

MAKING AN IMPACT



ANNUAL REPORT

September 2022 - August 2023



The Tree Care Industry Association (TCIA) is a non-profit trade association of 2,000-plus tree care firms and affiliated companies, representing tens of thousands of tree care professionals across the United States. Established in 1938 as the National Arborist Association, TCIA is the only national trade organization for tree care businesses.



Dear Members,

Eighty-five years ago, 30 "commercial tree men" wrote a charter for an association with the understanding that they could not only learn from each other, but they could impart that knowledge to their peers and future generations of the tree care industry. I wonder if any of them realized the seeds they planted would support thousands and thousands of tree care professionals?

We've come a long way since the founders wrote that first charter. I know they'd be happy to see us continue to plant even more seeds for future generations to keep tree care workers safe and businesses thriving.

TCIA recently conducted an assessment of our products, services and events. We want to ensure that we are providing you and your business with a proven process for continued growth and success. As a result of this assessment, TCIA has determined six domains outlined in this Annual Report that are critical in our mission to advance tree care businesses. Under each domain you will find highlights and stats along with the impact it has on your business and the industry. By introducing these "domains," TCIA can enhance our ability to assist you even further.

In line with our founders' legacy, our forward-looking vision remains centered on continuous learning within the tree care industry. We are committed to helping you be profitable and sustainable and for your employees to be skilled and safe so you can continue to meet the challenges ahead.

Your business is our business, and we look forward to growing together.

Sincerely,

A handwritten signature in black ink that reads "David White".

David White, CAE, TCIA President & CEO

LOOKING UP IN FISCAL YEAR 22-23*:

- TCIA Qualified Trainers doubled to a total of **42**
- Training certificates from our online learning courses increased **25%**
- TCIA designated as an Apprenticeship Ambassador by the D.O.L.
- **8** new Tree Care Academy online courses in Spanish were launched
- Jobs posted to OutsideCareers.org increased **500%**
- Page views increased **60%** for tcimag.tcia.org
- **500** tree care industry professionals took advantage of FREE training made possible by the OSHA Susan Harwood Grant
- CTSP graduates increased **13%**
- TCI EXPO '22 had a record-breaking attendance of **5,030**
a **24%** increase from TCI EXPO '21

*TCIA'S Fiscal Year 22-23 runs from September 2022 - August 2023

TCIA STAFF CORE VALUES

BE OF SERVICE
BE TEAM PLAYERS
BE DRIVEN
BE ADAPTABLE
BE PRINCIPLED

TCIA BOARD CORE VALUES

BE COMMITTED
BE TEAM PLAYERS
BE STRATEGIC
BE OPEN-MINDED
BE STEWARDS OF THE INDUSTRY

DOMAIN 1 SAFETY

Sept. 2022 - Aug. 2023

The TCIA Certified Treecare Safety Professional program (CTSP) continues to be a well-established and respected certification program which heavily contributes to the safety culture at tree care companies and overall professionalism in the industry. There are now more CTSP credential holders than ever before, with **2,950** professionals carrying that designation and **544** new credentials earned in FY 22-23.

TCIA increased the number of certification workshops by **24%** and saw a **13%** increase in the number of CTSP graduates.

The CTSP program is making an impression on the industry - now **1,143** companies across the country have at least once CTSP on staff.

IMPACT: MAKING THE INDUSTRY SAFER

“*With the mission of advancing tree care businesses, the engine that drives TCIA is the peer networking experience. Many who have been successful with one or more aspects of running a tree care business become mentors and teachers. That has been the case with the Certified Treecare Safety Professional (CTSP) program. Since the program's inception in 2006, the CTSP Council sought to infuse advanced concepts of training and adult learning where the subject was safety. Through time, the idea of a safety culture gained traction. Once an afterthought, arborists came to see that looking out for the safety of oneself and one's co-workers could be a powerful force, and that safety does not interfere with productivity, but instead enhances it.*”

Peter Gerstenberger | Senior Vice President, Industry Support



DOMAIN

2

Sept. 2022 - Aug. 2023

WORKFORCE DEVELOPMENT

TCIA recognizes the challenge that workforce shortages pose for tree care companies. To address this critical issue, we provide our members with a suite of essential tools aimed at bridging the gap and assisting companies in the recruitment, retention and development of skilled employees.

Our CareerCenter.org connects employers with job seekers. This year, more than **7,000** jobs were posted, a **500%** increase, plus **35%** more job seekers registered than the previous year.

Building on the success and enthusiasm of women in tree care workshops at previous TCI EXPOs, a Women in Tree Care Taskforce was formed to build a supportive and inclusive culture into TCIA's events throughout the year. In addition, a new women's peer-to-peer group was created to help the industry cultivate a more diverse workforce. TCIA's manager of



workforce, recruitment and retention spoke at industry events to educate and advocate for the need for cultivating and welcoming more diverse populations into the industry.

In May 2023, the U.S. Department of Labor's (DOL) Office of Apprenticeship approved and recognized TCIA as an Apprenticeship Ambassador. This designation demonstrates TCIA's support toward strengthening the workforce for the tree care industry and our communities. TCIA helps companies recruit and train new employees and the Registered Apprenticeship program helps formalize a process for sharing knowledge and creating alignment of practices through on-the-job learning, and classroom and self-study instruction. **65** companies are currently leveraging this program to help build their workforce.

Check [OutsideCareers.org](https://www.outsidecareers.org) for more information on all of our initiatives!

IMPACT: STRONGER RECRUITMENT AND RETENTION

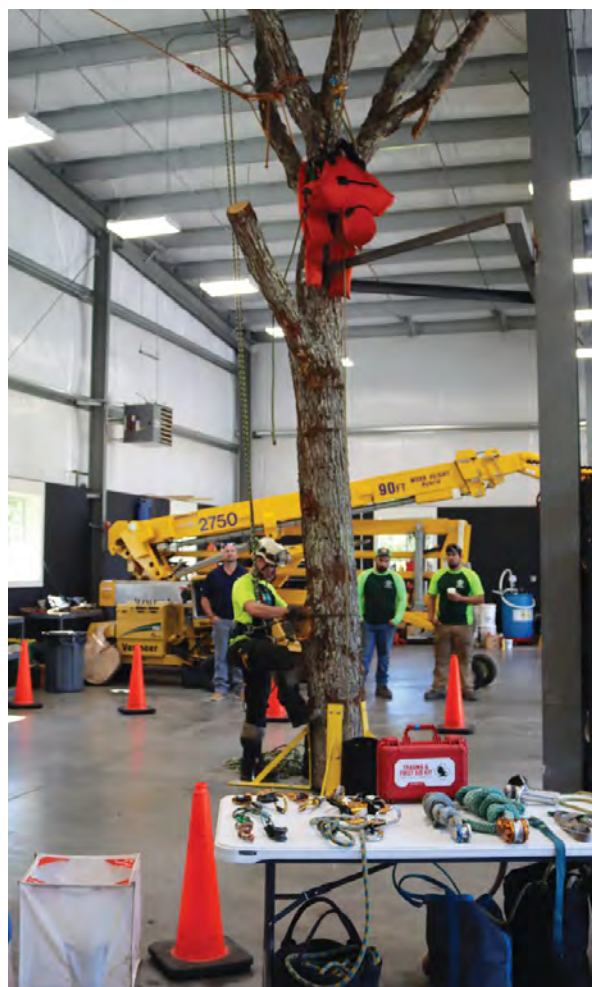
TCIA's **Introduction to Arboriculture Safety** is a free online course for individuals exploring, or new to the field of arboriculture. Many companies use the course as a screening tool for employment. This year **2,649** users registered for this free course and **1,847** received certificates of completion, a **273%** increase from the previous year. A new version in Spanish has been added for even more accessibility.

“*We have an incredible diversity of experience on our team, and we encourage our employees to share their knowledge with each other and our customers. The apprenticeship program has helped us make tremendous gains in creating a culture of partnership and learning by formalizing a process for sharing knowledge and creating alignment of practices.*”

Mike Earl, owner of Old Growth Tree Service LLC, an eight-year TCIA member company in Eagle, CO.



Congressional site visit to highlight the challenges that tree care companies face at ArborTech in New Hampshire. See next page for details.



DOMAIN 3

TCIA remains steadfast in its advocacy for the overall improvement of workplace safety and health within the industry.

In fiscal year 2022-23, our Washington, DC-based partner, Ulman Public Policy, hosted a congressional site visit with Gilford, New Hampshire-based member ArborTech at the company's headquarters in August to underscore the importance legislators assign to direct interactions with their constituents.

With the federal government (OSHA) proposing an arborist-specific safety standard, an initiative long supported by TCIA, this event offered policymakers a glimpse into the challenges facing the industry and emphasized the importance of OSHA recognizing industry-accepted safe workplace practices, such as the crane-access method. Participants included U.S. Rep. Chris Pappas (D-NH-1), staff from the office of U.S. Rep. Ann McLane Kuster (D-NH-2), U.S. Rep. Chellie Pingree (D-ME-1), Senator Jeanne Shaheen (D-NH) and Senator Maggie Hassan (D-NH)

Sept. 2022 - Aug. 2023

ADVOCACY AND REGULATORY SUPPORT

The event concluded with a roundtable discussion among TCIA members and policymakers. Key topics included safety practices, workforce shortages, company readiness to hire and train new employees and the rewarding career of an arborist.

For more updates, go to advocacy.tcia.org.



IMPACT: ADVOCACY FOR THE INDUSTRY

“*TCIA and the A300 committee worked tirelessly to revise all 10 ANSI A300 Tree Care Management standards and consolidate them into one new standard. We also created an interactive electronic version of the standard integrated with an on-line A300 course that provides an introduction as well as a tutorial on how to write pruning specifications using the A300 standards.*”

Bob Rouse, SVP, Business Support, Manager, Industry Standards and Internal Compliance

DOMAIN 4 TRAINING

Sept. 2022 - Aug. 2023

Online Learning Continues to Reach More Professionals

TCIA issued more than **6,000** training certificates to industry professionals utilizing our online training courses, a **25%** increase from the previous year. **8** more courses were translated to Spanish for a total of **11** courses to date.

Training Gets Personalized with Custom Portals

TCIA's new training portals are revolutionizing online learning for our member companies! These cost-effective and efficient portals allow members to create personalized career pathways and streamline their enrollment processes for TCIA's online training courses. Portals offer self-directed, hybrid training to support all learning styles and career pathways.

67 TCIA members launched their portals for a total of **85** company portals changing the way companies do their online training.

More Funding for Free Training

For more than 10 years, TCIA has been awarded grant money from the Occupational Safety and Health Administration (OSHA) through the Susan Harwood Training Program to serve companies with less than 250 employees.

TCIA received **\$139,582** in funding and trained **500** professionals for a total of **2,461** hours of training, helping workers identify and eliminate hazards to help ensure that every worker returns home safely at the end of the day.



IMPACT: EFFICIENT, ACCESSIBLE AND AFFORDABLE TRAINING

“*TCIA's customized training portals give our member companies complete control over their employees' learning journey so they can tailor their training to meet their unique needs.*”

Bryan Dalton, TCIA Senior Vice President of Operations and Credentialing

“*I became a TCIA member and was thrilled to get my portal delivered to me the very next day!*”

Samuel Jones, owner of Sweet Carolina Tree Service

TCIA Qualified Trainers Reach New Levels of Expertise

TCIA's Qualified Trainers go through a rigorous 10-module training to be eligible to teach TCIA's Tree Care Academy: Career Pathway courses and the Electrical Hazards Awareness Program (EHAP). They help professionalize and standardize industry training so more people can get better training!

This year TCIA doubled the number of

Qualified Trainers to a total of **42**

Some of our awesome trainers include:



Dr. John Ball, CTSP



Corey Conroy, CTSP



John Haehnel, CTSP



Chase Anderson, CTSP



Kristoffer Rasmussen, CTSP



Ryan Ealy, CTSP



Josh Palacios, CTSP

DOMAIN 5 SALES AND MARKETING

Sept. 2022 - Aug. 2023

TCIA provides opportunities to learn from others in the industry who've walked the path you are on and provide insights you can't find anywhere else.

TCI EXPO is YOUR community!

The tree care industry's largest trade show and conference, had a record-breaking attendance in 2022 with **5,030** attendees, as well as **256** exhibitors. TCI EXPOClimb was a brand new area dedicated to the climbing community. It is high touch, high energy and highly interactive and here to stay!

People are listening! TCI Magazine became more accessible, and articles are now available in digital and audio formats. You can listen to your favorite arboriculture articles on podcasting platforms, such as Apple Music, Spotify and others. There were **2,412** downloads since the audio feature launched in January 2023! The magazine's online presence increased as well to reach even more people with an average of nearly **9,000** users per month and a **59%** increase in page views.

Winter Management Conference - More than **400** senior level executives landed in Barbados in February 2023 to network and hear from internationally renowned speakers. This premier business conference is an opportunity to collaborate and connect with other industry professionals.

IMPACT: FOSTERING INDUSTRY CONNECTIONS

“**TCI EXPO '22 in Charlotte was an unqualified success. With over 5,000 attendees and 2,000 exhibitor personnel, it was the highest-attended conference in our 33-year history. Arborists gave it four-plus stars. TCI EXPOClimb debuted with instructional “Climber’s Lab” sessions and “Open Truss” live product demos. The concept of digital access gained traction, and was a great way for attendees to continue their education.**”

Peter Gerstenberger, Senior Vice President, Industry Support

We're making an impression!

TCIA's social media continues to engage and inform the industry via social media, including Facebook, Instagram, Linked In and Twitter: social impressions were up **23%** and our followers increased by **15%**

Impressions	
	10,440,400
FB	7,650,000
Instagram	2,510,000
Twitter	37,400
LinkedIn	243,000

Engagements	
	125,400
FB	90,400
Instagram	22,900
Twitter	1400
LinkedIn	10,700

Followers	
	68,810
FB	25,500
Instagram	22,200
Twitter	7,910
LinkedIn	13,200

DOMAIN 6 BUSINESS STRATEGY

Sept. 2022 - Aug. 2023

TCIA's mission is to advance tree care businesses. When you are a member of TCIA you are proving your commitment to creating the best version of your company and strengthening the industry.

Tree Care Company Members

2022-23

First time	264	} <i>Fun fact:</i> TCIA member companies represent tens of thousands of tree care professionals across the United States.
Renewed	1269	
Reinstated	433	
Total	1966	



TCIA members who are Accredited earned **30%** more revenue per per production employee than non-accredited companies and saved **15%** on Workers' Comp Insurance.

Corporate Members

TCIA's corporate members, include industry suppliers, manufacturers, and distributors. They help TCIA achieve our mission of advancing the tree care businesses and the industry. Corporate members have access to exclusive opportunities between TCIA and companies who are invested in the future of the tree care industry. Sponsorships support many of TCIA's education efforts including events like TCI EXPO.

This year TCIA had **337** corporate members, an increase of **14%** from FY 21-22.



IMPACT: MAXIMIZING YOUR MEMBERSHIP

Our Annual Sponsors allow TCIA to create, manage and maintain our many industry initiatives that support tree care businesses and the industry as a whole.

Thank you to these 2023 Annual Sponsors



- Altec Industries
- AP Equipment Financing
- Arborjet | Ecogel
- Bandit Industries
- Custom Truck One Source
- Husqvarna
- Morbark
- Sennebogen
- Vermeer Corp.



- Green Manufacturing
- Oakmont Capital Services



- All Access Equipment
- Fanno Saw Works/ Superior Fruit Equip.
- Jarraff Industries
- Navitas Credit Corp.
- Northern Atlantic Financial
- Spiamerica
- Vertical Supply Group
- Weaver Arborist



TCIA STAFF LEADERSHIP TEAM

Dave White, CAE | President & CEO

Amy Tetreault | Executive Vice President

Peter Gerstenberger | SVP, Industry Expertise

Bob Rouse | SVP, Programs & Services

Bryan Dalton | SVP, Operations & Credentialing

TCIA BOARD OF DIRECTORS 2023

Tom Prosser, Chair | Rainbow Treecare, Minnetonka, MN

August Hoppe, Vice Chair | Hoppe Tree Service, Milwaukee, WI

Noel Boyer, CTSP Senior Director | All About Trees, Springfield, MO

Directors

Arthur Batson, III | Lucas Tree Expert Co., Portland, ME

Austin Bonnema | Vermeer Mtn. West, Salt Lake City, UT

Amy A. Burkett | Burkett Arbor Care, Boerne, TX

James Houston | Davey Tree Expert Co., Kent, OH

Tad Jacobs, CTSP, QCL | Treemasters, San Rafael, CA

Jennifer McPhee | Harrison McPhee, Millis, MA

Joshua Morin | We Love Trees, Niwot, CO

David White, CAE, ex officio | TCIA



TREE CARE INDUSTRY ASSOCIATION

Advancing tree care businesses since 1938.