

Winter 2015
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UF/IFAS Study: Most Homeowners Can't Properly Assess Damage to Their Trees

By: Brad Buck, bradbuck@ufl.edu
Source: Andrew Koeser, akoeser@ufl.edu

GAINESVILLE, Fla. — The next time a storm tears up your yard, let an expert assess the damage to any trees. A study from the University of Florida Institute of Food and Agricultural Sciences shows that homeowners perceive the risk of a damaged tree differently than trained professionals.

The survey of tree experts and homeowners in the Tampa Bay area assessed the perceptions of both groups when it came to assessing tree damage, said

Andrew Koeser, an assistant professor in environmental horticulture and study author.

“While there are a number of factors tied to tree risk, most respondents were fixated on tree defects,” Koeser said. “Only experienced professionals considered other pertinent factors—namely whether the tree was actually a threat to a person, vehicle or house.”

[Homeowners continued on page 5](#)

A Message From the President



President's message 10.9.15

As my year as President winds down to a close, I want to say what a privilege it has been for me to serve the Florida Chapter. I have learned so much about the Chapter but also so much about ISA International. It is amazing to me how vast and diverse the world of arboriculture is and how proud I am to be a part of it. I especially thought about this at the International Conference where I met and talked to people from all over the world.

This was my first International Conference and the first one that the Florida Chapter hosted. As I presented a brief welcome, I was amazed how many Florida Chapter members were attending the conference and was happy to see many Florida friends in arboriculture. I was quite impressed with the speakers and presentations that I was able to attend. I was very proud to be a part of the volunteers expertly lead by Kim Pearson and Wade Collum. Our shirts were such a bright yellow and we seemed to be everywhere - hence we were nicknamed "the minions" . We

were a bunch of well organized, hard working and dedicated volunteers.

I really enjoyed our sponsored event at Sea World. The food was wonderful, the drinks and music plentiful and

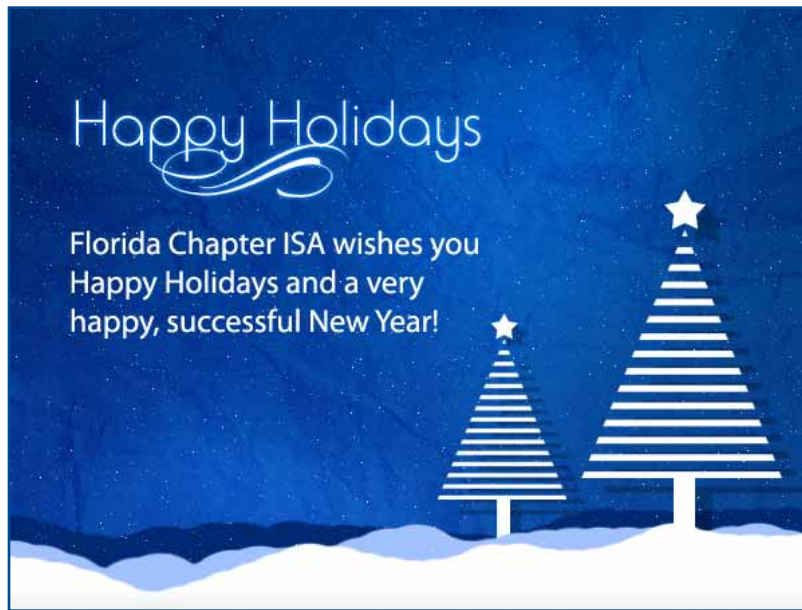
most attendees seemed to enjoy the chance to unwind after attending classes all day. Although it was a little warm and humid that night, anyone who wanted to chill out just had to go into the icy world of the Antarctica Exhibit! This was another great opportunity to network and relax with old and new friends. Many thanks to our sponsors for their support of the event: Brickman and ValleyCrest (now BrightView), Dow AgroSciences, Arborjet, Forestry Resources Ecological, Inc., Legacy Arborist Services and Zimmerman Tree Service.

I received a gift from one of my new friends from Brazil – a small book called Arvores do Rio – Guia Pratico Para Conhecer as Species Tradicionais de Cidade. Unfortunately for me, I cannot read Portuguese so I am willing to share this gift with the first person that contacts me at ctwhite@ufl.edu.

It will soon be time to turn the gavel over to my good friend Bonnie Marshall. I believe that she will provide great leadership for our Chapter as we move forward in 2016! Again, I want to thank the members of the Florida Chapter ISA for giving me this opportunity to represent you on the Board of Directors. What a great ride it has been!

Celeste White
President, Florida Chapter ISA





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March: Tree ID

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January 27, 2016 - Tree Biology A to Z
Ft. Lauderdale
February 5 & 6, 2016 - ISA Triple Play
Plant City



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Homeowners continue from page 1

Koeser showed photos of trees to more than 90 people and asked them to give a gut-level rating of risk. The trees in the photographs varied by species, condition, size and location in relation to a target, as well as other factors that relate to the true risk posed by a tree.

Homeowners must take all this into account when they decide whether to repair a damaged tree or cut it down. Property owners have good reason to worry. Damage caused to trees by severe weather accounts for more than \$1 billion in property damage in the U.S. each year, according to the National Storm Damage Center, a consumer advocacy group that helps property owners before and after violent storms.

Still, Koeser said it is better to leave assessment of tree damage to an experienced professional. "I would rather not have homeowners assess risk," said Koeser, a faculty member at the Gulf Coast Research and Education Center in Balm, Florida, part of UF/IFAS. "It is something they should think about, but a professional should go to the person's home to decide how to deal with the damaged tree. The question really is 'What do professionals and non-professionals consider when they start thinking about tree safety?'"

There are two risks associated with a tree: its real risk to nearby "targets," such as cars, structures and people, and its perceived risks. Koeser wanted to assess perceived risk – as he puts it, "how risky we think a tree is."

"Sometimes the perceived risk associated with a tree is close to its actual risk. Sometimes the two are way off," he said. "In the latter case, a structurally sound tree may be unnecessarily removed out of fear or a truly hazardous tree may not managed as it should be, removed or supported in some manner."

Koeser's study is published in the journal *Urban Forestry & Urban Greening*.

Koeser urges homeowners to look for tree defects, including abnormal growth patterns, decay or other conditions that reduce a tree's structural strength.

"Taking time to look at your tree's crown, main structural branches, trunk and roots can reveal a great deal about the current health and structural integrity of a tree," he said. "If you find easily recognizable defects like dead and falling branches, cavities, or newly-formed leans on a tree around your home, you should consider having the tree examined by a qualified arborist."

Tree risk assessment is relevant for homeowners year-round. But it becomes even more of a concern during tropical storm season, Koeser said. "That said, not every tree is a risk. Trees have the ability to live for decades or centuries," he said. "Prematurely cutting them down out of fear without justification is tremendous loss. Our research shows that experienced arborists are best equipped to provide a thorough assessment." ❖

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Florida-Based Researcher Receives Early Career Scientist Award from International Society of Arboriculture

CHAMPAIGN, Ill. (August 31, 2015) – Dr. Andrew Koeser of Apollo Beach, Florida is a co-recipient of the [International Society of Arboriculture's](#) (ISA) Early Career Scientist Award. This Award of Distinction is given to professionals showing exceptional promise in arboriculture research.

[Click here for a video on Andrew Koeser.](#)

Dr. Koeser is an assistant professor of landscape management with the Department of Environmental Horticulture at Gulf Coast Research and Education Center in Wimauma, and a faculty member at the Center for Landscape Conservation and Ecology dividing his time between research and extension services. He is devoted toward furthering environmental horticulture, landscape management, and arboriculture.

“ISA has witnessed Andrew’s growth as a researcher since he was an ISA Student Fellowship internship recipient 10 years ago,” says Mark Roberts, ISA board president. “He set the bar high for other fellowship recipients and it has been a pleasure to watch his skills develop as a researcher with significant impact on the industry.”

Following his internship at ISA, Koeser was hired as the organization’s Science and Research Manager while completing his Ph.D. at the University of Illinois in Champaign-Urbana. He is an ISA Board Certified Master Arborist® and is Tree Risk Assessment Qualified. One of Koeser’s current projects is a mobile app for risk assessment data collection and mapping. He is also co-writing a series of tree identification books unique to the different regions of Florida.

“My research in tree risk assessment carries on the goal

of enhancing current efforts being made to improve assessment processes,” states Koeser. “I think the app project has the potential to gather user data needed in order to make reasonable assessments of potential tree failure.”

ISA honored Koeser at a ceremony on Sunday, August 9th in Orlando, Florida as part of the 91st Annual ISA International Conference and Trade Show.

Koeser is one of nine distinguished professionals who make up the circle of winners for ISA’s 2015 Awards of Distinction, sponsored by Bartlett Tree Experts. Robert Bartlett Jr., chairman and CEO of Bartlett Tree Experts added, “Regardless of size or location, every tree care company benefits when individuals endeavor to further our industry through education, science and technology. That’s why I continue to believe it is vitally important to support the Awards of Distinction and recognize outstanding work like that of this year’s recipients.”

ISA, with more than 20,000 members making up the organization worldwide, has been honoring members and industry professionals with the Awards of Distinction since 1963. Nine categories recognize candidates in such areas as research, publishing, education, and advancing the cause of the organization. The winners are selected by a diverse group of experts in arboriculture.

DR. ANDREW KOESER – EARLY-CAREER SCIENTIST AWARD

Dr. Andrew Koeser credits working at ISA Headquarters as an intern while earning his M.S. in Natural Resources and Environmental Sciences at the University of Illinois at Urbana-Champaign (UIUC) for helping him discover his passion for developing arboricultural teaching tools. He continued to work as ISA’s science and research manager for two years before devoting himself [Award continued on page 9](#)

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Award continued from page 7

full-time to the completion of his Ph.D. in Crop Sciences at UIUC with emphases in horticulture and biometry.

Dr. Koeser is currently assistant professor of landscape management at the University of Florida Gulf Coast Research and Education Center where he divides his time between research and extension services. His main research focus is tree risk with a goal of enhancing current efforts to improve risk assessment. Dr. Koeser will serve as the 2015-16 president of the Arboricultural Research and Education Academy (AREA) and has written or co-written nearly 50 articles for peer-reviewed journals and trade magazines. He is also co-writing a series of tree identification books designed as visual tools for identifying trees unique to the different regions of Florida.

ABOUT ISA

The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., is a nonprofit organization supporting tree care research and education around the world. To promote the importance of arboriculture, ISA manages the consumer education web site, www.treesaregood.org, which fulfills the association's

mission to help educate the public about the importance and value of proper tree care. Also, as part of ISA's dedication to the care and preservation of shade and ornamental trees, it offers the only internationally-recognized certification program in the industry. For more information on ISA and Certified Arborists, visit www.isa-arbor.com.

ABOUT BARTLETT TREE EXPERTS

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The Florida Chapter of the International Society of Arboriculture recognizes outstanding achievements in the arboriculture profession, as well as the efforts by individuals to make an impact on the practice of arboriculture. Congratulations to the individuals who received the following 2015 awards:

Award for Excellence in Education - Alan Mayberry

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.

Award of Distinction - Santiago Roman

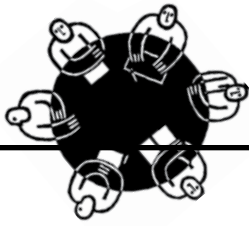
This award shall be bestowed upon an individual, long standing active member (10 years or more) who has provided substantial, long-term contribution to the advancement of the purpose and substance of the Florida Chapter.

The Loren Westenberger Award - Adam Jackson

Awarded for the practice of professional principles consistent with the mission and objectives of the Florida Chapter ISA to better the environment for future generations.

The President's Award of Merit - Rick Joyce

For the guidance, advisement and support of the Florida Chapter ISA president.



Florida Chapter Board Updates

BOARD SHORTS:

New Florida Chapter Grants Program



The Board voted to approve a new Grants Program for the Florida Chapter. The program will provide funding for research as well as educational and promotional material development relevant to Florida arboriculture and in accordance with the Florida ISA mission. A Grant Committee has been established that will oversee the program; the committee will review the research and educational needs of Florida arboriculture, accept project applications and provide recommendations of projects to the Florida Chapter Board for approval.

Membership Rates Stay the Same



Membership rates for the upcoming year will remain the same. Florida Chapter membership added to an International membership will still be \$30 for a full year (making the total for both International (\$130) and Florida Chapter (\$30) to be \$160). Florida Chapter membership without International membership will be \$50 for a full year.

Remember to Vote!



Watch your inbox for the ballot for the 2016 Florida Chapter election. Coming Soon!



Thank You for Your Service to the Florida Chapter!



There are several board members who will be rotating off the Florida Chapter board at the end of 2015. *Many thanks for all your time, energy and guidance that you provided during the past year, or longer. Your input is much appreciated by the entire membership.*

- Dr. A.D. Ali - Past President
- Lori Ballard - Treasurer
- Rob Calley - at large
- Richard Cervi - Consulting Arborist Representative
- Dr. Ed Gilman - Educator Representative
- Dr. Andrew Koeser - at large

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Neighborhood Greenspace and Health in a Large Urban Center

Omid Kardan, Peter Gozdyra, Bratislav Mistic, Faisal Moola, Lyle J. Palmer, Tomáš Paus & Marc G. Berman, www.nature.com
July 9, 2015



Abstract

Studies have shown that natural environments can enhance health and here we build upon that work by examining the associations between comprehensive greenspace metrics and health. We focused on a large urban population center (Toronto, Canada) and related the two domains by combining high-resolution satellite imagery and individual tree data from Toronto with questionnaire-based self-reports of general health perception, cardio-metabolic conditions and mental illnesses from the Ontario Health Study. Analysts suggest that people who live in neighborhoods with a higher density of trees on their streets report significantly higher health perception and significantly less cardio-metabolic conditions. We find that having 10 more trees in a city block, on average, improves health perception in ways comparable to an increase in annual personal income of \$10,000 and moving to a neighborhood with \$10,000 higher median income or being 7 years younger. We also find that having 11 more trees in a city block, on average, decreases cardio-metabolic conditions in ways comparable to an increase in annual personal income of \$20,000 and moving to a neighborhood with \$20,000 higher median income or being 1.4 years younger.

Introduction

Many have the intuition that living near trees and greenspace is beneficial to our health. But how much could a tree in the street or a nearby neighborhood park improve our health? We examined this question by studying the relationship between health and neighborhood greenspace as measured with comprehensive metrics of tree canopy on the street vs. tree canopy

in parks and private residences.

It is a known fact that urban trees improve air quality, reduce cooling and heating energy use, and make urban environments aesthetically more preferable. Importantly, several studies have shown that exposure to greenspaces can be psychologically and physiologically restorative by promoting mental health, reducing non-accidental mortality, reducing physician assessed-morbidity, reducing income-related health inequality's effect on morbidity, reducing blood pressure and stress levels, reducing sedentary leisure time, as well as promoting physical activity. In addition, greenspace may enhance psychological and cardio-vascular

benefits of physical activity, as compared with other settings.

Moreover, experimental research has demonstrated that interacting with natural environments can have beneficial effects – after brief exposures - on memory and attention for healthy individuals and for patient populations. In addition, having access to views of natural settings (e.g., from a home or a hospital bed) have been found to reduce crime and aggression and improve recovery from surgery.

Although many studies have shown that natural environments enhance health or encourage healthy behaviors, to our knowledge, fewer studies have quantified the relationship between individual trees and health. In addition, studies have not separately estimated the treed area beside the streets and other urban greenspaces and related those variables to individuals' health in various domains, including cardio-metabolic conditions, mental disorders and general health perception. Knowing the kind of greenspace that may be associated with health benefits would be critical when deciding the type of greenspace that should be incorporated into built environments to improve health.

The typical method for quantifying exposure to greenspace for individuals in large population studies is to use the percentage of area covered in greenspace in an individual's neighborhood. In this study, we were interested in examining greenspace that are specific to exposure to trees, as opposed to grass or shrub-

[Greenspace continued on page 14](#)



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News From International

MILESTONE REACHED

ISA Certified Arborists Exceed 30,000: As of Wednesday, 26 August 2015, the number of ISA Certified Arborists worldwide surpassed 30,000 for a total of 30,004 CAs "making the world a better place, one tree at a time." We congratulate all 30,004 for their commitment to professional development and their demonstrated knowledge of best tree care practices.

SAVE THE DATE

Save the Date: The 2016 ISA Annual International Conference and Trade Show, "Deep in the Heartwood of Texas," will be held 13-17 August 2016 in Ft. Worth, Texas, US. Watch for more information coming soon.

2015 ISA ANNUAL INTERNATIONAL CONFERENCE PROCEEDINGS

If you were unable to attend the ISA Annual International Conference in Orlando, or attended but would like to revisit information presented, then be sure to check out the archived conference proceedings on the ISA conference website.

Available presentation materials from the annual conference are archived for access anytime. Locate the desired presentation from the educational program schedule, click on the presenter's name to link to his/her bio, then follow the links on that page to the presentation materials. Please note that supplemental materials are available based on presenter submissions. ISA does not have additional information not already included in the online proceedings.

ISA is pleased to provide this extended learning opportunity to our attendees and others in the industry. We encourage you to share what you learned at the conference and the information in the proceedings with your colleagues.

We look forward to seeing you in Fort Worth, Texas, US, 13-17 August 2016.

CALL FOR PAPERS: 2016 ISA ANNUAL INTERNATIONAL CONFERENCE

ISA is seeking presentation proposals for the 2016 ISA Annual International Conference in Fort Worth, Texas, 13-17 August. Abstract proposals are being accepted through Friday, 4 December 2015. If you have questions, please contact Tricia Duzan at tduzan@isa-arbor.com. http://www.isa-arbor.com/events/resources/events_Conference_2016Call-for-presentations.pdf ❖

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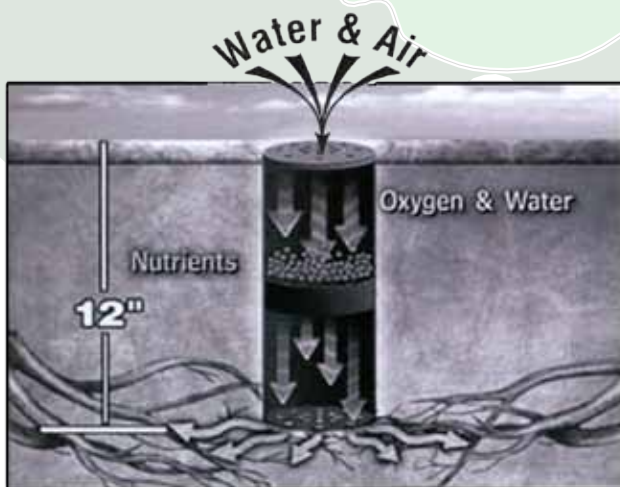
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Greenspace continued from page 11

bery. Here, our definition of greenspace consisted of tree canopy only and not of urban grass or bushes. We also wanted to distinguish between trees along the roads and streets versus those in domestic gardens and parks, and other open areas. We used a single urban population (Toronto) in a country with a universal publically funded healthcare system that guarantees access to health-care services independent of income and/or employment status. In particular, we examined the relationship between tree canopy density beside the streets and in other areas such as parks and domestic gardens with an individual’s health. The health variables that we focused on were:

1. Overall health perception;
2. Presence of cardio-metabolic conditions such as hypertension, high blood glucose, obesity (both overweight and obese), high cholesterol, myocardial infarction, heart disease, stroke, and diabetes; and
3. Mental health problems including major depression, anxiety, and addiction.

Subjective self-rated health perception was chosen as one of the health outcomes because self-perception of health has been found to be related to morbidity and mortality rates and is a strong predictor of health status and outcomes in both clinical and community settings^{28,29,30}

We hypothesized that street trees could have stronger beneficial associations with individual’s health because they may be more accessible to all residents in a given neighborhood as residents are likely exposed to street trees in their daily activities and through views from their windows.

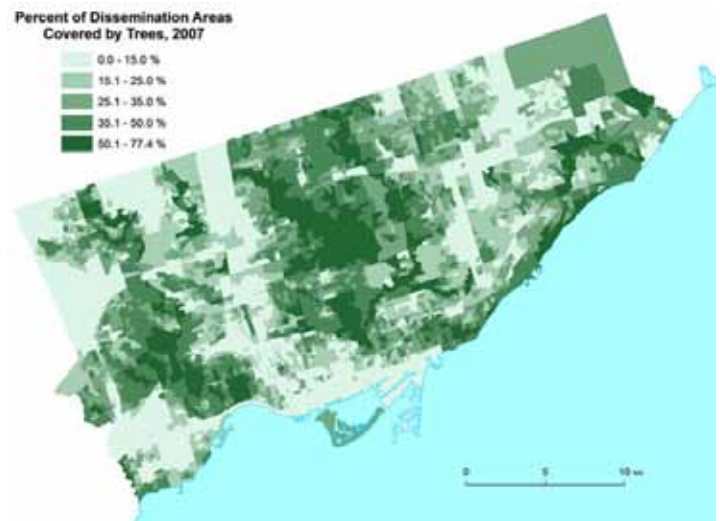


Figure 2: The Greenspace map of the city of Toronto constructed from the Geographical Information System (GIS) polygon data set Forest and Land Cover.

Greenspace continued on page 16

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(352)238-0917

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Greenspace continued from page 14

The levels are shown in units of 10–15% for display purposes only as we analyzed these data as a continuous variable. This figure was created using Environmental Systems Research Institute's (ESRI) ArcGIS software v. 10.2.

Results

Our results suggest that people who live in areas that have more (and/or larger) trees on the streets report better health perception, after controlling for demographic factors, such as income, age and education. This increase in health perception is equivalent to the effect of a \$10,200 increase in annual household income and living in a DA with equally (i.e., \$10,200) higher median income. (Notice that for this comparison we added up the estimates of income and area income because a hypothetical increase of income for the families in a DA also increases the median area income in that DA to the same extent). This same increase in health perception is also, on average, equivalent to being 7 years younger.

Other than street tree density, variables that independently predict better health perception in this multiple regression are: eating more servings of vegetables and fruits in one's diet, being male (males have on average almost 1% better health perception than females), having higher education, living in more affluent neighborhoods, and having higher household income.

Cardio-metabolic Conditions

Results suggest that people who live in areas that have more (and/or larger) trees on the streets report significantly fewer cardio-metabolic conditions. This effect for cardio-metabolic conditions is equivalent to a \$20,200 increase in both area median income and annual household income adjusted for other variables. This decrease in cardio-metabolic conditions is also, on average, equivalent to being 1.4 years younger.

Other than street tree density, variables that predict fewer cardio-metabolic conditions are: eating more servings of vegetables and fruits in one's diet, being younger, being female, having higher education (, living in more affluent neighborhoods, and having

higher household income.

Discussion

Results from our study suggest that people who live in areas with higher street tree density report better health perception and fewer cardio-metabolic conditions compared with their peers living in areas with lower street tree density. There are two important points about our results that add to the previous literature. First, the effect size of the impact of street tree density seems to be comparable to that of a number of socioeconomic or demographic variables known to correlate with better health (beyond age). Specifically, if we consider two families, one earning \$10,200 more annually than the other, and living in a neighborhood with the same higher median income, it is predicted that the more affluent family who is living in the richer neighborhood perceives themselves as healthier people. Interestingly, however, that prediction could turn out to be wrong if the less affluent family lives in a neighborhood that has on average 10 more trees beside the streets in every block. Regarding cardio-metabolic conditions, the same scenario is expected to hold true for an income difference of \$20,200.

According to our findings improving health perception and decreasing cardio-metabolic conditions by planting 10 more trees per city block is equivalent to increasing the income of every household in that city block by more than \$10,000, which is more costly than planting the additional 10 trees (generally, planting and maintenance of 10 urban trees could annually cost between \$300 to \$5000).

The second important finding is that the "health" associations with tree density were not found (in a statistically reliable manner) for tree density in areas other than beside the streets and along local roads. It seems that trees that affect people most generally are those that would be planted along the streets. Another possible explanation could be that trees on the street may be more important to reductions in air pollution generated by traffic through dry deposition. This does not indicate, however, that parks are not beneficial. This study only shows that planting trees along the roads may be more beneficial than planting trees in parks and private residences at least for these health measures. ❖

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From Your TREE Fund Liaison Chair - Eric H. Hoyer



By the time you read this article, the 2015 Tour des Trees will have been concluded. But, as of this writing (October 12), I, along with the other six Florida riders, are still fundraising and looking forward to a great ride through Florida – Downtown Disney to Riverview, Sarasota, Punta Gorda, Ft. Myers Beach, Everglades City, Miami, and concluding in Ft. Lauderdale. The ride is the last week of October, a great time of year in Florida.

As of October 12, the seven riders had raised \$20,508. Each rider must raise a minimum of \$3,500. The Chapter has supported the riders by contributing \$1,000 per rider. In addition, the Chapter has generously supported the 2015 Tour des Trees by being a \$15,000 sponsor. As a result, the Florida Chapter has raised over \$40,000 this year to support the TREE Fund. This is certainly a banner year for Florida and represents the most money ever raised for our Chapter.

Many thanks to all those Chapter members who have supported the TREE Fund via individual donations to the Fund or by supporting one or more riders. Although the ride is the last week of October, donations to riders are accepted through December 31; therefore, if you haven't yet done so, you can still donate to a rider or to Team Florida by visiting the website at www.stihl-tourdestrees.org. Go to the rider gallery tab and hit the letter of a rider's last name. The seven riders participating this year are Andy Kittsley, Scott Davis, Bill Veach, Steve Morton, Charles Theurer, Tammy Kovar, and me. You can either donate to an individual rider or to the Team Florida "kitty".

This year's tour includes riders from throughout the United States as well as Canada, the U.K., and Germany. As expected, most riders are arborists or in related fields; however, other occupations represented include hairstylist, yoga instructor, receptionist, attorney (yes, we let them ride too!), city planner, campground owner, physical therapist, Stihl employees, and a lumber company manager.

The purpose of this 500+ mile week-long bike ride is to raise money for the TREE Fund (Tree Research Education and Endowment Fund). The annual Tour des Trees (TDT) ride is the largest single annual fundraising event to support the TREE Fund. Because of generous sponsors such as Stihl, the ride is now self-supporting; all of the monies raised now goes directly into the TREE Fund. Many other sponsors also support the ride and are too numerous to mention here. Please check the website to see a full list and remember to support these businesses as often as you can.

Since its inception in 1992, the TDT rides have raised over \$7.2 million for the TREE Fund. The last four rides alone have generated over \$2.5 million. The monies raised go to various researchers, including Florida's own Ed Gilman, for important tree research to include such topics as pruning, root and soil management, planting and establishment, plant health care, risk assessment, worker safety, tree biomechanics, urban forestry, and a host of other topics. Florida has received numerous grants over the years and, as recently as 2013, Dr. Andrew Koeser of the University of Florida received a \$10,000 grant to study various methodologies regarding tree risk assessments.

By the next issue of Arborist News, I'm sure many of you will have heard about the ride and/or have spoken to one or more of the riders. I hope to provide a summary, along with a photo or two of the ride. Again, many thanks to those of you who have supported the Tour and/or the TREE Fund. ❖


Florida Chapter ISA Presents

ISA Tree Risk Assessment Qualification

3 days: *Thursday, December 3, 2015: 8 AM - 5 PM*
Friday, December 4, 2015: 8 AM - 5 PM
Saturday, December 5, 2015: 8 AM - noon

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Loren Westenberger Workday Chairperson Needed!

DO you have a desire to help non-profits with quality tree care? You can help the community by organizing the Loren Westenberger Workdays throughout the state. ISA members donate their time, talents and equipment to provide arboricultural services to needy non-profit-owned properties throughout Florida. Examples of eligible sites include churches, schools, arboreta, parks, garden clubs, etc. There can be up to three workdays per year, one each in North, Central and South Florida. These events are usually held in February.

Thanks to Jay Sockriter, who was our most recent chair, for organizing past workday events including Chinsegut Hill in Brooksville, Camp Ithiel (New Covenant Church) in Orlando and Nehrling Gardens in Orlando.



VOLUNTEER Work Days are organized by the Chair and the Work Day Committee. Tasks of the committee may include marketing the workdays to non-profits, reviewing the applications and visiting the sites, planning the arboriculture work to be completed and requesting volunteers and companies to perform the services. Workdays can be a great day of camaraderie and fun and you will be leaving your footprint on an organization that may not be able to afford proper tree care.

The Florida Chapter ISA Workdays are named after Loren Westenberger, past Florida Chapter ISA president and owner of Westenberger Tree Service in St. Petersburg. Loren was passionate about trees and frequently donated his time and talent to local churches, shelters and other such organizations who needed tree care.

If you are interested in volunteering to chair or be on the committee, or need more information, please contact Celeste White at ctwhite@ufl.edu or 407-254-9210 or the Florida Chapter ISA office at floridaisa@comcast.net.

ISA
FLORIDA CHAPTER

Loren Westenberger
Volunteer
Work Day



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ISA Announces Separation of Annual International Conference and International Tree Climbing Championship

ISA leadership believes that holding the events independently provides flexibility in selection of locations, facilities, and dates that are best suited for the growth and success of both events. ISA staff is excited about the opportunity to build the ITCC into a more comprehensive program that expands the culture of safety throughout the arboriculture industry and beyond.

We look forward to providing an excellent ISA experience at both of these events and to the new and expanded opportunities we will be able to offer our members and the industry as a whole.

After careful consideration, the ISA Board approved a new format that creates greater opportunities for involving ISA chapters, associate organizations, and members and also increases opportunity for public outreach. ISA leadership believes that holding the events independently provides flexibility in selection of locations, facilities, and dates that are best suited for the growth and success of both events, which may result in them occurring at different times of year and in different locations altogether. This flexibility moves ISA toward being able to deliver better benefits to a wider audience, reaching more people within the industry and among the general public.

“With the events separated, ISA will be able to better allocate human and financial resources to organize events that meet our strategic goals and provide even more educational opportunities and interaction with our members,” says Jim Skiera, the executive director of ISA. “Separation also allows capacity to build out a greater public engagement experience with our tree climbing championship.”

Without the time constraints of one annual event, ISA plans to offer more educational workshops during the ITCC geared toward reaching niche groups of the industry. In conjunction, an outdoor trade show will provide additional opportunities for demonstrations and networking among our members, vendors, and other industry partners. More interactive educational activities will also be a key component in order to attract the public and generate more exposure for the industry.

The board had previously approved a temporary separation for the 2015 and 2016 events. The first stand-alone ITCC was held March 21 and 22 in Tampa, Florida. A new event structure was introduced at this event, which included the

Arbor Fair and Expo. Post-event review of the experience was instrumental in the board decision to move toward longer term separation of the competition and the annual conference.

“The board believes that holding two separate events will provide more volunteer opportunities with fewer administrative constraints for staff and host organizations,” adds ISA Board President de Gourét Litchfield. “This will permit more focus on creating experiences that are valuable for our members, vendors, sponsors, components, and the public.”

Currently, the events are scheduled to be held separately in 2016 as previously decided by the board, but will be together for 2017 in Washington, DC, in order to honor previously established commitments. However, future planning for 2018 and beyond will develop them as two separate events. To encourage participation from the climbing community at the ISA Annual International Conference and Trade Show, there are plans to incorporate more educational programming focused on safety, industry innovation, and climbing techniques geared toward the everyday working arborist.

Next steps for ISA include finalizing a business plan for the ITCC focusing on additional human and financial resources needed for expansion as a stand-alone event. ISA will also be communicating with chapters and associate organizations on future scheduling to allow time to adjust their event schedules, particularly the climbing competitions used to qualify competitors for the ITCC.

Frequently Asked Questions

1. Why are the events being separated?

Separating the events provides staff with flexibility in selecting locations, venues, and dates that are ideal for each event and will allow room for growth.

2. What are some of the benefits of having two separate events?

a) More opportunity for participation from chapters and associate organizations who would like to host an ISA event. An organization may be interested in hosting the ITCC but not the annual conference or vice versa. Less time and volunteer coordination are required if hosting only one event.

[TCC continued on page 21](#)



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TCC continued from page 19

- b) Greater audience reach. Besides being at different times of the year, events could potentially be held in different geographical regions, providing more educational opportunities for our members and credential holders worldwide.
- c) Ability to design more educational programming specific to various industry groups.
- d) Increased time and human resource capacity to build out opportunities for more public engagement during the ITCC to generate awareness of the industry.
- e) Additional networking and volunteer opportunities for our members and credential holders.

3. What is the timeframe for the transition?

The events will be held separately in 2016, but planned to be back together in 2017. The long-term separation of events will begin in 2018.

4. When and where will the two events be held in 2016?

- The International Tree Climbing Championship (ITCC) will be 2-3 April 2016 in San Antonio, Texas.
- The ISA Annual International Conference and Trade Show will be held 13-17 August 2016 in Fort Worth, Texas.

Both events are being hosted by the ISA Texas Chapter.

5. Will ITCC be held at the same time each year?

ISA staff and volunteer committees are working on policies that will guide selection of host organizations, venues, and dates. Our goal is to keep the event dates within a consistent time frame.

6. How will this impact my local tree climbing competitions?

ISA Chapters and Associate Organizations will still run their local competitions according to the rules established by the Rules Committee. ISA will be communicating with chapters and associate organizations on future scheduling of the ITCC which may impact the dates for local competitions as well as the Asia Pacific Tree Climbing Championship (APTCC), European Tree Climbing Championship (ETCC), and North American Tree Climbing Championship (NATCC).

7. How will competitors qualify for the ITCC?

The male and female champions of chapter and

TCC continued on page 24

MEMBER BENEFITS

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PRESIDENT/CEO

J. Eric Smith

Dear ISA Member,

When I joined the TREE Fund as its new President and Chief Executive Officer last summer, one of the first questions that I posed in a staff meeting was “Who really benefits from our work?” The answer I received from our team was quick, enthusiastic and unanimous: *Everyone!*

It’s a rare charitable organization that can make such an audacious claim, but in the TREE Fund’s case, it’s fully justified – primarily due to the extraordinary reach and impact of the work done by the tree care professionals we empower.

Few people would argue the environmental, economic and aesthetic benefits of a thriving urban forest. Even fewer, though, ever stop to think about how much thought and effort goes into planting, nurturing and preserving the trees within it. That work is hard, dangerous and often thankless, but its benefits are legion – to property owners, businesses, governments, families, children, retirees, *everyone!*

Ralph Waldo Emerson famously wrote that the creation of a thousand forests is in one acorn, and the TREE Fund’s mission mirrors that sentiment: we multiply the value of our fundraised assets many times over by investing them in crucial tools – science, safety, outreach, education – to benefit our tree care professionals, thereby strengthening all of the communities in which they live and work. From one to many. From small to large. From individuals to *everyone!*

I respectfully request your support for this far-reaching work with a contribution to our annual operating campaign, which ends December 31. I hope that you will consider a gift of \$100 or more as our team works to expand the TREE Fund’s impact in 2016 while also reducing our dependence on labor-intensive fundraising events. You may make your gift online at treefund.org or use the enclosed coupon and envelope.

Thank you in advance for your consideration. Your gift will be well managed, multiplied, and difference making – for *everyone!*

Best regards,

J. Eric Smith
President/CEO

The TREE Fund is grateful to Bartlett Tree Experts for its support of this campaign.

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Arborists



"As a grad student, a TREE Fund grant helped me complete my research on sunscald on recently transplanted trees. Now that I'm at Davey Tree, I see that those research grants really drive the entire industry and help set new scientific and safety standards."

- *Don Roppolo, Davey Tree Expert Co. regional recruiter/trainer*

Business Owners



"I've seen firsthand the impact a TREE Fund scholarship can have. It gave Jamilee Kempton the opportunity to pursue her dreams, and our industry has gained an enthusiastic, educated young professional."

- *Doug Anderson, Owner, Anderson's Tree Care Specialists, Inc.*

Utility Arborists



"TREE Fund research has helped us to create and implement a more efficient utility line-clearance pruning specification at Unitil. My implementation decisions and funding requirements are backed up with solid data, giving me confidence and credibility when talking to company management or regulatory agencies."

- *Sara Sankowich, System Arborist at Unitil Service Corp.*

Climbers



"Every climber benefits from biomechanics research. Understanding when and why trees fail helps keep arborists and climbers safe on the job".

- *Mark Chisholm, ISA Certified Arborist and International Tree Climbing Champion*

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TCC continued from page 21

associate organization competitions as well as the winners of the APTCC, ETCC, and NATCC will still be the individuals who qualify to participate at the ITCC.

8. Besides the competition, what other activities will be part of the ITCC event?

Separating the events gives ISA the opportunity to create a structure for the ITCC that will lead to a fully comprehensive program expanding on our existing services. The goal is for the event to combine the various needs of the climbing community to create new offerings that are valued by climbers and the industry. The overall event structure will be similar to what was debuted in Tampa:

Arbor Fair – To increase public awareness and promote the profession, Arbor Fair is designed to provide activities and interactive displays that help the public understand the benefits of trees and how professionals properly care for trees.

Arbor Expo – An outdoor industry trade show that provides opportunity for manufacturers and suppliers to showcase and demonstrate products and services available to the arboriculture community to help them work safely and efficiently.

Arboriculture Education – Industry-focused educational opportunities for arborists who attend the event, as well as ITCC competitors and volunteers.

Future program development may include closer integration with our certification programs and new services to satisfy a specific niche of the industry.

9. As a climbing arborist, why should I attend the Annual International Conference and Trade Show?

ISA strongly encourages climbing arborists to participate in the annual conference and trade show. We will continue to offer the Climbers' Corner sessions on the trade show floor, and the Conference Program Committee is working to incorporate more educational programming focused on safety. ❖

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TCC WINNERS... THE RESULTS!

Jason Gerrish - 2016 Florida Chapter TCC Men's Winner
Alisha Amundson - 2016 Florida Chapter TCC Women's Winner

Congratulations to Alisha Amundson of Tree Girl Designs in Oviedo and Jason Gerrish of Tree Huggers in Miami for their wins at the recent Florida TCC Championship in Apopka, FL. Both Alisha and Jason will represent the Florida Chapter at the International TCC that will be held at Brackenridge Park in San Antonio, Texas on April 2 - April 3, 2016. Good luck to you both at the International event!

The Florida TCC event in Apopka was a great event. The five preliminary events were held on Saturday September 19th; the Master's Challenge was held on Sunday the 20th. There were 40 competitors who travelled from far and wide to participate. TCC Chair, Adam Jackson (ValleyCrest) and his wonderful crew of prep volunteers, judges and timekeepers devoted much time and effort to organize and run the event.

In addition to the winners of the preliminary events ([see list on page 26](#)), there was a tie for the Taylor Ingram Sportsmanship Award ; Rob Calley and Steven Stubbe were both voted by their fellow competitors. The Bruce Smith Pay-It-Forward Award was presented to Chris Coates; the award was presented to Chris by Bruce's daughter Stephanie.

Once again, congratulations to Alisha Amundson and Jason Gerrish for winning the 2015 Florida TCC, and thank you to all the climbers who travelled and participated in the Florida TCC.



Female winner Alisha Amundson (ctr) with competitor Annie Stover

Flag raising ceremony with Apopka Boy Scout Troop



Male winner Jason Gerrish



Chris Coates presented with the Bruce Smith Award by Stephanie Schiturro-Smith



Run-through for all competitors

Florida Chapter TCC Congratulations!



Our congratulations to all the competitors who participated in the Fall Florida Chapter Tree Climbing Championship. Below is the list of the top 10 Florida climbers based on overall scoring:

MASTER'S CHALLENGE RANKINGS

Male:

1. Jason Gerrish
2. Cory Wilson
3. Mike Cross
4. Doug LaFortune
5. Tim Walters
6. Ron Price

Female:

1. Alisha Amundson
2. Annie Stover

WINNERS OF THE PRELIMINARY TCC EVENTS

MALE:

Belayed Speed Climb

1. Mike Cross
2. Paul Lloyd-Jones
3. Doug La Fortune

Throwline

1. Ron Price
2. Paul Lloyd-Jones
3. Brian Reneau

Footlock

1. Jason Gerrish
2. Colin Kelly
3. Doug LaFortune

Aerial Rescue

1. Jay Lyke
2. Jason Gerrish
3. Paul Lloyd-Jones

Work Climb

1. Jason Gerrish
2. Dominic Pallotti
3. Steven Stubbe

FEMALE:

Belayed Speed Climb

1. Alisha Amundson
2. Annie Stover

Throwline

1. Annie Stover
2. Alisha Amundson

Aerial Rescue

1. Alisha Amundson
2. Annie Stover

Work Climb

1. Alisha Amundson
2. Annie Stover



Competitors in the Master's Challenge (L-R)

Mike Cross, Doug LaFortune, Colin Kelly, Chair Adam Jackson, Alisha Amundson, Ron Price, Annie Stover, Tim Walters, Jason Gerrish; missing is Cory Wilson

Consultant's Corner

by Joe Samnik, Consulting Arborist



PEOPLE AND TREES

When it comes to safety the courts are in agreement (but not necessarily in agreement with us) that people, and to somewhat of a lesser degree property, override the importance of preserving trees.

The Tree Risk Assessment, ANSI A300 (Part, 9) has recently started to be taught ubiquitously across the land. And that is as it should be. The risks versus the consequences of a failed tree have not been in the consideration matrix of many arborists until of late, resulting in, as the popular thinking goes, many trees being cut down when they should remain standing. And, conversely, many trees are left standing when they should be removed.

The default button is typically pushed by “Tree Huggers” and little old ladies with blue hair and old men with hats. These are the good folks that band together over decaffeinated coffee and sugar free donuts at the self-appointed leader’s home and map out a strategy of saving a tree at the risk of officials not getting re-elected or being banished from the tribe for nonconformity. I often wonder how many of these fine folks have ever viewed autopsy photographs of the unsuspecting after a huge tree has fallen on them. Or attended a funeral of aforementioned personage. It’s kinda like the good and honest folks that teach us how to appraise trees when they’ve never been under oath defending their opinion of value.

The rules are quite clear with regard to people and trees in urban and suburban areas. The duty to inspect is great; the greater the population of people the greater the duty to inspect. But what of rural areas? What of little used lands? What is the duty to inspect in these situations?

Low.

It seems that the law has determined that the gentry’s

landowner doesn’t have the duty to inspect as too onerous a responsibility would be imposed upon him or her to do so.

I recall for your behalf the case in which I was involved regarding just such a situation. A person was seriously injured when a tree fell upon his traveling car in a rural setting. Across from me into the courtroom entered a highly gifted and renowned consulting arborist from the west coast. This guy did an analysis on the subject tree that was nothing short of astonishing. The report was over 20 pages in length. It seems he was getting paid by the pound for the report. Never mind what was missed in the analysis: The subject tree was in a rural area. No negligence. I’m certain no comfort was realized by the driver of the car who would forever eat his food through a straw. As to the gifted arborist from the west coast, I’m certain his face was contorted into a big, “What?” on the trip back home.

Tree risk assessments are a sobering assignment. You should first determine just where you are when you are inspecting trees for risk. If you can see cows and horses, then chances are that the duty to inspect is lower than if you see a sky line of buildings and honking cabs.

My best to you and your families. Enjoy the Holidays.
❖



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Effective

- Approximately one minute application time in palms.
- Starts killing Whitefly in less than 24 hours.
- Simple, proven and low cost application equipment.
- Completely closed system-never touch the insecticide.
- Doesn't kill beneficial insects, only kills insects feeding on the tree.

Texas Phoenix Palm Decline and Lethal Yellowing Control Products Available Too



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palmtreesaver.com
store.palmtreesaver.com
info@palmtreesaver.com

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2015 Certification Exam Schedule

The FLORIDA CHAPTER of ISA is pleased to announce our 2015 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
Dec. 12, 2015	Certified Arborist Exam	IRSC's Pruitt Campus 500 NW Calif Blv Port St. Lucie	8:00 am to noon	Dennis Grim & Ann McMullen	Minimum 12 business days prior	\$150/ \$250

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

For an application form to register for an Exam call the ISA Office in Champaign, IL at 888-472-8733. To purchase an ISA Certification Study Guide, call the Florida Chapter ISA at 941-342-0153 or fax an order form to 941-342-0463.

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

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



Florida Chapter ISA - 2015 Education Schedule

*The schedule below is tentative and subject to changes.

Date	Seminar/Class	Location (s)	Open for Registration
Dec. 3 - 5, 2015	Tree Risk Assessment Qualification	Ft. Lauderdale	Register Online
January 26, 2016	Tree Biology A to Z	Orlando	
January 27, 2016	Tree Biology A to Z	Ft. Lauderdale	
February 5 & 6, 2016	ISA Triple Play	Plant City	

Welcome!

New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the third quarter of 2015. 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.

Ramiro Aristizabal, Davie, FL
 Zane Brian Beary, Rockledge, FL
 Richard Thomas Bowman, Dade City, FL
 Norm Brown, Sarasota, FL
 Michael Tyron Burleigh, Alachua, FL
 Jeffrey Alan Busch, Tampa, FL
 Matthew Roy Butcher, North Fort Myers, FL
 Angela L Carroll, Plantation, FL
 David Benjamin Chaimowitz, Wellington, FL
 Scott Cohen, Rancho Santa Fe, CA
 Robert Crider, Key West, FL
 Sabino Di Liddo, Jr., Davie, FL
 Leticia Fernandez-Beraud, Miami, FL
 Ronald Frank, Boca Raton, FL
 Kelli A. Green, Odessa, FL
 Fredy Guerrero, Alvin, TX
 Robert Harris, Bushnell, FL
 Steven Bret Helton, Destin, FL
 Sean C. Jackson, Bryceville, FL
 Jeff Jarr, Punta Gorda, FL
 Elizabeth Kirchoffer Pectol, Clearwater, FL
 Jonathan Adam Lee, Tampa, FL
 Omar Leon, Miami Beach, FL
 Norman J. Liddell, Fort Pierce, FL
 Chris Lighter, Pompano Beach, FL

Amanda Lindsay, Orlando, FL
 Joseph Marshall, Hartville, OH
 Samuel Alexander Massey, Winter Park, FL
 Ernie Noa, Champaign, IL
 Taylor Crisman Passetti, Tallahassee, FL
 Alan Pedemonti, Casselberry, FL
 Elva L. Peppers, Tallahassee, FL
 Marcel Rosales, Bradenton, FL
 Jose Carlos Ruiz Solorzano, Orlando, FL
 Jennifer Savaro, Plantation, FL
 Donna L Schatzberg, TAMPA, FL
 Albert Scowden, TAMPA, FL
 Stan Sharek, Bradenton, FL
 Jason Matthew Shrouder, Pembroke Pines, FL
 Matthew Austin Spahlinger, Naples, FL
 Ryan St. George, Miami, FL
 Mark Stephens, Lake Worth, FL
 Karre Stratford, Titusville, FL
 Damon Lee Thigpen, Tallahassee, FL
 Fernando Vivanco, Plantation, FL
 Tim Waine, Tampa, FL
 Keith S. Weyrick, Miami, FL
 Timothy Randall Winstead, Brooksville, FL
 Ari Zimmerman, Boca Raton, FL

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

Letters to the Editor

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

Email your letters to:
floridaisa@comcast.net

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

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



An invitation to all members
 to attend a

Board of Directors Meeting!

Call 941-342-0153

for specific times and locations

Up-coming 2016 Board Meeting - Dates & Locations

November 13, 2015 - Orlando

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

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

Florida Chapter currently has 1872 Certified Arborists.

The Florida Chapter would like to congratulate the following 26 individuals for earning their certification as Arborist Certification and Board Master Arborist Certification during the third quarter of 2015:

Certified Arborist

David Michael Asbell, Brooksville, FL
 John Wiley Bell, Jupiter, FL
 Martin Broadnix, Jupiter, FL
 Mark Carmel Dalton, Panama City, FL
 William D. Granda, Miami, FL
 Kenneth Grecco, DAVENPORT, FL
 Mike Harris, Fruitland Park, FL
 Curtis Robert Henschel, Winter Garden, FL
 Ronnie Hughes, Apopka, FL
 Edson Gene Hurd, Gulf Breeze, FL
 Kacy D. Keeffe, Tampa, FL
 Ryan W. Klein, Gainesville, FL
 Samuel Alexander Massey, Winter Park, FL
 Jessica Amber Mathis, Gainesville, FL
 Nicholas James Meyers, Orlando, FL
 Harold Dean Patterson, Tallahassee, FL
 Igna R. Portilla, Miami, FL
 Ronald Raymond Price, Jr., Apopka, FL
 Brian James Ross, Sarasota, FL
 Douglas Joseph Roy, Sebastian, FL
 Joshua Reid Stafford, Fernandina Beach, FL
 Damon Lee Thigpen, Tallahassee, FL
 Charles Russel Vance, Plant City, FL
 Timothy Randall Winstead, Brooksville, FL

Travis Yarusso, Dunedin, FL

Board Certified Master Arborist

Cris D. Revell, Tallahassee, 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
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Sarasota, FL 34240