



# MEMBERSHIP MATTERS

Featured: Companies That Make the Most out of Their TCIA Membership



**J**oining the Tree Care Industry Association (TCIA) opens doors to a world of opportunities for tree care professionals, regardless of the size of your company. Membership offers comprehensive support in every facet of your tree care business, from employee training to staying up to date on crucial safety regulations affecting the industry. This brochure showcases profiles of TCIA members, offering insights into how they leverage their membership across the essential domains of their businesses: safety, workforce development, advocacy, training, sales & marketing and business strategy.

## TCIA is a Safety Hub

**Ash Connelly, formerly the vice president & lead arborist from Charleston Tree Experts, appreciated early on when she joined the company in 2020, how challenging it was to stay up to date on all the things it takes to run a tree care business, particularly around safety protocols. Ash is now assistant market leader after Charleston Tree Experts formalized a partnership with SavATree and sees things on an even bigger scale as they continue to expand and grow.**

“TCIA helps us stay up to date on all the latest safety protocols. They are a real hub – a one stop resource. This is huge for a small business that doesn’t have the time to track down every change at each department level,” she said. She believes membership has saved them both considerable time and money. Above and beyond safety, TCIA Accreditation played a pivotal role in fine-tuning every aspect of the business, from business planning to recruitment to employee training. Within two years of completing the Accreditation process, the size of their company tripled. Connelly said the rigorous process and the resources also helped them attract and keep high-caliber employees.



Ash Connelly.



The team is pumped for the future!

Charleston Tree Experts joined TCIA in 2016 and has been an accredited company since 2020. They partnered with SavATree February 2024 and have 23 employees in South Carolina.

become a valuable asset, connecting the team with a community of like-minded professionals.

“*Being part of this nation-wide network allows us to tap into a wealth of knowledge, whether from those ahead in their business or facing similar challenges. It serves as a resource for creative problem-solving.*” - Ash Connelly

Accreditation also helped open the door to their new partnership with SavATree (February 2024). “At some point, we may have reached that level, but it would have taken a lot longer,” she explained.

Ash also mentioned that participating in the women’s peer-to-peer group has been “life-changing.” Her encouragement inspired others to join through striking up a conversation on a bus on the way to an excursion at Winter Management Conference. It was the connection in that conversation which planted the seed for another

member to get involved with the women’s peer-to-peer group. That member told her that if they hadn’t met and started talking, she might not have ever joined.

Ash is also passionate about the importance of sustainable business practices to the entire industry. It’s part of why she appreciates being a member of TCIA. “Until we are all elevated as a community of professional companies, the industry will not be regarded as a viable career choice.”

Looking ahead as part of their partnership with SavATree, Ash wants to have an even bigger impact on the industry and hopes to eventually transition into a more regional role to have an even broader influence within the arboriculture sector.

## TCIA is Only a Phone Call Away

**Dan Tremblay’s company, Broad Oak Tree & Shrub Care in New Hampshire, has been a member of TCIA for more than 30 years. Dan said he knows that the difference between belonging to TCIA and other associations is that they’re only one call away from finding solutions to everyday business problems.**

In fact, Dan said ...

“*just one phone call to TCIA paid off his membership dues for the last 33 years.*”

It started with a call that no tree care owner wants to get: a crew member broke his leg on a job.

Dan and the crew’s years of TCIA training kicked in. The injured employee’s co-worker inspected the scene, attended to the co-worker’s injury, and called EMS and Dan, who arrived on the job site within 15 minutes. After ensuring their crew member got safely to the hospital, they started documenting what happened – from the initial sales call to the crew’s arrival and steps leading to the accident.

Although Dan thought they had done everything by the book, he was issued his first OSHA citation. He immediately contacted his TCIA member engagement manager, Nate Goulet, to get help navigating OSHA. Within 20 minutes, he got a response from Peter Gerstenberger, TCIA’s senior vice president and industry support and safety specialist. Peter also oversees all of TCIA’s advocacy and industry regulations and is a certified arborist.

Peter walked him through the citation step-by-step, helping Dan prepare his case. The citation was ultimately deleted, saving Dan further loss of time and expense.

Dan invests in membership year after year because as his business changes, TCIA also changes to meet his needs at every stage. He is grateful for TCIA’s on-line courses and education that have helped Broad Oak train its employees to reduce risk and keep their overall incident rate low. His company takes advantage of the online training through the Tree Care Academy and the free workshops TCIA offers for him and his crew, which are funded by an OSHA Susan Harwood grant. Dan’s company was the first to become accredited in New Hampshire.



Dan Tremblay, CTSP, owner of Broad Oak Tree & Shrub Care and senior crew leader, George Koster.

“*The Accreditation process gave us tools we can use every step of the way.*”

- Dan Tremblay

His business is small, but it’s just big enough for him, and he likes to keep it that way. With a three-person crew, he appreciates knowing TCIA is just a phone call away if he needs support. Dan is a climber, part of the crew, the sales manager, and pretty much the manager of everything else, but as a member of TCIA, he knows he has an entire team behind him.

Broad Oak Tree & Shrub has been a TCIA member since 1991 and an accredited company since 2006. Broad Oak employs four in New Hampshire.

# Managing Training in a New-Fashioned Way

When Chelsea Fletcher started with Bartlett Tree Experts nine years ago, she jumped on the opportunity to take a TCIA course, not realizing she would later become tasked with managing TCIA's employing learning for Bartlett in what she now calls "the old-fashioned" way. It was back when TCIA was using paper manuals, and the certificates were issued through snail mail. "It was a lot to keep track of, and the whole process was time-consuming." She's grateful that TCIA has transitioned all the courses online and offers so many visuals and videos to make learning more active and interesting.

Over the past year, Chelsea has helped Bartlett onboard their new TCIA Tree Care Academy Training Hub to make things even easier. "Now that we have our own Training Hub, the employees can register themselves, so we don't have to. It is a very easy platform to navigate. Everyone is diving right in and enjoying the new platform."

One of the challenges they had before they started using Tree Care Academy Training Hub was that employees would start a course and wait so long to finish it that it would expire. "What I love about the Training Hub is that the courses don't expire and that employees continue to have access to the course as long as they want, which is awesome."

In the past, Chelsea had to contact TCIA to see the status of everyone's courses, but now she can monitor all that information through the Training Hub and easily send reminders to ensure their completion.

"My role is much easier now that we're using the Training Hub. I have access to everything and can see the status of everyone's training," she said. "I have had zero complaints. We used to have people who would fail a chapter and then retake the entire test over again, not just that one chapter. I haven't had that happen once since we've transitioned over to the new Training Hub."

*"We don't just offer it to our production crew; we offer it to everyone in the company, including the administrative assistants. When customers have questions, they answer the phone and need to be knowledgeable."*

- Chelsea Fletcher

The Training Hub made life easier for Chelsea and the employees, and she said it has saved them time and money. As the liaison, she's happy with this new way of managing employee training. She thinks things have run smoothly. "I think that TCIA has done a fabulous job of keeping up with Bartlett and customizing things to keep up with our needs."

Chelsea Fletcher is the social media and public relations coordinator at Bartlett Tree Experts in Seekonk, Massachusetts.



Bartlett employees on the job.

Bartlett Tree Experts has been a TCIA member since 1975 and an Accredited Company since 2007  
Bartlett employs 3,700+

# TCIA ACCREDITATION

TCIA Accreditation is a process that equips tree care companies of all sizes with tools to strengthen the foundation of their business and build a vision for the future. It provides companies with practical procedures and policies that help them run a better business, create a culture of safety, ensure proper training, build and maintain their workforce and set them apart from the competition.

This program also helps consumers identify tree care companies that operate safely, legally and ethically. TCIA Accreditation is based on three pillars: ethics, quality and consumer confidence.

Accredited companies average 30% more productivity per production worker and have lower loss experiences, resulting in an average savings of 15% on their Workers' Compensation premiums.\*



\*2022 Annual Accreditation Profile Report

# TreeHugger Hopes to Encourage Others

**Denny Deakins with his wife, Dawna, and their son, Sean, run TreeHugger Complete Tree Care as a team and a family, serving the greater Des Moines area of Iowa. They started their business in 2014, became members in 2019 and earned TCIA Accreditation in March 2023.**

"We had the grit, grace and dreams of most small-business owners, but we also understood that hard work alone would not be enough to get us where we envisioned ourselves and our company," explains Dawna.

When it came to the Accreditation process, Dawna admits that the checklist was very intimidating at first. "I had no idea how to create a business plan, for example. Like many owner-operator companies, we started with an old Asplundh forestry truck and chipper and a handful of chain saws, not a business plan," she says with a laugh. "We had a vision, it just wasn't on paper. So, I stared at this blank piece of paper and wondered how I would get this done. Soon, I learned to appreciate the process of Accreditation, which built structure and stability for our business, our crew and our customers.



Denny Deakins with his wife, Dawna, and their son, Sean. The trio run TreeHugger Complete Tree Care as a team and a family. All photos courtesy of Dawna Deakins.

*"The most difficult part of the process was answering the question, 'Where do you want to be in five years?'"*

Creating a business plan and diving into the nuts and bolts of what we were doing pushed all of us into thinking more about where we were headed."

Dawna adds that, from an operations aspect, having the structure of Accreditation in place "makes it easier for our business to grow and the crew to do their job. It has the cause and effect

of accountability with policies and procedures we, as owners, can depend on and the crew appreciates. From a 401(k) plan to a boot allowance, our crew believes we support and value them.

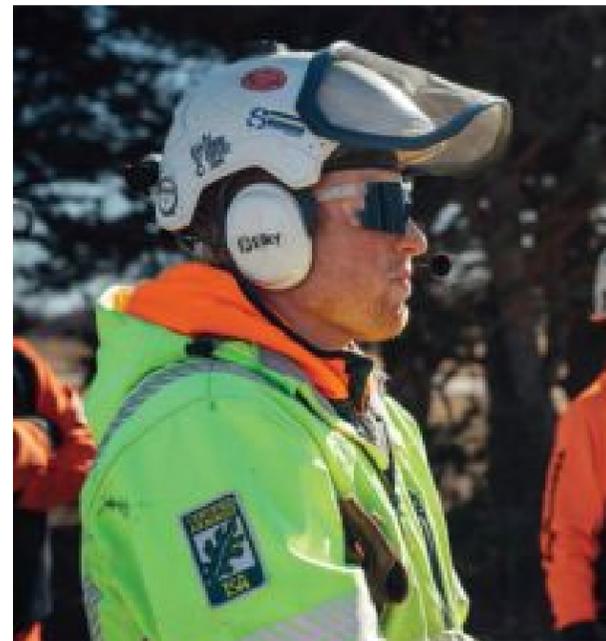
"We were already operating well, so it (Accreditation) helped us raise the bar for ourselves and become a better company. Now we're operating at the level we always knew was possible."

*"We needed help building practical procedures and policies if we were going to operate at the level that was possible for us, so the TCIA seal of Accreditation became our goal." - Dawna Deakins*



*"Accreditation has the cause and effect of accountability with policies and procedures we as owners can depend on and the crew appreciates"*  
- Dawna Deakins.

Sean Deakins using remote control to operate "Steady Betty," his Palfinger PK 65 boom crane.



Dawna says she hopes their story of achieving Accreditation might connect with other small-business owners who need support for their dreams.

*"That's the kind of community TCIA is. I knew little to nothing about managing a tree service, but I trusted that TCIA was a good place to start. When we raise the bar in arboriculture, no matter how small a business we are, we support arboriculture as the skilled trade it is."*

- Dawna Deakins

This excerpt is from an article by Patricia Chaudoin in *TCI Magazine*. To see the full article, click here:



TreeHuggers has been a TCIA member since 2019 and an accredited company since 2023  
TreeHuggers employs eight in IOWA

## Going “All In” with TCIA

**When TCI Magazine first wrote about Cumberland Valley Tree Service — Landscaping in 2013, the company had 30 employees. A decade later, they have 85 full-time, year-round employees and as many as 96 during the growing season.**



George and Lisa Pogue.

George and Lisa Pogue credit their association with TCIA, as well as becoming an accredited company in 2007, as the key to building the confidence they needed to grow a

successful business over the last 10 years.

When it comes to taking advantage of what TCIA offers in the way of training, operations management, career pathing, networking and more, Cumberland Valley is a fully engaged member company. “We’ve been working with TCIA probably 15 to 20 years,” says Lisa. “I think the first thing we did with TCIA was the Tailgate Safety program.

“*These days, recruitment is vital. You can’t just sit on your laurels, and it’s tough to recruit without a plan or a purpose (to show potential employees). You have to have all your ducks in a row. I don’t want to be a steppingstone, I want to be a landing pad.*”

- George Pogue

To that end, Cumberland Valley currently uses TCIA’s Tree Care Academy Training Hub, which they customized to their own needs and call their Professional Development Plan. The new employee’s career path

begins from the very first day of orientation and follows a carefully planned series of online courses that are mandatory during an employee’s first 90 days.

Credentials are another part of creating valued employees. “We have four CTSPs (Certified Treecare Safety Professionals), one at each of our four locations,” says George. He also confirms that the company has 14 ISA Certified Arborists, six employees who hold the Tree Risk Assessment Qualification (TRAQ) credential and eight who are Maryland state-licensed tree experts.

“*When we hit the growing-pains size of our company, we realized we needed everything TCIA offers to help us*”

- George Pogue

“By far, TCIA’s Accreditation has been the most beneficial thing we’ve done for our growth,” says Lisa. George agrees. “It forced us to sit down and put our thoughts into writing. I had it in my heart and in my head, but it wasn’t written down.”

“Accreditation was important because I thought we were a little informal in our business and undocumented in our training,” he continues. “None of us had any business training, so this gave us the roots and structure that solidified us, so we’d have the confidence to grow. It gave us the pathway to become professional and structured and organized – and to have the confidence to compete.”

Lisa notes that when it came time to secure a line of credit, they realized they had no mission statement or business plan. Going through the Accreditation process helped solve that dilemma. “It also forced us to create budgets and have a plan for expansion,” she says. “It gave us the foundation to go into a regional bank as an official, legitimate company. When they saw what we had put together, they were all in.”

“*That leveled the playing field for us with the big companies, It means we’re able to recruit head-to-head with them.*”

- George Pogue

Building friendships is another benefit of TCIA membership, according to George. He and Lisa have been attending Winter Management Conference (WMC) since 2005. “I’ve met PHC people (at Winter Management Conference) who taught us and helped us get our plant-health-care division going, and now we want to help other new businesses,” says George Pogue. “I look for new people every year, those people wearing the first-time-attendeo white ribbon. We feel it’s important to help them the way we were helped.”

Also, on George and Lisa’s annual calendar, is attending TCI EXPO each fall. “We took 18 people to TCI EXPO last year,” notes Lisa. “We pay anybody who’s credentialed to go and get CEUs (continuing education units) there. And we always go to the Pre-Conference events.”

“I go to more of the business things, Lisa goes to the Women in Tree Care events and other staff go to check out the equipment and get training,” says George. “That’s what’s so great about TCI EXPO – you get the most diverse information there.”

This excerpt is from an article by Patricia Chaudoin in *TCI Magazine*. To see the full article, click here:



Cumberland Valley has been a TCIA member since 1993.  
and an accredited company since 2007  
CV employs 85 full time in Pennsylvania

The Cumberland Valley field staff pause for a pose.



# The Obvious "Next Step" to Success

Courtney and Audra Kelly were born and raised in the Lakes Region of New Hampshire. This also is where they put down roots, both as a family and as a fledgling tree service business when they started ArborTech in October of 2008.

A few years into the business, they reached six full-time employees and it was time to "go hard or go home," according to Courtney. They realized they needed to pay more attention to the administrative side of the business and, in 2014, they became members of TCIA.

"TCIA was and still is the resource we tap into to move forward," Audra says. "They definitely have been the biggest contributor to our success on the administrative side."

"I knew Accreditation was the best-in-class designation for our industry," Courtney explains. ArborTech is one of an elite group of tree care companies that holds dual Accreditation, both Residential and Utility Contractor (UC). It earned the Residential credential in August 2022 and UC in February 2023.

Audra put together an Accreditation team that included herself, Courtney and their HR staff. "It was a collaborative effort," she says. "I took the templates and made them ours, which is why it took so long (one year). We made the systems work to fit our company needs."

*"The process was so beneficial to us in terms of policies and procedures, ArborTech has become more deliberate, purposeful and intentional, which is extremely beneficial to our team and to our clients, who we have always considered to be 'Our Boss.'" - Audra Kelly*



Courtney and Audra Kelly, co-owners of ArborTech.

With three CTSPs on staff, including himself, Courtney Kelly says safety is of utmost importance at ArborTech. "We have a very apparent culture of safety. Our onboarding is slow, because we want every employee properly trained."

As for the future, the couple hopes to add plant health care (PHC) to ArborTech's list of offerings, as well as expand the company's presence in the Lakes Region of New Hampshire. "Within five years, we foresee another location that will mimic what we already have as far as space, layout and people," says Audra



ArborTech training day with Chris Girard, who demonstrates SRS climbing technique to the attendees.

*"Our reputation precedes us, and we wouldn't be where we are today without our team and the support of TCIA." - Audra Kelly*

This excerpt is from an article by Patricia Chaudoin in *TCI Magazine*. To see the full article, click here:



# Advocacy in Action at ArborTech

Courtney Kelly, co-owner of ArborTech is passionate about safety and says she thinks that advocacy for the industry is best influenced by the people affected by it. To help lawmakers see first-hand the safety measures and forethought that goes into what tree care professionals do on a daily basis, ArborTech hosted a TCIA congressional site visit at their facility in Gilford, New Hampshire, in August 2023.

*"We appreciated the opportunity TCIA provided to express our voice on a national stage"*

- Courtney Kelly

The discussions provided a platform for tree care professionals to discuss legislative and regulatory topics ranging from invasive species to workforce development.

This was the first of its kind Congressional site visit for the tree care industry and Courtney said they were honored to host it. "The site visit allowed us to have direct conversations with folks who are going to make decisions that affect thousands of people in our industry. It also shed light on the need for tree care services," he expressed.

Courtney appreciates that TCIA is committed to fostering connections between its members and policymakers.

ArborTech has been a TCIA member since 2014 and an accredited company since 2022  
ArborTech employs 18 in New Hampshire

*"The tree care industry affects all walks of life. We deal with trees in every setting imaginable. We are highly skilled and highly trained. Yet, I don't think our industry gets as much recognition as it deserves. TCIA's support helps elevate our industry and the vital services we provide."*

- Courtney Kelly

The site visit was followed by a roundtable with TCIA members and policymakers, which allowed company representatives to speak directly with their state, regional, and Congressional leaders. "It's essential for our elected officials to witness the intricate work and dedication that goes into our tree care," Courtney said.



Congressional site visit at ArborTech in August 2023.

In addition to advocacy efforts, Courtney and his wife, Audra, co-founders of ArborTech, actively leverage TCIA's resources

to enhance their business. They regularly send crew members to TCI EXPO, participate in Executive Arborist Workshops, and lean on TCIA for training, certifications, and industry guidance.

The Association remains committed to fostering connections between its members and policymakers. We will keep our members informed about TCIA's initiatives and provide opportunities for engagement. For more details about our New Hampshire site visit, view the press release for the event on TCIA's advocacy site, [advocacy.tcia.org](http://advocacy.tcia.org).

## Being Woman Owned Benefits Kappen Tree Service

Crystal Kappen and her husband, Warren, were each running separate businesses before they started their tree care company, Kappen Tree Service LLC, based in Cass City, Michigan. "I had a cloth-diaper business, and Warren was operating an egg business," she says.



Kappen, who is a Certified Treecare Safety Professional (CTSP), along with her brother-in-law Jason, says her company was among the first to become TCIA accredited back in 2006. They've successfully renewed their certification every three years since. "All three of us were intent on improving our business from the start," she says of herself, Warren and Jason

**"I started hearing about Accreditation and knew this was a way to distinguish ourselves in the industry."**  
- Crystal Kappen

At the same time, she notes, Warren and his brother Jason, who was in high school at the time, were doing some tree trimming on the side. And so, what started in 1990 as a modest tree-pruning business out of the back of a pickup truck has evolved into a successful tree care and utility-line-clearance company with 400 full-time employees.

"It just snowballed over the years," explains Crystal, who is majority owner of the business, a TCIA member company since 1996. As a female majority owner, she was able to secure Women Business Enterprise (WBE) certification for Kappen Tree Service, which she says has a big part in securing some of the company's utility-line-clearance contracts.

Kappen, who oversees company operations and was in charge of overseeing the TCIA Accreditation process, says being a woman- and family-owned business is part of what distinguishes Kappen Tree Service in their rural farming area, which includes all the Lower Peninsula of Michigan.

"The biggest thing we learned was that our policies, procedures and training logs all needed to be documented. This was something we hadn't been diligent enough about. It took me at least six months to complete the Accreditation process, because it was just me working on it for the most part. I know our employees were sick of hearing from me about needing this and that, but a lot of them were excited about it when we got it."

According to Kappen, being a TCIA accredited company definitely has helped secure some of their contracts. "We heard at one time that DTE Energy was going to require it. Regardless, we always send our renewed certification to them."

"I would recommend Accreditation to anyone interested in employee safety and improving their company," Kappen concludes.

This excerpt is from an article by Patricia Chaudoin in *TCI Magazine*. To see the full article, click here:



**Kappen Tree Service has been a TCIA member since 1996 and an accredited company since 2006**  
Kappen Tree Service employs 400 in Michigan



## Employee Loyalty Builds Tree Service WORKFORCE DEVELOPMENT

In an industry marked by labor shortages and hiring challenges, Stacy Hughes, president of Hughes Tree Service – a 30-year TCIA member company based in Omaha, Nebraska – credits his company's high employee-retention rate to treating his people well. Hughes' father, Terry, founded Terry Hughes Tree Service more than 60 years ago (he passed away in 2018), and his son notes that he took over the business from his father in the mid-'90s.



"I've taken the business from basically a mom-and-pop operation to having 60 full-time, year-round employees.

We don't lay off in the off-season, and haven't in 15 years, and we only have about 5% turnover annually. Our average tenure is eight years, and five out of our 60 employees have been with us for 20 years," says Hughes. "Potential employees see an organized, professional company, and they know working here can be the start of a career rather than just a short-term job."

When it comes to what sets Hughes Tree Service apart from the competition, Hughes is quick to answer. "It's our professionalism and our ethics," he says, "and those are a direct result of our going through the TCIA Accreditation process. It was a great way to distinguish ourselves from others in the area."

Hughes adds that his company was the first accredited tree care company in Nebraska, earning its credential in 2005. "It increased our visibility tremendously," he says. "I saw it as a great way to stand out and a great marketing tool.

Hughes continues, "I've been a fan of the Accreditation program since its inception (in 2004) as a great way to become more professional and organized. We've been going through the audits every three years now, and it's still the best thing we ever did, the best money I ever spent. I totally see the value in it. And yes, it definitely has brought us more interest (as far as getting jobs) at the large, commercial company level.

"Writing the business plan was the hardest part," he says. "It definitely took the longest time the first time we did it.

**"Now, the funny thing is, I do this (update the business plan) every year by myself, and it's the best tool I have. You can't believe how much things change in this business year over year! I update pricing, business projections, even the number of competitors that have come and gone."**

- Stacy Hughes

Increased safety training has been a huge benefit of going through Accreditation, also resulting in having three CTSPs (Certified Treecare Safety Professionals) on staff. "We do weekly tailgate meetings, and we bring in professional, outside safety instructors annually," Hughes says. "Probably 90% of our training materials are from TCIA. We try to get in 10 hours of continuing education per employee, per year."

This excerpt is from an article by Patricia Chaudoin in *TCI Magazine*. To see the full article, click here:



**Hughes Tree Service has been a TCIA member since 1994 and an Accredited Company since 2005**  
Hughes employs 60 in Nebraska

## Quality Is the Hallmark

**When speaking with Paul Martin, co-owner of Growing Earth Tree Care – a TCIA member company since 1995 and accredited since 2008 – the word “quality” comes up frequently in the conversation. The fact that doing quality work is foremost on his mind, along with that of his brother and co-owner, Jim, has shaped the business into one that enjoys a stellar reputation in northern Virginia.**

According to Martin, what distinguishes Growing Earth Tree Care in the northern Virginia area is the brothers' involvement with ISA and the company's TCIA Accreditation.

*“We are so into high-quality work, and it's reflected in our certifications. With 12 employees, we're kind of a small company, and we've kept it that way on purpose.”*

- Paul Martin

*“We don't want to compete on price, so we offer the very best service, which is why we've kept the company small and more manageable.”*

What motivated the brothers to seek Accreditation, says Martin, “was along the same idea of that quality thing. We thought of it as sort of the Good Housekeeping Seal of Approval. We already had a business plan and good safety processes in place, but it helped us tighten all that stuff up.”



Jim Martin, left, accepts the Mid- Atlantic Chapter ISA's (MAC-ISA's) Lifetime Achievement Award in Oct. 2022 from Chad Peevym, MAC-ISA president.

“I think we were one of the first companies to become accredited right there at the beginning,” he continues. “We thought this would be really great for marketing.” Martin noted that the Accreditation logo is on their website's home page, as well as on uniform shirts and company trucks. He also notes that some cities and towns in his area require Accreditation for tree care companies to bid on their projects.

While he admits the process was involved and took some major effort, Martin says it was worth it. “It made us look at ourselves and ask, ‘Are we doing everything right on a day-to-day basis?’ We're all about improving our company, and there's always something new we could be doing to make it better.”

Part of the process was hiring someone “to come up with a very detailed training program for all our positions,” Martin notes. “It became a career pathway system. We've always put a lot of effort into training people. We wanted a company where our people could have real careers and would want to stick around.”

When asked if he would recommend Accreditation to other tree care businesses, Martin says, “Absolutely. “I think we need to raise the level of everyone with Accreditation. It takes the industry way above that image of some backwoods person with a chain saw cutting down trees.”

This excerpt is from an article by Patricia Chaudoin in *TCI Magazine*. To see the full article, click here:



**Growing Earth Tree Care has been a TCIA member since 1995 and an accredited company since 2008  
GETC employs 12 in Virginia**

## Expanding Community & Connections

# CORPORATE PROFILES

Becoming a corporate member of TCIA offers companies the opportunity to not only enhance their bottom line but also actively advance and elevate the entire tree care industry.

Corporate members become an integral part of a broad network of tree care companies committed to fostering excellence, safety, and sustainability within the arboriculture field. We would like to introduce Zanafel, The Academy and Custom Truck One Source. The following stories are about how their membership is helping them save money, make money and build their business in this community.

## Zanfel Provides Relief for Workers

**T**ree care workers face so many occupational hazards, but you might not think exposure to poison ivy, oak or sumac as troublesome, or even costly. Zanfel, a TCIA corporate member and perennial TCI EXPO exhibitor, is revolutionizing the industry by addressing an often-overlooked issue in the tree care industry – allergic skin reactions caused by contact with poison ivy, oak or sumac.

TCI EXPO provides the perfect platform for Zanfel to connect with thousands of tree care workers. In fact, it's the only trade show they attend that is dedicated to tree care.

Zanfel hands out free samples to attendees who visit their booth. And it's a good thing because Michelle Bastian, trade show coordinator, said that

many people show up struggling with skin irritations caused by poison ivy and need help at that moment.

"We love TCI EXPO! It's so rewarding to share Zanfel with tree care workers to help them heal." At their last show, Michelle stopped counting after she met 30 attendees who were currently broken out with poison ivy rash and were looking for relief.

*"We received our best testimonial from TCI EXPO, which showed that Zanfel not only worked for their employees, but also for their company's bottom line. For one company it resulted in a 96% decrease in occupational health costs."*

- Michelle Bastian

This significant reduction in health-related expenses not only benefited the employees but also demonstrated the positive impact on the company's bottom line.

Zanfel also takes advantage of exclusive advertising opportunities and discounts for corporate members to reach even more tree care workers who can benefit from their product. As a corporate member, Zanfel thinks membership in TCIA is a good investment and provides great ways to connect with tree care workers all year long, such as in the free listing in the Buyer's Guide as well as through other advertising opportunities.

Zanfel has been a corporate member of TCIA since 2010.

[ZANFEL.COM](http://ZANFEL.COM)



Zanfel provides relief for attendees at TCI EXPO '23 in St. Louis, Missouri.

## The Academy "Leans In"

**J**ared Abrojena may be one of the hardest-working guys in tree care – he is president and co-founder of The Academy, a certified arborist, owner of a crane company, and part of a family run tree care company. Tree care is in his blood.

He also is an International Tree Climbing Championship (ITCC) world champion and North American Tree Climbing Championship (NATCC) champion.



Jared Abrojena is interviewed for a National Public Radio story at TCI EXPO '22 in Charlotte, North Carolina.

"I'm a busy guy," Jared said. As a TCIA corporate member, he's happy to have TCIA in his corner. "The Academy joined TCIA to be part of the networking community and to better our business and increase our safety, and our professionalism as a company."

The Academy and TCIA have a similar vision: elevate the standards of the industry through safety, training, and innovation. We both want to better the industry and give back. We want to help individuals grow and be better businesspeople," Jared explained.

Having access to TCIA's training materials has been a huge asset helping The Academy align and standardize its programs with TCIA's. "It gives us major recognition in the industry and knowing we are backed by TCIA feels like it gives us a little bit more credibility," he said.

"Being a corporate member of TCIA has definitely boosted our business exponentially over the last four years," Jared said. "We lean into all the benefits of membership and take a proactive approach to make the most of it." Jared also attends TCIA's Winter Management Conference to make real connections by tapping into TCIA's Corporate Engagement team before the event to target who he wants to meet, whether it's someone he can learn from or support in some way. "We make a lot of connections at both events," he said.

*"We have a great relationship with TCIA's Corporate Engagement team. They are the glue and a major support to the members and the industry. They are some of the hardest-working people I know,"*

- Jared Abrojena

Jared encourages his tree care peers to join TCIA. "The door is open," he said, "You've got to just walk through it and navigate all that TCIA and its community have to offer." For Jared, being part of the TCIA community helps him learn about and understand the major struggles and see what is "happening in the field." There are a lot of different avenues to go, you just have to lean in and make the most of it."

The Academy has been a corporate member of TCIA since 2008.

[ACADEMY-TRAINED.COM](http://ACADEMY-TRAINED.COM)

## Value Beyond One Event

When Bob Dray thinks about why Custom Truck One Source has been a corporate member of TCIA for so long, it goes beyond an event or an activity, it's about supporting the industry.

“... it saves us the money we'd have to spend traveling all around the country throughout the year. TCI EXPO brings the prospects to us.”

- Bob Dray

He also thinks it's a great place to look at what their competitors are doing, reconnect, and build great relationships. The relationships and the networking within the tree care community are valuable to us, both from a friendship standpoint and from a business standpoint.”

“We believe that TCIA is the voice of the tree care industry. The first and foremost reason we are members is because we believe in the tree care industry and want to support it.” - Bob Dray

As the vice president of sales and marketing for Custom Truck, Bob also believes that membership in TCIA gives him unique access and opportunities that help him market his business, such as the ability to choose his booth placement at TCI EXPO.



Emily Daniel, the event marketing manager for Custom Truck, will be managing the company's exhibit at TCI EXPO '24 for the third time. Her enthusiasm for the event is matched by the tangible results it delivers for Custom Truck. Emily said their booth and demo were consistently busy throughout the event, ultimately generating over 250 leads.

“TCI EXPO will always be a victory for Custom Truck.”

- Emily Daniel

Bob has been going to TCI EXPO since joining Custom Truck in 2008. It's one of the few tree care industry trade shows they participate in. “It's really the only annual show that brings the numbers together for the tree care industry. It allows us to expand and meet new customers.”

“I think TCI EXPO is the premier show for our customer base. Being an exhibitor is great for our business because it not only exposes us to our existing customers...”

Custom Truck One Source has been a corporate member of TCIA since 1998.

[CUSTOMTRUCK.COM](http://CUSTOMTRUCK.COM)



MOVE IN THE **RIGHT** DIRECTION WITH TCIA MEMBERSHIP

THESE AREAS ARE CRITICAL TO THE SUCCESS OF ANY TREE CARE BUSINESS.

TCIA provides members with products, services, resources and practical tools to help ensure you are addressing your company's critical needs and advancing your overall tree care business.

**YOU'RE BUSY.**

Let TCIA help you focus your time and effort where you need it.

▶ **SAFETY** Utilize TCIA's products like our **Tailgate Safety Program** to ensure your company remains safe and successful.

▶ **WORKFORCE DEVELOPMENT** Finding good people is hard. **TCIA's Apprenticeship Program** can help you recruit and train valuable employees.

▶ **ADVOCACY & REGULATORY COMPLIANCE** TCIA is your industry's trade association, which means we work to promote the interests of tree care in Washington, D.C., and beyond.

▶ **TRAINING** Keeping good employees is a challenge. TCIA's new **Portal for Online Courses** (free for TCIA members) will help you create a career pathway for employee growth.

▶ **SALES & MARKETING** Looking to find – and keep – customers? Want to know how others are utilizing new innovations? Resources like TCIA's **Peer-to-Peer** groups help connect you with (and learn from) others in the industry.

▶ **BUSINESS STRATEGY** Are you looking to enhance revenue, streamline business operations and elevate your company's profile? Business services like our **Business Solutions Webinar Series** can help.

TCIA MEMBER

TCIA.ORG  
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# Meet your TCIA engagement team

Find the Membership Engagement Manager in your area and be sure to call or email them any time you have questions or needs for your business.

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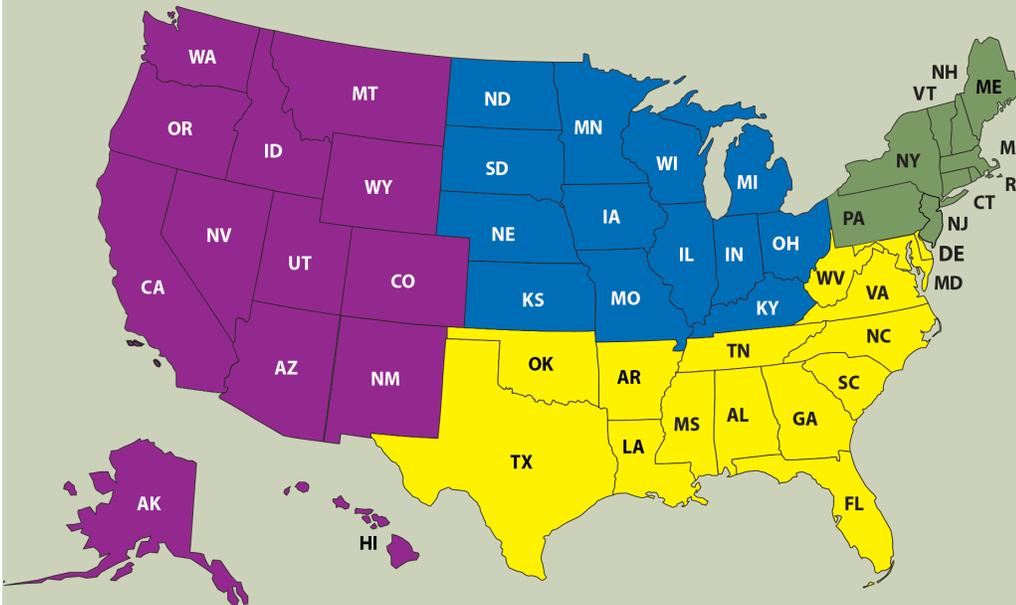


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SOUTH



TEAM LEADER  
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Director, Member Engagement & Affiliate Members (International)

Want to know what the team will be working on for the future?

Contact your Member Engagement Manager for the latest TCIA has to offer and to address any concerns you might have about your business and the tree care industry.

## FULL TIME

TCIA has four full-time Member Engagement Managers who are here to support you and your tree care business!

## ON SITE

Based at TCIA headquarters in Manchester, New Hampshire, the Member Engagement team helps build programs and services with our many departments based on feedback from our members nationwide.

## SUPPORT

Just a phone call or email away, the team is here to help you navigate your business growth in the most profitable way possible.

## ENGAGED

Our team has the answers you need to stay involved and engaged to help your business and the industry grow!