

PHC Treatments and The Public – Joseph Crawford

PHC is a core part of tree care. Correctly prescribed and properly applied treatments of fertilizers, micro-nutrients, and pesticides can maintain and improve the health of trees and shrubs. However, the roadblock to treatment is often client and public ignorance on the products used, application methods, and concerns about effects to people and the environment. An effective PHC program requires treatments that work, as well as arborists trained to communicate with clients and the public about the treatments and their benefits. This talk will review terminology that should and should not be used, ways to improve the public's perception of PHC, and how to respond to concerns about PHC treatments.

Presenter Bio --

Joe is a Sales Representative and Plant Health Care Department Leader at Crawford Tree & Landscape Services, a tree and estate care company in Milwaukee. Joe has performed and sold PHC treatments, trained new staff on PHC, and implemented changes and improvements to Crawford Tree's PHC program since 2014. Joe is an ISA Certified Arborist, TRAQ, and CTSP.