



Indiana Arborist Association
195 Marsteller Street
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www.indiana-arborist.org

Hoosier Arborist



Autumn
2016

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Mission Statement

The Indiana Arborist Association strives to enhance the quality of life for Indiana residents by using scientifically based tree care practices. We endeavor to serve the needs of our members by fostering opportunities for training, education, and the exchange of ideas, while encouraging high ethical standards.

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FROM THE DESK OF THE PRESIDENT...

Welcome to summer fellow arborists!

Dan Perry
IAA President
Indianapolis Power & Light (IPL)

Hello fellow Hoosier Arborists

Summer has ended but our work continues on, at least I hope it does for all of you. As I write this, central Indiana is still recovering from a multitude of storms that hit in a short time span. My gratitude goes out to all of those that helped in recovery and restoration efforts, and my fingers are crossed that we get a break from the storms for a while. From what I've heard and seen, IAA professional arborists represented the profession and organization quite well. There's still a lot of work to be done as far as cleanup, but also, looking at the damage, we as arborists will have to step up and do our part to help replant the urban forest and make sure future generations have an urban tree canopy they can enjoy.

Speaking of representing the IAA, I had the opportunity of attending the ISA Annual Conference in Fort Worth, Texas in August. There, I attended the Presidents and Component Executive Luncheon where the IAA was among a few chapters recognized for our participation at the national level meetings. Thanks once again to Lindsey and Lee for making this possible. During the luncheon I also had the opportunity to meet several students from Canada and the U.S. In meeting these students, it was interesting to see the younger generation's perspective on Arboriculture and gave me hope that our profession will continue to evolve in the right direction.

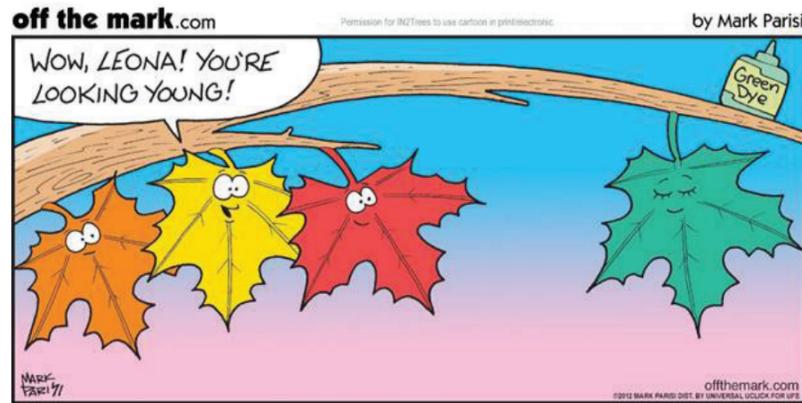
On August 25, the IAA held our annual golf outing at Crestview Golf Course in Muncie to help support the Tree Fund. It was a great turnout despite the heat & humidity and the storm that hit the night before.

Congratulations to the winners and thanks to the participants, sponsors, and coordinators for making this event possible.

In closing I would like to take a minute to rant about something I've already mentioned above, which is how we represent our organization and the profession. Part of IAA's mission is "encouraging high ethical standards among [our] members and in the industry at large." In Texas I had the opportunity to listen to our own Lindsey Purcell discuss ethics and arboriculture. This talk, which I hope many of you will have the opportunity to hear soon, had me thinking about how we Arborists' are perceived. For many of us, we take pride in the skills and education we have gained and go forth

with a professional demeanor. But too many times this is overshadowed in the public's eye by the one person or company that claims to be an arborist and does not look professional or acts immorally. In the recent storm I met several disgruntled homeowners that were not pleased with the work of their "arborist" or how they acted. One homeowner described her tree guy as "a shirtless, toothless, hillbilly" (cigarette dangling from his mouth might have also been mentioned) and how the company was trying to take advantage of the situation. These are perceptions that make it hard for all of us to be seen as skilled and professional. I know we cannot change the world in a day, but with all of you, we can chip away at the negative perceptions through educating and promoting the advantages of working with qualified professional arborists.

I hope to see and meet a lot of you representing Hoosier Arborists' at the Arbor Day Foundations Partners in Community Forest conference November 14 – 16. Have a wonderful autumn!



IAA Annual Golf Outing - Crestview Golf Course, Muncie August 25, 2016 Benefiting the Tree Fund



2016 Championship team!



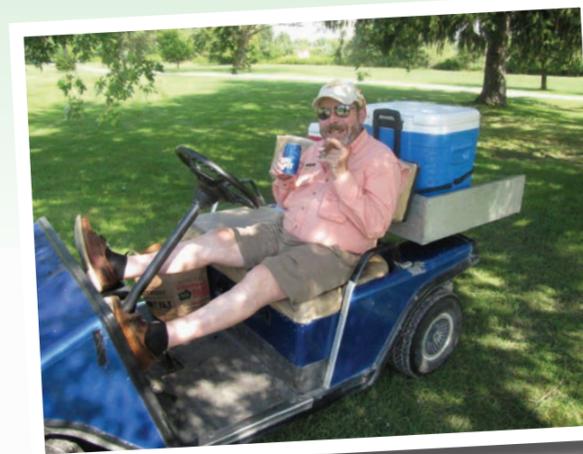
Left to Right (Casey Gross - Morbark, Kevin Edwards - Morbark, David Chambers - Townsend Tree, Jason Swoveland - Townsend Tree)



Left to Right (Cory Shorridge - Vermeer, Andy Townsend - Townsend Tree, Eric Melton - Townsend Tree, Mike McClure - Townsend Tree)



Left to Right (Paul Zurcher / Nate Mathews - Duke, Jeb Darhower - Bayshore Ford, John Elsassor - Lewis Tree Service)



Jim Brayton - Townsend Tree Service

If you are not in these pictures, then you missed a great time and a good cause!



What is in a name, what does a Utility Forester really do?

Richard Karber, IAA Utility Representative
Written by Kristalle Wadsworth

When I first started in the utility forestry industry, I was trying to explain to my very good friend what exactly it was that I did for a living. I rambled on about customer notification, tree clearances, and bucket trucks. He looked at me and said, "So you count trees."

That is what he told everyone I did for a very long time. My education is indeed in forestry, I was taught how to grow and nurture trees to provide the world with the products it so desperately needs. I worked in the general forestry industry for a short while, until a trusted family friend told me that I should go to work for the utility industry, that was where the money, and job security was. Well I took that advice, and twenty odd years ago, I started work as a contract work planner, for a utility. And in all honesty, I did count trees.

A utility forester's job has become very complex, with the person wearing many hats. First, we are all centered on safety. Through safety audits, shared information, best practices, and communication while on site with our contractors, we ensure that our contractors go home safely at the end of the day. There are no exceptions to this. Our number one responsibility is to build a shared culture where safety is communicated, practiced, and built upon on a daily basis. This is paramount to our success.

Communication and great listening skills are key when talking with property owners. Most property owners just want to know what is going to happen on their property and a clear explanation and understanding of why. In turn, they want to feel as if their concerns have been heard and addressed in an understanding manner. Actively listening is one of the hardest skills to master. Chances are we have heard the same concerns from their next-door neighbor. However, that does not diminish the concerns of the property owner. We have a slogan at work that states "Be here, now". To be successful, we have to treat each property and owner as a unique situation and act accordingly.

Even if you can name every plant on their property in Latin, if the property owner does not feel as they have had their concerns addressed, you will not end up with a successful encounter.

Active listening and communication also plays a huge role in complex internal construction projects with many different personalities composing the team. Here is where the learning curve becomes very steep. Utility foresters must have a general

understanding of what the environmental laws are and how they affect the project.

On the ROW you must be able to have at least a cursory understanding of bat roost trees, endangered species, wetlands, high quality vs low quality wetlands, flood plains, emergent streams, wetland plants, and 401, 404 and SWPP permits. Also very key to our work is knowing what to cut, when to cut, what to leave, and when to mat--all necessary to keep the company safe from fines.

Utility Foresters also need to be able to read and understand easements, memorandum of understandings within easements, condemnations, property boundary descriptions, organic vs natural farms, encroachments, classified forest, conservation easements, current timber prices, and the ability to intelligently convey all of this information to a property owner.

We do lots of paperwork! Updates on yearly work plans, crews lost or gained, equipment added, and projects that appear out of thin air are common. Adjustments and tracking of budgets that can be added to or decreased overnight is the norm. We are required to hit that moving number within two percent at the end of the year. That is no easy task and requires constant monitoring. In reality, nothing we do is static. It is a constant process and one must be able to adapt to change as the need arises.

Finally, we get to the trees. Utility foresters must be able to recognize hazard trees, proper pruning cuts, species and reaction to pruning, characteristics of wood, fungi, burls, insect damage, adaptations to weather and soil types, and proper roping, rigging, and notching techniques. We also must know when to use herbicide and which mix to get the best application and when to use specialized equipment for the best production and value. Instincts must be developed to identify and understand pockets on our system that seem to grow quicker than others because of microclimates. All of these factors and more are used to improve and maintain the reliability on our systems.

Utility foresters must possess great organizational, communication and written skills to be successful as well as the willingness to adapt to any situation that we are confronted with. And yes, at the end of the day, we still count trees.

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Executive Directors' Message

Lindsey Purcell

I hope that this edition of the Hoosier Arborist finds cooler weather and a safe and productive season.

As we go into fall and winter, it's getting about time for retrospect. What worked? What didn't work so well? How successful is the current plan of attack in reaching your professional and personal goals. Just as importantly, was there a tangible component of education and investment in staff and crew development? There are a lot of questions when it comes to strategic planning, and often fewer answers.

Goals are meant to be attainable, yet challenging. It isn't a static mark or milestone to meet, but rather a directive to get to that next level. Setting goals should be a dynamic process and part of your daily or weekly routine, not by a calendar year. However, long term goals are important as well. It's just that short term goal setting is often forgotten and then the long term goals fail. Don't create target goals based on promises of what you will stop doing but rather what new actions will be taken to get the next level.

Next year could be the best ever, success is a personal choice. Reflection on past years' successes and failures can be daunting. Initiate the necessary changes and move forward leaving doubts behind. Be honest with yourself with a keen understanding of why things might not have worked so well and then prepare yourself with the idea of improvement. Change is never neutral; it either leads to growth and development or decline and decay.

"Be honest with yourself with a keen understanding of why things might not have worked so well and then prepare yourself with the idea of improvement."

Finally, do not make the mistake of creating boundaries or preoccupation with the exact letter of the strategic plan. It is a dynamic, living document that requires flexibility and adjustments. This will help make moving on to next year better than the last.

"Embrace with joy the changing seasons, for each yields its own abundance."

Advice from a Tree; Ilan Shamir,



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Who is your most valuable player (MVP)?

Lee Huss
IAA Awards Chair

While I cannot speak for all areas of Indiana, Bloomington and the Monroe county area never looked as green in August as it did this year. Timely amounts of rainfall made this past summer a great growing year for the new trees we planted last fall and this spring. I like to think I may have helped create this situation.

In the middle of May this year, we experienced a few days of low ninety-degree days that led to a classic spring thunderstorm. During that storm, I instructed my foreman to send our seasonal tree laborers out to place our gator water bags on trees we planted during the previous two months. I figured advanced planning would alleviate the rush to place the water bags and fill them when lack of soil moisture occurred. To this date, we have not needed to send our water truck to fill the water bags.

In past years, would sit down discuss which would select to detail. This excused from brush from tree removals and pruning, and instead drive a large truck with a 1000 gallon water tank and negotiate traffic to fill water bags. We would look at attendance, driving, and safety records to make our choice. Most summers things have worked out well; a few summers it has not, and we have ended up placing a full time employee on this task.

As a tree care professional, I know you also have people who come through in your day-to-day operation that make you and your organization look great. I am asking you to take time to nominate that person for our Indiana Arborist Association's awards. Who is your MVP?

my foreman and I in early June and seasonal laborer we perform our watering person would be a summer of hauling

When you examine the importance of one individual to your organization, in this case watering detail, this person holds the key to the past months of tree installation. If they miss trees on the list, bad things can happen.

As a tree care professional, I know you also have people who come through in your day-to-day operation that make you and your organization look great. I am asking you to take time to nominate that person for our Indiana Arborist Association's awards. Who is your MVP?

To nominate that person or beautification project, go the IAA web page at www.indianaarborist.org and find the Award section to fill out an application. The award committee needs your input to select the following awards:

- Tree Worker Award
- IAA Award of Merit
- Distinguished Service to IAA Award
- ISA Gold Leaf Award
- Your MVP selection must be submitted no later than the December 1st.



As if, you need another reason to plant a tree

Lee Huss
IAA COR Representative

Have you ever noticed state flags or seals that have people on them? Some have pioneers, anglers, native people, or shaking hands like Kentucky's state flag.

Indiana's state seal has a person chopping down a tree while a buffalo runs away. I jokingly tell out of state folks that we have a utility arborist on our state seal, removing a tree to make room for a 230 kV transmission line.

However, once removed, Hoosiers do have that sense of rebirth, and tree planting occurs throughout the state. While there are many reasons to plant a tree this fall, we have waited 200 years for this one. The great state of Indiana is celebrating its Bicentennial this year, and this fall many events and celebrations are planned throughout the state. I encourage IAA members to reach out into your community and take part in planting a new tree to mark this celebration. I know many are planning to plant our state tree, a Tulip tree. That's the plan for the Bloomington Tree Commission this fall in our oldest city park, Cascades. Explore what's happening in your community with the Indiana Bicentennial and if a tree planting opportunity exist, help plant a tree for Indiana!

Lee Huss
IAA COR Representative






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Tree Issue

Jim Farr
AIM Representative

Jim Farr was walking in his Martinsville woods and ambled upon this tree. What is the problem? The varied answers that YOU send in to the Editor of HA, Pam Louks, will be listed and discussed in the Hoosier Arborist winter issue. Send answers and comments to pam@in2trees.com

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IAA Certification News

Christine Bowman, IAA Certification Liaison

The IAA Board of Directors has high praise for individuals who raise the level of professionalism in the arboriculture industry. The individuals listed below have received their certification between May 1 and July 31, 2016.



Congratulations to:

CERTIFIED ARBORISTS

David Evans, Crown Point
Jared Salmon, Terre Haute
Christopher Whitley, Floyds Knobs



TREE RISK ASSESSMENT QUALIFICATION

Leanne Wells, Lafayette

Certification is important—keep it current by attending CEU approved events. See the current CEU opportunities in the Events section at the ISA website, www.isa-arbor.com.

For more information on what it takes to become an ISA Certified Arborist, or to check the number of CEU's, visit the ISA website at www.isa-arbor.com or email Indiana Chapter Liaison, Christine Bowman, at ckb@bellingson-line.com.

Keeping current with CEUs is easier than ever this year with the many national and state conferences coming up. In addition, paying for continuing education can be a mite easier on the wallet when IAA members in good standing apply for funds through the Harvey Holt Continuing Education Scholarship Award (CESA) to help defray conference registration costs.

ATTENTION!

As part of the IAA being a contributing partner to the Partners Conference in November, an IAA member in good standing can apply for a full paid registration to the SMA conference on November 14th and 15th. Just fill out the Harvey Holt CESA form and mark on it SMA free registration application. The form is on the IAA website.

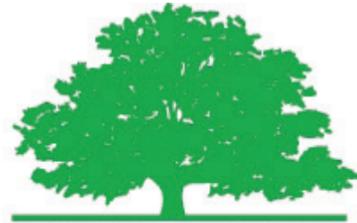
Calendar of Events

2016

- Nov 10-12 TCI EXPO 2016; Baltimore MD; <http://expo.tcia.org/>
- Nov 14-15 Society of Municipal Arborists (SMA) Annual Conference; Indianapolis; <http://www.urban-forestry.com/conferences>
- Nov. 14-15 TNC Continental Dialogue on Non-Native Forest Insects and Disease; Indianapolis Downtown Marriott
- Nov. 15 Alliance for Community Trees; Indianapolis Downtown Marriott
- Nov. 15 Utility Arborist Association Regional Meeting; Indianapolis Downtown Marriott
- Nov. 16-17 ADF Partners in the Community Forest Annual Conference, Indianapolis; <https://www.arborday.org/programs/pcf/>
- Nov 30-Dec 3 ASCA 2016 Annual Conference; Boston, MA
- Dec. 7 IAA Conference Committee & BOD meetings; Marriott East; Contact: lapurcell@purdue.edu

2017

- January 3-5 Indiana Green Expo
- January 24-26 IAA Annual Conference; Marriott East
- January 26-27 Professional Landscape Management School; University of Southern Indiana
- Feb. 21-14 ASCA Consulting Academy; San Diego, CA
- July 29-Aug 2 ISA Annual International Conference and Trade Show; Washington, DC



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Tree Fund Update
Tom Ordway, Duke Energy
Tree Fund Liaison

Participation in a webinar is a flexible way to earn CEUs. Earning CEUs this way can be done anywhere that has an Internet or Wireless connection—including your own couch.

“The free TREE Fund webinar “Soil Compaction and Urban Trees: Strategies for Gaining Ground” featuring Dr. Bryant Scharenbroch (U. of Wisconsin – Stevens Point). Learn how you can protect urban soils from compaction and gain useful management strategies to improve the quality of compacted soils in your local landscape.

- November 30, 2016 at 12:00 pm MST (translate to your time zone here).
- Pre-registration is not required; log in at treefund.org on November 30.
- CEUs available”.



Team Indiana, Doreen and Tom!!



Doreen Crenshaw

Pedaling: Pedagogue/Peaceful Warrior, Indy Cycle Specialist
Hometown: Indianapolis, IN

Why are you riding the STIHL Tour des Trees?
“After riding seven tours and taking one year off, I am ready to once again ride to help our urban forests. Charities for cancer, diabetes, arthritis, etc. are all well and good but an ounce of prevention is worth a pound of cure, it has been said. I believe it. Trees give us so much.”

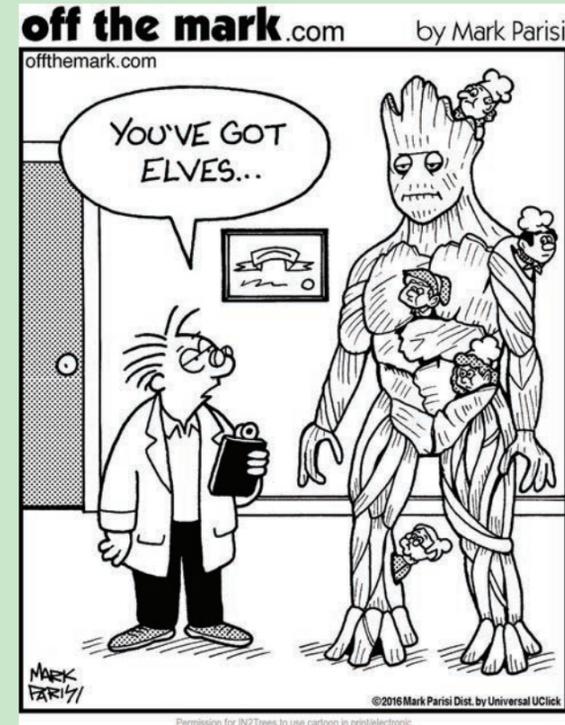


Thomas Ordway

Forester Duke Energy
Hometown: Indianapolis, IN
Why are you riding the STIHL Tour des Trees?
“We need to keep crank’in for the cause.”

By the time you read this newsletter, Tom and Doreen will have ridden 500 miles through the Carolinas. BUT, TREE Fund accepts donations through December 31, 2016.

2017 Annual Conference



Learn MORE about trees at this years conference!

Remember, the IAA Continuing Education Scholarship Award can help with conference costs. The application is on the IAA website. Click on the Awards link under Holt Scholarship. To be considered for the scholarship, please complete the application.

Save the Date!

January 24-26, 2017

2016 Tree Climbing Championship – Jeff Clark takes the Masters Challenge!

Paul Pinco
TCC Chair

The 2016 TCC was a successful event this year even as we waited out the rain. There were 14 competitors which seems to be about average for this IAA event which was held at Southeastway Regional Park in Indianapolis on September 10th. Of the 14 competitors, 11 were from Indiana and three were from Ohio, Virginian, and Maryland.

The work of IAA volunteers and tree companies make this event happen.

There is a lot of prep work involved to make the area of competition safe for the climbers and volunteers. This year, pruning was performed during setup on Friday. Significant deadwood was removed from some of the trees which were to be used in the competition on Saturday. Much of the deadwood pruning was done by Wright Tree Service. Wright provided a bucket truck/chipper and several employees to prune as necessary and dispose of debris. Other volunteers from various companies did occasional light pruning as necessary to set up events. These helpful folks also assisted Wright with clean up.

Set-up of competition events on Friday included preparing event trees with pre-installed lines, stations, targets, and markers necessary to run each event. Volunteers on Saturday judged and timed competition events, performed personal equipment and climbing system checks, manned belay systems, and ensured competitor adherence to industry best practices and safety protocols.

We had 31 individual volunteers made up of industry professionals, most representing private tree companies located within Indianapolis and throughout Indiana, though one company represented is located in Louisville, KY. Other volunteers represented the City of Indianapolis, State of Indiana, Purdue University, the International Society of Arboriculture, and the Indiana Arborist Association.

In addition to volunteers and competitors, Ping's Tree Service provided a Bucket Truck on Saturday to assist with lifting climbers into the tree used for the Work Climb Event as well as help remove lines which may have gotten tangled in a tree during the Throwline Event. Wright Tree Service also provided a bucket truck on Saturday to help if, when, and where needed. The Wright Tree Bucket truck was utilized by the In-Tree Technician during the Master's Challenge to help perform his duties with the event.

Volunteers are crucial and much appreciated for this event. In addition to Competition Head Judge and Head Technician, other volunteer positions include: Event Judges, Timers, Ground Technicians, In-tree Technicians, and Gear-check Technicians. Also needed are General Administration and Coordination volunteers.



AND the EVENT winners are!

- Throwline-Ben Wolff, Mid Atlantic Chapter
- Belayed Speed Climb-Mark Smith, Indiana Chapter
- Secured Footlock-Marco Vargas, Indiana Chapter
- Aerial Rescue-Ben Wolff
- Work Climb-Nick Markley-Ohio Chapter

*The top 3 Indiana Competitors
advanced to the Masters' Challenge*

First Place- Jeff Clark, Indiana Chapter
Second Place-Marco Vargas, Indiana Chapter
Third Place- Ross Eads, Indiana Chapter
(Scores are available on the IAA website)



Left to right: Ross Eads, Jeff Clark, Marco Vargas.

The night before the climb, we had what is now called a 'rain event'. Then, on Saturday there was spotty, light rain, which was not a direct factor for the climbers during the competition. It did make for some slippery tree limbs. But, climbing competitors are professionals in their trade, and due to this, they dealt quite well with the slips here and there. It may have cost them precious seconds during timed events, but, their level of professional skills kept them safe.

Planning for next year..

The TCC Committee has yet to have a post-event meeting to discuss things that went well and things that can improve. We did receive some suggestions from the competitors and volunteers for possible locations of next years event. However, nothing has been decided yet.

One thing that has been decided is to give a BIG SHOUT OUT to the volunteers and tree care companies that prepped the site prior to the event and worked on the event day.

Communicating with a “Difficult” Customer

Andrew Mertz
Commercial Representative

Trees can elicit strong emotions from customers. Regardless if you work in the commercial, utility, or municipal field of arboriculture, you will come across individuals who pose challenges when it comes to customer service. Some customers are demanding by nature, others may just be having “one of those days”, some struggle with social interactions, and others may have personal or mental issues that can affect your interaction with them. Moreover, sometimes a customer has every right to be difficult because someone on your end fouled up!

By trade we are arborists, not psychologists. Diagnosing the mental state of our clientele is not part of our scope of services (the *Diagnostic and Statistical Manual of Mental Disorders* is a pretty fascinating read though if you have the time.) But there are some common sense applications of popular psychology in customer service management that can be applied.

I looked at several articles that offer advice on dealing with difficult customers of all walks of life and how to manage awkward situations that can occur because of legitimate wrongdoing by your organization. Here is an abbreviated synopsis of some of the best advice I found.

- 1) When you know you are getting ready to walk into a hostile situation with a customer, take a few minutes, make sure your own emotions are in check, and mentally prepare for the interaction. Take some deep breaths, collect your thoughts, and remember you are there to solve a problem.
- 2) The most common advice, and maybe the hardest for some of us to adhere to, is to listen intently to the customer. Letting the customer talk shows empathy and not interrupting them may go a long way in resolving a conflict. Let them finish talking even if they may be wrong. You should have respectful body language and be able to repeat back what the person said so they know you are paying attention.
- 3) Make a conscious effort to lower the tone or the volume of your voice when you respond. If they are talking loud or even shouting, by keeping your composure, they are more likely to lower their voice as well. If you have a loud, booming voice this is very important. You may not think you are yelling, but they might think you are yelling.
- 4) If a customer is being verbally abusive, do not lose your cool (this may take practice for some) and respond in kind. As cathartic as it may feel at the time, it pretty much never ends well for anybody. Remind the customer (in a low even voice) that you are there or are on the phone to help resolve the issue at hand. You may be surprised how effective this can be at de-escalating a situation.
- 5) Sometimes a customer will continue to be verbally abusive regardless of your attempts to resolve a situation. Some of us can withstand these verbal assaults better than others so know your limits in advance (see #1). When there is nothing you can say or do to reach a reasonable solution, do not stay. End the conversation and give the client time cool off.



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