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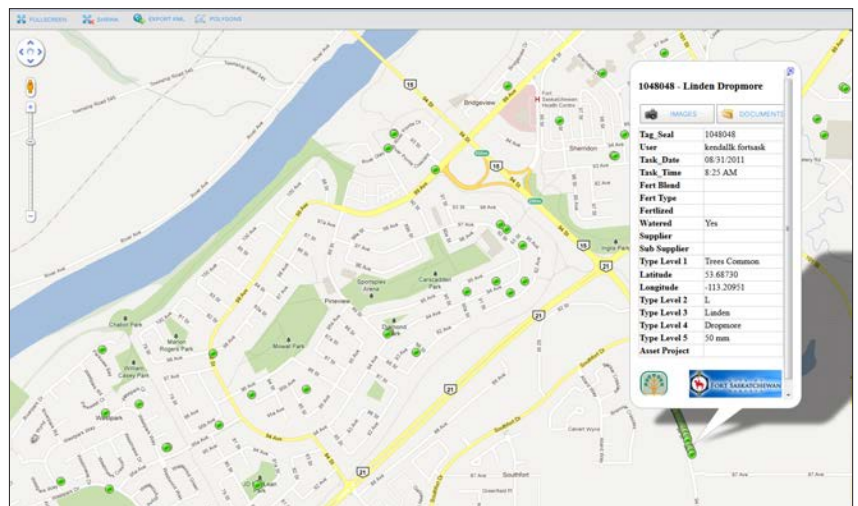
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TREE TRACKING

Why traceability regulations may be on the horizon, and how some nurseries are already using this technology

Matt McClellan

The same technology that helps you find the nearest coffee shop may be the next big thing in nursery inventory management. Global positioning systems (GPS)



and global information systems (GIS) provide the technology behind traceability – the ability to track the location of a

[Tree Tracking continued on page 4](#)



COME HANG WITH US!

The Florida Chapter ISA Work Day locations for 2013 have been selected and they need YOU!

Florida Chapter ISA
Loren Westenberger
WORK DAY

See You In
Feb 2013!

Details on
[page 18](#)
and be sure to

MARK YOUR CALENDAR!

A Message From the President

Board Completes Strategic Planning Session



Upon the conclusion of its September meeting, your ISA Board of Directors conducted a day and a half strategic planning session under the expert guidance of consultant Kelly Sastre. Kelly specializes in consulting with non-profit entities and has the added advantage of having served on our Board in 2011 so she understands the organization and administration of the Florida ISA. Some of you may remember Kelly from Trees Florida; she interviewed many of you and asked for your input regarding the Florida Chapter ISA.

Some may view strategic planning as a waste of time or a reason to hold another meeting. Believe me, all of the Board members in attendance (15 of 17) had other places they could have been but were willing to sacrifice half of their weekend for the good of ISA. The planning session consisted of goal setting, long-range planning, visioning, identifying our strengths, weaknesses, opportunities, and threats (SWOT analysis), and developing goals and timelines. We worked as a full board as well as in small groups. I compare the entire session to planning a wedding. At times, we seemed all over the place and I could not see how it was going to end. However, due to Kelly's facilitation skills, we pulled it all together in the final session and now know what we need to do to go forward.

Major outcomes of the retreat were as follows: 1. the adoption of a strategic plan, 2. a revised mission statement, 3. development of a vision statement (we did not have one), 4. development of a values statement, 5. revised mandates (organizational objectives), 6. a title change of the Executive Director to Chief Executive Officer, 7. a commitment to oversee the implementation of Best Practices for Administration and Governance, and 8. A Vision Committee to oversee the successful and timely implementation of the strategic plan. Doing these things, particularly the implementation of Best Practices, will allow us to move ahead with fundraising from a wide variety of individuals and organizations.

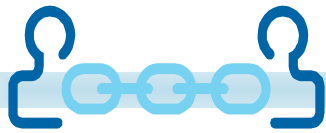
Having these practices in place will demonstrate to funders that we are a viable, legitimate organization with a clearcut vision and mission and measurable goals.

As a result of the retreat, four primary strategic goals have been determined: 1. To Implement Best Practices in Administrative and Governance Procedures. These are akin to arboricultural Best Management Practices for pruning, fertilizing, planting, etc. 2. To Develop a Plan for Fund development. This includes identifying potential donors, identifying usage of funds, etc. 3. To Develop a Greater Connectivity to the Community (within and outside of arboriculture) to increase awareness of arboriculture and Florida ISA. Within this goal is an effort to reach out to young people in high schools and trade schools. 4. To increase effective communication. This includes determining the best way to communicate with various types of members as well as reaching out to the community.

Each of the major goal areas identified above has a separate Work Group whose leader will report to the Vision Committee regarding progress and goal attainment. Timelines have been set for each objective within each of the four goal areas. Everything is expected to be completed by September 2013. While this is an ambitious schedule, this will allow Florida ISA to begin its fundraising efforts in earnest by early 2014. It is anticipated that Kelly Sastre will serve to guide the individual committees through the steps necessary to achieve the schedule set by each group.

Although this is my last President's Message for my year, I am certain that Patrick Miller (2013 President) will continue to move forward with this process and keep the membership up to date as we move forward. I assure you that I, and the entire Board of Directors (both current and next year), will strive to achieve the September 2013 deadline. In the meantime, let us all continue to engage in professionalism and utilize our arboricultural knowledge to improve the urban forests around us. I thank all of you for allowing me to serve as your 2012 President. It has been an honor and a privilege and I only hope that I helped move the Chapter forward. May God Bless all of you!

Eric H. Hoyer



NEW CHAPTER MEMBER BENEFIT!

The Board of Directors of the Florida Chapter ISA is proud to announce the new Florida Chapter ISA LinkedIn account open only to chapter members. This will be our forum for the exchange of ideas, finding fellow arborists, fellowship, asking questions, and finding out what's new in Florida.

All my best to each of you,

Ron Litts
Commercial Arborist Rep. ('12-'14)

Hope to see each of you on LinkedIn soon!

Chapter members: get on your computer and get tuned in to the Florida Chapter ISA. And remember to tell your fellow chapter members. <http://www.linkedin.com/groups?gid=4498529>



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Tree Tracking continued from page 1

tree from its infancy at the nursery to its eventual planting in a landscape.

It's not as far-fetched as you might think. Some municipalities are starting to mandate that nurseries provide a detailed tree history before making a purchase.

In Canada, there is a strong push for nursery certification to ensure certain standards are being met, much like ISO certification for manufacturers. In 2006, the Canadian Nursery and Landscape Association began developing a certification system. The Canadian Nursery Certification Program (CNCNCP) and "Clean Plants" certifications are designed to provide a standardized system to ensure quality and the health of plant materials for shipment throughout Canada, and for export and import to the U.S.

To become "Clean Plants" or CNCNCP certified in Canada, nurseries must be able to provide the seed source of each tree grown, as well as the best management practices that have occurred during the tree's lifetime.

WAVE OF THE FUTURE

Stewart Brothers Nurseries, a shade tree grower in Kelowna, British Columbia, was looking for an inventory management system with tree tracking functionality to achieve certification for Clean Plants.

To get there, the nursery used a service called HisTREE, a tree management system that handles inventory management, records maintenance and inspection information and analyzes tree data and trends.

"You will know exactly where a seed of a tree came from and can keep track of its movement within the nursery until it is shipped to the customer," said Kal Jhaj, sales manager with Stewart Brothers Nurseries. "It's also handy for inventory control, so you'll know how many trees will be available next year or the year after. It helps you keep track of each variety and what state they are in. When it goes to the job site, the customer will know exactly where a tree came from. If

something happens down the road, he can backtrack."

Under HisTREE, each tree is identified as an individual asset using either QR or RFID scanning technology, and the entire history of that tree is accessible by scanning that tree's tag. Customers such as contractors or municipalities that purchase the HisTREE service can query the database to track down trees of a particular type or from a particular nursery. Within minutes, they will have a list of those trees and their location on a map.

Nursery staff can scan the QR or RFID tag on trees in the field to see the last time they were watered, pruned or inspected for pests.

"Anytime you do anything with a tree, you can record it," Jhaj said.

Nurseries already do these inspections, but they are usually recorded on paper. HisTREE's aim is to give nurseries the ability to record data on a smartphone interface, using cloud computing to integrate their inventory into an industry-wide database.

"It's the next generation of data management," said Art Maat, founder and president of HisTREE. "We developed our product in response to the certification process, to be able to provide nurseries and municipalities with traceability on an individual tree basis. It's just starting to grab hold now."

PINPOINT LOCATION

J.P. Jackson, founder of Appalachian Native Plants in Mountain City, Tenn., uses GPS technology to find the best native plants to propagate. ANP, a non-profit corporation working with Appalachian State University, the University of Tennessee and Johnson County, Tenn., grows native ornamentals such as azalea, rhododendron and hydrangea.

In mid-June, Jackson hikes into the Blue Ridge Mountains looking for the best-blooming native azaleas. When he finds one he likes, he [*Tree Tracking continued on page 7*](#)

News From International

Just in! ANSI Z133-2012 Safety Standard



The 2012 revision of the ANSI Z133 Safety Standard provides the most current criteria in the United States for arborists and other workers engaged in arboricultural operations. The safety requirements in this standard address the following categories:

- General Safety Requirements
- Electrical Hazards
- Use of Vehicles and Mobile Equipment
- Portable Power Hand Tools
- Hand Tools and Ladders
- Work procedures

This publication provides an essential guide for federal, state, and municipal authorities in drafting regulations. (©2012, softcover, 84 pp., nine annexes, glossary, index)
Member - \$17, Nonmember - \$22

[CLICK HERE](#) to visit the Florida Chapter Online Bookstore ❖

Online Options for Your ISA Recertification

If your certification with ISA is scheduled to expire on December 31, 2012, please [log in to your account](#) to see if you are eligible for recertification. If you have earned the required CEUs and would like to make your recertification payment, you may do so online. (Please note that any CEUs earned from the time you make your recertification payment through December 31, 2012, will not post to your account or count toward your new, three-year certification period.)

If you don't have enough CEUs, there are several options available to you. Please note that it can take 4 to 6 weeks to process CEUs, and we recommend choosing your options with that in mind. Please read below for more information about what actions you can take:

- You may apply for a 60-day extension. Contact ISA at 217.355.9411, cert@isa-arbor.com, or apply online from your account. This extension will give you until March 1, 2013, to obtain the required CEUs needed for recertification. The

extension date does not reflect CEU processing time.

- If you are an ISA member, complete the CEU quizzes available in Arborist News magazine. Be sure to check the expiration date on the answer sheets. Expired quizzes are not eligible for CEUs
- Earn CEUs through [Florida Chapter Online Learning](#)
- Earn CEUs by completing the workbooks associated with several ISA publications. For more information, visit the [ISA Web Store](#) to check out your options. ISA publications may only be completed once for CEUs over the life of your certification.
- [Contact](#) Florida ISA to find out about upcoming workshops and seminars in your area.

[News From International continued on page 13](#)



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Tree Tracking continued from page 4



records the coordinates with a handheld GPS system so he can return in the fall to check the foliage on that exact plant. GPS tracking helps him save time on the return visit – as well as helping ensure the particular plant will still be there.

“It’s way better than marking a plant where somebody else can tell that it’s special, because they tend to disappear,” Jackson said. “Somebody will dig it up or collect all the seed before you can get back to it.”

Jackson’s handheld GPS system includes topographical maps, which help him pinpoint the plant’s location.

“If you take photos of surrounding landmarks, or make a notation that indicates the characteristics of the plant, you have a fair amount of data about that plant,” Jackson said. ANP’s motto is “Plant preservation through propagation and production,” and GPS helps the nursery achieve it.

Tree Tracking continued on page 10



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Consultant's Corner

by Joe Samnik, Consulting Arborist



Fertilizer Foibles

One of the things that we all do but know little about is fertilizing. Whether we apply or specify it, we pretty much don't know what we're doing. Yes, we understand the local laws and ordinances which govern fertilizer applications. We have heard or are tangentially aware that runoff is killing our eco system and environment. We have perused or glanced at the Best Management Practices for fertilizing, and are at least (hopefully) aware of the fact that ANSI A-300, Part 2 has a complete standard written about it. But we don't get it.

Recently I have seen an increase in lawsuits regarding fertilizer; both regarding specificity and application. Very expensive palm trees were recently killed due to the incorrect specificity regarding what to apply and at what rate to apply it. If you are merely applying fertilizer in your daily practice you stand the chance of losing your reputation when results are not obtained. If you are specifying fertilizers and fertilization, you are at ground zero for a lawsuit in negligence as it relates to what you do not know about fertilizers.

Take for example the consulting arborist who recommended

Florida e-Tree News



The Florida e-Tree News is a free monthly e-letter sent out by the Florida Chapter ISA. It is intended to inform arborists, tree care workers, landscape architects and other green industry professionals of up-to-date arboriculture information in the state of Florida.

www.floridaisa.org

an 18-0-18 be applied to 35 Medjool palm trees. They all died due to fertilizer burn. In addition to not specifying a rate of application (how many pounds of fertilizer per tree should be applied), there was no mention of the nutrient derivation in the nitrogen source. Of course, the applicator selected a fertilizer containing all urea nitrogen which is "hot" enough to light a campfire in January. When you author a set of specifications, (fertilizing, pruning, spraying, etc.) you are providing a legal framework from which a written contract is agreed upon by different parties. If something goes wrong, as the author of the specifications, you will find yourself pressed to defend them.

Perhaps a short quiz on the subject of fertilizers is in order. Nobody will know if you passed or not-except you. So take a few moments and see how you do on the following entry level questions (e.g. the shallow end of the swimming pool type of questions) regarding this ubiquitous subject:

NOTE: Assume a bag of **10-3-15** is being used as an example for the following questions.

1. Define a fertilizer analysis?
What is the analysis in the example bag of fertilizer?
2. Define a fertilizer ratio?
What is the ratio in the example bag of fertilizer?
3. What does the first number (10) on the example bag of fertilizer refer to?
The second number (3)? The third number (15)?
4. What element must fertilizer contain to be termed, organic?
5. How many pounds of potassium are in this 50 pound bag of example fertilizer?
6. You have a tree that measures 65 feet in canopy radius. What is the size of the area to be fertilized in square feet?
7. How many actual pounds of fertilizer must be applied per 1000sq. ft. to apply 2 pounds of nitrogen?
8. What nutrient is the #1 deficiency of palm trees?
9. By weight, what nutrient is most required by trees?
10. What are nitrogen, phosphorus, potassium, and sometimes magnesium collectively referred to as?
11. What are the remaining nutrients collectively referred to as?
12. What nutrient becomes more available as soil pH increases?
13. On the soil pH scale what value is termed neutral?
14. If you apply 2 pounds of actual nitrogen onto 1,000 sq. ft. approximately how many pounds of potassium have you also applied?

Fertilizer Foibles continued on page 12

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Tree Tracking continued from page 7

GAINING STEAM

One of the major reasons traceability has traction is its potential pest and disease implications. Maat said if traceability became industry-standard, it could curb the spread of the invasive pests like the emerald ash borer.

“Had all those trees been tagged and identified with their location, you could easily identify every ash tree in your county or state, visit and assess them, you could trend the EAB’s path across the state,” Maat said. “You could isolate it, even do fire breaks.”

Stewart Brothers uses HisTREE to record pesticide applications in the field and to schedule future applications.

“You’ll know exactly when you sprayed, what you sprayed for, and what chemical you used,” Jhaj said.

Another reason traceability is gaining steam is that it is no longer

cost-prohibitive. Stewart Brothers started using RFID tags, but the nursery prefers tags using QR codes — two-dimensional barcodes that hold more information than traditional one-dimensional barcodes in a smaller space.



“We’ve gone from a \$3,000 scanning device in the RFID world, to scanning on a smartphone that people already own,” Maat said. “And it has the ability to perform database and traceability management from an iPhone with QR functionality.”

At the time of printing, the MyHisTREE app is expected to be available in Apple’s App Store the first week of October. Android and BlackBerry versions of the app are in the works. ❖



Trees4Florida Public Service Announcements Available at www.treesarecool.com

With the devastation to trees in Florida by hurricanes, storms and fires, millions of dollars in valuable tree resources have been lost, particularly within the past several years. Jointly, the Florida Urban Forestry Council (FUFC) and the Florida Chapter of the International Society of Arboriculture (FC-ISA) developed the Trees-4Florida program which focuses on making the public more aware of the need to be vigilant in safeguarding our trees and preserving Florida’s greatest green resource.

The Trees 4 Florida program has produced a variety of Public Service Announcements (PSAs) available for anyone to free of charge. Included in the campaign are English and Spanish print-quality and broadcast-quality PSA ads and spots. Include them on your website, flyers or any promotional material.

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Fertilizer Foibles continued from page 8

If you apply fertilizers as part of your job description and you could not answer two (2) or more questions, you may want to consider brushing up on the subject. If you make recommendations or specificity for others to bid on and missed any of the questions you may want to reconsider making fertilizer recommendations until you have a better mastery of the subject.

Good luck on your quest for fertilizer knowledge and remember: Just because it comes out of the end of a chicken doesn't make it better... You can get the answers to these questions at the two (2) upcoming seminars, Roots to Shoots which are being produced by your Florida Chapter, ISA. If you cannot make it to one of the seminars, or the seminars have taken place by the time you're reading this article, e-mail me the questions you want answered and I will be happy to respond within a reasonable period of time.

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News From International continued from page 5

- You may retest to recertify. Please contact ISA for an application and check the [ISA Exam Schedule](#) for upcoming exam date and location.

You may view your current CEU report and past CEU history on the ISA website at any time. If you have any questions about your CEU report, submitting CEUs, or making a recertification payment, please contact 217.355.9411 or cert@isa-arbor.com

In addition to paying the recertification fee, you will need to submit a signed Code of Ethics (CoE) Agreement if you have not already done so. If recertifying online, you will be prompted to read the CoE and submit an electronic signature; otherwise, a copy will be mailed to you along with your next invoice. If these required steps (CEUs, CoE, and payment) are not met, you will become decertified and will need to retest to maintain the certification.

Thanks for your continued support of the ISA Certification program.

Start Planning Today for Next Year's ISA Conference: Toronto 2013



The ISA Ontario Chapter will host the 2013 ISA Annual International Conference to be held in Toronto, Ontario, Canada, August 3-7, 2013. The educational sessions, the trade show, and other conference activities will be held at the Metro Toronto Convention Centre.

Hotel rooms are now available, so start making plans to attend. The ISA Conference Headquarters hotel is the Fairmont Royal York. Discounted room rates are available until July 1, 2013. Find more detailed information on hotel availability at the [ISA Conference website](#).

[Additional information](#) about Toronto and planning your trip to Canada can also be found on the conference website. Keep watching the website and ISA Today for registration information and for more details about the 2013 ISA Annual International Conference.

See you in Toronto! ❖



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RPG Growers are committed to enhancing the image and quality of field-grown trees through the hardening-off process. Research continues to show that hardened-off field-grown trees are more wind resistant, use water more efficiently at planting, establish faster after planting, and when planted with container trees in a situation of limited water or irrigation will have dramatically higher survival rates.

To Subscribe to the RPG Times Newsletter or to request copies of the Tree Grading, Planting or Pruning Cue Cards contact an RPG member or visit www.rootsplusgrowers.org

Actions Speak Louder Than Words

Good Business Practices

Research has suggested that 60 to 70 percent of what we understand when communicating is derived from body language. Body language is a form of non-verbal communication that includes facial expressions, eye movements, gestures, and posture.

The message you send to potential clients through expressions and gestures will play a key role in how they interpret your sincerity and integrity. Opinions are often formed unconsciously by people's perception of non-verbal signals.

When you do not learn to control feelings and emotions, the body language you display can result in destructive consequences. Some negative feelings that often show physically are frustration, annoyance, and distraction. If you want to earn the trust and respect of your customers, then you

need to learn how to control the signals your body gives off when communicating.

Being aware is the first step. Start paying attention to all the signals you are sending, not just facial expressions. Next be sure to check your emotions even if you are just thinking them. Some of the worst non-verbal messages come simply from how we choose to think about a situation.

Body language plays a significant role in all aspects of business communication. Learning to avoid those actions that can have a negative impact on your message will help you establish credibility and help build a successful professional image.

(Source: www.littlethingsmatter.com, The Power of Non-Verbal Communication)❖

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Photo courtesy of Scott Bauer, USDA



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The following article is provided in English and Spanish

Community Leader Perceptions and Attitudes Toward Coastal Urban Forests and Hurricanes in Florida.

Francisco Escobedo, School of Forest Resources and Conservation, University of Florida, Gainesville and Henry Mayer, Miami Dade IFAS Extension Agent.

The 2004 and 2005 hurricane seasons severely impacted urban forests in the southeastern coastal United States (US). Hurricane damage to and from trees resulted in substantial financial and resource loss to urban and community forests throughout the southeastern coastal United States. Insurance companies and some community leaders have strongly negative perceptions towards trees due to the damage and associated costs they caused during tropical windstorms in the Atlantic and Gulf Coast regions. However, studies have found that less than 15% of post-hurricane downed trees along public rights-of-way damaged property or infrastructure. Additionally, other studies have found that communities with increased tree densities generated decreased tree debris and damage. Thus, there is a disconnect between people's perception of the damage caused by trees and the actual damage reported in studies of post-hurricane effects on Atlantic and Gulf Coast urban forests and communities.

So, it is important to integrate the public into the decision-making process regarding urban forests, but it is often difficult because of different interests, values, contexts and lack of information. Therefore, community leaders can play a direct and influential role in decisions involving urban and community forestry policies and management activities. Homeowner association (HOA) leaders are particularly important in this context as they are decision makers in communities and perceive the environment similarly to other residents. Yet, little research has examined this population segment in hurricane-affected areas.

To better address this lack of information, a recent study analyzed HOA leader's perceptions on benefits and concerns towards urban forests in Hillsborough and Broward Counties Florida and if hurricanes negatively influenced community leader's perceptions towards urban forests.

The study found that 57% of HOA leaders (54% from Hillsborough and 64% from Broward) favored an increase in urban forests in their communities. However, the concerns and benefits associated with this response differed between the

two counties. For example, "shade" and "aesthetics / beauty" tied for the leading benefit of urban forests while "increased property values" and "creating a unique community character" were ranked as second and third most important benefits, respectively in Hillsborough. As opposed to Hillsborough respondents, Broward respondents who favored more urban forests had higher mean scores for "shade". Other than "shade," respondents in both counties did not list commonly cited environmental benefits such as air quality improvement, storm water runoff, and buffering of sound as their top four important benefits of urban forests.

Although a leading concern in both counties, hurricane damage was of greater concern in Broward where more hurricane activity and damage have occurred. However, our results indicate that despite concerns with hurricane damage 57% of respondents in both counties favored an increase in urban forests. Respondents also recognized the influence of urban forests on property values, and the importance of shade and aesthetics as in other US region. Direct environmental benefits such as air quality and storm water reduction were not as important as other social and economic benefits despite recent studies showing Florida urban forests removing air pollutants and relatively effective in mitigating carbon dioxide emissions. Younger and more highly educated community leaders in Broward were more likely to favor increases in urban forests. Conversely, in Hillsborough, older respondents were more likely to favor increases in urban forests.

Based on this study, community leaders in Florida did not seem to place as high an importance on environmental benefits such as air quality, storm water runoff reduction, and carbon sequestration as other aesthetic and recreation benefits. In addition, community-specific needs and perceptions by leaders towards other urban forest characteristics be-

[Community Leader Perceptions continued on page 22](#)

El siguiente artículo está escrito en Inglés y en Español.

Percepciones y Actitudes de los Líderes Comunitarios Ubicados en Zonas Costeras Hacia los Bosques Urbanos y Huracanes en la Florida.

Francisco Escobedo, School of Forest Resources and Conservation, University of Florida, Gainesville and Henry Mayer, Miami Dade IFAS Extension Agent.

Percepciones y Actitudes de los Líderes Comunitarios Ubicados en Zonas Costeras Hacia los Bosques Urbanos y Huracanes en la Florida.

Francisco Escobedo, School of Forest Resources and Conservation, University of Florida, Gainesville and Henry Mayer, Miami Dade IFAS Extension Agent

Las temporadas de huracanes de 2004 y 2005 severamente impactaron los bosques urbanos en la costa suroriental de los Estados Unidos (US). Los daños ocasionaron pérdidas sustanciales tanto financiera como de recursos para muchas comunidades a lo largo de la costa sudeste de Estados Unidos. Las compañías de seguros y algunos líderes comunitarios ubicados en las regiones del Atlántico y de la costa del Golfo tienen percepciones negativas hacia los árboles debido a estos daños y a los costos asociados. Sin embargo, algunos estudios han encontrado que menos del 15% de los árboles caídos a lo largo de servidumbres de paso en vías públicas han dañado propiedad o infraestructura. Además, otros estudios han encontrado que comunidades con mayores densidades de árbol generan menos escombros así como daños. Por lo tanto, hay una desconexión entre la percepción popular de los daños causados por los árboles y el daño real causado por los huracanes sobre los bosques urbanos y comunidades en el Atlántico y la costa del Golfo.

Por lo tanto, es importante integrar al público en el proceso de toma de decisiones sobre los bosques urbanos. Esto a menudo es difícil debido a diferentes intereses, valores, contextos y falta de información. Los líderes comunitarios juegan un papel importante en las decisiones que impliquen políticas sobre la gestión forestales de la comunidad. Líderes de la asociación de vecinos (HOA) son particularmente importantes en este contexto ya que toman las decisiones por las comunidades y perciben el entorno de manera similar a los residentes. Sin embargo, poca investigación ha examinado a este segmento de la población en las zonas afectadas por huracanes.

Para abordar mejor esta falta de información, un estudio reciente analizó las percepciones de los líderes de HOA sobre los beneficios y preocupaciones hacia los bosques urbanos de la comunidad en los condados de Hillsborough y Broward, Florida. El estudio encontró que el 57% de los líderes de las HOA (54%

de Hillsborough y 64% de Broward) favoreció un aumento en los bosques urbanos en sus comunidades. Sin embargo, las preocupaciones y los beneficios asociados con esta respuesta fueron diferentes en los dos condados. Por ejemplo en Hillsborough, la “sombra” y “estética / belleza” fueron indicados como los principales beneficio de los bosques urbanos, y el incremento de “valores de la propiedad” como tercero respectivamente.

En Broward los encuestados indicaron la sombra como lo más importante. En ambos condados los beneficios del bosque urbanos sobre la calidad del aire, el agua de lluvia y la disminución del ruido no fueron citadas como beneficios importantes.

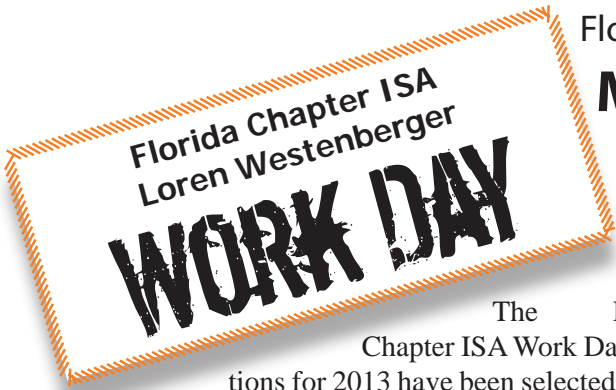


Los daños causados por los huracanes fueron citados como las principales fuentes de preocupaciones, principalmente en el condado Broward donde se han producido más huracanes y mayores daños.

Sin embargo, nuestros resultados indican que a pesar de las preocupaciones, un 57% de los encuestados en ambos condados favorecen un aumento en los bosques urbanos. Los encuestados también reconocieron la influencia de los bosques urbanos sobre los valores de propiedad y la importancia de la sombra y la parte estética como en otra región de US. Como se mencionó anteriormente los beneficios ambientales directos tales como el mejoramiento en la calidad del aire y la reducción de agua de escorrentía no eran tan importantes como otros beneficios sociales y económicos. Esto, a pesar de estudios recientes en la Florida que demuestran la importancia del bosque urbano sobre la eliminación de contaminantes del aire y la mitigación en las emisiones de dióxido de carbono.

Basados en este estudio, líderes comunitarios en la Florida NO ponen como alta importancia el mejoramiento de la calidad del aire, la reducción del agua de escorrentía y el secuestro de carbono. Las preocupaciones y los beneficios asociados con los árboles en la Florida fueron similares a las tendencias obser-

[Community Leader Perceptions continued on page 22](#)



Florida Chapter ISA Loren Westenberger Work Day
MARK YOUR CALENDARS!!!!

The Florida Chapter ISA Work Day locations for 2013 have been selected. Once again we have three locations chosen, one in each area, North, Central and South Florida. It is now time for each of us as members to mark our calendars and join in with other arborists to make the projects a success!! [Click here](#) to access the Work Day waiver forms and come ready to make a difference at the locations listed below:

For the **North Florida** area the [Nehrling Gardens](#) were selected. [Mike Robinson](#) will serve as the point of contact for this location. These gardens are one of the first botanical gardens in Florida having begun in the 1880's. They were a

very popular tourist stops around the turn of the century. The Gardens are located in Gotha, a small community near Orlando. Dr. Henry Nehrling started the gardens at his home in 1885. He tested over 3000 new and rare plants for the USDA during his lifetime on the site. The Gardens are asking for our assistance in the restoration pruning and correct arboricultural pruning of their 125 year old tree canopy. Many of the trees on site are hybrid magnolias oaks, and some tropical species are the same ones that Dr. Nehrling worked with 125 years ago. How cool is it to work on the same trees that the founders of our interests worked on as well!! Quite the legacy!!

In **Central Florida**, the [Holy Trinity Episcopal Church](#) in Bartow was chosen. This church was established in 1887 and has been on its present campus since the mid-60's. They have 75 oak trees on the main campus and 25 on smaller parking lots that need our expert pruning and care. [Kim Paulson](#) has offered to be the point of contact for this location. If this one is closest to you, please contact her for signing up.

Both **North Florida** and **Central Florida** events will be held on **February 9th, 2013**, rain or shine and we need a big turnout, so come and show off!!

In **South Florida**, a very unique and worthy organization has been selected. [Horses and the Handicapped of South Florida, Inc.](#) in Coconut Creek has been selected. Horses and the Handicapped (H&tH) was founded in 1982 and serves children and adults with emotional, physical and cognitive handicaps. They are in the top 25% of 730 accredited programs worldwide. They are asking for mulching and tree removal work by us on their grounds. [Kris Stultz](#) is serving as the point of contact for this project.

Please note this project in **South Florida** is scheduled on **February 2nd, 2013** instead of the 9th since February 9th is the day of their biggest fund raising event. While we would love to be there on the day of their greatest exposure, we don't want to put their clients nor sponsors at risk while we do our "heavy" work. Come out and help "Dress the Place Out For Success"!!!

We look forward to seeing many of you at one of the Work Days!

[Work Day continued on page 19](#)

SALES / ESTIMATOR POSITION

A **30 year leader** in the Tampa Bay market is recruiting an experienced individual to expand residential sales through qualified leads.



Salary plus Commission

Tree identification and tree pruning to ANSI A-300 is an absolute must and ISA certification is desired. Must be well organized with excellent communication skills, possess a strong work ethic and be computer literate.

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A300 WORKSHOP ANNOUNCED
 New Integrated Pest Management
 Industry (IPM) Standard

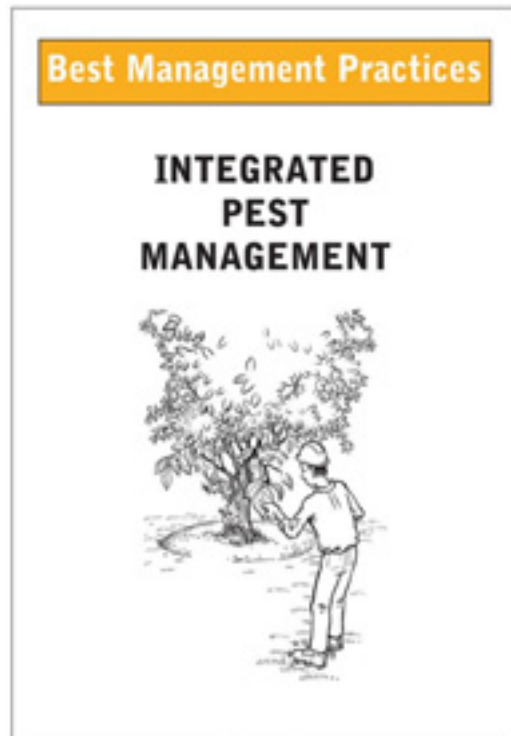
The Tree Care Industry Association and the ANSI-Accredited A300 committee are pleased to announce the first A300 Practitioner’s Summit. This summit, to be held in Florida, will be presented and attended by leading practitioners of IPM and Plant Health Care in the green industry. The morning will feature a cutting edge, state of the industry presentation. The afternoon will begin with a status update of the new ANSI draft standard for IPM, followed by a professionally facilitated session that will help you both understand and contribute to the drafting of this standard, by which practitioners will be measured in the future.

This summit is perfect for PHC/IPM salespersons, IPM managers and supervisors, tree and landscape company owners and other industry and professional stakeholders.

Wednesday, Jan. 16, 2013 7:30 am - 5:00 pm
 Cost: \$95 per attendee

[Click here for more information.](#)

The event will be held at the Embassy Suites 8100 Lake Street, Orlando, Florida 32836 on January 16, 2013. For reservations, call 800-377-8898; reference Tree Care Industry Association to secure a discounted room rate. ❖



Work Day continued from page 18

2013 WORKDAY AT A GLANCE:

NORTH

Nehrling Gardens, Gotha, FL
 Sat. February 9
 Mike Robinson - robimr@jea.com

CENTRAL

Holy Trinity Episcopal Church, Bartow, FL
 Sat. February 9
 Kim Paulson - treeladyoffice@aol.com

SOUTH

Horses and the Handicapped, Coconut Creek, FL
 Sat. February 2
 Kris Stultz - kris.stultz@brickmangroup.com ❖



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2012 International TCC a Great Event

Thanks go out to Colin Kelly for representing the Florida Chapter at the International Tree Climbing Championship at the ISA Conference this past summer. Great Job, Colin! Thanks for giving it your all.

Looking ahead to the Florida Chapter TCC in 2013

FLORIDA CHAPTER



FC-TCC Chair Adam Jackson has preliminary plans in place to hold the 2013 Florida Chapter Tree Climbing Championship in March in St. Augustine, FL. Adam currently is planning for spots for **35 climbers**.

Climbers, Get Ready to Showcase Your Skills!

FCTCC Chairman: Adam Jackson, E-mail ajjackson@valleycrest.com

FCTCC Setup Chair: Danae Jackson, E-mail danaeljackson@gmail.com

FCTCC Organization Chair: Kim Paulson, E-mail treeladyoffice@aol.com

Please contact the above listed Committee members or the Florida Chapter directly if you have any questions about competing or if you can contribute to this exciting annual event. We all look forward to seeing Florida's best compete for the right to represent our Chapter at the International Tree Climbing Championship in Toronto, Canada, August 3-4, 2013.

FEE: \$75.00 ISA Member \$95.00 Non-Member

MAIL OR FAX the REGISTRATION FORM, WAIVER FORM & PAYMENT TO:

(make checks payable to Florida Chapter ISA
or include ALL credit card information)

Florida Chapter ISA
7853 S. Leewynn Court
Sarasota, FL 34240

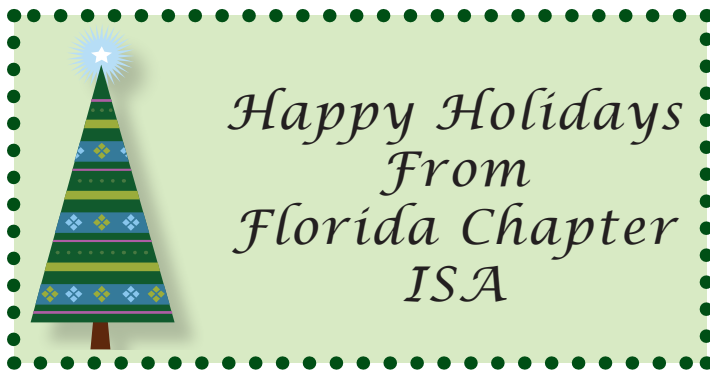
FAX: 941-342-0163

Volunteers are needed for site preparation, event assistance and judging. [Click Here For Volunteer Forms](#)

Donations are welcome! Various **sponsorship levels** are available. Contact Adam Jackson for full details and benefits. [Click Here For Sponsor Forms](#)

2013 Tree Climbing Championship Prize Package

The 2013 Tree Climbing Championship Prize Package for the Florida Chapter event will be announced in the Spring issue. This prize package is typically offered to each chapter champion (male and female). The package is intended to help equip the chapter winner(s) for the International Tree Climbing Championship in Toronto, Canada, August 3-4, 2013.



Eight Inexpensive Ways to Effectively Promote Your Profession

How can you advertise your company to potential clients when you are just starting out or have a tight budget to work with? Here are a few low-cost, high-impact methods to advertise and promote your business that won't break your budget.

1. **Create a website:** If you cannot afford a custom-designed website, utilize a service that can provide inexpensive templates and tools to create a basic site to boost your visibility.
2. **Set up a free listing for your business in a search engine directory:** Google, Bing, and Yahoo all have free listing options, and you can include a link to your website with a description of your business.
3. **Networking:** Join local professional groups, civic organizations, and other community groups or attend their meetings. Hand your business card out to those you meet at these functions.
4. **Brand your work vehicle:** Include your company name and contact information on your primary means of transportation and advertise your services wherever you go.
5. **Ask for referrals:** Offer small incentives to your existing customers for their referral of other clients to you.
6. **Offer pro-bono work:** Contact local non-profit organizations to learn how you may be able to donate your time and services in return for their public acknowledgement of your assistance.
7. **Word of mouth:** Tell everyone you know and everyone you meet about the services your company provides and how to contact you.
8. **Find a way to be unique:** Look for ways you can be different from the competition, and promote that unique offering.

(Source: www.businessknowhow.com, 31 Low-Cost Ways to Promote Your Business) ❖

ISA INTERNATIONAL AND FLORIDA CHAPTER MEMBER BENEFITS

Publications

- *Arborist News*
- *Arboriculture & Urban Forestry*
- Online access to *ISA Today* and other ISA newsletters
- *Florida Arborist*
- Access to Florida Chapter lending library

Networking and Promotional Opportunities

- Use of the ISA Member logo
- ISA job bank
- ISA member directory listing
- *True Professionals* program
- Online *Find a Tree Care Service* tool
- Florida Chapter awards program

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- Discounts on ISA & numerous Florida Chapter seminars statewide
- Discount on annual Trees Florida Conference and Trade Show
- Access to members-only online resources
- Deep discounts on certifications
- Discounts on Florida Chapter online learning

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FLORIDA CHAPTER
visit www.FloridalSA.org

Perceptions continued from page 16

sides tree canopy such as hurricane resistance and aesthetic qualities appropriate for subtropical areas (e.g. palms and non-woody shrubs) might be more important than indicators commonly used in northern, temperate cities. Although there are legitimate concerns and costs pertaining to urban forests and hurricane damage, it is also important to remember that trees provide many important benefits. Concerns and benefits associated with trees in Florida were similar to national trends. However, differences were found with tree maintenance and associated costs, as these were ranked much higher among community leaders than allergies (e.g. human health concerns). Thus, not all costs, (or ecosystem disservices) associated with coastal, urban forests are the same as those from the inland north and need to be accounted for when conducting benefit-cost analysis. Similarly, not all benefits, or ecosystem services, will be distributed equitably across individual coastal communities. More focused outreach efforts and local campaigns aimed at community leaders and their lack of knowledge on key air, water, and climate related ecosystem services provided by urban forests should be integral parts of community-specific extension education programs and activities.

Specific methods and results can be found in Wyman, M., Escobedo, F., Stein, T., Orfanedes, M., Northrop, R. 2012. Community leader perceptions towards coastal urban forests and hurricanes in Florida. *Southern Journal of Applied Forestry*, 36:152-158. ❖

Perceptions continued from page 17

vadas en US. Sin embargo, algunas diferencias se encontraron con respecto a los gastos por mantenimiento, ya que estos se indicaron más importantes que las alergias (problemas de salud humana por ejemplo). Así, no todos los costos, (o falta de servicios) asociados con los bosques urbanos en zonas costeras son las mismos comparados con la parte Norte no costera del país. Esto se debe de tomar en cuenta al realizar los análisis sobre costo / beneficio. Del mismo modo, no todos los beneficios o servicios se distribuyen equitativamente entre las comunidades costeras. La recomendación final es que se debe de aumentar las iniciativas de sensibilización y campañas locales de concientización dirigidas a líderes comunitarios para incrementar el conocimiento sobre clima, agua y aire como componentes clave relacionadas a los servicios proporcionados por los bosques urbanos. Estos programas deben de ser parte integral de las actividades y programas de Educación para la comunidad.

El artículo completo lo puede encontrar en: Wyman, M., Escobedo, F., Stein, T., Orfanedes, M., Northrop, R. 2012. Community leader perceptions towards coastal urban forests and hurricanes in Florida. *Southern Journal of Applied Forestry*, 36:152-158. ❖



2012 STIHL Tour des Trees a record-breaker !

ISA's Pacific Northwest Chapter partnered with the TREE Fund to host a blockbuster STIHL Tour des Trees this summer, a "bucket list" ride worthy of the 20th Anniversary of the Tour.

"PNW and Terrill Collier promised the TREE Fund an epic ride in Oregon, and they delivered," said TREE Fund President/CEO Janet Bornancin. "We closed registration 6 weeks ahead of schedule because we'd

reached capacity. We had a strong group of rookie riders and our veteran riders couldn't wait to take on Oregon. Donations and sponsorships pushed this year's revenues to \$600,000, a new record for the event. This was a benchmark Tour from every perspective."

[Click here](#) to see the Tour route for 2013 traversing 520 miles from Niagra Falls, NY to Toronto, Canada!❖

Membership Corner

A.D. Ali, Vice President Florida Chapter

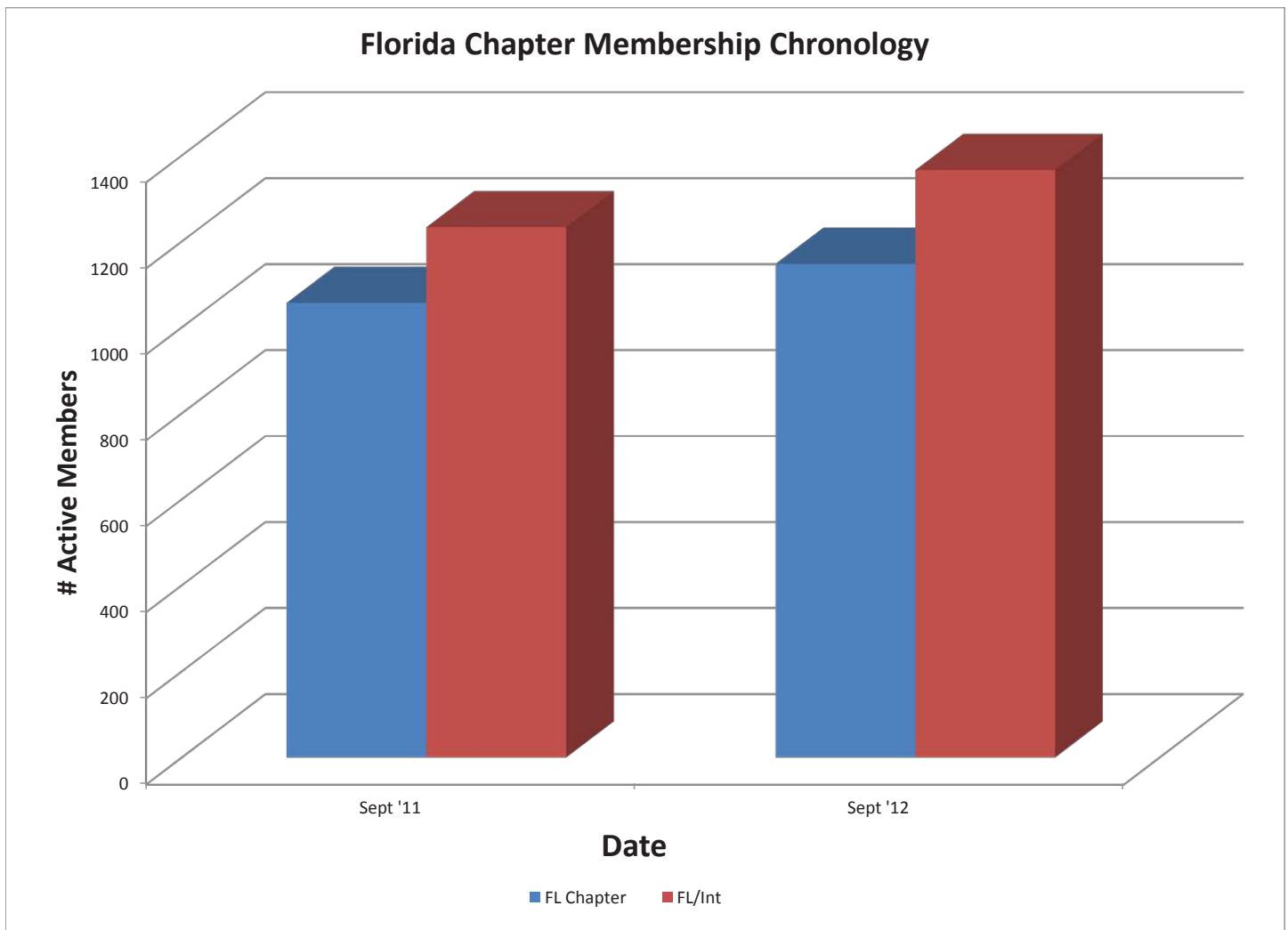
Membership is on the rise and the trend continues to be positive. The number of International members who live in Florida increased by 11% (from 1,233 members in September 2011 to 1,366 members currently). The number of those International members who also join the Florida Chapter increased 9% over the past 12 months (from 1,057 Chapter members in September 2011 to 1,148 Chapter members currently, see attached figure). If the trend continues in this positive growth pattern, we will be able to break the 1,500 member barrier by September 2013.

Some of the factors contributing to growth are:

- The recent membership drive by volunteers who contacted non-members by phone and email. Their efforts resulted in a 20% success rate for signing up new members.
- Increased visibility of our Board members and

Representatives on a national and international scale.

- Grassroots efforts by members to inform others of the various benefits associated with Chapter membership such as:
 - ◇ Access to educational courses with discounts on all courses.
 - ◇ Members-only access to [ISA publications](#), [Job and Resume Bank](#), and the [Public Relations and Marketing Toolbox](#).
 - ◇ Member discounts to seminars held throughout the state for continuing education credits.
 - ◇ Easy access to a variety of educational and professional resources on the Chapter website, www.floridaisa.org.
 - ◇ Access to the Florida Chapter Lending Library for Florida Chapter members. ❖



Risking Life and Limb: Investigation of Compliance with the Z133.1 – 2006 Safety Standard in the New England Tree Care Industry

Alex K. Julius

Arborists are exposed to many occupational hazards and experience more than three times the overall fatality rate of all U.S. workers. Investigations into fatal incidents lead to a better understanding of industry dangers. However, this knowledge does not extend to how tree workers operate when an injury or fatality does not occur. Current research regarding fatal and non-fatal injuries does not include the accreditation status of the company at which the worker was employed, nor whether certified arborists were on staff. Given the highly skilled nature of the work involved, certification and accreditation might ensure a minimum level of demonstrated safety practices. This study aimed to

1. Determine whether certification and accreditation in the tree care industry are associated with safer workplace behavior, and
2. Identify safety practices that tree workers commonly violate.

A stratified random sample of 63 companies was evaluated in the field by direct observation, assessing workers' adherence to the industry's safety standard, the American National Standards for Arboricultural Operations (ANSI Z133.1-2006). Tree care companies in southern New England were divided into three categories: accredited (Class A), non-accredited with certified arborists on staff (Class C), and non-accredited with no certified arborists on staff (Class N). Safety was defined as abiding by practices as outlined in the ANSI Z.133.1 Standard (when applicable) at all times while on the job site. Individual aspects of the Z.133.1 Safety Standard were chosen based on their importance, which was assessed based on likelihood of standard violations resulting in accidents, and suspected frequency of standard violation, based on personal observation and anecdotal evidence. Further, aspects of the Z133.1 were chosen based on the ease with which the researcher could determine compliance from a distance, as it was important to reduce the potential of the researcher's presence causing a change in worker behavior. Aspects chosen were divided into one of seven safety groups: Site Perimeters, PPE, Chainsaw Safety, Brush Chipper Safety, Bucket Truck Safety, Climbing Safety, and Other. Potential covariates included time of day, day of the week, real estate value of the property receiving tree work, and

the median household income of the city occupied by that residence.

The study found that accreditation and certification status appears to be associated with better compliance among workers. Compliance was progressively improved from the fewest credentials to the most, making Class A the most compliant of the three. This was true for most safety groups, except for Site Perimeters and PPE, where Class C was most compliant. Class N was least compliant in each safety group. Despite this improved safety behavior among certified arborists and accredited companies, there is still room for improvement, as compliance was well below 100 percent. Compliance varied among the safety groups: workers were most compliant with bucket truck safety and least compliant with chainsaw safety. The most cause for concern is compliance with drop starting the chainsaw, operating the saw with two hands, keeping the chainsaw below shoulder level, and feeding the chipper from the side. Though the small sample size limited assessing any significant difference between classes in many categories, there were still several differences in compliance apparent in each category.

"Accreditation and certification status appears to be associated with better compliance among workers."

Less compliance in Class N than those in Class A and Class C indicates that some aspect of accreditation and ISA certification reveals a significant distinction between arborists. Compliance among accredited companies is not consistent, nor always better than those without accreditation or certification. Class A was more compliant with chipper and chainsaw safety, overall, and most frequently donned chainsaw protective pants when necessary. Ideally, the optimal accreditation process would improve safety behavior long-term, but given the findings of the current study, there is deterioration over time.

The large number of utility workers might explain the varied compliance by Class C, as it was roughly divided by utility and not utility. The high compliance with perimeters can be explained by the large portion of utility workers in Class C who place emphasis on one of their largest hazards – traffic control. Current certification exams and necessary CEUs to maintain the certification do not always distinguish workers from non-certified arborists in some safety aspects, but in other areas, it is even more difficult to distinguish certified arborists from accredited companies. Although this study does not focus on causation, there is an evident link between these credentials and increased safety behavior. ❖



Available online at the [Florida ISA store](#)

Steam used to fight *Phytophthora ramorum*



Scientists say they have discovered a new way to kill California's most virulent forest- and plant-depleting disease, and it turns out the technique is as old as steam cleaning. Steam, in fact, is what researchers at Dominican

University in San Rafael have been using to combat *Phytophthora ramorum*, a pathogen that causes sudden oak death.

Scientists from a variety of organizations including the U.S. Department of Agriculture, the California Department of Food and Agriculture, and Oregon State University demonstrated what appears to be an effective steam-sterilization technique Tuesday on a research plot of ornamental plants at Dominican.

"It's certainly a new use for steam sterilization," said Robert Leavitt, director of plant health for the Department of Food and Agriculture. "It looks like it is very promising, and it could be a big step forward as a long-term solution for ramorum blight in nurseries."

The disease, called ramorum blight when found in nurseries and sudden oak death in the wild, has 107 susceptible host plants, including such common garden ornamentals as camellias. It was discovered in the woodlands of Mill Valley in 1995 and has spread to forests and wildlands in 14 California counties and Curry County, Ore.

The pathogen kills big oak trees and the smaller tan oaks, which have been nearly wiped out in parts of Big

Sur, Jack London and China Camp state parks and the Marin Municipal Water District watershed lands near Mount Tamalpais.

For years, steam has been used to sterilize soil in greenhouses, but this is the first time it has been deployed on open fields of infected nursery plants. The technique involves piping steam through a hose underneath a tarp covering the infected plot. The researchers found that subjecting high-clay-content soil to at least 50 degrees Celsius (122 degrees Fahrenheit) for 30 minutes eradicated the deadly microbe.

The only other effective treatment for the disease that scientists know of is an expensive phosphite compound designed mainly for treating infected trees in people's yards. The steam treatment could potentially be used to sterilize entire nurseries, pinching off the virulent killer at one of its sources, researchers said.

"It is still in the research stage, but we are working toward getting it to the commercial stage very quickly," Leavitt said. "The concern is that ramorum will move from nurseries to homeowners and then from homeowners out into the wild, where it will spread across the country. Keeping it from spreading from nurseries is a giant step in protecting the whole U.S. from this disease." ❖

EXHIBITOR AND SPONSOR OPPORTUNITIES ARE AVAILABLE AT MOST FLORIDA CHAPTER ISA CLASSES!

EXHIBITORS

- One 6 or 8 foot table provided, at the back of the meeting room or adjacent hall or lobby, depending on each individual facility
- Includes class registration for 2 representatives
- Verbal introduction from the podium by the seminar moderator
- Focus your marketing directly to Florida arborists!

MEAL SPONSORS

- Verbal 'thank you' from the podium by the seminar moderator

Contact Florida ISA for full information: floridaisa@comcast.net



Now offering:

Trunk Injection Products for

Spiraling Whitefly Control

Lowest Cost Trunk Injectable Imidacloprid
Highest Active Ingredient (10%)
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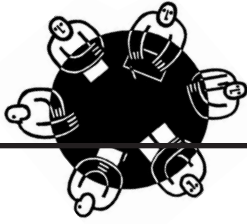
- Approximately one minute application time in palms.
- Starts killing Whitefly in less than 24 hours.
- Simple, proven and low cost application equipment.
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- Doesn't kill beneficial insects, only kills insects feeding on the tree.

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info@palmtreesaver.com

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Florida Chapter Board Updates

BOARD SHORTS:

Strategic Planning Session

Your Florida Chapter ISA board members and guests recently participated in a special Strategic Planning workshop. The purpose of the meeting was to review and update the Chapter mission and vision going forward. The day and a half step-by-step review process was led by Ms. Kelly Saste, a non-profit planning facilitator. With the guidance of Ms. Sastre, the board voted on the new vision statement:

VISION STATEMENT:
 The Florida Chapter of the ISA (International Society of Arboriculture) envisions a thriving sustainable urban forest maintained by professional arborists applying the most current research-based methodologies to preserve and manage trees to improve the quality of life for all Floridians.

The board felt that a Strategic Planning session was needed in order to refine the Chapter's goals. Along with supporting the Florida arborists and chapter members, the Florida Chapter board wants to be prepared to seek out opportunities to apply for grants and pursue outside monetary donations. Watch for more details as the board implements new procedures to achieve these new goals. ❖

Loren Westenberger ISA Work Day Locations Approved

Watch for more information on the Work Day located in your part of the state! The board approved the following locations and dates for Work Day 2013:

- NORTH - Sat. February 9, 2013 - Nehrling Gardens - Gotha, FL
- CENTRAL - Sat. February 9, 2013 - Holy Trinity Episcopal Church - Bartow, FL
- SOUTH - Sat. February 2, 2013 - Horses and the Handicapped - Coconut Creek, FL ❖

FLORIDA CHAPTER MEMBERS: Voting Season is Here

Ballots for Florida Chapter board positions for 2013 will be sent to all **current** Florida Chapter members soon so keep your eyes on your mailbox/email inbox. The current board approved the slate for the upcoming year for 4 board positions. Thanks to all candidates who have agreed to run. ❖

BOARD MEETING SCHEDULE for 2012: November 9 - Orlando

With Florida's unique environment, extra attention must be paid to preserving our natural resources, especially our trees. By purchasing a TreesAreCool license plate you help underwrite programs that directly benefit trees of Florida which help keep our state the uniquely beautiful place we all call home.

Healthy trees benefit wildlife, increase property values and help cool and clean the air. The Florida Chapter of the International Society of Arboriculture, a non-profit organization, is committed to serving the needs of Florida's professional arborists and tree-care consumers. The TreesAreCool license plate revenues benefit our urban environment of Florida through tree research, the on-going education of tree-care practitioners, and by providing public education programs about tree care and preservation.



You do not need to wait for your current plate to expire. Do your part and order your TreesAreCool plate today!



How to Order Your TreesAreCool Specialty Plate

In person: You can select and pay for your TreesAreCool specialty license plate in person at your county tax collector office.

By mail: Complete and return this form with your vehicle registration renewal notice and a check for an additional \$58 (\$25 annual donation, \$5 annual state fee and a one-time new plate fee of \$28). If your renewal notice indicates that it is time to replace your license plate, do not include the \$28 new plate fee.

Name: _____
 Address: _____
 City: _____ Zip Code: _____

The TreesAreCool program is administered by the Florida Chapter of the International Society of Arboriculture (ISA).

2012 Certification Exam Schedule

The FLORIDA CHAPTER of ISA is pleased to announce our 2012 schedule of Certification exams. See the chart below for the site nearest you.

Date	Exam/Class	Location	Time	Proctor or Instructors	Last Date to Register	Cost Member/Nonmem
Nov. 10, 2012	Certified Arborist Exam	Rutenberg Park 6500 S. Point Blvd. Ft. Myers, FL 33919	9:00 AM to 1:00 PM	Norm Easey Stephen Brown	Minimum 12 business days prior	\$150/ \$250
Dec. 1, 2012	Certified Arborist Exam	pTEC 901 34th Street S. St. Petersburg, FL 33711	9:00 AM to 1:00 PM	Norm Easey Glenn Duncan	Minimum 12 business days prior	\$150/ \$250
Dec. 8, 2012	Certified Arborist Exam	Miami Dade IFAS 18710 SW 288 St. Homestead, FL 33030	7:30 AM to Noon	George Fitzpatrick Henry Mayer	Minimum 12 business days prior	\$150/ \$250

This schedule is subject to change as additional tests and review sessions may be added. Visit www.floridaisa.org for updates.

For an application form to register for an Exam call the ISA Office in Champaign, IL at 888-472-8733

To purchase an ISA Certification Study Guide, call the Florida Chapter ISA at 941-342-0153 or fax an order form to 941-342-0463.

The ISA Illinois must receive your application & exam fees A MINIMUM OF TWELVE BUSINESS DAYS prior to the exam date. NO EXCEPTIONS! (ISA Illinois is closed New Year’s Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and the day after, and Christmas Day). First-time applicants can apply online at www.isa-arbor.com.

PREPAYMENT IS REQUIRED VISA/MC/AMEX accepted. US FUNDS ONLY

Florida Chapter ISA on Facebook!



Our Facebook page has been given a Facelift!

Join the Florida Chapter on our newly renovated Facebook page: our original “Trees Florida” facebook page has been renamed “Florida Chapter ISA” and now includes all Florida Chapter events, news and reminders! **“Like”** us and stay up to date on upcoming educational classes, Work Day events, exam dates, board announcements, and deadline reminders along with our annual conference information.

So, get on your computer and get tuned in to the Florida Chapter ISA through Facebook. If you have a moment, leave a comment and introduce yourself! Your feedback is important in helping us know that we are delivering the information you need and in the manner most beneficial to your professional development.

And don’t forget that Florida Chapter members can also join us on LinkedIn for forum discussions and fellowship with other Florida arborists.



Welcome!

New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the third quarter of 2012. If you see a name from your area of the state, look up their phone number online* and give them a call. Introduce yourself and find out what aspect of arboriculture the new member is involved in. Let's make the Florida Chapter friendlier. We're all working in different ways for the same goals. Get to know other chapter members. You might make some helpful connections for the future.

First Name	Last Name	City	State	First Name	Last Name	City	State
Brian	Alford	SARASOTA	FL	Anthony	Jackson	ST PETERSBURG	FL
Wyatt	Brauer	LAKELAND	FL	Sydney	Lemieux	ST PETERSBURG	FL
Roger	Buchanan	WINTER HAVEN	FL	Charles	Madden	NEW PORT RICHEY	FL
Michael	Cioffi	LOXAHATCHEE	FL	Marisa	Magrino-Weldon	PLANTATION	FL
Nicholas	Cioffi	LOXAHATCHEE	FL	Robert	Parrish	TAMPA	FL
Jeremy	Eustice	OCOOE	FL	Robert	Patterson	PORT ST LUCIE	FL
Justin	Garber	WINTER SPRINGS	FL	Alexander	Perez	MIAMI	FL
Dennis	Grim	PORT ST LUCIE	FL	Marc	Pierre	ORLANDO	FL
David	Heitzenrater	PLANTATION	FL	Wayne	Rollings	WESLEY CHAPEL	FL
Harold	Hoyte	DEERFIELD BEACH	FL	Jacob	White	HOMOSASSA SPRINGS	FL

*Go to <http://www.isa-arbor.com>, then go to "Members Only" and log in. Then go to ISA membership directory. If you do not know your log in for members only, contact ISA headquarters at (888) 472-8733. Once you log in, you can update your address, check your CEU's, edit or verify Certified Arborist information and search the membership list.

Letters to the Editor

We welcome your thoughts about Florida Arborist articles, about your Florida Chapter, or about tree issues in general.

Email your letters to:
floridaisa@comcast.net

or mail to:
Florida Chapter - ISA
7853 S. Leewynn Court
Sarasota, FL 34240

Please remember:
Letters should be no longer than 300 words.
We reserve the right to condense letters, or to edit as necessary.



An invitation to all members
to attend a
Board of Directors Meeting!
Call 941-342-0153
for specific times and locations

Up-coming 2012 Board Meeting - Dates & Locations
November 9 - Orlando

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

There are ISA exams scheduled at various locations in Florida. [Click here for the specific dates.](#) The ISA Certified Arborist exam is also now available at Pearson Testing Centers throughout Florida. See the ISA International web site www.isa-arbor.com for more information about the various ISA arborist credentials and how to earn them.

Arborist Certification is still moving ahead worldwide; there are now 26,881 ISA Certified Arborists, 988 ISA Certified Tree Workers, 1738 Utility Specialists, 549 Municipal Specialists and 409 Board Certified Master Arborists. The Florida Chapter currently has 1783 Certified Arborists.

The Florida Chapter would like to congratulate the following 24 Florida individuals for earning their Arborist Certification Municipal Arborist Certification or Tree Care Worker Certification during the third quarter of 2012:

Certified Arborist

Joshua Dunaway, W Palm Beach, FL
 Joseph Anderson, Orange Park, FL
 Jonathan Dube, Naples, FL
 Gregory Dunn, St. Augustine, FL
 Paul Eichler, St. Petersburg, FL
 Jeremy Eustice, Ocoee, FL
 Robert Gresham, Tequesta, FL
 Todd Hannah, Edgewater, FL
 Craig Heilman, St. Petersburg, FL
 James Herth, Jacksonville, FL
 Christopher Holly, Sarasota, FL
 Derek Livengood, Deerfield Beach, FL
 Marisa Magrino-Weldon, Plantation, FL
 Brian McIntire, Orlando, FL
 Enrique Mena-Gonzalez, Riverview, FL
 Adam Sieber, Hudson, FL
 David Stiles, Thonotosassa, FL
 Mary Ann Teasley, Crawfordville, FL
 Kyle Thornton, Apopka, FL
 John Tobe, Tallahassee, FL
 Betsy Webb, Clearwater, FL
 Brett Youngster, Land O Lakes, FL

Municipal Specialist

Mark Siburt, Gainesville, FL

Certified Tree Worker

Mikhael May, North Port, FL



Are you thinking about becoming certified?

[Visit the International ISA website](#)

to access the certification application handbook with further information.

2013 Florida Chapter Tree Climbing Championship

Early March, 2013
Mandatory gear check will be required

St. Augustine, FL
Park location to be finalized

COMPETITION ENTRY FORM



Register early to reserve your spot! **SPACE IS LIMITED TO 35 CLIMBERS!** Please PRINT or TYPE:

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone # (_____) _____ T-Shirt size _____
EMail Address (for contacting and to send a receipt) _____

OPTIONAL EDUCATIONAL EVENT

The half-day 2013 Outdoor Tree School will be offered FREE OF CHARGE to all registered competitors and volunteers on the day prior to the climbing event; details to be finalized. Space may be limited. Fee for non-competitors or non-volunteers to attend is \$50 (link at www.floridaisa.org).

- I am registering for the 2013 FC-TCC event (above) and will also attend the half-day class. I understand that space is limited, and submitting my request does not guarantee a spot if the class has already been filled.

REGISTRATION: \$75 - ISA MEMBER OR \$95 - NONMEMBER

Amount: \$75 - ISA Member (Must provide ISA member #: _____)
 \$95 - NonMember

- Check enclosed (Make out to Florida Chapter ISA)
 Cash Enclosed
 Credit Card VISA MasterCard Discover

**If you are not comfortable emailing your credit card information as an attachment, please fax, mail or phone it in or online (link at www.floridaisa.org).

Card Number _____
Exp. Date _____ 3 digit Card Code _____
Exact name on card _____
Card billing address _____
Card billing City/State/Zip _____

Submit this entry form, the Competition waiver form and payment of \$75 or \$95 to:

MAIL: Florida Chapter ISA w 7853 S Leewynn Court w Sarasota, FL 34240
PHONE: 941-342-0153
FAX: 941-342-0463
EMAIL: floridaisa@comcast.net (you may submit this form as an email attachment)



**FFC-TCC Tree Climbing Championship
Competition Waiver Form**



Please PRINT Clearly

Contestant's Name: _____ Age: _____

Address: _____ Zip: _____

Employed by: _____

Phone: () _____ Email: _____

Number of years you have climbed: _____

Waiver and Hold-Harmless by Contestant

In consideration of acceptance of my application for entry as a contestant in the Climbing Championship, I hereby waive any and all claims I may have at anytime, and any and all claims which might otherwise be made by, or on behalf of, or on account of me, or by me, or by any person or entity in any way as my subrogee against the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests, invitees, and any person who would be lawfully entitled to indemnification from them for any liability to, or on behalf of, or on account of me, for any injuries or damages of any kind whatsoever arising on account of or in consequence of my activities or participation in the Climbing Championship, or in any other way related to the Climbing Championship. I further agree to hold the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests and invitees, safe and harmless from any expense for defense, settlement, payment of damages, or other expenses related in any way to injuries sustained by me in any way related to the Climbing Championship. I recognize and assume all risks and danger involved in my participation, and will not under any circumstances rely upon the care, attention or assurance of anyone other than myself for matters relating to my safety.

Dated _____ Signature of Contestant _____

Certification and Waiver by Employer of Contestant

I hereby certify that I am the employer or a duly authorized representative of the employer of the above-named individual planning to participate in the Climbing Championship, and that the employer has encouraged this participation. I further certify that I have satisfactorily confirmed that the employee will be covered by statutory protection levels of Workers Compensation Insurance or the equivalent, for any injuries sustained in the course of participation. The employer hereby waives any and all subrogation claims it may have against the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests, or invitees, as a result of any compensation or their benefits or expenses incurred or paid by it, its insurance carrier, or otherwise on its behalf, in the event any claim or injury results from this participation, and will hold the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests, and invitees safe and harmless from any expense for defense, settlement, payment of damages and other expenses relating in any way by this employee. I further certify that I am duly authorized to execute this Certification and Waiver on behalf of the employer and that any and all necessary resolutions have been duly passed and adopted by the employer.

The exact name and address of the employer, and state of incorporation (if applicable):

Dated _____

Signature of Employer or Authorized Representative _____

**Mail, fax or email (you may submit as an email attachment) this completed competition waiver form
along with the competition registration form and payment to:
Florida Chapter ISA ♦ 7853 S Leewynn Court ♦ Sarasota, FL 34240**

2013 Florida Chapter Tree Climbing Championship

Early March, 2013
Mandatory gear check will be required

St. Augustine, FL
Park location to be finalized

JUDGE & VOLUNTEER FORM



Please PRINT or TYPE:

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone # (_____) _____ T-Shirt size _____
EMail Address (for contacting) _____

OPTIONAL EDUCATIONAL EVENT

The half-day 2013 Outdoor Tree School will be offered FREE OF CHARGE to all registered competitors and volunteers on the day prior to the climbing event; details to be finalized. Space may be limited. Fee for non-competitors or non-volunteers to attend is \$50 (link at www.floridaisa.org).

- I am volunteering for the 2013 FC-TCC event (above) and will also attend the half-day class. I understand that space is limited, and submitting my request does not guarantee a spot if the class has already been filled.

THANK YOU FOR YOUR OFFER TO VOLUNTEER!

I am able to help:

- as a judge
- with site pre-pruning
- with site preparation the week prior to competition
- with registration
- with timing and record keeping
- with awards
- at the FC-TCC dinner on day of the competition
- other _____

Submit this Volunteer form and the Volunteer Waiver form to:

MAIL: Florida Chapter ISA - 7853 S Leewynn Court - Sarasota, FL 34240
PHONE: 941-342-0153
FAX: 941-342-0463
EMAIL: floridaisa@comcast.net (you may submit this form as an email attachment)



**FC-TCC TREE CLIMBING CHAMPIONSHIP
VOLUNTEER WAIVER FORM**



Please PRINT Clearly

Volunteer's Name: _____

Address: _____ Zip: _____

Employed by: _____

Phone: (____) _____ Email: _____

Waiver and Hold-Harmless by Volunteer

In consideration of acceptance of my offer to be a volunteer for the Climbing Championship, I hereby waive any and all claims I may have at anytime, and any and all claims which might otherwise be made by, or on behalf of, or on account of me, or by me, or by any person or entity in any way as my subrogee against the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests, invitees, and any person who would be lawfully entitled to indemnification from them for any liability to, or on behalf of, or on account of me, for any injuries or damages of any kind whatsoever arising on account of or in consequence of my activities or participation in the Climbing Championship, or in any other way related to the Climbing Championship. I further agree to hold the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests and invitees, safe and harmless from any expense for defense, settlement, payment of damages, or other expenses related in any way to injuries sustained by me in any way related to the Climbing Championship. I recognize and assume all risks and danger involved in my participation, and will not under any circumstances rely upon the care, attention or assurance of anyone other than myself for matters relating to my safety.

Dated _____ Signature of Volunteer _____

Certification and Waiver by Employer of Volunteer

I hereby certify that I am the employer or a duly authorized representative of the employer of the above-named individual planning to volunteer at the Climbing Championship, and that the employer has encouraged this participation. I further certify that I have satisfactorily confirmed that the employee will be covered by statutory protection levels of Workers Compensation Insurance or the equivalent, for any injuries sustained in the course of participation. The employer hereby waives any and all subrogation claims it may have against the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests, or invitees, as a result of any compensation or their benefits or expenses incurred or paid by it, its insurance carrier, or otherwise on its behalf, in the event any claim or injury results from this participation, and will hold the property owner and the International Society of Arboriculture, its officers, directors, employees, agents, members, guests, and invitees safe and harmless from any expense for defense, settlement, payment of damages and other expenses relating in any way by this employee. I further certify that I am duly authorized to execute this Certification and Waiver on behalf of the employer and that any and all necessary resolutions have been duly passed and adopted by the employer.

The exact name and address of the employer, and state of incorporation (if applicable):

Dated _____

Signature of Employer or Authorized Representative _____

**Mail, fax or email (you may submit as an email attachment) this completed competition waiver form
along with the competition registration form and payment to:
Florida Chapter ISA ♦ 7853 S Leewynn Court ♦ Sarasota, FL 34240**

2013 Florida Chapter Tree Climbing Championship

Early March, 2013
Mandatory gear check will be required

St. Augustine, FL
Park location to be finalized

SPONSOR FORM



Please PRINT or TYPE:

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone # (_____) _____

E-Mail Address (for contacting and to send a receipt) _____

MONETARY DONATION

Amount \$ _____

- Check enclosed (Make out to Florida Chapter ISA)
- Cash Enclosed
- Credit Card VISA MasterCard Discover

**If you are not comfortable emailing your credit card information as an attachment, please fax, mail or phone it in.

Card Number _____

Exp. Date _____ 3 or 4 digit Card Code _____

Exact name on card _____

Card billing address _____

Card billing City/State/Zip _____

Your receipt will be emailed to you (please provide an email address above).

PLEASE SEND THIS DONATION FORM WITH YOUR MONETARY DONATION TO:

MAIL: Florida Chapter ISA - 7853 S Leewynn Court - Sarasota, FL 34240
 PHONE: 941-342-0153
 FAX: 941-342-0463
 EMAIL: flordaisa@comcast.net (you may submit this form as an email attachment)

DONATION OF EQUIPMENT, GEAR OR PRIZES

Please describe your donation below. Include a monetary value if you would like a receipt to be emailed to you (please provide an email address above).



PLEASE SEND THIS DONATION FORM WITH YOUR DONATED ITEM(S) TO:

BY MAIL, FED EX or UPS: Adam Jackson - 424 E Sandpiper Street - Apopka, FL 32712

International Society of Arboriculture Florida Chapter

Our Mission: "To Promote and Improve the
Scientifically Based Practice of Professional Arboriculture"



Arborist Code of Ethics

Strive for continuous self-development by increasing their qualifications and technical proficiency by staying abreast of technological and scientific developments affecting the profession.

Not misuse or omit material facts in promoting technical information, products or services if the effect would be to mislead or misrepresent.

Hold paramount the safety and health of all people, and endeavor to protect property and the environment in the performances of professional responsibilities.

Accurately and fairly represent their capabilities, qualifications and experience and those of their employees and/or agents.

Subscribe to fair and honest business practices in dealing with clients, suppliers, employees and other professionals.

Support the improvement of professional services and products through encouraging research and development.

Observe the standards and promote adherence to the ethics embodied in this code.



Florida Arborist
Florida Chapter ISA
7853 South Leewynn Court
Sarasota, FL 34240