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You can have it 'made in the shade' by planting more diverse trees

Brad Buck, UF/IFAS Communications



Deb Hilbert works on her research project on urban trees. Her doctoral dissertation focused on planting different tree species in urban areas to avoid diseases and canopy destruction. Courtesy, Drew McLean, UF/IFAS.

When we plant the same trees over and over again, we create urban forests that are vulnerable to being wiped out by invading pests and diseases, a University of Florida researcher says.

Deb Hilbert wants to avoid tree deaths. In fact, she and her colleagues at the UF Institute of Food and Agricultural Sciences are trying to plant more diverse tree species – to keep the trees alive and preserve urban canopies.

Why? Although some of us probably take trees for granted, they provide shade, oxygen and they can even boost the human immune system.

With about 90 percent of Florida's residents living in urban areas, UF/IFAS

researchers are determined to plant tree species that will survive longer in cities. To do this, they say they need to plant various types of trees. Usually, oak, crape myrtle and palm trees line yards, streets and parking lots in Florida, but different kinds of trees could be coming.

In fact, new UF/IFAS research shows at least two new tree species survive well in Central Florida and the Tampa Bay area. "You need to mix up the types of trees planted so pests or diseases cannot easily spread from one tree to the next," said Hilbert, who recently completed her doctoral dissertation in urban tree diversity to earn a Ph.D. in environmental horticulture from the UF/IFAS College of Agricultural and Life Sciences.

[Shade continued on page 4](#)



Hello Florida Chapter ISA!

This year is just flying by, and we have accomplished so much in such a short time.

Thank you to everyone who attended our 2021 Trees Florida Conference and Trade show at the beautiful Hammock Beach Resort in Palm Coast. Conference Chair Ron Collins and his fabulous committee deserve huge kudos for a flawless and very successful

event! I could not think of a better way to celebrate the Chapter's 25th year of promoting arboriculture through research, education, and public awareness. Be sure to mark your calendars for [Trees Florida](#) 2022 on June 20-22 at the Sheraton Sand Key Resort in Clearwater Beach.

The [Florida Chapter ISA Board of Directors](#) (BOD) unanimously voted to approve the proposed Executive Transition Strategy to guide the action of BOD and staff to prepare for the transition of the Executive Director position in 2023. The strategy's intent is to provide for an orderly transition to a new Executive Director in a manner that:

- 1) Results in recruiting, hiring, and training a highly capable individual who can move the organization forward,
- 2) Honors Norm Easey's years of dedicated service and leverages his knowledge and expertise to position the new Executive Director for success, and
- 3) Provides for continued high-level service and communications to members and stakeholders.

This strategy is approved by the BOD for use through 2023 with the following four goals:

- 1) Establish a well-designed and structured process for the Executive transition;
- 2) Maintain the highest level of service to members during the staffing and office transition;
- 3) Recruit and hire a new Executive Director;
- 4) Create an on-boarding plan for the new Executive Director.

We look forward to your input and participation as we move through this transition.

The ISA is a professional organization dedicated to continuing education for arborists, to tree care research, and to serving tree care consumers around the world. The Florida Chapter shares this same dedication, with a further commitment to serving the needs particular to Florida's professional


arborists and tree care consumers. Our Chapter is only as strong as its membership, so I encourage you to renew your membership and promote new membership among your colleagues, allowing us to be the strongest possible local advocate for our Florida arboriculture industry.


Yours in Service,


Kimberly Pearson
President, Florida Chapter ISA




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Florida Chapter ISA 2021 Board of Directors

Executive Committee

Kim Pearson, President ('21)
 City of Fort Lauderdale
 101 NE 3rd Avenue
 Fort Lauderdale, FL 33301
 Phone: 954-828-5798
kpearson@fortlauderdale.gov

Rob Calley, Past President ('21)
 Backridge Tree Service Inc.
 717 Edge St.
 Ft. Walton Beach, FL 32547
 Office Phone: 850 240-2829
 Personal Phone: 850 699-2474
backridge17@gmail.com

Jonathan Frank, Vice President ('21)
 Bartlett Tree Experts
 566 NE 42nd Court
 Oakland Park, FL
 Phone: 954-459-5178
jfrank@bartlett.com

Alison Summersill, Treasurer ('20-'21)
 Advance Tree Pros
 7242 Gardner Street
 Winter Park, FL 32792
 Phone: 407-276-2459
ali@advancetreepros.com

Directors

Gareth Coggan, Commercial ('21-'23)
 Florida Tree Care Company
 PO Box 1097
 Windermere, FL 34786
 Phone- 407-494-3582
mail@fltree.com

Lori Ballard, Consulting Arborist Representative ('19-'21)
 E Sciences
 2329 Sunset Point Rd.
 Clearwater, FL 33675
 Cell: 727-403-5980
ballard@esciencesinc.com

Michael Marshall, Grower Representative ('21-'23)
 Marshall Tree Farm
 17350 SE 65th Street
 Morriston, FL 32668
 Phone: 352-528-3880
Michael@marshalltrees.com

Dr. Andrew Koeser, Educator Representative ('19 - '21)
 University of Florida
 14625 CR 672
 Wimauma, FL 33598
 Phone: 813-633-4150
akoeser@ufl.edu

Matt Anderson, Municipal Arborist Representative ('20-'22)
 City of Clearwater
 507 Vine Street
 Clearwater, FL 33755
Matt.Anderson@MyClearwater.com

Barry Grubb, Utility Arborist Representative ('20-'22)
 Florida Power & Light
 PO Box 1119
 Sarasota, FL 34230
barry.l.grubb@fpl.com

Brian Gould, Climbing Representative ('21 - '23)
 Tree Care Technologies, LLC
 8037 Crushed Pepper Ave.
 Orlando, FL 32817
 Phone: 407-285-1713
bgould@treecaretechnologies.com

Justin Freedman FUGC Representative ('19 - '21)
 E Sciences, Inc.
 224 SE 9th Street
 Fort Lauderdale, FL 33316
 Phone: 954-484-8500
jfreedman@esciencesinc.com

Jeffery Van Treese II Attorney Representative ('19-)
 PO Box 971252
 Boca Raton, FL 33497
jvt2law@gmail.com

Quatisha Oguntoyinbo-Rashad, At Large ('21)
 City of Miami
 444 SW 2nd Avenue 3rd Floor
 Miami, FL 33130
 Phone: 305-763-5159
Qoguntoyinbo-rashad@miamigov.com

Bonnie Marshall, At Large ('21)
 Juniper Landscaping
 2504 64 Street Court East
 Bradenton, FL 34208
 Phone: 352-316-0264
Bonnie.marshall@juniperlandscaping.com

Florida Chapter Trustee:
 Mr. Rick Joyce
Florida Chapter Standby Interim Director:
 Dr. Andrew Koeser

Administration
 Norm Easey, Chief Executive Officer
 Jan Easey, Admin. Assist.
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We honor and thank the Florida Chapter ISA Past Presidents

2020 - Rob Calley
 2019 - Adam Jackson
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 2016 - Bonnie Marshall
 2015 - Celeste White
 2014 - Dr. AD Ali

2013 - Patrick Miller
 2012 - Eric Hoyer
 2011 - Don Winsett
 2010 - David Reilly
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 2004 - Michael Marshall
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 2002 - Perry Odom
 2001 - Loren Westenberger
 2000 - Dane Buell

1999 - Dr. Ed Gilman
 1998 - Richard Bailey
 1997 - Joe Samnik
 1996 - Joe Samnik

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[Shade continued from page 1](#)

Many times throughout history, pests have brought devastating diseases that have wiped out urban trees.

For instance, in 2002, an invasive beetle species – the emerald ash borer – hitchhiked from Asia to destroy millions of ash trees in North America. Impacted cities have spent more than \$10 billion to manage the borer’s devastation. The \$10 billion does not include the intrinsic value of trees. If they die, trees leave behind empty streets, drastically changing landscapes that offer far less beauty, Hilbert said.

“We do not want this to happen in Florida,” she said. “Unfortunately, in highly built-up parts of the state, we plant just a few types of trees.”

To conduct her research, Hilbert studied less-common urban tree species in Hillsborough, Orange, Pinellas and Polk counties. To decide which species to monitor, she worked with urban foresters, arborists, UF/IFAS Extension agents and nursery growers. Hilbert studied five tree species — sugarberry, yaupon holly, pond cypress, winged elm and Walter’s viburnum (200 trees in all) — and found that two tree species survive well in those urban areas: Water’s viburnum and winged elm.

She also conducted focus groups of nursery growers, urban foresters and others to find the challenges and opportunities to expanding species in Florida.

Various pressures influence which trees each group of stakeholders selects for planting in the cities. For instance, growers said consumer demand tells them which trees to grow and sell. On the other hand, landscape designers and municipal foresters said regulations – such as city ordinances – limit the diversity of trees they can plant.

“A cool thing about the focus group meetings was that the different stakeholders were actually very understanding of each other’s experiences and constraints and were willing to keep talking about solutions,” Hilbert said. “Other cities in Florida and around the world can now use our process to choose the most appropriate, underutilized trees to meet their needs.”

Hilbert’s doctoral advisor, UF/IFAS environmental hor-


ticulture associate professor Andrew Koeser, says her



*Winged elm street trees
Courtesy, Joseph O’Brien, USDA Forest Service*

research lays a solid foundation for future work to reduce our overreliance on “just a handful of tree types.”

“Right now, Florida cities — and most cities around the word — are largely betting big on a handful of tree species,” said Koeser, a faculty member at the Gulf Coast Research and Education Center. “This will end up costing us dearly when the next pest or disease strikes. With Florida’s rapid rate of development, we have an opportunity like few other places to shape a new, diverse, and resilient urban forest.”❖



TREE Fund Update

TREE Fund Tour des Trees
August 28 - September 3

Registration to ride in the 2021 Tour has closed but you can still register to join us virtually! [Click here to register](#). Or, [click here](#) to donate to your favorite Florida rider!

See [TREE Fund Tour des Trees](#) for more details on this year’s ride.



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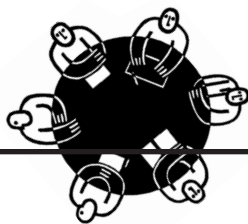
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Florida Chapter Board Updates

BOARD SHORTS:

THANK YOU



The Board thanks all sponsors and exhibitors, attendees, speakers and volunteers who participated in Trees Florida 2021 Conference and Trade Show in Palm Coast in June. The event rivaled the Trees Florida that was held in the same location in 2017. It was GREAT to see folks that we haven't seen in over a year, not only during the educational sessions but also at the social events. The Pub Crawl was in a quaint outdoor European-style courtyard that accommodated our group along with a great band! Our outdoor Havana Social, complete with cigar rolling and rum tasting, was muy bueno! We hope everyone who attended had some great educational opportunities and also had some time to reconnect and have some fun.

Our Trees Florida 2022 Conference and Trade Show will be on Clearwater Beach at the Sheraton Sand Key Resort. If this sounds familiar, you'll remember that this was our original venue for the 2020 conference that got cancelled due to COVID. We're looking forward to our stay there for 2022. Watch for all our announcements starting at the beginning of 2022; the special room block for hotel rooms is often available starting in the early spring and our conference registration opens in early April.

ISA EXECUTIVE DIRECTOR WELCOMED



The Florida Chapter Board welcomed ISA Executive Director, Caitlyn Polihan, to the July Board meeting to discuss ISA headquarters post-covid re-opening in Atlanta. She was able to describe some upcoming projects and policies that ISA is working on.

BOARD STRATEGY PLANNING



The Florida Chapter board of directors devoted 2 days (just prior to the Trees Florida Conference and Trade Show) to attend strategy planning meetings for the Executive Director transition that is earmarked for September 2023. As many of you know, Florida Chapter CEO, Norm Easey will retire from his position at the Florida Chapter ISA in 2023. The Board of Directors Executive Transition Strategy Task Force is working with consultant, Paul Reis of Insightful Nature, to review and develop the Florida Chapter's plan for the transition once Norm retires in 2 years.

FLORIDA TCC EVENTS



After the cancellation of the 2020 and 2021 Florida TCC events, the board would like climbers to know that the Florida TCC event is currently on track to be held in March, 2022 in the Orlando area once again. Watch for announcements on the location and firm dates. The registration typically opens during the month of December.

Remember that climbers who register as a non-member will be provided a 1-year membership in the Florida Chapter. We like to see new climbers join our organization!

JOHN WHITE SCHOLARSIP



The board congratulates John White Scholarship recipient, Stefano Alvernia for the Fall 2021 semester. Stefano is a graduate student at the University of Central Florida, majoring in Urban and Regional Planning. Applications for the Spring 2022 semester scholarship are due by November 15, 2021.

Even a Single Tree Can Help Cool Down a City at Nighttime. Here's How

Carly Cassella July 18, 2021



Photo: James O'Neil/Getty Images

On a hot summer day in a city, one of the best places to cool off is in a forested park. Underneath the trees, temperatures can drop significantly, both from the shadow of the canopy and from the cool ‘sweat’ released by their leaves.

Even just a single tree could create a more comfortable microclimate, according to a new study. When researchers parked cars with temperature sensors underneath the shade of scattered trees around Washington, DC, they noticed a significant cooling effect.

Over the course of one hot day and night, the team gathered more than 70,000 air temperature readings in various different settings around the city. Compared to streets without any trees at all, those that had a smattering of canopies were cooler in the evenings.

Even when the sun set completely and the leaves stopped transpiring, the neighborhoods with trees experienced cooler temperatures throughout the night.

“There are plenty of good reasons to plant trees, but our study shows we shouldn’t underestimate the role that individual trees can play in mitigating heat in urban areas,” says environmental scientist Michael Alonzo from American University.

“City planners can take advantage of the small spaces

that abound in urban areas to plant individual trees.”

Trees are known to cool down city dwellers and city buildings, acting sort of like air conditioners.

Shade obviously plays a part, reducing the radiation that hits and heats the ground, but the transpiration of leaves on a hot day can also have an impact on local temperatures.

How to actually measure or model that impact is quite the challenge, especially when there are a bunch of other factors at play, including the extent of the canopy, the ground cover, the season, the health of the trees, and the time of day.

In the afternoon, for instance, some studies have found it takes at least 40 percent canopy coverage before the forest in a park is cooled down. Yet it’s still unclear if those benefits last after sundown or extend to trees that are more spread out.

The study in Washington provides new information on the subject. In the afternoon, the authors found the canopy of a forested park cooled things down by 1.8 °C, which is higher than previous estimates.

[*Single continued on page 8*](#)



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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

Single continued form page 7

Single trees had no such effect, but in the evening, those single trees made a difference. In the study, a single 15-meter-tall tree (49 feet) would cast a shadow a 14-meter shadow in the afternoon. By the evening, that tree's shadow increased to 56 meters. Practically, this meant that just a smattering of canopies could cover the same amount of ground as a dense forest by the end of the day.

Together, when the shadows of these individual canopies combined to cover 50 percent of an area, researchers measured significantly lower temperatures – up to 1.4 °C lower, to be exact.

Even after sundown, when the canopies of scattered trees only covered about 20 percent of the area, the team noticed a cooling effect.

In summertime, urban areas without much greenery can turn into heat islands, and rising temperatures from climate change are going to make it even harder for city dwellers to find relief.

“Evenings are not quite the respite from heat that we once had,” says Alonzo.

“These distributed trees do help the city cool off in the evening and that’s important for human health.”

Planting trees is a way to provide these populations with ample shaded area, and even when there isn’t space for a forest, the new findings suggest a single tree will do.

The study was published in Environmental Research Letters. <https://iopscience.iop.org/article/10.1088/1748-9326/ac12f2> ❖



OUR TEAM

JOHN HOLZAEFEL, CA, TRAQ
(352)238-0917

ERIC HOYER, CA, RCA, TRAQ
(863)670-0734

CHARLIE MARCUS, CA, TRAQ
(850)570-5963

STAN ROSENTHAL, TRAQ
(850)508-6771

JAY VOGEL, CA
(352)238-0458

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2020-2021 Florida Chapter Awards

The Florida Chapter proudly congratulates the following individuals who were nominated by their peers and selected by the Awards Committee for their contributions to arboriculture and to the Chapter. Hats off to you all. Thank you for your special talents in the industry!

The awards ceremony was held during the June Trees Florida Conference luncheon. Thunderous applause greeted the recipients for:



EDWARD W. BOK AWARD

The Bok Award is the highest award category awarded by the Florida Chapter ISA. This award will be presented from time to time, as deemed appropriate by the Awards Committee, to that individual whose lifetime achievement is exemplary to the goals and mission statement of the Florida Chapter.

<<2020: *Eric Hoyer, presented by 2020 president, Rob Calley*
2021: *Alan Mayberry, presented by 2021 president, Kim Pearson*>>



AWARD FOR EXCELLENCE IN EDUCATION

This award is given to an individual who has made an outstanding contribution to the education of the Florida Chapter members or to the sum knowledge of arboriculture.

<<2020: *Dr. Ed Gilman, presented by 2020 president, Rob Calley*
2021: *Lori Ballard, presented by 2021 president, Kim Pearson*>>



AWARD OF DISTINCTION

This award shall be bestowed upon an individual, long standing active member (10 years or more) who has provided substantial, long-term contribution to the advancement of the purpose and substance of the Florida Chapter.

<<2020: *Bonnie Marshall, presented by 2020 president, Rob Calley*
2021: *Ron Litts, presented by 2021 president, Kim Pearson*>>



THE LOREN WESTENBERGER AWARD

This award shall be given to an individual who, like Loren Westenberg, has practiced the professional principles of arboriculture consistent with the mission and objectives of the Florida Chapter ISA to better the environment for future generations.

<<2020: *Mark Torok, presented by 2020 president, Rob Calley*
2021: *Dale Meagher, presented by 2021 president, Kim Pearson*>>



PRESIDENT'S AWARD OF MERIT

This award is bestowed upon an individual active member to recognize outstanding meritorious service in advancing the principles, ideas and practices of progressive arboriculture. This recipient will be chosen by the Florida Chapter ISA immediate past president.

<<2020: *Jan Easey, presented by 2019 president, Adam Jackson*
2021: *Lori Ballard, presented by 2020 president, Rob Calley*>>



Consultant's Corner

by Joe Samnik, Expert Forensic Arborist



SO, YOU WANT TO BECOME AN EXPERT WITNESS

It takes 20 years to know it all. It takes another 10 years to learn what you don't know after you know it all; educated. Then, you can work on a legacy should you choose.

That's not to say you must invest 30 years of field application and hard knocks to become an expert witness. There are plenty of good expert witnesses that have a 10-year track record. Some even less than that. But to become a pipe puffing pontificator, you're looking at least two decades of hard work.

Along the way many misconceptions are formed on what it takes to be an expert witness. Presented for your reading pleasure are some of those common misconceptions:

1. Jurors, and collectively the jury, do not in fact necessarily like or trust you. To a very large extent many jurors perceive an expert witness as Daddy War Bucks - out to make the buck. The expert is in it for the money, period. You are a hired gun and will say anything you are paid to say.
2. Further, many folks are hesitant to believe or accept that somebody needs to tell them the facts, so that they, the jurors, are in a better position to make a decision.
3. You are not needed to supply science and facts as these necessary ingredients have already been learned in the life experiences and innate intelligence of those that are listening to you. After all, there is the web where any answer to any question is easily found and located. You are in the courtroom simply because someone did their homework and found you on some list server or industry dating web service where experts list their credentials for the shopping pleasure of attorneys. At a significant cost, of course.

4. For every science-based opinion from any leading expert, there is a juxtaposition in that opinion. Within our profession there are credible people that disagree; thus, the need for a second opinion just like in medicine. Yours is but one opinion. The expert across from you has a different opinion. That's why you're in court. Experts can cancel one another out. There is only one exception to this "rule".
5. Merit badges aren't necessarily impressive and may well be off-putting. No, it is not being suggested or recommended that you do not aspire for credentials in our industry. And congratulations if you have them. Certified Arborist; TRAQ, BCMA, and the like, are all worthwhile goals to achieve. But, if you are hanging your hat on those credentials as an anchoring point for credibility with a jury, you placed your bet on the wrong square. We have all seen the business card or signature line where alphabet soup follows a person's name. Most people not associated with arboriculture have no idea what all those initials following your name even mean. Many immediately tend to believe it is a smokescreen for an insecure person or just plain old bragging. Balance. Credentials, yes; braggadocio, no.
6. The more you know about trees, the better expert witness you will be. You think you know a lot about trees until you are cross-examined by opposing counsel. Attorneys are trained and have an extremely high skill level of demonstrating that $2+2=5$. It is true that one of the very few advantages in a courtroom is knowing more about the subject matter



[Expert continued on page 12](#)

Expert continued from page 11

than the attorney cross-examining you. However, their skill level and training are extremely high in convincing the jury that what you say is not so, or, what you say has more than one answer. Doubt. Yes, you must know tree biology and other science and expertise relating to your craft. But it is not the winning ticket to a jury verdict in your client’s favor.

7. You must have a PhD in the subject matter to be effective while testifying or the Dean of the Harvard Department of Arboriculture. One of the finest examples of the falsehood in this thinking was the auto mechanic who did not get past the 5th grade in school. He was, technically, ignorant. Yet his expertise in building transmissions carried the day in his sworn testimony regarding an automobile accident. Think: My Cousin Vinny.
8. The expert across from you has testified a bazillion times, and you’re new at testifying. There is no linkage and successful outcomes between the witness who has testified innumerable times versus the expert who has not. It is true that attorneys do seek a history of testifying when deciding upon an expert to retain. After all is said and done, an attorney would typically prefer an expert that knows how to build a campfire versus the expert who has a merit badge in building campfires. There is a first time for everything; this includes testifying. Keep your eyes on the prize. That prize doesn’t change regardless of how many times you have addressed it.
9. An attorney’s belief and confidence in you is based upon you being a professional, have experience and expertise, and those qualities somehow equate into you being a good witness (buzzer sound in the background indicating an incorrect answer). Practice in fact does not

make perfect. Perfect practice makes perfect. Do not be hesitant while insisting that the attorney who retained you spend time with you in trial preparation. There’s just too much to know without professional guidance. This has nothing to do with canned responses and tricks or the secret of the trade, so to speak, while you are testifying. It does have everything to do with legal nuances that may adversely affect your testimony. You know trees. You do not know the law. Insist on some preparation time from the attorney who retained you.

10. The longer your report, the better expert you are. Many testifying experts or consultants for that matter, seem to charge by the pound for their reports. Longer is not better, and more expensive. There are exceptions. Federal court comes to mind. If your opinions are not in a written report, you’re not going to testify to them in court. Those can be very long reports. But in many situations, the best report is the report that is never written. Or the report that lists your assignment parameters, summary opinions, and the statement that declares you have support documentation in your files. One page, the opposing attorney can then discover your supporting documentation during deposition. Of course, your retaining attorney is the only person that will be able to answer the question of whether a written report is necessary or not. I have sat in seminars presented by ASCA on how to write a report; very good information. But theirs is not the only way to write a report. I have sat in seminars on report writing presented by attorneys; a very different approach to report writing. Do not get hoodwinked into thinking there is only one effective way to write a report because there is not. Beware of the provider who insists it’s their way or the highway.

Expert continued on page 13

**NAVIGATING THE NEW FLORIDA TREE LAW:
FLORIDA STATUTE 163.045**

FORT LAUDERDALE AREA: Friday, September 24, 2021
ORLANDO: Friday, October 1, 2021

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ISA FLORIDA CHAPTER | UF UNIVERSITY OF FLORIDA IFAS Extension

Expert continued from page 12

I do wish you well in your journey of becoming a good expert witness. It is not a path that everyone chooses and for obvious reasons. It is a very high-stake engagement. Your credibility can be brought into question. Your reputation can be ruined by a single cross-examination event. There are however very rewarding outcomes. You are working in the heartbeat of the Bill of Rights. You are bringing resolution, one way or the other, too many people in desperate times and need. In many instances, it's not a decision, but rather an extension of a consulting assignment in which you will find yourself in court as an expert witness. My very best to you. ❖

Florida Chapter ISA Women in Arboriculture

Thank you to all that attended 2021 Trees Florida Conference and Trade Show at Hammock Beach Resort in Palm Coast. The Women in Arboriculture breakfast and following break-out session was well attended and welcomed 21 new members! Dr. Deb Hilbert, Dr. Mysha Clarke, and Ms. Lisa Hammer each demonstrated professional excellence in their presentations and handled stimulating dialogue with ease in a subsequent panel discussion. We will be working with future Trees Florida planning committees to continue this breakfast and breakout session at future Florida ISA conferences.

PROTECTING THE REPUTATION OF THE UTILITIES WE SERVE...

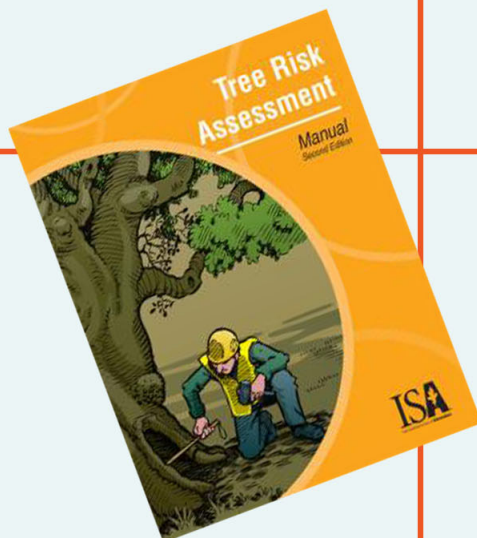
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See the videos

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ISA Tree Risk Assessment Qualification FULL 3-DAY COURSE PALM COAST, FL:

**WEDNESDAY, November 17, 2021
thru FRIDAY, November 19, 2021**

**CITY OF PALM COAST COMMUNITY CENTER:
305 Palm Coast Parkway NE
Palm Coast, FL 32137**

**CEUs: Certified Arborist, Municipal Specialist or Tree Worker Specialist: 14.5
BCMA: Mng-6 / Pract-6 / Sci-2.5**

Trees Florida 2021: Hammock Beach Resort in Palm Coast

Photos courtesy of Quatisha Oguntoyinbo-Rashad, Florida Chapter Board member



Welcome! Trees Florida 2021 Chair, Ron Collins



Celebrating 25 Years



That's a busy schedule!



Attendees from near and far.



Some of the hard workers who made it all happen for you.



Top-notch education.



Women in Arboriculture breakfast program.



Lunchtime networking



Trade Show and Silent Auction



Let the bidding begin!



Fun and skill at the TREE Fund 'Ring Toss for the Trees'



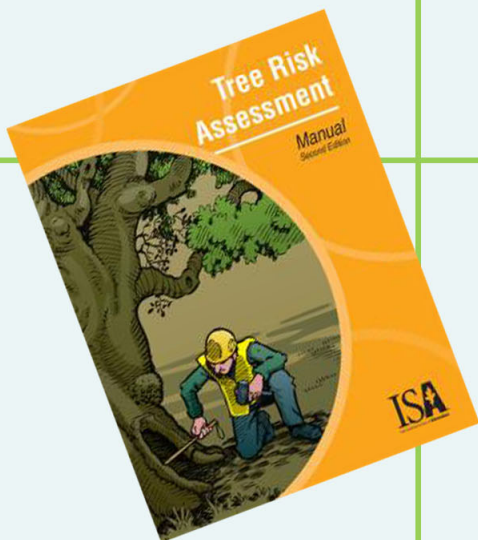
Havana Nights Cuban Cigar rolling demonstration



... and rum tasting!



Catching up on some fun after a year of COVID!



ISA Tree Risk Assessment Qualification 1-DAY RENEWAL: PALM COAST, FL:

TUESDAY, November 16, 2021

CITY OF PALM COAST COMMUNITY CENTER:
305 Palm Coast Parkway NE
Palm Coast, FL 32137

CEUs: Certified Arborist, Municipal Specialist or Tree Worker Specialist: 5
BCMA: Mng-2 / Pract-2 / Sci-1

Trees Are Carbon Storage Heroes



Mature trees like this Elm can sequester more than 48 pounds of carbon dioxide in a single year. Photo by USDA Forest Service

Trees sequester carbon as they're growing from the soil and store it when their lumber is used to build our homes.

To grow, a tree needs water, sunlight, minerals, and carbon dioxide. During photosynthesis, a tree converts these ingredients to sugars that feed the tree and fuel its growth. The carbon dioxide used by the tree is permanently stored in its fibers.

In one year, a mature live tree can absorb more than [48 pounds of carbon dioxide](#).



Life Cycle Assessment diagram. LCA is an international standard that captures the environmental impact of a given product from birth to death. USDA Forest Service image.

So, whether the tree is still growing or used to make a wood product, carbon is sequestered until the tree or wood experiences another physical event—like fire or decomposition—that releases its carbon.

But it's hard to talk about how wood products store carbon without talking about how to assess the impact of a product's carbon storage capacity versus the carbon cost of its fabrication.

In a [2019 journal article](#), "Life Cycle Assessment of Forest-based Products: A Review," Forest Products Laboratory (FPL) researchers explain the use of an internationally accepted standard method called Life Cycle Assessment (LCA). It maps the life of a product

[Carbon continued on page 17](#)

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Carbon continued from page 16

holistically from birth to death, or cradle-to-grave, and analyzes how much environmental impact a product will have on the planet. LCA compares how much carbon is stored versus how much was produced during a



The 25-story Ascent Building under construction with mass timber products in Milwaukee, WI. Photo by Thornton Tomasetti and Korb + Associates

product’s manufacture.

Using LCA, researchers found that with sustainable forest management, forests and wood products sequestering carbon have great potential to reduce climate change impacts.

LCA studies found that cross-laminated timber buildings environmentally performed better overall (such as lower global warming effects and greater carbon storage) than other buildings constructed from non-timber materials.



Cross-laminated timber. Photo by Darryl Byle, stock.adobe.com

FPL researcher [Hongmei Gu](#), explained, “With the mass timber building’s carbon storage benefit, I always like to envision it as a medium to move trees from the forest to the city and open more spaces to grow next generation trees—mass timber is a perfect example of renewable and sustainable.”

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**
- Half Page - \$200/issue**
- Quarter Page - \$150/issue**
- Business Card - \$75/issue**
- Classified Ad - \$25/issue**

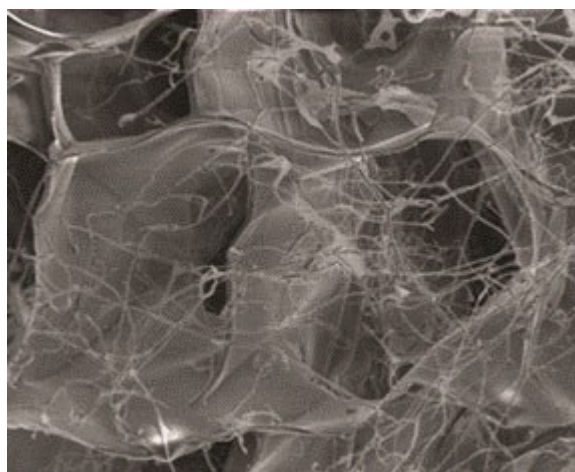
Discounts for a commitment of 4 consecutive issues:

- 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 jan@floridaisa.org**

Furthermore, Gu said, “With the immediate carbon emission reduction benefit from replacing fossil-based non-renewable concrete and steel with renewable mass timber products, the urgent climate change crisis can be



The tiny fibers of nanocellulose under a microscope. USDA Forest Service.

mitigated now to help save our future.”

Regardless of wood product size, trees will store carbon. That’s the case for nanocellulose. It is [made by breaking wood \(or plant\) fi-](#)

Carbon continued on page 18

Carbon continued from page 17

[bers down](#) to [nano-scale](#) rods and filaments.

Nanocellulose can be produced sustainably, has low environmental impact, and is biodegradable. Adding



Precasting of cellulose-nanocrystal-infused concrete bridge planks. Photo by Michael Goergen, U.S. Endowment.

nanocellulose to existing products, such as concrete or plastic, can reduce carbon emissions because nanocellulose can make materials and products perform better, so less of the material is needed to do the same job.



For example, cement, an ingredient of concrete, [is the third largest industrial source](#) of greenhouse gases. Adding

Dr. Richard (Rick) Bergman – Statistics, Life Cycle Analysis, and Economics Research Supervisory Research Forest Products Technologist



A bridge in California being constructed from cellulose-nanocrystal-infused concrete. Photo by Michael Goergen, U.S. Endowment.

trees as a [concrete additive](#) can significantly reduce CO2 emissions and create a stronger, longer lasting product, all while storing carbon.

From being a microscopic additive to constructing tall buildings, wood products of any size can have big, positive environmental impacts in the fight against climate change.

In the journal article, "[The Carbon Impacts of Wood Products](#)," FPL researcher [Rick Bergman](#) explained that they found a significant two pounds of carbon savings per pound of wood when using wood products to construct buildings versus buildings constructed with non-wood alternatives. During their thorough analysis of various wood types and products (from cradle to grave), they found that if the trees were harvested sustainably, all wood products resulted in a net emission savings compared with non-wood alternatives. Sustainable forestry can create a sustainable wood products economy for a sustainable planet.

Carbon continued on page 19

Florida Chapter ISA - 2021 Education Schedule

*The schedule below is tentative and subject to changes.

[View Florida Chapter Seminars Online](#)

Date	Seminar/Class	Location (s)	Open for Registration
September 24, 2021	Navigating the New FL Tree Law	Pompano Beach	Register Online
October 1, 2021	Navigating the New FL Tree Law	Orlando	Register Online
November 16, 2021	1-Day TRAQ Renewal	Palm Coast	Register Online
November 17-19, 2021	3-Day TRAQ	Palm Coast	Register Online
November 17, 2021	Intro to Tree Climbing	Palm Coast	Register Online

Carbon continued from page 18

To find out more about the extraordinary contributions our researchers are making to the world of wood science, please visit the Forest Products Laboratory at <https://www.fpl.fs.fed.us/>. ❖

MARK YOUR CALENDARS & SIGN UP TODAY



The 7th Annual Saluting Branches Day of Service will be held on Wednesday, September 22, 2021.

VOLUNTEER TODAY!

The annual Saluting Branches Volunteer Day in Florida will be held at three Florida Veterans' Cemeteries on September 22, 2021: the [Tallahassee National Cemetery](#), and the [Florida National Cemetery in Bushnell](#).

Click your chosen location listed above to sign up.

International Society of Arboriculture Council of Representatives Report

The Council of Representatives (CoR) is comprised of one voting member from each ISA Chapter, Professional Affiliate, and the Credentialing Council. It also includes non-voting members from each of ISA's Associate Organizations and the TREE Fund (collectively called components).

The CoR is an integral part of the governance of ISA, with their mission statement pledging CoR to support ISA by facilitating collaboration between their components and the ISA Board of Directors. To accomplish this collaboration, the CoR establishes and administers an appropriate forum where this collaboration can occur to foster the free exchange of ideas and information among their component organizations and the membership.

If you have questions, concerns, information, ideas, or any topic you wish to discuss, please contact [Kimberly Pearson](#), CoR Executive Committee Chair. ❖



NOTE: NO LATE REGISTRATIONS will be available for this class. After Nov 12th, Call 941-342-0153 & leave message to ask about walk-in availability.

INTRODUCTION TO TREE CLIMBING FOR ARBORISTS

**ONE DAY - ONE LOCATION:
CITY OF PALM COAST (FL East Coast)
Wednesday, November 17, 2021**

Limited to 30 students

CEUs: ISA: 7 BCMA: 7-M CTSP: applied for

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News From International

REMINDER: ISA CREDENTIAL EXTENSIONS GRANTED

ISA has announced that given the limitations imposed throughout the world by the COVID global pandemic, deadlines for re-certification and/or qualification renewals have been extended:

- o Certifications for the December 2020 cycle: All certification holders with a certification expiration date set for December 31, 2020 will receive an additional extension until October 27, 2021 to meet all recertification requirements and complete the recertification process.
- o Certifications for the June 2021 cycle: All certification holders with a certification expiration date set for June 30, 2021 will receive an extension until December 27, 2021 to meet all recertification requirements and complete the recertification process.
- o TRAQ qualification holders with an expiration date currently set between June 30, 2021 and December 30, 2021 will receive an extension until December 31, 2021 to renew their ISA TRAQ credential. ISA has also developed a new option to take the 1-day TRAQ renewal course and exam as a computer-based event; these computer-based events are listed with in-person events on the ISA events calendar.

2021 INTERNATIONAL CONFERENCE UPDATE

ISA has decided to hold their 2021 ISA Conference virtually in December, 2021, similar to the event held virtually in 2020. Updates will be available on their website.

The next in-person ISA Conference will be held [during September 2022 in Malmo, Sweden](#).



2021 INTERNATIONAL TREE CLIMBING COMPETITION UPDATE

With the uncertainty of future shut downs, and the continuation of travel and meeting restrictions globally ISA made the decision to not hold the 2021 International Tree Climbing Competition (ITCC). The safety of our members, competitors, volunteers, and team members remains our priority. Along with this decision, they have announced an extension of the current version of the ITCC rule book until August 1 of 2022.

The next ITCC will be held in [September of 2022 in Copenhagen, Denmark](#).

DIGITAL BADGES FOR CREDENTIAL-HOLDERS

Remember that credential-holders can now showcase their expertise by using the ISA Digital Badge platform. Add a digital badge to your signature on your emails! Go to isa-arbor.com. From the menu chose "Credentials" and then "Digital Badges" in the dark blue menu box. Click on "Retrieve Your Digital Credential" to continue.



Welcome!

New Florida Chapter Members

Below are the individuals that joined the Florida Chapter during the second quarter of 2021. 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.

We would like to also thank our renewing members throughout the past year. We sincerely appreciate your support of the Florida Chapter, especially during these current unusual times.

- | | | |
|---|--|---|
| Leonardo Alejandre, Tamarac, FL | Bryan A. Horn, Seffner, FL | Dayana Ramirez, Davie, FL |
| Mary Barnwell, Tampa, FL | Kari Hurst, Ocala, FL | Eliezer S. Rivera, Bradenton, FL |
| Marco A. Benítez, Palmetto, FL | Gus Iatrellis, Miami, FL | Tracy Rivera, Bunnell, FL |
| Charles E Billue, St. Petersburg, FL | Isaiah Ireland, Fort Myers, FL | Antonio Rodriguez, Royal Palm Beach, FL |
| Harold R. Brady, Southern Pines, NC | Arturo Izquierdo, West Palm Beach, FL | Christopher Roush, Longwood, FL |
| William P Carleton, Clermont, FL | Sydney Jimenez, Coconut Creek, FL | Rodney Rowe, Pensacola, FL |
| Gretchen Carr, Jupiter, FL | Alyssa Judy, Venice, FL | Clayton T. Salome, Gainesville, FL |
| Susan Carter, Windermere, FL | Lorena Kelley, West Palm Beach, FL | Josue D. Sandoval, Miami, FL |
| Chris Clark, Andalusia, AL | Mark Landry, Dade City, FL | Eric Scovack, Weirsdale, FL |
| Russell A. Clark, Holiday, FL | Joel Leach, DeLand, FL | Casey B. Silvers, Saint Petersburg, FL |
| Logan Cotney, Valley, AL | Jason Lee, Gainesville, FL | Leon Smith, Lady Lake, FL |
| David L. Craddock, Palm Bay, FL | Carlos Lopez, Saint Cloud, FL | Albert Spearman, Fruitland Park, FL |
| Jason Crews, Orlando, FL | Gilberto M. Rodriguez, Largo, FL | Kelly Stafford, Pinellas Park, FL |
| Christopher Dillon, Pinellas Park, FL | Matthew J. Mattocks, Pinellas Park, FL | Tyron L. Summerall, Winter Haven, FL |
| William Eddy, Clearwater, FL | Hunter McCullough, Jacksonville, FL | Robert S. Thomas, Coconut Creek, FL |
| Luis Estevez, Sunrise, FL | Maximillion Meader, Oviedo, FL | Signe Ulsamer, Tallahassee, FL |
| Laurie C. Fahey, Orlando, FL | Kenia Medina, Miami, FL | David E. Valenzuela, Stuart, FL |
| Tamron Fernandez, Saint Cloud, FL | Erik Miranda, Pierson, FL | Matthew Ward, Saint Petersburg, FL |
| Karen B. Galligan, St Augustine, FL | Joseph Mlinar, Largo, FL | C.W. Wilson, Boynton Beach, FL |
| Don Garrison, St. Petersburg, FL | Stepanka Newman, Seminole, FL | Errol Wisdom, Miramar, FL |
| Lauren Geller, Ocala, FL | Chris O'Hara, Palm Bay, FL | Mike Woodard, New Port Richey, FL |
| Stefano Ghirimoldi, Naples, FL | Carolina Olivera, Weston, FL | Matthew Yosten, Muenster, TX |
| John P. Giedraitis, College Station, TX | Justin Orion, Fort Myers, FL | Joshua Yount, Orlando, FL |
| James Guenther, Leesburg, FL | Shawn Penniman, St. Petersburg, FL | Jeff Zemlik, Grand Bay, AL |
| Laurie Hall, Alachua, FL | Angelo L. Perez, Orlando, FL | |
| Joshua Harper, Fort White, FL | Christopher R. Pope, Spanish Fort, AL | |

**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:
jan@floridaisa.org

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 2021 Board Meeting - Dates & Locations

September 17, 2021: TBA
November 11, 2021: TBA

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

[Click here to view all scheduled exams](#); clicking on the “state” column will group all Florida exams together for easy searching. Relatively few in-person exams are currently scheduled; look into taking your exam at a Pearson Testing Center (throughout Florida - most are open with COVID safety precautions).

See the [ISA International](#) website for more information about the various ISA arborist credentials and how to earn them.

Florida Chapter currently has 2134 Certified Arborists.

The Florida Chapter would like to congratulate the following 113 Florida or Florida Chapter individuals for earning their certifications during the 2nd quarter of 2021 as Certified Arborist, Board Certified Master Arborist, Municipal Specialist, and Utility Specialist as well as TRAQ Qualified:

Certified Arborist

Melanie Bergeron, Jersey City, NJ
 Joshua A. Bott, Pembroke Pines, FL
 Charles Carr, Homestead, FL
 Justin M. Carris, Tampa, FL
 Justin Combs, Clermont, FL
 Jason Crews, Orlando, FL
 Mathew Dombrowski, Dunedin, FL
 Candice M. Duffey, Brandon, FL
 Jacob Gambino, Tamarac, FL
 Don Garrison, St. Petersburg, FL
 Katherine A. Gault, Palm Bay, FL
 Justin Gearhart, Pinellas Park, FL
 Colton T. Griffiths, Venice, FL
 Omayra Guedes, Miami, FL
 James Guenther, Leesburg, FL
 Dennis J. Halenkamp, Pinellas Park, FL
 Gilberto J. Rodriguez, Largo, FL
 Ambyr Marsicano, Bradenton, FL
 Eric J. Mayorga, Miami, FL
 Corey B. Moore, Hobe Sound, FL
 Kevin O’Steen, Plantation, FL
 Rebecca L. Pendergast, Myakka City, FL
 Elva Peppers, Tallahassee, FL
 Kailey L. Reeves, New Port Richey, FL
 Raul Robayna, Miami, FL
 Justin G. Romero, Tampa, FL
 Jessica A. Soleyn, Tampa, FL
 Albert Spearman, Fruitland Park, FL
 Kelly Stafford, Pinellas Park, FL
 Tiffany S. Turnquest, Loxahatchee, FL
 Signe Ulsamer, Tallahassee, FL
 Mike Woodard, New Port Richey, FL
 Jeff Zemlik, Grand Bay, AL

Board Certified Master Arborist

John Burns, Gainesville, FL
 William T. Liner, Tallahassee, FL

Municipal Specialist

John J. Rohan, Fort Myers, FL

Utility Specialist

Scott Anderson, Orange Park, FL
 Betsy L. Bloom, Saint Augustine, FL
 Michael Lousias, Tampa, FL
 Jana Read, Orlando, FL

TRAQ Qualifications

Daniel M. Adler, Southwest Ranches, FL
 Kristin Aubuchon-Neron,
 Altamonte Springs, FL
 Jimmy J. Beaver, III, Sunrise, FL
 Jake Bolden, Fernandina Beach, FL
 Gregory Bori, Ocoee, FL
 Martin Broadnix, Jupiter, FL
 Mark E. Brumet, Pompano Beach, FL
 Peter Burke, Plantation, FL
 Sergio Caceres, Orlando, FL
 Alicia Calley, Fort Walton Beach, FL
 Kurt Carlsen, Port Saint Lucie, FL
 Augusto Carvajal Velez, Doral, FL
 Wade Collum, Pompano Beach, FL
 John A. Coniglio, Lakeland, FL
 David S. Conser, Gainesville, FL
 Sierra L Cook, Minneola, FL
 Charles B. Cruce, Jupiter, FL
 Jamielyn C. Daugherty, Eustis, FL
 Dustin Demmery, Lake Worth, FL
 Thomas Donovan, Margate, FL
 Douglas Durling, Kissimmee, FL
 Keyvan Emdadi, Clearwater, FL
 Mitch Feller, Largo, FL
 Alexander J. Fernandez, Miami, FL
 Christopher Forrest, Holly Hill, FL
 Michael D. Gilileo, Jr., Lakeland, FL
 Edward Gilman, Jacksonville, FL
 Lisa Goodson, Port Charlotte, FL
 Trevor Gould, Venice, FL
 Walter Gravely, Jr., Orlando, FL
 Chad Gregg, Orlando, FL
 Katherine Hall, Winter Park, FL
 Todd A. Hannah, Deland, FL
 Jacob Heredia, Lutz, FL
 Jeremy Hinkle, Miami Beach, FL
 Michael K. Hough, Crawfordville, FL
 Brenton Jewett, Kissimmee, FL

Terry C. Kincaid, Saint Cloud, FL
 Roy W. Kirchberg, III, Maitland, FL
 Daniel C. Lewis, Lake Worth, FL
 Sean Lyons, Lakeland, FL
 Marti Machado, Tampa, FL
 James Madden, Saint Augustine, FL
 Jason Mahle, Orlando, FL
 William R. Mohler, III, Plantation, FL
 Jeremy Mullon, Oakland Park, FL
 Carolyn Nelson, Winter Springs, FL
 Samuel O. Monroy, Bradenton, FL
 Kimberly Pearson, Fort Lauderdale, FL
 Louis N. Perry, New Port Richey, FL
 James Plowman, Plantation, FL
 Jarod Prentice, Fort Myers, FL
 Brandi Rangos, New Port Richey, FL
 Martin J. Rhines, North Port, FL
 Sherry Rightmire, North Port, FL
 Jason Rinehart, Lee, FL
 Eliezer S. Rivera, Bradenton, FL
 Justin R. Rogers, Parkland, FL
 Matthew Rogers, Plantation, FL
 Jennifer J. Rogers-Pomaville, Miami, FL
 Henry Salazar, Saint Petersburg, FL
 Michael K. Schrager, Davie, FL
 Andrew L. Seibel, Miami, FL
 Keri Smith, West Palm Beach, FL
 John W. Snow, Tarpon Springs, FL
 Jason Sobota, Brandon, FL
 Joshua Reid Stafford, Fernandina Beach, FL
 Casey M. Stallcup, Saint Petersburg, FL
 Christopher H. Sutton, Bradenton, FL
 John L. Sutton, Lake Worth, FL
 Ron Thurner, Fort Walton Beach, FL
 Austin Tollman, Apopka, FL
 Scott Washington, Jacksonville, FL
 Ralph A. Zirzow, Ocala, 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.



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