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## Pensacola - Florida's Urban Forest

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



The urban forests in Florida's panhandle provide numerous benefits. Their mix of tree species, sizes and conditions, as well as their distribution is determined by climate, hurricanes, urban development, and community goals. To better understand Pensacola's urban forest and their social, economic, and environmental benefits, The University of Florida in collaboration with Escambia County and the Florida Division of Forestry, studied Southern Escambia county's urban forest to better assess its: composition and structure, canopy cover, carbon sequestration and storage, air pollution removal, and the effects of tree shade on energy use in residential buildings.

During 2008, 80 different sites in southern Escambia County were measured. Measurements included tree diameter, species, height, crown characteristics, location, as well as distance and direction relative to residential buildings. We also collected information on tree and shrub

[\*Florida's Urban Forest continued on page 6\*](#)

## Características del Bosque Urbano de Pensacola

*Dr. Francisco Escobedo, Escuela de Recursos Naturales y de la Conservación de la Universidad de la Florida, Gainesville y Henry Mayer, Miami Dade IFAS Agente de Extensión para landscape y ISA Comité Hispano. Revisión: Dr. Carlos Balerdi Miami-Dade Extension Service, y Vanessa Campoverde, Miami-Dade Agente de Extensión para Viveros*

Los bosques urbanos en el Panhandle (área saliente) de Florida proporcionan muchas ventajas para los residentes. La mezcla de especies, tamaños y condiciones de los árboles, así como su distribución esta determinado por el clima, los huracanes, el desarrollo urbano, y las metas que tenga la comunidad. Para entender mejor el bosque urbano de Pensacola, así como sus ventajas sociales, económicas, y ambientales, la universidad de la Florida en colaboración con el condado de Escambia y la división forestal del estado de Florida realizaron un estudio en el Sur del condado de Escambia. El objetivo fue entender mejor la composición y estructura del bosque, la cobertura vegetal, la extracción y almacenaje del carbón, la remoción de contaminación atmosférica, y los efectos de la cobertura vegetal en el uso de energía en edificios residenciales.

Durante 2008, 80 sitios diferentes en la parte Sur del condado de Escambia fueron medidos. Las medidas incluyeron el diámetro, especie, altura, características de la copa y la ubicación del árbol así como la distancia y dirección relacionada a los edificios residenciales. También se tomaron datos de la

[\*Florida's Urban Forest Sp. continued on page 7\*](#)

# A Message From the President

**A**s we welcome in the New Year, I am excited and happy to serve in my new role as President of the Florida Chapter of the ISA.



I have served as a Board Member since 2005 and have been fortunate to be a part of the many successes that the FCISA has gained. I am looking forward to the opportunities and challenges that this year will bring.

As President, I have five initiatives outlined below that I look forward to working with my fellow Board Members and Membership to achieve:

1. Increase Membership to the FCISA by 10%.
2. Increase the FCISA's contribution to the "Tree Fund" and back to a Gold Level.
3. Increase awareness of the Tree Climbing Championship Competition to increase participation.
4. Consider a (2) year term Presidential term for the FCISA President.
5. Increase awareness and revenue of the "Trees Are Cool" license plate.

As listed, a top priority for me is Membership. With chapter membership currently at approximately 1400, my goal would be to increase membership to 2000 by 2015. By working collectively, I feel this main focus can be achieved. We need to understand why non-renewing members are not taking advantage of the benefits of membership by letting their membership lapse and others not seeing the benefits of joining. I feel by interviewing past and current members, we can fulfill the needs of our membership.

I solicit each of you receiving this message to provide your feedback, concerns, and suggestions based on these main items: Benefits of Membership, Cost of Membership, and Improvement of Benefits. These items will be shared and addressed by the Board to continue to improve the Florida Chapter of the ISA to serve you-our valued member. Outcomes and initiatives on improve-

ment based on your feedback will be reported back over the course of the year in this newsletter.

Thank you again for allowing me the privilege of serving as your Chapter President for 2011. I will work hard to make the Florida ISA one of the best in the Country.

Sincerely,

*Don T. Winsett*



 **MEMO BOARD**

March 18  
1/2 day Outdoor Tree School

March 19  
Florida Chapter-TCC

March 23/25  
Tree Preservation Seminar

March 31  
Up By Roots with Jim Urban

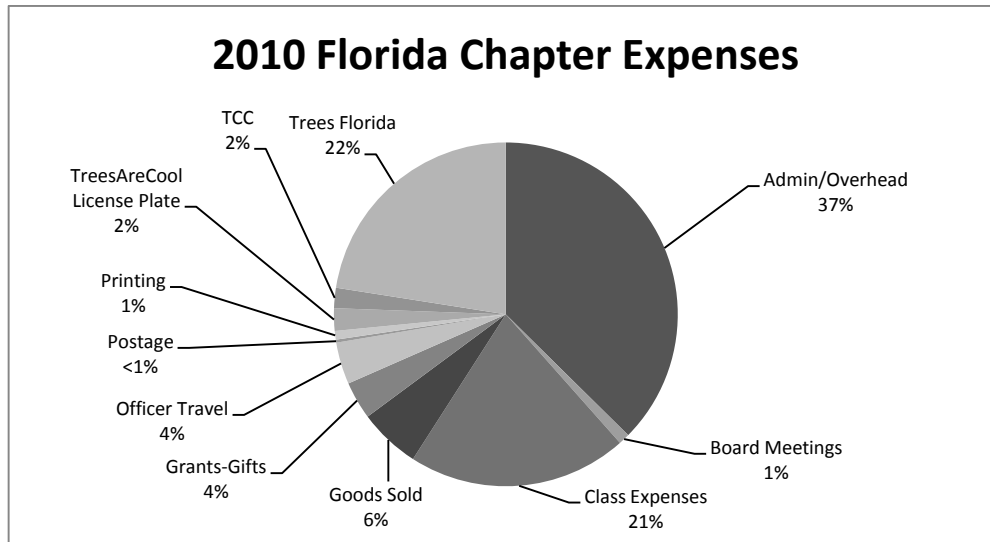
April 28  
Roots Plus Growers

June 12 - 13 - 14  
Trees Florida 2011



# 2010 Florida Chapter Expenses

How the Chapter's money was spent during the 2010 Fiscal Year



## Florida Chapter ISA

2011 Board of Directors

### Executive Committee

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## Summer Limb Failure

Dr. Ed Gilman, Environmental Horticulture Department, University of Florida

In many parts of the world branches in both deciduous and evergreen trees fail unexpectedly and seemingly without cause during calm conditions in warm to hot weather. In many cases, these same trees had withstood strong, gusty winds or ice storms the previous winter. This phenomenon has also been referred to as sudden limb drop or summer limb drop. In the scenario typically described, large long horizontal limbs break at a point distal to the union.

Most arborists report that there is usually no perceptible decay, dips, narrowing, or other visible defect at the break point; however a few arborists report that defect is typically present. Similar failures also occur, but less frequently, at the union with or without inclusions, on the main trunk, and on upright limbs. Breaks sometimes show separation along annual growth rings on the upper side of the branch and a 'clean' fiber snap on the bottom (compression) side. Sometimes the break is 'clean' all the way through as if the wood had become very brittle, sometimes the tears are several feet long. These types of failures have been described for certain oaks (*Quercus spp.*) and eucalyptus (*Eucalyptus spp.*), horse chestnut (*Aesculus hippocastanum*), beech (*Fagus spp.*), pines (*Pinus spp.*), elms (*Ulmus spp.*), poplars (*Populus spp.*), sweetgum (*Liquidambar styraciflua*), ash (*Fraxinus spp.*), sycamore (*Platanus spp.*), cedar (*Cedrus spp.*), black locust (*Robinia pseudoacacia*), silver maple (*Acer saccharinum*), slash pine (*Pinus taeda*), tulip-poplar (*Liriodendron tulipifera*), and many other trees throughout the world.

Failures typically occur, day or night, usually during hot weather. In some desert regions failures occur in both irrigated and non-irrigated soils, seemingly ruling out soil moisture as a cause. However, in Florida failures have been described as occurring when summer rains begin, not during the dry season. Perhaps cracks formed in the dry season propagate as stems increase in weight or as pressure increases in a bark inclusion from water uptake. Reaction wood may dry differently than normal wood which could explain why horizontal branches might break (Lonsdale 1999), but it does not explain breaks in vertical components. High temperature can allow wood fibers to more easily slide past one another resulting in bending wood past its elastic limit. Others have implicated flush cuts, but many failures

occur on trees that were never pruned. Harris suggests a combination of factors including increased branch weight and high wood temperature from mid-day stomata closure as a possible cause. Stomata typically close in the hottest part of the day. It appears that there may be a number of causes.

Lacking much research in this area, we have little more to go on than these hypotheses and the experience of practitioners and researchers. Because there are usually no visible signs of defects, the only preventive strategy is reduction pruning on selected branches. Pay particular attention to reducing large horizontal, over-extended and poorly tapered branches, especially those extending beyond the rest of the crown and those with most of their foliage toward the distal end. Branches with multiple old wounds resulting from previous pruning, temperature extremes, cankers or animal damage or physical damage are also candidates.

**Note:** This excerpt is from one chapter of Dr. Gilman's thoroughly revised and updated third edition of "Illustrated Guide To Pruning" due out in late summer 2011. ❖

ISA  
FLORIDA CHAPTER

FLORIDA  
ASLA

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ROOTS

HEALTHY SOILS AND TREES  
IN THE BUILT ENVIRONMENT

Thursday, March 31, 2011  
Mead Garden, Orlando

CEUs:  
ISA - 6.5 FNGLA - 4  
LA - 6.5 (Course #0008361)  
LIAF - 4

*Florida's Urban Forest continued from page 1*

canopy cover, land use conditions, and surface covers. The data were analyzed using the Urban Forest Effects model (<http://www.ufore.org>) to estimate the environmental benefits.

A total of 616 trees were measured and 65 different species were identified. The study area had an estimated 720,720 total trees. The 10 most common species accounted for over 80 percent of all trees sampled. The three most common species in the city were laurel oak (*Quercus laurifolia*), swamp cyrilla (*Cyrilla racemiflora*), and loblolly pine (*Pinus taeda*). Over half of all trees were found in residential, industrial and vacant areas. Chinese tallow tree (70 percent) dominated commercial lands, crape myrtle (50 percent) dominated industrial lands, and laurel oaks dominated residential areas (20 percent) as well as forest and vacant lands (45 and about 30 percent, respectively). Overall tree cover was 14 percent while shrub cover was 24 percent. While all tree species contribute to the community's overall urban forest cover, some species contribute more than others because of their size (e.g., crape myrtle versus a live oak). In southern Escambia County, trees that dominated in terms of leaf area were laurel oak (*Quercus laurifolia*), live oak (*Quercus virginiana*), and swamp cyrilla (*Cyrilla racemiflora*). Tree species that dominated in terms of actual numbers were laurel oak, swamp cypress, and loblolly pine (*Pinus taeda*). Although Live oaks comprised only 5 percent of all trees in southern Escambia County; they contributed to nearly 30% percent of the area's total leaf area.

Large trees greater than 77 inches in diameter sequestered the most

carbon per year. While Live oaks, laurel oaks and slash pines stored about 50, 30 and 5 percent of all carbon respectively. On average, 1 square meter of tree cover removed 7 grams of air pollutants and the amount of total air pollution removal was greatest for particulate matter less than ten microns, followed by ozone, carbon monoxide, nitrogen dioxide and sulfur dioxide. Trees can reduce building air conditioning use in the summer months and can either increase or decrease building energy use in the winter months depending on the location of trees relative to a building. Based on the 2007 average retail price of electricity in Florida, trees in southern Escambia County were estimated to provide about \$306,000 in savings due to reduced air conditioning and heating use. Urban forests in southern Escambia County have a greater tree density (number of trees per acre) in comparison to Gainesville, Miami-Dade County, and the City of Tampa.

This type of information on the urban forest can be used to formulate management strategies and goals that maximize benefits and minimize safety risks to citizens. The information is especially useful for developing and establishing medium and long-term management goals and objectives.

This article was adapted by the authors from: University of Florida – IFAS Extension Electronic Data Information Source: Escobedo, F., Varela, S., Staudhammer, C., Thompson, B. 2010. Southern Escambia County Florida's Urban Forests. University of Florida- IFAS, EDIS FOR 231. <http://edis.ifas.ufl.edu/fr293> ❖



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*Florida's Urban Forest Sp. continued from page 1*

cobertura de la copa de árboles y arbustos, condiciones del uso del área, y las cubiertas de la superficie. Los datos fueron analizados usando el modelo UFORE (efectos forestales urbanos) (<http://www.ufore.org>) para estimar los beneficios ambientales.

Un total de 616 árboles fueron medidos y 65 distintas especies fueron identificadas. El área de estudio tuvo un estimado de 720,720 árboles en total. Las 10 especies más comunes encontradas representaron el 80 por ciento de todos los árboles muestreados. Las tres especies más comunes en la ciudad fueron: roble laurel (*Quercus laurifolia*), swamp cyrilla o palo colorado (*Cyrilla racemiflora*), y pino de loblolly (*Pinus taeda*). Aproximadamente la mitad de todos los árboles fueron encontrados en áreas residenciales, industriales y desocupadas. El árbol sebo chino (*Sapium sebiferum*), dominó el 70 % de las áreas comerciales, el árbol de astromelia (*Lagerstroemia indica*) dominó el 50% de las áreas industriales, y el roble laurel dominó el 20% de las áreas residenciales así como el 45% y 30% de bosques y tierras desocupadas, respectivamente. En promedio, la cubierta arbórea fue en un 14% mientras que la cubierta de arbustos fue en un 24%. A pesar que todas las especies de árboles contribuyen en la cobertura urbana de la comunidad, ciertas especies contribuyen más que otras debido a su tamaño (e.g., el árbol de Júpiter vs. roble de Virginia). En el Sur del condado de Escambia, los árboles que dominaron en términos de área foliar fueron: roble laurel (*Quercus laurifolia*), roble de Virginia (*Quercus virginiana*), y palo colorado (*Cyrilla racemiflora*). Las especies de árboles que dominaron en términos de números reales fueron: roble laurel, palo colorado y pino loblolly. Aunque los árboles roble de Virginia representan solo el 5 % de todos los árboles del condado, estos contribuyen casi en un 30% del área foliar.

Árboles grandes con más de 77 pulgadas de diámetro (DBH) extrajeron casi todo el carbón por año. Mientras que roble de Virginia, roble laurel, y pedazos de pinos almacenaron cerca del 50%, 30% y 5% de todo el carbón respectivamente. En promedio, 1 metro cuadrado de la copa de árbol removió 7 gramos de agentes contaminantes del aire. La cantidad total de contaminantes del aire removidos fue mayor por partículas materiales menor que diez micrones, seguido de ozono, monóxido de carbono, y dióxido de nitrógeno y de sulfuro. Los árboles pueden reducir el uso de aire acondicionado de los edificios en meses de verano y pueden también incrementar o disminuir el uso de energía del edificio en los meses de invierno dependiendo de la ubicación de los árboles con respecto al edificio. De acuerdo con el precio promedio de la electricidad durante el año 2007 en Florida, los árboles en el Sur del condado de Escambia proporcionaron un ahorro en aproximadamente \$306,000 debido a la reducción del uso del aire acondicionado y calefacción. Los bosques urbanos en el Sur del condado de Escambia tienen una mayor densidad arbórea (número de árboles por acre) con respecto a las áreas de Gainesville, Miami-Dade, y la ciudad de Tampa.

Este tipo de información sobre el bosque urbano puede ser usado para formular estrategias de manejo y metas que maximicen beneficios y reduzcan los riesgos de seguridad a los ciudadanos. Esta información es especialmente útil para desarrollar y establecer metas y objetivos a corto y largo plazo.

Este artículo fue adaptado de: University of Florida – IFAS Extension Electronic Data Information Source: Escobedo, F., Varela, S., Staudhammer, C., Thompson, B. 2010. Southern Escambia County Florida's Urban Forests. University of Florida- IFAS, EDIS FOR 231. <http://edis.ifas.ufl.edu/fr293> ❖



The graphic features a collage of images: a large tree in a residential setting, a person working on a tree, and a large green maple leaf. To the right, the logo for 'Trees4Florida' is displayed, with 'Trees' in white and '4' in green, followed by 'Florida' in white. Below the logo, the text 'Healthy Trees Healthy Cities' is written in white. The entire graphic is set against a dark background with a white border.

## Trees4Florida Public Service Announcements Available at [www.treesarecool.com](http://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](http://www.treesarecool.com); hover on 'Trees4Florida' in the menu box to the left to make your choice of ad style.

# TREE Fund Update



## 2011 TREE Fund Special Events: Updates on Savannah, Australia and Virginia

The TREE Fund's 2011 special events calendar reflects the challenges of fundraising halfway around the world. With the ISA's International Conference and Trade Show in Australia this year, the Trustees elected to control expenses by keeping our signature fundraisers stateside.

### Raise Your Hand for Research Auction

The TREE Fund accepted a gracious offer of southern hospitality extended by the ISA Southern Chapter and the Utility Arborists Association, co-hosts of February's North American Tree Conference (NATC) in Savannah, GA. for its 13th annual auction. It will be held February 20th at the Savannah International Trade and Convention Center.

### The Asplundh Golf Outing

Asplundh also selected Savannah as the venue for its annual golf outing to benefit the TREE Fund in 2011.

### Fundraising Down Under

Attendees of the ISA conference in Australia can support the TREE Fund at an auction hosted by the Australian Chapter on July 26 at Rosehill Gardens Racecourse. Due to logistical challenges, the Australian Chapter has elected not to include a Tour des Trees event on its calendar.

### STIHL Tour des Trees

The 2011 STIHL Tour des Trees "VA2DC Tour" will feature an autumn tour of Virginia, opening with a 1-day Ride for Research in Virginia Beach October 2nd. Highlights of the VA2DC Tour include a private tour of STIHL's chainsaw production facility, a day in historic Williamsburg/Jamestown including dinner

with the members of the MidAtlantic Chapter of ISA, a visit to Monticello, tree plantings, school visits and 65 miles of spectacular scenery along the Shenandoah Valley's world-famous Skyline Drive. The 2011 Tour concludes October 8 in Washington, D.C. at American University, following visits to the National Arboretum, Casey Trees and the National Mall. [Click Here](#) ❖



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## VA-2-DC : THE 2011 STIHL TOUR DES TREES

The TREE Fund is pleased to welcome back long-time TREE Fund Partner STIHL Inc. as the Title Sponsor of the [2011 STIHL Tour des Trees](#) to benefit the TREE Fund. This year's "VA2DC Tour" features history, autumn scenery and some serious cycling as the Tour wends its way through Virginia in October to raise money for tree research.

Since its inception in 1992, the Tour des Trees has evolved into the largest non-governmental source of funding for tree research and education in America, and the signature fundraising and public education event for the TREE Fund.

While no longer aspiring to 1,000 miles in 6 days (current Tours average 400-600 miles in 6-7 days) Tour riders remain committed to spreading the word about the importance of choosing "the right tree, in the right place", as well as proper planting, pruning, soil amendment and irrigation techniques. The 2011 STIHL Tour des Trees will incorporate tree plantings, public education events and educational programs for schoolchildren into its itinerary.

Tour cyclists vary widely in age, experience and professional background. They share a quest for adventure, a strong camaraderie and a passion for the environment. Each full-Tour rider is required to raise a minimum of \$3,500 for tree research, but everyone comes away with lifelong friends and memories. Many return to ride year after year. [Register here](#) by August 20 to ride the 2011 Tour.

The 2011 "VA2DC Tour" opens with a 30-mile recreational **Ride for Research** in Virginia Beach, VA on October 2. Other highlights of the 2011 Tour include a private tour of [STIHL's](#) production plant in Virginia Beach, a cycling tour of historic Williamsburg/Jamestown, a stopover at the [Mid-Atlantic Chapter of ISA's](#) annual conference, 65 miles of spectacular scenery on the Shenandoah Valley's famous [Skyline Drive](#) and visits to the National Arboretum and the National Mall in Wash-

ington DC.

Click here to view a [map of the 2011 STIHL Tour des Trees](#) route.

The VA2DC Tour's one-day [Ride for Research](#) in Virginia Beach offers local riders the opportunity to join the STIHL Tour des Trees for the day to help raise awareness of the need for tree research and professional tree care. The \$75 registration fee covers lunch, a commemorative T-shirt and a donation to the TREE Fund. [Register for the Ride for Research](#) by September 25 for a guaranteed T-shirt.

Last year's STIHL Tour des Trees "Chicago Loop Tour" grossed more than \$440,000, and 100% of the costs of the event were supported by its sponsors.

Since 1992, the Tour des Trees has generated more than \$4.8 million and has funded a variety of research projects including new disease control methods aimed at reducing pesticide usage, updated best practices for improving the survival rate of urban trees, and the development of safer techniques and equipment for arborists and other tree care professionals. ❖



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VALUING PLANTS THAT  
HAVE NO VALUE



There are no formulas to assist a plant appraiser in valuing a plant that has no value in the marketplace due to its small size (Think, tree farms and liners, seedlings, or other immature plants which have suffered a casualty). Almost without exception, an appraiser will either value the immature plant as if it were a mature plant, or rely upon the weakest of all strong arguments, ipse dixit (“because I said so”) to substantiate his opinion; however, the latter approach to value is being challenged more and more in court by



judges. Ipse dixit in the final analysis is an assertion without proof. Either approach will not work in the matter of large claims. If the immature plant is a dooryard plant and is being tried in small claims court, either of the aforementioned approaches to value will probably work. But that does not make

these approaches to value correct, and will certainly not work in larger claims with more intense legal scrutiny.

So how does an appraiser value a plant that has no value? Florida courts have the answer in the jury instruction given by the trial judge and approved by the appellate court in the case of, Lee County v. T & H Associates, Ltd. “... if you find from the evidence that the crop (plant, tree, etc.) was so immature that any estimate of the value based upon perspective crop yield (or minimum marketable height) is purely speculative, then the damage you should apply to the determination of just compensation

to the owner... is the cost of the plant and other expenses of production”.

This approach to value is valid and defensible. It also explains why a 1 gallon plant placed into the ground as a starter plant could be valued at \$40 or more. It is incumbent upon the appraiser to produce line items consisting of all costs associated with installing into the ground or container an immature plant or tree.

These line item costs must be reasonably consistent in the marketplace, and easily demonstrated to the trier of fact as a legitimate approach to plant production by your particular client. Line item costs could typically include, but by no means be limited to, the costs to locate the starter plant, costs associated with ordering and delivering the starter plant, leveling and site work at the nursery to prepare the ground for the starter plant, handling of the plants, installation, staking, irrigation, weeding, fertilizing, spraying, and harvesting costs.

Should you ever find yourself in the position of appraising immature plants that have no value in the marketplace, or find yourself across from an appraiser who has placed a value of \$40 or more on a 1 gallon plant, you now know why and have a modicum knowledge of how to approach this appraisal problem. ❖

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

EXHIBITORS

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

MEAL SPONSORS

- Verbal ‘thank you’ from the podium by the seminar moderator

Contact Florida ISA for full information: [floridaisa@comcast.net](mailto:floridaisa@comcast.net)



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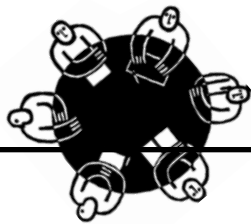
A central locale, warm hospitality and thoughtful services make this a premier choice for leisure and business travelers in Jacksonville. The Wyndham Jacksonville Riverwalk offers an unrivaled blend of first-rate service and distinctive style in a vibrant locale.

*Make your hotel reservations early!*

*Click here* for online hotel reservations: Use reference code "Florida ISA" for the special \$89/night rate.



~JUNE 12-13-14 2011~



# Florida Chapter Board Updates

## BOARD SHORTS:

### Florida Chapter ISA Board of Directors Elections Results

Our members have voted and the results are in for the Florida Chapter Board of Directors elections for 2011. The Florida Chapter ISA welcomes the following new Board members:

- Vice President: **Patrick Miller** (becomes President in 2013)
- Secretary: **Mindy Moss**
- Municipal Rep: **Todd Kucharski**
- Utility Rep: **Mike Robinson**

At the first meeting on January 19, President Don Winsett selected three At-Large board members for the year:

- At-Large: **Kelly Altosino-Sastre**
- At-Large: **Richard Cervi**
- At-Large: **Mary Edwards**

The Florida Chapter ISA would like to thank the

following departing Board members for their services to the Board of Directors:

- **Ron Litts** - Secretary - 4 years service
- **Lee Mackin** - Municipal Rep - 3 years service
- **Bill Slaymaker** - Utility Rep - 3 years service
- **Mike Conner** - At Large - Trees Florida Chair - 2 years service

Thanks to all who have chosen to serve on the Board with their time and commitment to the Chapter and the arboriculture industry in Florida. ❖



## BOARD MEETING SCHEDULE for 2011:

- January 19 - held in Orlando
- March 16 - Orlando
- June 11 - Jacksonville
- September 22 - Ft. Lauderdale
- November 18th - Orlando

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

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



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



### How to Order Your TreesAreCool Specialty Plate

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

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

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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



for a 1/2 day outdoor class being held in conjunction with the  
**2011 Florida Chapter Tree Climbing Championship.**

**1/2 DAY**  
**FRIDAY MARCH 18, 2011**

**STAY!**

for the climbing event the following day...  
Come to see what the excitement is all about!

**SATURDAY MARCH 19, 2011**

**MEET OUR INSTRUCTORS**

Dr. Ed Gilman, UF-IFAS  
Brian Gould, Enviro Tree Service  
Jacksonville Technical Rescue Teams  
Sergeant Casey Moore, Florida DOT  
Ms. Kim Paulson, The Tree Lady Company

**AGENDA**

Aerial Rescue  
What To Expect From an FDOT Inspection.  
First Aid  
Pruning With Ed Gilman and Kim Paulson

[REGISTER NOW!](#)



## News From International



### SERVING A PUBLIC, SERVING A PROFESSION

Mike Robinson -

*A Profile in Professionalism*

A single telephone call can change a life. It happens every day. An unexpected call can bring good news or bad, and can have an impact that lasts a lifetime. For certified arborist Mike Robinson, his professional life changed because of a wrong number dialed in 1980, setting him on the way to a career of public service that includes a “True Professionals of Arboriculture” award from the International Society of Arboriculture (ISA).

Florida’s Jacksonville Energy Authority (now called JEA) was adding foresters to its staff for the first time. When the Division of Forestry (DOF) Duval County Forester attempted to contact a DOF worker in South Florida, he dialed incorrectly and reached Robinson, another DOF employee. After learning about the position and seeking to move closer to his North Florida roots, Robinson jumped at the opportunity and has served JEA and its customers since.

“Fate has a way of throwing curves and working out for the best,” Robinson said, remembering the telephone call.

Robinson’s positive impact has been felt by Jacksonville residents and businesses, and his outreach has improved communities throughout the Gulf Coast. “A utility company with a full-time forester on staff was unheard of 30 years ago,” he said. “The primary role then was overseeing a herbicide program.”

Robinson improved the services provided by JEA, implementing a trim cycle early on.

“Most utilities had never heard of a trim cycle,” he said. “They would go out and trim a bad section here or there as needed, chasing one bad spot after another. Trees were topped and rounded-over, basically taking a 70-foot oak tree and making it look like you washed it and put it in the dryer so it shrunk. Today, trim cycles are common.”

#### Work impacted by man and nature

The work performed by Robinson and JEA can be impacted by a number of outside entities, from Mother Nature to lo-

cal legislation.

“A tree protection ordinance was enacted in the 1980s, prohibiting tall trees growing underneath overhead power lines,” Robinson said. “We worked for many years with landscape architects and designers to make sure they were planting the right tree in the right place.”

A recent study showed Robinson and his staff care for approximately 340,000 trees along 3,500 miles of overhead distribution lines and 750 miles of transmission lines. The strength of those trees and surrounding power lines can be tested during tropical storm season.



“Most of Northeast Florida went 20 years without a major storm,” Robinson said. “People were complacent and thought the storm pattern had moved away from us. Then in 2004 we were hit with four tropical storms, some within two weeks of each other. After that, there was increased emphasis placed on everyone – including utilities – to become storm hardened, trying to prevent storms from becoming a problem in the first place. Robinson has experienced many changes in his time with JEA, including how customers view the utility.

“When I started, the monthly electric bill price was the driving issue for consumers,” Robinson said. “They didn’t care if the lights went out; some even expected it every time a thunderstorm came through. Today, reliability has become a big issue – especially with computers everywhere and the popularity of home businesses – more so than price. Also, residents pay far more attention today to green energy or solar power. In the past those were viewed as novelties.”

All that change means Robinson needs to keep learning. He sees continuing education as critical for himself and others.

*[Serving a Public continued on page 21](#)*

# CALLING ALL CLIMBERS!

## 2011 FLORIDA CHAPTER ISA'S TREE CLIMBING COMPETITION

**FLORIDA CHAPTER**



The 2011 Florida Chapter ISA TCC Committee proudly announces the 2011 Florida Chapter Tree Climbing Championship. This year's event will be held in the Jacksonville area at Losco Regional Park, Saturday **March 19, 2011**; site preparation is scheduled for Thursday **March 17, 2011**. Once again there will be a 1/2 day **Outdoor Tree School** offered on Friday morning **March 18, 2011**. Registered climbers and volunteers can attend this

class **FREE OF CHARGE** by marking their registration forms. The class will be open to all others at a nominal cost of \$50; watch your email for full details!

The Florida Tree Climbing Committee officially invites all interested climbers to compete for the 2011 FC-TCC; the Master Challenge winner(s) (male and female) will represent our Chapter at the International Tree Climbing Championship which is taking place July 23 & 24, 2011 in Parramatta,

Australia. This is an excellent opportunity to learn modern climbing techniques and display your abilities.

Please submit your entry early to ensure a spot on this year's roster; **SPACE IS LIMITED TO 30 CLIMBERS**. There may be out-of-state competitors attending this year so do not delay!

**FTCC Chairman:**

Adam Jackson, E-mail [AJackson@valleycrest.com](mailto:AJackson@valleycrest.com)

**FTCC Head Judge:**

Scotty Olson, E-mail [Solson@cfl.rr.com](mailto:Solson@cfl.rr.com)

**FTCC Setup Chair:**

Danae Jackson, E-mail [danaeljackson@gmail.com](mailto:danaeljackson@gmail.com)

**FTCC Organization Chair:**

Kim Paulson, E-mail [hortensia6@aol.com](mailto:hortensia6@aol.com)

Please contact the above listed Committee members or the Florida Chapter directly if you are planning on attending or would like to contribute to a great and exciting event. We all look forward to seeing Florida's best compete for the right to represent our Chapter in Australia, July 2011. ❖

SITE:	Losco Regional Park 10851 Hood Road S. Jacksonville, FL 32258
PREP:	Thursday, March 17, 2011 Contact Adam Jackson to volunteer
1/2 DAY CLASS:	Friday, March 18, 2011 <i>Climbers and Volunteers can attend FREE OF CHARGE (mark your registration forms)</i> All others can register to attend - \$50 class fee
COMPETITION:	Saturday, March 19, 2011
COMPETITION FEE:	\$75.00 ISA Member \$85.00 Non-Member
DEADLINE:	March 5, 2011 - No Exceptions
FORMS:	<a href="#">Click here</a> to access the climber registration form <a href="#">Click here</a> to access the climber waiver form



## 2011 Tree Climbing Championship Prize Package

The Florida Chapter ISA extends a hearty 'Thank You' to the following donors of the  
2011 ArborMaster Climbing Prize Package  
for the Florida Chapter Tree Climbing Championship (FC-TCC).

This climbing kit is being offered to each chapter champion (both man and woman, if applicable) and is intended to help equip the chapter representative(s) for the International Tree Climbing Championship (ITCC) Competition.

### Each prize package includes:

- Petzel Vertex Helmet with Professional Hearing Protection provided by **Husqvarna**
- 150' ArborMaster® Climbing Line with eye splice from **Samson**
- New Lanyard w/ Positioner (made w/ Lava Rope) & RopeBoss Wingman Stretchtop from **SherrillTree**
- **Buckingham** \$50 Gift Certificate
- **Silky** POCKETBOY 170 (med teeth)
- **Oregon®** POWERsharp® Precision Saw Chain Sharpening System
- 50% savings on an ArborMaster® 2-Day or 3-Day Hands-On Training Module.





**CALLING ALL JUDGES!  
CALLING ALL VOLUNTEERS!  
CALLING ALL SPONSORS!**

The Florida Chapter Tree Climbing Championship Committee welcomes all volunteers in helping make the 2011 event a success!

Volunteers can help with judging, site preparation or planning. The final on-site preparation is scheduled for Thursday March 17, 2011 at Losco Regional Park in Jacksonville. Contact Adam Jackson for further information. [AJackson@valleycrest.com](mailto:AJackson@valleycrest.com)

Volunteers are eligible to attend the educational program scheduled on Friday March 18, 2011 FREE OF CHARGE; make sure to mark your form if you would like to attend!

Sponsors can send in participant give-aways, equipment, or money.

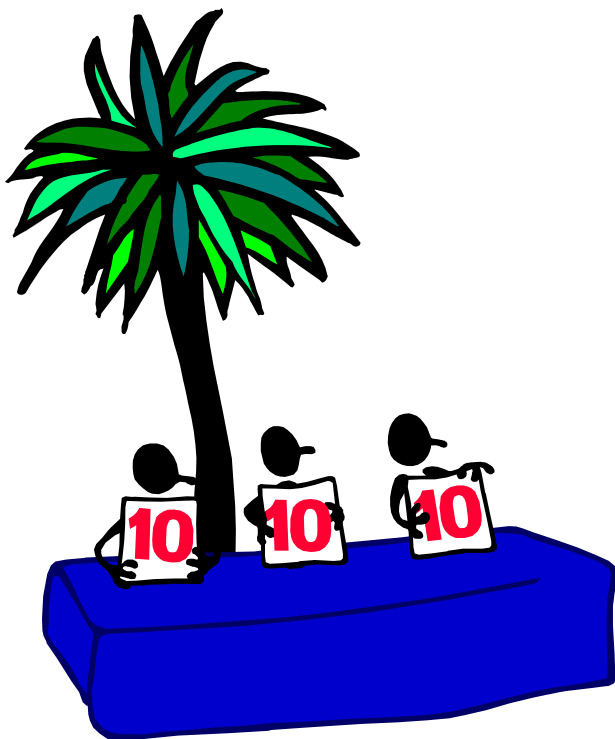
[Click here to access the volunteer registration form](#)

[Click here to access the volunteer waiver form](#)

[Click here to access the sponsor form](#)



Return completed forms to: Florida Chapter ISA - 7853 S. Leewynn Court - Sarasota, FL 34240



**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 [floridaisa@comcast.net](mailto:floridaisa@comcast.net)

**Florida Chapter ISA  
Edward W Bok Award Application**



The Florida Chapter ISA is currently accepting nominations for the 2011 Edward W. Bok Award.

The Bok Award is given in recognition of career-long distinguished service and dedication to the advancement of Arboriculture.

**Entry Guidelines**

- Enter yourself or a colleague.
- Each application must be typed and presented in a standard three-ring binder (no large than 1/2 inch capacity). The completed awards entry form must be the first page o the application. Following the entry form should be a summary of not more than three typewritten pages that describe the individual’s contribution to arboriculture or urban and community forestry.
- Support documentation such as photographs, press clippings, printed pieces, and letters of commendation are encouraged, but shall be limited to 12 additional pages. All supporting documents must be attached or secured inside the application.



Name of individual \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Nominated by (if different) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Number of duplicate certificates if needed \_\_\_\_\_

Send all entries to: Florida Chapter ISA - 7853 S Leewynn Court - Sarasota, FL 34240  
DEADLINE May 15, 2011

*All submitted materials become property of the Florida Chapter ISA.*



Natural Resource Planning Services has assisted clients with urban forest management since 1974.

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 Certified Forester CF-630

**Eric Hoyer**  
 (863) 670-0734  
 Certified Arborist SO-0103A  
 Certified Forester CF-1207  
 Registered Consulting Arborist  
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- ❖ Expert Witness Testimony





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Leesburg/352-257-2080

**Cannon Trees, Inc.**  
Brooksville/352-279-9709

**SMR Farms**  
Bradenton/941-708-3322

**Fish Branch Tree Farm**    **Snapper Creek Nursery**  
Zolfo Springs/863-735-2242    Ft Pierce/772-216-9993

**Huntsman Tree Supplier**    **Spectrum Tree Farms**  
Brooksville/352-754-5295    Live Oak/800-753-1379

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

To Subscribe to the RPG Times Newsletter or to request copies of the Tree Grading, Planting or Pruning Cue Cards contact an RPG member or visit [www.rootsplusgrowers.org](http://www.rootsplusgrowers.org)

### [Serving a Public continued from page 15](#)

“Research is finding out new information all the time, so education is ongoing,” Robinson said. “We have to pass information down to the guy with the saw working on trees, and educate the public as well.

“To me, the public looks at trees as the ultimate ‘set it and forget it’; plant it and just walk away. But they fail to look up and see the overhead line that will create a problem down the road or, in some cases, they even often fail to perform maintenance trimming.”

Working with extension service staff from surrounding counties, Robinson organized a series of Lunch and Learn programs with staff members to bring ISA information to the local level.

“We met four times a year and had between 12-and-30 people attending each session,” Robinson said. “Each class was based on a hot topic such as diseases challenging trees or vegetation.” Attendees received information pertinent to their jobs along with one hour Continuing Education Unit.

### **A helping hand**

Community outreach for Robinson includes his work with Greenscape of Jacksonville, the second oldest non-profit tree organization in the country. JEA grows their own trees, donating them to Greenscape for area sites to enhance beauty and improve the environment.

When Ronald McDonald House built a new facility in Jacksonville, Robinson led a team of 400 volunteers who on one Saturday morning transformed a city block from rough dirt to completed landscape, including sod, mowing, trimming and installing 4,000 plants. Among the 50 trees planted that day, 30 were from Greenscape.

In February 2006 – six months following Hurricane Katrina – Robinson and a JEA contractor traveled to the Mississippi Gulf Coast, stopping in towns along the way until 200 live oak trees had been delivered. The addition of the new trees was a small step in helping return the natural landscape which had been ripped away by the storm.

“We saw the happiness on the faces of people just from doing a little tree planting; people who had gone through so much devastation,” he said. “It seemed to bring them hope of relief and was such a good feeling for us, too.”

*The “True Professionals of Arboriculture” award, sponsored by STIHL, recognizes those individuals who demonstrate practices of educating the public about the profession of arboriculture and the benefits of trees.*

[Serving a Public continued on page 23](#)

SALES/ESTIMATOR POSITION

TCIA Accredited Company looking for a top producing experienced individual to build relationships by servicing existing clients and developing new customers in a high-end residential and commercial territory. Plant identification and tree pruning knowledge required. Diagnose problems, design treatment plans, provide job estimates and close sales. Must have excellent communication skills, be well organized, possess a strong work ethic and valid FL DL.

ISA certification is a plus.

FAX RESUME TO (561) 966-4612

**INDUSTRY NEWS**

**OSHA's New 20 ft. Rule from Overhead Power Lines**

On Monday August 9th, 2010, OSHA published a final rule (new standard) on cranes and derricks in construction. Among other notable requirements, the historic 10ft rule from overhead power lines which has not only been the benchmark but the mantra in construction work, has now been eliminated for a new 20 ft rule from overhead lines. This new standard became effective on November 8, 2010.

**ASCA Announces 2011 Board of Directors**

The American Society of Consulting Arborists (ASCA) is pleased to announce the installation of its new Board of Directors. The Board's term will run until its annual meeting that will be held at Incline Village, Nevada in December 2011. Our own past president, Alan Jones, is the incoming president of ASCA. For a complete listing of the ASCA Board of Directors, visit [www.asca-consultants.org](http://www.asca-consultants.org).

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**Bob Turner, Jr. at 1-856-694-4100**

*Serving a Public continued from page 21*

**Tactics of a True Professional: What can be learned from Mike Robinson?**

- **Explain to the public the value of instituting a trimming cycle**  
Maintenance provided during a trimming cycle promotes good tree health and can keep property and people safe during stormy weather.
- **Understand your ordinances**  
Know the laws passed by civic officials and understand how your municipality and customers will be affected by their decisions, then be able to communicate that to your customers when discussing potential projects.
- **Move beyond “plant it and forget it”**  
Help residents think long-term in their planting needs by speaking to them – formally and informally – and teaching the importance of tree care,

during planting and throughout the life of the tree. From civic groups to chatting with someone at the hardware store, you are always an arborist!

- **Forgo boundaries**  
Your skills do not stop at your municipality’s border, neither should your service. Lend your skills to communities and people in need. Besides the good feeling that comes from it, the day may come when you need their assistance, also.

If you would like to nominate someone for next year’s True Professional award [CHECK HERE](#). The deadline for entering nominations is 3/3/11 ❖





**John P. Davis**  
Consultant, Author, and Coach  
“to the tree care industry”  
Author of “RENEGADE Marketing”

**You Got The “Economic Jitters”?  
Did Congress Overlook You  
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**Is Your Phone Acting Like It’s “Unhooked”?**

**I Think I Can Help. Maybe.**

I Want To Give You An On-Line, Marketing Video Course To Get More Good, Profitable Clients To *Ring Your Phone!* It's FREE.

**“Six FATAL Marketing Mistakes of A Tree Care Business Owner And How To Fix Them”.**

One a week for six weeks. They will be sent to you on-line to watch at your leisure. You see, I've been in the tree care business for over 29 years. The marketing strategies I have learned, developed and tested has allowed me to build a multi-million dollar business in short order. I have done the same for many business' just like yours. I am confident I can do the same for you. But, what the hey, its FREE. Give it a try.

Why am I giving you this very expensive Tree Care Marketing Course Free?

**It's a Texas Size BRIBE!!**

I figured, if I give you great content that will immediately increase the ringing on your phone, get you more good, profitable clients, get you a whole lot more time off. just MAYBE. we could do some business together now, or sometimes down the road. It's not required, but who knows. Doing business with me is certainly not required to get this FREE Video Marketing Series.

Author of the “RENEGADE Marketing Bible” for the Tree and Landscape Professional”



**Go to [www.ArboristMarketing.com](http://www.ArboristMarketing.com). Get signed up and get immediate access.**



## 2011 Certification Exam Schedule

The FLORIDA CHAPTER of ISA is pleased to announce our  
2011 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
Feb. 19 2011	Certified Arborist Exam	Broward Co. IFAS 3245 College Ave. Davie, FL	7:30 AM to Noon	George Fitzpatrick	Minimum 12 business days prior	\$150/ \$250
Apr. 09 2011	Certified Arborist Exam	Broward Co. IFAS 3245 College Ave. Davie, FL	7:30 AM to Noon	George Fitzpatrick	Minimum 12 business days prior	\$150/ \$250
Apr. 30 2011	Certified Arborist Exam	Indian River State 500 NW California Port St. Lucie, FL	7:30 AM to Noon	Ann McMuillian	Minimum 12 business days prior	\$150/ \$250

This schedule is subject to change as additional tests and review sessions may be added. Visit [www.floridaisa.org](http://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](http://www.isa-arbor.com).

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

### **Florida Chapter ISA - 2011 Education Schedule**

\*The schedule below is tentative and subject to changes.

Date	Seminar/Class	Location (s)	Open for Registration
March 18, 2011	Spring Outdoor Tree School	Losco Park, Jax	<a href="#">Click Here to Register</a>
March 23, 25, 2011	Tree Preservation	Tampa, West Palm Beach	<a href="#">Click Here to Register</a>
March 31, 2011	Up By Roots with Jim Urban	Miami	<a href="#">Click Here to Register</a>
April 28	Roots Plus Growers Wkshop	Gainesville	
June 12-13-14	TREES FLORIDA	Jacksonville	



# Welcome!

## New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the of the third quarter of 2011. 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.

First Name	Last Name	City	State	First Name	Last Name	City	State
Robert	Andrews	NAPLES	FL	Edward	O'Brien	ST PETERSBURG	FL
Jeffrey	Aker	ZEPHYRHILLS	FL	Richard	O'Malley	DUNEDIN	FL
Tiffany	Ballay	MOUNT DORA	FL	Karla	Ortez Colindres	MIAMI	FL
Gerald	Behan	DEERFIELD BEACH	FL	Dominic	Pallotti	ST PETERSBURG	FL
Daniel	Berrios	TAMARAC	FL	James	Parker	BRADENTON	FL
James	Combs	SAINT JOHNS	FL	Lamont	Pelaez	ST PETERSBURG	FL
David	Copps	TALLAHASSEE	FL	Sean	Petersen	MOUNT DORA	FL
David	DeLoach	MIAMI	FL	Kevin	Podkowka	LABELLE	FL
Alexander	Dobosiewicz	GAINESVILLE	FL	Jennifer	Ramos	ORLANDO	FL
Joy	Dorst	JACKSONVILLE	FL	Craig	Redwine	MERRITT ISLAND	FL
John	Dougherty	DELAND	FL	Nicholas	Rocco	SAINT PETERSBURG	FL
Timothy	Ebersole	HOMESTEAD	FL	Maria	Roman	NAPLES	FL
Jason	Flood	SAINT CLOUD	FL	Joseph	Rubin	TITUSVILLE	FL
Andro	Garcia-Lee	PRINCETON	FL	Aubrey	Santucci	DESTIN	FL
Gregory	Geissinger	DELRAY BEACH	FL	Guy	Santucci	DESTIN	FL
Paul	Girard	ST PETERSBURG	FL	Howard	Shaw	JACKSONVILLE	FL
David	Hernandez	MIAMI	FL	Matthew	Shinn	OLDSMAR	FL
Paul	Johnson	ORANGE CITY	FL	Scott	Souder	JACKSONVILLE	FL
Samuel	Lansdale	JACKSONVILLE	FL	Jon	Stauffer	DEWITT	MI
Ronald	Lindemann	FT LAUDERDALE	FL	Ronald	Thuemler	TAMPA	FL
Peter	McNeave	DUNEDIN	FL	Chun Hung	Wang	KOWLOON HONG KONG	
Travis	Morales	HOLT	FL	Christopher	Whitten	SEMINOLE	FL
Scotty	Moseley	ANDALUSIA	AL	Peter	Zuniga	WEST HENRIETTA	NY
Howard	Nelson	FORT PIERCE	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:



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

### Up-coming 2011 Board Meeting - Dates & Locations

March 16, 2011 - Center Dr., Orlando - FNGLA office, Orlando

# Arborist Certification Committee Report

*By Norm Easey, Florida Certification Liaison*

There are 2 Florida ISA exams scheduled this spring, the cities include: Davie and Port St. Lucie. [Click here for the specific dates](#). The ISA Certified Arborist exam is also now available (for the first time) at Pearson Testing Centers throughout Florida. See the ISA International web site [www.isa-arbor.com](http://www.isa-arbor.com) for more information about the various ISA arborist credentials and how to earn them.

Arborist Certification is still moving ahead worldwide; there are now 24,896 ISA Certified Arborists, 949 ISA Certified Tree Workers, 1,566 Utility Specialists, 422 Municipal Specialists and 332 Board Certified Master Arborists. The Florida Chapter currently has 1735 Certified Arborists.

The Florida Chapter would like to congratulate the following 40 Florida individuals for earning their Arborist Certification, Climber Specialist, or Municipal Arborist Certification during the fourth quarter of 2010:

## **Certified Arborist**

Alan Bakos, Bonita Springs, FL  
 Gerald Behan, Deerfield Beach, FL  
 Robert Bobson, Homestead, FL  
 Thomas Conrad, Ocala, FL  
 Eduardo Cora, Miami, FL  
 Ellen Crandall, Clearwater, FL  
 Scott Davis, Miami Shores, FL  
 Douglas Durling, Clermont, FL  
 Timothy Ebersole, Homestead, FL  
 Bambi Ellis, Kenneth City, FL  
 Ron Gadd, Jacksonville, FL  
 Andro Garcia-Lee, Princeton, FL  
 Paul Girard, St. Petersburg, FL  
 Mitchell Grant, Davie, FL  
 Alec Hoffner, Palmetto, FL  
 David Ibarra, Weston, FL  
 Matthew Laverdure, St. Petersburg, FL  
 Mark Michaels, St. Petersburg, FL  
 Scott Muggleston, Miami, FL  
 Patrick Murphy, Pompano Beach, FL  
 Edward O'Brien, St. Petersburg, FL  
 Richard O'Malley, Dunedin, FL  
 Dominic Pallotti, St. Petersburg, FL  
 James Parker, Bradenton, FL  
 Lamont Pelaez, St. Petersburg, FL

Nina Potter, Pompano Beach, FL  
 Christopher Pruett, Miami, FL  
 Craig Redwine, Merritt Island, FL  
 Charles Rice, Seminole, FL  
 Nicholas Rocco, St. Petersburg, FL  
 Louis Shepherd, Altamonte Spings, FL  
 Richard Soderlund, Oldsmar, FL  
 Drew Soper, St. Petersburg, FL  
 William Swenson, Seminole, FL  
 Richard Thibeau, Lutz, FL  
 David Troxell, Sarasota, FL  
 Douglas Veltkamp, Tallahassee, FL  
 Warren Winborn, Cape Coral, FL



## **Municipal Arborist**

Leah Connolly, Sunny Isles Beach, FL

## **Tree Worker:**

Christopher Smerling, Tallahassee, FL

Are you thinking about becoming certified?

[Visit the International ISA website](#)

to access the certification application handbook with further information.

# 2011 FLORIDA CHAPTER TREE CLIMBING CHAMPIONSHIP

MARCH 19, 2011  
 LOSCO REGIONAL PARK  
 10851 HOOD ROAD S.  
 JACKSONVILLE, FL 32258

## SPONSOR FORM



Please PRINT or TYPE:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # ( \_\_\_\_\_ ) \_\_\_\_\_ Fax # ( \_\_\_\_\_ ) \_\_\_\_\_

E-Mail Address (for contact and receipt) \_\_\_\_\_

## MONETARY DONATION

- CHECK ENCLOSED (Make out to Florida Chapter ISA)
- CASH ENCLOSED
- CREDIT CARD       VISA       MasterCard       Discover      (Amex no longer accepted)

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3 or 4 digit Card Code \_\_\_\_\_

Exact name on card \_\_\_\_\_

Card billing address \_\_\_\_\_

Card billing City/State/Zip \_\_\_\_\_

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

### PLEASE SEND THIS MONETARY DONATION FORM WITH YOUR DONATION TO:

BY MAIL: Florida Chapter ISA ♦ 7853 S Leewynn Court ♦ Sarasota, FL 34240

BY FAX: 941-342-0463

BY EMAIL: flordaisa@comcast.net

## DONATION OF EQUIPMENT, GEAR OR PRIZES

Please describe your donation below. Include a monetary value if you would like a receipt for tax purposes:

\_\_\_\_\_

\_\_\_\_\_

### PLEASE SEND THIS ITEM DONATION FORM WITH YOUR ITEM TO:

BY MAIL, FED EX or UPS: Adam Jackson  
 1402 Deer Lake Circle  
 Apopka FL. 32712



## 2011 FLORIDA CHAPTER TREE CLIMBING CHAMPIONSHIP

SATURDAY MARCH 19, 2011  
MANDATORY GEAR CHECK FRIDAY PM MARCH 18, 2011  
LOSCO REGIONAL PARK  
10851 HOOD ROAD SOUTH  
JACKSONVILLE, FL 32258

### JUDGE & VOLUNTEER FORM



Please PRINT or TYPE:

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # ( \_\_\_\_\_ ) \_\_\_\_\_ Fax # ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address (for contact) \_\_\_\_\_

### OPTIONAL EDUCATIONAL EVENT

The Florida Chapter ISA is planning an optional free half-day educational event for **registered competitors, judges and volunteers** which will offer ISA CEUs. A variety of instructors will be presenting a half-day class at Losco Regional Park on Friday, March 18, 2011. Full details on this educational event are to be announced soon.

**SPACE IS LIMITED TO THE FIRST 50 REGISTERED COMPETITORS AND VOLUNTEERS FOR THIS OPTIONAL EVENT.**

If you register for this class and later find out that you can not attend, please notify us in order to fill your spot from our waiting list. Mark below if you would like to register for this educational event:

- I am volunteering for the 2011 FC-TCC event event (above) and will also attend the half-day class. I understand this is offered on a first-come, first-served basis and submitting my request does not guarantee a spot if the class has already been filled.

### THANK YOU FOR YOUR OFFER TO VOLUNTEER!

I am able to help:

- as a judge
- with site pre-pruning on Saturday, February 5, 2011
- with site preparation on Thursday, March 17, 2011
- with registration
- with timing and record keeping
- with awards
- at the FC-TCC dinner on Saturday, March 19, 2011
- other \_\_\_\_\_

### SUBMIT THIS VOLUNTEER FORM AND THE VOLUNTEER WAIVER FORM TO:

BY MAIL: Florida Chapter ISA • 7853 S Leewynn Court • Sarasota, FL 34240  
BY FAX: 941-342-0463  
BY EMAIL: flordaisa@comcast.net



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



Volunteer's Name: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

Employed by: \_\_\_\_\_

**Waiver and Hold-Harmless by Volunteer**

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

Dated \_\_\_\_\_ Signature of Volunteer \_\_\_\_\_

**Certification and Waiver by Employer of Volunteer**

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

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

Dated \_\_\_\_\_

Signature of Employer or Authorized Representative \_\_\_\_\_

**Mail this completed volunteer waiver form along with the volunteer registration form to:  
Florida Chapter ISA ♦ 7853 S Leewynn Court ♦ Sarasota, FL 34240**

# 2011 FLORIDA CHAPTER TREE CLIMBING CHAMPIONSHIP

**SATURDAY MARCH 19, 2011**  
**MANDATORY GEAR CHECK FRIDAY PM MARCH 18, 2011**  
**LOS CO REGIONAL PARK**  
**10851 HOOD ROAD SOUTH**  
**JACKSONVILLE, FL 32258**



## COMPETITION ENTRY FORM

Register early to reserve your spot! **SPACE IS LIMITED TO 30 CLIMBERS!** Please PRINT or TYPE:

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # ( \_\_\_\_\_ ) \_\_\_\_\_ Fax # ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address (for contact and to send a receipt) \_\_\_\_\_

## OPTIONAL EDUCATIONAL EVENT

The Florida Chapter ISA is planning an optional free half-day educational event for **registered competitors, judges and volunteers** which will offer ISA CEUs. A variety of instructors will be presenting a half-day class at Losco Regional Park on Friday, March 18, 2011. Full details on this educational event are to be announced soon.

**SPACE IS LIMITED TO THE FIRST 50 REGISTERED COMPETITORS AND VOLUNTEERS FOR THIS OPTIONAL EVENT.** If you register for this class and later find out that you can not attend, please notify us in order to fill your spot from our waiting list. Mark below if you would like to register for this educational event:

- I am registering for the 2011 FC-TCC event (above) and will also attend the half-day class. I understand this is offered on a first-come, first-served basis and submitting my request does not guarantee a spot if the class has already been filled.

## REGISTRATION: \$75 - ISA MEMBER OR \$85 - NONMEMBER

AMOUNT:  \$75 - ISA MEMBER (Must provide member #: \_\_\_\_\_)  
 \$85 - NONMEMBER

- CHECK ENCLOSED (Make out to Florida Chapter ISA)  
 CASH ENCLOSED  
 CREDIT CARD  VISA  MasterCard  Discover (AMEX no longer accepted)

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3 digit Card Code \_\_\_\_\_

Exact name on card \_\_\_\_\_

Card billing address \_\_\_\_\_

Card billing City/State/Zip \_\_\_\_\_

## SUBMIT THIS ENTRY FORM, THE COMPETITION WAIVER FORM AND PAYMENT OF \$75 OR \$85 TO:

BY MAIL: Florida Chapter ISA • 7853 S Leewynn Court • Sarasota, FL 34240  
 BY FAX: 941-342-0463  
 BY EMAIL: floridaisa@comcast.net



**FFC/TCC TREE CLIMBING CHAMPIONSHIP  
COMPETITION WAIVER FORM**



Please PRINT Clearly

Contestant's Name: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Employed by: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Number of years you have climbed: \_\_\_\_\_

**Waiver and Hold-Harmless by Contestant**

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

Dated \_\_\_\_\_ Signature of Contestant \_\_\_\_\_

**Certification and Waiver by Employer of Contestant**

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

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

\_\_\_\_\_  
\_\_\_\_\_

Dated \_\_\_\_\_

Signature of Employer or Authorized Representative \_\_\_\_\_

**Mail this completed competition waiver form along with the competition registration form and \$75 fee, to:  
Florida Chapter ISA ♦ 7853 S Leewynn Court ♦ Sarasota, FL 34240**

# 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