

TREE CARE INDUSTRY ASSOCIATION

ANNUAL REPORT

September 1, 2024 - August 31, 2025

Looking through the lens.



The TREE CARE INDUSTRY ASSOCIATION'S
picture perfect view of fiscal year 2024-25

How should we frame this?



Dear Members,

TCIA has been around since 1938. I often remind myself – and our members, Board, and staff – that we inherited something we don't get to break, and we have a responsibility to pass it on stronger than we found it. Protecting that legacy does not mean clinging to the past; it means doing the hard work to keep TCIA relevant to today's tree care companies and the ones that will follow them tomorrow.

Fiscal year 2024-25 was another year of doing that work together. We continued to lean into our "game changer" strategic initiatives – not as abstract ideas, but as concrete steps that make it easier for you to run a successful tree care business. We aligned our brand, websites, and communications around the six domains of a successful tree care company, making it simpler to find what you need, when you need it. We automated CEU approvals in our online learning platform, improving the member experience and freeing staff to focus on higher-value work. We advanced our "media house" strategy with the launch of the TCI+ community and by securing a new content and advertising partnership with TreeBuzz that will expand resources for the industry. We strengthened our advocacy work with new engagement opportunities, a renewed focus on grassroots efforts, and the addition of a Manager of Grassroots and Political Advocacy. We also leaned into the power of corporate membership – from a fully engaged Corporate Member Committee, to the Member Advantage Program, to planning a new Business Growth Workshop for smaller and mid-sized companies.

All of this is in service to a simple idea: TCIA exists to be the association advancing commercial tree care companies. That means keeping member value at the center of every decision, even when that requires difficult conversations or uncomfortable change. I am proud of how our Board continues to focus on strategy and set clear expectations, and how our staff continues to deliver against those expectations with creativity, discipline, and care.

Thank you for being part of this work. Together – Board, staff, and members – we are not just preserving TCIA's legacy. We are actively building the next chapter.

Sincerely,
David White, CAE, TCIA President & CEO

You are the voice of TCIA.

This annual report is more than just a summary of TCIA's accomplishments. Every single number, story, and graphic highlighted on these pages speaks directly to the strength of our members themselves.

After all, our members are at the heart of everything we do at TCIA. Over the last few years, we've launched ambitious programs that focus directly on how to best serve the membership. And we're so thrilled to share that the success of these programs has only been strengthened by the voices of our members.

Here are just a few examples:

Our online learning system helps members streamline their training, which improves their operations, growth, and profitability. But did you know that this learning system is supported by members behind the scenes? Our Qualified Trainers help bring 'real world experience' to the TCIA team, ensuring that the material we are creating is accurate, effective, and clear. When you enroll in online training, you aren't just hearing TCIA's voice – you are hearing the voices of proven members, committed to safety and education.

This past year, we launched a series of free Member Meetups around the country. No cost, no agenda, no expectations. Just a chance to gather together at a local bar or restaurant and discuss this industry we all love. Each of these meetups welcomed a number of local members who took advantage of the opportunity to truly connect with their industry friends – new and old. Conversations ran the gamut from advice to swapping stories to brainstorming. This event was successful not because of TCIA, but because of the voices of our members.

Our annual Legislative Conference saw the highest member attendance in years. These members met with their representatives to lobby for legislation that supports our entire industry. Without these informed and active members, our work in Washington, DC wouldn't be the same. The efficacy of this work is directly correlated with the voices of our members.

Your participation in training programs, meetups, and grassroots advocacy work has strengthened our membership, our association and helps shape the future of the tree care industry.

This isn't TCIA's annual report.
It's your annual report.

Warmly,
Amy Tetreault, TCIA Executive Vice President





TCIA STAFF LEADERSHIP TEAM

Dave White, CAE | President & CEO

Amy Tetreault | Executive Vice President

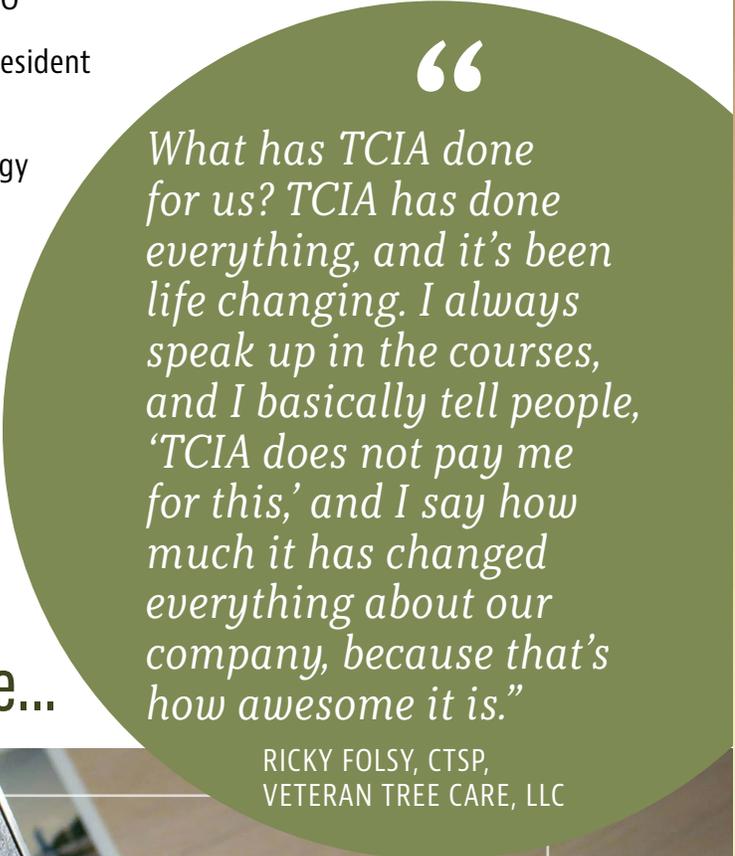
Jon Gerstenberger
VP, Communications and Technology

Kyla Cunningham
VP, Membership & Engagement

Virginia Gregoire
VP, Training & Credentialing

Peter Gerstenberger
SVP, Industry Expertise

Bob Rouse
SVP, Industry Expertise



“

What has TCIA done for us? TCIA has done everything, and it's been life changing. I always speak up in the courses, and I basically tell people, 'TCIA does not pay me for this,' and I say how much it has changed everything about our company, because that's how awesome it is.”

RICKY FOLSY, CTSP,
VETERAN TREE CARE, LLC

Developing culture...



Be Principled

Be Team Players

Be of Service

TCIA Staff Core Values

Be Adaptable

Be Driven

TCIA BOARD OF DIRECTORS

Noel Boyer, CTSP, Chair

All About Trees, Springfield, MO

Austin Bonnema, Vice Chair

Vermeer Mtn. West, Salt Lake City, UT

Amy A. Burkett, Senior Director

Burkett Arbor Care, Boerne, TX

Directors

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

Jennifer McPhee | Harrison McPhee, Inc., Millis, MA

Eric Petersen | ArboRisk Insurance, New Berlin, WI

Megan Townsend | Altitude Arborist, Broomfield, CO

John Smithmyer | Bartlett Tree Experts, Finksburg, MD

Mike Tilford | SavATree, Bedford Hills, NY

David White, CAE, ex officio | TCIA



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TCIA BOARD CORE VALUES

- Be Committed
- Be Team Players
- Be Strategic
- Be Open-Minded
- Be Stewards of the Industry



“Being a CTSP means being able to share experiences and communicate training to a variety of different people... [for me] it has brought that to the next level, and given me a better understanding of how people learn and how to best communicate with them”

BRET MACKAY, CTSP, BARTLETT

SNAPSHOT



- 30 CTSP Workshops
- 565 New CTSPs
- 16 New Qualified Trainers
- 72 Total Qualified Trainers
- 17 CTSP Scholarships Awarded
- 3,152 CTSPs Nationwide



“Many of our co-workers and colleagues come from different backgrounds. We all learn on different levels, whether it’s physically doing something or reading something and retaining it really well, or just seeing someone performing it. Being a CTSP gives you the skills to get through to people and to allow them to learn in the best possible way.”

TIMOTHY BROGAN, CTSP, CAPITAL ARBORISTS, INC.

Changing the Vision of Tree Care

Fiscal Year: Sept. 1, 2024 - Aug. 31, 2025



“

Being a CTSP helps me to make sure I'm equipped to teach, lead, motivate, and grow my company in a safe and meaningful way.”

BRANDON PANKEY, CTSP,
BLUE PINE WORKS, LLC

TCIA's commitment to safety training and certification continues to transform the tree care industry. In the past year alone, 565 professionals achieved their CTSP credentials, pushing the total to 3,152 certified safety coaches nationwide. Today, more than half of TCIA's member companies (807) employ at least one CTSP, as well as 405 non-member companies.

Breaking Financial Barriers

Tree care workers can apply for scholarships through the Arborist Safety Training Institute (ASTI) to obtain their CTSP certification. Seventeen professionals were awarded grants this year which covered the enrollment, study guide, workshop, and exam costs.

Streamlining Processes

TCIA automated the CEU approval process to streamline procedures and create less paperwork, providing a more effective and user-friendly experience for all learners.

Training the Trainers

CTSPs are eligible to take their training one step further and become Qualified Trainers. This year, 16 professionals earned their Qualified Trainer certification to join the cadre of 72. The Qualified Trainers help expand TCIA's standardized training and are equipped with the skills to teach TCIA's Tree Care Academy online courses and the Electrical Hazards Awareness Program (EHAP).

“

Peer-to-peer meetings are incredible for motivation, accountability and problem solving. If you want to grow your business, make the commitment and see for yourself.”

WILLIE GINGG, ISA, BCMA,
SOUTHERN OREGON TREE CARE



SNAPSHOT

- \$30,000 in ASTI Grants Distributed
- 5,893 Jobs Posted in Outside Careers
- \$245,000 raised for the Arborist Safety Training Institute (ASTI) at WMC 2025
 - 26 New Mentorships
 - 9 Apprenticeships

TCIA helped companies attract new talent, connect with qualified candidates, foster apprenticeships, create mentorships and promoted peer-to-peer learning. This helps build a stronger, more sustainable workforce one person, one company at a time.



“The Peer-to-peer group has helped open my mind to other ways of conducting business and brought different perspectives. We all work together to solve issues that we may be having. The group also helps to keep each other accountable to solve those issues and what we discuss.”

DANIEL DUNN, CTSP, SKYVIEW TREE

Supporting Through Husqvarna’s sponsorship of TCIA’s Apprenticeship Program, members were able to enroll apprentices in the Arborist Apprenticeship Training Program at little to no cost. Participating employers received an Apprenticeship Starter Pack with essential PPE and equipment to get their new apprentice up and running. Nine companies utilized these benefits to support their apprenticeship program.

Sharing Peer-to-peer groups created opportunities for connection and growth. A new peer group met in Jacksonville, Oregon to share their struggles and seek advice and solutions from trusted friends. This brings a total of 18 professionals meeting in-person and online throughout the year to learn from each other among three peer-to-peer business groups.

Matching We learn from each other. This year, TCIA paired up 26 new mentor/mentee relationships with a total of 40 active duos, bringing experienced professionals together with new business owners.

Connecting TCIA’s Career Center helped companies fill nearly 600 job opportunities.

Multiplying ASTI distributed training grants—funded by the generous \$245,000 that was raised at the WMC Dinner & Auction, expanding access to critical safety and skills development.



With the tree care industry's inherent operational risks, members trust TCIA to not only ensure compliance but also to offer targeted insights into addressing the industry-specific regulatory challenges related to tree care operations and equipment.

In September 2024, TCIA staff and its D.C. advocacy firm, Ulman Public Policy, hosted the annual Legislative Day where members visited 30 House and Senate Offices to advocate for key issues.

In June 2025, Basil Thomson of Ulman Public Policy presented an advocacy update webinar to update members.

Two A300 committee meetings were held to continue work on the projected 2028 revision of ANSI A300-2023 Tree Care Standards.

A New Member Resource Guide: "A300 Proposal Writing Guide" was released in September 2024



“

TCIA amplifies the voice and expertise of our members to ensure the entire industry has a seat at the table.”

PETER GERSTENBERGER, TCIA

Workforce Protections

On May 15, 2025, Benjamin Tresselt, president of Arborist Enterprises (Lancaster, PA) and TCIA's voting representative to the ANSI Z133 committee, testified before the House Committee on Education & the Workforce's Subcommittee on Workforce Protections about the need for a separate OSHA Arborist Standard.

Key Priorities

As we continue our work to advance the tree care industry, TCIA remains focused on several critical initiatives. While progress has been made on each of these fronts, our advocacy efforts continue as we work toward meaningful actions and solutions. Some key priorities TCIA advocated for this year to ensure its nuances are understood by lawmakers were:

- Obtaining a separate OSHA standard for arborists' work.
- Establishing a uniform approach to fighting invasive tree pests by vesting state and federal agencies with sole authority to regulate pesticides
- Increasing the annual cap on H-2B visas for non-immigrant foreign workers and maintaining the Temporary Protected Status (TPS) program.
- Addressing workforce shortages through broader adoption of arborist apprenticeship programs.
- Establishing uniform standards of care for identifying and removing hazardous trees and other vegetation adjacent to power lines.
- Helping to ensure that federal funds going toward urban & community forestry are spent wisely on sustainable projects.

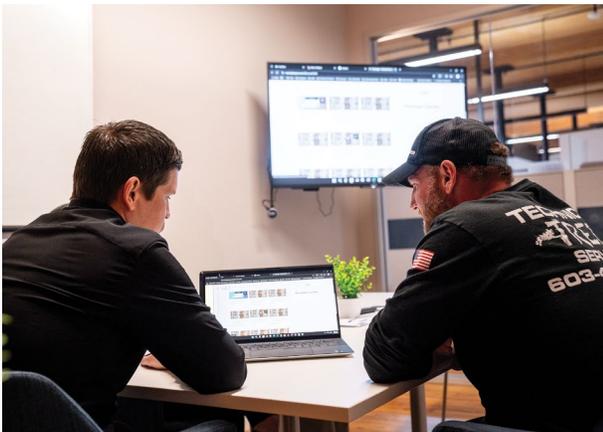
“The Training hub saved us a substantial amount of time because of the units that you all have created! The content is kept up to date, it’s valid and aligns with industry standards. It’s so well put together that we don’t have to put it together ourselves.”

MATT EVANS, DIRECTOR OF ARBORICULTURAL TRAINING, RYAN LAWN & TREE SERVICE

SNAPSHOT



- 269 Training Hubs Launched for a Total of 434.
- 13,293 Certificates Issued
- 21,714 Course Enrollments
- 2 Additional Courses Translated into Spanish, for a Total of 16



“The Training hub is great! We had a Spanish speaker take Ground Operations 1-3 and he said it was very easy to follow along and very helpful. Now we are going to enroll the rest of our team in courses.”

RHONDA HOLLOWAY, BC TREE SERVICE

Elevating & Empowering Workers

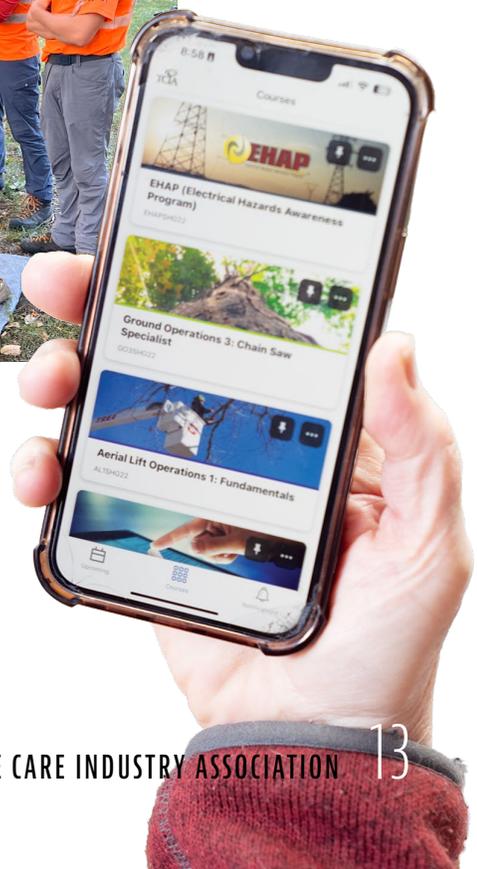
Fiscal year: Sept. 1, 2024 - Aug. 31, 2025

Training is the backbone of every successful tree care company, and TCIA is committed to strengthening professionals and companies with knowledge and skills to elevate standards, ensure safety, and drive growth.

When a tree care company like Wachtel Tree Service invests in their training, they are investing in their people. Wachtel Tree Service is just one of 434 TCIA members that manages their training through a Tree Care Academy Training Hub. Wachtel uses the Training Hub because it provides online structure and organization give new employees, " a clearer, more comprehensive learning path"

For Ryan Lawn & Tree Service having a Training Hub tailored to their own company means they don't have to spend time creating content or worrying if it meets industry standards, because TCIA does it for them.

- **269** companies were on boarded into the Training Hub which offered training to nearly **9,000** total employees who enrolled in **21,714** courses, a **30% increase** over the previous year.
- Two courses were translated into Spanish this year, for a total of **16** online courses available for Spanish speakers.
- The Susan Harwood Grant from OSHA allowed TCIA to fund **1,048** hours of education for **577** tree care professionals – ALL FOR FREE.



“

The Training hub has been really helpful to train new hires. Before we didn't have much in place beyond an initial orientation and shadowing a crew leader. Now, the Training Hub ensures that every employee gets standardized training.”

PAUL SCHARFENBERGER, TRAINING AND DEVELOPMENT SPECIALIST, WACHTEL TREE SCIENCE



“

Great show! Networking and gaining knowledge from owners that are steps ahead of our team is a huge benefit for myself.”

CHARLES LYSTRUP, URBAN ARBOR CARE

SNAPSHOT



With expanded reach and engagement TCIA is better positioned to help our members create connections in the industry!

- 90% increase in social media impressions
- 35% increase in *TCI Magazine* subscribers
- 74% increase in social media engagements

TCIA members also get access to sales and marketing resources designed to strengthen their business operations. Sales tools include forecasting templates, and proposal frameworks to help price services accurately and manage profitability. Marketing resources provide email best practices, press release and blog templates, and educational materials to effectively reach and engage customers.

TCI EXPO '24

4,406 attendees gathered in Baltimore, another record-setting attendance for TCI EXPO. There were a record number of **287** exhibitors.

Two New Immersive Events

TCI EXPOGrow was a fresh addition beyond the classroom with a focus on personal growth while **The Work Zone**, made possible by Noble Oak Safety & Training, was a new collaborative space for arborists to exchange insights and expertise on the latest equipment and techniques, creating even more excitement and engagement for the industry's largest tree care conference!

Fiscal year: Sept. 1, 2024 - Aug. 31, 2025

TCIA WMC'25

457 tree care industry executives gathered for TCIA's Winter Management Conference in St. Thomas, US Virgin Islands – the premier event for senior tree care executives to connect, innovate, and strategize.

“WMC has been a game-changer for our business. The connections we’ve made with other tree service owners have elevated our operations by learning specific practices that have worked for them. We’ve also had the chance to connect with vendors on a more personal level, strengthening relationships with the teams we choose to work with. The combination of networking, personal development, and education, along with the much-needed break, continues to be vital to our growth.”

REBEKAH TAYLOR, PARAGON TREE CARE

Building a Modern Media House

Growth in subscribers and web traffic demonstrated a strong demand for expanded, accessible content from *TCI Magazine*. In response, TCIA invested in new formats and delivery channels to better share timely insights, practical guidance, and industry expertise—supporting professionals as they grow and advance.

A New “Subscriber” Experience

For more than 35 years, *TCI Magazine* has served as a trusted resource for tree care professionals, delivering expert perspectives, industry news, and actionable information. This year, TCIA launched TCI+, creating a new way for individuals to engage with TCIA through exclusive content, discounts, and resources. This expanded subscriber experience strengthens our connection with the industry and supports continued growth across TCIA's media platforms.





TREE CARE ENTERPRISES Accredited since 2007

“

I started hearing about Accreditation and knew this was a way to distinguish ourselves in the industry.”

CRYSTAL KAPPEN,
KAPPEN TREE SERVICE
ACCREDITED SINCE 2006

Accreditation

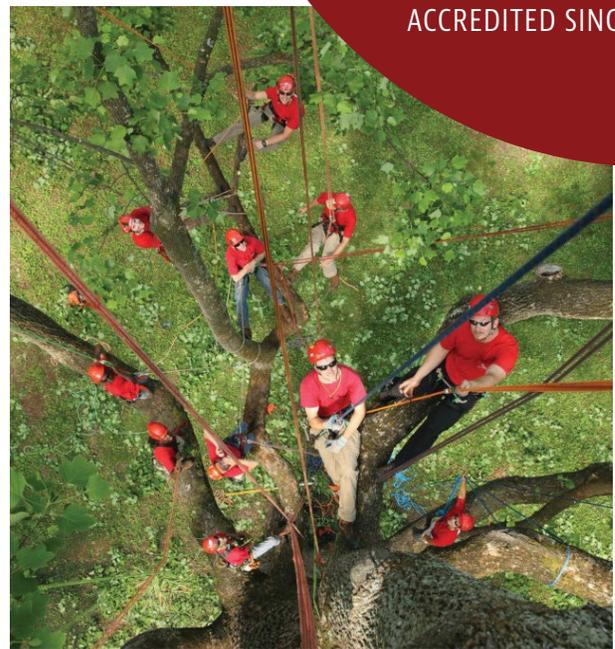
Strengthening Companies and Elevating Industry Standards



Thirteen new companies (including branches) achieved TCIA Accreditation, bringing the total to **593** accredited businesses nationwide.

Accreditation is an important milestone for companies and helps to raise the bar for professional excellence throughout the tree care industry. Beyond enhanced credibility and professionalism, accredited companies realize substantial financial benefits:

- **Residential/Commercial** accredited companies and branches **saved 15%** on their workers' compensation premiums
- **Utility Contractor** accredited companies and branches **saved 19%** on their workers' compensation insurance premiums



VAN YAHRES TREE Accredited since 2011

Tailored Support Drives Results

When members prioritize their business goals and share their challenges, TCIA can deliver resources that create meaningful change. TCIA's member engagement managers know that no two companies are alike. They work with each member company to develop a customized plan that addresses their unique circumstances and ensure they are aware of the resources that TCIA provides as part of their membership. This might look like helping companies improve their weekly tailgate meetings, streamline their documentation, or build their safety culture.

When Belgian Tree Service faced losing their workers' compensation insurance—or paying a substantial penalty—for not meeting their provider's safety and training requirements, they reached out to TCIA for help. Their TCIA Manager, Member Engagement helped them identify exactly what was needed. By the end of the business day, the company was able to submit all required documentation to their insurance provider, saving their coverage and reducing their premium by more than half.



As a new member, the owner of Heartwood Tree & Timber said that joining TCIA has been one of the best decisions they've made.

They appreciate the quality of the resources and the sense of community they get from feeling supported as they navigate the industry. From best-practice guidelines, to safety tools, and member-advantage partnerships, membership has helped them...

"... build our operations on a strong foundation. Because of TCIA, we've improved our workflow, enhanced our safety culture, and established credibility with clients who see that we're part of the recognized industry association. For a business that started this year, those gains are hugely meaningful. We are proud to be TCIA members and look forward to continuing our growth journey with the association's support behind us."

MIKE ZUSPANN, OWNER,
HEARTWOOD TREE & TIMBER



“

TCI EXPO is a great show! Networking and gaining knowledge from owners that are steps ahead of our team is a huge benefit for myself.”

CHARLES LYSTRUP, URBAN ARBOR CARE

“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, TREEHUGGER COMPLETE TREE CARE

“

I am grateful for your support. I truly believe we wouldn’t be where we are today without your initial phone call, introducing yourself and offering assistance. TCIA is a great resource to help companies navigate difficult situations, much like we experienced.”

RUSSEL PLUMB, SAWING HIGH CLIMBERS



Focusing on Membership Engagement & Experience

Fiscal year: Sept. 1, 2024 - Aug. 31, 2025

Tree Care Company Membership

During fiscal year 2024-2025, TCIA served **1,408** active members and welcomed **121** new members. Each member received essential business support designed to elevate industry standards, enhance training, and strengthen advocacy efforts. Our member engagement managers work one-on-one with every member to create a personalized roadmap for success, ensuring each business receives targeted support and resources tailored to their specific needs.

Some of the accomplishments for this year:

- **More Chances to Connect**
TCIA hosted three member meetups in Arizona, Tennessee and Florida. Nearly a hundred TCIA members came together to connect and cultivate relationships. These events were made possible by SingleOps by Granum.
- **Personalized Support**
TCIA MMEs have developed a personalized outreach plan that includes quarterly phone calls with each member, ensuring our support meets the individual needs of each tree care company.

Corporate Membership

57 new companies became Corporate Members bringing the total to **374**, an increase of **3%** from the prior year. With input and ideas from the new Corporate Member Committee, corporate members are getting more opportunities to support tree care companies and increase their visibility.

Some of the accomplishments for this year:

- **The Member Advantage Program**
was enhanced to better connect tree care companies with TCIA Corporate Members through expanded discounts and exclusive benefits for TCIA members.
- **Corporate Connections**
The Corporate Member Committee was established to identify new opportunities for engagement and collaboration between TCIA and Corporate Member networks.
- **Ways to Engage**
Corporate Members were provided with new avenues for thought leadership with Corporate Member Spotlights and sponsored content in *TCI Magazine*.

SNAPSHOT

- 121 New Tree Care Company Members
- 1408 Total Members
- 81% Retention Rate



- 57 New Corporate Members
- 374 Total Corporate Members
- 88% Retention Rate

Thank You to Our 2025 Annual Sponsors.

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



**Altec Industries, Inc.
AP Equip. Financing
Arborjet | Ecologel
Bandit Industries
CMC North America**

**Custom Truck One Source
Husqvarna
Morbark
Sennebogen
Vermeer Corp.**



Oakmont Capital Services



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