



**November 9-11**  
**Charlotte Convention Center**

**TCI  
EXPO**

**2000**

**WORLD'S LARGEST**  
**tree care expo**



**Charlotte, NC**

# WELCOME



presents the **11th**  
**annual**  
**tree care expo**



November 9-11  
Charlotte Convention Center

## Charlotte, NC



The sky is the limit with what you'll learn from this year's exciting program. Over 170 exhibitors under one roof, bringing you cutting-edge tree care equipment, technology, supplies and services.

The NAA thanks the following sponsoring organizations...

The Bartlett Tree Research Laboratory  
International Society of Arboriculture

### **Why should you attend?**

#### **SMART MANAGER and EXPERT PRACTITIONER**

seminar series allow you to customize your educational experience to fit your needs - with several sessions offering ISA continuing education units.

SAVE, SAVE, SAVE ... Take advantage of the educational seminars. If you are attending 5 or more seminars ... BUY GOLD!



### **Registration Procedure**

**Register on-line  
and WIN!**  
(see registration)

Please photocopy and complete a separate registration for each conference attendee. Registration is **REQUIRED** to obtain your admission badge.

**Register before the Early Bird deadline of October 9** to receive discounts on Trade Show Admission and educational seminars.

**All TCI EXPO admission badges will be mailed to attendees who register prior to October 22, 2000.** Individuals registering after October 22 must stop by the pre-registration desk located in the Second Street Concourse to pick up their admission badge.



**Over 170 at this  
year's EXPO!**

**Your TCI EXPO 2000 Exhibitors!**

ACRT, Inc.  
ADI Tools, Div of TOL Incorporated  
Aerial Equipment, Inc.  
Aerial Lift, Inc.  
Agape Designs  
Alliance Equipment Company, Inc.  
Altec Industries Inc.  
Alturnamats, Inc.  
American Arborist Supplies Inc.  
The American Group - Samson Div.  
American Safety Utility Corp.  
American Standard Company  
AmeriQuip/MTI  
Amerisafe, Inc.  
Arbor Direct LLC  
ArborSystems, LLC  
Arbortech  
Arborwear LLC  
Asplundh Tree Expert Company  
Bahco Tools Inc.  
Bailey's  
Bandit Industries, Inc.  
Bartlett Manufacturing Company  
The F.A. Bartlett Tree Expert Company  
Bayer Corporation, Ag. Division  
BBA Nonwovens/Reemay, Inc./Bio Barrier  
Becker-Underwood Inc.  
Ben Meadows Company  
Bigfoot Industries, Inc.  
Bishop Company  
Blue Ridge Arborist Supply  
John Brown & Sons, Inc.  
Buccaneer Rope Company  
Buckingham Mfg. Company, Inc.  
C.A.G. Corporation  
J.P. Carleton Company Div. DAF, Inc.  
Chesapeake Engine Distributors  
Christmas Decor & Nite Time Decor  
Climb Axe, Ltd.  
CNA Commercial Insurance  
Columbian Rope Company  
Concept Engineering Group, Inc.  
(CEG)/AIR-SPADE®  
Corona Clipper  
Creative Automation Solutions  
Creative Sales, Inc. (CSI)  
Cutter's Choice  
The Davey Tree Expert Company  
Dennis Tool Company  
Deutz Corporation  
DICA Marketing Co.  
Ditch Witch of the Carolinas  
The Doggett Corporation  
Dorskocil Industries, Inc.  
Enginaire  
Engine Distributors Inc.  
Excalibur DMM  
Excel Industries Inc.  
Fanno Saw Works  
Faver, Inc./Traver Tree Service Inc.  
FCI/Racine  
Fecon, Inc.  
First Sierra Financial, Inc.  
FMC Corporation - Specialty Products Business  
Forestry Equipment of Shelby, Inc.  
Forestry Suppliers, Inc.  
J.P. Fuller, Inc.  
G & A Equipment Inc.  
Green Garde Div., H.D. Hudson Mfg. Co.

Green Manufacturing Inc.  
Green-Releaf by Sybron  
GreenPro Services  
Growtech, Inc.  
Growth Products, Ltd.  
Gyro-Trac, Inc.  
The Hartford  
Hino Diesel Trucks (USA) Inc.  
Husqvarna Forest & Garden Company  
IML- Instrument Mechanic Labor, Inc.  
ImpleMax Equipment Co., Inc.  
Independent Protection Company  
International Society of Arboriculture  
Jameson Corporation  
John Bean Sprayers/Durand-Wayland, Inc.  
Karl Kuemmerling, Inc.  
Kramer Equipment Company, Inc.  
Labonville, Inc.  
Leonardi Teeth  
Lund Tech, Inc.  
Fred Marvin Associates  
MAT-3, Inc.  
J.J. Mauget Company  
Mayo Global Transportation Inc.  
McDonald Equipment Company (MECO)  
Medi Rub Enterprises  
Mertz Equipment Sales/A Division of Mertz, Inc.  
Microtronics Inc.  
Midwest Arborist Supplies  
Miller Machine Works  
Minnesota Wanner Company  
MIRK Inc./Toombs Truck & Equipment  
Monterey Lawn & Garden Products, Inc.  
Morbark, Inc.  
Mountain Valley Manufacturing, Inc.  
MTI Insulated Products Inc.  
National Arborist Association (NAA)  
National Arborist Foundation (NAF)  
New England Ropes, Inc.  
Niemeyer Corporation  
North American Engine Company  
Northeastern Associates  
Oregon Cutting Systems, Div. Blount, Inc.  
Outdoor Equipment Distributors Inc.  
Oxford Capital - The Oxford Companies  
Payeur Distributions Inc.  
The Peavey Manufacturing Company  
Perfeo Printing  
Pigeon Mountain Industries, Inc. (PMI)  
Pinnacle Concepts Inc./Terra Vent  
Plant Health Care Inc.  
Polecat Industries, Inc.  
Power Great Lakes, Inc.  
Power Great Lakes, Inc./Auto Clutch  
Power Planter  
Practical Solutions, Inc.  
Preformed Line Products  
Progress Leasing Company  
Rainbow Treecare - Scientific Advancements  
Rayco Manufacturing, Inc.  
Rear's Manufacturing Company  
Redmax - Komatsu Zenoah America, Inc.  
Remke Enterprises, Inc.  
ROOTSInc  
ROOTWELL, Inc./Morgan Concepts, Inc.  
Royal Truck & Equipment Inc.  
Safety Test & Equipment Company  
Salsco, Inc.  
Schodorf Truck Body & Equip. Co.

Service Communication Software  
Shelter Tree, Inc./Tree Care Products  
Sherrill, Inc.  
Shinn Cutter Systems  
Sierra Moreno Mercantile Company  
Simonds Industries, Inc.  
Southco Industries  
Southeastern Equipment Company  
Southern Chapter, ISA  
Southern Farm Equipment  
STIHL Incorporated  
Stump Removal Inc.  
Sunbelt Outdoor Products Inc.  
SwapLoader, USA Ltd.  
Tamarack Clearing Inc.  
Tanaka Power Equipment  
Tenn. Insurance Service  
Terex Telelect Inc.  
Tilton Equipment Company  
Timberwolf Manufacturing Corporation  
Tree & Landscape Equipment Trader  
Tree Line Supply Company  
Tree Tech Microinjection Systems  
TreePro Direct™  
Trueco, Inc.  
V & H Inc.  
Vermeer Manufacturing Company  
VERSALIFT, TIME Manufacturing Co.  
Wall Industries  
Wall Industries/Silky  
Weaver Leather, Inc.  
Willman's Earth Restoration Company  
Wilson's Woodcutters Supply  
Wis-Con Total Power Corporation  
Wood-Mizer Products, Inc.  
Wood/Chuck Chipper Corporation  
Woodsmen Inc.  
Yale Cordage, Inc.  
Zenith Cutter Company



**The products and services you need to  
achieve success with your tree care company  
are all under one roof. Attend TCI  
EXPO 2000 and make a difference in your  
future!**



# ARBORBUCKS

ARBORBUCKS



**WIN  
Arborbucks!**



There will be two drawings each day for at least \$250 in ARBORBUCKS on the Trade Show floor. Drawings will be held on Thursday and Friday at 12:00 noon and 2:00 p.m. and Saturday at 11:00 a.m. and 1:00 p.m.



ARBORBUCKS can be used the same as cash to make purchases from participating vendors at the show. There is no cost to enter the drawing. Just complete the survey found in the center of your pocket program.

## **Arborbucks participants:**

### **Drawing Schedule**

**Thursday**      **12:00 noon**  
**November 9**      **2:00 pm**

**Friday**      **12:00 noon**  
**November 10**      **2:00 pm**

**Saturday**      **11:00 am**  
**November 11**      **1:00 pm**

**Winners must be present to receive ARBORBUCKS cash!**

American Arborist Supplies, Inc.  
Aerial Lift, Inc.  
John Bean Sprayers  
Bishop Company  
Concept Engineering Group, Inc.  
DICA Marketing Co.  
Green Manufacturing, Inc.  
Growtech, Inc.  
H.D. Hudson Mfg. Co.,  
    Green Garde Div.  
Karl Kuemmerling, Inc.  
MAT-3, Inc.  
Northeastern Arborist Supplies  
Peavey Manufacturing Company  
Rayco Manufacturing Inc.  
Schodorf Truck Body & Equip. Co.  
Trueco, Inc.  
Vermeer Manufacturing Company



## **Arborist Skills**

Visit the Arborist Skills areas located on the trade show floor and sign up to receive hands-on instruction. Upon completion, *ISA Certified Arborists* will become eligible to receive ISA re-certification CEU's.

## Two Special Workshops

TCI attendees are invited to participate in either full-day workshop on Wednesday, November 8, 2000.

### Registration Fee **\$95**

Please use the TCI EXPO registration form to indicate attendance at either of these programs.

**Register on-line and WIN!**  
(see registration)



Limited enrollment. Early registration is encouraged.

### The Bartlett Tree Research Laboratory Tour - Bartlett Staff

**Workshop I**

8:30 am – 3:30 pm  
Second Street entrance  
Charlotte Convention Center

The F.A Bartlett Tree Expert Company is widely regarded as a leader in delivering cutting edge, science-based tree care services. Take advantage of this rare opportunity, while EXPO is in Charlotte, to tour the Bartlett Tree Research Lab, the proving ground for the company's innovative services.

Participants will depart at 8:30 a.m. and return at approximately 3:30 p.m. **Lunch included.**

### Business Managers' Workshop - Jerry Gaeta

morning session

afternoon session

#### Understanding Costs & Pricing Services

#### Building Your Employee Benefit Program

**Workshop II**

9:00 am – 12:00 pm  
Room 211  
Charlotte Convention Center

1:00 pm – 4:00 pm  
Room 211  
Charlotte Convention Center

What is the relation between estimating, job costing and accounting? In a profitable business, they must work in unison. In this program, Mr. Gaeta will explain the relation of these three important components of business management and show you how they must balance each other.

**Lunch not included.**

The effective benefits program must be based not only upon what employees need, but what the company can afford. With company financial health and employee satisfaction in the balance, the stakes are high. Mr. Gaeta, himself a green industry employer, will share his first-hand experiences of building a successful benefits program from the ground up.




**Jerry Gaeta** and two partners own a full service design/build and commercial landscape, irrigation and landscape maintenance firm in Mt. Pleasant, S.C. Jerry is a successful estimator who has bid hundreds of millions of dollars in site development work. He became an associate with Vander Kooi & Associates, Inc. in 1994, and has consulted with many companies in the green industry, developing overhead recovery budgets, teaching the principles of estimating and improving their performance and profits. He was elected "1991 Nurseryman of the Year" by the SC Nurserymen's Association, the only landscape contractor ever to receive such an honor.







# SCHEDULE OF EVENTS

## Thursday, November 9, 2000

## Friday, November 10, 2000

- am**
- 7:30 REGISTRATION OPENS
- 8:30-9:45 **KEYNOTE ADDRESS: MANAGING THE FUTURE – AGE WAVES IN THE WORKFORCE** - Robert Tucker  
Baby Boomers are turning 50 at the rate of one every eight seconds. Generation X, 17 million Americans, are the force in the workplace today. They are telling their employers that they work under and are motivated by different rules than were Boomers. Now Generation Y is making its presence felt strongly, especially in service businesses like tree care that tend to employ younger workers.
- In his upbeat, interactive session, Robert Tucker will explain the most important do's and don'ts regarding Generation X, and help you understand Generation Y's unique requirements.
- 9:57 **TRADE SHOW OPENS**  
Don't miss a single booth! Wear your walking shoes, because with over 170 exhibitors, there will be a lot of ground to cover. TCI EXPO is the largest tree care trade show in the nation. If it will make your business more efficient, competitive, productive or profitable, you'll find it here. Plus, we've arranged for live demonstrations and plenty of hands-on opportunities with some of the leading names in the arborist industry. Check your show program for times and locations. To keep up with the industry, you won't want to miss a single demo. **Bonus:** Key demos will be presented in Spanish each day of the show. *Bring your Spanish-speaking employees!*
- noon**
- 12:00 **ARBORBUCKS DRAWING** - Tree Demonstration Area  
Be sure to fill out your entry form and you could be the winner of ARBORBUCKS currency. ARBORBUCKS can be used as cash at any of the participating vendor booths. Here's your chance to win the goods and services you need!
- pm**
- 2:00 **ARBORBUCKS DRAWING** - Tree Demonstration Area  
It's not too late to enter the drawing. You could be the winner!
- 4:00 **TRADE SHOW CLOSES**
- 4:00-5:00 **NEW TREATMENTS: CLAIMS, THEORIES & RESULTS** – Dr. Bruce Fraedrich and Dr. Thomas Smiley  
 If you couldn't join us for the Bartlett Lab tour, you can still reap the benefit of that organization's "R & D" by coming to hear two of Bartlett's head researchers talk about their ongoing projects and findings.
- 4:00-5:00 **MARKETING TO GENERATIONAL CUSTOMERS** – Robert Tucker  
In this presentation, Robert Tucker will help you brainstorm new market opportunities in serving the three age waves, help you identify the age waves among your customers, and help you predict and control how an aging population will affect your business.
- 6:00-7:00 **WELCOME RECEPTION FOR ALL ATTENDEES AND EXHIBITORS**  
*Grand Ballroom*  
Omni Charlotte Hotel  
*Complimentary hors d'oeuvres*  
Visit with old friends, make new ones, network, and enjoy an evening of fun with fellow tree care professionals.

**See you next year in Columbus, Ohio!  
November 1-3, 2001**

- am**
- 7:30am REGISTRATION OPENS
- 8:00- 9:00 **IPM IN THE REAL WORLD** –  
 Dr. Ball revisits EXPO as a speaker after great reviews last year. Recently, as a part of some EPA research, he had the opportunity to work with arborists in their pest management operations – the focus of this work is not so
- 8:00 -9:00 **HIRING FROM OTHER CULTURES**  
In today's up economy, finding great people to work for you is challenging. Some employers are overcoming the barriers of language and culture to find
- 9:00 **TRADE SHOW OPENS**  
Plan on an information-packed day of demonstrations, browsing the newest
- 9:30 to 10:30 **RIGGING CHALLENGES & TRIUMPHS**  
 In a presentation that is bound to be highly entertaining as well as informative, Don Blair will chronicle some of the most difficult and intricate
- 9:30-10:30 **HIRING FROM OTHER CULTURES**  
In our free market economy and with our highly mobile workforce, the best employees end up with the employers that are best able to fill their needs.
- noon**
- 12:00 **ARBORBUCKS DRAWING** - Tree D  
Be sure to fill out your entry form and you could be the winner of ARBORBUCKS
- pm**
- 2:00 **ARBORBUCKS DRAWING** - Tree D  
It's not too late to enter the
- 4:00 **TRADE SHOW CLOSES**
- 4:00-5:00 **CARBON ALLOCATION & TREE CA**  
 Understanding the way trees use carbon and the effects of root damage, treatments, pruning, storm damage and insect damage is vital! That knowledge ties directly into plant health practices such as fertilizing, and inoculating
- 4:00-5:00 **WHAT YOU SHOULD KNOW ABOUT**  
Technology isn't a passing fad. The day will soon come when E-commerce will impact even the smallest of businesses. Don't end up as "road kill" on the Information Super Highway! In this down-to-earth presentation, Steve will help you understand technical
- 5:15-6:15 **NAA's ACCREDITATION PROGRAM**  
 Members of the National Arborist Association staff and Accreditation Task Force



ISA Certified  
Arborist CEUs  
available

Smart Manager Series

Expert Practitioner Series

**Friday, October 10, 2000**

**Saturday, November 11, 2000**

**John Ball**

much how to do IPM, but how to market the service and make a profit at it. Following the classic IPM methods appears to be a good way of having your IPM program become DOA. But pesticide regulations and public attitudes are changing and clearly IPM can be an excellent profit center. Ball has a number of great success stories as well as some pitfalls to avoid.

**SESSION I - Employer Panel**

qualified employees among different racial and ethnic groups. Share the philosophies and some of the strategies that companies of various sizes use to attract and hold on to a culturally diverse work force.

equipment, technologies and services, and exchanging ideas with your peers. There's no show like TCI EXPO.

**DIUMPHS - Don Blair**

rigging jobs he has worked on in a lifetime as a commercial arborist, equipment specialist, and innovator. Come prepared to laugh, to think, and to take notes for your next rigging job!

**SESSION II - Employee Panel**

You can become a better employer if you listen to these panelists elaborate on what those needs are as employees, and as members of distinct cultural communities.

**Tree Demonstration Area**

currency. ARBORBUCKS can be used as cash at any of the participating vendor booths.

**Tree Demonstration Area**

drawing. You could be the winner!

**TREE CARE TREATMENTS - Dr. Don Marx**

with beneficial bacteria and mycorrhizal fungi.

Dr. Marx, now retired from the U.S. Forest Service, has over 34 years experience working with trees and how they grow. He has contact with scientists all over the world working with trees that helps keep him on the cutting edge of new and innovative methods.

**ABOUT E-COMMERCE - Steve Epner**

concepts and their potential significance to your business, and he'll give you enough information to let you start to apply what you learn immediately.

As a technology consultant, Steve has helped guide hundreds of American businesses to the future. He's been widely published and quoted in various business publications, including the Wall Street Journal.

**PROGRAM UNVEILED**

members will present details, through a discussion format, of the NAA Accreditation Program for commercial tree care businesses, which is scheduled to launch in 2001.

**am**

7:30

**REGISTRATION OPENS**

8:00-9:00



**IPM IN THE REAL WORLD - John Ball**

*(This program is repeated from Friday morning. See Friday's seminar schedule for program description.)*

8:00-9:00

**IMPLEMENTING A DRUG-FREE WORKPLACE - Brian Farrington**

Many companies start out with the good intention of creating a drug-free workplace for employees only to be discouraged or sidetracked by legal and administrative issues.

Brian Farrington, a labor attorney from Ft. Worth with experience in the Department of Labor, will help you sort through the issues and structure a drug-free workplace strategy that is appropriate for your company.

9:00

**TRADE SHOW OPENS**

This is your last day to see and learn everything you need to keep your business moving. Be sure to take advantage of all TCI EXPO 2000 has to offer!

9:30-10:30



**FERTILIZATION & PEST CONTROL STRATEGIES - Dan Herms**

Since 1997, Dr. Herms has been an Assistant Professor in the Department of Entomology at Ohio State University/Ohio Agricultural Research and Development Center in Wooster. His program area includes Biology, Ecology, and Management of Insect Pests of Woody Ornamental plants. His research focuses on soil management regimes as components of IPM programs for urban landscapes as well as user-friendly decision tools for predicting pest outbreaks.

9:30-10:30

**A WAGE & HOUR LAW PRIMER - Brian Farrington**

What is considered compensable time and what isn't? Are my employees properly classified? When do I have to pay for travel time, and why? How do I calculate overtime? These are just some of the questions you must be able to answer to avoid problems with federal and/or state wage and hour laws. Brian Farrington specializes in assisting small businesses with these issues, and will help de-mystify the whole subject of wage and hour law.

**pm noon**

11:00

**ARBORBUCKS DRAWING - Tree Demonstration Area**  
It's not too late to enter the drawing. You could be the winner!

1:00

**ARBORBUCKS DRAWING - Tree Demonstration Area**  
This is your last chance to win! See you in the demo area.

12:30

ISA Certification Exam Check-in

1:00-4:30

ISA Certification Exam - To sit for the exam, you must call ISA to pre-register at 1-217-355-9411. Application and registration fee must be received at ISA 12 working days prior to exam date.

1:00-4:30

The ISA Certified Tree Worker/Climber Specialist exam is offered to those arborists with 1 1/2 years climbing experience. The exam is a combined knowledge and skills exam.

To learn more about this exciting new certification program, contact the ISA at 1-217-355-9411 and ask for the ISA Certified Tree Worker/Climber Specialist application and information packet.

This exam is being offered by the ISA Southern Chapter. Please have your application into the ISA office in Champaign, Illinois 12 working days prior to exam date.

3:00

**TCI EXPO 2000 TRADE SHOW CLOSES!**

# GETTING THERE

## Directions to the Charlotte Convention Center

### Driving

#### From I - 77 South:

Exit John Belk Freeway (I - 277) South. Take Stonewall Street Exit. Turn left onto Stonewall Street. Follow Stonewall to College Street (3<sup>rd</sup> traffic light). Convention Center is on the corner of College and Stonewall.

#### From I - 77 North:

Exit John Belk Freeway (I - 277) North. Take College Street Exit. After exiting, go through the first traffic light and the Convention Center will be on your right.

#### From I - 85 South & North:

Exit onto I - 77 South. Exit John Belk Freeway (I - 277) South. Take Stonewall Street Exit. Turn left onto Stonewall Street. Follow Stonewall to College Street (3<sup>rd</sup> traffic light). Convention Center is on the corner of College and Stonewall.

#### From US Highway 74 West (Wilkinson Blvd):

Continue on as this turns into John Belk Freeway (I - 277) North. Take College Street Exit. After exiting, go through the first traffic light and the Convention Center will be on your right.

#### From US Highway 74 East (Independence Blvd):

Follow John Belk Freeway (I - 277) South. Take Stonewall Street Exit. Turn left onto Stonewall Street. Follow Stonewall to College Street (3<sup>rd</sup> traffic light). Convention Center is on the corner of College and Stonewall.

#### From the Airport:

Follow the airport exit signs to I - 77 North. Proceed on I - 77 North to John Belk Freeway (I - 277) North. Take College Street Exit. After exiting, go through the first traffic light and the Convention Center will be on your right.

### Flying

#### US Airways

US Airways has been selected as the primary air carrier. Special discounts have been arranged on your air transportation. To take advantage of this special offer, please call US Airways' Meeting and Convention Reservation Office at 1-877-874-7687 and refer to Gold File No. **17171423**. Plan ahead and receive an additional 5% discount by ticketing 60 days or more prior to departure.

#### Airport Transportation

For those arriving by air, the Charlotte/Douglas International Airport is located seven miles west of Uptown Charlotte. Arrangements have been made with *Carolina Transportation Company, Inc.* shuttle service for transportation to Uptown hotels. Look for coupons in your registration confirmation packages. This coupon will entitle you to a conference rate of **\$14.00 per person, round-trip**.

The Carolina Transportation Company ticket booth is located outside of U.S. Airways baggage claim door C. Hours of operations are from 6 a.m. to midnight 7 days a week. You must present your coupon to the representative on duty to receive the reduced rate.







**EXHIBIT HALL HOURS**

- Thursday, November 9, 2000  
9:57 am - 4:00 pm
- Friday, November 10, 2000  
9:00 am - 4:00 pm
- Saturday, November 11, 2000  
9:00 am - 3:00 pm

**Finding a hotel room**

This year the host hotel for TCI EXPO 2000 is the **OMNI CHARLOTTE HOTEL**, located at 101 South Tryon Street (*within walking distance to the Convention Center*). The **OMNI CHARLOTTE HOTEL** is offering TCI EXPO 2000 attendees a rate of **\$112 single/double occupancy**. Valet parking is available for overnight hotel guests at a daily rate of \$16. This includes in and out privileges on a 24-hour basis. Self-parking is available for \$6 per day and includes in and out privileges. Space is limited, be sure to make your reservation early. This rate will be offered until October 8, 2000. To make your reservation please call the **OMNI CHARLOTTE HOTEL** at 704-377-0400. **Be sure to reference the National Arborist Association/TCI EXPO room block when making your reservations.**

Alternative accommodations are available at the **Four Points Sheraton** located at 201 South McDowell Street, just a few blocks from the Convention Center. The **Four Points Sheraton** will offer TCI EXPO 2000 attendees a rate of **\$92 single/double occupancy**. Self-parking is complimentary. Reservations must be made by October 9, 2000 in order to guarantee this preferred rate. To reserve your room, please call the hotel at 704-372-7550 and be sure to **reference the National Arborist Association/TCI EXPO room block**.

Additional accommodations are available at the **Holiday Inn Center City** located at 230 North College Street. The **Holiday Inn Center City** will offer TCI EXPO 2000 attendees a rate of **\$91 single/double occupancy**. Complimentary self-parking is available for overnight guests. Reservations must be made by October 6, 2000 in order to guarantee this preferred rate. To reserve your room, please call the hotel direct at 704-335-5400 and be sure to **reference the National Arborist Association/TCI EXPO room block**.

**FREE Uptown Shuttle**

The Uptown Shuttle is an ideal way to travel to various locations within the Uptown area. The free shuttle stops in front of the Charlotte Convention Center as well as near many of the Uptown hotels. The Uptown Shuttle runs on a seven minute schedule, Monday – Friday from 7:30 a.m. to 6:00 p.m.

# REGISTRATION

## TCI EXPO Goes On-line

For the first time ever, you can register on-line at [www.natlarb.com](http://www.natlarb.com) for the world's largest tree care show. NAA offers a secure transaction line, and confirmation of your registration will be received within minutes.

### You could WIN

When you register on-line, you are automatically entered to win one of the 200 Arborwear shirts (retail value greater than \$50), which will be given out at the show.



This shirt is made of soft, pre-washed 10 oz. canvas for a remarkably comfortable fit. The relaxed room in the sleeves and collar offer unparalleled freedom of movement.

This promotion is only applicable to on-line registrants and winners will be picked at random. Void where prohibited. All prizes must be picked up before the show ends. NAA will not ship unclaimed shirts. All Arborwear LLC products are unconditionally guaranteed.

## Registration Procedure

Please photocopy and complete a separate registration for each conference attendee. Register before the Early Bird deadline of October 9 to receive discounts on Trade Show Admission and educational seminars. Registrations received after October 9, not complying with the appropriate fees, will be billed accordingly. Registration is required to obtain your admission badge. Everyone is required to wear a badge issued by the National Arborist Association to enter the exhibit hall and all seminars. Be sure to pre-register and avoid long lines at the registration area.

## TCI EXPO Badges

All TCI EXPO admission badges will be mailed to attendees who register prior to October 22, 2000.

Individuals registering after October 22 must stop by the pre-registration desk located in the Second Street Concourse to pick up their admission badge.

**PLEASE NOTE: Registrations will be processed but not confirmed until paid in full.**

## Seminars

Check the box beside each seminar you wish to attend. *Be careful not to pick two seminars at the same time.* Count the total number of seminar hours indicated next to the seminar titles. Record this number in the space marked TOTAL SEMINAR HOURS.

*If you are attending 5 or more seminars . . .*  
**BUY GOLD!**

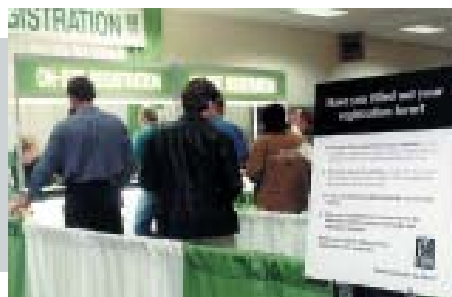
To purchase the GOLD CARD, which will give you unlimited access to all educational sessions and the Trade Show, check the appropriate box on the registration form and enter the correct amount in the TOTAL COST line.

### Seminar Registration Cancellations

All seminar registration cancellations must be received in writing at the National Arborist Association office. Cancellations received on or before October 27, 2000, will receive a full refund less a \$25 administrative fee. Fees cannot be refunded after October 27, however you are welcome to send a replacement. No telephone cancellations will be accepted.

How to register

We encourage you to bring your employees to TCI EXPO 2000. TCI EXPO is a valuable educational experience.



## 1. Registration Form

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

## 2. Source Request

How did you hear about TCI EXPO?

- TCI EXPO Brochure  
 TCI Magazine  
 Arborist News  
 Other Industry Publication  
 NAA web site  
 Co-worker/Friend  
 Other Trade Show  
 Other \_\_\_\_\_

## 3. Seminar Selections

### THURSDAY, NOVEMBER 9

- #1 - 8:30am Managing the Future - Age Waves in the Workforce ..... 1 Hour  
 #2 - 4:00pm New Treatments: Claims, Theories & Results ..... 1 Hour  
 #3 - 4:00pm Marketing to Generational Customers ..... 1 Hour

### FRIDAY, NOVEMBER 10

- #4 - 8:00am IPM in the Real World ..... 1 Hour  
 #5 - 8:00am Hiring From Other Cultures I (Employer Panel) ..... 1 Hour  
 #6 - 9:30am Rigging Challenges & Triumphs ..... 1 Hour  
 #7 - 9:30am Hiring From Other Cultures II (Employee Panel) ..... 1 Hour  
 #8 - 4:00pm Carbon Allocation & Tree Care Treatments ..... 1 Hour  
 #9 - 4:00pm What You Should Know About E-Commerce ..... 1 Hour  
 #10 - 5:15pm NAA's Accreditation Program Unveiled ..... FREE

### SATURDAY, NOVEMBER 11

- #11 - 8:00am IPM in the Real World ..... 1 Hour  
 #12 - 8:00am Implementing a Drug-Free Workplace ..... 1 Hour  
 #13 - 9:30am Fertilization & Pest Control Strategies ..... 1 Hour  
 #14 - 9:30am A Wage & Hour Law Primer ..... 1 Hour

TOTAL SEMINAR HOURS \_\_\_\_\_

### ON-LINE REGISTRATION

www.natlarb.com

### REGISTER BY FAX

(CREDIT CARD PAYMENTS ONLY)

603-314-5386

### REGISTER BY PHONE

1-800-733-2622

8:00 am - 5:00 pm Eastern Time

### REGISTER BY MAIL

TCI EXPO

3 Perimeter Road, Unit 1

Manchester, NH 03103



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

## 4. Registration Options

	BEFORE OCT. 9, 2000	AFTER OCT. 9, 2000	
<input type="checkbox"/> <b>Gold Card</b> - Includes any 8 seminar selections and admission to trade show (Wednesday Workshops are <b>not</b> included in Gold Card option)	\$205	\$250	\$
<input type="checkbox"/> <b>Individual Seminars</b> multiply cost by number of seminar hours ____ X	\$ 50	\$ 60	\$
<input type="checkbox"/> <b>Trade Show Entrance Only</b> - Free with paid seminars	\$ 15	\$ 25	\$
<input type="checkbox"/> <b>Business Managers' Workshop</b> (lunch not included) - Wednesday, Nov. 8, 2000	\$ 95	\$ 95	\$
<input type="checkbox"/> <b>The Bartlett Tree Research Laboratory Tour</b> - Wednesday, Nov. 8, 2000	\$ 95	\$ 95	\$
		<b>TOTAL</b>	\$

## 5. Payment Method

- Check Enclosed     MasterCard/Visa/AMEX    AMOUNT \$ \_\_\_\_\_

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

(as it appears on your card)

## 6. NAA Membership & TCI Magazine Information

1. Is your company an NAA Member Firm?  Yes  No    2. Do you wish to receive NAA Membership Info?  Yes  No

3. Do you wish to receive a complimentary subscription to TREE CARE INDUSTRY (TCI) Magazine?  Yes  No

You must complete all of the information below to receive your subscription:

4. Business/Industry: (Please check one that applies)     Tree Service     Landscape Contractor     Governmental Entity  
 Property Mgmt.     Consulting Firm     Utility     School/University     Other: \_\_\_\_\_





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