

“The Business of EAB”

*Integrating EAB Services Into Your
Commercial Tree Care Business*



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Outline of Session

- The Realities of EAB
- It is Your Business!
- The EAB Business Grid:
The four arenas where you win or lose
- Business Model “to” Action Plan:
The four “P’s” of Marketing
- It is about the Money!

The Realities of EAB

The “non-alarmist” opinion:

- ❑ EAB is not the boogie man!
- ❑ EAB, and the ash tree, work within a strict framework of norms and limits.
- ❑ EAB has all the entomological predictability of a native species.

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The Realities of EAB

- ❑ EAB is locally aggressive and all *Fraxinus* are at risk.
- ❑ EAB geographic spread is not due to its innate capability, but man-induced actions.
- ❑ EAB management is “man-made” and must be seen as plant management to be successful.

What is success?

BIG ASH IN THE LANDSCAPE IN 2025

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It is Your Business!

- ❑ EAB is a risk for your customers that will create a potential business opportunity.
- ❑ EAB will not create a winning business climate by itself.
- ❑ EAB is not a substitute for an ailing business plan, a poorly conceived product portfolio or a bad business model.

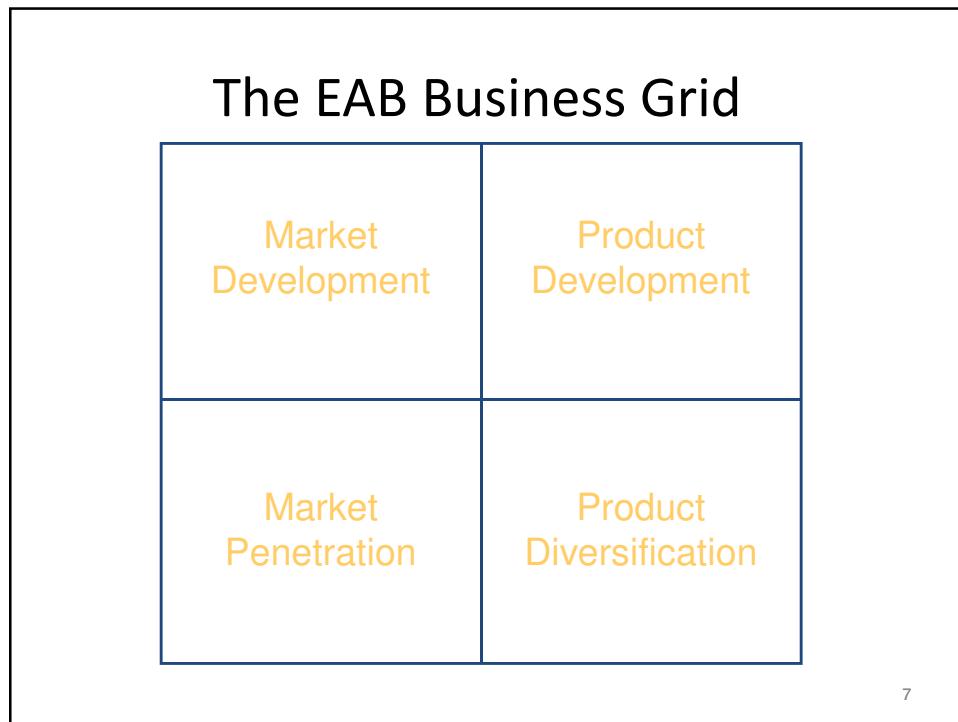
EAB WILL BE JUST ANOTHER FAILURE!

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Company Models in Arboriculture

- ❑ Many tree companies are **Sole Proprietors**
 - > owner = manager = salesman = field worker
- ❑ Some tree companies are **Teams**
 - > multiple “players” related by blood/connections
- ❑ A few tree companies are **Corporate**
 - > multiple levels of operations and actions within
 - > different job descriptions and work arenas

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Product Development and Diversification

- Before looking at EAB's Product Base, let's consider current tree-care products.
What are the **PRODUCTS** of Tree-care?

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Tree Care PRODUCTS

Traditional Tree Care: Pruning, Removals, Stump Grinding, Storm Damage Mitigation, Lot Clearing, Wood Chips, Firewood

Tree Surgery: Cabling/Bracing, Girdling Root Cutting, Cavity Management, Lightning Protection

PHC: Fertilization, Disease and Insect Control, TGR, Site Enhancement, Root Zone Mitigation

Consultation: Property Inspections, Risk Assessments, Tree Inventory, Plant Appraisal

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EAB Product Portfolio

Product Diversification:

What products do you currently have that will allow you to benefit (serve your clients) from EAB?

Do you “Cut”? “Stump”? Do you “PHC”?

Product Development:

What products must you add to engage EAB?

“PHC”? “Tree Inventories”? “Cutting”? “Planting”?

Do You Need Allies?

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EAB Market Platform

Market Penetration:

How many Clients/Customers do you currently have?

How many have Ash trees?

How many will save/remove them? When?

Market Development:

Where can/must you go/do to engage new customers and their Ash trees?

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Business Model → Action Plan

No matter your size, location or purpose, all business is created and all sales are generated from four areas of control:

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Business Model → Action Plan

The 4 “P’s” of Business Development:

- PRODUCT
- PLACE
- PRICE
- PROMOTION

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Values Exchange and EAB

What are the values exchanged in the Arboriculture economic arena?

- Increased Value to the Landscape and Homestead
- Protection of Value
- Longevity of plants
- Quality of life
- Safety

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It is about the Money!

What are the economic values in
Arboriculture?

Arbor-Care (EAB Management) is . . .
People-Care!

The people are your clients!
The trees are your patients!

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