

Implementing Change: The Brush Contractor's Viewpoint

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The free enterprise system promotes and creates change. The recent changes in the brush management field are very dramatic. These changes increase demands for additional skills and additional equipment in all phases of implementing a brush management project. The following statements and comments are cause and effect activities addressing the changes in performing brush management plans. Estimating the Project Cost/Sell Price now requires knowledge and use of mapping software and the owning of at least the basic hardware. Engineering and Field Layout now requires the owning and/or leasing of GIS/Trimble, Garmin, and Laser instruments plus the in-field skilled use of the same. Field Performance of the present-day brush plan demands a higher level of logistics planning and training for the operation and maintenance of the equipment. The accelerated wear of major equipment components due to new brush patterns also plays a role as a catalyst of change. Field Accounting demands have increased in numbers and types of accounting categories. This now demands a field project manager, more operator training, and better field-to-office communication equipment. In summary, the cost versus the benefits of implementing the new brush management plans are in the early stages of evolution. The user of the land is ultimately the person who has to live with the costs and benefits. To date there has been a big variance---from the total acceptance (benefits outweigh cost) to total defiance (cost outweighs benefits).