



TREE CARE INDUSTRY Association

established 1938

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For Immediate Release

Houser Installed as Tree Care Industry Association's Chair of Board

MANCHESTER, NH – Jeanne Houser, vice president and general manager of McFarland Landscape Services of Philadelphia, Pa., was installed as chair of the Tree Care Industry Association at its annual meeting in Cancun. She will serve a one-year term.

“Jeannie has been there for TCIA during a number of challenging moments,” said outgoing Chair, Tom Golon, president of Wonderland Tree Care in Oyster Bay, N.Y. “She is committed to the transformation of the industry and has given countless hours to prepare for this role. I am delighted that she will be facilitating the Board’s work next year.”

McFarland Landscape Services has been a member of the Tree Care Industry Association since 1969 (then known as the National Arborist Association), and Houser first came on board the company in 1981.

“In the many years I have been associated with TCIA, I have witnessed phenomenal changes,” Houser said in her inaugural speech. “Under the selfless leadership of past presidents, chairs, and a dedicated staff, TCIA at 68 years of age is not just getting older, we are getting better and better. I don’t believe we have ever sacrificed what is right for what is convenient. TCIA has such integrity – from the staff to the board and filtered through to the members. This is evidenced through our growing Accreditation and Certified Treecare Safety Professional programs.”

The Tree Care Industry Association (TCIA) is a 69-year-old public and professional resource on trees and arboriculture. It has more than 2,000 member companies who recognize stringent safety and performance standards and who are required to carry liability insurance. TCIA has the nation’s only Accreditation program that helps consumers find tree care companies that have been inspected and accredited based on: adherence to industry standards for quality and safety; maintenance of trained, professional staff; and dedication to ethics and quality in business practices. Editors: If you would like additional information or digital photos, please contact garvin@tcia.org.

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