



established 1938
TREE CARE INDUSTRY
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FIRST CHOICE TREE SERVICE, INC. GAINS TREE CARE INDUSTRY ACCREDITATION

Program helps consumers find high-quality tree care companies

First Choice Tree Service, Inc., a commercial and residential tree care company located in Las Vegas, Nevada has been accredited under a new Tree Care Company Accreditation program administered by the Tree Care Industry Association (TCIA) which has a membership of over 2,000 tree care companies and built on the threefold foundation of ethics, quality, and consumer confidence.

The new program represents the only business practices and compliance audit process in the tree care industry. Under the process, businesses undergo extensive review of professional practices aimed at safeguarding consumers. The review includes:

- ▶ best business practices
- ▶ ethical business conduct
- ▶ formal training and certification of employees
- ▶ compliance with industry standards
- ▶ consumer satisfaction
- ▶ adherence to safety standards
- ▶ insurance coverage

TCIA Accreditation means First Choice Tree Service, Inc. adheres to all the accreditation standards and has undergone a rigorous application process. TCIA verified this by conducting an on-site audit of First Choice Tree Service, Inc. facilities and work sites.

TCIA Accreditation for First Choice Tree Service, Inc. is in effect for a period of three years, with renewal check-ups required every year. The annual renewal ensures that the company continues to employ trained professionals, is still properly insured and has a good safety and consumer satisfaction rating. The company is re-accredited every three years.

According to TCIA president Cynthia Mills, “TCIA Accreditation provides consumers a way to find tree care companies that are trustworthy in their business and tree care practices. Our TCIA Accreditation program is the only one of its kind in America and will give consumers peace of mind.”

The process of becoming accredited is no easy task. According to Tony Valenti, president of First Choice Tree Service, Inc., “The process is incredibly thorough. They left no stone unturned. We are pleased to be recognized as one of the best tree care companies around.” Mills echoes that sentiment. “First Choice Tree Service, Inc. has made a commitment to excellence in all facets of its business. I applaud their efforts.”

For more information regarding the Tree Care Industry Association, visit www.tcia.org. For more information regarding the Accreditation program at TCIA or to obtain digital photos, contact Bob Rouse at (800) 733-2622 x117 or email rouse@tcia.org.

For more information regarding First Choice Tree Service, Inc., visit www.firstchoicetree.com or call (702) 564-1998