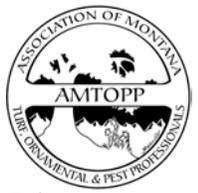




AMTOPP

Summer News



July 2019

Summer Field Day AMTOPP's Renewal & Remembrance Day - A Time To Provide A Service To Our Veterans



This year's venue will be in Columbia Falls. It has been a few years since AMTOPP has visited the site for the Summer Field Day and we are looking forward to getting back. Organizing this year's event are AMTOPP Secretary/Treasurer, Dudley Marburger with the help of Ray Coffey, of Integrated Pest Management in Whitefish. So far the following things are on the list to be addressed: four trees removed, two trees (sugar maple) planted, main entrance trees deadwooded and fertilizer spread.

Work will begin at 8AM. Please arrive at 7:30 to sign in and get a run down of what is going on and what groups are assigned to the different task at hand.

Lunch will be provided.

400 Veterans Dr, Columbia Falls

Landscape Irrigation Technician Class

The Board of Directors have finalized the plans to offer the Landscape Irrigation Technician class at the annual conference. This is one of the many classes offered through the Irrigation Association and will be taught by one of their instructors, Nick Millward.

This past conference, the board brought in some irrigation classes to see how they would be received and the feedback was very positive. Because of the feedback it was decided to move forward on bringing in a more intense class for those in the irrigation field, or that deal with irrigation as part of the other business they provide.

The class will cover basic hydraulics and irrigation system installation and maintenance. A certificate of attendance from the Irrigation Association will be given to all who complete the class. Please be aware that this class is not a preparation class to take the Certified Irrigation Technician exam, this is a review class.

With the change in the conference dates this coming year, the scheduling of the class is on Wednesday, January 22, 2020, from 8AM to 5PM. This class is offered as a one day class attendance, for those just interested in this class or part of a full conference attendance.

The deadline to register for the class is November 1, 2019. This early deadline is needed to accommodate the holidays, the Irrigation Association annual Show and to get the material needed for each student. You can register online at www.amtopp.org/events. Or you can use the mail in form located on page 6 of this newsletter.

If you have any questions please contact the AMTOPP office, or one of the board members.

Please pass the information about this class on to anyone you think might benefit from taking it.



Aerial Rescue Class July 19, 2019



Where: Fort Harrison VA Facility - 1900 Williams St, Helena

Time: Meet at 7:30 for sign in - Class starts at 8 AM

Cost: Free to AMTOPP Members - Non Members \$45 per person

Instructor: Dave Stice of WesSpur Tree Equipment & Ascension Group Northwest

You Must Register online! Go to www.amtopp.org and click on Aerial Rescue for the link; visit the AMTOPP Facebook page for the link; or: at www.eventbrite.com/e/ascension-group-nw-aerial-rescue-clinic-and-demo-at-amtopp-tickets-64194891649

This course is the primer for all tree workers to enable them to conduct common aerial rescue evolutions. The day starts out with discussion about incident prevention, moving on to self rescue as a standard, scene size up, and primary assessment procedures. There will be demonstration of simple mechanical advantage systems, followed up by spar pole rescue and crew based pick-off rescues, as well as single person rescuer drills. Also, we

will go over setup procedures for working with rescue units from the fire service

**Participants must be experienced in doubled rope climbing techniques as well as spur climbing. Personal PPE, climbing harness, and appropriate clothing must be worn by students.*

President's Message



AMTOPP members,

Finally, some resemblance of summer has arrived, and the work season is full throttle. Hopefully, the 2019 Winter Conference provided valuable information and new tools in the tool box that help everyone to be more efficient, safe, and successful at their work. AMTOPP's board members

goal is to provide the best educational and training opportunities possible. This year's agenda seeks to reflect that goal.

In July, Vice President Cooper Elwood, board member Steve Jonas, and myself will be attending The National Association of Landscape Professionals (NALP) yearly event in Washington D.C. The event kicks off on Sunday afternoon July 14th at the Renaissance Arlington Capitol View Hotel. The following day Monday July 15th, the attendees will head to Arlington National Cemetery to provide volunteer services. The work includes laying lime, irrigation repairs and installation, landscaping, and installing lighting protection. The following day, Tuesday July 16th, will be filled with advocacy training to prepare us for meetings with our congressman and senators. This is our opportunity to express, in person, any concerns with legislative bills, laws, or regulations regarding the Green Industry. AMTOPP members

are encouraged to come and join us for the event. If you have any questions about the event, please contact me.

Following the NALP event, AMTOPP along with WesSpur Tree Equipment and Ascension Group NW, represented by Dave Stice, will host an Aerial Rescue Training course at Fort Harrison VA center in Helena, Montana, July 19th. The course starts at 8 AM, with sign-in at 7:30. It is a full day and will offer ISA credits. There is no fee for AMTOPP members or their employees and lunch will be provided. All attendees will be required to bring proper PPE and climbing gear. The VA maintenance shop is where everything will start, then we will move out from there, please arrive early to prepare. To register please visit the website: <https://www.eventbrite.com/e/ascension-group-nw-aerial-rescue-clinic-and-demo-at-amtopp-tickets-64194891649>

As is traditional, AMTOPP will host its' annual Summer Field Day. This year's event will be held at Montana State Veterans Cemetery in Columbia Falls, Montana on Saturday, August 3rd. The event will start at 8 AM. AMTOPP members and their families are encouraged to attend this event. The scope of work includes tree pruning, tree planting, lawn fertilization, and general grounds maintenance.

This year's Saluting Branches will be September 18, and it's hard to believe we are on the 5th annual one for Montana. As in the past, the event, Saluting Branches: Arborist United for Veteran Remembrance will be held at the VA in Helena, MT. The work will include mature tree pruning and tree removal. In addition to mature tree pruning, Pat Plantenberg from Montana Urban Community Forestry Association (MUCFA) will be instructing a small tree pruning clinic. This event is held nationwide and is another great opportunity to give back to the veterans. Please visit Saluting Branches website for more information and to sign up <https://www.salutingbranches.org/>. Anyone who would like to bring equipment, please contact Pat Plantenberg.

Finally, AMTOPP's Winter Conference will be at Fairmont Hot Springs, as is usual. However, the conference will be held on Wednesday, January 22, - Friday, January 24, 2020. This year's conference will be AMTOPP's 30th anniversary. The conference

Continued on page 8 See President



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Mark Your CALENDAR

July 19 - Aerial Rescue Class - 8AM

Fort Harrison, Helena

August 2 - Quarterly Board Meeting - 10AM

Montana Veterans Home - Columbia Falls

August 3- Summer Field Day
Montana Veterans Home - Columbia Falls

September 18 - Saluting Branches- 7:30AM

Fort Harrison, Helena

November 1 - Quarterly Board Meeting - 10AM

MSU Bozeman - Location to Be announced later

January 22-24, 2020
Board Meeting -Jan 22 4:30
Annual Conference
Board Meeting - Jan 24 3:30

Secretary/Treasurer's Message

An Overview of the Great Falls BOD Meeting and How To Get Rid Of Problematic Clients



May 17, 2019 the stalwart Board of Directors (BOD) met at the Pit Stop in Great Falls for our mid spring meeting. Traveling across Montana by train, stagecoach and steed we gathered to carry forward the business of AMTOPP. The prominent points of discussion start with our new Facebook Group, Ask AMTOPP. A venue where members may pose questions

of a professional nature with the potential to draw on the deep expertise held by fellow members and receive answers to said questions. Share the site with your fellows.

Jason Stringer, our exalted and fearless leader discussed the upcoming visit to Washington D.C., the Day of Remembrance at Arlington Cemetery. Meeting with fellow NALP members for seminars. And representing the interest of AMTOPP members to our state Representative, Congressman and Senators.

Then on to the ever full-filling Summer Field Day. This year to be held in the exciting big city of Columbia Falls, at the Veterans Hospital. A BOD meeting to be held on August 2nd at 10 AM in the conference room at the VA. All members of AMTOPP are cordially invited to attend both the BOD meeting and the workday. Saturday August 3rd is the workday beginning at 8 AM. Planting two trees donated by Roger Joy, removing four trees, dead wood and pruning the rows of entrance trees, spreading fertilizer thanks to Ray Coffee. Good people, good deeds and a wonderful day giving back to those who have given so much.

The conference, the conference, the conference. Yes, we spent a lot of time and much discussion on the up and coming January conference. We are featuring a new certification through the Irrigation Association. We are pretty darn excited by this new facet of our already well -rounded conference. The speakers are going to be great. The topics are cutting edge keeping us at the crest of the informational wave. And the people attending, well, need I say more.

Now, how to politely get rid of problematic clients. Mrs. Jones has hired your company to do a professional job of some sort at her home. The agreed upon price is \$1000 due at job completion. Halfway through the job comes the old "While you are here" at no additional cost. Usually to a crew member while the boss is off getting supplies. Or they just flat try to hire your employees to work for them on Saturday. The reasons are long and they make Mrs. Jones not such a nice client from a boss's perspective. Well, we all know what happens when we try to "fire" a client. A lose, lose situation occurs. She goes to her bridge group or church group and prattles on endlessly about all

your negative traits as a business person.

I suggest another route. Red flag her. When she calls next year, boost the bid by 20%. Make it \$1200. Go to the bank because she is going to do her thing again. The next year you raise the bid another 20%. At some point in time she is going to say, "You do great work, but you are expensive." This is the best advertising ever.

Mrs. Smith calls. "I know you are expensive but could you help me with my landscape." After a very nice visit you quote her \$1000 for the agreed upon work. She says, "That is a very reasonable bid, thank you." And you reply, "That is because you are a nice person."

Thus a very simple, profitable and winning solution to those clients that we all know and love.

W Dudley Marburger
Executive Secretary/Treasurer

Expert Customer Service Tips

By: Micah Solomon Contributor to Forbes
Taken from Forbes Website - www.forbes.com

1. First impressions matter. Walk up to, and into, your establishment with the eye of a customer. A customer perception is his reality, and a first impression is important because it tends to linger in a customer's memory. Ditto if that fist interaction is on the phone, via chat, or via mobile.
2. Impressions before the first impression matter. Of course, there is no "before the first impression." But the first impression is very likely happening before you realize it: how you're portrayed online, how your grounds look well before the front door. Disney even obsesses over the route to their parks for this reason.

See Tips page 8

AGGRESSIVE OPERATION

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SALT LAKE CITY, UT 801.975.1216
SPOKANE, WA 833.586.6277

Sneak Peak Of What's Coming In 2020

EHAP Class

Limited Seating to 20

Wednesday - Jan 22, 2020

8AM to 4PM

Instructor - Dr. John Ball

Reserve your seat

Sign up now!

Registration Form Inside

Continental Breakfast and Lunch Included
No extra fee - class part of the conference.

Larry Musser with PRZ International Sports Turf Seminars



Sports Field and Park Turf Management - a four hour class broken out over two days with each day consisting of two hour each.

Some of the topics covered will be converting to an all organic plan (less water, less fertilizer cost, reduction in herbicides and pesticide usage); water conservation; turf sustainability (scheduling/wear; drainage and the affects on sustainability, turf varieties); design and renovations; working on a tight budget (new funding strategies, getting biggest bang for your buck, man power saving ideas); and construction; surviving economic downturn with regards to sports fields and parks maintenance.

This course will be tailored to Montana conditions including micro-climates, grass types, growing season and more.

Those who should attend include Community Service, Park Directors & Supervisors, Landscape Architects, Maintenance and Operations Directors, Public Works Directors, and anyone who is involved in maintenance, design and construction or consulting of sports fields and park turf areas.



Various Classes Scheduled

- Cabling and Bracing - Dr Ball
- Controlling Voles and Deer- Stephen Vantassell - MT Dept of Ag
- Changes from the Legislature and the affect on the Industry
- Chipper Certification - 4 hour class
- Crane Class and Demonstration - 3 hour class

These are just a few on the schedule. A complete agenda should be coming out in August.

Certified Irrigation Technician Exam

AMTOPP will be proctoring the Certified Irrigation Technician (CIT) exam. This exam is scheduled for Thursday, January 23, 2020, from 1 to 5PM, at Fairmont Hot Springs Resort, in conjunction with the annual conference.

If you, or anyone you know, is interested in taking this exam, they MUST register with the Irrigation Association before January 8, 2020.

Please be aware that the Landscape Irrigation Technician class that is on Wednesday, January 22 is NOT an exam prep class, but only a review. It is recommend you obtain the study material needed for the exam, and begin your self study program. The material needed may be purchased from the Irrigation Association.

Please contact the AMTOPP office if you have any questions, or would like to find out more information.

The CIT online exam registration is now open.

Test takers may register at the following link:
<https://store.irrigation.org/events/registration.aspx?event=C-MTJAN20>.

Or visit www.amtopp.org and follow the link
Online registration will close on January 8, 2020.

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Landscape Irrigation Technician Class

***** Registration Deadline Is November 1, 2019 *****

Company Name: (as it should appear on badge) _____

Name (1st attendee): _____

Contact name (if different from 1st attendee): _____

Address: _____ City: _____ State: _____ Zip: _____

Cell: _____ Phone: _____ Fax: (_____) _____

Email address: _____ Website: _____

Please list additional names of attendees

- 2) _____ 3) _____ 4) _____
 5) _____ 6) _____ 7) _____

Membership	Cost	Membership Total	
Regular-holds a pesticide license-voting	\$115		
Associate - no pesticide license-non voting	\$50		
Not Interested in Membership	0		0
Registration	Cost	No. of Attendees	Registration Total
Landscape Irrigation Technician Class ONLY (Wed Jan 22 only)	\$250 per person includes continental breakfast, lunch and a manual		\$
Class plus Conference (Wed-Friday) - Note you MUST sign up as a Regular or Associate Member to take advantage of this offer	\$280 per person (after 2 people from same company sign up then price goes to \$195 per person for 3rd & up)		\$
	Plus cost of Regular or Associate Membership (1 membership covers all employees for that company)		\$
TOTAL	Check or Credit Card		\$

_____ (initial if paying membership) I agree to abide by the Association of Montana Turf, Ornamental, and Pest Professionals (AMTOPP) By Laws and any other reasonable codes or standards established by AMTOPP. (See website: www.amtopp.org for By-Laws (under Membership) or contact the AMTOPP office (406) 204-0100 or amtopp@amtopp.org)

Credit Card Info: Visa/MC/Discovery Card Number: _____ -- _____ -- _____ Exp: Date: _____

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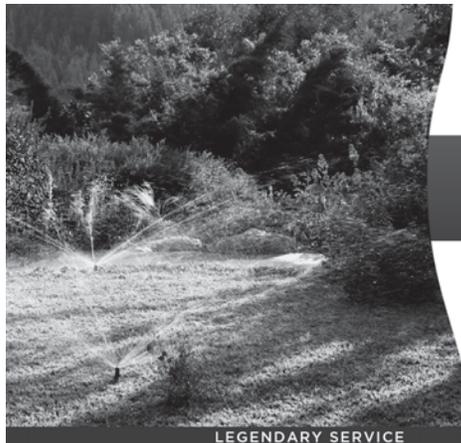
OR CALL THE OFFICE WITH THIS INFORMATION (406) 204-0100

Signature _____ Date _____

Please make checks payable to AMTOPP. Mail completed form with check to: AMTOPP, 173 Cottonwood Rd., Townsend, MT 59644-9533. You may pay with a credit card through PayPal on the website: www.amtopp.org.

NO REFUNDS AFTER December 1, 2019.

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Affiliates and Social Media

Schutter Diagnostic Lab Services

**By: Dr. Laurie Kerzicnik
MSU Ext. - Schutter Lab**

Are you struggling with a plant or tree issue? The Schutter Diagnostic Lab assists with a wide diversity of diagnoses for the state of Montana, including plant diseases, insect damage, and environmental plant problems in urban and agricultural environments, as well as visual assessment of herbicide injury to plants. We also provide identification services for plants, insects, and mushrooms and give management recommendations when needed. We are based in Bozeman, MT at Montana State University.

We have a diverse and dedicated team. Noelle Orloff is the weed and invasive plant identification diagnostician. Eva Grimme diagnoses urban plant disease issues and coordinates the Urban IPM program. Laurie Kerzicnik is the arthropod diagnostician with urban and horticulture-related pests. Ruth O'Neill is the cropland arthropod identifier. Sarah Eilers manages the Integrated Pest Management program and assists with the Schutter Lab and its programming. Mary Burrows is the cropland plant pathologist and director of the lab.

To submit a sample, instructions and forms are on our website: diagnostics.montana.edu. A quality sample is important for an accurate diagnosis. Keep the samples as fresh as possible and mail packages early in the week. Place packages in crush-proof containers (box or a padded envelope) and include as much information as possible on the form to help with the diagnosis. Ten samples per client/business per year are free. After 10, the fee is \$20/sample.

A Great Way To Help Out Your Association - Secure A Sponsor

When you are dealing with any of the many suppliers that you use to maintain your business, ask them about becoming a sponsor for AMTOPP's conference.

This sponsorship can be as little as \$100, and does not have to be green industry related. So What's In It For The Sponsor? Plain and simple - It is advertising!

AS A SPONSOR

Their company name and contact information will be listed in the Conference Program, listed in the first newsletter after the conference and will be listed in the Membership Di-

rectory

Their company name will be posted by the item/event in which AMTOPP applied the money such as meal or a conference room.

So What's In It For You, The AMtopp Member? (applies to Regular and Associate Members only)

\$100 Sponsor - receive 1/2 off 1 year membership

\$500 Sponsor - receive 1 free year membership

\$1,000 Sponsor - receive 1 free year membership plus 1 conference attendee

AMTOPP Adds Another Social Media Site

**By Stephen Pulley
Director**

Recently AMTOPP added a new group to Facebook called "Ask AMTOPP". The purpose of this group is to offer a public forum for people of all knowledge levels to network information related to all of our collective professional knowledge. Anyone on Facebook may see the group and it's postings and anyone may ask to join the group to be able to ask questions and leave comments or advice. The board of directors will serve as moderators and approve or deny members from the group.

Not only will this group help people learn from professionals and network information, but it will also help those in the business get their name out to the public as well as promote AMTOPP itself. Anyone who uses Facebook is encouraged to join the group and share it and invite others to join as well. Thanks in advance to everyone who chooses to participate!

You can reach the site through AMTOPP's page, click on Groups in the menu on the left then on Ask AMTOPP.

Mark your calendars Now!

30 in 2020

30th Annual Conference!

January 22, 23, & 24, 2020

New Dates - Wednesday to Friday

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AMTOPP Triva - How Much Do You Know About AMTOPP

1. In what city and what location was the first AMTOPP meeting held?
2. What was the first name used and the acronym?
3. Who was the first President of AMTOPP?
4. Who was the first Vice President of AMTOPP?
5. What year was AMTOPP founded?
6. What food bank is on the receiving end of the food collected during the conference?
7. What two organizations receive the AMTOPP scholarship money?

answers below

President continued from page 2

will include an Electrical Hazard Awareness Program (EHAP) presented by Dr. John Ball from South Dakota State University. The class will be all day Wednesday January, 22. There will be limited space for this class, so be sure to get your spot reserved. In addition to EHAP, Dr. Ball and Dr. Whitney Cranshaw from Colorado State University will be presenting throughout the conference. Finally, a new Irrigation track has been developed. The Irrigation Association (IA) will be instructing a full day of classes. Also, there will be certification testing offered through the IA. If anyone has any questions regarding the Irrigation track please contact Steve Jonas or one of the other board members.

The board is looking forward to seeing AMTOPP members at these upcoming events. Again, If you have any questions please contact one of the board members. Have a great summer and be safe!

Jason Stringer
President of AMTOPP



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Tips continued from page 3

3. Last impressions matter. It's so easy when you've "completed" an interaction with or project for a customer, to rush on to the next one with the next customer. Doing so can erase all the goodwill you created. The "goodbye" is an important stage, one of the most important, because (like a first impression) it tends to linger in a customer's memory.

4. Are you easy to use? You won't know until you try. Try your own website without your auto-log in. Is it easy? Or a pain? Come in the front door and see if the door swings open easily, or whacks you on the shoulder. And so forth.

5. Timeliness: Are you considerate of your customer's time? This is a big, big, big one. A perfect product or service delivered late is a defect.

6. Commit to continuous customer service education. Education is an investment in organizational development.

7. Get rid of the fine print. To a customer, fine print is where a company hides something that will protect them from a dissatisfied customer. Better to fix it than hide it.

8. Reward and Recognize. Acknowledge the contributions of individuals and teams with formal and informal recognition.

Micah Solomon is a customer service consultant, customer service keynote speaker and the bestselling author most recently of High-Tech, High-Touch Customer Service

Introducing The Sr 430 Liquid-Only Backpack Sprayer



"The SR 430 liquid-only backpack sprayer uses a gasoline-powered engine to help you cover large areas faster. It delivers an impressive spraying range and features a pressure pump that helps deliver even application no matter the spray angle. The sprayer is also comfortable to wear, thanks to its anti-vibration system, soft rubber grips and optional chest and hip belt accessory for even weight distribution. If you're a farmer, forester or pest controller, stop by your local STIHL Dealership and try the SR 430 in person."

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3 John Bass
4 Brad Culver
5, 1990
6, Anaconda
7, 4H and FFA

Answers to Trivia
1. Helena at Jorgensen's Motel & Restaurant
2. Montana Professional Turf, and Ornamental Association (MPTOA)

AMTOPP Makes Showing In Eastern U.S. - At Crane School

Crane Safety Climber School 2019

By: Rob Dillon

Past President & Owner Robert Dillon Tree Service

Crane Man, Inc., in conjunction with many other sponsors, offered a Crane Safety Climber School April 4 - 6, 2019 at Villanova University in Wayne, Pennsylvania. This hands-on school provided tree climbers in-depth hands on experience with the skills needed for rigging and cutting techniques; which are used in crane and knuckle boom (also known as k-boom) tree removals.

Of the 60 students that attended the course three were AMTOPP members; two tree climbers and a ground person. The instructors and volunteers came from across the country and around the world, to work together to make this event a success.

By taking this class AMTOPP members earned 21 ISA CEU credits as well as 19.5 CTSP CEUs. In order to obtain those credits participants spent the first day attending lectures on crane safety dynamics, operations, physics, as well as techniques to prepare for the field portion of the course. Afternoon session consisted of stick cranes and k-booms demonstrations. Day two students were split into groups of 8 - 10 individuals, giving each climber the opportunity to do 1-2 hands on "picks." This exercise was not a simulation of the work but the actual removal of multiple trees on campus; around buildings, parking lots, and landscapes. Day three was an action-packed day from start to finish where climbers had numerous opportunities to work with the cranes performing large picks. Some of the picks consisted of tree piece removals weighing up to 8,000 lbs!

This was a fantastic experience and opportunity for our attending AMTOPP members. Now they have knowledge, skills and most importantly the hands on experience in crane removal methods which they will bring to the state of Montana and share with other AMTOPP members as well as professionals in the tree care industry.

For anyone interested in finding out more about crane work be sure to attend the 2020 AMTOPP conference where we will have a Crane Class Introduction and Demonstration.

This course was "by far the best training we have ever had in our career." -AMTOPP members

Special thanks to "Nice Guy" Dave Stice, of WesSpur Tree Equipment, and Pete Nieves-Sosa, of the Crane Man, Inc.



SUN SAFETY

**By: Craig Stensby
Director
and James Roberts
TruGreen Sales & Service Manager**

With Summer coming on we thought it would be good to pass on some sun safety tips. This article contains information about the risks posed by ultraviolet radiation (UV), the effects of sunlight, and steps you can take to protect yourself from UV radiation.

Exposure to the sun is not the entire story. The effects are dependent on you, your level of pigmentation, and how much of a tan you already have. Be aware that even dark-skinned individuals can be sunburned and damage their skin with exposure to UV radiation. Also, the sun's rays have different intensities at different times of the year.

Most sun damage occurs as a result of incidental exposure during day-to-day activities. Even on a cloudy, cool, and overcast days, UV rays can travel through the clouds and reflect off of sand, water, and concrete. Clouds will not stop UV radiation and can give a false sense of protection.

What is Ultraviolet Radiation (UV)?

UV radiation is a form of energy coming from the sun. Our atmosphere and clouds affect the intensity of UV radiation reaching the earth. Most clouds block some UV radiation, but the degree of protection depends on the type and amount of clouds. Some clouds can actually increase UV radiation by reflecting and refracting the sun's rays.

UV Index

The UV index is a measure of the intensity of the sun's UV radiation. As the index number increases you need to take more precautions to protect yourself from the harmful

rays. Developed by the National Weather Service and EPA, the index predicts the next day's UV radiation levels on a 0-10+ scale. Using this scale can help determine appropriate sun-protective behaviors.

Effects of Sunlight

The effect of sunlight can be more dangerous than people think. Skin cancer is an obvious disease that is a direct result of exposure to the sun's radiation. According to the American Cancer Society (2019), more cases of skin cancer will be diagnosed than all other cancers combined. It is estimated that just over 1.7 million people will be diagnosed with skin cancer in 2019. There will also be an estimated number of just over 606,000 deaths attributed to skin cancer in 2019.

Here are some other statistics from the American Cancer Society:

- 82,476 new cases of melanoma were diagnosed in 2016.

- 8,188 death were attributed to melanoma in 2016.

- Skin cancer is a largely preventable disease. Exposure to UV radiation may be the most important preventable factor in determining a person's risk for skin cancer (American Academy of Dermatology, 1998).

Sunburn

Melanin is a pigment produced by your skin that absorbs UV radiation and mitigates its effects. A sunburn develops when exposure to UV radiation is greater than what can be absorbed by the skin's melanin. The lighter your skin, the less melanin it has to absorb UV radiation. All skin will respond to continuous sun exposure by thickening and hardening, leading to leathery and wrinkly skin later in life. Unprotected sun exposure is even more dangerous if you have moles, fair skin and hair, or a

family history of skin cancer. Be extra careful about sun protection if you have one or more of these high-risk characteristics.

Eye Damage

UV radiation from the sun is the primary source of radiation that can damage your eyes. Results from a myriad of studies report that spending long hours in the sun without eye protections can increase your chances of eye diseases, such as cataracts. The 1998 Journal of the American Medical Association reported that even low amounts of sunlight can increase the risk of developing eye diseases. UV damage to the eyes are cumulative, so it is never too late to start protecting your eyes!

Guidelines for Protection:

Sunglasses not only look great, they offer excellent protection for your eyes! Like the skin, your eyes are at risk of damage if exposed to too much UV radiation. When buying sunglasses, you can gauge their effectiveness by ensuring they are labeled as lenses that block out 95% percent of UV radiation.

When choosing a sunscreen that will protect you, there are a few things you should know:

- No sunscreen offers 100% protection from UV rays.

- Sunscreen should always be used with other methods of protection. Such as hats, sunglasses, clothing, and shade.

- Sun protection factor (SPF) 30+ offers you maximum protection from the sun, blocking 96% of UV radiation. SPF 15+ will block out 93%.

- Using SPF 30+ instead of SPF 15+ does not mean you can safely double the time you would normally spend exposed to the sun.

- Apply sunscreen 20 minutes before going outside. This gives the protective elements in the sunscreen time to bond to your skin. Do not rub all the way in, a light film should remain visible.

- Remember to reapply every two hours or more if swimming or sweating a lot.

Appropriately designed clothing is great at protecting you from the sun. Choose clothes that cover the arms, legs, and neck to insure you are properly protected. Go for long sleeves, collars, and pants if possible. You won't get hot or uncomfortable if you choose lightweight fabrics like cotton, hemp, or linen. Tests on clothing show that most polyester/cotton and cotton clothing items protect against 95% of UV radiation.

UV Index #	Exposure Level	Minutes to Burn
0 to 2	Minimal	60
3 to 4	Low	45
5 to 6	Moderate	30
7 to 9	High	15
10+	Very High	10

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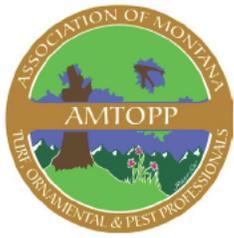
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AMTOPP 30th ANNUAL CONFERENCE & MEMBERSHIP REGISTRATION With EHAP & Irrigation - JANUARY 22 - 24, 2020

Fairmont Hot Spring - 1500 Fairmont Road, Fairmont, MT
FOR ROOM RESERVATIONS CALL: 1-800-332-3272

REFERENCE: AMTOPP CONFERENCE FOR GROUP RATE **PRIOR TO 1-6-2020**

Company Name: (as it should appear on badge) _____

Name (1st attendee): _____

Contact name (if different from 1st attendee): _____

Address: _____ City: _____ State: _____ Zip: _____

Cell: _____ Phone: _____ Email address: _____

Website: _____

Please list additional names of attendees from the same company, at the same address. Each individual must be employed by this company to receive the member rate. Please note discounted rate after two full price attendees from same member firm.

2) _____ 3) _____ 4) _____

5) _____ 6) _____ 7) _____

Membership Regular - (at same location) has a pesticide license	\$115 per company	\$
Membership Associate - no pesticide license	\$50 per company	
EHAP Class Attendance Yes _____ No _____ How Many? _____	For EHAP Class only (Wed 1/22/20) \$200 per person	
Landscape Irrig. Class Attendance Yes _____ No _____ How many? _____	\$50 per person for manual x _____ people	
Please circle the names of those attending the EHAP or the Irrigation class.		

***Please Note: EHAP - Seating Is Limited to 20
Irrigation Class - Deadline to register is November 1, 2019***

Conference Registration (postmark is registration date)	Prices Pre-Register Before 1-6-20	Prices Post-Register After 1-6-20	Number of Attendees	Registration Total
Member Rates (regular or associate)	\$280 per person	\$295 per person		\$
Additional attendees <u>after</u> 2 from same company	\$195 per person	\$210 per person		\$
Non-Member Rates	\$395 per person	\$410 per person		\$
Spouse attending - meals only (Mon/Tue AM & Lunch, Mon. Dinner)	\$95. Per person	\$95 per person		\$
TOTAL	Check/money order # _____			\$

FIRST AID CLASS - WED. JAN 22, 2020 - 12-4PM - PLEASE PUT ME DOWN FOR PEOPLE ATTENDING @ NC - LIMITED SEATING AVAILABLE

Conference registration includes attendance to all seminars, trade show and meals served during the conference.

Please make checks payable to AMTOPP. Mail completed form with check to: AMTOPP, 173 Cottonwood Rd., Townsend, MT 59644-9533. You may pay with a credit card through PayPal on the website: www.amtopp.org. **NO REFUNDS AFTER JANUARY 6, 2020.**

Silent Auction Items are appreciated and do not have to be related to our industry. If you would like a receipt, please send the value of the item(s) to trudieamtopped@gmail.com. Thank you for your support! See you at Fairmont!

I agree to abide by the Association of Montana Turf, Ornamental, and Pest Professionals (AMTOPP) ByLaws and any other reasonable codes or standards established by AMTOPP. (See website: www.amtopp.org for By-Laws (under Membership))

Signature _____ Date _____

For AMTOPP Office use: Date Paid _____ Check # _____ /C.C./PayPal - Added to Membership File: _____
 Added to 1990-Present File: _____ Added to Conf. Registration: _____ Name Badges: _____ QB: _____

2019 OFFICERS - Executive Board

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Term Expires: 2/2020

Vice President - Cooper Elwood, Mountain Tree Company; 406-529-0185; coopere@gmail.com;

Term Expires: 2/2021

Secretary/Treasurer - W. Dudley Marburger, Dudley's Trees; 406-212-3391; dudleystrees@centurytel.net;

Term Expires: 2/2023

Past President: Robert Dillon, Robert Dillon Tree Service LLC; 406-542-5485; info@robertdillontreeservice.com;

Term Expires: 2/2020

DIRECTORS

Craig Stensby, TruGreen; 406-860-9443; cstensby1971@gmail.com: Term Expires 2/2022

Tom Molitor, Big Twig Tree Care; (406) 600-9365; tom@bigtwigtreecare.com; Term Expires: 2/2022

Ed Nolder, Natures Best Inc.; 406-207-9004; ednolder@naturesbestinc.com; Term Expires: 2/2021 - *Resigned April 2019*

Steve Jonas - Jonas Sprinklers and Fertilizer; 406-216-2281; stevejonas84@gmail.com; Term Expires 2/2021

Chris Galanti; Galanti Lawn & Landscape; (406) 212-4850; chris@galantilandscaping.com; Term Expires: 2/2022

Lydia Hesper, Hesper Tree Service; (406) 740-0931; clheser@gmail.com; Term Expires: 2/2022

Stephen Pulley; City of Missoula; (406) 214-1316; spulley@bresnan.net; Term Expires: 2/2022

EXECUTIVE DIRECTOR

Trudie Southwick - trudieamtopped@gmail.com or amtopp@amtopp.org - (406) 204-0100

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