

GIS to Improve Your TCO! Layman's Terms: Computers Improve Your Tree Care Operations

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Description of Presentation

Implementing GIS into your commercial tree care operations is critical to evolving and maintaining your competitive edge in a technologically advanced market. Paper maps get lost and squirrels destroy metal tags (weird, right?). This discussion will provide a basic understanding of geographic information systems (GIS) and how to implement them into your company right now! GIS will improve your communication with clients, provide efficiency to your team, and possibly help you attract employees from the younger "tech-savvy" generation.

Speaker Bio

Nathan Schuettpelz is an ASCA Registered Consulting Arborist, ISA Certified Arborist, and ISA Tree Risk Assessment Qualified professional with 18 years of industry experience. His primary focus is in consulting arboriculture and has provided speaking engagements with the WAA, ISA, WDNR, and municipalities across the States of Wisconsin and Illinois. He has additionally served as the WAA Chapter Tree Fund Liaison and most recently as a Past President. He is excited to present in front of this group of like-minded professionals who want learn how field tree care operations can exist within a rapidly evolving technological marketplace!