 90 degrees. An angled front handle also permits the operator to keep the left wrist straight during operation. This helps reduce fatigue.
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Other ergonomic features

Controls and switch positions should be located within easy reach of the saw’s rear handle. The choke lever, fast idle and the on-off switch are used continually throughout the day, so proper placement of these controls are necessary to ensure smooth operation.

A decompression valve is a nice feature that greatly reduces the required pulling force of the starter cord. This device can reduce fatigue and the likelihood of strained back muscles.

Some saws also feature heated handles for winter use. In cold weather, this improves circulation in the hands and reduces fatigue.

Guide bars

Bars come in three basic types; laminated sprocket nose, sprocket nose with replacement tip, and solid nose. There are several manufacturers of guide bars and each manufacturer produces several different types and lengths. Each saw manufacturer specifies the bar length and chain combination to maximize the saw’s performance and reduce the likelihood of kickback. Saws with a warning label referring to the ANSI B175.1-1991 Kickback Requirements have a lower kickback tendency as long as the recommended saw chain and guide bar combination is used. Check the saw’s Owner’s Manual for the manufacturer’s recommendations on guide bar length and saw chain combinations for your saw or the one you are considering.

Solid nose bar

Solid nose or ‘hardnosed’ guide bars have been around since dirt so to speak, and that’s really where they excel the best – in really dirty conditions, for example, logs or trees that have been pulled (skidded).
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through the mud with a skidder or tractor.

Solid nose bars are hardened by applying welded beads of Stellite, Studite or Titanium to the wear area of bar’s tip.

**Replaceable sprocket nose bar**

Most solid nose bars are being replaced by new technology bars with a replaceable sprocket tip. This type of bar offers a lot less friction and wear in the tip area and allows the saw to operate with greater chain tension in the bar rail. This bar is preferred by professionals for use, especially in bore cut or plunge cut techniques.

**Laminated sprocket nose bar**

The laminated sprocket nose bar functions the same during use as the replaceable sprocket nose bar, but it usually costs less in the marketplace. Laminated bars consist of three pieces of thinner metal and a sprocket that are laminated together with spot welding and rivets. This design forms a very flexible guide bar configuration. Laminated bars are normally lighter adding less weight to the saw and are a lot lighter on the wallet.

**A word of caution on bow bars**

Occasionally, I receive inquiries – mostly from the Southern United States – about bow bars. A lot of bow bar use has been reduced in recent years. Many manufacturer’s and insurance underwriter’s have limited or ceased their sale and usage. The bow bar’s specific purpose is to buck felled trees into log lengths. They offer the operator extended reach and a low degree of pinching in the cut.

There are two important things however to consider when using the bow bar. The kickback zone region of the bow bar is probably five times that of a standard saw guide bar. Kickback potential increases considerably with their use. The bow bar wasn’t and still isn’t designed for felling trees. Many accidents occur when operators apply the bow bar to cutting techniques for which it was not designed.

**Low- and reduced-kickback chains**

Most modern chain saws are equipped with saw chain designs that have both good cutting capacities and low kickback tendencies. For the occasional chain saw user, a low kickback chain is good common sense. Only professional loggers or landowners who have received special chain saw use training should use saw chain with no- or improved-kickback protection.

Tim Ard and Mike Bolin are the authors of The Complete Guide to Chain Saw Safety and Directional Felling. This article was excerpted from Chapter 3 in the book. © 2002 Forest Applications Training, Inc. Reprinted here with permission. Ard is founder of Forest Applications Training Inc., www.forestapps.com.

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Please circle 87 on Reader Service Card
The three recipients of the 2006 Robert Felix Memorial Scholarship are:

**George Christie Murray** of Lexington, Indiana, who is pursuing a Forestry (Urban) degree at Purdue University, West Lafayette, Indiana. He expects to graduate in May 2008.

George is currently working toward his goal of becoming an urban forester and ultimately an arboriculture consultant. He has experience working with a tree service in New Albany, Indiana, as well as with the city of New Albany. He is an active participant in the Purdue Student Society of Arboriculture and serves as a student council representative, treasurer and, most recently, secretary of the society. Additionally he speaks Spanish, German, French and Latin. He maintains a 4.0 gpa and is on the Dean’s List for Academic Honors.

**Rebecca L. Bakker** of Willow Grove, Pa., is pursuing a degree in horticulture at Temple University in Ambler, Pa., and expects to graduate in May 2009. Rebecca is most interested in working as a plant health care specialist. As a registered nurse, Rebecca intends on transferring her skills caring for people to tending urban and semi-urban tree populations as well as teaching their owners proper tree care techniques.

Rebecca is an avid gardener, likes designing her own garden and reading about plants and their care as well as visiting local gardens. She has been a volunteer for many years at the Pennsylvania Horticultural Society’s annual flower show in Philadelphia, Pa. She is currently studying to take the Certified Arborist exam. Upon graduation, she has been offered a position with Al Cherry Tree Services in Horsham, Pa.

**Benjamin Mark Richards** of Watertown, Wisc., is pursuing a degree in urban forestry at Mid-State Technology College in Wisconsin. He expects to graduate in May 2007. Benjamin is enthusiastic about the opportunity to educate the public about proper tree care and plans to build a long-lasting career in the tree care industry and make a positive difference in the environment.

He enjoys working outdoors and welcomes every occasion he gets to help others learn about trees and shrubs. He has attended three industry conferences in order to learn more about urban arboriculture.

---

The TREE Fund is awarding a total of $125,000 to six Hyland Johns Grant recipient projects. This is in addition to the $96,625 in John Z. Duling grants, awarded earlier this year, that are supporting 13 research projects.

The TREE Fund expects the recipients’ findings will help improve the survivability of newly planted trees, as well as increase tree worker and public safety in the urban forest. A big thank you goes to the TREE Fund Research Committee who evaluated and ranked the 19 grant applications.
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*presented by Tree Care Industry Association*
TCIA Accreditation helps any size company

While he doesn’t think a company’s size has an effect on the value of Accreditation to it, Bob Mead, owner and president of Mead Tree & Turf Care, Inc. in Lisbon, Md., is impressed with some of the larger firms that have jumped on board with the program.

“We are, I’d say, a small to mid-size company. We’re not SavATree, we’re not Davey or Bartlett. But we’re also not a truck and chipper and three or four guys. I think Accreditation helps all facets of the business, and it’s just blowing me a way seeing SavATree do as many offices as they have. I didn’t think some of the bigger companies would be interested. Bartlett surprised me. They’re a leader in the industry to begin with, and they have taken this and are putting it to their advantage as well. It just goes to show you, we did it and some of those guys did it, so we must have made the right choice.”

The first company to earn TCIA Accreditation in Maryland, back in March of 2005, Mead Tree & Turf Care renewed its Accreditation this spring. Located in Western Howard County in central Maryland, Mead’s 30 to 35 employees serve both the Baltimore and Washington areas.

“We offer full tree care service,” says Mead. “We do residential, commercial, municipal – both local and federal government – there’s a very large mix, but the largest percentage of our business is residential.”

Mead uses their status as the first accredited tree care company in the state to differentiate themselves from their stiff competition.

“I’m also past president of the Maryland Arborist Association, which seems to help sometimes; when we’re bidding, people like to know that. And we do a good job - we have a good, clean-cut company, a good safety record, nice looking equipment, modern equipment, and clean-cut employees.

And it is apparently working, as much of Mead’s business is from referrals. “A lot of it is by reputation, and a lot of it is by our advertising as well – Yellow Pages, our Web site, what they call in this area Verizon SuperPages, local newspapers. Our referrals (Continued on page 125)

SMA makes Accreditation a factor in awarding contracts

The Society of Municipal Arborists has made TCIA Accreditation a factor in SMAs own accreditation program for urban and community forestry programs.

One of eight criteria spelled out on the SMA Accreditation application form says that the applicant’s program “must show preference to TCIA Accredited tree care companies when private arborists are contracted.” It goes on to say that, “At a minimum, the plan should designate TCIA Accreditation as a tiebreaker in awarding contracts.”

“We want to recognize the importance of contracting with private tree care companies who are accredited by TCIA,” says Andy Hillman, president of the SMA and city forester for Ithaca, N.Y. “SMA Accreditation is the highest honor available for urban and community forestry programs, so it just made sense to incorporate the TCIA Accreditation program.”

TCIA gave SMA guidance on design of a logo, contact flyer, booth posters and application forms for its accreditation program. TCIA also produced those materials. This marketing and administration collateral looks like TCIA Accreditation materials to create synergy between the two programs.
are always our greatest advertising, I mean, it’s free. And somebody’s getting that referral from someone who they know, so that does a good job,” says Mead. “I think our Web site’s actually doing very, very well as far as a draw. It’s really new to us the last couple of years, but we seem to get a lot of business from it. We get a lot of hits on it, probably several thousand hits a year.”

Mead says his biggest business challenge is finding qualified, quality-oriented employees.

“That’s probably the largest challenge to any company. To define that a little further, we can train people to do tree care, but we’re having a hard time finding people to drive commercial motor vehicles with class-A licenses, the CDL licenses. That’s basically our person who does a lot of wood hauling, and pick-up from the removals, and equipment moving from different jobs. That seems to be one of the toughest challenges that we’ve had. In fact, we’ve had a vacancy in that position now for a year and a half and we just haven’t been able to find anybody. As soon as you tell them you drug test, they’re gone. They’re not interested or they know they can’t pass it.

“And then the other tough challenge is the escalating costs with insurances and fuels – it’s been mind blowing in the last year. You really have to tighten the way you do business. We didn’t want to, but you get to a point where you just can’t absorb anymore and the profit margins were already following it – it just wasn’t on paper. We’re actually in the process of getting ready to revise it again, updating it to adjust for where we are. It’s been great.”

And they did it on their own.

“It was a combination of Jamie Wallace, who is the office manager and bookkeeper; my wife, Joanne, a retired school teacher now working for us; and myself. My daughter, Tiffany, participated in it as well. She works with human resources and bookkeeping.”

“I think the business plan was probably the most tedious portion. I don’t think any one part was more difficult than the other. Some of the practices were already in place, but we refined them – some of our safety programs and policies. We also redeveloped our employee handbook, which was in the works anyway when this came along. And then we translated everything into Spanish, too.”

Mead says he appreciates the business end of the Accreditation process.

“I started this business out of the rope and saddle and I’ve developed it to the point where I’m not working in the field anymore. I’m out working sales and in the office, and am active in the Maryland Arborist Association. I’m also involved in lobbying for the tree expert bill in this state. Accreditation has put a lot of the nuts and bolts of the business together to where it gives me – although I had a strong background – a stronger foundation for operating the business without having had formal business training.”

“I think it’s helped us grow as a business. It’s really made us want a tight-knit organization where there’s employee involvement, a sense of ownership, not just for the few employees who worked on it, but the staff in the field. The crews took a lot of pride in getting this thing off the ground in the field and following through with it. (Director of Accreditation) Bob Rouse’s visit to the field to view all the crews and how we work and our policies gave them a good sense of ownership in the process.”

Looking ahead, Mead says his company will continue to grow at a controlled rate.

“One thing we learned in the analysis we did for the business plan – and this has helped a lot – is controlling our growth versus just growing as we felt like it. Managed growth is definitely a lot easier to handle both financially and mentally.”

And he would recommend Accreditation to others.

“Tiff would and I have. I think it’s a great tool to have in your toolbox. It’s like having a screwdriver in your toolbox – it’s always there and you are always going to use it.”
A black belt in tree care

By Benjamin G. Tresselt, III

“If our business is not better than it was three months ago, we are not improving.”

Horst Schulze, former vice chairman of Ritz-Carlton Hotels

As my master karate instructor so poignantly told me after many years of training, “Becoming a black belt is not the end, it is the beginning.” He also informed me that, “Learning martial arts is similar to digging a hole in the ground; the more you dig, the more you discover.” My favorite saying from him is “The practice of martial arts is akin to peeling a large onion. You discover quickly there are many more layers than you thought and each layer is more pungent than the next. If you stay at it long enough, eventually it will make you cry.”

If you are considering TCIA Accreditation, are in the process, or have attained the designation, you should keep these thoughts in mind. You will find the journeys and outcomes are not dissimilar.

When someone achieves the rank of black belt in martial arts one has proved to have the knowledge and basic physical skills required to be a proficient martial artist. It is the essential basis on which one can build to become a better martial artist, but it does not make someone a great martial artist.

To become a great martial artist takes consistent discipline and rigorous daily practice. It demands that one discover and then acknowledge the areas in which they are deficient and diligently work on these areas until they are perfected. To become a great martial artist requires one to commit to a martial artist way of life.

In our world of professional tree care, TCIA Accreditation can be said to be analogous to a company achieving the rank of black belt in martial arts.

When a tree care company has accomplished TCIA Accreditation it has proven that it performs within the recognized industry standards and business practices. Achieving TCIA Accreditation is essential for every professional tree care company and a solid foundation upon which it can build to become even better. The TCIA Accreditation designation alone does not make a great tree care company.

To become great tree care companies we need to challenge ourselves daily. We need to utilize the TCIA Accreditation process to see where we have been deficient and use this information to improve our operations consistently. We need to take action daily and not just when something happens, or when we have time (we never do), or in the worst case when our Accreditation renewal date is coming near. We need to be committed to being a better tree care business each and every day.

For good tree companies, TCIA Accreditation is much more than an award to be hung on the wall or a plan that gets looked at once a year. For good tree companies, TCIA Accreditation is the start toward becoming a great tree care company. It is a commitment, a daily process, a way of being, a company culture, and the professional tree care business way of life.

Is TCIA Accreditation the basis for your tree care business way of life? Is your tree care company not only TCIA accredited but also committed to being great? Are you taking the personal daily actions and necessary steps to make your company great? Are you willing to “dig deep” and discover all the layers of your business and commit to making them great—even if some of them could make you cry?

My hope is that we all are that type of company because it doesn’t matter whether you’re a one person operation or a corporation employing thousands, by being great tree care companies together we can create an even greater tree care industry.

Be great!

Benjamin G. Tresselt, III is president of Arborist Enterprises, Inc. in Lancaster, Pa., and a member of the TCIA Board of Directors.

Join the CTSP Ranks!

At press time, there is a great deal of activity and interest in the Certified Treecare Safety Professional program, the first individual certification program for safety professionals in the tree care industry.

With the CTSP workshop in Baltimore during TCI EXPO anticipated to sell out, TCIA has announced two more 2006 workshop/exam dates:

- Hartford, CT – Wednesday & Thursday, November 29-30
- Cleveland, OH – Wednesday & Thursday, December 13-14

In order to be eligible to attend the workshop and sit for the exam, the enrolled CTSP candidate must first satisfactorily complete the 13 “Critical Thinking Exercises” and fill out the Safety Program Checklist from the CTSP Core Competencies manual.

For some CTSPs it isn’t too early to be thinking about recertification. The program requires the certified individual to earn 30 CEUs every three years, through a variety of activities.

A strong safety track at TCI EXPO this year will allow one who has already attained certification to come close to fulfilling their “professional development CEU” requirements just by attending one show.

Why CTSP?

The CTSP program is dedicated to making a significant change in the way safety is looked at in the industry. Having a CTSP offers another way for your company to provide exceptional work at competitive prices to your customers.

What’s more, CTSP helps teach that safety must be balanced with, and incorporated into, the other core business processes, such as production, sales and employee development. When this integration is achieved, safety can directly benefit all these core processes.

Take a look at TCIA’s CTSP program and consider enrolling one your employees today!

Join the growing ranks of companies that have a CTSP-trained individual empowered to take their safety program to new levels. Call 1-800-733-2622 for more details, or visit www.tcia.org.
Over 35,000 Visitors Every Month!

Are Consumers Finding Your Company?

- Increase Your Customer Base & Profits
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- Expert Arborist Advice & Business Consultation
- Use of TCIA Member Logos
- Distinguish Your Business from the Competition with TCIA Accreditation and CTSP

Become a member today by calling toll free: 1-800-733-2622
or visit our Web site: www.tcia.org
to download the Membership Kit

Please circle 83 on Reader Service Card
Tony Smith opens for WMC speakers

The following speakers will educate, entertain and motivate attendees at this year’s Winter Management Conference in Cancun, Mexico, Feb. 11-15, 2007.

Monday, Feb. 12
Breakthrough Thinking with Tony Smith

The message: Through breakthrough thinking, transform your business to generate quantum leaps in performance, unanticipated growth in revenue and unexpected shifts in corporate culture. Today’s business world demands extraordinary results from owners and managers. Breakthrough thinking enables CEOs, entrepreneurs, executives and professionals to achieve the unreasonable rapidly – then sustain unprecedented performance.

Smith, a graduate of Harvard University, holds a master of education degree from the University of New Hampshire and a certificate of advanced graduate study from Boston University in counseling and community-based health systems. Smith has been featured on The Today Show and The Donahue Show, as well as in Fortune Magazine, The Wall St. Journal and The New York Times.

Tuesday, February 13
National Safety Council - Alan McMillan

Alan McMillan, president & CEO of the NSC, says that “How well we build the next era of safety and health depends on the alliances and partnerships … (that) enable us to pool our expertise and resources, to unite in a shared mission, and to advance our call to instill safety as a core corporate value among all businesses, across all industries.”

The leader of TCIA’s key partner in building our CTSP program, McMillan served with OSHA from 1981 to 1987, when he was named acting assistant secretary of labor for the Mine Safety and Health Administration. From 1989 to 1992, he was deputy assistant secretary of labor for OSHA, responsible for day-to-day operations including developing and implementing assisting workplaces through voluntary compliance programs, and directing OSHA’s nationwide enforcement responsibilities. In 1992, he joined the Los Alamos National Laboratory in New Mexico, where he led the organization’s safety and health activities. He joined the NSC in 1995.

Wednesday, February 14
Why should clients do business with you? - Sam Geist

Explore strategies to increase your effectiveness in vital business areas, gaining the wherewithal to recognize and maximize your resources, the effects of environmental trends and everyday opportunities and challenges.

Geist’s insights stem from years of frontline business experience. He grew his single sporting goods store into a 15-store, $40-million-dollar-a-year national chain before he sold it. He opened a marketing and consulting agency based on the full-service customer concepts he had honed in the retail arena. He is the author of Why Should Someone Do Business With You…Rather Than Someone Else? and Would You Work for You?

Wednesday, February 14
Tools for Transforming Tomorrow - Mike McKinley

The message: Businesses need to be managed, but people need to be led. Effective managers who are also leaders become resource people for, not bosses of, others. And isn’t that what supervision is all about? Learn better ways to lead, especially in the realm of safety leadership.

McKinley began in business at age 15 with his own garbage-hauling enterprise. Radio and television broadcasting followed. Then, for more than a decade, he was president and general manager of Happy Sleeper Mattress Company. Today, he is president of Thinking Publications, a multimillion-dollar educational publishing house, and Alive! Alive! Associates, a professional speaking and consulting business.

Thursday, February 15
Leadership and Performance Excellence - Dennis Snow

Studies have shown that the challenge for most leaders is not developing a vision, but executing the vision. Employees watch to see how committed we are, and take their cue directly from us. There may have been a time when the leader had the answers to every business issue that would arise. Those days are over. Today’s leaders must rely on the skills of a facilitator, visionary and idea champion.

Snow’s customer service skills were developed during 20 years with The Walt Disney World Company. He began his Disney career in 1979 as a frontline attractions operator. Quickly moving into a Disney management role, he managed various operating areas throughout the famous theme park. He spent several years with the Disney University where he was responsible for teaching corporate philosophy and business practices. He represented The Walt Disney Company as a guest speaker and trainer for some of the world’s largest companies, including Exxon, AT&T, General Motors and Mitsubishi.

Thursday, February 15
Motivation for the Workforce - Bill Butterworth

This high energy humorous presentation will look at the key components in keeping your team excited about their jobs. Why do some people in our workforce seem to create barriers to their productivity? What are the traits of effective teams?

Through his wit, warmth, insight and realism, Butterworth brings help and hope to his audiences everywhere. Butterworth taught at the college level for 13 years and was a counselor for six years. He was awarded The Hal Holbrook Award by the International Platform Association, whose past and present members include Mark Twain, Theodore Roosevelt, Bob Hope and Elizabeth Dole.

For more about Winter Management Conference, call TCIA at 1-800-733-2622, or visit www.tcia.org.

Passports needed for WMC 2007 in Cancun, Mexico

Starting January 8, 2007, all air and sea travelers to or from Canada, Mexico, Central and South America, the Caribbean, and Bermuda will need a passport. This means you will need a passport for Winter Management Conference in Cancun! This is a change from prior travel requirements and will affect all United States citizens entering the United States from countries within the Western Hemisphere who do not currently possess valid passports. This new requirement will also affect certain foreign nationals who currently are not required to present a passport to travel to the United States. Most Canadian citizens, citizens of the British Overseas Territory of Bermuda, and to a lesser degree, Mexican citizens will be affected by the implementation of this requirement.
THE TREE CARE INDUSTRY ASSOCIATION WOULD LIKE TO SAY THANK YOU TO THE 2006 Partners Advancing Commercial Tree Care

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WVU forest economist studying how urban trees grow

If a tree grows in Brooklyn, will they hear it in Ithaca?

That’s what West Virginia University’s Kathryn G. Arano wants to get to the root of – so to speak.

Arano, an assistant professor of forest economics in WVU’s Davis College of Agriculture, Forestry and Consumer Sciences, is branching out with a study on urban tree phenology — the study of the seasonal timing of natural or biological events.

The two-year study will compare the phenological patterns of trees in two cities – one highly urbanized, New York City, and one less urbanized, Ithaca, N.Y. The study will also look at the economic implications of changing phenological patterns in these two cities.

Temperatures tend to be higher in urban areas because natural land covers are being replaced with pavement and buildings, Arano explains.

Urban forests are beneficial to communities’ social, economic and ecological health, she adds. However, the effect of urbanization on the phenology of the forests may affect the quality of the benefits they provide.

“Other studies have shown how the warming of the Earth has altered the timing of spring events,” Arano says. “The warmer temperatures at the onset of spring typically result in a longer growing period for plants.

“Since changes in climatic patterns are a growing concern, and urban communities continue to expand, this study is something that will be applicable nationwide,” she adds.

Arano is conducting the research with the help of Rico M. Gazal, assistant professor of forestry at Glenville State College, and Michael A. White, assistant professor in the Department of Aquatic, Watershed and Earth Resources at Utah State University.

The project has received $44,419 in federal funds. WVU and Glenville State have chipped in $32,406 and $12,481 in matching funds, respectively.

While attempting to verify changes in the growing seasons of urban trees, Arano and her colleagues will also attempt to measure how these changes affect human health and forest management and planning.

Teachers and students from schools that participate in the Global Learning and Observation to Benefit the Environment, or GLOBE, program will assist with data collection in both cities.

GLOBE is a worldwide, hands-on primary and secondary school-based education and science program that seeks to involve teachers and students in conducting scientifically valid measurements in the fields of atmosphere, hydrology, soils, land cover and phenology.

“Including students and teachers in this project will not only enhance scientific education, but also their awareness and understanding of issues relevant to their communities,” Arano says.

Shown during the treehouse dedication in August are, from left, Todd Fagen of The Care of Trees; Bill Allen, founder of Forever Young Treehouses Inc.; and Charlie Keppel of The Care of Trees.

Care of treehouses

The Care of Trees believes that everyone should have the opportunity to experience the magic of climbing a tree. That’s why the company has partnered with the Barrington Park District, Northern Illinois Special Recreation Association, Forever Young Treehouses and private donors to construct the first universally accessible wheelchair-friendly treehouse in Illinois. The Forever Young Treehouse will be more than 1,500 square feet, include a deck and gazebo, and rise 12 feet off the ground through seven trees.

You can’t have a tree house without healthy trees, and that’s where The Care of Trees comes in. The company is donating $10,000 worth of tree care expertise, labor and supplies over the next three years. The treehouse was dedicated in August, and is scheduled to open to the public next spring.

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The skill of tree climbing has brought me to many places and given me numerous adventures but a recent morning was a personal first!

I had a call the day before from someone asking if someone in my company could climb trees. I said yes and then they asked, “Well, do you perform cat rescues?”

I had to think about it. Of all the years I’ve climbed, I’d never rescued a cat before. So I said, “sure I can.”

He replied, “Great, because my wife is at her wits’ end! The cat has been meowing at the top of the tree for six days now and won’t come down. Can you do it today?” I was near Boston at a meeting, so I said that, unfortunately, I couldn’t, but that I could be there early the next morning. He said great, he’d see me then.

So that morning at 7:30 I arrived at this adorable little house in a neighboring town close by a local lake called Lake Mattawa. As I jumped out of my truck I immediately heard the “Meeeeeewwww.” Gosh, it was a sad and pathetic sound.

The cat had been up there for SIX days! Their local fire department had tried to rescue it but their ladder truck wouldn’t reach and it scared the frightened cat higher up into the tree.

So up into the tree I went, armed with a green mesh rope bag for the kitty and my secret weapon of a big bag of fish shaped kitty treats. Cat was frozen stationary in place out on a branch scared silly and “meeewwwwing” away at 110 feet in this big old pine tree.

At the first location I stopped, she smelled the Kitty treats as I tried coaxing her down by shaking the bag and talking softly to her. She started to move down toward me and lost her balance and slipped. She fell about a foot and the homeowner did the big “Aaaahhh!” But cat clawed her way back up to safety and then proceeded to climb outward toward the tip of the branch she was on.

I was nervous to climb any higher than I was for I did not want to scare her to do the same. As it was, I was so far up in the tree that I was tied into the 6-inch diameter trunk and for white pine, from a tree climber’s perspective, it may make you a bit hesitant to continue any higher.

I tried prodding her with a stick to move her toward the trunk which worked. When she came into the center of the tree I climbed two feet higher and let her nibble a couple of treats I held up to her. Once cat got a taste of food, remember six days, she was psyched to see me all of a sudden. As cat started wildly seeking the source of the crinkly treat bag, I grabbed her to try and put her in my mesh rope bag. However, both my hands weren’t completely available, because of the secret weapon, and she frantically backed away from me clawing to freedom and loneliness. Drat!

At that point, cat returned to her familiar outer limb and started “meeeewwwwwing” with desperation. I decided to climb a bit higher and thought – no hold’s barred, the cat is coming down.

I re-prodded kitty with the stick to entice her to come back to the center of the tree. This time I skewered treats onto the prodding stick and also dumped most of the fish-like vittles into the bottom of the rope bag; the next time I would be ready. It worked like a charm. She came back into the center of the pine, eating the leading treats and frantically searching for more. I placed the green bag directly in front of her and she climbed into the rope bag to gobble the treats at the bottom! Wooo-who000! I got her! I hurriedly close shut the rope tie at the top of the bag that would ensure her bag-ride down would be a secure one.

As I climbed down the homeowner was gleefully exclaiming from the ground and cat was quiet and content, gnawing away at the morsels at the bottom of the rope bag. When I got out of the tree the homeowner hugged me and told me I was her hero. Smiling and beaming from ear to ear I thought to myself, “I love my profession.”

Melissa LeVangie is a certified arborist, owner of Trees New England in Petersham, Massachusetts, a lover of trees and, now, “The cat rescuer.”

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