



National Arborist Association Report

Nearly 100 professional arborists and guests journeyed to Scottsdale, Arizona in mid-February for the 35th annual meeting of the National Arborist Association.

Scottsdale isn't exactly the "fun and sun" center of the southwest, but it's a great place to shed the mid-winter blues. Unfortunately for a few, rain spoiled several days of poolside suntanning planned by arborist wives while husbands met.

The business at hand for this year's meeting was multi-fold. Of particular note were reports from various committees and the president's address.

Ed Irish, Charles F. Irish Co., Inc., Warren, Mich. reported on the activities of the educational committee. He said that the Home Study Program continues to show progress. In 1972, 34 members and 96 non-members enrolled in Series I of the course. Series II enrollment accounted for 44 members and 26 non-members. Completions to date for Series I are 149 and for Series II 16.

Erik Haupt, The Haupt Tree Company, Sheffield, Mass., next reported on the industry statistical survey. He said that although much information was received, the results compare favorably with those

previously published. The industry statistical survey is a means whereby rates and charges for various arboricultural jobs are published for a given geographical area.

In addition to this survey the NAA has also published a Professional Fact Sheet about its members. Here are some of the highlights: 14 percent have been in business 1-10 years; 25 percent from 11-20 years; 25 percent from 21-29 years; 7 percent from 30-39 years; and 26 percent from 40-50 years.

The greatest amount of business comes from pruning. Twenty-eight percent of gross receipts is in this area. Next comes spraying with 17 percent; tree removal, 12 percent; utility line clearance, 11 percent; landscape, 9 percent; fertilizing, 6 percent; planting, 5 percent; and moving, bracing, cavity repair and diagnosis, each 2 percent.

About 10 percent of the NAA members reported business volumes less than \$50,000, 23 percent between \$50,000 and \$100,000, 23 percent between \$100,000 and \$200,000 and 25 percent between \$200,000 and \$500,000.

Eighty percent of the members are engaged in an employee safety training program and 98 percent

operate their firms in one to five states.

Boyd Haney, Boyd Haney & Sons, Inc. Franklin Park, Ill. reported that the current membership of NAA is 233, an increase of 18 members over last year. He said that the association gained 22 new members and lost 15 due to resignations and/or nonpayment of dues. He made particular note of the addition of The Davey Tree Expert Company, Kent, Ohio who became a member during the annual meeting.

Robert Felix, Harder Services, Inc., Hempstead, N.Y. and president of NAA highlighted the morning session in a wrapup of NAA activities for the past year. "This year we became sustaining members of the International Shade Tree Conference," Felix said. Another highlight was the planting of a tree at the White House in commemoration of Arbor Day. In addition NAA published a new membership roster, cooperated in the preparation of a consumer article for Good Housekeeping Magazine, manned a booth at the I.S.T.C. convention, sold 56 thousand brochures as a member service, created an OSHA manual for arborists, published a professional fact sheet, and developed guidelines for a new code of ethics.

Felix said that greater member participation is needed in NAA to make it command the leadership role in the field of arboriculture. He pointed out that this comes through member cooperation, member education, member unification and member identification of how the organization meets the needs of the individual.

Following the business meeting Kenneth Kirk, Shield Shade Tree Specialists, Clayton, Mo. and Walter Money, Guardian Tree Experts, Rockville, Md. spoke on "Taking Your Image Into the Buyer's Home." Kirk pointed to these rules in creating an image with the customer: 1. crews alert, 2. clean shaven, 3. a uniformity about dress and appearance, 4. have the crew on the job on time. He said it was important for the client to see the same foreman each time service is rendered. "If we are going to try to sell NAA, we've got to get the NAA decals on our equipment and on our stationery letterheads. Advertising in the Yellow Pages that we are members of NAA helps, too," he said.

"The best advertising we get is a job well done," commented Walt Money. Each year Money paints his

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trucks white. He said that the NAA logo is prominently placed on the trucks.

"We get a tremendous number of calls from people who recognize the NAA logo," Money testified.

The education session for the second day began with a presentation on tree injection systems. Featured on the program was Warren Wolfe, Creative Sales, Fremont, Nebr. and Del Kennedy, Mauget Tree Injectors, Burbank, Calif.

"We are now into an era where we can use simple tools to inject trees," said Wolfe, holding up a power drill and hammer. Demonstrating the Medicap injector, he said it is a small tapered plastic design cartridge. It is retained into the tree with anti-rejection barbs. Wolfe said that Medicaps are currently sold in three sizes, minicap for trees up to three inches in diameter, standard Medicap for trees three to eleven inches in diameter and super Medicap for twelve inches or more in diameter.

"Primarily we are dealing with a product that will control iron chlorosis," he said. "We have worked experimentally with insecticides and fungicides. The results have been impressive." Tests conducted by Cornell University show promise in the control of gypsy moth with Medicaps. Likewise, the Illinois Natural History Survey and the Shade Tree and Ornamental Plants Laboratory have conducted tests in the control of Dutch Elm Disease with Medicaps.

Wolfe said that the method of application is to plant the Medicap below the cambium layer of tissue. The tree will rapidly grow callus tissue over the hole.

Del Kennedy said that about 400 arborists are using the Mauget Tree Injectors at this time. (Roughly 50 percent of those attending the NAA meeting had used Mauget injection products.) Kennedy cited new construction, root obstruction, parking lots and other areas where treatment of trees with injection systems hold promise.

How much labor is required? Kennedy told the group that you can feed five to seven trees in about as much time as it takes to deep root feed a tree.

The Mauget system does not remove any tissue from the tree, Kennedy claims. The inserting tool spreads the tissue apart. The feeder tube is then held in the tree by the

separated woody tissue.

Kennedy said that there is no need to convert to this type system. "Just add it to your present line," he said. "It just gives you another tool to use in your tree work."

The next speaker on the program was Melvin Dunton, chief deputy director of the department of insurance, State of Arizona. In summary, Dunton said that the insurance you buy is no better than the person you buy it from. There must be reputable professionals in the insurance business who know your busi-

ness. Don't buy from the first company you see. Don't buy from a company just because it has the lowest premium rate. Shop around.

Dunton pointed out that the basic concept of insurance is compensation of the many for the disasters of the few. He said that one reason a firm is dropped by an insurance company, even though the accident record has been good, is that the general classification of accidents under which the firm is rated has

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been dropped. This could happen for any number of reasons.

The insurance man suggested that the best way to reduce rates is to follow the loss prevention practices as recommended by a safety engineer. After all, safety engineering is really safety education of employees, Dunton concluded.

Two speakers were on the program the next day. The first was Robert Smith, supervisor I, fleet administrator for the bureau of transportation, The City of Los Angeles, Calif. His topic was "Fleet Servicing For Profit."

Smith pointed out a number of items to consider in managing a fleet of vehicles. On replacement he said three important facts must be known: 1. the most economic replacement cycle, 2. balancing budget replacements, and 3, most acceptable replacement costs.

Larry Gromachey, area director, Occupational Safety and Health Administration, State of Arizona, was the last speaker on the program. He held an open OSHA forum for arborists.

Noting that there are 50 area directors for OSHA, Gromachey said, "We are all supposed to be singing out of the same hymn book (OSHA Act of 1970) but sometimes one or two sing off key."

Gromachey reviewed the history of occupational safety and health before the present law was passed.

He cited the three "E's" of safety as engineering, education and enforcement. Enforcement was the motivating force with the present OSHA, he said. "In 21 years of safety previous to OSHA compared to the last two years, I have talked with more people than ever before. Why? Management got interested."

New officers for the National Arborist Association are: John Shullenbarger, Gustin Gardens Tree Service, Inc., Gaithersburg, Md., president; W. Roland Shannon, Shannon Tree Co., Milford, Pa., first vice-president; Paul Ramsey, N. G. Gilbert Corp., Muncie, Ind., second vice-president; Thomas A. Morrison, H. A. Morrison, Wilmet, Ill. secretary, Boyd Haney, B. Haney and Sons, Inc., Franklin Park, Ill., treasurer. Larry Holkenborg, Holkenborg Landscape and Tree Service, Sandusky, Ohio, was elected a new director of the association. □

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