Plant Health Care
How Can You Improve?
PHC Applicators
PHC Managers
PHC Equipment
Labels
Trends
Rant
Years In The Industry
Your Story, We All Have One, What Is Yours?
Plant Health Care

- IPM
- Calendar Based Treatments
- Soil Amendments
- Tree Injections
- Herbicide Treatments
- Spraying
- Plant Growth Regulators
- Bark Applications
“Everyone Does Plant Health Care”
Maybe, But Not Everyone Does It Well.
Identifying A Good Tech

- Organized.
- Attention to detail.
- Communication skills.
- Safe.
- Motivated.
- Willing to work alone.
- Interested in the products and finding ways to improve him/herself and the business.
- “I don’t know, but I will find out and get back to you”
Doesn’t Work

- Has to be the smartest person in the room.
- I have to put him/her somewhere it’s just not working out with the GTW crews.
What We Can Improve

- Safety/PPE gear.
- Uniforms. If you are charging a premium, look the part.
- Ringing the bell.
PHC Managers

- Organized.
- Always looking for the next best thing, product/materials etc.
- Still active in the field.
- Approachable by all Office staff, sales arborists, techs.
- Willing to put out fires.
- Sales arborists have confidence in him/her.
- Can talk with people, not at people.
Doesn’t Work

► Manage from the office.
► No direction, no training.
► Mix up bifenthrin and go.
► Owner can’t let go.
What We Can Improve

- Meetings.
- Messaging- profit follows quality.
- Get the trucks lettered.
- Use best materials not the cheapest.
- Good vendors not the cheapest.
- Send/go to the shows.
- Review the properties.
Group Text Messaging

To: Alix, Dave, Nate, Hendrik, Emily

Linden gall mites I believe

Emily Wright

Oh cool

Hendrik

Is that treatable?
PHC Equipment
Do You Need A Big Scary Truck?
Compact Product
Multiple Tanks, Micro-Mixing

Smaller Utility Trucks
It Can Be As Simple As This
Better?
Labels
Dipel (Bt)

2.2 Personal Protective Equipment (PPE)
Applicators and other handlers must wear:
• Long-sleeved shirt and long pants
• Waterproof gloves
• Shoes plus socks
Mixer/loaders and applicators must wear a dust/mist filtering respirator meeting NIOSH standards of at least N-95, R-95, or P-95. Repeated exposure to high concentrations of microbial proteins can cause allergic sensitization.
Follow the manufacturer’s instructions for cleaning/maintaining PPE. If no such instructions for washables, use detergent and hot water. Keep and wash PPE separately from other laundry.
PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS
AND DOMESTIC ANIMALS

When used as directed this product does not present a hazard to humans or domestic animals.

PERSONAL PROTECTIVE EQUIPMENT

Applicators and other handlers must wear:
  Long-sleeved shirt and long pants.
  Shoes plus socks.

After the product has been diluted in accordance with label directions for use, shirt, pants, socks, and shoes are sufficient Personal Protective Equipment (PPE). Follow manufacturer’s instructions for cleaning/maintaining PPE. If no such instructions for washables are available, use detergent and hot water. Keep and wash PPE separately from other laundry.
RESTRICTIONS

• Do not graze treated areas or use clippings from treated areas for feed or forage.
• Do not allow runoff or puddling of irrigation water following application.
• Do not apply to areas which are water logged or saturated or frozen which will not allow penetration into the root zone of the plant.
• When making foliar applications or basal trunk sprays keep children and pets away from the treated area until the spray has dried.
• Do not apply this product, by any application method, to linden, basswood or other Tilia species.
Under Our Sinks

- Danger corrosive
- Irreversible eye damage
- Skin burns
- Wear protective eyewear, gloves and protective clothing
Industry Trends
Workforce ‘00

- Outdoors person - rock climbers.
- Macho man.
- Fresh out of school with related degree.
- Starting own company wanted to work for larger company before doing so.
- Career driven.
- Summer Job/Intern.
No experience.
More diverse.
The work has not changed, some mechanization but essentially still boots on the ground.
What Changed The Workforce?

- Money.
- $18 and hour with no experience. Easy to get to $20, with benefits 65000-70000 a year. In 2000 $13/hour with pesticide license and degree.
- Used to be that you had to be in the industry a long time to make ‘good’ money. Not that way anymore.
- No movement.
PHC Trends

- Product selectivity/toxicity.
- More injectable products.
- More public awareness (bees).
- Less cover sprays.
- Soils. 50%
- More IPM. 20%
The Future of PHC

- More regulation i.e. neonics.
- Systemic Fungicides that work well on foliar diseases.
- Smaller enclosed trucks/vans.
Summary

- PHC – A growing sector – Identify one thing you can do better.
- Right Tech/Manager
- Equipment Options
- Labels
- Trends - Workforce and PHC
Never Going To Fix.

(MY CHANCE TO RANT)
Over Mulching. I Have Given Up On This One.
Thank God We Guyed This One!
Boxwoods, We Will Be In Business For A Long Time
Are we this dumb?
Root
Tomb
Client vs. Customer
What Do You Promote?
Customer

- Transactional, one time sale.
- Price driven.
- The gas station on a long trip.
Client

- Long term relationship.
- The long view.
- Sales arborist builds trust.
- The country store.
- Not about the money. Service.
- Plenty of options out there, they chose you
Client Satisfaction

This is a Supreme Truck Body. It leaks, it’s poorly manufactured and Supreme will not stand behind it. DO NOT BUY FROM SUPREME