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News
P.O. Box 1048
Hiram, GA 30141

Phone: 770/222-2511
E-mail
info@forestapps.com

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Forest Applications

Training for the Forest's Future!

NEWS

High Overhead...

By Tim Ard

If you take tally of incidents and near incidents of injury regarding chain saw operations, for years, agencies have reported "struck-by" accidents as being the most costly regarding operators in chain saw applications. Anyone working around trees or in the woods are highly susceptible to these *high overhead* hazards.

Look up and around any tree, you will find it most likely to have limbs hanging, dead limbs attached or places where dead limbs have been. It's a natural process every tree goes through and every forest harbors these potentially crippling and deadly situations. Now as we work around these situations what should we do to minimize our risk?

First, take time to analyze every tree and its surroundings. Every tree, in a forest environment or especially one we come across after storm damage is uniquely different. You have to make a plan on every tree. You must not take for granted the importance of this and fail to take information to formulate a complete plan. I have found myself trying to round a few corners. When it comes to making a plan, I've tried to shave a little information taking and end up with a limb dropping and hitting me, or falling dangerously close by. I have not been seriously injured by these instances to date, but I can tell you a small limb glancing off your shoulder can really hurt. I remember one just the other day that I even recognized in my plan. It was just resting in the top of a small sapling, about 10 to 12 feet off the ground. I was brushing around the base of the tree I was going to fall. I cut my escape paths and then came back around to remove the small sapling in front of the tree in the felling direction. It had already slipped my mind. The limb, about six feet long and two inches in diameter, was just resting in the sapling's crown. I cut the sapling at the base, with a tab/brush cut, and proceeded to push it toward its location to fall and ...wham! The end of that limb hit my shoulder, just glancing off my collarbone and falling to the ground. Man, it hurt!

Too many times I have witnessed, as trees fall, the top of the falling tree striking another tree or limb. The top breaks out and falls back toward the stump, or a broken limb holds in an adjacent tree and as you leave your escape area, drops to the ground. These limbs often hit the ground and then spring left or right from their ground position where they first strike. It's sometimes a close call to dodge these giant "fly swatters". I had one the other day, a limb had torn away from a falling tree that I cut. The hanging limb was hidden on the backside of an adjacent tree. I didn't see it as I made my plan to leave the escape area and begin limbing and bucking operations. I walked about half way up the trunk of the downed tree and I heard a noise. Looked back and noticed the large limb sliding down the back side of the adjacent tree. It hit the ground, branch end first, and then

sprang (luckily) away from my position. Close one! There is no other answer to reducing the effects and probability of these potentially killer situations than to take the time to *thoroughly* plan your work area before limbing and bucking operations begin.

The key is to recognize the potential of the hanger, or what many call "widow makers" and construct a plan and or avoid the area until equipment can remove it. It may take a skidder or dozer only a minute to remove hazards that can cost you weeks or an eternity to recover from.

Other useful tools to remove some of these hazards may be a throwline and a rope. I have often used a throwline assembly (a throw bag and a slick line) to pull down a small limb hanging in a tree. With some large broken tops leaning against a tree trunk, a throwline gives you the ability to place a rope into the situation and still keep a safe distance from the hazard. Once the rope is placed you can pull the hanger down from a safe zone.

For those of you that have completed hands on felling programs from Forest Applications you can continue with our Day Three program of Limbing, Bucking and Storm Damage awareness training. We cover many of these techniques of hazard recognition and removal in this additional class day.

High Overhead... Is truly the cost of accidents and injuries from struck-by's.

Do's and Don'ts:

Always wear a helmet with eye and face protection when working under and around trees with limbs and brush during saw operations. All PPE, suggested for a saw operator, is a *must be worn*. Wear it at all times you are working with a saw in, around or under trees.

Take time to look closely for those hangers and other situations that sometime become surprises to saw operators.

Keep your equipment well maintained and close by to handle those *widow maker* situations as they are observed in the plan. Throwlines, ropes, come-a-longs, pulley blocks are all valuable tools for handling storm damage and hanger tasks.

If a plan doesn't afford the situation a sure solution, then back off, mark off the area and have large equipment come in to remove the hazard.

Remember - a plan can always end in *walk away!* Don't attempt a situation you are not comfortable with. There are always other opinions and other equipment that can fill a need when you walk away from an uncertain task. An ACCIDENT is an UNPLANNED EVENT!



Power Applications

One of my dreams has come true this past year with the Forest Applications Training, Inc./Husqvarna relationship... The addition of new training programs and instructors. I'm calling it Power Applications! Not only do we offer training and information on chain saws, we also offer training to operators of other types of outdoor power equipment selected to accomplish their jobs.

You will find in this news edition, and in others to come, great articles to improve your experiences with Zero Turn Mowers, Trimmers, Pole Saws and still more chain saw information. Let me know what you think.....

timard@forestapps.com -Tim Ard

Zero Safety....

By David Breeden
National Training Specialist

Anyone who spends time in a car traveling around today can't help but notice the growing demand for zero turn mowers. In the recent past this equipment has primarily been used by the professional landscape contractor who has long since realized their benefits of increased productivity. As mower manufacturers have expanded their model offerings, the homeowner has answered the call in an effort to reclaim his/her weekend by fueling zero turn sales. As a result, the industry has and is growing at a rapid pace!

With the increase of the mowers on the market Forest Applications Training has recognized a need for safety and applications training. These programs have been developed for end-users of all experience levels and have been well received by the groups of city, county and state employees that have attended the sessions. Some of the material covered in the one day course is covered below.

The goal of all of our training sessions is to increase the awareness of safety and to increase productivity. We all face challenges daily that effect how we operate our equipment.

Many of the challenges we face can be avoided by taking some simple precautions before we begin the workday. Have you ever had a piece of equipment go down and discovered later that if you would just have spent a few minutes checking the machine over you may have been able to catch it before it became an issue? It is always important to inspect your equipment every day thereby decreasing the likelihood of an accident that could affect the safety of your equipment or yourself.

Personal and Machine Safety

As we all know safety is a very important subject in equipment operation but is often times overlooked. Before we start we should ask ourselves a couple of questions. What is an accident? What is safety? An accident defined is simply an unplanned event and safety simply stated is the awareness that an accident can occur. Safety is making a good sound plan to ultimately avoid an accident. With that in mind, we should plan to protect ourselves before getting started.

Personal Protective Equipment (PPE) is the first step of the planning process. Do you have everything you need to protect yourself?

1.) Hearing Protection- Regardless of style, the important thing to remember is we must protect our ears. No matter what environment you're in, your ears get damaged every day. Each night as you sleep, your body repairs the damage done. However, the more severe the noise and the longer the duration of the noise, the less your ears will be able to repair themselves. Use of ear-bud style protection is a simple way obtaining the minimum level of protection. However, did you know that a full wrap around muff style protector can further reduce harmful noise levels by an additional 25%?

2.) Safety Glasses- Eye safety is just as important as safety for your ears. The proper use of ANSI Z87 approved glasses is necessary in all applications associated with outdoor power equipment. Z87 approved glasses have the

proper levels of impact resistance and can be found in numerous styles and colors. There are even protective glasses that easily fit overtop prescription glasses if necessary.

3.) Safety Boots- Boots are an important piece of safety equipment as well. Boots are an important way to achieve ankle support to reduce the likelihood of ankle injuries. Furthermore, a reinforced toe can protect against crush injuries. One aspect that is often forgotten is the sole of the boot. Many times we work in areas that pose potential puncture threats. A good boot sole can help prevent this kind of unplanned event.

4.) Gloves- We use our hands on a daily basis to operate our equipment, maintain our equipment, or often times pulling brush or debris. Therefore our hands are one of the most common areas for injury. Protect them with a good pair of gloves. Gloves come in all styles and sizes to fit your needs. From cut resistance, to improved grip, to standard leather, a good pair of gloves can be what stands between your hands and a high potential for lacerations and burns.



5.) Uniform- Even your uniform is an excellent way to be safe. By wearing it, you are more recognizable to your fellow teammates. Therefore being easier to spot, your team member is better able to plan his work so that you are not injured by his actions. Regardless, remember that no matter what clothing you wear, make sure that it fits properly. Loose clothing can be a hazard as it can become snagged or caught in moving parts.

Now that we have identified what we need to do to protect ourselves, we need to do a quick inspection of the safety features on the equipment to insure they are working properly. If any of these items are missing or not operating properly, the machine should be repaired immediately.

Continued on Page 6...



LAURA'S CORNER

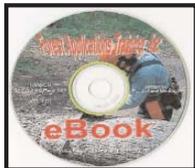
Up A Tree...

Is it important to know how tall a tree may be? If there are hazards and obstacles within its reach, it may well be! Now you can be a bit more confident in your planning process before felling a tree. The Cross-Sight from Forest Applications Training, offers you pocket size tree measurement. Folding to fit easily in your pocket, you can now have a tool at hand to quickly size up a tree.

You can read more about the Cross-Sight on our web at <http://www.forestapps.com>. The tool may be purchased from **our eStore on the web**. The cost is \$12.00.



Cross-Sight



Find out more on our
NEW e-book...
**The Complete Guide to Chain Saw
Safety & Directional Felling**

Visit our website at
www.forestapps.com



Get your newspaper! Get your news! Now back on the stand FAT News!

So many of you have been asking us what happened to the Forest Applications Training Newsletter. It is back and stronger than ever. We appreciate all the readers and the comments from each of you. It is great to know we were missed.

FAT Instructors are offering new hands on workshops:

Two Cycle Theory

IL23 Two-cycle Trouble-shooting
One Day - 6 hours
20 participants max

Trimmer Safety/Productivity

IL10 OL Applications Basic
(Includes – trimmers, clearing and pole saw units)
One Day - 6 hours
20 participants max

Zero Turn Mower Safety and Applications

IL13 OL ZTR Applications Basic
One Day - 8 hours
12-15 participants max

Chain Saw Sharpening

IL7 OA Saw Chain Clinic
One Day - 6 hours
12 participants max

Please contact the office at 770-222-2511 or e-mail laura.ard@husqvarna.com OR laura@forestapps.com

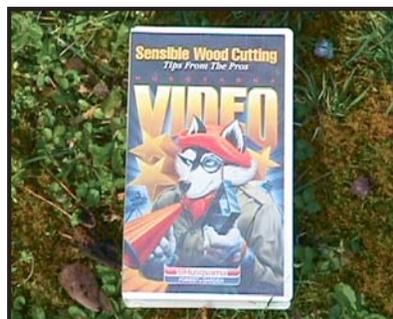
Husqvarna Dealers – you can have one of the above workshops hosted by your dealership, call Laura Ard about organizing one of these in your area.

Many of you have had the opportunity to meet our instructor Cary Shepherd. Cary has been out there going a 100 miles an hour. Each session he completes, we get letters and e-mails telling what a fantastic instructor we have. We are very pleased to have him as an instructor for FAT and for the work he is doing across the US. Look for Cary in your area soon.

For the family news we are doing well. The grandbabies of course are cuter than ever and they are growing up to fast. Makayla is five, Makensy is three and Dalton is 2. Tim and I moved to his father's home at the end of May. Tim's father was ill and he wanted us near. He passed away on July 9th with us with him at home. Tim's father was a wonderful father-in-law and he will be missed. We are still trying to unpack boxes and get settled in on the days we are in town.

We look forward to bringing Forest Applications Training to your area.

Sensible Woodcutting Videos are still available. Contact us via the website registration and we will send it to you no charge!
<http://www.forestapps.com>



Need chain saw safety material to use for your tailgate and scheduled safety meetings? The Forest Applications Website has articles and pictures you are welcome to use. Surf around the site when you get a little time...

Another great resource is our Forest Applications eBook. You can access it through your laptop on a tailgate for a super presentation to your employees. Pick a technique or discuss a hazardous situation with the crew - all at a click of the mouse. Or with the SP version you can print a section for your use. Give it a look-see at www.forestapps.com

Three Day's

By Tim Ard

For quite some time Forest Applications has offered a half-day chain saw safety and applications workshop, a two-day hands-on chain saw workshop and a four-day competitive based (CRT) chain saw workshop for the professional logger.

With the onset of increased chain saw operations with government agencies, city's and towns involved in storm and hurricane cleanup, we have had many requests for a comprehensive chain saw training program to meet their needs.

Well, over the past year, Cary Shepherd and I have time tested a three day chain saw workshop that is comprehensive and gets results. Not just a presentation to pacify a safety directive but a program that covers safety as well as improves work habits, productivity and communications. We have found that the chain saw is a widely underestimated tool in the workplace. This workshop will prove it!

Day One:

The program begins with a very interesting approach to safety, accidents and Personal Protective Equipment. Very few of the organizations we present to are aware of the OSHA and sometimes insurance standards, requiring the use of PPE in chain saw work. The employees are often sent to task without required PPE or the employee doesn't understand the need for the items and thus doesn't use them when they are furnished by their supervisors.

During this first morning a chalkboard/whiteboard talk is given by the instructor covering saw chain, reducing downtime in chain saw operations, planning for felling, limbing and removal of trees. The face notch and hinge are discussed so operators can understand the safety and its directional capabilities. A planning process is initiated that will become the basis for the entire workshop and in future

workplaces. Last inside, a discussion on ergonomics and position of the operator, saw run checks and starting procedures. This takes us to the lunch break and or travel to a cutting site where a tree is to fall, be limbed and bucked.

The instructor then revisits the planning process, demonstrates height measuring techniques important to a crew and drops a standing tree to a specific target, from the ground, using the chain saw's felling sights. Discussions of planning, safety, notch and hinge, wood species, and scoring to evaluate the process takes place. Planning processes are discussed for working up the tree, bucking and limbing and showing several techniques usually not considered by the participants. The group then participates in the first hands-on session learning about the reactive forces of the rotating saw chain and guide bar.

Day Two:

We start the day in groups of no more than twelve. Each participant then plans and cuts down a tree with supervision of the instructor. Placing the tree on a specific target and discussing the results of the process. Each tree is discussed by the group and different issues and situations surface that give new insight into the felling processes.

The participants compete against themselves for prizes. They are given a scoring system for achievement. Points are awarded for planning hazards, leans, escape paths, how much hinge is needed and how will they back cut the tree. Bore cut? Need wedges? How close did the tree land to the specific target? One foot away? Right on? Height measurements are given to a specific point on the tree or the total height. This is accomplished with a stick from the ground. All participants are usually amazed as the results come together. And sometimes the instructor is amazed at the ability of the participants. Oh yea, there is an extensive list of safety violations that cause point reductions too. Miss your ear protection before starting the saw... minus ten points. Start the saw or remove a hand from the handles and you could lose another ten points. Safety features and practices are the basis of the competition events. The day ends with the highest scoring participants picking from prizes of PPE or maybe even a chain saw...

Day Three:

A quick review of tree felling and questions are followed by an extensive look at techniques for limbing, removing hung trees, throw-line and tip-line use, wedging techniques and finally the last

group event. The group is divided into teams that will be assigned tree situations. One group may be assessing a hung tree, one may be on a wind thrown tree. Another team may assigned to assess and buck up a pile of trees (simulating storm damage). The teams are given time to assess the situation make sure their tools are in order and then they give their plan to the rest of the group and begin working the situation as all watch. This gives great insight to the other teams and usually opens eyes to how important planning is to reducing unplanned events, Accidents!

The results of this three day program are simply amazing. I can't tell you how many times I have heard, "I thought this class would be a total waste of time. What can we learn about chain saws for three days?" After the class they all wish they had more time to discuss, practice and see more. It's amazing! This workshop works! Don't waste your time and efforts on a program that doesn't offer true results... Contact FAT today.

If you want to know more about the availability, costs or just ask more questions - contact Forest Applications today!

The training is hands on so the group size must be kept to no more than 12 students per instructor. Also a field site must be available for trees to be cut down, limbed and bucked by each student (there are often logging sites, lots to be cleared or landfill areas available for this type of class).



Great class from Knoxville, TN. These guys maintain the international airport. Chain saws at an airport? Looks like 7 out of 8 anyway....



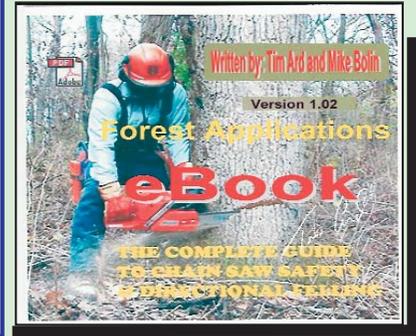
Forest Applications Training, Inc. is proud to have Oregon® as a National Sponsor of this News publication and our training programs across the country.

Visit the Oregon® website at <http://www.oregonchain.com>. You can find a lot of information on products, safety and general use of chain saws as well as purchase from their unique on-line dealer system. Let'em know where you heard about it... Tim

eBook

Order your eBook online at the New Forest Applications Training eStore.
<http://www.forestapps.com/e-book/eStore.htm>

The Forest Applications Training eBook has over 200 pages, 180 photos and 13 unique video clips. All can be read, seen and played from your computer. This is a great training tool for tail-gate sessions, new employees or just as a great refresher for yourself. Get yours today for as little as \$19.95 including shipping and handling from the eStore. Pay by credit card on the secure authorize.net pay connection from our website or call 770-222-2511 to place your order. If you're not computerized... a black and white printed version is available for only \$ 29.95 + \$4.00 shipping and handling.



My Greatest Takeaway

Cary Shepherd National Training Specialist / Forest Applications Instructor

The past year has been a great educational experience. Crafting my training, application, and presentation skills under the guidance of Tim Ard has helped me realize that dreams come true. I have many takeaways from all the people and places along the way. FEAR: I was afraid of snakes until Scott with VDOT cured me. APPRECIATION: The guys in Lancaster, Ma. got me a brand new purple Harley Davidson soft tail. This would have been my greatest takeaway had it not been 1/32 scale. HUMILITY: I can recall the laughter from the class in Storrs Conn. when Tim used the "pull the throw line bag up as I reach for it trick." SPORTSMANSHIP: Mike Walker, a past starting pitcher for the Cleveland



Indians attended our training as a member of the Brooksville Emergency Response Team. PATRIOTISM: It would be hard to find someone who loves and honors our country more than Charles Duvall. BEAUTY: The views, all of which were without sighting of a bear or eagle as Tim has told me about, but beautiful nonetheless. The view from the Dam looking over the Scituate Reservoir in Rhode Island with Jeff Cathcart and the view Judd Smith showed us from the top of the Appalachian Mts. in Virginia are both spectacular. Tobias Miller will tell you that he is living the dream with the views on the North Carolina side of The Great Smoky Mountains Park. NATIVE CUSTOMS: Dennis Rice showed me where to shop and where not to shop when visiting San Francisco. HOPE: No one has ever taught me more about hope than Laura Ard. SUPPORT: Husqvarna, Oregon, & Pferd. LUCK: The importance of luck when you are next to an ancient historical cemetery felling a very large tree with lean to the cemetery side and the hinge gets cut off but nothing gets damaged. HINGE: The importance of the hinge in our felling plan. MENTOR: David Perkins. HERITAGE: Scott Murphy took me out to one of the most authentic Irish restaurants that I don't remember. GATORADE: Glenn Ketcham taught me how Gatorade got its name. I'll give you a clue NCAA Basketball Champions. PERSERVERENCE: I learned how to get to the top from Rip Tompkins and ArborMaster Training. VOCABULARY: Loretta Sanford taught me that it's Lemmon Stir

not Leo Minster. RESPECT: Everyone reading this newsletter. KIPPERED HERRING: I learned from Dr. Doug Piirto that someone other than me loves herring and onion on crackers. FAITH: Tim Amsler. TEAMWORK: David, Tim, Laura, Gent, & David. POISON IVY: Getting it badly in the Smoky Mts. ranks low in takeaways and the SMILES on the faces of the kids at both Massachusetts and Rhode Island Career days ranks very high. THANK YOU: I remember every Thank You from you and to you. But my most important takeaway is the one of a



kind, non reproduced original drawing called "Playground" that hangs on my refrigerator door at home in Ohio. It was drawn for me in Cracker Barrel in Providence R.I. by 12 year old Lindsay "Limboliner" Cathcart.

To all: Thanks - Cary

Zero Turn Mower.

1) Roll-Over Protection Structure (ROPS) (Rollover Bar, Seat Latch, Seat Belts) Inspect your ROPS to make sure that the bar is secure, up and in the locked position. Make sure that the seatbelt is fully operational. Make sure that the seat latch holds the seat securely to the frame. All of these features work together to keep you in the "safe zone" if a rollover were to occur. If any of these items are not operating properly, the machine should be repaired immediately.

2) Safety Switches- The machine is outfitted with safety switches that are designed to make the machine inoperable if certain steps are not followed. The machine should not be able to do the following...

- a. Start while the operator is out of the seat (seat switch)
- b. Start while the parking brake is off (brake switch)
- c. Start while the drive levers are pulled in towards the operator (drive lever switch)
- d. Start while the blade switch is in the "on" position. (pto switch)

3) Side discharge chute- The discharge chute is in place to protect you and others from projectiles and should only be removed during mulching applications. A rock or other foreign object can be propelled with a velocity capable of doing serious damage to structures or worse, other people. From 1996- 2004 over 600,000 were injured in lawn mower operation, over 80 percent of those injuries were due to the victim being struck by objects thrown from the mowing deck. The discharge chute is designed to deflect any projectiles in a less hazardous trajectory as well as reduce the velocity. The discharge chute should always be in good working condition.

4) Parking Brake- The parking brake is considered a safety feature because if it is not working properly, there is an increased chance of loss of control when the unit is parked. The unit should be able to stay in a locked and still position with the brake engaged.

5) Visual Check- Finally, do a visual check of the machine itself. Check and make sure nothing is missing and that no modifications have been made. For example, are the belt guards on? Is there any duct tape or other modifications visible on the machine? This is a good sign of something not working properly. Any obvious cracks or bends?

By checking these standard features daily on your mower you are better equipped to catch problems before they arise and are on your way to building a good solid work plan. Hope to see you at a future training event!

Mow Safe,
David Breeden

David Breeden is a National Training Specialist with Husqvarna and is one of Forest Application's instructors for Z's, Trimmers and Chain Saw Demonstrations. You can contact David at:
david.breeden@husqvarna.com



Tough Name. Tough Equipment.™



Big Guy...

Look at this big guy! No not the fish... (the guy behind him probably caught the big fish).

The big guy, behind the little fish, is the one responsible for the giant training efforts at Husqvarna. This is David Perkins, Vice-president of Training, Service and Special Projects for Husqvarna. He and Dave Zerfoss, President of Husqvarna North America, have a true passion for training (and some fishing).



Now, I have no idea who taught him how to catch fish but they did a great job!

By the time you read this David Perkins, his wife Amy and son Fisher are expecting another future instructor. A new family addition. Congratulations!

And thank you for all you have done for Forest Applications Training and Husqvarna. - Tim

Order your Forest Applications eBook on-line today @ WWW.FORESTAPPS.COM



Upcoming Training and Events...

Aug 2006

- 3 Husqvarna Training - Michigan - Cary
- 15 Husqvarna Chain Saw Workshop - Rochester, NY - Cary
- 16-20 Woodsmen's Days - Boonville, NY - Cary
- 21-25 Alabama Power Video Project - Tim
- 22 Husqvarna Chain Saw Workshop - New Berlin, NY - Cary
- 29-31 TN LTAP Workshops - Tim
- 29-31 Husqvarna Chain Saw Workshops, PA - Cary

Sept 2006

- 1 Husqvarna Chain Saw Workshops- PA - Cary
- 2 Logger Competition, Duffield, VA - Tim
- 11-15 VADOT - Blackstone, VA - Tim, Cary
- 18-21 PDRMA Programs, IL - Tim, Cary
- 21-23 Husqvarna Workshops - IL - Cary
- 25-29 GA LTAP - Tim
- 26-28 Husqvarna Training Workshops - Eastern Zone - Cary

October 2006

- 3-6 Cranston RI DPW Saw Workshops - Tim
- 6-8 Timber Show - Nelsonville, OH - Cary
- 10-11 KY LTAP Saw Workshops - Tim
- 14-15 Greensburg, PA Saw Workshops - Cary
- 17-19 Sunbelt Expo, Moultrie, GA - Tim
- 23-27 Florida Parks & Recs - Cary
- 23-27 VA DOT - Tim
- 30-31 Cape Cod, MA - Saw Workshop - Tim

Check the Website for up-to-date schedule listings

PFERD

We are amazed at the continued interest in the PFERD Chain Sharp (Husqvarna SharpForce) tool. Everywhere I go people are asking where to buy it and more details as to how to use the tool. - Tim



When you see us next you can check out the new graphics on our ride....



If you haven't -- check out the Forest Applications website. You will find updated calendar events, special articles, up to date news, online newsletter... E-mail your questions, techniques, training interests and ideas of articles you would like to see in the news. All at <http://www.forestapps.com>
e-mail: info@forestapps.com

eStore

We have had such a great response to our eStore over the past few months we decided to make it a little more up to date with a real shopping cart service. You can now go to the eStore from several areas of the website and when you do, you can easily select one of the **Forest Applications Training eBooks, Cross-Sight tool, or re-subscribe to the Forest Applications Training Newsletter.** Just fill your shopping cart and click check out. You are taken to a fully secure check out and credit card processing system to complete your order. It's fast, safe and simple and all from the convenience of your computer desk.

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Have you tried one or all of the products we show in the News? Husqvarna Saws, Oregon Chain and Bars, PFERD Files, PFERD Chain Sharp/SharpForce, See Clear?

Send us a note and let us know what you think!

E-mail us at info@forestapps.com



WELCOME TO HUSQVARNA UNIVERSITY

By Gent Simmons

Husqvarna National Product Training Manager

Attention Husqvarna dealers *and* customers, Husqvarna University is online now! Husqvarna University is a web-based service designed by Husqvarna in response to the growing demand for competence development. Husqvarna University enhances the quality of training and makes it more cost-efficient. This in turn has many positive effects, including a potential for increased sales, lower return rates and more satisfied customers. Of course, the use of Husqvarna University will be free of charge to our dealers.

Husqvarna University is designed to meet the growing need for competence development amongst our customers. The need for competence development has grown rapidly in recent years. This is in part a result of an information surge caused by the expanding product range and the introduction of new technology. The challenge has been to increase competence levels without having to invest more in instructor-led training, which tends to be very costly, not least because the dealer will have to spend time away from work.

The University will also be capable of managing both e-learning and instructor lead training as well. Husqvarna University is designed to manage all competence development for everyone involved with Husqvarna products and services. This means that not only e-learning programs, but also instructor led training will be administered through Husqvarna University.

What's the benefit? Simple, it increases training precision and cost efficiency. Husqvarna University is designed to give you exactly the training the dealer needs, exactly when they need it. As a dealer, you will always be up-to-date with the latest developments in the Husqvarna world, and you will be well prepared for all the challenges you encounter in your job. What's more, your training will be much less expensive for your company, so it will be more feasible for you to invest time in training. As a customer, a well trained dealer is a dealer that can service you faster as well as more efficiently. The dealer will have at his finger-tips the most recent training available to better consult you on your next purchase or to better diagnose and service your existing equipment.

HOW IT WORKS

Within Husqvarna University there is a wide range of courses, divided into three main areas. Some are sales-related, some are service-related and some will be related to administrative duties. Within each topic the courses are divided into three different levels: basic, advanced, and soon, mastery. Husqvarna University is designed so that all basic knowledge is acquired through e-learning courses. When the dealer is ready for more advanced

knowledge, Husqvarna University will soon enable them to continue and enroll in instructor-led training.

Dealers get access to Husqvarna University based on the competence requirements of a specific job role. When you log in to Husqvarna University you come to your own personal web page with the content relevant to your profile. Here you will find the courses that a dealer associate can benefit from in their work.

For every course there is a pre-test which determines whether you need to take the course or not. This means the user won't have to take courses in areas where they are already sufficiently competent. Upon completion of a course, the trainee takes an examination test. Should the student fail the examination test, they can take the course again and have another try. Having successfully gone through the program, you are certified in your job role and issued a certificate.

To become a student at Husqvarna University you need to set up an account. You, as a dealer set up your own username and password first going to www.husqvarnauniversity.com, then by clicking the "create new account" link. Follow the instructions and you'll be in!

HOW YOU CAN BENEFIT

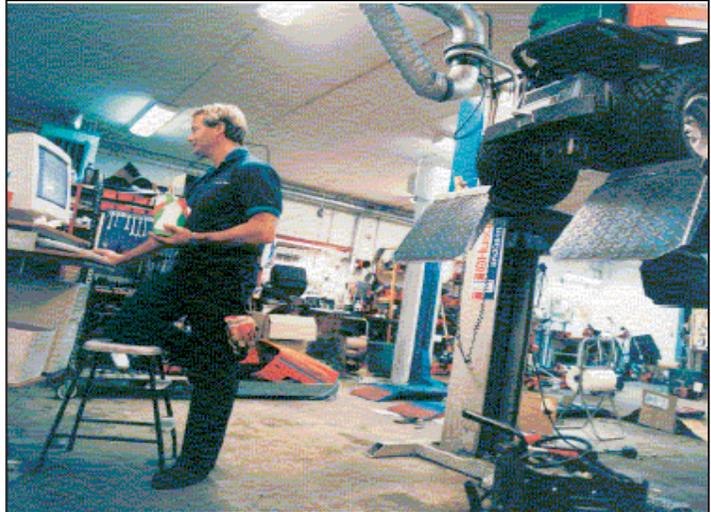
Husqvarna University allows the dealer to train for certification, but it can also be used as a reference library on a 24/7 basis. This means that critical information about products and other topics is available any time needed. The customer benefits from this because his dealer has a "virtual" salesman or technician at his fingertips which improves productivity.

As an associate at one of our 4000+ authorized dealers, mastering your job is a good feeling, and this includes keeping up-to-date with technological and procedural developments as well as with new Husqvarna products and services. You are good at what you do and you have a certificate to prove it.

Don't forget increased sales if you're a dealer. If you are well-trained you are also well-equipped to deal with your customers and their needs. Even if you are not a salesperson, your competence level may boost customer satisfaction and prove crucial to your company's sales.

Would you believe that Husqvarna University training could easily bring down return rates? If you are a salesperson, you will become even more skilled at selling just the right equipment to a specific customer. If you are responsible for servicing products, you will be even better at fixing the problem.

And most importantly, more satisfied customers! In summary, being a student at Husqvarna University will make it easier for you to deliver the *Great Experience*, the promise of



the Husqvarna brand. All this means a higher profitability for the dealership as well as happier, safer, and more productive customers.

Good luck with your studies!

For more information...

eMail: gent.simmons@Husqvarna.com

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