



TCI EXPO

THE WORLD'S LARGEST TREE CARE INDUSTRY

HARTFORD '07

Connecticut Convention Center

MORE EDUCATION

Earn CEUs with over 60 hours of educational sessions and tree demos, plus informative displays and forums

MORE EQUIPMENT

More than 185 exhibitors featuring the biggest names in tree care

MORE EXCITEMENT!

Prizes, raffles, giveaways, receptions, races and contests

SOMETHING FOR YOUR WHOLE TEAM!

EXPLORE EXPO!



Trade Show & Conference
November 8-10, 2007

Pre-Conference Workshops, Nov. 7, 2007

Register Early and Save up to 40%
online www.tcia.org or call 1-800-733-2622

Business Leadership

Safety

Arboriculture

TCI EXPO
HARTFORD '07

YOU'RE INVITED



As chair of the Tree Care Industry Association, I would personally like to invite you and your team to Explore TCI EXPO 2007 in Hartford.

I have attended numerous EXPOs, and the event's tremendous growth over the years continues to amaze me. From modest beginnings in 1990 to over 3,100 attendees and 185 exhibitors last year, EXPO has become the world's largest tree care trade show and conference – attesting to our industry's success and progress.

For many tree care professionals, EXPO is the one trade show they attend year after year, and there are countless reasons why. Many come to stay current on what's happening in the industry and earn CEUs. Others come to network and build valuable business relationships.

Many save their major equipment purchases until November, because they know it's the only time they can compare products from all of the major equipment and tool brands in one place – and get the best deals. TCI EXPO is also a great team-building event – since the show is so varied, there really is something for everyone in your company.

TCIA is almost half-way through a 10-year plan we call the Transformation of the Industry that will help consumers, the government and the green industry recognize professional tree care companies that promote safety and best business practices. TCI EXPO has also been transformed. You will find more education, team discounts and – for the first time – a separate Spanish program.

Whatever your reason for coming, the first TCI EXPO in New England promises to be the best yet. So meet me in Hartford, and let's Explore EXPO together!

Jeanne Houser
Chair



TREE CARE INDUSTRY ASSOCIATION
ESTABLISHED 1938

Transformation of the Industry

- Increase consumer appreciation for professional tree care companies
- Improve safety & lower accident rates
 - Shape legislation & regulation
- Grow tree care industry awareness
 - Partner with industry supplier members



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TCI EXPO
HARTFORD '07



DON'T MISS!

FREE Keynote Session
Comprehensive SPANISH Program
More than 60 Hours of Education
Members-ONLY Forums
Cash & Prizes

The Tree Care Industry Association recognizes our **TCIA 2007** Partners Advancing Commercial Tree Care. Their strategic partnership with TCIA supports our journey to *Transform the Industry.*

Crown

Husqvarna

Vermeer

Altec



ECHO

BEAR CAT

BANDIT INDUSTRIES, INC.

Branch STIHL

Root

Geo. E. Fern co.

Seed



Arborvitae Tree & Shrub Care Co.
www.arborvitae.com

SAVATREE
www.savatree.com



Fanno

Mauget



WRIGHT
WRIGHT TREE SERVICE
Employee Owned

Buckingham
Buckingham Tree Service

the care of trees.

DAVEY

BARTLETT TREE EXPERTS

Helping to build a stronger marketplace can have significant benefits for your company. To learn about the many branding and marketing opportunities available, contact Deborah Johnson, Director of Development; johnson@tcia.org or call **1-800-733-2622**

Look for the color-guides to help you explore our exciting EXPO Seminar Tracks:



Business Leadership

Safety

Arboriculture

SCHEDULE AT A GLANCE

Pre-Conference Workshops Wednesday, November 7

- 8:00am **Registration OPENS - Connecticut Convention Center Lobby**
- 9:00am - 12Noon **TCIA Accreditation** *Bob Rouse* and Approved Accreditation Auditors, Tree Care Industry Association, Inc.  for all pre-qualified registered attendees
- 9:00am - 12Noon **Reducing Risk of Invasion: First Detector Training on Invasive Insect Species**  *Dr. Michael Raupp*, University of Maryland
- 10:00am - 4:00pm **Traffic Control for Tree Care Crews** Register with American Traffic Safety Services Association by calling ATSSA's Training Department at 1-877-642-4637
- 10:00am - 4:00pm **Electrical Hazards Awareness Program (EHAP) - English** *Tom Dunlap*, TreeBuzz.com
- 10:00am - 4:00pm **Electrical Hazards Awareness Program (EHAP) - Spanish** *Juan Torres*, ArborMaster Training
- 1:00 - 5:00pm **Results Selling: Overcome Sales Resistance and Leave your Competition in the Dust** *Wayne Outlaw*

Thursday, November 8


- 6:00am **Registration OPENS - Connecticut Convention Center Lobby**
- 7:30 - 8:30am

Business Leadership	Safety	Arboriculture
Web Marketing Makeovers: New Tactics. Best Practices. More Leads - <i>Brian Kraff</i> Market Hardware	Who is Responsible for Safety? <i>Carl Potter</i> , CSP, Potter and Associates International, Inc.	Growing Trees in Concrete <i>Dr. E. Thomas Smiley</i> , Bartlett Tree Research Laboratory
- 8:45 - 9:45am **KEYNOTE - Being the Best vs. Being Consistently Chosen** *Garrison Wynn*  for all registered attendees
- 9:57am **TCI EXPO TRADE SHOW OPENS**
- 12Noon - 1:00pm **TCIA Members-Only Lunch Forum - Legal/Ethical Duties of Arborists vs. Demands of Customers**
- 4:00pm **TCI EXPO TRADE SHOW CLOSSES**
- 4:15 - 5:30pm

Less is More <i>Dr. John Ball</i> , South Dakota State University	Assessing Tree Root Systems from a Risk Perspective <i>Dr. E. Thomas Smiley</i> , Bartlett Tree Research Laboratory	Dig This! <i>John O'Shea</i> , Certified Arborist
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- 6:30 - 8:30pm **Welcome Reception for all registered attendees and exhibitors - In partnership with TCIA and Vermeer Manufacturing Company. Hartford Marriott Ballroom.** 

Friday, November 9

- 7:00am **Registration OPENS - Connecticut Convention Center Lobby**
- 7:30 - 8:30am

TCIA Accreditation  for all registered attendees <i>Bob Rouse</i> TCIA, Director of Accreditation & Approved Accreditation Auditors 	The Art of Safety <i>Carl Potter</i> , CSP, Potter and Associates International, Inc.	Restoration Pruning: After the Storm, Head for Better Form <i>Guy Meilleur</i> , Better Tree Care Associates
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- 8:45 - 10:00am

The H-2B Program: Current Considerations Amidst Recent History - <i>John Meredith</i> , Meredith Advocacy Group	Understanding Rigging Loads and the Stresses They Can Cause on Trees - <i>Dr. Brian Kane</i> , University of Massachusetts	Bombs, Bugs and Dirt: Maintaining Soil Fertility with Biology vs. Chemicals - <i>Dr. Mike Amaranthus</i> , Mycorrhizal Applications, Inc.
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- 9:00am **TCI EXPO TRADE SHOW OPENS**
- 10:00am **Check-In Time ISA Certification Exams (Arborist, Municipal, or Utility written only)** You must pre-register with ISA & pay by Oct. 24. To get an application, go to www.isa-arbor.com or call Richard Herfurth at 1-603-490-4344
- 10:00am **Check-In Time PLANET Certification Exams (CLP, CLT-Interior, COLP, CTP-CSL)** You must pre-register with PLANET & pay exam fee by Oct. 10. To get an application and to order study material, go to www.landcarenetwork.org or call 1-800-395-2522
- 12Noon - 1:00pm **TCIA Members-Only Lunch Forum - Professionalizing Your Business - Taking the First Steps**
- 3:00 - 4:15pm

Selling Yourself <i>Dr. Roger C. Funk</i> , Davey Tree Expert Co.	Beating the Odds: Maintaining Life & Health in a High-Risk Profession <i>Dr. John Ball</i> , South Dakota State University	Pruning Types: New Research May Change Everything... or Nothing <i>Dr. Ed Gilman</i> , University of Florida
CONCURRENT ARBORICULTURE SESSIONS		
Managing Shade Trees by Managing Soil Biology <i>Rex A. Bastian</i> , Ph.D., The Care of Trees		

4:00pm

TCI EXPO TRADE SHOW CLOSSES



Friday, November 9 continued...

4:00 - 6:00pm

Accreditation/CTSP/Student Reception by invitation only

4:30 - 5:30pm

Assessing Tree Risk Issues
Dr. Julian A. Dunster, Dunster & Assoc. Environmental Consultants, LTD

TICKS SUCK – How to Protect Yourself, Your Yard & Pets
Thomas N. Mather, Ph.D. University of Rhode Island

Influence of Pruning on Wind Effects in Trees
Dr. Ed Gilman, University of Florida

CONCURRENT SAFETY SESSIONS

CONCURRENT ARBORICULTURE SESSIONS

Chipper Use in Arboriculture: How to be Safe, Compliant, & Productive - Tim Walsh, CTSP
 Arboricultural Trainer, Consultant

Maximize the Potential of Plant Health Care
Brian Hanson, Cedar Lawn Tree Service, Inc.

Spanish Program Friday, November 9

10:00-11:00am

How Safety Makes Money
Como Hacer Dinero Trabajando Con Seguridad *Eduardo Medina, Davey Tree Expert Co.*

11:30am-12:30pm

Good Values Make Your Workplace Better
Como Buenos Valores Pueden Hacer un Mejor Lugar de Trabajo *Eduardo Medina, Davey Tree Expert Co.*

1:30-2:30pm

How to Prepare Yourself for a Promotion
Como Prepararse Para una Promoción *Eduardo Medina, Davey Tree Expert Co.*

Saturday, November 10

7:00am

Registration OPENS - Connecticut Convention Center Lobby

7:30 - 9:00am

Wrongful Death, Personal Injury and Court Decisions
Joseph Samnik, Consultant

Crane Use in Tree Removal
Mark Adams, Downey Trees, Inc., and Instructor for North American Training Solutions

Documenting Site Evidence
Dr. Julian A. Dunster, Dunster & Associates Environmental Consultants, Ltd.

9:00am

TCI EXPO TRADE SHOW OPENS

9:15 - 10:45am

Delivering PHC in a Hostile Environment - Patrick Parker
SavATree PHC

Loss Control Saves Money
Dane Buell, SavATree; Jeff Fabian, Heartwood Tree Service; Davey Tree Expert Co.

Fertilization - Dr. Roger C. Funk
Davey Tree Expert Co.

12Noon - 1:00pm

TCIA Members-Only Lunch Forum - Complying with Regulations & Meeting Standards for Small Companies

3:00pm

TCI EXPO TRADE SHOW CLOSES - See you next year in Milwaukee!

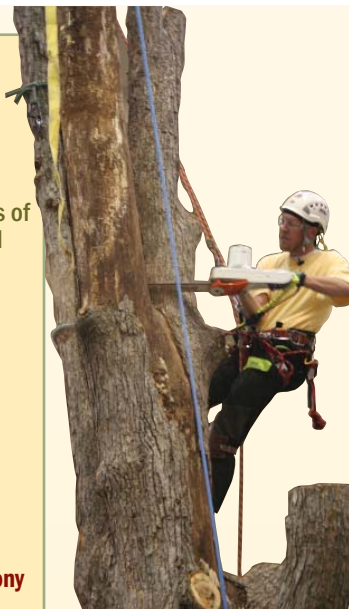
**Earn CEUs...
 TCI EXPO TREE
 DEMONSTRATIONS**

Visit the Tree Demonstration Area on the trade show floor for demonstrations of various arborist skills from national and international professionals.

**Thursday, Friday & Saturday
 at the following times:**

- 10:30am**
- 12:05pm***
- 1:15pm**
- 2:05pm**

***Saturday at 12:05
 Student Skills Competition Awards Ceremony**



TCIA would also like to thank Fred Grimshaw of Grimshaw Tree Service & Nursery in Windsor, CT, for finding and installing the TCI EXPO demonstration tree.



As of July 13, 2007

Please visit www.tcia.org and click on **TCI EXPO** for updates.

Exhibit Hall Hours:

Thurs. Nov. 8, 2007 **9:57am - 4:00pm** Fri. Nov. 9, 2007 **9:00am - 4:00pm** Sat. Nov. 10, 2007 **9:00am - 3:00pm**

ACRT, Inc.
Aerial Lift, Inc.
Ahlborn Equipment, Inc.
Air-Spade®/Concept
Engineering Group, Inc.
All Gear, Inc.
Altec Environmental Products
Altec Industries, Inc.
Altumamats, Inc.
American Arborist Supplies
Amerisafe/American Interstate
ArborAge Magazine
Arbor Computer Systems
Arborjet, Inc.
ArborMAX Insurance Program
ArborSoftWorx
ArborSystems, Inc.
Arbortech
ArborVision Software, Inc.
Arborwear, LLC
Argus Electronic GMBH
Asplundh Tree Expert Co.
Atlantic Power, Inc.
Bailey's
Bandit Industries, Inc.
Barnel International, Inc.
Bartlett Tree Experts
Bayer Environmental Science
Ben Meadows Co.
Berkshire Products, Inc.
Blue Ox Equipment
Boutte Tree, Inc.
Bryant Air & Hydraulic, Inc.
Buccaneer Rope Co.
Buckingham Mfg. Co., Inc.
Cabela's
CAG Truck Capital
Carl Neutzel Services
ChipnGrind.com
Collis Equipment Co.
Colorbiotics
Corona Clipper
Creative Sales, Inc.
Cutter's Choice
Dakota Tree Transplanter

Davey Tree Expert Co.
DICA Marketing Co.
Dicke Safety Products
Doggett Corporation
DuraTech Industries Int'l. Inc.
Dynamic Mfg. Corp.
Earmark, LLC
Earthmasters Tree
Preservations
Easy Tree Removal, LLC
Echo Incorporated
Electronic Solutions of
Harrison, LLC
Eliet USA, Inc.
Enginaire
Envirometrics Systems, Inc.
ESSCO Distributors Inc.
FAE USA, Inc.
Fanno Saw Works
Fecon, Inc.
Fiberweb
Foley Engines
Forestry Equipment of Virginia
Forestry Suppliers, Inc.
Fred Marvin Associates
G & A Equipment, Inc.
GET International
Giuffre Brothers Cranes
Good Tree Care Co.
Green Cycle Industries
Green Manufacturing, Inc.
Green Pro Services, Inc.
Gregson-Clark Spraying Equip.
Growtech, Inc.
Gyro Trac, Inc.
The Hartford
Husqvarna
IML-Instrument Mechanic
Labor, Inc.
Independent Protection Co.
International Safety
Components
International Society of
Arboriculture
J. P. Carlton Co., Div. DAF Inc.
Jameson, LLC
Jarraff Industries, Inc.
John Bean Sprayers
Jonsered Imported By
Tilton Equip. Co.
Karl Kuemmerling, Inc.
Kershaw
The Knifesource, LLC
Lamtrac International, Inc.

Leonardi Mfg.
Liberty Financial Group, Inc.
Lift-All, Div. of Hydra-Tech, Inc.
Loftness/US Attachments
Logan Clutch Corp.
Logrite Tools
M and I Supply Co.
MAT-3, Inc.
Mauget
McDonald Equip. Co. - MECO
Midwest Arborist Supplies
Milwaukee Tourist &
Convention Bureau
Minnesota Wanner Company
Mobile Matts, Inc.
Morbark, Inc.
New England Ropes, Inc.
New River Equipment
NiftyLift, Inc.
Northeast Shade Tree
Northeastern Arborist Supply
Northern Atlantic Financial, LLC
OESCO, Inc.
OMNEX Control Systems, ULC
Oregon Cutting Systems Group,
Blount, Inc.
Paladin Light Construction
Payeur Distributions
Performance Capital
Petzl America
Plant Food Co., Inc.
Plant Growth Management
Systems
Plant Health Alternatives
Plant Health Care, Inc.
Plastic Composites Co.
Practical Solutions, Inc.
Prefomed Line Products
Quest Products Corporation
Rainbow Treecare Scientific
Advancements
Rayco Mfg., Inc.
RBG, Inc.
ReachMaster, Inc.
Rotochopper, Inc.
Royal Truck & Equipment, Inc.
Ryan's Equipment
SafetyFirst Systems, LLC
Salsco, Inc.
Samson
SANDVIK
SavATree
Save Edge
Schodorf Truck Body & Equip.

SDM Tools
Shelter Tree, Inc./Tree Care
Products
SherrillTree
Sheyenne Tooling & Mfg.
Sierra Moreno Mercantile
The Silky Store
SilkyUSA
Southco Industries, Inc.
STIHL, Inc.
Stokes Ladders, Inc.
Supersonic Air Knives
SUPERTRAK, Inc.
SVE Sales, Inc.
Swinger Compact Loaders
T. H. Glennon Co., Inc.
Terex Utilities
Teupen America
Timberwolf Mfg. Corp.
Top Notch Treecare
Tree & Landscape Equip. Trader
Tree Care Industry
Association, Inc.
Tree Fund
Tree Management Systems,
Inc./Arbor Gold Software
Tree Pushers, Inc.
Tree Tech
Microinjection Systems
TreeRadar, Inc.
Tree Services magazine/
Moose River Publications
Trucks & Parts of Tampa
U.S. Auctions, LLC
U.S. Rigging Supply/Pelican
Rope Works
US Praxis, Inc.
USA Financial Services, LLC
Vermeer Mfg. Co.
VERSALIFT, TIME Mfg. Co.
Vortex Truck and Equipment
Warn Industries
Waste Handling Equip. News
Weaver Leather, Inc.
West Coast Shoe Co.
WOLF-Garten Tools -
The Dillon Group, Inc.
Woodsmen Chippers
Yale Cordage, Inc.
Zenith Cutter Co.
Zhuzhou Cemented Carbide
Works USA, Inc.

If you would like
to know more about
exhibiting, please call

**Sachin Mohan at
1-516-625-1613**



EXPLORE PRE-CONFERENCE WORKSHOPS

TCI EXPO
HARTFORD 07

Tuesday & Wednesday, November 6 & 7
8:00am - 5:00pm (lunch included) Hartford Hilton Hotel



CTSP Workshop & Exam

Peter Gerstenberger, Senior Advisor for Safety, Standards and Compliance, Tree Care Industry Association, Inc. along with a master trainer from the Training Clinic, an international organization offering quality, intensive training for trainers.

Certified Treecare Safety Professional (CTSP) is a safety certification program offered through the Tree Care Industry Association designed to improve worker safety. The CTSP program



empowers tree care companies to create and sustain a culture of safety within their organization and eliminate work-related fatalities, injuries and illnesses as well as their associated costs. It also provides a rewarding career path for key employees, increasing their value to employers as it increases their own job satisfaction. Registration for the two-day CTSP workshop is open to all interested parties; however, space is limited and preference will be given to eligible CTSP candidates who have completed required core competencies.

CTSP workshop & exam registration is separate from TCI EXPO registration. Please contact peter@tcia.org or go to www.tcia.org for more information on CTSP.

Wednesday, November 7, Pre-Conference Workshops

These intensive workshops take place the day before the TCI EXPO trade show opens and offer a beyond-the-basics learning experience in economical half-day and full-day formats.

With longer seat times and lower instructor-to-student ratios than most conference seminars, these workshops are a perfect way to achieve workforce skills development that's relevant to your entire team.

8:00am Registration Opens Connecticut Convention Center Lobby

9:00am - 12Noon TCIA Accreditation **Free** for all pre-qualified registered attendees*
Bob Rouse, Tree Care Industry Association, Inc.

An informative, step-by-step look at the Accreditation standard to help you understand how it can be implemented at your company. Your questions will be answered and practical solutions explored.

* Open to companies that have applied for TCIA Accreditation and are in the process of fulfilling the program's requirements. Please call 1-800-733-2622 or e-mail rouse@tcia.org to be placed on the attendance list.

9:00am - 12Noon Reducing Risk of Invasion: First Detector Training on Invasive Insect Species **Free** for all registered attendees

Dr. Michael Raupp, University of Maryland Dept. of Entomology.

The impact of widespread invasive insect infestations nationwide is not limited to its massive environmental cost. In jeopardy are the future income potential of those who care for trees and property values of their customers. But, there are steps we can take to fight these invasive pests while managing community tree health.

Become a skilled first detector trainer in the discovery, management and rehabilitation of regulated pest damage caused by the Asian longhorned beetle, sirenix wood wasp, emerald ash borer and hemlock woolly adelgid. Learn to identify these four Northeastern invasive insect species and to alleviate the damage done to trees. You will be provided with the educational tools needed to train your crews in front line detection and communicate with your customers.

Funded by a grant from the USDA Forest Service, Northeastern Area

10:00am - 4:00pm Traffic Control for Tree Care Crews
Full day - English, Lunch on your own, Class size 40 maximum.

Tree crews working in or near busy streets should have a basic knowledge of temporary traffic control in order to provide a safe traffic environment. In this introduction to temporary traffic control, you will learn concepts and techniques in installation and maintenance of traffic control devices in accordance with the Manual on Uniform Traffic Control Devices (MUTCD).

You will leave with the practical knowledge needed to make your projects safer for workers, motorists and pedestrians

while helping reduce worker/company exposure to litigation. There is a written exam; students will receive a certificate of completion. For current fees and to register, contact the American Traffic Safety Services Association's Training Department at 1-877-642-4637. Please note: Fees for this workshop do not include a TCI EXPO trade show pass or EXPO seminars.

10:00am - 4:00pm EHAP Full day - English *Tom Dunlap, TreeBuzz.com* Lunch on your own, Noon-1pm

TCIA's Electrical Hazards Awareness Program (EHAP), has trained thousands of arborists involved in line clearance and those working on residential properties near energized lines. It is widely recognized as the training standard for complying with OSHA 29 CFR 1910.269 regulations.

Topics focus on training requirements that serve as a pre-requisite for working within 10 feet of an electrical conductor. Participants will learn about identifying electrical system components, the presence and nature of electrical hazards, protective measures available, and common unsafe acts to avoid. The EHAP workshop will be offered in English and Spanish, with accompanying TCIA EHAP materials (a retail value of \$135) provided at no additional charge.

10:00am - 4:00pm EHAP Todo el dia en Español
Juan Torres, ArborMaster® Training Almuerzo de Noon-1pm

TCIA EHAP entrenando a miles de arbolistas en el mantenimiento de árboles cerca de líneas eléctricas. Es reconocido como la guía de entrenamiento para OSHA 29 CFR y las regulaciones 1910.269.

El mismo tiene como objetivo que los asistentes obtengan el pre-requisito para trabajar dentro de un área de 10 pies de un conductor eléctrico.

Los participantes aprenderán de los siguientes temas: identificación de sistema eléctrico, peligros, medidas preventivas y medidas de seguridad.

Este seminario de EHAP se ofrecerá en inglés y español con los materiales de TCIA EHAP. Será ofrecido libre de costo en ambos idiomas (el costo regular es de \$135).

1:00pm - 5:00pm Results Selling: Overcome Sales Resistance and Leave your Competition in the Dust

Wayne Outlaw, Author, Speaker and Management Consultant

Selling has never been more challenging. Today's business environment has resulted in slowed sales and longer sales cycles for many companies. To compete effectively, companies must find ways to streamline the sales process, shorten sales cycles and increase close rates. Learn to combine high-touch relationship building, digital capability, and a consultative selling approach to show how your product or service delivers compelling results for the customer and high octane sales performance for you.

Thursday, November 8

7:30-8:30am

Web Marketing Makeovers: New Tactics, Best Practices, More Leads - *Brian Kraff*, Market Hardware

Web marketing is currently one of the hottest topics in business. Explore effective ways you can promote your services to potential customers via the Web. Attendees will get tips on making a positive impression, prioritizing Web site focus to best meet customers' needs, and creating a professional and visually pleasing Web presence, as well as making the most of local listings and generating traffic to the site with Search Engine Marketing.

7:30-8:30am

Who is Responsible for Safety?

Carl Potter, CSP, Potter and Associates International, Inc.

Who is responsible for safety? It's easy to point the finger when an accident occurs. When everyone takes responsibility for safety, everyone can go home every day without injury. Carl Potter works with companies to achieve a zero-injury workplace. Owners, managers and employees will learn how to take personal responsibility for safety.

7:30-8:30am

Growing Trees in Concrete

Dr. E. Thomas Smiley, Bartlett Tree Research Laboratory

This is a discussion about growing trees in the urban environment, preventing sidewalk damage and growing tree roots under pavement. Researchers at Bartlett Tree Research Laboratory recently excavated a sidewalk with different treatments alongside or underneath it to reveal 10 years' worth of tree root growth. The best and worst treatments will be shown and compared.

8:45-9:45am

Free

for all registered attendees

KEYNOTE Being the Best vs. Being Consistently Chosen - *Garrison Wynn*

Convince clients that you deserve their business. Award-winning speaker Garrison Wynn will help you understand

why clients choose you – or the other bidder. The reason isn't always price! Wynn will show you how being the best at what you do doesn't always equal success. Find out what it takes to become the consistent choice for customers.

4:15-5:30pm

Less is More - *Dr. John Ball*, South Dakota State University

The true value of an arborist is more in the knowledge we hold than in our physical skills and equipment. Anyone can cut a branch or spray pesticides but few know which branch to prune to improve a tree's health and structure, or what specific treatments may extend the vitality of a tree. Unfortunately, our clients still have a difficult time understanding this difference. This seminar will cover how we need to approach marketing to clients so they will appreciate what we create – healthy, safe trees for their outdoor living environment.

4:15-5:30pm

Assessing Tree Root Systems from a Risk Perspective

Dr. E. Thomas Smiley, Bartlett Tree Research Laboratory

Risk assessment is conducted every day by working arborists, but how many of us look at the root system of a tree during the evaluation? Learn what you need to look for and how to evaluate what you see, including information on the latest research on root cutting and tree stability and how to measure the change of tree lean. If you are not familiar with evaluating tree roots, this is a "must attend" talk.

4:15-5:30pm

Dig This! - *John O'Shea*, Certified Arborist

O'Shea uses current understanding of tree root systems – as well as a solid background of pruning, planting, and tree valuation for insurance purposes – to advise construction and excavation personnel on the best possible tree care instructions. Includes a photo tour of several construction sites where an air-excavation tool was used to explore root systems prior to the protection, selective cutting, or occasional condemnation of a tree.

Friday, November 9

7:30-8:30am

TCIA Accreditation - *Bob Rouse and Approved Accreditation Auditors*

Free

for all registered attendees

Here's an informative look at the TCIA Accreditation standard, step-by-step, to help you understand how it can be implemented at your company. Your questions will be answered and practical solutions explored.



7:30-8:30am

The Art of Safety - *Carl Potter*, CSP, Potter and Associates International, Inc.

Keeping safety on the minds of employees requires leaders who practice *The ART of Safety*. Leaders will learn what *The ART of Safety* is and how to put it into practice. Potter consults with leaders in companies large and small to help them become the safety experts they need to be to achieve a zero-injury workplace.

7:30-8:30am

Restoration Pruning: After the Storm, Head for Better Form - *Guy Meilleur*, Better Tree Care Associates

Tropical hurricanes, arctic ice and snow, storms that break branches trees need to make and store food – if too much tissue is lost, the tree dies. After Mother Nature delivers big doses of pruning, we should not deliver an overdose. We will explore the restoration of tree canopies after bad storms.

8:45-10:00am

The H-2B Program: Current Considerations Amidst Recent History - *John Meredith*, Meredith Advocacy Group

The H-2B seasonal, non-agricultural, guest worker program is once again being challenged. The ability of law-abiding employers to sustain a dependable workforce is in jeopardy. This session will demonstrate the reality of hiring temporary foreign workers, as well as what stakeholders can do to positively influence the public policy process and ensure the continuation of the only legal way to ensure employers can meet their seasonal workforce needs.

8:45-10:00am

Understanding Rigging Loads and the Stresses They Can Cause on Trees - *Dr. Brian Kane*, University of Massachusetts

This session will cover the basics of how rigging pieces of a trunk on a block and port-a-wrap can cause shock loading, causing the tree to sway back and forth, sometimes quite dramatically. Tree sways and rigging loads have been measured under these circumstances and will be explained with respect to not over-stressing the tree or your rigging gear.

8:45-10:00am

Bombs, Bugs and Dirt: Maintaining Soil Fertility with Biology vs. Chemicals - *Dr. Mike Amaranthus*,

Mycorrhizal Applications, Inc. While the practice of using pesticides and synthetic fertilizers to control pests and nutrient supply works well short term, the "bombs and dirt" approach often causes more problems and expense in the long run. The "bugs" approach works by incorporating organisms that build and maintain soil fertility into the management of trees. Tree care professionals recognize inoculation opportunities are now available to restore healthy living soils and trees, and are also learning that soil management is critical to the health and survival of beneficial soil organisms and dependent trees.

10:00am - Check In Time

ISA Certification Exams (Arborist, Municipal or Utility written only) You must pre-register with ISA and pay by Oct. 24. For an application, go to www.isa-arbor.com or call Richard Herfurth at 1-603-490-4344.

10:00am - Check In Time

PLANET Certification Exams (CLP, CLT-Interior, COLP, CTP-CSL) You must pre-register with PLANET and pay exam fee by Oct. 10. For an application and to order study material go to www.landcarenetwork.org or call 1-800-395-2522.

3:00-4:15pm

Selling Yourself *Dr. Roger C. Funk*, Davey Tree Expert Co.

In many ways, success in life is a function of how well we sell ourselves and our ideas to others. Sales training isn't just for people in the sales profession, but for anyone interested in getting along with others and developing leadership skills. Are your communication skills all they can be? Can you recognize non-verbal signals from others? Topics will also include structuring the presentation to highlight benefits to the listener, as well as the importance of appearance and body language in affecting your audience's opinion.

3:00-4:15pm

Beating the Odds: Maintaining Life and Health in a High-Risk Profession - *Dr. John Ball*, South Dakota State University

Tree work continues to be near the top of high-risk professions despite our advancements in techniques and equipment. This seminar will cover the tree worker accidents that occurred in 2006, from falling trees to aerial lift

failures; how our industry responded to these emergencies, and most importantly, the behavioral issues that must be addressed in order for our fatality rates to decrease.

CONCURRENT ARBORICULTURE SESSIONS

3:00-4:15pm

Pruning Types: New Research May Change Everything... or Nothing - *Dr. Ed Gilman*, Univ. of Florida

Pruning can have a dramatic impact on how trees respond to gravity, wind and ice storms. Learn what to look for when evaluating trees for potential failure and how to treat them, why and how trees fail and how to prevent it, and variations to ANSI pruning standards that can be applied in the landscape. We'll thoroughly decipher thinning, reduction, raising and structural pruning. Attendees will go home with a new understanding of how and why we prune trees, and how to apply it to most real life situations.

3:00-4:15pm

Managing Shade Trees by Managing Soil Biology

Rex A. Bastian, Ph.D., The Care of Trees

We have always known that the soil is of huge importance when culturing plants. We are now learning that the components of the organic matter fraction in a soil are just as important as nutritional parameters such as texture, pH and compaction. In light of increased concern over environmental impacts with respect to traditional N-P-K fertilizers, it is important to weigh our options where soil/plant relationships are concerned.

4:30-5:30pm

Assessing Tree Risk Issues *Dr. Julian A. Dunster*, Dunster & Associates Environmental Consultants Ltd.

Although falling trees cause very few fatalities or serious injuries, due diligence requires that we manage tree populations to minimize the potential for injury or property damage. We will review the theory of risk assessment and risk management, and examine some of the implications for practice.

CONCURRENT SAFETY SESSIONS

4:30-5:30pm

TICKS SUCK – How to Protect Yourself, Your Yard & Pets - *Thomas N. Mather*, Ph.D., University of Rhode Island

Much of the northeastern U.S. faces a significant health crisis from blacklegged (deer) ticks. Lyme disease, babesiosis, and anaplasmosis cost states millions of dollars each year in diagnostic and treatment-related expenses and cause immeasurable human suffering. This presentation will explore a few simple steps you can take to completely protect yourself from tick bites and tick-transmitted disease.

4:30-5:30pm

Chipper Use in Arboriculture: How to be Safe, Compliant, and Productive - *Tim Walsh*, CTSP

Arboricultural Trainer, Consultant and Researcher Take a practical look at safe work practices in brush chipper use. This presentation will begin with an overview of chipper types and applications. Proper hook up to the towing vehicle, preventative maintenance, and safe start-up and shut-down procedures will be addressed. We'll explore chipper winch applications, as well as productivity and compliance issues. Information relevant to chipping from the ANSI Z133.1-2006 and from OSHA and NIOSH will be discussed.

CONCURRENT ARBORICULTURE SESSIONS

4:30-5:30pm

Influence of Pruning on Wind Effects in Trees

Dr. Ed Gilman, University of Florida

We have begun to understand how to minimize damage from wind with appropriate pruning practices. There are many myths out there, and until now little hard data. Research using 120 mph wind machines as well as past storm experience shows us that structural and other pruning can reduce the damaging effects of wind, while inappropriate pruning can make matters worse. This session will also explore video and data showing how trees react to different pruning.

4:30-5:30pm

Maximize the Potential of Plant Health Care (PHC)

Brian Hanson, Cedar Lawn Tree Service, Inc.

Providing high quality Plant Health Care services has a tremendous potential to elevate the success and reputation of your company. Effective Plant Health Care programs deliver high quality service and should maximize time utilization of personnel. Topics of this session will include program design and implementation, selection criteria for staffing, effective use of personnel on properties, utilization of computer technology and maintaining effective office/client communication.

Saturday, November 10

7:30-9:00am

Wrongful Death, Personal Injury and Court Decisions

Joseph Sannik, Consultant

Volumes of research and literature have been published regarding hazard trees. There are failure prediction formulas and equipment to detect defects. But only in courts of law can the real consequences to negligence and hazard trees be found. This presentation will show how courts view negligence of arborists and municipalities in tree care. We'll review statistical similarities comparing duties of arborists and the consequences of action vs. non-action. We'll also explore the outcomes of various hazard tree cases, and examine the role of the arborist in private property vs. public property litigation.

7:30-9:00am

Crane Use In Tree Removal - *Mark Adams, Downey Trees, Inc., and Instructor for North American Training Solutions*

As the use of cranes for tree removal becomes more common, owners and users often have many questions about the regulations, setup, operation, techniques, and maintenance involved with proper crane use for tree removal. This talk will cover the ANSI Z133.1-2006 standards for crane use in tree removal, explain Green Log Weight charts and standard crane hand signals, describe ways to hoist a climber, and look at what to consider when deciding what size crane to use for a particular tree. The session will include an in-depth discussion of how to read and understand load charts and crane configurations.

7:30-9:00am

Documenting Site Evidence - *Dr. Julian A. Dunster, Dunster & Associates Environmental Consultants Ltd.*

Most of us use cameras without spending much time thinking about how they might be better used for documentation. The end use of the image should determine how the photo is taken. The session will look at these issues as well as the basic rules of documenting evidence, along with some tips on enhancing the image.

9:15-10:45am

Delivering PHC in a Hostile Environment

Patrick Parker, SavATree

Parker will explore the challenges of delivering plant health care services in an environment where public opinion and regulatory requirements regarding pesticides and other chemicals are becoming increasingly unfavorable. He will discuss the importance of the judicious use of pesticides in a plant health care program and take a detailed look at some of the regulatory challenges faced by our industry. He will share strategies for ensuring compliance while maintaining a profitable business.

9:15-10:45am

Loss Control Saves Money - *Dane Buell, CTSP, SavATree; Jeff Fabian, CTSP, Heartwood Tree Service; Davey Tree Expert Co.*

Don't have a safety program? Is your program limited to a weekly tailgate safety meeting? Insurance costs cutting profits and hurting your ability to invest in the future? This panel seminar will help you get a grasp on loss control, even for the smallest of companies. Learn how a safety program can do more than just prevent injury but can lead to long-term insurance savings and stability for your company. Industry experts who have helped their company realize savings and stability will tell you how they did it. This is a panel, so bring your questions. Topics will include:

- Common areas of loss
- Strategies to implementing a safety program
- Conducting investigations
- Managing an inspection/compliance program
- Conducting follow-up training/changing individual behavior
- Changing behavior at your company.

9:15-10:45am

Fertilization - *Dr. Roger C. Funk, Davey Tree Expert Co.*

Although trees growing naturally in a forest normally adapt to site conditions and obtain adequate soil nutrients for growth and development, landscape trees often are not selected or planted properly and compete with turf grass for soil nutrients. Proper fertilization supplements the often inadequate nutrient elements in the soil. Different fertilizer options will be discussed, as well as the advantages and disadvantages to each type that should be considered when determining the best choice for the situation.



NEW FOR 2007! INTRODUCING...

Members-Only Forums TCIA Members can engage in informal dialogue with their peers about the hot issues facing our field at the first ever members-only forums. These free “Bring your lunch” sessions will be held Thursday, Friday and Saturday from 12Noon to 1pm and are completely member driven. Groups will be capped at 40 participants (limit 2 people per company) and are first come, first served. Moderators will facilitate discussion.

Thursday Legal/Ethical Duties of Arborists vs. Demands of Customers

During this controversial and highly-relevant discussion, members will be encouraged to discuss their personal experiences with legal and ethical issues in arboriculture. Topics will include, but are not limited to, top it or walk away, boundary trees, vista pruning, and chemical trespass.

Friday Professionalize Your Business – Take the First Steps to Becoming a Professional Business Owner

This informal forum will allow members to frankly discuss topics related to improving their businesses, and is a great opportunity for new and seasoned business owners alike to share opinions and personal anecdotes. Topics will include hiring that first administrative assistant; documenting proposals and turning them into work orders; creating your first set of policies and procedures and implementing them without scaring away the crew; increasing business by having phone calls answered live, and more.

Saturday Complying with Regulations and Meeting Standards for Small Companies

Talk and share with your peers on the topic of how, as the owner or manager of a small company, you can comply with so many different regulations that all require paperwork such as DOT, Pesticides (FIFRA), OSHA, Federal Employment regulations, industry standards such as ANSI Z133.1 safety standards, ANSI A300 tree care standards, and TCIA Accreditation standards. Many small companies have built strategies for handling regulations and the associated paperwork efficiently. The goal of this forum will be to share these different methods and provide new insight in an open and frank dialog.

Comprehensive Spanish Program Friday, November 9

10:00-11:00am How Safety Makes Money

Como hacer dinero trabajando con seguridad - Eduardo Medina, Davey Tree Expert Co.

Working safely every day is the best way to make money – for yourself and for your employer. Accidents cost thousands and tens of thousands of dollars. Don't take a risk that is unsafe because you think it might get the job done faster.

Trabajar con seguridad todos los días, es la mejor manera de hacer dinero – para usted mismo y para su empleador. Los accidentes cuestan miles y miles de dólares. No tome riesgos peligrosos, porque usted piensa quizás que pueda hacer el trabajo más rápido. Cuando usted se lastima, su familia aquí y en su país de origen también es lastimada, emocional y económicamente.

11:30am-12:30pm Good Values Make Your Workplace Better

Como buenos valores pueden hacer un mejor lugar de trabajo - Eduardo Medina, Davey Tree Expert Co.

Good values make for valuable employees. As a leader in your company you can influence others to make positive contributions. What important choices do you face as a Hispanic worker today? How can you be a leader for positive change?

Buenos valores hacen empleados valiosos. Como líder en su compañía usted puede influir en otros para hacer contribuciones positivas. ¿Qué elecciones importantes encara usted como un trabajador Hispano hoy? ¿Cómo puede ser usted un líder para el cambio positivo?

1:30-2:30pm How to Prepare Yourself for a Promotion

Como prepararse para una promoción - Eduardo Medina, Davey Tree Expert Co.

How do you get a raise, a promotion and recognition from your supervisor? You want to earn more money and your employer wants you to rise higher in the company. Find out what it takes to be noticed, get promoted and start moving up the career ladder. Be prepared.

¿Cómo usted obtiene un aumento, una promoción, y el reconocimiento de su supervisor? Usted quiere ganar más dinero y su empleador quiere que usted suba más alto en la compañía. Descubra lo que toma para ser reconocido, para ser promovido, y comience a subir en la escalera de esta carrera Prepárese.



MAINTAIN your CERTIFICATION



The following certifications are approved for TCI EXPO attendance. CEU information is current as of press time.

Organization/Association

ASCA American Society of Consulting Arborists

PLANET Professional Landcare Network

GCSAA Golf Course Superintendent Assn. of America

MAA Massachusetts Arborist Association

Certification

RCA

CLT, CLP, COLP, CTP-CLS

Conference Attendance: Day 1 = .35 CEUs, Day 2 = .75 CEUs, Day 3 = .40 CEUs

Approved

12 CEUs for trade show attendance

2 Education Points for certification renewal

Workshops & Seminars	ISA	VNLA	APLD	NYSMP	GCSAA	PAPLANTS	CDP	CTSP
	International Society of Arboriculture	Virginia Nursery & Landscape Assn.	Assn. of Prof. Landscape Designers	New York State Pesticide Management	Golf Course Superintendent Assn. of America	Pennsylvania Dept. of Agriculture	Conn. Dept. of Pesticide	Certified Treecare Safety Professional
TUESDAY, NOV. 6								
CTSP Workshop & Exam (2 days)	16-A,U,T,M,Bm	16			1.4		8	
WEDNESDAY, NOV. 7								
Reducing Risk of Invasive Species 3 hrs	3-A,T,Bp	3		3 - Categories: 2,3A,6A,9,25	.30	5 - Categories: 05,06,17,18,23	3	
Traffic Control 5 hrs	5-A,T,Bm	5			.45		5	5
EHAP - English 6 hrs	6-A,U,T,M,Bp	6			.45		6	6
EHAP - Spanish 6 hrs	6-A,U,T,M,Bp	6			.45		6	6
Results Selling 4 hrs	4-A,Bm	4	4*		.35			
THURSDAY, NOV. 8								
Web Marketing Makeovers	1-A,Bm	1	1*					
Who is Responsible for Safety?	1-A,U,T,M,Bm	1	1				1	1
Growing Trees in Concrete	1-A,T,M,Bm	1	1				1	
Keynote - Being the Best	1-A,Bm	1	1					
Less is More	1.25-A,U,T,M,Bp	1.25	1*				1.25	
Assessing Tree Root Systems	1.25-A,U,T,M,Bm	1.25	1				1.25	1.25
Dig This!	1.25-A,U,T,M,Bm	1.25	1				1.25	
FRIDAY, NOV. 9								
The Art of Safety	1-A,U,T,M,Bm	1	1				1	
Restoration Pruning: After the Storm	1-A,U,T,M,Bp	1	1				1	
The H-2B Program	1.25-A,M,Bm	1.25	1*					
Understanding Rigging Loads	1.25-A,U,T,M,Bp	1.25	1				1.25	1.25
Bombs, Bugs & Dirt	1.25-A,U,T,M,Bs	1.25	1	1 - Cat.: 3A			1.25	
Selling Yourself	1.25-A,Bm	1.25	1*					
Beating the Odds	1.25-A,T,Bm	1.25	1					
Pruning Types: New Research	1.25-A,U,T,M,Bp	1.25	1					
Managing Shade Trees	1.25-A,U,T,M,Bs	1.25	1	1 - Cat.: 3A				
Assessing Tree Risk Issues	1-A,U,T,M,Bm	1	1*					
Ticks Suck - How to Protect Yourself	1-A,T,Bm	1	1	1		2 - Cat.: 11,16,18 5 - Cat. 23	1	1
Chipper Use in Arboriculture	1-A,U,T,M,Bp	1	1*				1	1
Influence of Pruning	1-A,U,T,M,Bp	1	1					
Maximize Potential of Plant Health Care	1-A,Bm	1	1					
SPANISH SESSIONS FRIDAY, NOV. 9								
How Safety Makes Money	1-A,U,T,M,Bm	1	1*				1	1
Good Values Make Your Workplace Better	1-A,Bm	1	1*				1	
Prepare Yourself for Promotions	1-A,Bm	1	1*				1	
SATURDAY, NOV. 10								
Wrongful Death, Personal Injury	1.5-A,U,M,Bm	1.5					1.5	
Crane Use in Tree Removal	1.5-A,U,T,M,Bp	1.5					1.5	1.5
Documenting Site Evidence	1.5-A,U,M,Bm	1.5					1.5	
Delivering PHC in a Hostile Environment	1.5-A,U,T,M,Bm	1.5	1	1 - Cat.: 3A		1 - Cat.: 00,05,06,18,23		
Loss Control Saves Money	1.5-A,U,T,M,Bm	1.5					1.5	1.5
Fertilization	1.5-A,T,Bp	1.5					1.5	
TCIA MEMBERS-ONLY FORUMS								
Legal/Ethical Duties of Arborists	1-A,U,T,M,Bm	1	1*				1	
Professionalize Your Business	1-A,Bm	1	1*				1	
Complying with Regulations	1-A,U,T,M,Bm	1	1*				1	1

10



*Business related training is limited to no more than 5 CEUs for recertification for APLD





Reserving Your Hotel Room: We have room blocks at three hotels in Hartford. All properties are within walking distance of the Connecticut Convention Center. Our host hotel, Hartford Marriot Downtown, has already sold out!

Please reference Tree Care Industry/TCI EXPO to secure the group rate when calling to make your reservation. You may also book online at www.tcia.org. Click on Meetings and TCI EXPO to find hotel details and make your reservations.

Group rate is based on availability and is only valid for reservations made before October 6, 2007. Space is limited, so book early, as we expect hotels may sell out prior to October 6. Reservations made after October 6 will be subject to prevailing room rates.

Hilton Hartford Hotel Downtown

315 Trumbull St., Hartford, CT 06103

Phone: (860) 728-5151

Toll Free: 1-800-Hiltons

Single/Double Occupancy: \$125

Residence Inn by Marriott

942 Main St., Hartford, CT 06103

Phone: (860) 524-5550

Single/Double Occupancy: \$124

Crowne Plaza

50 Morgan St., Hartford, CT 06120

Phone: (860) 549-2400

Single/Double Occupancy: \$117

Getting There: Connecticut Convention Center, 100 Columbus Boulevard, Hartford, CT 1-860-249-6000. The Convention Center is located right off of I-91 or I-84 West, in downtown Hartford.

If you're flying, Bradley International Airport is serviced by all the leading airlines and is located 12 miles from the Convention Center. Taxis are readily available for the 10-15 minute cab ride to downtown Hartford. There is also train service to Hartford via Amtrak.

Parking: Parking is available at the parking lot attached to the CT Convention Center. TCI EXPO attendees are eligible for a day-only pass at the rate of \$11 per day (standard daily rate \$19). Discount parking coupons can be picked up at the TCI EXPO registration desk located in the Convention Center lobby; you will need to get one for each day you park.

EXPLORE HARTFORD



Looking for some fun down-time options for you and your team? The city of Hartford is packed with attractions, dining options and entertainment. The Connecticut Convention Center is at the heart of the city. Casinos are only an hour away.

Visit www.Hartford.com for exciting ideas.

11TH ANNUAL STUDENT CAREER DAYS

FREE for pre-registered students & advisors*

Thursday 11/8/07

- Student/Instructor check-in
- Welcome Reception

Friday 11/9/07

- Skills competition
- Safety & knowledge exams
- Student Reception

Saturday 11/10/07

- Job & Internship Fair & Breakfast
- Student Skills Competition Awards Ceremony

FREE prizes, T-shirts, food & plenty of excitement!

Held in conjunction with TCI EXPO 2007 at the Connecticut Convention Center, TCIA's Student Career Days will attract more than 200 collegiate & vocational students in Arboriculture, Urban Forestry, Horticulture and Landscape programs from around the country.

TCIA Student Career Days
In Partnership with:



*STUDENTS MUST PRE-REGISTER THROUGH THEIR INSTRUCTOR/ADVISOR. Students in 2- and 4-year collegiate programs or vocational training programs are invited to attend. Limit of 5 students per school to participate in skills events. A signed liability waiver for each student competing in skills events must be presented at time of pre-registration. Visit www.tcia.org for more information and contest rules.



REGISTRATION INFO

REGISTER BY OCTOBER 5, 2007,
and save up to **40%**

PRE-CONFERENCE WORKSHOPS

Wednesday, November 7

Includes Trade Show Entrance for Thurs., Fri. & Sat.
Nov. 8-10 and KEYNOTE Session **Early Reg. After 10/5**

Invasive Species	FREE	FREE
EHAP English or Spanish	\$105	\$125
Results Selling	\$159	\$179

Traffic Control for Tree Care Crews See Add'l. Workshop Information

OUR BEST DEAL EVER...

GOLD CARD SAVINGS

BEST DEAL!

Includes Trade Show Entrance for all three days and KEYNOTE Session

If you are considering purchasing four (4) or more TCI EXPO Individual Seminars you can save by selecting a GOLD CARD. The GOLD CARD includes any/all seminars offered on Thurs., Fri. & Sat. and entrance to the EXPO for all three days. (The GOLD CARD does NOT include the Wednesday Pre-Conference Workshops.)

Early Reg. \$240 After October 5, 2007 \$290

If your company purchases four (4) GOLD CARDS you get one FREE.

In order to qualify, you must order all Gold Cards at the same time.

TCI EXPO INDIVIDUAL SEMINARS

Includes Trade Show Entrance for all three days and KEYNOTE Session

See GOLD CARD Savings if you sign up for four (4) or more Seminars.

Early Reg. \$70 ea. After 10/5 \$90 ea.

TCI EXPO TRADE SHOW ONLY PASSES

Includes Trade Show Entrance for all three days and KEYNOTE Session

This option is if you do **not** wish to purchase any Pre-conference Workshops or Educational Seminars.

Early Reg. \$15 After 10/5 \$25

If your company purchases four (4) Trade Show Only Passes you get one FREE. In order to qualify, you must order all Trade Show Only Passes at the same time.

CANCELLATION TERMS Registration & Badges

Pre-register for speedy entrance. Registration is required to obtain your admission badge; a Badge is required to enter. Additional registration forms may be downloaded at www.tcia.org or you may photocopy the one on page 13. A separate registration form is required for each attendee. Registrations received after 10/5/07 without the appropriate fees will be billed for the difference. Seminar registration cancellation must be received in writing at the TCIA office before 10/24/07 for a full refund less \$25 administrative fee. No refunds after 10/24/07; seminars are transferrable. No telephone cancellations accepted. **TCIA reserves the right to modify the speaker agenda as needed.**



Qualify for 16
ISA CEUs!

CTSP WORKSHOP & EXAM

Tuesday & Wednesday, Nov. 6 & 7
Hilton Hartford Hotel, Hartford, CT

The CTSP workshop will be convenient and cost-effective for those attending TCI EXPO.

Plan to come early and attend the CTSP workshop before attending TCI EXPO.

Early bird registration deadline: October 5.
No registrations accepted after October 24.

Tuesday & Wednesday 8:00am - 5:00pm
(Lunch included)

CTSP workshop registration is separate from EXPO registration.

Please contact peter@tcia.org or go to the TCIA Web site, www.tcia.org for more information on CTSP.



for all pre-qualified registered attendees



TCIA Accreditation

Pre-Conference Workshop
Wednesday Nov. 7

Open to companies that have applied for TCIA Accreditation and are in the process of fulfilling the program's requirements. Great opportunity for company owners to get

Accreditation information from our Approved Accreditation Auditors.

Call 1-800-733-2622 or e-mail rouse@tcia.org to be placed on the attendance list.

Additional Workshop Information:

Traffic Control for Tree Care Crews - Wednesday Nov. 7
Register with American Traffic Safety Services Association by calling ATSSA's Training Department at 1-877-642-4637. Registrations online www.atssa.com. <http://www.atssa.com/cs/Federal-Highway-Administration-work-zone-safety>

ISA Certification Exams - Friday Nov. 9
(Arborist, Municipal, or Utility written only) You must pre-register with ISA & pay by Oct. 24. For an application, go to www.isa-arbor.com or call Richard Herfurth at 1-603-490-4344.

PLANET Certification Exams - Friday Nov. 9
(CLP, CLT-Interior, COLP, CTP-CSL) You must pre-register with PLANET & pay exam fee by Oct. 10. For an application and to order study material, go to www.landcarenetwork.org or call 1-800-395-2522.

REGISTRATION FORM

Please copy & complete a separate form for each attendee.



Name: _____ Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____

4 WAYS TO REGISTER!
Online: www.TCIA.org
Fax: (603) 314-5386
 (Credit Card Payments Only)
Phone: 1-800-733-2622
Mail: TCI EXPO
 3 Perimeter Road, Unit I
 Manchester, NH 03103

Please check here if you require special accommodations to fully participate. Attach a written description of your needs.

PRE-CONFERENCE WORKSHOPS

Time	Code	Title	Early Reg	After 10/5
Wednesday, November 7				
<input type="checkbox"/> 9:00am	ADV1	Invasive Species	FREE	FREE
<input type="checkbox"/> 10:00am	ADV2	EHAP English	\$105	\$125
<input type="checkbox"/> 10:00am	ADV3	EHAP Spanish	\$105	\$125
<input type="checkbox"/> 10:00am		Traffic Control	Call 877-642-4637	
<input type="checkbox"/> 1:00pm	ADV4	Results Selling	\$159	\$179

GOLD CARD SAVINGS (each) \$240 \$290
 FREE - 5th Person

TCI EXPO TRADE SHOW ONLY PASSES (each) \$15 \$25
 FREE - 5th Person

TCI EXPO INDIVIDUAL SEMINARS

Time	Code	Title	Early Reg \$70	After 10/5 \$90
Thursday, November 8				
<input type="checkbox"/> 7:30am	BUS1	Web Marketing Makeovers		
<input type="checkbox"/> 7:30am	SAF2	Who is Responsible for Safety?		
<input type="checkbox"/> 7:30am	ARB3	Growing Trees in Concrete		
<input type="checkbox"/> 8:45am	KEY4	KEYNOTE PRESENTATION		
		Being the Best vs. Being Consistently Chosen		Free to all registered attendees
<input type="checkbox"/> 4:15pm	BUS5	Less is More		
<input type="checkbox"/> 4:15pm	SAF6	Assessing Tree Root Systems		
<input type="checkbox"/> 4:15pm	ARB7	Dig This!		

Friday, November 9				
<input type="checkbox"/> 7:30am	BUS8	TCIA Accreditation		Free to all registered attendees
<input type="checkbox"/> 7:30am	SAF9	The Art of Safety		
<input type="checkbox"/> 7:30am	ARB10	Restoration Pruning: After the Storm		
<input type="checkbox"/> 8:45am	BUS11	The H-2B Program		
<input type="checkbox"/> 8:45am	SAF12	Understanding Rigging Loads		
<input type="checkbox"/> 8:45am	ARB13	Bombs, Bugs & Dirt		
<input type="checkbox"/> 10:00am	SP14	How Safety Makes Money - Spanish		
<input type="checkbox"/> 11:30am	SP15	Good Values - Spanish		
<input type="checkbox"/> 2:30pm	SP16	Prepare Yourself for Promotions - Spanish		
<input type="checkbox"/> 3:00pm	BUS17	Selling Yourself		
<input type="checkbox"/> 3:00pm	SAF18	Beating the Odds		
<input type="checkbox"/> 3:00pm	ARB19	Pruning Types: New Research		
<input type="checkbox"/> 3:00pm	ARB20	Managing Shade Trees		
<input type="checkbox"/> 4:30pm	BUS21	Assessing Tree Risk Issues		
<input type="checkbox"/> 4:30pm	SAF22	Ticks Suck		
<input type="checkbox"/> 4:30pm	SAF23	Chipper Use in Arboriculture		
<input type="checkbox"/> 4:30pm	ARB24	Influence of Pruning		
<input type="checkbox"/> 4:30pm	ARB25	Maximize the Potential of Plant Health Care		

CALCULATE YOUR TOTAL

Pre-Conference Workshops # _____ x _____ = \$ _____

GOLD CARD _____

TRADE SHOW ONLY _____

INDIVIDUAL SEMINARS # _____ x _____ = \$ _____

GRAND TOTAL: _____

PAYMENT: Check enclosed MasterCard Visa AMEX

Card# _____ Exp. Date: _____

Name on Card: _____

Signature: _____

By virtue of your attendance you agree to the cancellation terms as outlined on page 12.

Photo/Company Release: By virtue of your attendance, you agree to usage of your likeness in TCIA's promotional material.

- Please send me Membership Information
- Please send me Accreditation Information
- Please send me a TCIA Products & Services Guide
- Please send me information about CTSP

Saturday, November 10

<input type="checkbox"/> 7:30am	BUS26	Wrongful Death, Personal Injury		
<input type="checkbox"/> 7:30am	SAF27	Crane Use in Tree Removal		
<input type="checkbox"/> 7:30am	ARB28	Documenting Site Evidence		
<input type="checkbox"/> 9:15am	BUS29	Delivering PHC in a Hostile Environment		
<input type="checkbox"/> 9:15am	SAF30	Loss Control Saves Money		
<input type="checkbox"/> 9:15am	ARB31	Fertilization		

EXPLORE WHAT'S IN IT FOR YOUR COMPANY



Education Credits and Training for Your Entire Team!

With more than 60 hours of educational sessions and tree demos covering three diverse educational tracks – safety, business leadership and arboriculture – TCI EXPO is carefully tailored to meet the needs of every member of your team.



Save Money and Time!

TCI EXPO is the best time to make your equipment and tool purchases. Compare products and pricing from over 185 of the major equipment and tool brands in tree care, and let them compete for your business!



Relationship and Team Building!

Network, communicate, and develop valuable industry relationships with other tree care professionals from around the country. EXPO is also a great morale building and professional development event for your staff – and with special team discounts available, everyone wins!



Fun for Everyone!

EXPO's not all business – with daily prizes, raffles, giveaways, receptions, races and contests, the excitement never stops!

WHO SHOULD ATTEND:

Tree Care Company Owners
Arborists
Supervisors/Managers
Executives & Senior Management
Tree Care Workers
Utility/Line Clearance Arborists
Urban Forestry Personnel

Board Members
Field Personnel
Ground Crew/Managers
Nursery Staff
Landscape Architects
Urban and Community Foresters
Municipal Arborists

Students
CTSPs
Office Staff
Certified Arborists
Board Certified Master Arborists
Certified Landscape Professionals