



## Black Diamond Scarecrow Gains Industry Recognition

In September 2008 when the Mount Snow Valley Chamber of Commerce sponsored a scarecrow contest, Denise had the idea to enter an arborist scarecrow working high in a tree in a very visible part of town. With the approval of the Crafts Inn in downtown Wilmington, the perfect location was found. Our thanks to Alice Richter, General Manager of the Crafts Inn, for allowing us to use their Maple tree.

Hannah Senecal, who worked in the office at that time, spent a day making the scarecrow using a company shirt and climbing gear, complete with saddle, spikes and helmet. Denise was able to locate a toy chain saw that was perfect for him! Always trying to promote business, he was on display for the month of October and won the award of "Best Themed to Business."



But the story doesn't end there! This past October Black Diamond Tree Service was quite honored when an article and photos of the scarecrow appeared in the monthly TCIA (Tree Care Industry Association) magazine.



*Here's Hannah, our former administrative assistant, dear friend and scarecrow creator, with Bill and Denise's sons Brendan (behind) and Ethan, with our award winning "Arborist" scarecrow*