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# PRESS RELEASE

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FOR: COLLIER ARBOR CARE

## NATIONAL ORGANIZATION RENEWS COLLIER ARBOR CARE ACCREDITATION

Clackamas' Collier Arbor Care has been one of the first companies in the US to earn re-accreditation from the Tree Care Industry Association (TCIA) after an in-depth examination of a range of its professional practices.

Having been among the first half dozen firms across the country to earn accreditation three years ago, Collier Arbor Care President Terrill Collier called the re-accreditation "a positive affirmation of our continuing commitment to rigorous safety standards, customer care, employee training and sound and fair business practices."

Evaluation, carried out by TCIA representatives, assesses consumer satisfaction, business practices, formal employee training, compliance with industry standards, adherence to safety and quality standards and insurance coverage. It is a voluntary process which involves several months of preparation and inspections.

"This is the industry's way of assuring clients that an organization has been checked for proper insurance, applicable licenses, reliable and ethical customer service practices and that the company they're hiring meets strict operating standards," said Bob Rouse, who oversees the national program for TCIA.

Using an accredited firm protects customers from "slash and dash operators who drive through a neighborhood, knock on doors at homes which may or may not need tree care and then use improper techniques which may do tree and shrub damage that doesn't show up until long after the contractor is paid and gone," said Board Certified Master Arborist Lyle Feilmeier, a certified tree care safety professional on Collier's staff.

Feilmeier earned the 2007 TCIA Volunteer of the Year award for his work in helping develop the national accreditation program and for serving on the Accreditation Council for two years.

Accredited companies undergo an annual renewal check-up. Every three years, they must apply for re-accreditation and undergo a more thorough analysis.

Collier Arbor Care is one of the metropolitan area's oldest and largest tree care companies. Collier is chair-elect of the TCIA.



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