

# Team Wachtel Wins Again!

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Competition often brings out the best in a person, a sports team, or even a company. Such is the case with a competition sponsored by the Tree Care Industry Association (TCIA).

The competition is called the *Excellence in Arboriculture* program. It recognizes and celebrates commercial arborist firms that have demonstrated excellence in their work. Applicants must submit their best projects, including documentation of the goals, challenges and difficulties to overcome, adherence to national standards (ANSI) and safety measures, sensitivity to tree species, attention to detail, impact to the trees and to the site, and overall appearance (comparing before and after the work was completed).

The panel of distinguished judges applies the exacting program criteria to determine points for all of the project parameters. The highest award is called the **Grand Award** and it is showcased, along with the other winners, at the annual TCIA Expo and Conference, held at various cities around the country. Last year's location was Detroit, Michigan, where Wachtel Tree Science and Service was awarded our **third Grand Award** for a 2004 project in Mequon, Wisconsin. Wachtel was also given a second **Grand Award** in Baltimore, Maryland, last year for a 2003 project in River Hills, Wisconsin. In addition, Wachtel received a **Grand Award** in Milwaukee, Wisconsin for a 2002 project that was performed in Milwaukee.

This highest honor is awarded to the entire *team*. It is not an individual exercise or recognition. Thus far, Wachtel Tree Science and Service is the only Wisconsin arboricultural firm to have been awarded an Excellence in Arboriculture award.

While we are proud of this accomplishment, we are even more proud of the fact that this repeated recognition demonstrates our *regular* attention to excellence in providing superior care to our customers' trees. Our goal really is **Healthy Trees**. Success and achievement bear that out. Thank you for trusting us with your valuable trees.

