

Summer 2014
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Life in the Urban Forest

An Urban Forestry Primer

by [Michelle Sutton](#),
Chronogram, Hudson Valley, NY

Cornell Urban Horticulture Institute Director Nina Bassuk, an expert on street trees, explains why.

Life on the Streets

Forestry is managing woodlands for enjoyment, ecosystem health, and wood products. Urban forestry is getting trees to grow in inhospitable environments, like along city streets, so that we humans can enjoy trees' many benefits, like beauty and shade.



Photo: Larry Decker

In this context, urban means significantly altered by human activity. So college campuses, parks, and even your yard are urban settings, and they are all stressful for trees.

“Among the landscapes in which we live,” she says, “the soil has been disrupted and probably significantly compacted, which reduces oxygen, nutrient, and water availability to tree roots. Heat is reflected off of buildings, paved surfaces, and cars, putting more water stress on plants. Deicing salts used on paved surfaces can reduce water uptake by plant roots and cause toxic symptoms. Roots that are in the vicinity of pavement and structures often have limited soil

volume to explore.”

Small, newly planted trees in the urban forest are sometimes subject to the fur-

Life in the Urban Forest continued on page 4

A Message From the President



Greetings.

At the recent Board meeting held in Orlando, Board members amended the ByLaws to create a more streamlined structure to Chapter governance beginning in 2015. The Executive offices were modified to eliminate the position of

President-Elect. The new progression is Vice-President, President then Past President. This should encourage more members to run for Executive office as the total time commitment has been reduced from the current 4 years to 3 years. Another modification is to eliminate the office of Secretary, as recording of Board meeting Minutes and other record keeping matters are currently handled by staff. Lastly, the Member-At-Large positions on the Board were reduced from 3 to 2 positions.

The Board also created a new position for Legal Liaison. This position will be held by a Florida Bar-admitted attorney and the person will serve an annual appointment renewable by majority vote of Board members. The Legal Liaison will advise the Board on legal matters. Mr. C. Ryan Jones, partner in the law firm of TRAUB, LIEBERMAN, STRAUS & SHREWSBERRY in St. Petersburg will be the Liaison for 2014.

Planning is underway for the Florida Chapter Tree Climbing Championship to be held in November of this year. The winner(s) will represent the Florida Chapter at the International Tree Climbing Championship in March of 2015.

The Trees Florida 2014 committee has compiled an outstanding program for the annual conference this year. Educational sessions by national and statewide-acclaimed speakers are finalized. The venue, Innisbrook Resort in Palm Harbor, is a relaxing, family friendly resort. Many exciting activities have been planned by the committee including a BBQ on Saturday afternoon, a 3-day fishing derby, a golf outing to benefit the TREE

Fund and other fun activities. I look forward to seeing you all in Innisbrook!

Sincerely,

Dr. A.D. Ali
President, Florida Chapter ISA

MEMO BOARD

Florida Chapter Awards
DON'T DELAY! Applications for 2014 awards ceremony at Trees Florida 2014 are due by May 15th!

John P. White Scholarship Applications for Fall 2014 semester are due by June 15th - [Click here](#)

Trees Florida 2014
Innisbrook hotel special expires May 17th
Pre-register online until June 1st
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their indignity of vandalism. They are particularly vulnerable to drought, weed competition, and damage by mowers and string trimmers. It's rough out there for mature trees, too. In parks or even alongside your driveway, notice the state of the trees that are closest to foot or car traffic. They will often show signs of stress, like dead branch tips, because their roots have been compacted.

Interventions for Our Trees

Urban forestry gives us tools to analyze a site and then match the right tree to the particular conditions of that site. It asks, what are the toughest tree species for these stressful conditions? How can we best prepare the site before we plant the tree and what is the best way to plant? How do we best care for them in the delicate first few years of establishment, and all their lives?

Why go to all this trouble? Trees make our urban environments livable. They provide beauty, psychological comfort, and energy-saving shade; they calm traffic, they take carbon dioxide out of the air and sequester

it as carbon in their wood, their canopies slow down stormwater runoff so that municipal drainage systems are less taxed, they are proven to improve property values, and they provide food and shelter for wildlife.

In the last 10 years, there's been a growing movement in urban forestry to put a dollar value on our urban trees based on their many tangible benefits, like energy savings. Community forestry groups are using free programs like the USDA Forest Service's i-Tree suite of tools to assess the extent and value of their urban forests.

Using i-Tree, Brenda Cagle of Red Hook coordinated a tree inventory and analysis for the Town of Red Hook's street trees. This was part of the Specialized Weekday Arborist Team (SWAT) project sponsored by Cornell Cooperative Extension (CCE) Dutchess County with funding from the USDA Forest Service and a NY Department of Environmental Conservation Urban and Community Forestry grant. It was completed in March 2013 by SWAT team members comprising forestry professionals, Bard College students, and master gardeners

[Life in the Urban Forest continued on page 7](#)

AWARDS NOMINATIONS: FINAL CALL

**AWARDS
2013**

Florida Chapter's annual awards nominations are due on May 15th.

DON'T DELAY!

The Florida Chapter ISA recognizes outstanding achievements in the arboriculture profession, as well as the efforts by individuals who have made an impact on the practice of arboriculture.

Submit the name(s) of the arborist(s) you most admire or nominate yourself by May 15th in order to be considered for the 2014 awards presentation. Awards will be presented during Trees Florida 2014 Conference and Trade Show at Innisbrook Resort in Palm Harbor on June 10th (preferred, but not necessary to be in attendance).

View the list of previous winners! [Click here.](#)

[Click here to view the awards categories and details](#)



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MAY 15TH - Deadline to submit Awards Application

MAY 17TH - Hotel conference rate of \$135/night expires

JUNE 1ST - Pre-registration conference rates expire

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Life in the Urban Forest continued from page 4

from CCE Dutchess County.

The team found that there are 450 trees on public land in Red Hook that provide \$70,661 in annual benefits, or \$157.02 per tree. She and the team also inventoried Beacon, which has 855 street trees providing \$109,304 in annual benefits, and in Cold Spring the SWAT team found there are 437 trees yielding \$56,719 in annual benefits.

Brenda Cagle says, “Communities are usually surprised to learn the dollar value of the benefits provided by trees. They see how important it is to preserve this resource and often change their funding priorities. Most small municipalities perform only one type of tree maintenance—removal. But after the inventory results are in, they begin to think about properly managing the forest to keep it healthy and safe. The urban forest has been described as the only infrastructure whose value increases over time, making its management a wise investment.”

For practical reasons, these and most inventories are done exclusively on public trees. Yet, the urban forest is actually made up of all the trees, public and privately owned, within a municipality. Though the term “forest” may be misleading, it was coined because the focus of urban forestry has always been the benefits (energy savings, etc.) that can be realized from the collective urban canopy. ❖



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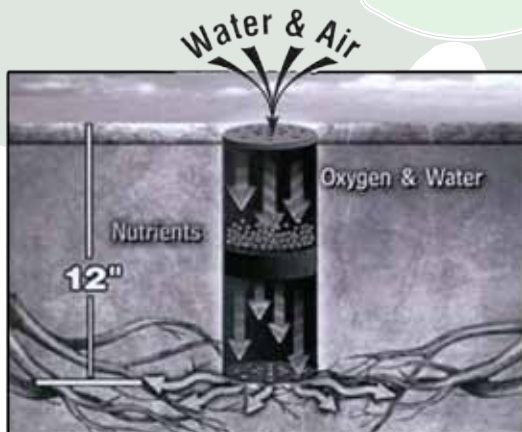
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From Your TREE Fund Chair - Eric H. Hoyer

TREE Fund Update

For those Chapter members unfamiliar with what the TREE Fund is or its significance, it is the educational and research “arm” of the International Society of Arboriculture. The Tree Research and Education Endowment Fund is a separate entity from ISA with its own office and board of directors. The purpose of the TREE Fund is to administer funding from monies it raises to promote arboricultural research and educational activities. Certainly the highest profile activity promoted and supported by the TREE Fund is the annual Tour des Trees bike ride which takes place the week preceding the International Conference and concludes at the conference city. Yours truly participated in the 2011 TDT where 66 riders raised over \$500,000 to the TREE Fund. Chapter member Andy Kittsley rides annually (his 18th this year) and has cumulatively raised over \$75,000 for the TREE Fund. Two other riders are joining Andy this year as well – Dr. Andrew Koeser from the University of Florida and Scott Davis from Miami who is also a previous rider.

So, why should you support the TREE Fund? Florida has been a frequent recipient of TREE Fund grants over the years, primarily due to Ed Gilman and his research on a myriad of relevant topics. This year is no exception but there is a “new kid on the block”. Dr. Andrew Koeser of the University of Florida received a grant in the amount of \$9,996 to conduct research entitled, “Urban Tree Risk Assessment – Perceptions, Reality, and Reliability”. This project will address three aspects of risk assessment as part of a larger research program to evaluate the reliability of commonly used risk assessment methods and improve tree risk prediction models. In 2012, Dr. Gilman received a grant for his research entitled “Tree Response to Pruning Cuts on Branches That Lack Collars”.

How can I donate to the TREE Fund? There are numerous ways and some are more fun than others. Of course, the easiest way is to simply write a check to the TREE Fund on behalf of the Chapter. However, the

Chapter is providing other opportunities to contribute to the TREE Fund. At this year’s Trees Florida Conference and Trade Show in Innisbrook, attendees will have several opportunities to have fun while supporting the TREE Fund. There will be an “on-site” fishing derby in the lake at Innisbrook where adults and children can participate and compete for catching the biggest fish. Monies collected from the derby registration will be split between the winner and the TREE Fund. And, the best part is, no boat required! For the golfers, we are offering a golf outing at Innisbrook’s Osprey North course. Lunch will be provided and first, second, and third place winners will be announced at the Tuesday luncheon. All proceeds from the golf outing will go toward the TREE Fund. For “mini-golfers”, a “tournament” will be held at the mini-golf course at Innisbrook at the conclusion of the Pub Crawl which should make

Tree Fund continued on page 10

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[Tree Fund continued from page 9](#)
for an interesting contest!

A 50-50 raffle will be held during Trees Florida. Tickets are \$20 each and the winner splits the cash with the TREE Fund. The total jackpot usually approaches \$10,000! This is an international sales effort and tickets are being sold in chapters throughout the world. The winning ticket shall be drawn August 5th in Milwaukee at the International Conference. I will have tickets available at Trees Florida.

Also available at Trees Florida are the TREE Fund bandanas for sale for \$20 each. For those of you who have attended past Trees Florida conferences, these bandanas are used in the “Heads or Tails” game by those who purchase the bandanas. Proceeds are split with the winner.

And, of course, you can contribute to any of Florida’s individual Tour des Trees riders this year in their efforts to raise money for the TREE Fund, or just donate to “Team Florida”! All Tour des Trees riders must raise a minimum of \$3,500. Thanks to Stihl and other spon-

sors, all monies now raised by the riders go toward the TREE Fund.

You can donate on-line at

Team Florida: <https://www.crowdrise.com/STdTTTeam-Florida>

Andy Kittsley: <https://www.crowdrise.com/STdTTTeamFlorida/fundraiser/andrewfkittsley>

Andrew Koeser: <https://www.crowdrise.com/STdTTTeamFlorida/fundraiser/andrewkoeser>

Scott Davis: <https://www.crowdrise.com/STdTTTeam-Florida/fundraiser/scottdavis5>

There is also one last way you can support the TREE Fund – Amazon Smile. Anyone who shops on Amazon can go to smile.amazon.com and select the TREE Fund as your charity of choice. One-half of one percent of all purchases will go to the TREE Fund. So shop your heart out while supporting the TREE Fund!

I hope all Chapter members can participate in at least one of these ways to help your TREE Fund. Thanks for your support. ❖



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.

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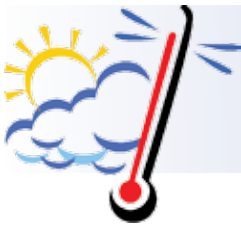


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Why trees are your best friend!

Henry Mayer, Miami Dade UF/ IFAS Extension Agent

Summer is here! Unfortunately, summer’s hot weather can cause a decrease in air quality which in turn can intensify chronic health conditions such as asthma and diabetes and can contribute to “heat injury”, a spectrum of diseases ranging from mild heat cramps to life-threatening heat stroke. Lengthy or repeated heat waves increase risk to people because the excess heat may not allow ample time for people to recover. The adverse health effects of heat waves are of particular concern for the elderly, the very young, the poor and those whose health is already compromised.

According to the National Oceanic Atmospheric Administration (NOAA), heat is the number one weather-related killer in the United States, resulting in hundreds of fatalities each year. On average, excessive

heat claims more lives each year than floods, lightning, tornadoes and hurricanes combined. In the 1980 heat wave, more than 1,250 people died in the United States. In the 1995 Chicago heat wave, more than 700 deaths were attributed to the heat. In August 2003, a record heat wave in Europe claimed an estimated 50,000 lives.

Over the course of this century, the number of hot days (exceeding 90 F) annually is projected to increase with cities experiencing doubling or tripling of such days. Of greater concern is the projected 5-to-10-fold increase in extreme heat days (exceeding 97 F). Cities are particularly impacted because of the urban heat island effect. This effect is characterized by increased temperatures resulting from heat absorptive surfaces on dark buildings and pavements, which are abundant in

Best Friend continued on page 14



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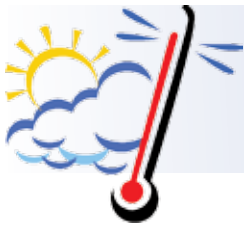


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¿Por qué los árboles son su mejor amigo?

Henry Mayer, Miami Dade UF/ IFAS Extension Agent

UEl verano esta acá, un clima muy caliente genera una mala calidad de aire que se asocia con empeoramiento de las condiciones de salud crónicas como el asma, diabetes y enfermedades relacionadas con el calor. El espectro de las enfermedades va desde leves calambres por el calor a la posibilidad de morir. Largas o repetidas olas de calor aumentan el riesgo de salud ya que no permiten que las personas a recuperen. Los efectos adversos de las olas de calor son de particular interés para los ancianos y otras poblaciones vulnerables (por ejemplo, los muy jóvenes, los pobres, y aquellas personas cuya salud ya está comprometida).

Según la Administración Nacional Atmosférica y Oceánica (NOAA), el calor es el causante número uno

de muerte relacionada con el clima en los Estados Unidos, con el resultado de cientos de muertes cada año. En promedio, el exceso de calor causa más muertes cada año que las inundaciones, tormentas, tornados y huracanes juntos. La ola de calor en 1980 causó la muerte de más de 1,250 personas en los EE.UU. En 1995 en Chicago la ola de calor causo la muerte de 700 personas. En agosto de 2003, una ola de calor sin precedentes en Europa reclamó un total estimado de 50,000 vidas.

En el transcurso de este siglo, el número de días de calor por encima de 900F está previsto que aumente pudiendo duplicarse o triplicarse. De mayor preocupación es el aumento proyectado por cinco a diez veces las condiciones extremas de calor excediendo los 970F.

Best Friend continued on page 15

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Best Friend continued from page 12

urban areas. The urban heat island affects not only local residents and ecosystems, but those in the surrounding area as well.

Combating the urban heat island effect is particularly important in vulnerable neighborhoods where communities may not have sufficient resources to manage its negative impact. Shading provided by increased tree canopy can protect residents from heat stress and reduce building cooling demands during the summer months. Reducing the need for air conditioning not only decreases the urban heat island effect but also minimizes associated greenhouse gas emissions.

Shaded surfaces can be anywhere from 250 F to 450 F cooler than the peak temperatures of unshaded surfaces. Trees cool communities, reduce cooling (and heating) costs, capture and remove air pollutants including CO2 from the air and positively contribute to property values. Trees improve the quality of stormwater entering rivers and streams, reduce stormwater infrastructure costs and provide habitat to support biodiversity. Trees also improve pedestrian/recreation experiences, reduce mental fatigue, improve social connections, strengthen local economies and improve overall quality of life for residents. Improving urban tree canopy can mitigate the adverse health effects of extreme heat events in a vari-

ety of ways.

An urban forest is composed of all the trees, palms, and associated vegetation in and around human occupancy on both public and private lands. To maximize the benefits from urban forests, one must also consider (and minimize) the associated costs of long-term maintenance activities such as pruning and debris removal as well as consider costs related to health effects from allergic reactions to certain species and other costs as well.

A healthy urban tree canopy has a huge effect in mitigating climate change by sequestering carbon in its biomass, thus reducing atmospheric carbon dioxide. Also, tree shade can reduce the amount of carbon dioxide in the atmosphere through the mechanism of photosynthesis. So, by estimating the amount of carbon dioxide removed by trees and their shading and windbreak effects on buildings, we can determine the role of urban forests in mitigating climate change, assign an economic value to the amount of carbon sequestered, and determine the carbon offset potential of an urban forest.

So the next times you plant a tree think about the following proverbs:

- He who plants a tree, plants a hope.
- He plants trees to benefit another generation.
- Every society needs individuals who will go on planting mango trees, without thinking whether they will get to eat the fruits or not.
- No shade tree? Blame not the sun, but yourself.
- The best time to plant a tree is twenty years ago, the second best time is now. Someone's sitting in the shade today because someone planted a tree.

Go and plant a tree..... and provide proper maintenance!!

Source: Expanding Urban Tree Canopy as a Community Health Climate Adaptation Strategy, http://www.michigan.gov/documents/mdch/Final_January_2014_HIA_446372_7.pdf

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Best Friend continued from page 13

Las ciudades están particularmente más afectadas debido al efecto de isla de calor urbano. Este efecto se caracteriza por un aumento de las temperaturas en las superficies de absorción de calor debido al color oscuro de los edificios y pavimentos, los cuales abundan en las zonas urbanas. La isla de calor urbana afecta a los residentes y los ecosistemas así como las personas que se encuentren en sus alrededores.

La lucha contra el efecto isla de calor urbano es particularmente importante en los barrios vulnerables donde las comunidades no tienen los recursos suficientes para disminuir sus efectos negativos. Proporcionar una mayor cobertura arbórea protege a los residentes del estrés por calor y reduce las necesidades de aire acondicionado durante los meses de verano. Al reducir la necesidad de aire acondicionado no sólo se reduce el efecto isla de calor urbano sino que también se minimiza las emisiones asociadas con los gases de efecto invernadero.

Las superficies sombreadas pueden estar 250F a 450F más frías que las temperaturas máximas de superficies no sombreadas. Los árboles refrescan las comunidades, reducen costos de calefacción y refrigeración, capturan y eliminan los contaminantes del aire como el CO2 del aire; mejorar la calidad del lugar y las economías locales, mejorar la calidad de las aguas pluviales en los ríos y arroyos, reducen los costos de infraestructura pluvial, mejoran las conexiones sociales, aumentan el valor de la propiedad y mejoran las experiencias de esparcimiento, reducen fatiga mental y en general mejoran la calidad de vida de los residentes.

Un bosque urbano se compone de todos los árboles, palmeras y vegetación asociada en los asentamientos humanos en tierras tanto públicas como privadas. A fin de maximizar los beneficios de los bosques urbanos, es preciso considerar y minimizar los costos de mantenimiento asociados a largo plazo de actividades tales como poda y remoción de escombros, los costos de la salud de los humanos así como reacciones alérgicas a ciertas especies.

Un dosel de árboles urbanos sanos tiene un gran efecto en mitigar los efectos del cambio climático por la fijación de carbono en su biomasa, lo que reduce el dióxido de carbono atmosférico. Además, la sombra de árbol reduce la cantidad de dióxido de carbono en la atmósfera a través del mecanismo de la fotosíntesis. Por lo tanto,

al calcular la cantidad de dióxido de carbono extraído por los árboles así como la sombra y cortavientos en los edificios, podemos determinar el papel de los bosques urbanos para mitigar el cambio climático, asignar un valor económico a la cantidad de carbono secuestrado, y determinar el potencial de carbono de un bosque urbano.

Así que la próxima vez que usted planta un árbol piense en los siguientes refranes populares:

- Quien planta un árbol planta una esperanza.
- Plantar árboles para beneficio otra generación
- Toda sociedad necesita de personas que planteen árboles de mango, sin pensar si se van a comer los frutos
- No hay árbol de sombra? No culpe al sol, cúlpese usted mismo
- El mejor momento para plantar un árbol es hace veinte años, el segundo mejor momento es ahora. Alguien sentado hoy en la sombra es porque alguien planto un árbol antes

Vaya y siembre un árbol.... pero con un mantenimiento correcto!

Source: Expanding Urban Tree Canopy as a Community Health Climate Adaptation Strategy, http://www.michigan.gov/documents/mdch/Final_January_2014_HIA_446372_7.pdf

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

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Florida Chapter ISA 2013 Accomplishments

Below is a partial list of accomplishments of the Florida Chapter ISA during the 2013 calendar year:

1. 14 Arboricultural Seminars hosted in 10 Florida cities
2. 1263 arborists trained
3. Hosted Chapter TCC with 29 competitors
4. Sponsored TCC Chapter winner Dominic Pallotti at ISA ITCC in Toronto
5. Hosted annual Trees Florida Conference in Fort Lauderdale with 294 attendees
6. Earned \$83,870 from our Florida Specialty Plate "Trees Are Cool"
7. Published monthly Florida eTree Newsletters which were sent to more than 4000 people
8. Published 4 quarterly Florida Arborist Newsletters which were sent to 1300 members
9. Answered 3,548 phone calls to the Florida Chapter office
10. Answered 9,055 emails to the Florida Chapter office
11. Processed 209 CEU requests
12. Up to 142 "likes" on our Chapter Facebook page
13. Donated \$6005 from reserves to the TREE Fund
14. Donated \$60,000 from TAC revenues to our UF Arboricultural Endowment
15. Gave 4 Chapter service awards to 4 deserving individuals
16. Hosted 3 regional Loren Westenberger Work Days with 10 participating companies
17. Hosted 2 Tour de Trees riders
18. Welcomed 5 new people to the Board of Directors (2 elected and 3 at-large appointees)
19. Donated \$3000 to FUFU for their Urban Forestry Institute
20. Hosted 13 Certified Arborist exams
21. Sold 1250 books/items through our Chapter book store

**You can now join JUST the Florida Chapter ISA
for an annual fee of ONLY \$50!**

Be a part of something great! Join the Florida Chapter ISA today!

- Quarterly Florida Arborist newsletter
- Discounts on Florida Chapter seminars
- Discount on annual Trees Florida Conference and Trade Show
- Discounts on Florida Chapter merchandise
- Florida Chapter awards program
- Monthly e-newsletter, Florida eTree News
- Access to the Florida Chapter lending library

Increase your professionalism, knowledge, networking, and comradery by joining the Florida Chapter of the International Society of Arboriculture and receive exclusive member benefits and discounts...



**JOHN P. WHITE MEMORIAL SCHOLARSHIP FUND
APPLICATION FORM**



Students must return all of the following items listed below to the John P. White Memorial Scholarship Committee by the required deadline of **June 15th for the fall term** and **November 15th for the spring term**. Recipients will be notified of selection by July 31st for the fall term and January 1st for the spring term.

- Completed and signed scholarship application
- Two letters of recommendation (*reference Item #2 under Requirements Section*)
- Biographical Essay (*reference Item #3 under Requirements Section*)

****All applicants must use this application form. No other format will be accepted.****

STUDENT INFORMATION:

Name: _____
 Class status for the upcoming semester (junior, senior, etc.): _____
 College or educational institution you attend or plan on attending: _____
 Chosen major: _____ Expected date of graduation: _____

CONTACT INFORMATION:

Please indicate which of the following addresses you wish to be notified of award selections.

Campus/School Address:

Phone: _____ E-mail: _____

Home Address (if different than above):

Phone: _____ E-mail: _____

SCHOLASTIC ACHIEVEMENT (use extra page if necessary):

Please list only the most recent achievements, starting from the most recent.

Honor or Award	Basis for Selection
1.	
2.	
3.	

CONTINUED ON NEXT PAGE

Extracurricular Activities, Clubs, Volunteer Activities, Etc.	Positions Held and Time Frame/Year
1.	
2.	
3.	

Relevant Course or Work Experience	Time Frame/Year
1.	
2.	
3.	

I certify that all parts of the application and required attachments are correct and true. I understand that if any part of the provided information is found to be false at any time, it may result in disqualification from or revocation of award. I also understand that if I am awarded a scholarship as a result of this application, my name will be published and announced at the discretion of the John P. White Memorial Scholarship Committee which is composed of representatives from the Florida Chapter ISA and Florida Urban Forestry Council.

Signature _____

Date _____

Return completed application and attachments to:

John P. White Memorial Scholarship Committee
 c/o Florida Chapter ISA
 7853 South Leewynn Court
 Sarasota, FL 34240-9634

The John P. White Memorial Scholarship was established to support education in the arboriculture/urban forestry industry through scholarships in the sum of \$250.00 per semester for qualifying students.

Submission deadline is June 15th for the fall semester!

[Click here for more details](#)

Visit our booth at Trees Florida 2014!

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SAFETY TOOLS – Worker safety goes hand in hand with professionalism and it's a primary focus of TCIA. We build programs, tools and resources to improve safety for our members and the industry.

NETWORKING – Join our community and participate in targeted discussions, events, and more with TCIA members from around the country.

MAJOR SAVINGS – Enjoy deep discounts on training, educational materials and other valuable tools.

MARKETING TOOLS – Use our exclusive marketing materials to find, keep and impress customers. From videos to postcards, we've got what you need.

Start taking advantage of membership benefits right away for first-time members, at the price of only \$195. Limited time offer.

Join today!



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Wachtel Tree Service, TCIA member company - growing to the top in the '50s!

The 2014 Florida Chapter Loren Westenberger Workday was quite a success!

Camp Ithiel, the 2014 workday recipient in Central Florida, was amazed at what the volunteer arborists were able to accomplish in a short time. A special thanks to Workday Chair Jay Sockriter for his work coordinating the workday.

Thanks to the following companies for volunteering their crews and equipment:

- Budget Tree Service (Dan Babroski, Travis Haas, Jeffrey Philips & Chris Harmon)
- Davey Tree (Dan Barnes & Don Newsom)
- Tree Work Now (Dani Keller (co-owner) & Blaine Faison)
- Westenberger Tree Service (Tim Quinn)

Mike Neff, director of Camp Ithiel, provided donuts in the morning and Subway sandwiches, chips and cookies for lunch.



Consultant's Corner

by Joe Samnik, Consulting Arborist



I YAM WHAT I YAM

Everybody remembers Popeye the Sailor Man. This guy could transform himself from a bullied weakling into an irresistible force that could not be defeated simply by eating a can of spinach. While perhaps not the most witty of all childhood heroes, like Superman, Batman, or even Hop Along Cassidy, this guy had the mystery of professionalism pretty much figured out. Popeye left us what we may want to consider the zeitgeist of our business models: I yam what I yam and that's all that I yam.

Those of us that have not, or are not, following this sage advice have an appointment to keep with destiny. And it is guaranteed to be ugly with a bad outcome.

Take as an example one Roger Dixon who recently attempted to turn the tide and lost momentum in the murder trial of Oscar Pistorius. You recall Mr. Pistorius as the double amputee who competed in the Olympics on two artificial "Blade Runner" legs. He is now on trial for murdering his live-in girlfriend whom he shot four times thinking, he claims, was an intruder in his bathroom. After a week or so under cross examination of Mr. Pistorius the case was not going too well for him. The fact that the cross examination was conducted by none other than the legendary Gerrie "Pit Bull" Nel did not help matters. Enter Mr. Dixon, a former police officer who was a specialist in analyzing materials at crime scenes. Representing Mr. Pistorius and the defense team, Mr. Dixon testified to matters which, according to Pit Bull, were outside Mr. Dixon's area of expertise. Mr. Nel went on to warn Mr. Dixon that it was irresponsible to "try and be an expert" in areas he was not. Mr. Dixon appeared, "unsteady" in his testimony which included light, sound, ballistics, and gunshot wounds.

All of this leads me to my definition of an expert. An expert is a person who knows more and more about less and less.

So, the next time the phone rings or you are in the field selling a job, ask yourself if you are qualified to accomplish the extra add-on work that your client wants done- assuming you are there in the first

I Am What I Am continued on page 23

MEMBER BENEFITS

Compare the benefits!

**Decide which membership suits you best:
International, Florida Chapter or BOTH!**

Benefits for joining International ISA:

- *Arborist News* publication
- *Arboriculture & Urban Forestry* publication
- Online access to *ISA Today* and other ISA newsletters
- Discount on annual ISA Conference
- Discounts on ISA merchandise
- Access to members-only online resources
- Use of the ISA Member logo
- ISA job bank
- ISA member directory listing
- *True Professionals* program
- Online *Find a Tree Care Service* tool

International Society of Arboriculture MEMBERSHIP

Benefits for joining the Florida Chapter:

- Quarterly *Florida Arborist* newsletter
- Discounts on Florida Chapter seminars and online learning
- Discount on annual *Trees Florida Conference and Trade Show*
- Discounts on Florida Chapter merchandise
- Access to Florida Chapter lending library
- Florida Chapter awards program

JOIN BOTH!

- Receive all benefits listed above as well as receive deep discounts on certification and recertification fees



JOIN TODAY!

visit www.FloridaISA.org

I Am What I Am continued from page 22

place to bid on a job in which you have an acceptable level of expertise. Fertilization is a great example. You're there pruning the tree, why not add-on fertilization? And, hey, what the heck, let's spray for the worms on the tree as well while we're there. So you apply the fertilizer without benefit of soil or tissue tests. You apply urea nitrogen because it really greens things up and does so fast. A couple of weeks later the tree turns brown and loses all of its leaves. Are you liable for damages? How about spraying the tree? Do you have a pest control license? Do you attend regular training courses on spraying? Are you insured for pest control issues?

What if you are a consultant and you get a call from an attorney regarding your testimony in a matter that you are aware of and have even been to a seminar on. If you accept the assignment can you demonstrate proficiency and expertise in that particular area if Mr. Pitt Bull crosses you under oath? Best to ask the attorney on the telephone these questions while he is interviewing you and before you accept the assignment. One thing is for certain, the attorney will keep your name on file in the

area(s) of expertise you do have even if you cannot help out on the matter at hand.

I recall once filling out an "expertise" form for a national organization. I checked every box listed. I had expertise in all of the listed categories. About ten years or longer went by and I came across the same form; I checked two boxes. My phone rings with regularity. Less and less; not, more and more. Focus. Narrow. Engage.

It really doesn't matter what in arboriculture you do: grow; prune; remove; install; maintain, or health – you are selling a service. One ought to exemplify the virtues of honor and integrity, and stay within your areas of expertise, while endeavoring to expand your knowledge. If you need to refer a service out, it will come back to you by cross pollination.

If an altruistic approach doesn't work on you may I suggest the Tao of many a man's mentor, Popeye. Or, if that is not effective you have a high probability of one day meeting Mr. Pitt Bull – now there's some motivation for you... ❖

Eisenhower Tree Removed

By THE ASSOCIATED PRESS

February, 2014



The Eisenhower Tree, so much a part of Augusta National Golf Club that not even a sitting United States president could have it taken down, was removed from the 17th hole this past winter because of damage from an ice storm. The loblolly pine that stood about 210 yards off the left of the 17th fairway was named in honor of President Dwight Eisenhower, who found it to be particularly annoying. The former president famously asked to have it removed - and was rebuffed by the club leadership. It was among the most famous trees in golf. It forced players to aim away from it or try to

shape the ball from right to left to avoid it. It has played a prominent role in many Masters Tournaments.

TREE Fund awards over \$44,000 to urban tree researchers and educators

Naperville, IL, April 15, 2014

The Tree Research and Education Endowment Fund (TREE Fund) is pleased to announce the recipients of its 2013 Fall/Winter grants. The five awards total \$44,994 and support urban tree research and education across the globe. With these new awards, the TREE Fund has distributed more than \$6 million in funding since its inception in 2002. Such funding is critical to attain science-based tree care knowledge and practices that effectively address the threats faced by the world's urban forests.

“Scientific research is the best defense against insects, diseases and other threats to the trees in our communities,” says TREE Fund President/CEO M. Janet Bornancin. “We are proud to be funding the research that is so vital to the future of the tree care industry.”

In the 2013 Fall/Winter grant cycle, the TREE Fund awarded two [Jack Kimmel International Grants](#) supporting arboriculture research projects all over the world, and two [John Z. Duling Grants](#) providing “seed” funding for new, innovative research projects. One [Ohio Chapter ISA Education Grant](#) was given to support arboricultural education in Ohio.

THE 2013 FALL/WINTER GRANT RECIPIENTS ARE AS FOLLOWS:

Rich Hauer (University of Wisconsin Stevens Point)

\$10,000 John Z. Duling Grant supports “Assessment of Municipal Urban and Community Programs in the US and Evaluation of Associated Community Capacity.” This research will assess the capacity of municipal urban forestry programs in the United States to manage urban forest populations.

Justin Morgenroth (University of Canterbury, New Zealand)

\$10,000 John Z. Duling Grant supports “[Image-based 3D Urban Tree Modeling](#).” This research aims to develop a simple new method for producing dimensionally-accurate 3D urban tree models using a basic digital camera. This has implications for inventory, tree valuation, hazard tree assessment, benefit modelling, and arboriculture education.

[TREE Fund Awards continued on page 25](#)

TREE Fund Awards continued from page 24

Alessio Fini (University of Florence, Italy)

\$10,000 Jack Kimmel International Grant supports “[Effects of different sidewalk designs on soil characteristics and the growth & physiology of shade tree species.](#)” The project will compare four different profile designs for parking lots, sidewalks, and other paved areas and evaluate the effects on adjacent soil and trees.

Andrew Koeser (University of Florida)

\$9996 Jack Kimmel International Grant supports “[Urban Tree Risk Assessment - Perceptions, Reality & Reliability.](#)” This project will address three aspects of risk assessment as part of a larger research program to evaluate the reliability of commonly used risk assessment methods and improve tree risk prediction models.

Hiram College (Hiram, Ohio)

\$4,998 Ohio Chapter ISA Grant supports “[Environmental Tree Awareness Curriculum.](#)” This project will extend principles of urban forestry and their positive impacts on watersheds into high-school STEM curricula by providing teachers with field books and supplies.

View all past recipients of TREE Fund grants and scholarships [here](#).

About TREE Fund

The TREE Fund's mission is to support sustainable communities and environmental stewardship by funding research, scholarships and education programs essential to the discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry.

The TREE Fund has supported research that has led to important developments in:

- Improving utility line clearing practices
- Understanding air pollution reduction and carbon sequestration by trees
- Determining the costs and benefits of urban trees
- Improving conditions for tree growth in difficult sites
- Strategies to manage diseases and pests that affect urban trees

For more information, visit www.treefund.org.

The Florida Chapter ISA would like to congratulate our own Dr. Andrew Koeser for his success in winning this grant important grant. Pursuant to our Chapter policy, the Florida Chapter ISA is pleased to offer an additional \$5000 to this to his grant.

Congratulations Andrew!

Visit our booth at Trees Florida 2014!

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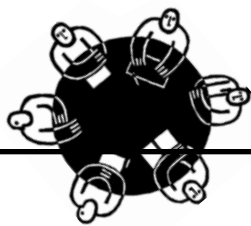


Trees4Florida Public Service Announcements Available at www.treesarecool.com

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.

Access these FREE PSAs by visiting www.treesarecool.com; hover on 'Trees4Florida' in the menu box to the left to make your choice of ad style.



Florida Chapter Board Updates

BOARD SHORTS:

Florida TCC... NOVEMBER 2014



2015 will be a very special year for the Florida Chapter as host for the International ISA Conference in Orlando August 8-12, 2015. The International Tree Climbing Championship held in conjunction with the conference will be scheduled in the spring of 2015 in order to provide cooler temperatures for the climbers. Our Florida Tree Climbing Championship will therefore be moved forward to the fall of 2014 in order to provide our Florida winner adequate time to prepare for the spring 2015 ITCC on "home turf". So mark your calendars! Plans are currently in the works to hold the Florida TCC in Tallahassee during the first weekend of November, 2014. Watch for climber, volunteer and sponsor forms in the FALL issue of the Florida Arborist. ❖

New Fund Matching



The Florida Chapter board unanimously voted to adopt a new policy to establish a fund matching program for tree research here in the state of Florida. The chapter will match grants awarded to Florida arboriculture researchers by the TREE Fund up to the amount of \$5000. If applying for any grant funding from the TREE Fund, please contact the Florida Chapter office for full details on our new Florida program. ❖

Welcome New Board Members!



The Florida Chapter welcomes new at-large members of the board for 2015:

- Chris Marshall, Davey Tree
- Ryan Jones, Attorney at Traub Lieberman Straus & Shrewsbury LLP.
- Dr. Andrew Koeser, Asst. Professor, UF, Gulf Coast Research and Education Center

**JOHN P. WHITE
MEMORIAL SCHOLARSHIP**



Supporting education in the arboriculture/urban forestry industry.

Applications for the Fall 2014 semester are due by
June 15, 2014

[Get More Info ▶](#)

Sponsored by:
Florida Chapter International Society of Arboriculture
and Florida Urban Forestry Council

**To advertise in the
Florida Arborist contact the
Florida Chapter office at
941-342-0153.**

Our electronic version of the Florida Arborist allows for an active link directly to your website!!

Single Issue advertising rates are as follows:
 Full Page - \$250/issue
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 Business Card - \$75/issue
 Classified Ad - \$25/issue

Discounts for a commitment of 4 consecutive issues:
 Full Page - \$200/issue
 Half Page - \$150/issue
 Quarter Page - \$100/issue
 Business Card - \$50/issue
 Classified Ad - \$25/issue

**Prices include one link from the ad to your website.
Additional links are \$25/link per issue.**

call 941-342-0153
or email floridaisa@comcast.net

2014 Certification Exam Schedule

The FLORIDA CHAPTER of ISA is pleased to announce our 2014 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
June 8, 2014	Certified Arborist Exam	Innisbrook Resort 36750 US Hy 19N Palm Harbor FL	7:30 a.m. to 12:00	Norm Easey & TBA		

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 - 2014 Education Schedule

*The schedule below is tentative and subject to changes.

Date	Seminar/Class	Location (s)	Open for Registration
June 8, 9, 10, 2014	Trees Florida - Innisbrook Resort!	Palm Harbor	Register Online!
August 12, 13, 14, 2014	Tree Risk Assessment	West Palm Beach	Register Online!

Welcome!

New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the fourth quarter of 2013. 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.

Michael Morgan, Crawfordville, FL
 Robert Parker, Boynton Beach, FL
 Shawn Judy, Venice, FL
 Ian Wogan, Palmetto Bay, FL
 Betsy Webb, Davenport, FL
 Michael Guzman, Deltona, FL
 Rosali Reyes, Lake Worth, FL
 Scott Tomasko, Margate, FL
 Darrin Salvador, Jacksonville, FL
 Jose Teixeira, Davie, FL
 Gisele Colbert, Coral Gables, FL
 Shane Largent, Saint Petersburg, FL

Anne Vitoreli, Gainesville, FL
 William Rollins, Dade City, FL
 Jose Zarraluqui, Miami, FL
 Rafael Rodriguez, Hollywood, FL
 Jill Cohen, Weston, FL
 Ray Rodriguez, San Juan, PR
 Jonathan Wolfson, Pompano Beach, FL
 Aurelio Ramirez, Boca Raton, FL
 Bryan Guerra, Oakland Park, FL
 Jose Rodas Ponce, Miami, FL
 Richard Blaha, Plantation, FL
 Donald Jacobs, Port Richey, 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 2014 Board Meeting - Dates & Locations

June 7, 2014 - Trees Florida 2014
 September 10, 2014 - Orlando
 November 11, 2014 - Orlando

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

There is currently one ISA certification exam scheduled in Florida within the next six months.. [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.

Florida Chapter currently has 1809 Certified Arborists.

The Florida Chapter would like to congratulate the following 25 individuals for earning their Arborist Certification Municipal Arborist Certification or Utility Arborist Certification during the first quarter of 2014:

Certified Arborist

Bruce C. Avery, Tallahassee, FL
 Tomas Abadie, Parkland, FL
 Edgar Denard Sr., Orlando, FL
 Gregory Dobbins, Tarpon Springs, FL
 Danielle Green, Naples, FL
 Dallas Hazelton, Coral Springs, FL
 James Kelley, Tallahassee, FL
 Robert Kussner, Pompano Beach, FL
 Mihaela Lafleur, Sanford, FL
 Michael Maciejewski, Hallandale, FL
 Hernan Martinez, Miami, FL
 William Mohler III, Fort Lauderdale, FL
 Noe Montero, Loxahatchee, FL
 Luis Moreno, Hialeah, FL
 Michael Morgan, Crawfordville, FL
 Lazaro Quintino, Miami, FL
 Erick Revuelta, Miami, FL
 Louis Schwartz, Jacksonville, FL
 Karl Soderholm, Jacksonville, FL
 Timothy Southby, Fort Lauderdale, FL
 Christina Stocking, Miami Lakes, FL
 Anthony Thompson, Pompano Beach, FL
 Ian Wogan, Palmetto Bay, FL

Municipal Arborist

Darrin Salvador, Jacksonville, FL

Utility Arborist

William Avery, Panama City Beach, FL
 Betsy Webb, Davenport, FL



Are you thinking about becoming certified?

[Visit the International ISA website](#)

to access the certification application handbook with further information.

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.



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