

# Illinois Trees

The Quarterly Publication of the Illinois Arborist Association

## Illinois Trees Goes Green *by April Toney*

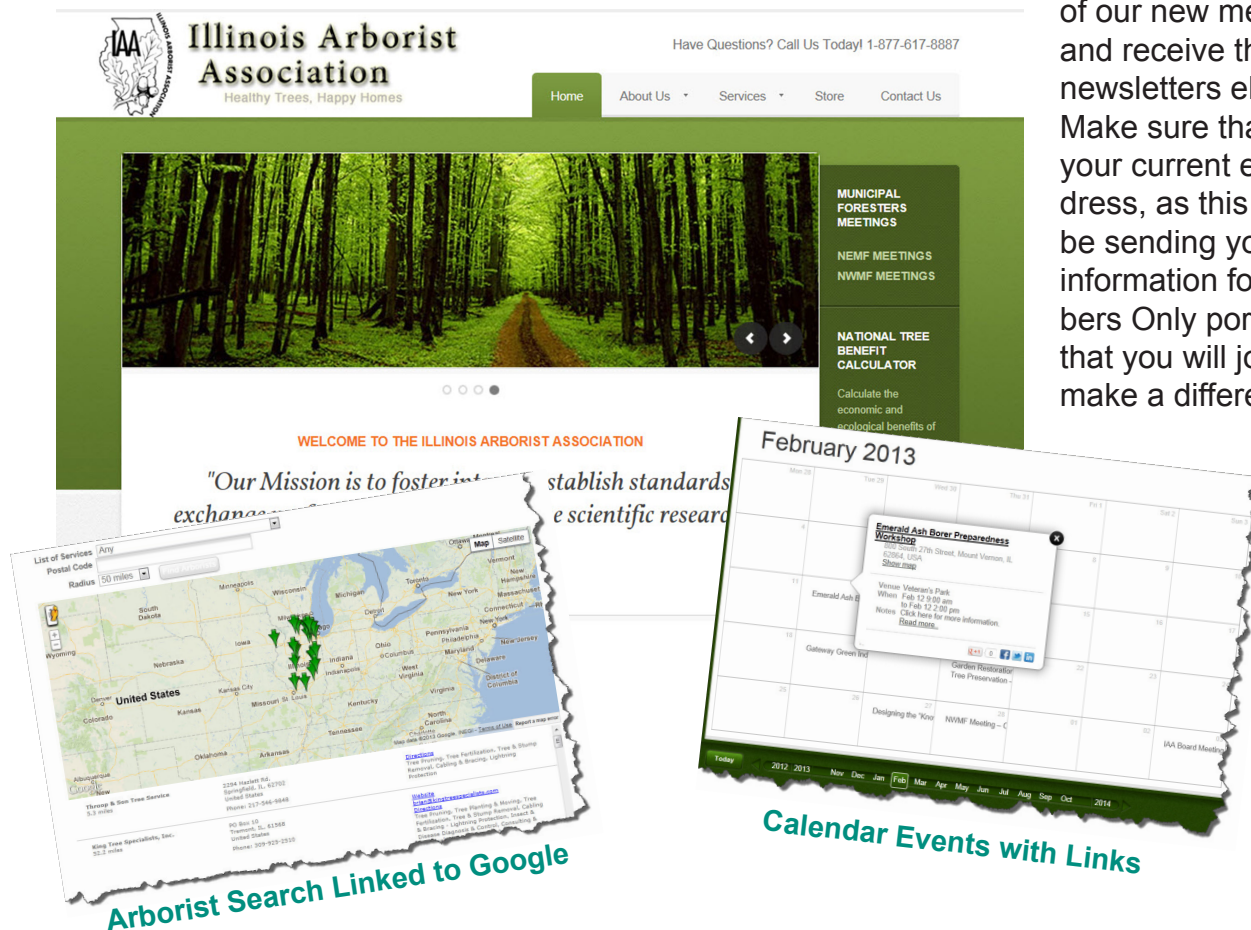
### Important Please Read!

The IAA has a new and much improved website! Over the past few months, we have been working on a new more informative and engaging website. Late last year I partnered with OnlineMarketDomination.com, a subsidiary of Next Level Ventures' founder Markus K. Loving, in an effort to give the IAA website a complete new look and feel with new features like a 'Member's Only' portal, where you as a member can go to access benefits exclusive with a current IAA membership. I am happy to report that our mission is accomplished. Our new Members Only portal will offer members the option to receive their newsletters electronically (the Green alternative). Additionally, members will be able to pull up archived

versions of Illinois Trees as well as take advantage of reduced rates for events, books and merchandise. Find an Arborist is now linked with Google Maps®. So be sure to get your company linked on our new website. We have also added a new IAA Calendar, that will give you more information and Google Maps links to get accurate directions to our events.

So, here is your chance to join us in making the IAA a more environmentally friendly organization. The choice is yours. **If you chose to receive a paper copy of your newsletter, you will need to contact the IAA office at 877-617-8887 or via e-mail at [iaa@wi.rr.com](mailto:iaa@wi.rr.com).** If we don't hear from you, we will assume that

you want to take advantage of our new member portal and receive the quarterly newsletters electronically. Make sure that we have your current e-mail address, as this is how we will be sending you your login information for the Members Only portal. We hope that you will join us and make a difference.



The screenshot displays the Illinois Arborist Association (IAA) website. At the top, the IAA logo is on the left, and the tagline "Healthy Trees, Happy Homes" is in the center. To the right, a navigation menu includes links for Home, About Us, Services, Store, and Contact Us. Below the navigation, a large banner image shows a sunlit forest path. To the right of the banner, a sidebar lists various services and events, including "Municipal Foresters Meetings", "NEMF Meetings", "NWMF Meetings", and a "National Tree Benefit Calculator". Below the banner, a "Welcome to the Illinois Arborist Association" message is displayed. In the foreground, a map of the United States is shown, highlighting the IAA's service area. To the right of the map, a calendar for February 2013 is displayed, featuring a pop-up for the "Emerald Ash Borer Preparedness Workshop" on February 12th. The calendar also lists other events such as "Garden Restoration: Tree Preservation" and "NWMF Meeting - C".

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## Illinois Arborist Association Mission Statement

*"Foster interest, establish standards, exchange professional ideas  
and pursue scientific research in Arboriculture"*



## President's Message

Cal Williams

Dear Members,

Here we are now in February of 2013... I hope everyone enjoyed a Merry Christmas and had a Happy New Year. I am proud to announce that we have approved the 2013 Budget and am excited about moving forward with 2013 Strategic Plan. I would like to thank all who attended the strategic planning session held December 8th 2012 at Key Lime Cove. A special thanks goes to Derek Vannice for helping us facilitate our strategic planning along with the customary True Colors Training. The strategic planning meeting is one of the most important things we do here at IAA as it sets the course for the entire next year. At this meeting we look at what was accomplished in the past year and what needs to be accomplished in the upcoming year. With the help from IAA staff members April, Jeannie, IAA member volunteers and the support of sponsors each year the IAA continues to improve and grow. This year we are expanding training opportunities at various locations throughout the state as well as our Annual Conference and Trade Show. Additionally, we are planning a huge upgrade to our website with a strong focus on social media and marketing. The new website will include an exciting membership portal where members in current standing can go to access digital versions of Illinois Trees as well as additional benefits. I am also happy to announce the return of our Summer Conference at Allerton Park. With all these great events and programs planned, please take advantage of these programs...and remember if you can volunteer for any part, large or small, it will help the IAA continue to be the great organization it is.

*Sincerely, Cal*

## IAA Membership Form

Name

E-MAIL

TITLE

COMPANY/ORGANIZATION/INSTITUTION

STREET OR PO BOX MAILING ADDRESS

CITY

STATE

ZIP

PHONE

FAX

### Membership Levels & Dues

- ☐ Active - Includes ISA and IAA memberships  
\$175 per calendar year
- ☐ Affiliate - IAA membership only  
\$45 per calendar year
- ☐ Student - Includes ISA and IAA memberships  
\$50 per calendar year

### Payment Method

- ☐ Credit Card    ☐ Visa    ☐ Master Card

NAME ON CARD

SIGNATURE OF CARD HOLDER

CARD NUMBER

EXPIRATION DATE

- ☐ Check made payable to the Illinois Arborist Association

Amount \$ \_\_\_\_\_

#### Return form with payment to:

Illinois Arborist Association, PO Box 860  
Antioch, IL 60002

Payments made by credit card can be faxed to (262) 857-6677



# 2013 Budget

Activities	Income	Expense	Net Income
Annual Meeting / Awards	175,000.00	-105,000.00	70,000.00
Advanced Training	9,000.00	-3,000.00	6,000.00
Certified Tree Worker	0.00	-225.00	-225.00
Certification	52,000.00	-15,000.00	37,000.00
Golf Outing	8,500.00	-6,500.00	2,000.00
Summer Conference	15,000.00	-15,000.00	0.00
Tree Climbing Competition	9,000.00	-12,000.00	-3,000.00
Aerial Lift Training	0.00	-6,000.00	-6,000.00
TRAQ Training	0.00	-3,000.00	-3,000.00
Chainsaw Program	1,000.00	-1,500.00	-1,500.00
Create Short Educational Videos	0.00	-500.00	-500.00
<b>Total</b>	<b>269,500.00</b>	<b>-167,725.00</b>	<b>101,775.00</b>

Administration	Income	Expense	Net Income
Payroll Expenses	0.00	-70,250.00	-70,250.00
Part time staff and Secretarial	0.00	-15,000.00	-15,000.00
Office supplies, Rent, Accountant, Postage	0.00	-15,000.00	-15,000.00
Sales Tax Expense (cost of goods sold)	0.00	-1,100.00	-1,100.00
Telephone (Internet)	0.00	-3,800.00	-3,800.00
Bank Fees	0.00	-2,400.00	-2,400.00
<b>Total</b>	<b>0.00</b>	<b>-107,550.00</b>	<b>-107,550.00</b>

Board & Committee	Income	Expense	Net Income
Travel & Expenses	0.00	-15,000.00	-15,000.00
Board/Committee/Strategic Plan/Ballot	0.00	-12,000.00	-12,000.00
Miscellaneous/Education/ Lawyer/Duns/Insurance	0.00	-4,000.00	-4,000.00
Marketing/ Web Design	0.00	-11,500.00	-11,500.00
Legislative	0.00	-5,000.00	-5,000.00
<b>Total</b>	<b>0.00</b>	<b>-47,500.00</b>	<b>-47,500.00</b>

Donations	Income	Expense	Net Income
Donations and TREE Fund	2,400.00	-13,400.00	-11,000.00
MUTCF	13,000.00	-11,000.00	2,000.00
<b>Total</b>	<b>15,400.00</b>	<b>-24,400.00</b>	<b>-9,000.00</b>

Membership	Income	Expense	Net Income
Dues-In	52,000.00	0.00	52,000.00
Newsletter	5,000.00	-7,000.00	-2,000.00
Publications	9,000.00	-9,500.00	-500.00
Tradeshows	0.00	0.00	0.00
<b>Total</b>	<b>66,000.00</b>	<b>-16,500.00</b>	<b>49,500.00</b>

Totals: 350,900.00 363,675.00 -12,775.00



# Implementing Human Performance Tools *by Tim Ayers*

Have you ever heard of human performance tools? If you're in the tree care industry, for the most part, I would doubt it. They just aren't talked about in our trade, so far. Why do you suppose this might be? Maybe you need a description of these tools before determining you don't use them. We know we communicate, but how well are we doing this? Maybe we use them, but we don't use them well.

Human performance tools are basic communication skills that when used effectively, will help reduce error potential. This is done through precise verbal communication, following specific written expectations and by creating intentional pause to evaluate your own actions prior to execution, naming a few characteristics.

Human performance tools are discussed and trained frequently in nuclear work environments,

but apparently very few others. A search of the web shows little discussion taking place within other professions. Aviation and military are also users of these tools, but it seems not near the extent as in the nuclear profession.

I was involved with an effort to begin implementation in the electrical transmission and distribution industry beginning back in 2003. This occurred as a result of some leadership personnel transferring over from nuclear and becoming aware of incidents that could easily have been prevented with the use of human performance tools. Use of the tools is closely associated with preventing significant risk. If you think of the fields mentioned previously, you can easily identify significant risk.

Imagine poor communication that results in a nuclear incident. The amount of lives affected could be quite large. It is well documented that

*(continued on page 7)*



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# Trust Me, It Will Be Okay! *by Steve Ludwig*

When my middle child, Jared, was about four years old, he came down with an ailment that required the beloved antibiotic penicillin. He was very tired, and very cranky from being ill, and the last thing he wanted was some chalk based, imitation flavor-infused, tube spoonfull of scientific grandeur. After much encouragement from his lovely mother regarding how much better it would make him feel, I finally uttered the punctuating words, "Trust me, it will be okay." Relying upon his Dad,

his closest and most trustworthy companion, Jared did just what I wanted him to; he drank the solution to all of his problems. Problem was, this was the night we found out he was allergic to penicillin. After the hives, the swelling, and the further misery of an otherwise joyful boy, we did what the doctor recommended and attempted to give him an even lovelier concoction of

purple liquid which promised to alleviate the misery given to him by the concoction that was supposed to alleviate his misery in the first place. Still poised, I muttered "I know you took a leap and trusted me on the last stuff you didn't want to take, but this stuff will make you feel better from the last stuff that was supposed to make you feel better, TRUST ME, IT WILL BE OKAY!" After much encouragement from his lovely mother, he conceded, and consumed the antidote. He promptly threw up all over me.

It's interesting that I felt so confident in the information I was relating to my impressionable young man. Unfortunately, the only thing I taught him was, that when someone tells you it's going to be alright, even someone you trust dearly, it's okay to look at them a bit sideways and think, "Are you sure?"

There is currently a State of Illinois Resolution (SR 1029) assigned to the agriculture and conservation committee which urges all towns within the State of Illinois to evaluate their emerald ash borer manage-

ment policies. I encourage you to read it. With references to the major university studies, the Society of Municipal Arborists (of which I am a proud member) position paper (the paper is excellent), and the International Society of Arboriculture's (of which I am a member) support thereof, the resolution proclaims that treatment is now effective and advocates that conservation of the urban ash canopy is the most prudent and practical management option

in addressing the emerald ash borer disaster. Admittedly, I am assured the intent of the resolution being proposed is in good faith as an encouragement to communities to continue to contemplate their options and to be ever vigilant in considering evolving solutions to managing this pest. A couple of things stick in my wicket relative to the claim, though.



Firstly, we are all aware that chemotherapy medicines are considered effective in treating cancer, but the reality is that, very often, we suffer a tragic loss. The effectiveness of medicines, over and over, cannot live up to the hope we put in to them. While the EAB chemical science looks promising, at my stage in the game (fully infested) the proposed resolution will do nothing but confuse the elected officials, potentially cause the waste of constituents dollars on trees that are past the point of conserving, and undermine my very hard work as a local professional. All of these studies, papers, and politicians are supposed to support me as the front line guy, which I think they strive to do, but the way this resolution is worded, it has the potential to make the big decision makers (who may choose not to be intimate with the subject) discard the reconnaissance I have done on the issue and run down the road to wasteful spending and liability creation. Two things I have fought very hard to avoid.

Secondly, to claim treatment is the most prudent

*(continued on page 17)*



## Implementing Human Performance Tools *(cont. from page 5)*

this has occurred during some of the more significant nuclear disasters. Some of these have even been in our own country. Three Mile Island is one very prominent U.S. example. Poor communication has been a dominant theme with many airline disasters. A check on the web also reveals planes have crashed into swamps, mountains and hillsides solely because of poor communication. Many lives were lost in these incidents. None of these losses had to occur. Use of the tools has prevented countless tragedies since implementation.

So now back to the tree care industry. Don't we have a potential for significant incidents? Although we are not likely to cause harm to whole nations or an airplane full of people, we have experienced disaster. Disasters come in many sizes. Anytime someone loses their life because of a work related incident, we likely call that a

disaster. We read almost weekly of how dangerous our trade is and that lives have been lost.

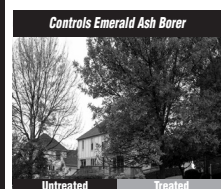
We have the distinct potential to impact numerous people because of a mistake, right? Consider the use of a crane to lower large sections of a tree over a house, or addressing storm related tree damage around electric wires. If you think of these, we have definite potential for experiencing significant impact.

Why don't we intentionally use human performance tools when doing tree work? It's likely that we're just unaware of them. We haven't had much exposure to such language or tools. It seems like this discussion has been centered on trades with much higher perceived risk. We clearly have potential for significant risk. Maybe it's time we have the discussion. This could be a way to increase our efficiency as an industry.

*(continued on page 15)*

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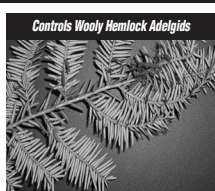
Prevents Anthracnose



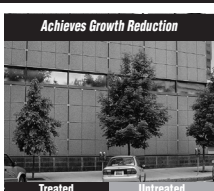
Controls Crabapple Leaf Disease



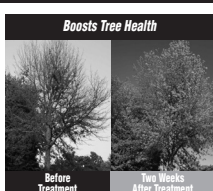
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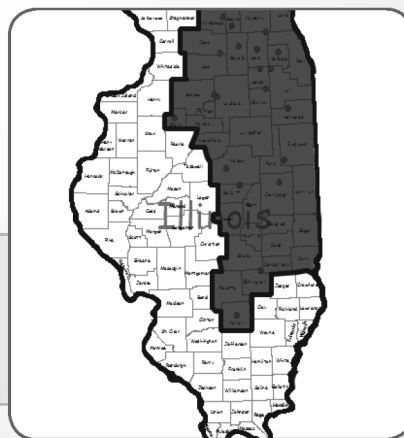
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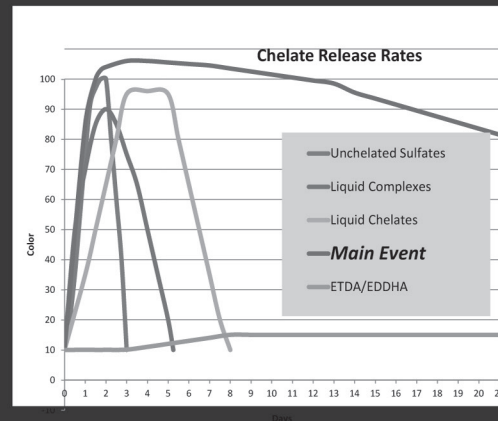
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# Join the IAA Certified Arborist Online Directory

Spring...the birds start singing, the trees leaf out, and the Illinois Arborist Association's phone starts ringing with residents concerned about their trees. We refer them to the IAA website to locate a certified arborist within their area and always suggest that they ask to speak to someone on staff that is certified and to call more than one company.

If you are a company that employees certified arborists, please fill out the form below, and fax it to April Toney at the IAA Office (262) 857-6677 to get your company listed on the IAA website.

If you are already listed on the IAA Online Directory, please periodically check your listing and inform the IAA of any updates.

If you have any questions, give April a call @ 877-617-8887.

☐ Yes, I would like to add my company to the IAA Certified Arborist for Hire Online Directory

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Website \_\_\_\_\_

Names of Certified Arborists \_\_\_\_\_

Certification Numbers \_\_\_\_\_

ISA Numbers \_\_\_\_\_

Customers often want to know which companies will perform a specific service. Please select the categories that apply to help specific audiences such as homeowners, municipalities or contractors.

☐ Tree Pruning

☐ Tree Planting and Moving

☐ Tree Fertilization

☐ Tree and Stump Removal

☐ Cable, Bracing, and Lighting Protection

☐ Insect and Disease Diagnosis and Control

☐ Consulting and Appraisal

☐ All of the Above

Some customers need to know in which counties a certified arborist will work. Please list which counties you provide services. If your list includes Cook County, specify north or south.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# 2013 Strategic Plan

## Training

**Aerial Lift/Climber Specialist:** Run a “Train the Trainer” class and exams.

**Champions:** Don Roppolo, Eduardo Medina, and Mark Duntemann

**Amount requested:** \$6000

**SAWW or Stihl Training:** Stephanie Adams will look into the differences between the two programs. Once we identify which one is better, we will run the training in 2013.

**Champion:** Stephanie Adams

**Amount requested:** \$1500

**Run “Hands on Training”** on a regular basis at the IAA conference. Also, run FA/CPR, Aerial Rescue, and EHAP. To be held at Glenwood Tree Experts place for \$1 per year.

**Champions:** Stephanie Adams, Peggy Drescher, Eduardo Medina, Grant Jones, Mark Duntemann, April Toney.

**Amount requested:** \$1

**Create a Spanish version for all strategic plan topics e.g., climbing, rigging, felling, safety.** Make small videos of these.

**Champions:** Eduardo Medina, April Toney

**Amount requested:** \$0

**IAA and TCIA will work together on programs for commercial companies.** Peggy will help the program committee integrate TCIA topics into the annual conference agenda as well as providing stand-alone programs.

**Champion:** Peggy Drescher

**Amount requested:** \$0

**Evaluate the Advance Training program and make changes if necessary.**

**Champions:** Mark Duntemann, Grant Jones

**Amount requested:** \$0

**Create short educational videos to cover the basics.** Videos can be used for on-line education for industry people or for the public and placed on YouTube.

**Champion:** April Toney, Chad Toney and Christine Esposito

**Amount requested:** \$500

**Host a Plant Health Care Training program.** Either revamp the Advanced Training program or offer a stand-alone PHC training.

**Champions:** Mark Duntemann and Steve Ludwig

**Amount requested:** \$0

**TRAQ—“Train the Trainers” and run the Tree Risk Assessment Qualification.**

**Champions:** Mark Duntemann

**Amount requested:** \$3000

**Host a Summer Conference at Allerton House.**

**Champions:** Stephanie Adams and Bill Vander Weit

**Amount requested:** \$0

**Total Training Funds Requested:** \$11,001

## Marketing

**Market the use of the IAA logo to members for printing on business cards, ads, utilize on websites and in literature.**

Write a newsletter article about using the logo to promote your company’s professionalism. Create “printable” Arbor Day tags to be used with seedlings or with planting information. Create a large “cling” of logo to be used on member vehicles.

**Champion:** Steve Ludwig will write newsletter article about using IAA logo.

**April Toney** will create Arbor Day tags and large decals of logo for vehicles.

**Amount requested:** \$1000

**Partner with other organizations like APWA to provide training webinars to larger groups.**

**Champions:** Peggy Drescher, Mark Duntemann, Reinee Hildebrandt, April Toney

**Amount requested:** \$0

**GIS Training**

**Champion:** Mark Duntemann

**Amount requested:** \$0

**Consumer FAQs on website, or snippet video’s.**

**Champions:** Steve Ludwig and April Toney

**Amount requested:** \$0

# 2013 Strategic Plan

**Specialty License Plate to raise training funds for the Chapter.**

**Champions:** April Toney and Jenni Purdue

**Amount requested:** \$0

**Total Marketing Funds Requested:** \$1000

## IAA Outreach

**Keep IAA logo on CTI posters**

**Recommend we partner with the DNR and US Forest Service by IAA helping run Tree City USA and Strike Team initiative.**

**Champions:** Mark Younger and Reinee Hildebrandt

**Amount requested:** \$0

**Provide nurseries copies of "Under the Canopy" and/or ISA brochure wholesale or retail.**

**Champion:** Katie Runyan

**Amount requested:** \$0

**TREE Fund Fundraiser: Beer/Wine Tasting Event.**

**Champion:** Mark Duntemann and Katie Runyan

**Amount requested:** \$4000

**Total Outreach Funds Requested:** \$4000

## Legislative

**Update the wrongful tree-cutting act because it is misinterpreted for use with landscape trees.**

**Champion:** Mark Duntemann

**Amount requested:** \$0

**Create a utility law to provide more control over vegetation in easement.**

**Champions:** Cal Williams and Mark Duntemann

**Amount requested:** \$0

**Define a co-owned tree.**

**Champion:** Mark Duntemann

**Amount requested:** \$0

**Create a Specialty License Plate to create funds for IAA.**

**Champion:** April Toney

**Amount requested:** \$0

**Look into the 4% Wood Harvest Fee. Make members aware of this fee so they are not in violation of the law.**

**Champion:** Reinee Hildebrandt

**Amount requested:** \$0

**Total Legislative Funds Requested:** \$0

## EAB

**Post a replanting guide with a link to the Green Industry Association on the IAA website.** Or a link to nurseries that contribute to the guide.

**Champions:** Stephanie Adams and April Toney

**Amount requested:** \$0

**Provide homeowner education outside of suburbs.** Public television, papers, radio. When homeowner Associations contact IAA will then send a representative to present on EAB options for treatment, removal and replanting.

**Champions:** Mark Simon, Stephanie Adams, and April Toney

**Amount requested:** \$0

**Provide EAB educational session for municipalities.**

**Champions:** Mark Simon, Stephanie Adams, and April Toney

**Amount requested:** \$0

**Total EAB funds requested:** \$0

**Total strategic plan funds requested: \$16,001**





## “The Best & Only Tree Care Resource You’ll Ever Need”

Please visit our new, industry leading website at  
[www.treecarechicago.com](http://www.treecarechicago.com)

Contact Kevin Spiller anytime at 630.903.5240 or via email at [kevin.spiller@natseed.com](mailto:kevin.spiller@natseed.com)

## Need CEUs?

Stay on top of current issues in urban forestry by attending our **FREE** NEMF and NWMF meetings. You do not have to work for a municipality to attend! **Anyone** involved in the tree industry is welcome. Each meeting is worth 2 CEUs for those members who are certified.

Typically, we allow 15 - 30 minutes for "open-mic" affording all in attendance to ask questions of the group as a whole, talk about new programs or just vent. The program ends with lunch beginning at 12:00pm.

Registration is between \$5-\$12 and the cost is to cover lunch. Receipts will be given upon request. In an effort to help us determine set up as well as improve the process of ordering food, please RSVP. This indicates your intention to stay for food and payment is expected at the door. If you are only interested in the talk and do not intend to participate in the lunch, the registration fee will be waived, provided you state so at the time of RSVP.

Comments/suggestions about future talks are always welcome. Additionally, we are always looking for new communities to host the luncheons and sponsors to provide lunch. Please e-mail April Toney at [iaa@wi.rr.com](mailto:iaa@wi.rr.com) if you are interested.

For more information on dates and locations, check out our calendar on page 23 or visit the IAA website [www.illinoisarborist.org](http://www.illinoisarborist.org) for a complete listing.

# Implementing Human Performance Tools *(cont. from page 7)*

Although the term Human Performance Tools sounds big, the tools themselves are actually quite simple. In order to keep this discussion basic, we will look into just five of these communication tools. We will focus on; 3-part, 24-hour clock, job brief, peer check and self-check.

3-Part communication is typically best used when you need to transfer or convey specific information. Key elements include; identification of the message sender, the message itself and a message recipient. Use of the tool requires verbally providing the message, confirming receipt of the message and then affirmation that it was received correctly. The most simplistic example would involve exchange of an address.

The 24-hour clock focuses on designating each hour with a distinct number, rather than separating morning from evening into 12 hour segments. We begin just after midnight and the first hour is known as zero-hundred. The first hour after lunch is 1300 and each consecutive hour after builds up to 2400 at midnight. This is commonly known as military time. Use of this tool will eliminate confusion between morning and afternoon times.

Job brief involves the act of initiating a documented discussion just prior to any task. This tool is more commonly used than others, but still requires much growth by our trade. Similarly, the act of conducting formal job briefs was nearly unheard of prior to 2003 in the electrical industry. The concept involves looking over various risks you will likely encounter and implementing barriers known to protect you from that hazard.

Use of a written document helps management track if these risks are at least considered when conducting a job brief. While many people still believe they can just go ahead without a pre-job discussion, many people have noticed great benefits from better group planning and individual involvement. In my mind, the perfect job brief document would start with a blank sheet of paper and the crew would capture everything themselves. Yet, since most of us need prompting and reminders, a document with pre-scribed inspiration is generally necessary.

Peer-check and self-check are nearly similar tools. Peer-check requires you to involve a fellow worker on the job site in your decision just prior to taking action. This could provide an opinion from a second set of eyes that would help you see things you may have overlooked. Similarly, self-check is used when you don't have the support of a peer, but you check your steps. The act of self-checking requires you to pause just prior to taking action and reviewing available information. Often times this works best if you talk out loud to yourself, or maybe walk away from the task and take another look to evaluate risk.

Now that we've very briefly discussed five basic human performance tools, we'll see how implementing them will make a difference. Let's imagine that your company has been working a large project involving removal of many trees in a large subdivision as a result of an Emerald Ash Borer infestation. The job is basically complete and you are working on the punch list. The salesman doesn't get his commission until the job is billed and the company paid. The customer has provided a list of two trees not yet removed, a pile of brush to load and a cluster of three stumps that needs to be ground before a particular date.

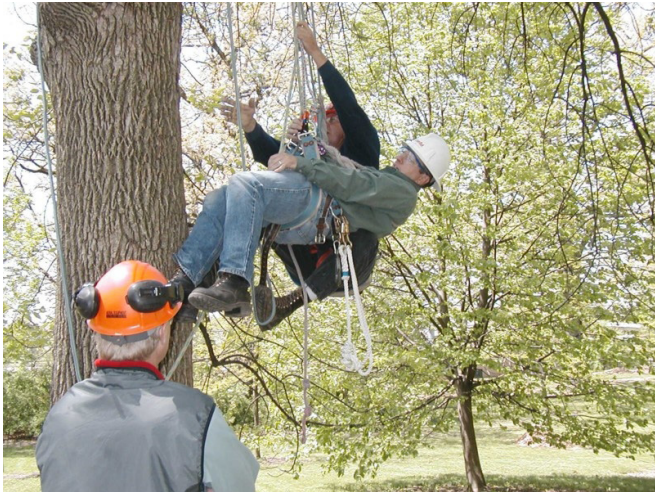
Our example works whether communication is to the customer or the crew. Let's pretend the company salesman is meeting with the customer on the job-site. Since we are already working on missed items on the punch-list, we need this meeting to go well. Some things we need to establish up-front is the meeting location and time. Depending on the neighborhood, this could involve similar addresses separated by north-south designations or street names that sound very similar. The meeting time is critical. Salesmen have the potential to start very early and work late into the day. This would mean that the hours of 5 through 9 could easily be confused. With these factors in mind, what tools help define the meeting?

While use of the 24 hour clock would clearly be helpful, we can't expect the customer to use it. That doesn't mean you can't use the tools. Maybe use will satisfy your own scheduling purposes. Of course, it can't hurt to let your customer know that you understand the meeting timing based on the 24 hour clock. Imagine if the customer says, "I'll see you on Monday at 6 O'clock", and you clarify, "I understand we will

*(continued on page 20)*

## Illinois Tree Climbing Competition

Come out and cheer our climbers as they take to the trees to win the 2013 Illinois Tree Climbing competition at Cantigny. The competition begins at 8:00 am on May 11th. The climbers will compete in 5 events to see who makes it to the Master's Challenge. The winner of the Master's Challenge will represent the Illinois Chapter at the ITCC in Toronto this year. Attendance is free!



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## Benefit of Membership by Steve Ludwig

Did you know that the Illinois Arborist Association (IAA) is the premier organization representing forestry professionals in the State of Illinois? As a member, you not only benefit from the abundant support and education provided by the association, you are also entitled to use the IAA logo to promote your professionalism. When you become a member, you commit yourself to professionalism. When you commit to professionalism, use of the IAA logo proudly affirms that commitment. Whether on company literature, your business cards, or posted on your company vehicles, use of IAA logo is just another great benefit of membership.





# Trust Me, It Will Be Okay! *(cont. from page 6)*

and practical management option is a blanket statement that does not take in to consideration the many variables faced by communities. If I only have three hundred ash trees and all of them are less than four inches in diameter, is it really prudent and practical to treat them? Why not move on without the long term liability of chemical addiction? Is it prudent and practical if my community is underwater financially, but I have labor and equipment to cause tree removal, but not the funding for chemical treatment? I am not trying to be antagonistic, but what I am getting at is that every community has incredibly varying circumstances and to propose a resolution that insinuates (whether intended or not) that my professional decisions are unprofessional, without considering my individual circumstances, poses to cause communities more harm than the good it intends to do.

If I were a resolution writer it would be very simple:  
Resolution SL 2013:

"EAB management plans for each community should be based upon their individual circumstances, ash tree populations, and resources. Communities should be aware that there are many management options for successfully addressing this invasive species, and the use of these options should be carefully considered, and regularly reviewed by a trusted tree profes-

sional whose charge it is to make decisions in the best interest of the local citizens."

All in favor?

I apologize if I sound bunchy. It just seems that sometimes when we look so closely at what we perceive as a good, we miss the adverse effects located in the bigger picture. I am grateful for the SMA, the ISA, and the many good universities and colleges supporting our work. I am grateful for those individuals who vigilantly pay attention to our elected officials as part of the IAA legislative committee. If you find you are looking for a way to get involved, IAA is looking for assistance and suggestions in how best to keep our finger on the pulse in Springfield. Please contact April at the office if you are willing to serve the association in this way.

In closing, I can only relate the simple things I have learned; if you are the closest and most trustworthy companion, please be very careful when you utter the words, "Trust me, it will be okay." If you are the tired and cranky person who needs a solution to all of your problems and someone says, "Trust me, it will be okay," it's okay to look at them a bit sideways and think, "Are you sure?"

As always, thank you for your efforts in our good work.

## Summer Conference at Allerton Returns

The IAA Summer Conference is back at Allerton Park in Monticello. Be sure to mark your calendars for June 6th and 7th. The conference will offer approximately 10 CEUs. Additional information will be posted on the IAA website as made available.

Allerton is a wonderful place to attend a conference. The property comprises 1,500 acres of woodland, riparian and prairie areas, a Georgian-inspired manor house and reflecting pond, several secondary lodging facilities, a 10-acre meadow, formal sculpture gardens, and interpretive and primitive hiking trails.



Allerton Park and Retreat Center

# Want to Grow Your Business?

You could spend weeks traveling to schools in the Midwest to find quality summer help and full-time employees, but we are bringing the students to you, saving you time and money. Talk about cheap recruiting - \$250 gets you dinner for two of your company representatives (additional dinners available at \$50 each – the more the merrier), along with a table to display your company information and paraphernalia. Enjoy dinner, network with students, and if you aren't careful, you just might find your next employee(s).

The Midwest Urban Tree Care Forum (**MUTCF**) presents some of the many facets of urban forestry and urban tree care by looking at sites, projects, and programs of tree care industries, municipalities, and agencies in the Chicago area. Students from Midwest colleges attend to see the career opportunities on display and well as to talk to potential employers. Take this opportunity to come have dinner and network with the students. Cost for dinner with the students is \$50.

**When:** April 12, 2013

**Time:** 6:00-9:00pm

**Cost for Dinner:** \$50

**Location:** Hilton in Lisle, IL

**RSVP:** April Toney at [iaa@wi.rr.com](mailto:iaa@wi.rr.com) or 877-617-8887

Interested in having a career table? \$250 gives you a table for your displays and dinner for 2 people. You also get 5-10 minute presentation after dinner.

Would you like to donate a raffle prize? Contact April

**Deadline for registration:** April 1, 2013

Mail completed form with check or money order (payable to Illinois Arborist Association) to:



April Toney, Executive Director  
Illinois Arborist Association  
PO Box 860  
Antioch, IL 60002



**Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Total Payment \$:** \_\_\_\_\_

Check (payable to Illinois Arborist Association)

**Credit Card** (please check)



**Purchase Order #:** \_\_\_\_\_



**Card on Card:** \_\_\_\_\_ **Expiration:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

# IAA Arborist Certification Class and Exam

**Are you a certified arborist? Are you looking to become a certified arborist?**

The Arborist Certification prep classes are provided by the Illinois Arborist Association (IAA) to assist in preparing for the International Society of Arboriculture (ISA) Certified Arborist exam. The Certified Arborist recognition is given by the ISA to those who (1) meet the eligibility requirement for admission to the exam (including 3 years experience in Arboriculture or 2 years with a two or four year degree in a related field), (2) successful completion of the exam and (3) maintain the necessary number of continuing education units to recertify after three years.

**Downers Grove Public Works Dept.** in Downers Grove, IL. Classes start on September 16 and run for ten Monday nights from 6:00-8:30pm (not consecutive)



**Select location:** ☐ Downers Grove

Please check what you would like to sign-up for

	Member Rate	Non-Member Rate
Membership Dues	<input type="checkbox"/> \$175.00 (ISA & IAA)	<input type="checkbox"/> \$0.00
Workshop Series	<input type="checkbox"/> \$125.00	<input type="checkbox"/> \$225.00
Study Guide & ANSI Z-133	<input type="checkbox"/> \$95.00	<input type="checkbox"/> \$125.00

Membership discounts are available to those who are active members in both the International Society of Arboriculture and the Illinois Chapter. Membership dues may accompany this registration and will entitle you to the discounted rates.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

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Name on Card: \_\_\_\_\_ Check #: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Purchase Order#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## Very Important!

Students must register separately through the ISA to be eligible to take the exam. Fees for the exam must be paid directly to the ISA. ISA must receive the exam application and applicable fees no later than 12 business days before the exam date. Exam fees are \$150 for members and \$250 for non-members. Exam applications are available on the IAA and ISA websites. IAA office will e-mail you the link to the exam application with your registration confirmation letter and we hand them out the first night of class as well.

## Implementing Human Performance Tools *(cont. from page 15)*

meet at 1800 hours on Monday.” While this could cause some questioning by the customer, it could end up clarifying that they actually expected to see you at 0600 hours instead. It will also drive use of 3-part communication by requiring confirmation that the message was understood.

Now imagine using the tools with your field crews. As you review the work for today with your crew leader, you use the human performance tools. This could involve discussion of the work address. You mention the work is located at a particular address and your crew leader simply says, “OK”? This is when you need to ask for a verbal repeat back. Use of this tool will help you know if the crew leader understands the job is at the south end of town, rather than on the north end. Talking about the three different tasks and what’s to be done at each location will also provide benefit through repeating instructions and individual confirmation that they are correct.

Once on the job-site, your crew leader can continue to use the tools during job briefings, work assignments and throughout the day. They can also use them when letting you know what was accomplished on-site. Job brief provides your crew members a voice in the on-site planning of a task. While the crew leader is expected to provide a verbal task overview, the object is to get the entire team on the same page. Ideas from other members of the team could be just the peer-check that was needed to notice an unanticipated risk.

While peer-check will come in very handy when you are getting ready to cut a large limb and you need to know if it will fall as expected. You simply ask your co-worker to look over the situation and provide feedback. You don’t always have someone close enough to gain their critical insight. This is when self-check

becomes necessary. This may require you to move into another position and re-evaluate conditions. It is critical that when using these tools, that you stop just prior to the action. Typically the action is one that once taken, there is no going back. In other words, consequence you can’t afford.

While going to the wrong side of town or dropping a limb incorrectly doesn’t always end in unaffordable consequence, every mistake has a cost. The examples we’ve discussed are simple, but we know you have communications daily that are much more intricate. When determining if the tools are necessary for your work, you are deciding how professional you want to be perceived and how important it is to create additional efficiency. Making mistakes is inherently human, but they are not a required outcome. You can eliminate a good portion of your failures by using these tools.

Use of the tools typically starts at the top. As a leader in your company, you can’t expect employees to use them unless you do so. This means you need to model use of the tools for them. If you were unfamiliar with the tools before reading this article, you can assume employees are new to them as well. This means you shouldn’t walk onto a job site without getting someone’s attention and asking for a briefing. You also need to verbally repeat back addresses, times and instructions when the situation dictates. Although it will take time and persistence, it won’t be long before you see the benefits of clearly communicating with coworkers.

## Judges needed for Illinois Tree Climbing Competition

Judges are needed for our upcoming tree climbing competition. This year’s competition is back at Cantigny in Wheaton on May 11th. We are also looking for volunteers to help with the setup on May 10th. There will be CEUs awarded for volunteers. Kramer Tree Specialists will be providing lunch, which is complimentary for judges and timers of this event. If you would like to volunteer, please contact April at the IAA office (877-617-8887) or via e-mail [iaa@wi.rr.com](mailto:iaa@wi.rr.com).





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Bryan Moller | President  
Four Seasons Tree Care, Vista, CA  
Accredited since 2009



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- ▲ Increase profits and reduce insurance rates and other costs

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– Accreditation program statistics 2010

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# IAA Calendar of Events

**February 21, 2013** (10:00am-12:00pm)

**Speaker:** James Kringer, of the City of Milwaukee

**Speaker:** Craig Bergmann, ASLA, proprietor, Craig Bergmann Landscape Design

**Cost:** \$49 Non-member; Members receive 20% discount

**Location:** Mt. Prospect Public Works

**Topic:** *How do you take a much-loved, older garden and return it to its former glory—while incorporating the dreams of the current owner?*

Local landscape architect Craig Bergmann will take you through the restoration process, and give you the back story to some of his design projects, such as the House of the Four Winds in Lake Forest, an Iowa "Maytag" estate, and his own garden.

To register call 847-835-8261 or visit

[www.chicagobotanic.org/school/symposia/](http://www.chicagobotanic.org/school/symposia/)

**February 28, 2013** (Depart 7am, bus returns 6pm)

*NWMF Meeting*

**Speaker:** TBD

**Topic:** Tour of the Vermeer Plant in Pella, IA.

**Location:** Park at 3300 5th Ave Moline(public pool parking lot). The Vermeer plant is located at 1210 E Vermeer Rd, Pella, IA.

**Cost:** \$5-\$7 for Dinner (no cost if not eating)

**Please RSVP:** April Toney at [iaa@wi.rr.com](mailto:iaa@wi.rr.com)

The Vermeer plant is located in Pella, IA which is three hours from Moline. We have arranged for a bus to pick everyone up at the public pool in Moline. The pool is located at 3300 5th Ave. We anticipate the tour to take three hours not including the time for lunch. Bus will return to the pool parking lot around 6pm.

**CEUs:** 2

**March 18, 2013**

Arborist Certification Exam

**Location:** Downers Grove Public Works Department.

**April 12-15, 2013**

Midwest Urban Tree Care Forum

This event has been extended to three days.

College students from all over the Midwest gather to learn about the many different facets of urban forestry.

**Location:** Various sites throughout northern Illinois including one day downtown.

**May 11, 2013**

Illinois Tree Climbing Championship

Attendance at this event is free.

**Location:** Cantigny in Wheaton, IL.

**May 20, 2013**

Arborist Certification Exam

**Location:** Downers Grove Public Works Department

**June 6 & 7, 2013**

IAA Summer Conference

**Location:** Allerton House in Monticello, IL.

**July 22, 2013**

Arborist Certification Exam

**Location:** Downers Grove Public Works Department

**September 9, 2013**

Arborist Certification Exam

**Location:** Downers Grove Public Works Department

**September 16 - November 18**

Arborist Certification Workshop

**Location:** Downers Grove Public Works Department.

**October 22 & 23, 2013**

IAA Annual Conference & Trade Show

**Location:** Tinley Park Convention Center.

# Illinois Trees



## Inside this Issue

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Implementing Human Performance