**Board of Directors**

<table>
<thead>
<tr>
<th>Title</th>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Eric Sampson</td>
<td>Lewis Tree Service</td>
<td>812-320-4604</td>
<td><a href="mailto:esampson@lewistree.com">esampson@lewistree.com</a></td>
</tr>
<tr>
<td>Vice President</td>
<td>Daniel Perry</td>
<td>Indianapolis Power &amp; Light Co.</td>
<td>317-261-8124</td>
<td><a href="mailto:daniel.perry@aer.com">daniel.perry@aer.com</a></td>
</tr>
<tr>
<td>Secretary</td>
<td>Rick Barker</td>
<td>Bartlett Tree Experts</td>
<td>317-879-1010</td>
<td></td>
</tr>
<tr>
<td>Chapter Admin</td>
<td>Lindsey Purcell</td>
<td>Purdue University</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Past President</td>
<td>Caryl Schwaller</td>
<td>Arbormetric Solutions</td>
<td>317-204-1884</td>
<td><a href="mailto:cswall@arbormetricsolutions.com">cswall@arbormetricsolutions.com</a></td>
</tr>
</tbody>
</table>

**IAA Chapter Representatives**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISA Liaison</td>
<td>Lee Huss</td>
<td>City of Bloomington</td>
<td>812-349-3716</td>
<td><a href="mailto:lbs@email.com">lbs@email.com</a></td>
</tr>
<tr>
<td>Certification Liaison</td>
<td>Christine Bowman</td>
<td>Bellingham's Professional Grounds Maintenance</td>
<td>765-572-2241</td>
<td><a href="mailto:ckb@bellingeronline.com">ckb@bellingeronline.com</a></td>
</tr>
<tr>
<td>TREE Fund Liaison</td>
<td>Tori Ordway</td>
<td>Duke Energy</td>
<td>317-890-8971</td>
<td><a href="mailto:torell@duke-energy.com">torell@duke-energy.com</a></td>
</tr>
<tr>
<td>Area Representatives with year term if no term ending date is listed.</td>
<td></td>
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</table>

**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.

**Standing Committees**

- Newsletter Editor - Pamela C. Louks
- Tree Climbing Championship - Jeff Clark
- Public Relations - Pamela C. Louks
- Tree Fund Golf Classic - Eric Melton
- Awards - Lee Huss
- Business Manager (non-board) - Ashley Mulis
- Information and Education - Lindsey Purcell
- Webmaster (non-board) - Diane Evans
- Fund Raising - Sarah Smith

**IAA Newsletter Winter 2016 Vol 1.indd**

1/6/2016 11:28:01 AM
FROM THE DESK OF THE PRESIDENT...  
Eric Sampson, Lewis Tree Service

As we come through the season where we reflect on our many blessings and give thanks for many things, I wonder where would we be without trees? How dirty would the air we breathe be? How much extra energy would it take to cool our buildings? What would we do without the shade trees provide in our wonderful parks and outdoor recreation areas? How dull would the landscape look each season without trees? Where would the woodpeckers peck? We can all reflect on the great attributes and benefits of trees.

We have all agreed as tree stewards to not only protect, but enhance the future of trees. We have all agreed as tree stewards to not only protect, but enhance the future of trees. We have all agreed as tree stewards to not only protect, but enhance the future of trees. What will you do this year within our Hoosier state? What will you do this year within our Hoosier state? What will you do this year within our Hoosier state? We have all agreed as tree stewards to not only protect, but enhance the future of trees.

IAA President. I am sure he will bring some fresh new ideas and continue some great old traditions.

Happy New Year. I hope you all had a wonderful holiday season!

What a privilege it has been to serve as your IAA President during the past several months. I wish we could have accomplished more, but it just seems time goes faster every year. I look forward to working with Dan Perry as the 2016 IAA President. I am sure he will bring some fresh new ideas and continue some great old traditions.

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May I have your undivided attention as you read this article please?

What does that mean - Undivided Attention? The best way to describe undivided attention is to talk about the opposite – divided attention.

Divided attention is a mental state wherein we try to focus on multiple things at the same time. It’s better known as multitasking. Studies have found that performance and production can suffer greatly when we split our attention to multiple tasks or information sources, and that divided attention (multitasking) is severely limited.

Have you ever gotten lost in a neighborhood and turned down the radio to better concentrate on the street signs? The radio has nothing to do your vision? Or does it? When attention is deployed to one modality (listening to the radio) it necessarily extracts a cost on another modality (the visual task of driving).

The degree of the limitations hinge upon the tasks and activities we attempt. Obviously we all walk and breathe. Breathing is so routine and ingrained we can easily perform other activities simultaneously. Ever try to read a book and watch television at the same time?

It is much harder to do two very similar tasks (read and talk) at the same time than it is to do two dissimilar tasks (run and talk). If you can use separate areas of the brain, that will help. But be warned: the brain doesn’t always segregate perceptual information as clearly as you think. You might find yourself running into a light pole.

Not surprisingly, some people feel that multitasking should be generally discouraged. Yet others declare that society should embrace it to increase productivity and keep us sharp. Both are correct within a certain framework. Research suggests you can get better at multitasking; however it is not possible to avoid suffering a decrease in effectiveness, even for very low levels of multitasking.

When we multitask, our brains divide their attention between the chosen tasks. An example is reading an email and engaging in a conversation. Some individuals have more of a tendency towards multitasking and the digital age may be pushing us all in this direction like never before. However, research has shown that humans have a strict capacity on the numbers of stimuli absorbed and divided attention leads to performance loss.

This is why talking / texting on a cell phone while driving are so dangerous.

When driving a vehicle please give it your Undivided Attention. Each and every time. Eliminate the distractions and concentrate on driving safely. DO NOT TEXT WHILE DRIVING. DO NOT DIAL A CALL WHILE DRIVING. IF ENGAGED IN A PHONE CONVERSATION WHILE DRIVING YOU MUST BE USING A HANDS FREE DEVICE.

As you go about your daily activities, be aware of the limitations we all have as humans.

• Focus on the task at hand.
• Keep your eyes moving and brain open to other stimuli, but...
• Concentrate on your work activity.

Thank you for your Undivided Attention and please work safe.
Executive Directors’ Message

Lindsey Purcell

As 2015 comes to a close, it is exhilarating and exciting to know that we had a great year in our organization and an exciting year ahead of us. The Indiana chapter is up to over 400 members and our Certified Arborist numbers are on the rise as well.

We hosted another successful Tree Risk Assessment Qualification seminar and Certified Arborist prep course this past fall with many qualified members passing the exam. The IAA provided a day of service to promote proper tree care in Indianapolis. We also provided educational grants and scholarships to selected members and Purdue students. We made an impact in 2015.

Also, a big congratulations to Phil Ping and Ping’s Tree Service for their recent endorsement by the Tree Care Industry Association as an accredited business.

The practice of arboriculture and urban forestry is thriving in Indiana and that is a huge indicator of the importance we have placed on professionalism and advancement for our practitioners.

Looking forward, we have many educational events planned. They include Certified Arborist preparation courses, Tree Risk Assessment workshops, and a new workshop being planned on aerial lift device safety and operations.

We have another great conference agenda planned for the 68th annual event with speakers from all over the country offering their expertise for every part of tree care practice.

Maintaining professionalism in our industry is of primary importance to all of us, and we continue to work diligently to supply those opportunities.

Finally, I would like to thank the board of directors, volunteer committees, and members who helped to make this year a success. It takes many hands to make our mission and goals possible. Without those committed to making the IAA better each year, the entire industry would suffer.

Thank you for your help in making the Indiana Arborist Association an organization of which I am proud to represent and be a part.

Have a safe and happy holiday season and a safe and successful 2016.

See you at the conference!

Using Good Arboriculture, Correct Pesticide, and The Purdue Tree Doctor to Save your Ash

Cliff Sadof, Academic Representative
Department of Entomology, Purdue University

The presence of emerald ash borer throughout much of the Midwest has left its mark on ash trees. Parts have lost most of its ash trees, and other parts have yet to find evidence of it on its streets. The vast majority is somewhere in the middle. Research has shown that there are several pesticides that can save ash trees even after they have been attacked by EAB. Determining whether it makes sense for your client to save the tree is a bit more complex.

As an arborist, it is best to start by running the tree through a standard arboricultural assessment procedure even on trees that are showing new symptoms of EAB attack. Is the tree planted in the right place? Does it have enough room to grow roots AND canopy? Is it balanced? If the answers to these questions is “yes” and there are no structural defects, then the tree is a good candidate for treatment.

The four products available vary in their ability to save trees that are already damaged. Injections of Azadirachtin are most effective when they were started before the trees were damaged. Soil applications of imidacloprid or dinotefuran are effective until the tree has lost 25% of its canopy. Injections of emamectin benzoate can be used to save the living part of a tree even if 50% of the canopy is gone. Details of the research behind this is available in the insecticide portion of our webpage which can be found at http://www.eabindiana.info.

Fixing an ash tree that has been damaged by EAB will often involve removing branches that are too injured to produce leaves. As an arborist, you have to determine whether there will be enough of a tree remaining to save and shape into something worthwhile. Our Purdue Tree Doctor App, available at purduetreedoctor.com has been updated to include photos of different stages of decline that could be useful when having these discussions with your client. Developed for both Android phones and tablets as well as i-Phone, and i-Pads, you can have these images with you wherever you go.

How long is treatment needed? A good rule of thumb is to continue protecting trees until all the untreated ash trees nearby are dead. Then, since most of the remaining ash is treated with insecticide, the population of EAB is greatly reduced. You will need to inspect every year, and then resume treatment at the first sign of new woodpeckers. It is usually less expensive to keep a tree alive than to remove and replace it. This is especially true of large trees.

The Purdue Tree Doctor App, available at purduetreedoctor.com also involves and The Purdue Tree Doctor to Save your Ash.

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Purdue Student Society of Arboriculture Update:
Casey Johnson - Current President

The Purdue Student Society of Arboriculture (PSSA) recently attended the Tree Care Industry Association (TCIA) Student Career Days event in Pittsburgh. The TCIA program is a long-standing event, which invites urban forestry and arboricultural related schools from around the country to participate in the student activities and the conference.

The TCI EXPO Student Career Days (SCD) event drew 182 college and high school arboriculture students from over 20 schools from all over the country. Students participated in tree climbing competitions, attended educational seminars, networked with potential employers, and explored career opportunities at a job and internship fair. This opportunity allows career-seeking students to interact with industry professionals and learn more about current research and trends in tree care.

The PSSA club prepared very hard for this years event. They not only practiced climbing trees for the student competition, but they also gained knowledge and experience performing tree work for Purdue faculty and staff. This year, we defended our title from last when we swept through the 2014 competition event in Hartford, CT. At that event, Casey Johnson earned top honor for Purdue in the student competition. This year six students represented Purdue, with all six in the knowledge competition and four in the climbing competition. The final results came in with Gatlin Hinesley finishing second overall and Casey Johnson claiming third overall in the Men’s Collegiate Division. This year was a first with Erin Hipskind as a competitor in the Women’s Division finishing third overall. Purdue students represented their school very well and every student had a huge impact on the final results.

Finally, we would like to thank those who provided support to help the students attend this event. Scott Jamie-son, VP at Bartlett Tree Experts and Purdue Alumni, has been an outstanding advocate for the urban forestry program for many years and continues to contribute financial assistance and professional guidance for the program. Also, a huge thanks to Dr. Robert Swihart for his continued departmental support and to the Indiana Arborist Association for their assistance.

“We are already looking forward to next year in Baltimore!”

Congratulations to our PSSA representatives Peter Vaughn, Gatlin Hinesley, Casey Johnson, Lindsey Purcell, Erin Hipskind, Kris Brown, Sabrina Schuler and Taylor Wampler.

Left to right: Peter Vaughn, Gatlin Hinesley, Casey Johnson, Lindsey Purcell, Erin Hipskind, Kris Brown, Sabrina Schuler, Taylor Wampler

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“We are already looking forward to next year in Baltimore!”

Page 8
### Tuesday, January 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30 AM</td>
<td>Registration Open (Liberty Hall)</td>
</tr>
<tr>
<td>8:30 am – 12:00 pm</td>
<td>Pre-Conference Workshop&lt;br&gt;Project Planning for Arborists, Stan Vera Art&lt;br&gt;Salons 1-3</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Lunch on Your Own</td>
</tr>
<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Introductions&lt;br&gt;Linsey Purcell Executive Director&lt;br&gt;Salon 4-8</td>
</tr>
<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Welcome!&lt;br&gt;Eric Sampson, President&lt;br&gt;Salon 4-8</td>
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<tr>
<td>1:00 pm – 2:00 pm</td>
<td>IAA Awards&lt;br&gt;Lee Hues&lt;br&gt;Salon 4-8</td>
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<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Conclusion of Opening Program&lt;br&gt;Eric Sampson&lt;br&gt;Salon 4-8</td>
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<tr>
<td>2:00 pm – 3:00 pm</td>
<td>Exhibits Open</td>
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<tr>
<td>3:00 – 4:00 pm</td>
<td>Trees Diagnostics: You Get What You Test For! &lt;br&gt;Lindsey Purcell, Purdue University&lt;br&gt;Salon 4-8</td>
</tr>
<tr>
<td>4:00 pm – 5:00 pm</td>
<td>Endangered Bats and Protection Policies&lt;br&gt;Joy O'Keefe, Indiana State University&lt;br&gt;Salon 4-8</td>
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<tr>
<td>4:00 pm – 7:30 pm</td>
<td>Certified Arborist, Utility, Municipal Specialist &amp; BCMA Check In and Examinations</td>
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<tr>
<td>5:00 pm – 8:00 pm</td>
<td>Hospitality Event&lt;br&gt;On the Tradeshow Floor</td>
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NAME BADGES WILL BE REQUIRED AT ALL TIMES TO ENTER THE TRADE SHOW, PRESENTATIONS AND MEALS

### Wednesday, January 20

<table>
<thead>
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<th>Time</th>
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<tbody>
<tr>
<td>7:00 am – 4:00 pm</td>
<td>Registration Open (Liberty Hall)</td>
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<tr>
<td>7:00 am – 8:00 am</td>
<td>Breakfast in the Indianapolis Ballroom</td>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>OSHA Utility Standards: Line Clearance&lt;br&gt;Trimming&lt;br&gt;Phil Kelley, North American Training Solutions</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Project Planning&lt;br&gt;Stan Vera Art</td>
</tr>
<tr>
<td>10:00 am – 11:00 am</td>
<td>Break with Exhibitors</td>
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<tr>
<td>11:00 am – 12:00 pm</td>
<td>Managing Invasive Plants&lt;br&gt;Lenny Farlee, Purdue University</td>
</tr>
<tr>
<td>12:00 pm – 1:30 pm</td>
<td>Indiana Arborist Association Luncheon &amp; Business Meeting &amp; Elections&lt;br&gt;Indianapolis Ballroom</td>
</tr>
<tr>
<td>1:30 pm – 2:30 pm</td>
<td>Conservation Arboriculture&lt;br&gt;Philip van Wassenaar, Urban Forest Innovations&lt;br&gt;Salon 4-8</td>
</tr>
<tr>
<td>2:30 pm – 3:30 pm</td>
<td>Break with Exhibitors&lt;br&gt;Liberty Hall</td>
</tr>
<tr>
<td>4:00 pm – 5:00 pm</td>
<td>How We Hurt the Trees We Love: A Caregiver’s Dilemma&lt;br&gt;Joe Murray, TreeBio&lt;br&gt;Salon 4-8</td>
</tr>
<tr>
<td>6:00 pm – 10:00 pm</td>
<td>Industry Night Social Event&lt;br&gt;Indy Brewery Tour</td>
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**Upcoming events in Indiana**

- **INDIANA ARBORIST ASSOCIATION WINTER CONFERENCE** January 19, 20, 21, 2016 Indianapolis Marriott East

- **INDIANA ARBORIST ASSOCIATION Luncheon** Tree Fund Update, Raffle & Silent Auction Wrap-Up Indianapolis Ballroom

For more information about becoming certified or to check your current certification status, visit the ISA website at www.isa-arbor.com or email your Indiana Chapter Liaison, Christine Bowman, at ckb@bellingersonline.com.

**Over the years…**


**New Tools for Taming Ash Kickers, Web Spinners and Sap Suckers**

- Fred Whitford, Purdue University

**Tree Risk Assessment with Advanced Methods**

- Phillip van Wassenaer, Urban Forest Innovations

**The Costs of Deferred Maintenance**

- Guth Braddock, Bayer Environmental Science

- Matt Krausher, Wichita State University

- Kyle Daniel, Purdue University

- Gueth Braddock, Bayer Environmental Science

- Janna Beckerman, Purdue University

- Fred Whitford, Purdue University

- Cliff Sadof, Purdue University

- Chris Shepherd, Saint John

- K. Jerome Delbridge, Indianapolis

- Benjamin Harper, Indianapolis

- Chris Jackson, Indianapolis

- Dawn Sherman, Cincinnati

- Andrew Mertz, Indianapolis

- Larry Belcher, Schererville

- Travis Dunn, Lafayette

- John Fruin, Fort Wayne

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- Rick Dear, Indianapolis

- Benjamin Harper, Indianapolis

- Chris Shepherd, Saint John

- Craig Caple, Evansville

- Terry Carmer, Greenwood

- Rick Deer, Indianapolis

- K. Jerome Delbridge, Indianapolis

- Benjamin Harper, Indianapolis

- Chris Jackson, Indianapolis

- Dawn Sherman, Cincinnati

- Larry Caplan, Evansville

- Matthias Ruch, Indianapolis

- Daniel Smith, Martinsville

- Tom Waker, Indianapolis

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Talkin’ Trees...
Pamela Dunn-Louks
Editor

The Indiana Bicentennial, seedlings, and YOU!

I am sure you have heard that on December 11, 2016, our state will be 200 years old! The roots for those of us born here spread far and wide throughout the state and nation. While, many times, I wish my ancestors had chosen a different locale for our family—such as the North Country or the Northwest region of the nation, they did not. Indiana is home. Mayor Jim Brainard, of Carmel, once commented that while other states have mountains and oceans, Indiana has its trees. And, that is true. We do have our trees. How many times do we get directions to a destination that may say, “You know that gnarled tree on the corner? Turn there.” Or, they may say, “Go straight past the big Oak.”

The trees in our state not only have roots that spread far, they give us roots. And, they are rapidly being mowed down by disease, development, incorrect planting, and not planting species that will survive long after we are gone. I was told recently that developers are planting trees in new residential and business developments. So, what is the big deal about cutting down clusters and pockets of woods and woodlots? But, the new trees currently being planted, many times, are poor species or wonderful large maturing species that cannot possibly live out their life spans due to poor planting techniques and care. It seems the trees, that can help combat most of the environmental issues we face today, are considered to be disposable. Plant one, pop it out when it dies in three or four years, and just pop another one in. What a waste!

That is one of the reasons trees need to be included in the Indiana Bicentennial events. We have an opportunity to participate in an event that will leave trees in the ground producing their benefits now until, at least, beyond the 300th birthday of the state.

If you have not already considered promoting or participating in the Indiana Bicentennial, you may want to plan some sort of event or give away to your customers to encourage them to plant a tree to commemorate the 200th Birthday of our state.

If you do plan an event that can be linked to the Bicentennial, you can apply to be included in the Legacy Bicentennial projects that are going on in the state. I read through the list of projects that have currently been approved, and, found that there are not that many

groups on the list that are planning specific Bicentennial tree planting events. To find out more about how to apply to be on the list click on: http://www.in.gov/ibc/files/ApplicationforEndorsementBicentennialLegacyProject_SF_55624-R-9-14.pdf. To view the wide variety of projects approved as Legacy projects for the Bicentennial, go to: http://www.in.gov/ibc/3124.htm.

It is important to note that the Legacy projects that are on the list, have not been funded by the Indiana Bicentennial Committee (IBC) and are not grant money projects from the IBC. They are simply projects that meet the criteria set by the IBC. Once a project meets the criteria and is put on the list, any handouts, announcements, press releases, and promotions can use the Bicentennial logo. It is an opportunity to partner with a non-profit, municipal, or county agencies and offer trees, tree planting instruction, presentations etc. In other words, it is an opportunity to promote your business and the Indiana Arborist Association.

My plan for my business is to give away tree seedlings of Dogwood and Oak in my local community and to my customers during Arbor Month—which, in my life, is the entire month of April. The tag that will be on the bagged seedling will have information about the importance of planting a tree for the Bicentennial, information about the tree seedling they are planting, how to plant it, and IN2Trees contact information. Although, I do the giveaway each spring, this one will have more than an Arbor Day focus, and, while still offering a small tree for the multitude of small landscapes out there, I am including the Oak for longevity. I am opting out of the State Tree, Liriodendron tulipifera because I have a sense that it will be over planted as part of the many municipal, park, state, and school plantings that will likely take place as part of the Bicentennial.

This is a simple way to promote business, share a message, and most importantly get trees planted on rural and urban private property—where over 85% of trees are in the urban forest. If you would like my template for the card included with the seedling giveaway, send me an Email, and I will pop it back to you. The only thing you will need to do is to fill out the blanks as they pertain to you, your business, or the Indiana Arborist Association.

There are many ways to promote trees during the 2016 Indiana Bicentennial celebrations. I am sure there are lots of great activities planned that include trees. If you do participate in or sponsor an event, please let me know. We want to promote your good efforts of planting trees that will survive long into the future.

Just in case you want to know—here is how I do the giveaway for IN2Trees:

• This month, I order my seedlings for pick up or delivery in late March.
• Based on the exact type of seedlings I procure, I then design a card for the event.
• I determine where I want to give away the seedlings and seek permission from the venue. I have, in the past given away at the local library with an informational table, given them away at the end of church service during Arbor Day weekend, offered them to customers, and put a display and bucket in my driveway and offered them to the folks that drive down the road.
• Once I have the seedlings, I have whoever happens to be at my yard at the time, dip the seedlings in gel, bag them, wrap the bag with a green twist tie, and add the two sided card with my logo, planting instructions, type of tree, and, this year, Bicentennial information.
• They are put in a cool, shaded area ready to give out.

The Indiana Arborist Association

Townsend Tree Service provides a broad range of services to help customers meet their IVM goals. With over 3,000 equipment assets, a large geographic footprint and a steadfast commitment to safety, the company specializes in tree-trimming, T&D ROW Clearance and vegetation management critical to the maintenance of electric power lines, communication lines, pipelines and roadways.

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A POSTCARD FROM ORLANDO

By Tom Ordway, Tree Fund Representative

Tour des Trees has proven to be an event that marries a passion for cycling with a passion for the environment. It brings together people from different professions and backgrounds. It is fast becoming a “destination tour” for avid cyclists from all over the United States, Canada and beyond.

Here’s to what was a successful 2015 STIHL Tour des Trees! We are grateful to our riders, support crew, fundraisers, donors, volunteers and Florida’s communities for their dedication and support. Special thanks to all our sponsors, especially Title Sponsor STIHL, Crown Partners Bartlett Tree Experts and The Davey Tree Expert Company, and host Florida Chapter ISA. Together we’ve raised over $600,000! Thank you!!

Tom Ordway rides again…

Many many thanks to my sponsors!

$9,558 raised so far.

Individuals
Caryl Schwaller
Pam Louks
Carrie Tauscher and baby Harrison
John Mott
Kris Medic
Michael Baldwin
Steve Parker
Ed Milhous
Phil Ping
Scott Packard
Kevin McBride
Mark Poliak
Doug Zimmerman
Eric Melton
Jason Lietz
Matt Sampson

Corporate
The Davey Tree Expert Company
Townsend Tree Service
The Brickman Group
The Indiana Arborist Association
CWC Chemical
Designscape Horticultural Services
Wright Tree Service
Ping’s Tree Service
Vine and Branch
The Forestland Group

Day 2. Another great day on the Tour. Steve took second. Steve Geist, Eugene Lawn Tree and Landscape Care and Tom Ordway, Duke Energy

Day 3. It’s not all about the cycling. L to R. Eric Smith, President/CEO TREE Fund and Promising, John Kriwet’s right arm and leg, City of Chicago.


End of Day 1. We chose heavens.
End of Day One. Almost heaven. The end of a pier and a long 110 mile day.


Day 8. Left to R. Joe Lentz, Angelica, Harry Barker, Jim Bunnah, Mike Neal, Arizona Public Service.

Day 1. Andy Kittsley, City of Orlando, L. Eric Smith, President/CEO TREE Fund, back right.

A representative expression of All Days. Mike Neal, Arizona Public Service and Jim Bunnah, ret.

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Nursery Outlook for 2016 and Recap of 2015

Rick Haggard
IAA Nursery Representative

As I started to write this brief synopsis of what has transpired in 2015, I remembered thinking in January or February of this year what 2015 might actually look like. Well, needless to say 2015 was a welcome sigh of relief that perhaps the recent economic downturn has played out and things would start getting back to normal. Please remember though, in the green industry every year is just like starting over or gives you the opportunity to start over.

Spring of 2015 got off to a rather cool start and Mother Nature was letting us have plenty of moisture even into midsummer. The duration of cold weather in February left so much frost in the ground that many nurseries were delayed in digging field stock, plus there was unforeseen damage done to plant material.

Many other companies closely related to nursery/green industry have remarked that business has been steady. The customers they have spoken with seem to be willing to spend more money on their home landscapes.

The biggest issue facing many in the green industry is the sharp increase in prices in every sector of the industry. Whether it was fuel price increases for deliveries or the overall price increase in the product, I call these increases. However I feel if the economy had been improving over the past few years, there would have been an inclination to do smaller seasonal increases instead of waiting for the opportunity to make aggressive increases.

Product!! This year has had its challenges for many to find the exact item for plant material due to the reduced inventories and production modules the nurseries have been using. The other aspect is that there are fewer nurseries to buy product from. This is compared to as early as two years ago, whether the nurseries have scaled down, or consolidated, or basically closed shop due to loss of earnings. I really do not foresee a great increase in availability- especially trees for the next couple of years. Container plant material can recover a little more quickly. But there still needs to be the access of liners to put in those pots, and that is where the root of the problem starts.

Labor!!! This is possibly one of the biggest issues facing our industry still today. But, perhaps I should have qualified the issue by placing the word(s) qualified or quality in front of labor. There is, or seems to be, a diminishing qualified workforce in our profession. This is concerning simply because of the nuances that our industry offers. Not everything is pure grunt labor; there are many jobs which require technical and intellectual aptitude. I have a strong feeling that, while riding the wave of strong sales in 2015, it will continue into 2016, at least during the first part of the year.