



A lift rake and brush chipper enable Jaflo to clear fast and clean with minimum damage to other landscaping.

Jaflo's Order: Selective Clearing

By PHIL LANCE
Philadelphia, Pa.

AMERICA'S beautification program has pushed the demand for related professional service into high gear.

This is particularly evident concerning shade trees. Instead of cutting these trees in right-of-way clearings, a program of selectivity has been initiated.

"This is particularly evident with utilities and power line companies who have changed their order from clearing to preserving wherever possible," says John A. Florio, Jaflo, Inc., Allentown, Pa.

"At one time, our orders were to clear out the right-of-way for pipe lines and overhead wiring. Today, this has changed. We preserve, retain and restore wherever possible when it comes to shade trees. Because of this order, a selected program of right-of-way clearing has been initiated. This has naturally led to the demand for professional tree service."

Florio has been in the tree service for all of his professional life. He has been in business for himself several years, showing tremendous gains each year. After more than 25 years of experience as a foreman for a leading Philadelphia tree service, Florio initiated his own business several years ago.

Using the porch and then the basement of his home as a headquarters for a few years, Florio finally was forced by the demand for his services to relocate three years ago.

Today, he has a modern building on Route 309 which houses his offices, tools and some of his equipment. At present, he has five chipper, a truck equipped with an aerial bucket, a specially equipped

tractor, several trucks and a variety of related tree service equipment.

Save Trees When Possible

Florio specializes in tree service, landscaping and brush control for utilities and municipalities.

"Shade trees are saved wherever possible and even, in some instances, moved and planted to maintain pace with the beautification program and as a natural shield for right-of-ways," explains Florio, "particularly at road crossings where the topping and trimming of shade trees are specifically called for.

"In the clearing of right-of-ways, requests are made for more conscientious removal. We have equipped our tractor, for example, with a rake so that it does not rip up everything during a clearing operation. Good equipment is just as important as experience in safeguarding the landscape. By combining both, we do our part in America's beautification program."

Florio provides a full professional tree service that includes removing, pruning, feeding, bracing, cabling, stump removal, cavity treatment and tree diagnoses.

Experience and information gath-



John Florio, Jaflo owner, watches an employee tackle a stump.

ered from trade journals and attendance at meetings and conventions such as the International Shade Tree Conference, he said, are vital for increasing his knowledge and ability. He is a member of the International Shade Tree Conference and also the American Forestry Association.

Three-Way Advertising

Direct mail, advertising in the yellow pages of the telephone directory and personal contact are a continued source of inquiry and service estimates. Florio's experience enables him to give a firm estimate; and because of his reputation for adhering to the services required, he gets quick approval.

Florio has developed his crews from the bottom up.

Young men are shown that there is a demand for their type of services and that there is growth potential, to attract them to this vocation. Florio feels that the industry as a whole should cooperate in attracting more qualified personnel to keep up with the ever increasing demands being made upon it.

"Modern equipment and advances are helping to take a lot of labor out of this activity," says Florio. "For example, we are now chipping rather than burning or trucking branches. This eliminates air pollution and minimizes labor. After chipping, we spread out the mulch.

"We also use powerful lightweight chain saws and this has taken a lot of labor out of this work. Our aerial bucket has been a tremendous time- and labor-saving device. Of course, there are many others.

"By building up a reputation as a specialist, particularly when it concerns shade trees, the demand for services is continually increasing. The future is bright indeed."