



SCA Today

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ANSI A300 Part I: Pruning, 2017

By Torrey Young

The American National Standards Institute (ANSI) A300 Part 1 – Pruning (Part 1) is one of the most important and useful publications in our industry. Part 1 has been in revision for some years, due to the significance of the changes and the formal process for development and public review, as required by ANSI.

The most recent public review period was completed in October of 2016. All comments received were reviewed and considered by the A300 Committee (ASC) at the Fall 2016 meeting. As always, specific responses were sent to each individual. Publication is currently anticipated by early 2017.

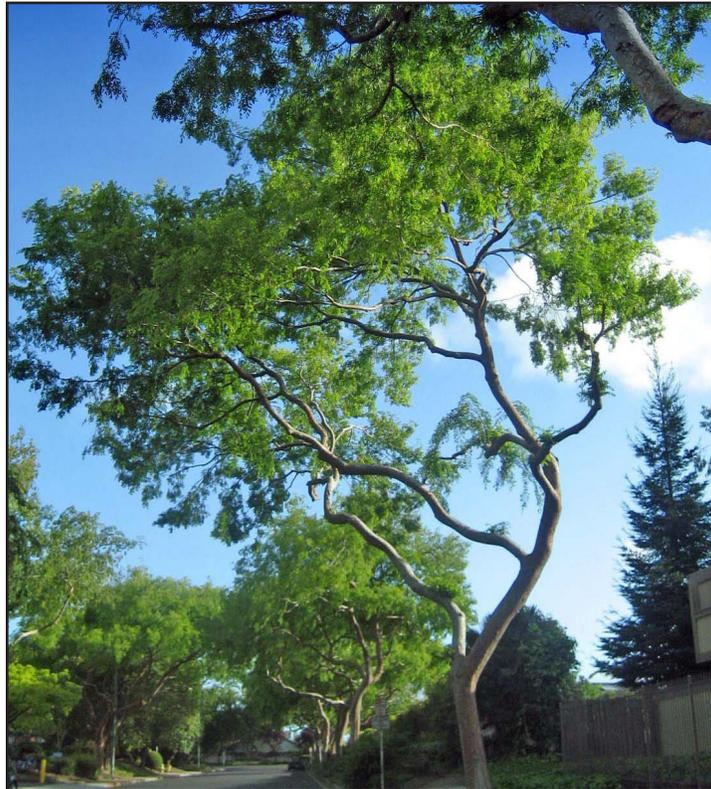
Substantial changes have been made from the last revision (2008), both in format and content. The ASC is also standardizing language, form, and organization, as much as content allows, among all ten parts of the A300 standard (A300).

Focus of the revision process:

1. Differentiate clearly between standards and specifications.
2. Facilitate the appropriate use of A300 within specifications.
3. Reconsider and redefine pruning terminology and processes.
4. Reorganize and revise to create a concise document without sacrificing critical content.

Standards vs. specifications:

It became clear to the ASC that the differences between



Chinese elms (*Ulmus parvifolia*) repeatedly over-pruned under the guise of a requirement to follow ANSI A300 (Part 1) – 2008, Pruning. Photo © Torrey Young

standards and specifications are not clearly understood or employed in practice. Previous versions clearly stated that the A300 standards are intended to facilitate development of specifications, but are not intended to be used as specifications themselves. In spite of these statements, many entities and professionals incorporate A300 in their entirety or by reference, to serve as specifications.

Part I – 2017, Purpose:

ANSI A300 standards are intended for the development of work practices, written specifications, best practices, regulations and other measures of performance.

1.2.1 These standards may be excerpted or incorporated by reference; however, they are not intended to be adopted in

their entirety into laws and regulations or as work specifications without additional information and clarification.

Revisions:

Some aspects of the 2008 standard proved problematic in interpretation and practical application. Specifically, references such as pruning volume limitations (25%) and Pruning Methods: Clean, Raise, Reduce, and Thin proved to be vague concepts and inevitable misinterpretation lead to prevalent over-pruning. An emphasis on effective, minimal pruning is now clear: “Pruning operations should remove no more living material than what is necessary to achieve specified objectives.” (Part 1, 2017).

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President's Message

By Chris Ahlum



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Greetings, SCA Members!

It is important to reflect on the past year's accomplishments and start to plan for next year. This past August, the SCA board did just that. We spent two days evaluating where we are as an organization and where we want to go in the future! During these two days some key initiatives became clear for the future of our organization. These key four initiatives are; Membership, Branding and Identity, Education, and Sponsorship and Advertising.

As an organization, membership and member needs are extremely important. We plan to continue to reach out to you to identify what your needs are. I encourage each of you to respond as this helps us plan our coming years and understand what is most important to each one of you. If you have thoughts, feel free to reach out to me or any of our board members to let us know what SCA can do for you.

Our second initiative is to increase our identity throughout our industry. We hope to become more visible as an organization and more powerful for our members. As you might have seen this last year, we had booths at different shows and hope to continue this and expand upon it. We also hope to improve our consistency on our branding of our organization as we become more visible.

We probably can all agree that education and continuing to learn to become better arborists, no matter what stage of our career we are in, is very important. As an organization, SCA hopes to be able to provide these opportunities for you. We are looking into some great educational programs to help enhance our learning and align with what you are looking for to advance your career.

The last initiative we are focusing on this year is to increase our revenue. We hope to offer more of the member benefits we talked about above. We hope to enhance our advertising and sponsorship opportunities within our organization. If a company or organization you know might be interested in these opportunities, please let us know!

I think these are great initiatives and our organization is on the right track! We need your help to implement these ideas and to understand exactly what you want as a member of SCA. Please, do not hesitate to reach out to me or our staff and let us know what we can do for you!

Happy Holidays!

Chris Ahlum

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Secrets of High Performance Companies

On Target with Rose Epperson



**Rose Epperson, CAE
ISA Certified
Arborist #WE-1045A
execdir@sca-trees.org**

We all strive for success. Our definitions of success may differ — but in the end there is a clear correlation between high performing companies and good leaders, a quality working culture and having a superstar or two on staff.

Every high performing team is made up of a mix of people that fulfill specific needs. They are all pieces of a puzzle that could not be completed if one piece was lost or exchanged for another shape. It is crucial that when building this

team everyone knows their role and understands their responsibilities without stepping over boundary lines. Team members need to understand where those boundary lines lie by both becoming a jack-of-all-trades AND being a master at one. Below are some areas in your commercial tree care organization where you can jumpstart high performance in the new year.

People

Get out of the office and look around. Perform a quick safety inspection and find out what you can do to help the crews be more productive. Ask yourself a few questions and challenge yourself to find out the answers. What training can you provide so your employees learn something new within the next three or six months? What are your certification stats? Take a look at your team and see if the opportunity to increase their value and self-worth to be recognized through certification as a Tree Climber Specialist or Arborist.

I know in some circles the Tree Climber Specialist credential may seem like an entry level credential, but after 35 years as a tree care company owner, I have learned that my tree climber specialists are proud of their work when we treat the credential as a key achievement. It raises the bar not only internally but with a peer recognition as well. Our company strives to have all our foremen obtain this credential, and I am a big supporter of the program. I would love to help my fellow commercial arborists see the value of the credential as part of their high performing team puzzle. I would welcome inquiries from others who would like to know more about it. Feel free to reach out to me at execdir@sca-trees.org.

Finance

Did you check your bank balance today? There's got to be an easier way to get through the crunch of winter when it comes to cash flow, am I right? Sit down with your bank's account manager or your finance company and ask about performance ratios that you can use to gauge the health of your business. Set some financial goals for the crews, managers and yourself. Start using some projection tools to allow yourself to put a bit away each month for either a Christmas bonus program or perhaps wage valuations in the Spring. For an employee, \$0.25 more an hour equates to an additional \$500 a year, so even a small bit makes a big difference.

Excellence

What do your clients say about you? Do you leave their landscape looking better than when you arrived? The new year may be a great time to start a customer satisfaction campaign. Ask for feedback. One good measurement that ISA uses is a "net promoter score" as one of the indicators of service. Ask your clients how likely they would be to recommend you to a friend or neighbor. Benchmark these scores and use them to develop quality control and training programs in the future.

There are plenty of tools available to keep a mindset of excellence threaded through out your organization. Credentialing programs are definitely a first stop. Testing knowledge and requiring continued education are great indicators of where you are now, and they are a given for continual development. Performance and crew evaluations are also great tools. If you



don't already have a system — get one. Make a goal to have a performance and training evaluation for all your crews in the coming year. Don't forget to empower your supervisors to evaluate their own employees. You know what they say: many hands (and heads) make light work. The added benefit of supervisors taking pride in the growth of their crews is that this brings them to a higher level of satisfaction and excellence, too.

Ethics

The new year is a great time to do an ethics check-up within your organization. By taking on the mentality of “doing well by doing good”, you can increase performance and create a healthy culture to keep your business growing. Ethics is no longer about compliance but truly doing what’s right for our society and future generations. Create the type of organization where people come to work with a smile on their faces and customers feel good about the services they receive.

A high performing company trains their employees to be excellent at their jobs. Staff are proud to tell others who they work for. There is an adaptability and resilience to weather tough times – use the teachable moment when mistakes occur and finds ways to inspire all employees to be their best.

Look at the pieces of your company puzzle and see how you can work with each component to fit perfectly together as a

high performing team. If you get stuck along the way or are looking for some pointers, let us know. We are dedicated to working with you to keep your commercial tree care company green and growing in 2017.

All the best in the new year,
Rose

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ANSI A300 Revisions

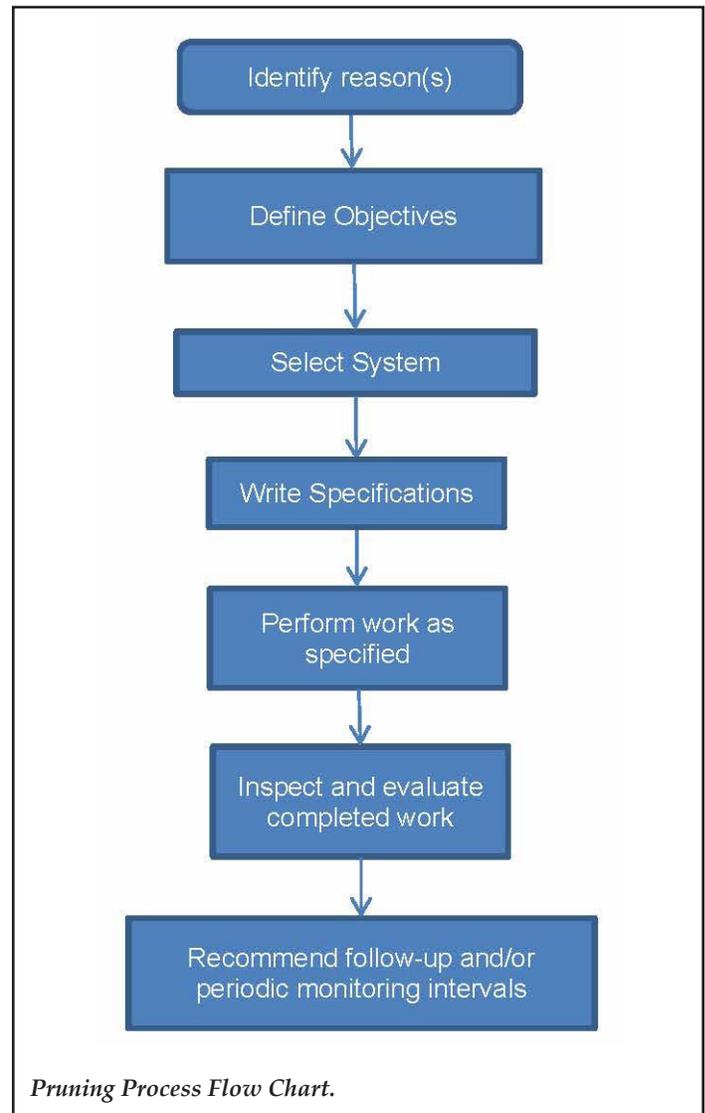
Continued from Page 1

The 2008 standard expressed strong deterrents to topping and heading that left no room for effectively managing some ancient or storm-damaged trees while remaining within the guidance of the standard.

The current process emphasis is to first define the objective, then decide what pruning technique and extent are needed to achieve the objective, and to express that in specifications. Specifications must include what is to be pruned, how much, where and of what size or size range.

Revision highlights:

- The pruning process was previously (Part 1, 2008) defined by three areas, Pruning Practices, Pruning Objectives, and Pruning Methods.
- The pruning process is still addressed by three specific areas, but reorganized and redefined as Pruning Objectives, Pruning Systems, and Pruning Cuts. These areas are consistent with the revised Pruning Process flow chart (see figure, right).
- 'Pruning Methods' is no longer included, but the definitions from that section will remain in the Definitions section, for reference.
- Pruning Objectives are now considered basic and a prerequisite to determining how pruning is performed.
- Pruning Systems address the process to be employed to achieve the long-term form of the plant.
- Standard but remain defined in the Definitions section.
- Natural Pruning is a new term under Pruning System, defined as: *“A pruning system intended to maintain the tree’s characteristic growth pattern and adaptations.”*
- Many definitions were updated and additional terms included to reflect document revisions.
- The ASC also acknowledged that the rigid limitations of the 2008 standard precluded all heading cuts and significant reduction cuts. It is becoming widely accepted that such pruning may be necessary due to circumstances (e.g., severe previous pruning, storm damage, structural weakness), in order to retain some trees. While stopping short of incorporating retrenchment pruning as employed in the UK, the 2017 revision makes room for such pruning in appropriate circumstances.
- Utility Pruning: Although referenced in several sections, there is no longer a separate section for utility pruning, as it is considered in other sections along with all pruning processes.
- Specifications: differentiates clearly and repeatedly between standards and specifications. An updated annex is included entitled “Specification Writing Guideline”.



Revision to Organization	
Part 1 — 2008	Part 1 — 2017 (draft)
3. Normative references	3. Normative references
4. Definitions	4. Pruning Objectives
5. Pruning Practices	5. Pruning Systems
6. Pruning Objectives	6. Pruning Specifications
7. Pruning Methods (Types)	7. Pruning Cuts
8. Palm Pruning	8. Pruning Practices
9. Utility Pruning	9. Palm Pruning
	10. Definitions

Example of revision to the pruning process – “Method, Raising” (Part 1, 2008):

- Pruning Methods, including Raising, are eliminated in Part 1, 2017.
- “Raising” is not actually a method as previously categorized, but an Objective of pruning.

- The Objective of raising or lifting pruning is to provide clearance by removing and/or reducing low limbs.
- The process to achieve that Objective is to remove or reduce (Pruning Cuts) specific branches within a specific Pruning System.
- The size and quantity of branches, of branches to reduce or remove would be contained in the Specifications

The thought process for pruning projects under Part I, 2017:

1. Objective: Why prune and what is the goal of pruning?
2. Pruning System: What is the whole-tree form that is desired?
3. Pruning Cuts: What specific Pruning Cuts will be employed in the process (reduction, heading or removal cuts)?
4. Specifications: What are the specific criteria for pruning (branch size, quantity, location)?

The *ANSI A300 Part 1 – Pruning* publication is long anticipated but worth the wait, by my measure. This latest revision is clear, concise, useful and progressive in its interpretations of both the science and practice of arboriculture.

Waiver & limitations: The opinions and interpretations included are my own and not an official statement from the ASC. This article is intended as informational only and not definitive. As of the writing of this article, *A300 Part 1* is still in working draft form subject to change and has not been approved for publication. Although substantial changes prior to publications are highly unlikely, it is possible that changes will be made that differ from the information I have provided.

Torrey Young is a Consulting Arborist serving as the ASCA Representative to the ASC and a member of the A300 Part 1 Pruning Revision Subgroup.



*A Chinese elm allowed to develop a natural form, as intended by the natural pruning system described in A300 (Part 1) - 2017, Pruning
Image Source Unknown*

INDUSTRY CALENDAR

- » Structural Pruning Workshop
1/4/2017 Encinitas, CA
- » Structural Pruning Workshop
1/5/2017 Los Angeles, CA
- » California Tree Failure Report Program
1/12/2017 Woodside, CA
- » Organic Master Gardener Course
1/13/2017 Ucluelet, BC, Canada
- » Desert Plant Palette
1/14/2017 Phoenix, AZ
- » Certified Arborist Preparatory Course
1/16/2017 Buffalo, NY
- » Soil! What it is and How it Works for Trees
1/18/2017 Seattle, WA
- » Landscape Design Symposium: Analyzing the Wild Garden
1/19/2017 Blue Bell, PA
- » Soil! What it is and How it Works for Trees
1/20/2017 Surrey, BC, Canada
- » Trees and the Law in Canada
1/23/2017 Surrey, BC, Canada
- » Indiana Arborist Association Annual Conference
1/24/2017 Indianapolis, IN
- » Arboriculture 101: Part I
1/26/2017 Bryan, TX
- » NYSA Annual Conference
1/29/2017 Suffern, NY
- » AMTOPP Annual Conference
1/29/2017 Fairmont, MT
- » Ohio Tree Care Conference
1/31/2017 Cincinnati, OH
- » Trees and Risk: What we need to know
1/31/2017 Las Vegas, NV
- » Creating Wildlife Habitat Trees
2/6/2017 Bend, OR
- » Tree Protection During Construction
2/8/2017 Eugene, OR
- » Arboriculture 101: Part II
2/9/2017 Bryan, TX
- » Is It Valid? Defects, Decays and Decisions
2/13/2017 Auckland, New Zealand
- » ArborCon - Michigan Conference
2/14/2017 Lansing, MI
- » Is It Valid? Defects, Decays and Decisions
2/15/2017 Brisbane, QLD, Australia
- » Is It Valid? Defects, Decays and Decisions
2/20/2017 Melbourne, VIC, Australia
- » ISA Ontario's 68th Annual Educational Conference & Tradeshow
2/22/2017 Niagara Falls, ON, Canada

Why You Should Choose an Ascension Device

By Robert Phillips

With all of today's equipment options on the market, it can be difficult to make a gear selection. You might buy something today, and it gets labeled as obsolete tomorrow. As new technologies come out, we have to decide if we will evolve with the latest tech, or continue with the older methods. This comes up particularly often for climbers.

One big investment that I made recently was the purchase of a motorized rope-ascending device. When I saw this device in a live demo, I knew I had to have one in my equipment arsenal. Already, it has proven itself a worthy investment, many times over, each and every time I climb aloft in trees.

At first I was reluctant to give up my many other means of ascending on a single line. From the Rope Walker and the Mitchell rope climbing systems, I never thought I'd need another method to get up in trees. Well, I was wrong about that, and I'm glad I was because a rope ascending device is not only a major time saver, but also reduces your physical exertion during ascent. Now I find myself using an ascending device both on removals as well as ordinary tree climbing.

As an example of the benefit of a good ascension device, I'll tell you about a job I had removing a medium-sized Live Oak. After ascending the tree with my climbing spurs on, I attempted to fire up my chain saw and found that, for some reason, it wouldn't start. What a drag, knowing how much effort had been wasted to get to the top of the tree in the first place. I lowered myself back down to the ground and got another running saw. The decision then was: do I go through all of the rigmarole to get back up the tree by hooking my way back up? Or do I make the call and use the ascension device? I chose the latter and, lo and behold, found myself back up in position in seconds. From that point forward, I look at removals differently. With just the pull of the trigger, the rope ascension device put me at my desired tie-in point effortlessly. What efficiency!

On another recent job, I was asked to climb eight medium sized Live Oaks to remove some dead limbs and to raise up some low hanging limbs. I set my line with a Big Shot and managed to get all of the trees pruned by the middle of the day. Normally, this job could have easily taken all day and I would have been physically exhausted. But, thanks to the use of an ascension device, I completed the job in a timely fashion with energy to spare. When it comes to increasing my efficiency on the job, I have to say that my Wraptor (the device I chose to use) is a great investment for the money.

One more testimonial about ascension devices comes from people who witness me using device and want a ride on it. I have a lady customer who is seventy-seven years young and, after watching us use our Wraptor on the job, asked if she could give it a try. Eventually she decided to get one for herself, because she wanted to get up into her trees, be closer to the birds in the treetops, and to enjoy the awesome view.

Learning is often by example, and examples are a language that everyone can understand. The ideas of today are the forefront of tomorrow. We need to continue to advance and evolve the methods of today's current techniques to move towards a safer, more efficient future.

However, always remember to exercise on the side of caution. Each decision that is made everyday comes with consequences, and sometimes with unpredictable outcomes. Calculations made on the job can have repercussions to everybody connected to the task at hand. Some make choices each and every day that have an effect on all parties who are participating in accomplishing a goal of similar expectations. That's why, whenever you introduce a new tool or product to your crews, it is vital that they understand safety protocols, proper techniques, and necessary steps to avoid as many accidents as possible. Energy and effort is best aimed in the direction that favors common goals.

Working in trees is hard enough — why not make the climb up as easy as one, two, three? The customer is not paying for you to climb up the tree as much as they are paying for you to get the job done. Prolong your career in the tree service industry and consider purchasing an ascension device today. An investment in longevity is rarely a bad decision.

Robert W. Phillips is a third-generation Northern California arborist. Robert was the WCISA Chapter President in 2004, and competed in the Tree Climbing Competition for more than thirty years. Presently, Robert operates a tree care service in Santa Rosa, CA, and occasionally finds time to participate in tree climbing seminars and workshops.

One of his favorite quotes is, "I cannot teach everybody everything. I can only make them think." Sorates.

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ROCs

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8

93

ASTI

The Arborist Safety Training Institute has approved grants for this many workshops since it's inception.

7,477

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195

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Ride the Lightning: Nine Things To Do When A Windfall Hits You

By Nicholas Crawford

In tree care, much of our sales efforts follow the same pattern. A new or returning customer calls, we look at the work, we send a bid, we schedule the work, and the next day, it starts all over again. Periodically, one of the opportunities of a lifetime comes along that can equate to months or years of work.

What does “ride the lightning” even mean? I heard the phrase from a fellow arborist-friend of mine who heard me panicking about a project that would amount to more than a year’s worth of work over a six week period. It seemed insane to tackle this and doomed to fail. When I consulted him about my options of either running with it myself or passing it on to someone else or another company entirely, he encouraged me to ‘ride the lightning’. While it would test my mettle, I learned a tremendous amount in that quick stretch.

While some folks might steer clear of the unknown, you could be staring at a leap for your career or business. A customer that could feed the families of your crew, pay for some much-needed equipment, or elevate your business’s profile should be given serious consideration.

Still, you could just as easily wipe out your profits for a year or even your entire company with a misstep. Here are nine things that everyone approaching a large project should keep front and center in their minds as they proceed.

1. Cover Your Downside

Big undertakings almost always have hard deadlines or performance requirements with any or all payments hinging on meeting those satisfactorily. If you start something that you cannot do or at least not within the timeline, find a way to do that before making any kind of commitment.

Other projects will have contract language that could bury things down the road. Even after doing a fantastic job, you could find out later that the service agreement you skimmed over holds you responsible for the mistakes of other people. The mumbo-jumbo you sign off on should very clearly limit your liability, and it is essential that you have contracts reviewed by an attorney. Not your buddy who did this once before.

2. Dig Up All the Variables

The more complex a project, the more things can go wrong. Naïve contractors will take everything at face value, but a seasoned estimator knows that even the most confident

project managers will revise their timeline repeatedly. What will you charge if everything happens on time? What will you charge if they tell you the night before that your rental crane will need to come next week? What will you charge if the lawn area under the trees when you quoted the work is a storage area when you arrive to prune them?

Think these things through and price accordingly. Use language in your bid or contract that accounts for these kinds of contingencies. It helps to have a checklist that works for your area and line of work so that you can ask all the right questions about insurance requirements, union participation, non-disclosure agreements, and more. Consult with experts to be sure you are prepared.

3. Get Your Payment Guarantee

Sort out in advance all of the costs, particularly how you will get paid both as a company, and if you are an employee, personally. These kinds of conversations are never easy, and they only get more challenging the later you discuss them. In one case, I had a client pushing for 90 day terms, and a manager holding firm to 30 day terms. After sitting down with the client and explaining our requirements before accepting the job, I walked out with an agreement for 7 day terms. They even offered to cut me a check while I waited if I stopped by their office with the invoice. A win-win! Sometimes discovering what is most important for the client allows you to both get what you need.

When you are working as an employee or with another company as a subcontractor, you absolutely need to get in writing how the commission or profit sharing may change, if at all. Going along with an unspoken agreement is a recipe for frustration, even outright fraud. Have the difficult conversations upfront.

4. Use a Collaborative Approach

You are the tree expert, hopefully. In the early stages, it is particularly valuable for you to speak up about any changes that would help things flow more smoothly. By offering examples of how you’ve solved problems in the past, you demonstrate your professionalism and background.

A customer embarking on a remodeling project of a large estate, to a project manager on a massive development, to a city employee juggling their entire urban forest, you represent someone who can help share their overwhelming responsibilities.

Earning their trust, even if it means less work for you sometimes, will cement the relationship over a far more valuable long term. Make their lives easier, follow through on your commitments, and you can put this undertaking in the win column for you and your company.

5. The Work-Life Balance Pendulum Gets Stuck on the Work Side

While you usually hear me championing the value of a balanced life, this gets paused when you ride the lightning. Time to buckle up and knuckle down. Crank it to 11. Whatever your favorite metaphor is, this is the time to focus on work and play catch up on life when it is over. This is not a lifelong philosophy to take but rather one to take for a month or two when the rest of your life may hinge on this moment.

In fact, I believe that leading a balanced life in the months prior will make this temporary phase much easier by building up the relationships around you that will need to support your sprint to the finish. Without them, you may find it impossible to get the help you need when you need it most. After all this is said and done, you will go back to those folks, hopefully as soon as possible, and be able to recharge until the next time.

6. Organize Like Never Before

Perhaps you are naturally organized. While that is laudable, you should brace yourself for a level of disorganization that may leave you shaken. The daily routine will get disrupted, and your normally tidy surroundings upended. Make sure you keep core items tracked and organized, offloading some of the other elements to an assistant, even temporarily. If you try to do it all yourself, you will fall short.

If you normally shoot from the hip, that approach will need a splash of water to the face. You cannot simply increase what you do each day by a factor of ten. It will take lists, spreadsheets, and accountability on a more regular basis than what you were used to doing. Used to doing all the paperwork on Saturday? Forget it. Make it a daily habit. Used to keep appointments and phone numbers in your head? Get it all on a digital calendar. Some of these habits were waiting for a life changing moment like this to take effect.

7. The Details Make Up the Big Picture

Big picture people often dismiss the details as unimportant. In a big project, details are ignored at your peril. Where the normal day-to-day workload could have a small issue crop up here and there that preparation could have avoided, it ends up being completely manageable. I think we all do that to some extent. If you tend to fixate on details to the exclusion of the big picture, you will need to accept a 90% success rate since perfection is never attainable beyond a small scale.

Multiply this dramatically by the exposure of a large undertaking, and you will quickly be engulfed by all the small fires. It boils down to having good people at all levels. If you are the point person for the job, you need to architect the overall structure and anticipate all the needs well in advance. Then at each level below you, the people need to be skilled at what they are tasked with because there will be no time for hand-holding. In fact, before embarking, you need to be sure your personnel and equipment needs can be satisfactorily met because by the time you jump out of the plane, it is too late to double check that parachute.

8. Know When to Say No

Not every big endeavor will end well. Even if one project was a big success, the next one can spell disaster. The warning signs are there at the beginning if you know where to look, and if you fail to get good counsel and fail to make the right decisions, you will end up wishing you had never done it at all.

To prepare yourself for the next quantum leap, lay the groundwork on a daily basis by learning and growing each day. When presented with an opportunity, honestly assess whether you can do it at this stage, knowing that there will always be more chances down the road if you pass on something. Betting the farm is no small consideration, and if at all possible, find ways to hedge your bet and do things in smaller chunks so that you can maximize the upside while limiting the risk.

9. Whether Or Not Karma Is Real, Show Gratitude

When we are working at our absolute limits, it gets easy to let the frustration take over. Responses get snippy, patience wears thin, and being a gracious project manager seems nearly impossible. The truth is that as much as this takes a toll on you, everyone around you is sharing in the stress too. Find constructive outlets for your frustration because you need your team today and tomorrow too.

By demonstrating genuine appreciation both verbally, through your actions and decisions, and through special gestures, you build goodwill with the team upon which you depend. This is the time to not only say thank you every day but to send a food truck to the crew, to throw a picnic at the end, or have embroidered hats made to remind them all how much their efforts mean to you. With any luck, this is just one of your many successful projects.

Nicholas Crawford grew up in his family's tree and landscape business in Milwaukee, WI, contributing to the tree care and plant health care operations. Now living in San Francisco, he is The Davey Tree Expert Company's Board Certified Master Arborist Representative for the city. Currently, he serves as a board member of the Society of Commercial Arboriculture and a volunteer for the Western Chapter ISA and Friends of the Urban Forest.

SCA Hosts iTree Presentation in Fort Worth

By Micah Pace

Since its release in 2006, iTree software has been making community tree inventories and urban forest ecosystem analyses more cost effective and attainable. While the convenient and reliable tools available at www.itreetools.org are not designed to replace high-end commercial urban forestry management or resource assessment tools, they have become one of the most accessible and widely used tools to help communities understand and promote their urban tree resources.

One of the original tools in the iTree suite of tools is Eco (formerly known as UFORE). The Eco program provides a broad picture of the structure and function of the urban forest in its entirety, including both publicly and privately owned trees. It is designed to use field data from complete inventories or sample inventories using randomly located plots throughout a community. The model also utilizes local hourly air pollution and meteorological data to quantify the related environmental effects and associated monetary values of the urban forest. These data serve as excellent advocacy tools for public and private tree resource managers and help build community support for more proactive professional tree care and urban forest management.

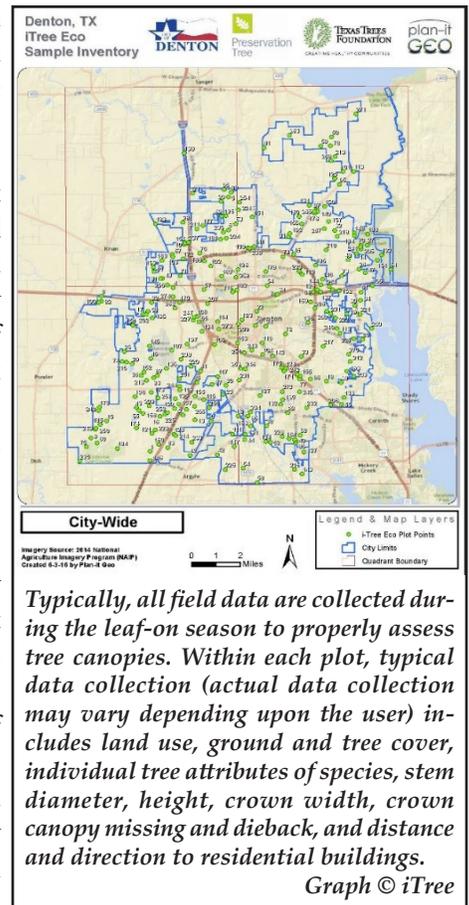
Resource information provided through an Eco study includes:

- Urban forest structure (e.g., species composition, tree health, leaf area, etc.)
- Amount of pollution removed hourly by the urban forest, and its associated percent air quality improvement throughout the year. Pollution removal is calculated for ozone, sulfur dioxide, nitrogen dioxide, carbon monoxide and particulate matter less than 2.5 microns (PM2.5).
- Total carbon stored and net carbon annually sequestered by the urban forest
- Effects of trees on building energy use and consequent effects on carbon dioxide emissions from power plants
- Annual Rainfall Interception rates and associated values
- Potential impact of insect and disease infestations (e.g. Oak Wilt, Dutch Elm Disease, and Emerald Ash borer)
- Structural or Replacement value of the forest

Information regarding how professional commercial arborists can use iTree programs, such as Eco, to add value to the services they provide their clients was recently presented at the SCA Annual Meeting held during the 2016 ISA International Conference in Fort Worth, Texas. Urban Forestry Consultant Micah Pace, with Preservation Tree, the Consulting Group out of Dallas, Texas, shared background information about the development of the iTree suite of tools

and results from several completed Eco projects in the Dallas metroplex.

The most recent project completed by Mr. Pace and his team is the City of Denton State of the Urban Forest Report. This project involved both an iEco urban forest resource assessment and an Urban Tree Canopy (UTC) assessment of the north Texas city, which is located 30 miles north of Fort Worth. Denton is only the 6th Texas community to complete such an Eco project.



Typically, all field data are collected during the leaf-on season to properly assess tree canopies. Within each plot, typical data collection (actual data collection may vary depending upon the user) includes land use, ground and tree cover, individual tree attributes of species, stem diameter, height, crown width, crown canopy missing and dieback, and distance and direction to residential buildings.

Pace shared project results from various studies completed in the region and how this valuable resource information can serve as the basis for improving both advocacy and management of the urban tree resource. The project also demonstrated the value of strong partnerships and cost effective planning between public and private entities.

Data was collected throughout the city of Denton on 251 randomly selected 1/10 acre circular plots that were stratified across 12 land use classes (e.g. single family residential) between May and August 2016. Following the completion of data collection, data analysis and report development were conducted. Project presentation to City Council occurred on December 6th.

Key findings from the City of Denton study include:

- Denton's 3,463,000 trees have a structural value of \$2.06 billion.
- Denton's trees provide \$7.2 million annually in environmental services.
- Denton trees clean the air by storing 458,000 tons of carbon valued at \$61 million.
- Trees provided over 52 thousand tons of Oxygen per year.

- Trees provided annual energy savings of \$1.6 million annually.
- Denton's average tree canopy was 30%.
- 46% of Denton's urban tree canopy was located on undeveloped land.
- Within Denton's ETJ there was an increase in canopy of 2.2% from 2008 to 2014.
- 14% of the surface area in Denton was covered with impervious surface such as buildings, cement, roads and parking lots.
- 44% of the current land area was suitable for future tree planting.
- Denton's most common tree species were Sugarberry, Cedar elm, and Post oak

For more information on i-Eco (or any of the iTree tools) please visit www.itreetools.org. To request more information on the Denton Urban Forest Ecosystem Analysis contact Micah Pace at michp@preservationtree.com or Lauren Barker at Lauren.Barker@cityofdenton.com

Access the full report online at: http://issuu.com/preservationtree...theconsultinggro/docs/2016_state_of_the_denton_urban_fore/1

Micah Pace is a consulting arborist and urban forester with Preservation Tree: The Consulting Group, Inc., located in Dallas, TX.

SCA In the Industry

Keeping Crews Safe During Pruning Operations



Dr. John Ball presenting on crew safety and proper pruning operation protocols.

Photo © Rose Epperson

This past September, the SCA hosted another incredible installment of our Professionals Teaching Professionals series. This full day workshop, titled *Keeping Crews Safe During Pruning Operations*, featured industry pros Dr. John Ball and Tim Walsh.

The dynamic duo (as we've come to call them) presented compelling and interactive demonstrations on safety in the workplace, revolving specifically around pruning operations. The roughly 50 attendees saw a presentation on pruning and safety standards, Aerial Rescue technique live demos, and learned some handy tips that they will be taking back to their jobsites.

If you've never seen a safety presentation by Dr. Ball before, it is certainly an entertaining way to discuss the shocking ways that improper safety can lead to disaster on the job. Tim Walsh is a pro at interactive demonstrations, and our attendees had a great time watching and learning a variety of techniques.

This workshop was once again presented in conjunction with the ISA at the 2016 NATCC in Nagara Falls, ONT, Canada. We are especially thankful to Keith McCormick from Bishop Company for sponsoring this great event, to Dr. Ball and Tim for presenting such a great day of education, and to all of our attendees for giving us an audience. We look forward to hosting this workshop again next year at the NATCC in Utah in October 2017.

We hope you will join us at one of our future regional workshops! If you attended the NATCC Workshop in Niagara Falls, feel free to reach out with your comments, questions, or feedback to admin@sca-trees.org.



Tim Walsh gives a live demo of Aerial Rescue techniques and proper safety techniques while on the job.

Photo © Rose Epperson

What Are Your Big Goals for 2017?

By Jeffrey Scott, MBA



With 2017 approaching, now is the time to set your big goals for next year. The trick is to not set too many, otherwise you will get overwhelmed trying to push "too many small stones forward just a few feet". Instead, pick just a couple of big inspirational rocks, and work to push them a mile down the road.

I learned this the hard way over twenty years ago when we brought in a consultant to help us, and he steered us towards setting far too many goals, metrics and actions. We became inundated and stressed out. It was the year of "no fun," burn out and mediocre results. Never again!

Now, when I work with my coaching clients, I ask them to set a single, company-wide financial success metric; two at the most. Then, I tell them to identify the three (or four, at the most) "big rocks," i.e. the initiatives for the company to accomplish throughout the year in order to achieve their financial success metric.

Your ability to think big and bold — and your ability to boil down your vision for 2017 into the 3 big rocks — will help ensure a successful and fun year.

Take this a step further, and set a theme for each quarter that will drive the actions of that quarter and help them come alive. I agree with my friend, Verne Harnish, author of *Mastering the Rockefeller Habits*: you can pick a theme based on your company values, or on overcoming a challenge, or on a big idea that represents your top action for the quarter. Make it visual and exciting and get your team on board.

Jeffrey's Breakthrough Idea:

Strategy is meant to be simple, not complex. Leadership is showing your team what is a priority and then keeping them focused to it through all four seasons.

Take Action:

- With your team set your 1-2 financial success metrics, and 3-4 big "rocks" (goals) for the year
- Set a theme for the first quarter, and have each team member identify 3-5 actions they will drive forward in order to support the theme and the company's big rocks.

Jeffrey Scott, MBA, author, business coach, hall-of-fame consultant, is the expert in growth and profit maximization in the lawn & landscape industry. He grew his company into a successful \$10 million enterprise, and he's now devoted to helping others achieve profound success. Over 6,000 people read his monthly newsletter. To sign up go to www.jeffreyscott.biz. He facilitates the Leader's Edge Peer Group for landscape business owners; his members achieved a 27% profit increase in their first year. To learn more visit www.GetTheLeadersEdge.com.





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ISA CERTIFICATION EXAMS

Certified Arborist, Utility Specialist, & Municipal Specialist Exams

Exam	Exam Date	Location
ISA Certified Arborist, Utility Specialist, and Municipal Specialist Exam	1/20/2017	Virginia Beach, VA
	1/20/2017	Omaha, NE
	1/20/2017	Singapore
	1/20/2017	Albuquerque, NM
	1/24/2017	Indianapolis, IN
	1/25/2017	Sandy, UT
	1/29/2017	Fargo, ND
	1/29/2017	Fairmont, MT
	1/30/2017	Charlotte, NC
	2/1/2017	Cincinnati, OH
ISA Certified Arborist, Utility Specialist, Municipal Specialist, and Certified Tree Worker Written Exam	1/7/2017	Lexington, KY
	5/6/2017	Glencoe, IL
	5/6/2017	San Diego, CA
	5/20/2017	Spokane, WA
ISA Certified Tree Worker Climber Specialist Skills Exam	1/22/2017	Fukaya, Saitama, Japan

Tree Risk Assessment Qualifications Exam

Exam Date	Location	Exam Date	Location
2/6/2017	Phoenix, AZ	4/5/2017	Delafield, WI
2/14/2017	Seattle, WA	4/17/2017	Seattle, WA
2/22/2017	Oregon City, OR	4/24/2017	Louisville, KY
2/27/2017	Lacey, WA	4/28/2017	Canberra, ACT, Australia
3/1/2017	Myrtle Beach, SC	6/7/2017	Surrey, BC, Canada
3/8/2017	Surrey, BC, Canada	6/12/2017	Oregon City, OR
3/8/2017	Wellington, New Zealand	6/12/2017	Seattle, WA

We **MUST** receive your application & exam fees **TWELVE WORKING DAYS** prior to the exam date.

NO EXCEPTIONS!! (ISA is closed New Year's Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and the day after, as well as Christmas Day)

*****PREPAYMENT IS REQUIRED! VISA/MC/AMEX accepted. USD FUNDS ONLY!** If you would like more information visit our web site at www.isa-arbor.com or you may contact the ISA Certification Program toll free at (888)-472-8733 or (217) 355-9411

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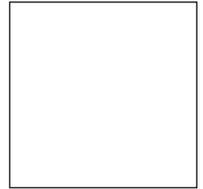
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