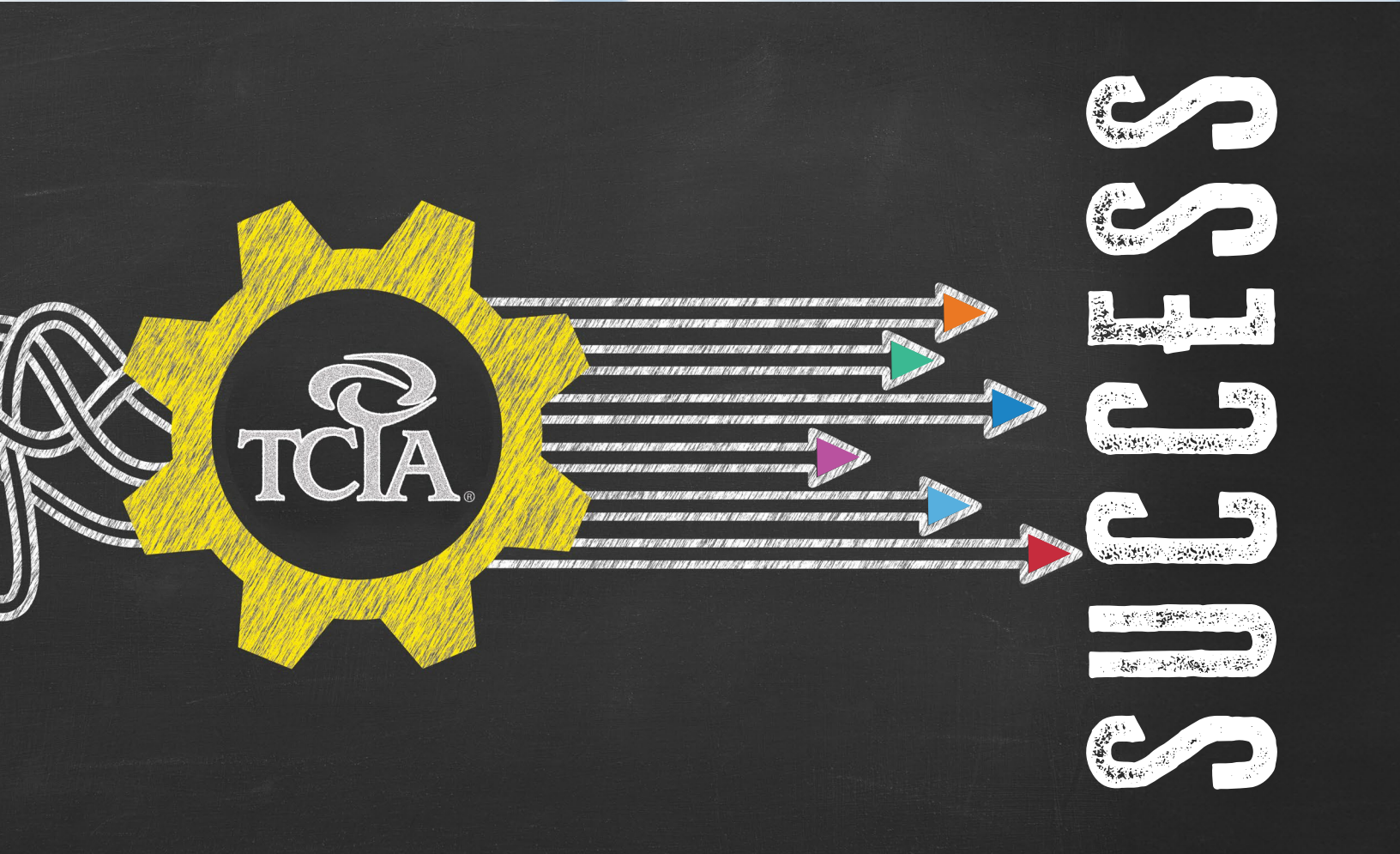


TREE CARE INDUSTRY ASSOCIATION

# ANNUAL REPORT

September 1, 2023 - August 31, 2024



WHAT DEFINES IT  
FOR YOU?



The Tree Care Industry Association (TCIA) is a non-profit trade association of 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 TCIA Members,

As we look back on another transformative year for TCIA and the tree care industry, I am filled with pride and optimism for what lies ahead. In fiscal year 2024, we have embraced bold initiatives — our Game Changer strategies — that have set the foundation for future success. These initiatives have been crucial in guiding our efforts to support tree care companies of all sizes, equipping them to navigate an ever-evolving industry landscape.

One of our primary goals has been to increase our data and research capabilities, allowing us to better understand the true scope of tree care businesses nationwide. This knowledge will not only inform our decisions internally but will enable us to deliver resources that directly meet the needs of our members. From safety programs to business-strategy tools, we are making sure that no company — whether large or small — feels left behind.

Furthermore, we have revolutionized how we interact with members through a consultative-engagement approach. We are listening more carefully than ever before, crafting personalized solutions that respond to the unique challenges faced by businesses across the country. No two tree care companies are alike, and by tailoring our services, we are providing greater value where it counts.

This year, we also aligned our offerings around the six core domains of tree care business success: Business Strategy, Safety, Sales & Marketing, Workforce Development, Training, and Advocacy & Compliance. This structure brings clarity and focus, ensuring that our members have direct access to the tools and education they need to thrive.

As we continue to grow together, I want to thank each and every member for their dedication, input, and trust. Together, we are not just advancing tree care businesses—we are defining the future of this essential industry.

Sincerely,

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

DAVID WHITE, CAE, TCIA President & CEO

## TCIA BOARD CORE VALUES

Be Committed

Be Team Players

Be Strategic

Be Open-Minded

Be Stewards of the Industry



### ***It begins with people.***

Over the last year, TCIA has been investing significant time and resources into our team. We are creating opportunities, welcoming new folks (and their ideas), and striving to ensure that our team of 42 people are the right people, working in the right seats.

But we're not just investing in staff because it's the right thing to do (which it is), but also because we believe that if you find the right people and empower them to execute at a high level ... they will execute at a high level. If you create a culture that both asks a lot, but also gives a lot – you will build a team of people who are willing to put in the work and challenge themselves.

And in this scenario, who benefits?

Members.

The achievements that you see outlined in these pages are the results from the efforts of our staff. After all, the success of our members is at the heart of everything we do at TCIA.

Every single person at TCIA is committed to serving our members and fostering the growth and success of the tree care industry. So I'm writing to thank you, our members, for your support. But I'm also writing to say thank you to the entire TCIA team.

For us, it's always about the people.

Warmly,

Amy Tetreault, EVP

## **TCIA STAFF CORE VALUES**

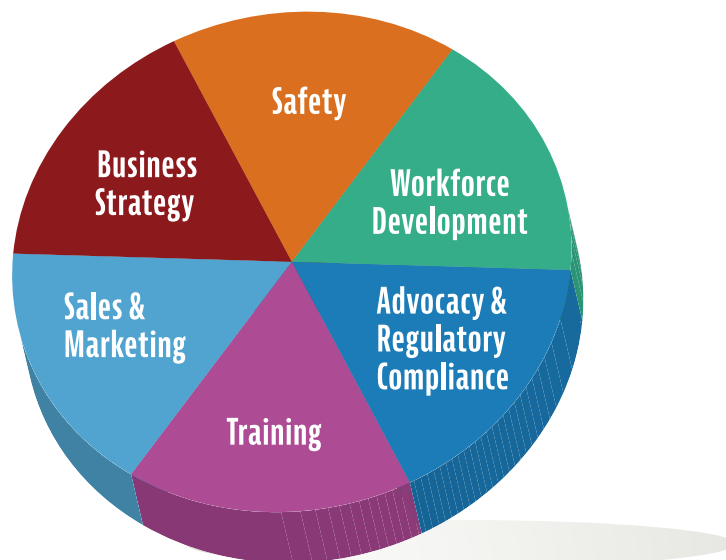
- Be of Service
- Be Team Players
- Be Driven
- Be Adaptable
- Be Principled

*Feedback from our recent employee survey include comments like the following:*

“ Company culture allows and encourages my team to be innovative and member focused. My ideas are heard, I feel challenged, and it's an enjoyable place to work. ”

# BY THE NUMBERS & MORE...

Some of what defined success for TCIA and its members in Fiscal Year 23-24\*:



**SAFETY** · TCIA has **57** Qualified Trainers, an increase of **140%** from the prior year!

**WORKFORCE DEVELOPMENT** · TCIA was designated as an Apprenticeship Ambassador by the Department of Labor.

**ADVOCACY & REGULATORY COMPLIANCE** · TCIA's persistent lobbying has helped motivate the DHS to double the total number of H-2B Visas available.

**TRAINING** · **508** tree care industry professionals took advantage of FREE training made possible by the OSHA Susan Harwood Grant and ASTI grant funding.

**SALES & MARKETING** · TCI EXPO '23 attendance was **4,421+** with **5,493** CEUs earned.

**BUSINESS STRATEGY** · Corporate Membership saw remarkable progress, growing by **7.5%**  
· The Accreditation program surpassed **600** accredited locations.

\*TCIA'S Fiscal Year (FY) 23-24 ran from September 1, 2023 - August 31, 2024

# SAFETY

Leading the Way in Safety



TCIA's Certified Treecare Safety Professional (CTSP) program reached a major milestone this fiscal year, surpassing **3,000 certified professionals**. This includes **557** new graduates, further strengthening the industry's commitment to safety. Today, **1,173** tree care companies nationwide – **785** of them TCIA members – employ at least one CTSP, underscoring the program's wide-reaching impact.

“ 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.”

Ash Connelly, SavATree, Charleston, SC

As the industry's only individual safety credentialing system, the CTSP program addresses critical safety challenges faced by tree care companies. In 2023, TCIA hosted **29** CTSP workshops, educating **626** professionals and empowering them to lead safety initiatives within their organizations.

To support this growing network, TCIA introduced **The Safety Professional**, a monthly e-newsletter designed exclusively for CTSPs to foster continued learning and connection within this vital community of safety leaders.



“ I want to thank you and your staff for all that you do and your willingness to assist as much as possible those of us who continue to fail to be on time with our CEUs. We definitely try your patience and peace.”

Domingo Robledo of Wright Tree Service in TX, 10-year CTSP



Above, Nick Bomber, district manager for SavATree in Michigan leads aerial-rescue training for his crew. Nick has been a CTSP since the inception of the program in 2006! Photo courtesy of Nick Bomber.

# WORKFORCE DEVELOPMENT

*Shaping the Future of Tree Care*

Attracting talent and fostering dynamic career opportunities are vital to the success of the tree care industry. TCIA's workforce-development initiatives are paving the way for a stronger, more inclusive, and sustainable workforce.

**THE ARBORIST APPRENTICESHIP TRAINING PROGRAM (AATP):** New partnerships and initiatives are making Registered Apprenticeship Programs (RAP) more affordable, accessible and impactful:

TCIA announced a new partnership with Husqvarna to provides employers with an "Apprenticeship Starter Pack" featuring Husqvarna personal protective equipment (PPE). This initiative enables businesses that develop Registered Apprenticeship Programs to enroll up to five apprentices for free.

The International Society of Arboriculture (ISA) announced this year that the Apprenticeship program makes one eligible to sit for the ISA Certified Arborist exam, further enhancing its value to employers.

**WOMEN IN TREE CARE (WITC):** TCIA created a new sponsorship model, enhancing networking, education, and connection opportunities at TCIA events and granted **two \$1,000** WITC scholarships to support registration and travel to TCI EXPO.

“ We have established a registered apprenticeship program with the Alabama Department of Labor and have already enrolled two apprentices whose two-month anniversary was this week. We are very proud to have seen this program to this point and are excited to see where it will go. Thank you for your role and the support we have received from TCIA. We value that partnership very much and look forward to being active members. ”

Evans Hess, Evans Tree Service

**ARBORIST SAFETY TRAINING INSTITUTE (ASTI):** The annual ASTI Dinner & Auction, held during WMC, raised **\$100,000** through the generosity of attendees that will go towards the ASTI endowment for future funds. This year, ASTI distributed **\$25,000** in grants to in-person workshops, digital access/self-paced online learning, and to justice-involved individuals.

**OUTSIDECAREERS.ORG:** TCIA's CareerCenter.org continues to connect tree care companies with skilled job seekers. In FY 23-24, the platform featured **6,500** new job postings and registered **152** additional job seekers, helping businesses attract top talent from both within and outside the profession.

**Student Career Day:** TCIAF hosted **184** high-school and collegiate students and advisors from **19** schools for three days of education and networking at TCI EXPO '23.

FY 23-24  
September 1, 2023 -  
August 31, 2024



# ▶ ADVOCACY & REGULATORY COMPLIANCE

Your Voice Matters



TCIA is strengthening your voice with the establishment of a new Public Policy Committee – the first of its kind in more than a decade. At its inaugural meeting, the committee discussed the association's advocacy priorities and the essential role of shaping policy efforts to support the tree care industry. **TCIA remains deeply engaged in critical issues affecting its members, including:**

**OSHA STANDARDS:** Advocating for a dedicated OSHA standard for arborists' work and contributing to the discussion on the proposed Heat Illness Prevention Standard.

**WORKFORCE DEVELOPMENT:** Pushing for increased H-2B visa caps and immigration reforms to address workforce shortages, alongside promoting arborist apprenticeship programs.

**URBAN FORESTRY:** Ensuring federal funding through the Inflation Reduction Act (IRA) is used effectively for sustainable urban and community forestry projects.



On July 24, 2024, TCIA's senior vice president, Peter Gerstenberger, testified before the House Subcommittee on workforce protections, emphasizing the urgent need for a separate OSHA Arborist Standard. One of the most impactful moments in the hearing came when Chairman Kiley asked an impromptu question about what impact a standard could have, to which Gerstenberger responded, *"in the time TCIA has been advocating for this rule, over 1,000 lives have been lost in our profession, and surely some could have been saved if OSHA and the industry alike had better guidance."*

TCIA membership dues directly support advocacy efforts in Washington, including the work of our lobbyists, Ulman Public Policy. TCIA's brand of "lobbying" is not about throwing large sums of money around, but rather about frequent exposure to legislators and regulators and getting in front of them with a compelling message.

FY 23-24

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## Building a Safer, Smarter Workforce

# ▶ TRAINING

*TCIA leads the way in professional development for the tree care industry as it continues to enhance and expand its online training resources.*

**TREE CARE ACADEMY TRAINING HUB:** TCIA has provided **215** training hubs to members, an increase of **53%** over last year with **130** new launches to help members more easily manage and expand their employee training.

**EXPANDING ENROLLMENT:** There were **16,700** course enrollments, with Digital Access options accessed, offering even more flexible learning opportunities!

**CERTIFICATE GROWTH:** **7,414** training certificates were issued, marking a **24%** increase from the previous year.

**SPANISH-LANGUAGE ACCESS:** Four additional courses were translated into Spanish, bringing the total number of translated courses to 15.

**Training Fun Fact:** In FY 23-24, tree care workers earned a total of **31,815** ISA CEUs and **24,885** CTSP CEUs from TCIA's online training programs!

Qualified Trainers are helping to professionalize and standardize industry training so more people can get better training! TCIA now has **57** Qualified Trainers in the field, with nine added this year to help ensure industry-standard training is more widely available and accessible to all.

**CONSOLIDATED A300 STANDARDS,** plus the online course: "**A300: Writing Pruning Specifications**" were officially released in January. Despite only being available for a portion of the year the course was one of our most popular, second only to the Electrical Hazards Awareness Program (EHAP).

**FREE INDUSTRY TRAINING:** TCIA was awarded funding from the Occupational Safety and Health Administration (OSHA) through the Susan Harwood Training Grant Program. The award of **\$148,557** funded **508** tree care professionals for **2,545** hours of training in **41** workshops!

**Training Fun Fact:** Since TCIA launched its online learning platform in October 2020, tree care professionals have earned **100,245** ISA CEUs and **80,578** CTSP CEUs!

TCI EXPO '23 offered an incredible opportunity to earn CEUs! With more than **38** educational sessions and numerous opportunities on the trade show floor, attendees earned a total of **5,493** CEUs, on-site and digital access!

“

We are pleased to offer training (via the SHG Training Grant) at no cost to the participants to help identify and eliminate hazards and help ensure that every worker returns home safely at the end of the day.

”

Peter Gerstenberger, Senior Vice President for Industry Expertise, TCIA.





## Fostering Communities and Connections

**TCI EXPO '23** took place in the heart of America! More than **4,421** attendees came to St. Louis. TCIA introduced the Demo Dome – a new space where attendees tested cutting-edge equipment, from chain saws to knuckle-boom loaders, and aerial lifts. **278** exhibitors shared their wares on the **425,000** sq. ft. trade show floor – an **8.5%** increase in exhibitors from the previous year.



**The DEMO DOME will be back in 2025!**

**429** tree care industry executives met in Mexico for TCIA's **Winter Management Conference** in February 2024 – TICA's premier event for collaboration and connection for leaders in the tree care industry.



**TCI Magazine** fuels the industry with educational content for the tree care community – and people are watching and listening! Our reach has increased more than **100%**, which means we are spreading the message of safety and professionalism to more of the industry.

**SOCIAL MEDIA SUCCESS!** TCIA welcomed a dedicated social media manager to expand reach, enhance engagement, and foster connections within the tree care community. We optimized the impact of our content through auditing and analysis. As a result, new people are coming and staying on our social channels! Across all social media channels (Facebook, Instagram, LinkedIn, X), TCIA had an **83%** increase in followers and an **803%** increase in net fans. Social impressions reached nearly **4 million** viewers. This is crucial in our outreach to bring safety and professionalism to more of the industry as a whole!

# SALES & MARKETING

“ I love TCI EXPO because I get to interact with the people who design and manufacture the equipment I use, as well as some of the industry's legendary climbers.

Lonnie Brazier Jr., Tree King, OH

WMC draws such a diverse crowd from the industry and offers so much opportunity to grow and share during the week.”

Sam VanMaanen,  
Arborwear



FY 23-24 | September 1, 2023 - August 31, 2024

# ► BUSINESS STRATEGY

## A Year of Engagement, Expansion and Growth



TCIA gave us incredible support and guidance throughout the process of obtaining our TCIA Accreditation. From the very beginning, TCIA was exceptionally helpful, always ready to answer our questions and provide us with the information we needed to navigate the Accreditation process with confidence.

Thanks to TCIA's unwavering support, Titan Tree Service, Inc. has achieved a significant milestone, and we look forward to continuing our relationship with TCIA. A heartfelt thank-you for helping us grow and succeed!

Maggie Sherpinskas - Titan Tree Service for Industry Expertise, TCIA.



TCIA members are the driving force behind everything we do at TCIA. This year, TCIA reimagined how we engage with our members by adopting a more consultative approach. By listening more attentively and crafting personalized solutions, we are addressing the unique challenges faced by businesses nationwide, ensuring we deliver value where it matters most.

To deepen our understanding of member needs, TCIA conducted a "membership experience" survey. Members rated the quality of TCIA's membership benefits at an encouraging **4.1** out of 5, reinforcing our dedication to continuous improvement. The membership team has begun to implement changes in how TCIA works with and serves members based on feedback provided by the membership.

**CORPORATE MEMBERSHIP** also saw remarkable progress, growing by **7.5%** to include **362** members. Corporate members include suppliers, manufacturers and distributors who exhibit at TCI EXPO, advertise in *TCI Magazine*, sponsor TCIA and TCIA events. This provides resources that further TCIA's impact in the industry. They help ensure essential products and services that prioritize safety, innovation, and efficiency for tree care professionals. To foster more collaboration and glean insights, TCIA launched its first-ever Corporate Member Committee. This initiative aims to strengthen connections between corporate members and tree care companies to create opportunities for meaningful partnerships.



# ► BUSINESS STRATEGY

*Best of the best...*



There was an all-time record high of **600** Accredited Tree Care Company locations (companies and branches) at the end of the fiscal year. This means a record high number of active clients - more than **1.34 million** - are now serviced by TCIA Accredited Companies.

Accredited companies continue to have fewer workplace injuries than the industry average, again saving **15%** on their Worker's Compensation insurance premium.

*Last, but not least...*

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

**Thank you to our 2024 Annual Sponsors**



**2024  
GOLD  
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Yale Cordage

## **TCIA STAFF LEADERSHIP TEAM**

**Dave White, CAE | President & CEO**

**Amy Tetreault | Executive Vice President**

**Peter Gerstenberger | SVP, Industry Expertise**

**Bob Rouse | SVP, Business Support**

**Bryan Dalton | SVP, Operations & Credentialing**

## **TCIA BOARD OF DIRECTORS 2024**

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**Noel Boyer, CTSP, Vice Chair | All About Trees, Springfield, MO**

**James Houston, Senior Director | Davey Tree Expert Co., Kent, OH**

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**Megan Townsend | Altitude Arborist, LLC, Broomfield, CO**

**David White, CAE, ex officio | TCIA**



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