

I've known Ken and Rip for a long time, and I've always respected their work. In 1999, as the Vice President of Bartlett's Utility Services Operations throughout the United States, I was seeing a drop in production and a rise in the frequency of accidents. While I felt that I had a solid safety and training program in place, my managers agreed that a different approach might be helpful. In the utility world of unit pricing, we felt that any improvement in the skill level of our crews would give us a competitive advantage. When I first sat down and explained my training needs to ArborMaster, it was clear that they were listening to my concerns and goals. Ken and Rip tailored a program to meet my specific needs, and implemented the training. I personally spoke with each individual who went through the training. It amazed me to see how they responded. I remember one crew leader telling me that it was the first time anyone had ever taken an interest in him. What I found even more interesting was the impact it had on the individuals who didn't attend the training. Everywhere I went, I saw people using the techniques. Numerous workers asked me if they would get a chance to go ArborMaster training. After hearing that in several different operations, I made up my mind to make this training a regular event. This investment paid off. I saw a substantial improvement in the amount of trees trimmed and removed each week, which on a unit job can mean thousands of dollars directly to the bottom line. In this business, sometimes we all focus on all the reasons why not to do something; instead of looking for reasons why to do it. I found a reason why to engage ArborMaster. My operation's morale improved, its safety improved, and it became more profitable. I hope that you find the same reason.

Dr. David Marren , VP Safety and Regulatory Affairs

Bartlett Tree