



THE CONNECTICUT ARBORIST

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Connecticut Tree Protective Association, Inc.

Winter 2015-2016

CTPA Annual Meeting is Around the Corner - January 21st

CTPA's Annual Meeting will be held on Thursday, January 21st at the Aqua Turf in Plantsville. This year there is a strong line-up of speakers, along with a slight change of pace. There will also be, of course, the always dynamic trade show and the excellent Aqua Turf hospitality. It will be a very good meeting.

The Annual Meeting is also the venue for the CTPA's annual Business Session, during which the Association hears reports on the activities of the past year, elects its officers and directors, and participates in a discussion of proposed new efforts within the Association. This year, CTPA does have a major new initiative to announce - but, first, an overview of the meeting.

The Business Session

The day begins with the Business Session. Following the election of officers and directors, the committee chairs will each have available a short summary of what each committee has accomplished over the year, and the Secretary-Treasurer will report on the finances of the organization.

The second half of the Business Session is traditionally turned over to a discussion of issues of importance to members. This year, the Association will introduce representatives of CEL, a marketing firm with a strong track record in support of tree-related outreach programs. CTPA has signed a contract with CEL to develop a marketing campaign in support of the arborist license. Details regarding this

initiative are given in an article on page 3 of this newsletter. Members are encouraged to attend this Business Session to learn more about this initiative, including how they can help. Member feedback is very important to the representatives of CEL. Also, the success of this initiative will depend upon member support.

The First Speaker

Following the Business Session, the first speaker will be Tom Worthley of the University of Connecticut. Tom is Assistant Extension Professor with the UConn Cooperative Extension Service and the University's Department of Natural Resources and the Environment. He is well-known throughout forestry and natural resource circles in Connecticut. A natural teacher, Tom is always at home in front of a group of students, in the classroom and, especially, in the field, as he leads classes in Forest Ecology, Management and Dendrology. Tom has written a number of scholarly articles and is closely involved in the management of the UConn Forest.

The title of Tom's talk is "Portable Sawmills - Opportunities and Challenges in Connecticut." Portable sawmilling and increasing the opportunities for the use of Connecticut-grown wood are two topics towards which Tom and UConn have devoted a great deal of their efforts. This focus on increased wood



Professor Worthley contemplates the next move for his team as they prepare to saw into lumber a high quality black cherry log harvested at White Memorial in Litchfield.

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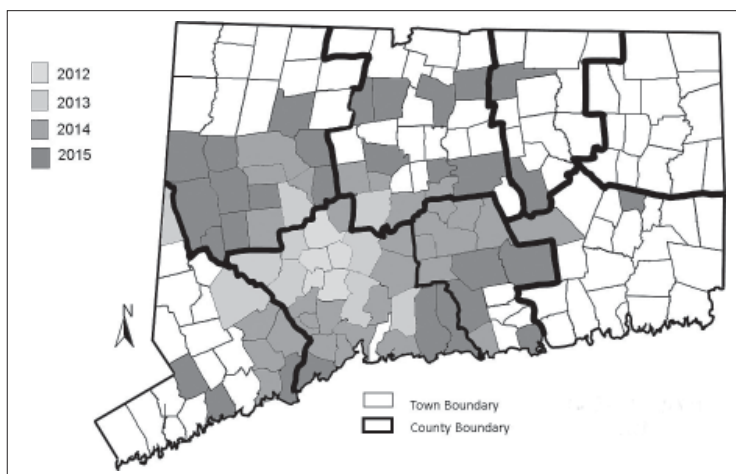
CTPA Annual Meeting, January 21, 2016 - The Aqua Turf, Plantsville, CT

CTPA Updates: New Office, EAB, Awards and Tree Warden CEU's

CTPA has moved its office to 60 Church Street in the Yalesville section of Wallingford. This new location, on Route 68 near Route 5, provides lots of space for CTPA's to use for an office, storage and a classroom.

The class space at the new facility will allow CTPA to provide a home for Arboriculture 101 classes, as well to host workshops and seminars.

With a multi-year lease, CTPA expects that it will find many opportunities for the use of this new office and classroom space.



Map of the extent of the known emerald ash borer infestation in Connecticut, as of December 14, 2015. This map is courtesy of Dr. Claire Rutledge and the CT Agricultural Experiment Station. A color version can be found on-line at www.ct.gov/deep/eab. 77 towns out of 169 are known to have EAB.

CONNECTICUT TREE PROTECTIVE ASSOCIATION

PO Box 1946
Wallingford, CT 06492
203-484-2512
fax: 203-793-7824

PRESIDENT
Rich Mitchell

VICE PRESIDENT
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*We advance the care of
Connecticut's trees.*

Newsletter Staff and Editor
Chris Donnelly

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Association

CTPA's Web Site - www.CTPA.org



George Mellick of Shelter Tree receives the Arborist Citation award at the 2015 CTPA Annual Meeting. The presentation of awards are a major aspect of the Annual Meeting. The Arborist Citation is presented annually to a non-member who has contributed exemplarily to the care of Connecticut's trees.

New Tree Wardens Association Certification Program

The Tree Wardens Association of Connecticut (TWAC) is in the process of rolling out a new certification initiative, called the "Advanced Tree Warden Certification Program". Under this initiative, individuals qualified to be tree wardens through the TWAC Tree Warden School or by being a licensed arborist will be able to claim advanced certification by accumulating a required number of educational credits. Full details are available on the TWAC website: www.cttreewardens.org.

Individuals interested in participating should register with TWAC and begin collecting ceu's towards completion of the requirements for this designation. Properly recorded registration forms or credit slips from meetings will usually serve as sufficient documentation towards ceu's.

CTPA Marketing Campaign - A New Approach to Unlicensed Tree Work

Over the years, CTPA has tried various means of addressing the issue of unlicensed tree work. Efforts have been made involving increased enforcement, better ways to display the arborist license, one on one contact with unlicensed tree workers, and direct conversations with clients – all to mixed and limited success.

Now, CTPA is engaged in a bold, new approach. At the end of 2015, the Association contracted with CEL, a marketing, public relations and design firm out of Minneapolis, in an effort to raise broad public visibility regarding the value of the arborist license to tree owners. The marketing approach/campaign CEL is developing for CTPA will be unveiled at the CTPA Annual Meeting, during the morning Business Session. All CTPA members are encourage to attend.

CTPA began this marketing effort by meeting with CEL at CTPA's new headquarters in Wallingford. CTPA's board members, who represent everything from licensed arborists from small and medium sized tree care companies, to consulting arborists, utility arborists, tree care equipment suppliers, tree wardens and government, sat down and discussed with CEL just what they saw as being essential to this campaign. Much of the discussion centered around the several ways in which the arborist license creates value and the means by which that value can be communicated to potential clients and the general public.

With respect to tree programs, CEL is a widely known and highly successful marketing firm. CEL is probably best known for their "Trees Pay Us Back" campaign. This campaign, done for the purpose of promoting greater recognition of the value of trees, makes use of large 'price tags' hung on trees that list the dollar value of the annual benefits that come from that individual tree. In the initial release of this campaign, these price tags were hung on Arbor Day, on trees all around the Minnesota State Capitol, to impress upon the legislators the importance of trees and to give them an understanding, in dollars and cents, of the benefits provided by those trees that they pass by every day that they are at the Capitol.

Other CEL campaigns include 'Kentucky Roots', geared towards encouraging Kentuckians to recognize the importance of trees as well as the need for properly caring for trees, 'Minnesota Roots' and 'Hooked on Trees'. That last campaign was requested by Minnesota's ISA Chapter. Any marketing campaign is a multi-stage process. CTPA is only at the initial stage of campaign development with CEL. In order for this campaign to succeed, the Association will need the input and involvement of CTPA members. It will also need, very likely, additional financial support from Connecticut's tree care companies.

To learn more, attend the Business Session beginning at 8:30 am on January 21. It is the first thing on the agenda at the CTPA meeting. Representatives of CEL will also be in attendance throughout the day to meet with attendees and to hear your feedback and ideas regarding this campaign.

CTPA's Board Members are excited by this marketing campaign. There is no guarantee that it will be the silver bullet solution to unlicensed tree work, but we do expect it to raise the bar significantly regarding public recognition of the arborist license and create a greater sense of the value of professional tree work. Other efforts, such as enforcement of the arborist licensing law, will not go away.

We believe that this is one of the better solutions to unlicensed tree work. It appeals to both the public and potential clients in a way that encourages them to make an informed decision from a basis of knowledge as to what will be of most benefit to themselves especially.



The use of CEL-inspired tree price tags placed on trees on the University of Connecticut campus, to explain the benefits of trees in monetary terms. The tag on the large hemlock in the foreground shows that the totaled benefits of this tree comes to about \$175 per year, largely due to reduced energy consumption. CEL come up with the original 'tree tag' concept, in Minnesota, to allow their client to better explain to legislators in that state the values created by trees.

Save the Date: The CTPA Education Committee is in the process of planning a "**Trees and the Law**" workshop, to take place in Burlington on **March 15**. Notices will be sent out following the Annual Meeting.

The **CT Tree Climbing Competition** is currently scheduled for **May 7**. Climbers and volunteers will be encouraged to sign up shortly. The location will also be announced shortly.

Follow these and all CTPA events, including the **Arbor Day Poster Contest**, on the CTPA website.

Job Site Safety – Three Critical Components

by Pat Flynn, Safety and Training Coordinator, Bartlett Tree Experts

According to the bureau of labor statistics, workers in the tree care industry are nine times as likely to suffer a fatal injury as are workers in all other industries averaged together. The three most common causes of fatalities in tree care are struck-by's, falls and electrocutions.

In addition, annually, between 6 and 7 out of every 100 tree workers suffer serious injuries requiring medical treatment. The most common cause of these injuries are chainsaw cuts and workers struck by falling limbs.

Worker's safety is the largest concern of the tree care industry. Investigation into serious accidents in the industry reveal minimal safety orientation and training at the point of hire. I believe that, if a new worker is introduced into a strong culture of safety, safety will be a priority focus for that worker throughout his or her career. The three critical components for building a culture of safety are mentorship, training and communication.

Mentorship: The dictionary defines a mentor as "someone who teaches or gives help and advice to a less experienced and often younger person". This definition implies elements of commitment, trust and personal support. A mentorship program serves to help ensure the safe and efficient development of a newly hired or newly promoted employee. This type of one-on-one counselling and attention will integrate them into the team and help them become a well-rounded arborist faster and better than any other conventional training program.

Mentoring doesn't always happen on its own. Often, it requires some encouragement within the company so that the mentor understands and is confident in his or her role. However, when it happens right, it can produce strong bonds within a company, to the benefit of everyone.

Training: In structuring a training program it is helpful to keep in mind how adults learn and retain information. It is stated that adults retain:

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear
- 70% of what they say
- 80% of what they do
- 95% of what they teach

The more involved an individual is in a training module, the more he/ she will become truly educated on that subject and the more the individual will retain of the critical information.

With this in mind, try to structure training in such a way that incorporates many of the methods of adult learning

as stated above.

For example, imagine a training session focusing on tying a knot. First, you might explain the advantages, disadvantages and intended use of the knot. Second, you demonstrate how to correctly tie the knot. Then, you have the audience participate by tying it themselves and, finally, you have each participant teach tying that knot to a partner.

Communication: One common root cause of most major accidents is poor communication. Tree work is a team sport. Each member of the crew needs to know what his/ her role is, what the other crew members will be doing, how each person's role fits into the overall picture and what the ultimate goal is. The final result, of course, is a safe and efficient job completed to the satisfaction of the client. Job briefings are the vehicle to ensure thorough communication and understanding amongst all crew members at the worksite. Before work proceeds, a jobsite briefing must be held. This is not only an OSHA requirement, it is a fundamental principle of safe work. Each job briefing must address the obstacles and hazards at the worksite and discuss ways to mitigate the risks identified. Special precautions and PPE must be also be addressed.

Work should never proceed until all these have been carefully considered, appropriate action taken and plans made. If there are any changes in the job – such as change in the weather or personnel on the job site or if there has been some sort of break in the action, even for lunch – then additional jobsite briefings are required and must be done.

The End Result: The goal of all of this is not increased job site rigor and structure, in order to put more rules and responsibilities on people. The goal, instead, is a more responsive workplace, where more people are paying attention to what is really important, in terms of the people on the job and what gets done during the course of the day. The benefits include increased worker safety, improved productivity and better overall morale.



From the 2007 CT Tree Climbing Competition.

CTPA Annual Meeting (*continued*)

use includes wood from the urban forest. Towards that end, the University has established a research program focusing on how portable band sawmills might make a difference. Led by Professor Worthley and featuring an ongoing roster of graduate students, researchers have looked into many aspects regarding the use of portable sawmills, including the state of the art in technical terms, the ways various users might take advantage of this technology and the most effective ways to develop a market for the wood produced.

During his talk, Tom will outline the work being done at UConn, relate some of his practical experiences and those of his team, and discuss the manner in which arborists might participate in the movement towards greater use of local wood. Tom and his team are also central participants in the development of Stormwise. Attendees can anticipate a brief update regarding the ongoing work in that project.

The Keynote Speaker

The keynote speaker is Cynthia Mills. Ms. Mills is the Founder, President and CEO of The Leaders' Haven. The Leaders' Haven is a consulting group that emphasizes the growth of leaders and leadership through coaching and individual development, with an emphasis on strategic visioning and change management.

Cynthia is perhaps best known in the arboricultural profession through her time with Tree Care Industry Association (TCIA), where she was President for over ten years. During her time at TCIA, she saw the expansion of the organization and the consolidation of TCIA around certain core programs such as the Certified Treecare Safety Professional credential.

Cynthia will be speaking twice, giving two separate talks. Her first talk, in the morning, is entitled "Change x 10": Swimming Upstream". This talk will challenge the audience to look to the future and prepare for the

changes that are brewing, through the asking of such critical questions as: "What's coming at us in the next ten years? What should you be doing to develop your potential and that of your successors, while the future rushes at you? How do you set yourself apart and plan in the most dynamic and innovative era in human history? How do you lead strategically, execute flawlessly, remain relevant, stay on top and retain your sanity? What does it take to be a change master through exponential change?"

This talk is itself a bit of a change for a CTPA program, as it places an emphasis on personal development and leadership. The CTPA board anticipates that the membership will learn a great deal from this talk. For many in attendance, it will be inspirational.

The Association itself always looks towards the future and encourages its members to do so as well, staying on top of changes in ideas and practices associated with tree care while growing personally and remaining dedicated to the values of being professional. While CTPA is an educational, not a professional, association, staying connected to one's core ideals is a great motivator, both for educational advancement and professional growth. This talk will help make that connection.

In the afternoon, Cynthia will speak on coaching, as in "Put Me In Coach, I'm Ready to Play Today". She describes coaching as another of the techniques useful for bringing the team together in the workplace, to be used along with such tools as mentoring, leadership programs, performance reviews, personality profiles, and 360's. Times change and so does the personality of the workforce. Today, feedback, tracking personal development and communications are seen as critical elements in the workplace. Coaching fits right in and has much to offer those whose focus in on the future, including where they will be ten years from now.

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The portable sawmill and the UConn team in action.



The result is a sizeable quantity of high-quality cherry boards.

Nominees for the CTPA Board are Announced



CTPA Board Nominees 2016 - (1st row) Charlie Iselin, Claire Rutledge, Cathy Dvorsky, Rich Mitchell. (2nd row) Chris Donnelly, Sean Redding, Ken Bullard, Pat Flynn, Bud Neal, Allan Fenner, Emmett Shutts, Mike Almstead. (Absent) Karl Reichle.

The nominees for the CTPA Board have been announced. The vote on the proposed slate will be held during the Annual Meeting Business Session.

Officers: Charlie Iselin (President)
Bud Neal (Vice President)
Allan Fenner (Secretary-Treasurer)

Directors: Claire Rutledge Rich Mitchell
Chris Donnelly Sean Redding
Ken Bullard Pat Flynn
Emmett Shutts Mike Almstead
Karl Reichle

Cathy Dvorsky will continue as Executive Secretary. Patrick Parker has stepped down from the board. His contributions are appreciated by all in CTPA.

*A happy, safe and prosperous New
Year to all who work with trees in CT!*

CTPA
PO Box 1946
Wallingsford, Connecticut 06492



Updates and Trade Show - CTPA Annual Meeting (*continued*)

During the morning portion of the meeting, CTPA will present its Award of Merit and the Arborist Citation. The recipient of this year's Arborist Scholarship will be announced as well. In the afternoon, Diane Jorsey of the DEEP's Pesticide Program and Ted Andreadis, Director of the Connecticut Agricultural Experiment Station, will provide updates on DEEP and CAES respectively.

For many people, the highlight of the day is the Trade Show, which will be back, as large, as full and as vibrant as always. This is the opportunity to meet with vendors and representatives from all sorts of tree care associated entities, from equipment and service providers to association leaders and representatives of key governmental agencies. The exhibit hall is always buzzing because there is so

much information to share – it is a great meeting place for all with an interest in trees and tree care.

Attendees will have the opportunity to receive 2.5 ceu's towards the renewal of their Connecticut Arborist license, 2.0 ceu's towards the renewal of their Connecticut Forest Practitioner certification and 1.0 ceu per session attended towards the TCIA CTSP. There will be no ceu's towards ISA arborist certification.

The Tree Wardens Association of Connecticut is initiating a new level of certification that is based on ceu's. For further details, see the notice on page 2 in this newsletter.

People with questions should contact the CTPA office via email (cathy@ctpa.org) or phone (203-484-2512).