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# PRESS RELEASE

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White Wykoff & Co.  
2922 NW Fairfax Terrace  
Portland, OR 97210  
503-317-1506

FOR: COLLIER ARBOR CARE

## TERRILL COLLIER ELECTED BOARD CHAIR OF TREE CARE INDUSTRY ASSOCIATION

Lake Oswego's Terrill Collier, president of Collier Arbor Care which is headquartered in Clackamas, has been elected chair of the Board of Directors of the of the 2,000-member Tree Care Industry Association (TCIA), a 71-year-old public and professional resource on trees and arboriculture.

Collier has served TCIA in a number of capacities. He has been a member of the TCIA board since 2004 and a senior director.

The 54-year-old Collier and his firm have been national leaders in tree care matters since he took over the 61-year-old firm in 1980 from his father Ray, who founded the business in 1937, and who was known for his educational efforts with others in the industry. Armed with an entomology degree from Oregon State University, Collier has increased the firm size from two to 25 employees, making it one of the largest in the metropolitan area.

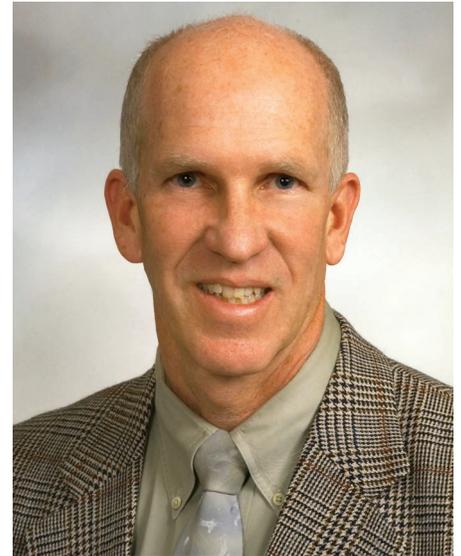
Under his ownership, Collier Arbor Care also has become one of the areas most innovative arbor care companies. He pioneered in this area a holistic, eco-friendly approach to strengthening plants and trees and preventing and treating disease and pest infestations on a regular basis, primarily with organic materials.

Most recently, he set his company on a path of replacing its conventional-even its organic plant nutrition, disease and insect infestation treatment programs with its own specially formulated compost tea, which he calls "a completely sustainable and eco-friendly method which is the world's oldest answer to disease, insect and nutrition issues in plants."

Collier credits TCIA as one of the factors in the company's success, a reason he stood for election to organization's board of directors. "TCIA is a great conduit for upgrading the education and professionalism of the entire industry," he said.

His firm was the first West Coast company accredited by TCIA, a rigorous test of a wide range of professional and business practices, that conveys a "seal of approval" designed to help consumers find tree care companies which have been inspected and accredited based on adherence to industry standards for

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Terrill Collier



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quality and safety, maintenance of trained professional staff and dedication to ethics and quality in business practices.

Collier is a lifetime member of the International Society of Arboriculture (ISA) and a founder and past president of ISA's Pacific Northwest chapter. He is a member of the American Society of Consulting Arborists, Oregon Association of Nurseries and Professional Landcare Network (PLANET). Collier also is a Board Certified Master Arborist, Oregon Certified Nursery Professional, Oregon licensed landscape contractor and Certified Tree Risk Assessor.

He has instituted a regular program of community pro-bono work for his firm, including care for Lake Oswego Heritage Trees, Vancouver's Old Apple Tree and the Signature White Oak and oak grove at the Oregon Garden in Silverton. Collier Arbor care participates financially and physically each year in Friends of Trees Plantings and Collier and his family have raised thousands of dollars for tree research through their participation in the International Association of Arboriculture's Tours des Trees week-long bicycle events.

The firm has won several national awards for its community efforts.

"TCIA is fortunate to have a gifted, enthusiastic and committed leader like Terrill Collier agree to spend six years on our Board of Directors. He knows how to work with different people with different styles to have effective outcomes and to guide organizations. We anticipate a great year with him at the helm of our board's strategic thinking," said Cynthia Mills, president and CEO of TCIA.

Founded in 1938 as the National Arborist Association, TCIA's member companies recognize stringent safety and performance standards and are required to carry liability insurance. TCIA has the nation's only accreditation program.



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