

Winter 2016
 In This Issue:

Silverleaf Whiteflies	1
President's Message	2
Memo Board	2
NEW Florida ISA Emails	3
Florida Chapter Board Updates	6
Compacted Soils Can Be Rebuilt	7
Alert the Media?	9
Community Perceptions English/Spanish	10
UF/IFAS Researchers Head to Cuba	12
TREE Fund Liaison Report	16
Tree Fund President's Message	18
International ISA Rates	20
Consultants Corner	22
New Florida Chapter Members	26
Florida Chapter Education Schedule	27
Arborist Certification Committee Report	27



How to Differentiate Silverleaf Whiteflies (Bemisia tabaci) From Other Whiteflies

Bill Schall, Commercial Horticulture Extension Agent
 Revised August 4, 2016

Florida has about 65 of the 1,200 species of whiteflies found worldwide. The silverleaf whitefly (*Bemisia tabaci*) has a number of genetically different types called “biotypes.” They all look identical, but are different enough for some to be very resistant to many commonly used insecticides. Currently, our greatest concern is with the insecticide resistant **Q-Biotype**, but resistance may also be developing in some **B-Biotype** populations. The Q-Biotype originated from the Mediterranean region, where it is believed that intensive European vegetable production techniques may have selected for it. We can somewhat easily differentiate silverleaf whiteflies from other Florida whiteflies. However, biotype can only be determined through genetic testing called “biotyping.” See the UF Schall factsheet (<http://www.pbcgov.com/coextension/horticulture/whitefly>) Sending Silverleaf Whiteflies Specimens for Biotyping.

Silverleaf whitefly are the most common whiteflies found on your tomato, pepper and cucurbit plants, and are the primary vector for insect transmitted viruses on

tomatoes in Palm Beach County. These whitefly transmitted plant viruses have destroyed hundreds of millions of dollars worth of food production worldwide. The adult insects are very tiny and look similar in size to the ficus whitefly, but are much smaller than the rugose spiraling whitefly.



The three things that will help you differentiate silverleaf whiteflies from other whiteflies are:

- 1) **Tiny Size:** They are less than 1/25th of an inch in length, and narrower in width.
- 2) **Sharp Angle of Wings to the Sides of the Body:** Many of the whiteflies we see have 2 wings that are on the same flat plane across their top surface. The silverleaf whitefly wings each angle downward on the sides to about

A Message From the President



Dear Florida Chapter ISA Members,

This is my final message as President of the Florida Chapter. I'm grateful to the board for their guidance, support, and suggestions. And, I'm grateful to the membership for supporting

me as well as challenging me. It has been a great year!

We have worked together on some exciting things!

This was the first year of our Grants Program. We have received our first round of grant applications and will be making an announcement regarding the first recipients before the end of November. Not only does this program benefit tree research but it will benefit our members; both of these are important Chapter goals. Thank you to Dr. Ed Gilman for guiding us through this process. We certainly couldn't have done it without you!

We have begun working with black-and-white landscape photographer Clyde Butcher on a book that will showcase Florida trees. Of the photos that are selected for the book, we will create descriptions of the trees and their environments. Remember to send in your suggestions of beautiful, historic or significant trees that impress you and deserve to be included in the book! Once the books have been printed the Chapter will receive a portion and the proceeds of our book sales will go to the Chapter. Thank you to Rick Joyce for bringing this important project to the board for the benefit of the Florida Chapter.

We received a lot of praise for the changes that were implemented at this year's Tree's Florida Conference, from attendees, sponsors, and exhibitors. Once again I would like to thank Kim Pearson and her team for a great Trees Florida Conference!

Unfortunately, due to Hurricane Matthew we were unable to hold the TCC in October. We knew that our climbers would be out assisting with cleanup efforts in our affected communities and for that reason it has been postponed to the early part of next year. We will post more information on our website as it becomes available.

As I mentioned earlier in the year, we were unable to hold our Loren Westerberger Work Day this year, because we didn't have a committee chair to organize the event. We are grateful that Wade Collum from the City of Pompano Beach has offered to chair this event in 2017.

It takes many people to keep our chapter functioning and for us to continue with education, conferences, and events each year. Lori Ballard is one of those people. She has been active on the board

for several years and currently serves as Vice President and Education Chair. Lori will be our Chapter President in 2017. I'm looking forward to what the year holds under Lori's leadership!

Finally, thank you to Norm, Jan and Patty for all of the preparation that goes into facilitating classes, meetings, and administering our annual conference. Without their dedication, we wouldn't be able to do it all!

Best,

Bonnie Marshall

President, Florida Chapter ISA

"In the woods we return to reason and faith." - Ralph Waldo Emerson

MEMO BOARD

Watch for an update on the rescheduled Florida Chapter TCC event for February or March, 2017

Watch for an update on the re-scheduled Outdoor Tree School with Mark Chisholm for February or March, 2017

Ballot for 2017 Florida Chapter election due by December 9, 2016

▷ [Electronic Ballot](#)

Arboriculture Triple Play!
 Custom-design your own class: Choose from Friday's Commercial/ Consulting track or Utility track, or attend Saturday's Climber track or attend both days!

Orlando
 Friday & Saturday: December 9 & 10, 2016

▷ [pdf](#)

▷ [Register Online](#)



UPDATE YOUR ADDRESS BOOK!

You can contact us using these email addresses:

Norm Easey, Chief Executive Officer - neasey@floridaisa.org
 Jan Easey, Admin. Assist. - jan@floridaisa.org
 Patty Morrison, Admin. Assist. - patty@floridaisa.org

Florida Chapter ISA 2016 Board of Directors

Executive Committee

Bonnie Marshall, President ('16)
 Davey Tree Expert Co.
 1500 North Mantua Street
 Kent, OH 44240
bonnie.marshall@davey.com

Lori Ballard, Vice President ('16)
 Samnik & Ballard Expert Tree Consultants
 12103 98th Ave.
 Seminole, FL 33772
 Phone: 727-786-8128
 Cell: 727-403-5980
loriballard@experttreeconsultants.com

Celeste White, Past President ('16)
 Orange County UF/IFAS Extension
 6021 S. Conway Road
 Orlando, FL 32812
 Phone: 407-254-9210
 Fax: 407-850-5125
cwhite@ufl.edu

Adam Jackson, Treasurer ('16-'17)
 Davey Tree Expert Company
 123 Atlantic Drive
 Suite 111, Maitland, FL 32751
 Phone: 407-331-8020
 Cell: 407-616-8618
adam.jackson@davey.com

Directors

Bill Armstrong, Commercial Arborist Representative ('15-'17)
 Armstrong Tree Service
 4426 Rabbit Pond Rd.
 Tallahassee, FL 32309
 850-443-2178
armstrongtree@comcast.net

Jordan Upcavage, Consulting Arborist Rep. ('16-'18)
 Independent Tree Service, Inc.
 PO BOX 4875
 Tampa, FL 33677
 Phone: 813-245-1566
Jordan.independenttree@gmail.com

Rick Joyce, Grower Representative ('15 - '17)
 Forestry Resources Ecological, Inc.
 4353 Michigan Link
 Ft. Myers, FL 33916
 Phone: 239-851-9366
rjoyce@fri-eco.com

Dr. Ed Gilman, Educator Representative ('16-'18)
 University of Florida
 Dept. of Environmental Horticulture
 2543 Fifield Hall
 Gainesville, FL 32611-0670
 Phone: 352-262-9165
egilman@ufl.edu

Dru Dennison, Municipal Arborist Representative ('14-'16)
 401 Park Avenue South
 Winter Park, FL 32789
 Phone: 386-209-7429
ddennison@cityofwinterpark.org

Dan Marsh, Utility Arborist ('14-'16)
 Florida Power & Light
 1711 SE Ebb Court
 Port St. Lucie, FL 34952 Phone: 561-904-3706
dan.marsh@fpl.com

Julie Iooss, FUGC Representative ('13-'15)
 City of Orlando Parks Division
 1206 W Columbia St.
 Orlando, FL 32805
 407-246-3989
Julie.iooss@cityoforlando.net

Ryan Jones, Attorney Representative ('16-?)
 Traub Lieberman Straus & Shrewsberry
 181 - 79th Street S.
 Petersburg, FL 33707
crj.esq@gmail.com

Dr. Michael Orfanedes, At Large ('16)
 University of Florida
 3245 College Avenue
 Davie, FL 33314
 Phone: 954-357-5279
morfanedes@broward.org

Rob Calley, At Large ('16)
 Backridge Tree Service Inc.
 11 Miracle Strip Pkwy,
 Ft. Walton Beach, FL 32548
 Office Phone: 850 240-2829
 Personal Phone: 850 699-2474
backridge17@gmail.com

Florida Chapter Trustee:
 Mr. Rick Joyce

Florida Chapter Standby Interim Director:
 Dr. Andrew Koeser

Administration
 Norm Easey, Chief Executive Officer
 Jan Easey, Admin. Assist.
 Patty Morrison, Admin. Assist.

We honor and thank the Florida Chapter ISA Past Presidents

2015 - Celeste White
 2014 - Dr. AD Ali
 2013 - Patrick Miller
 2012 - Eric Hoyer
 2011 - Don Winsett
 2010 - David Reilly
 2009 - Mike Robinson

2008 - Mary Edwards
 2007 - Rick Joyce
 2006 - Rick Joyce
 2005 - Bruce Smith
 2004 - Michael Marshall
 2003 - Perry Odom
 2002 - Perry Odom

2001 - Loren Westenberger
 2000 - Dane Buell
 1999 - Dr. Ed Gilman
 1998 - Richard Bailey
 1997 - Joe Samnik
 1996 - Joe Samnik

Florida Arborist newsletter is published quarterly by the Florida Chapter of The International Society of Arboriculture, Inc., 7853 South Leewynn Court, Sarasota, FL 34240, and is intended as an educational benefit to our members. Information may be reprinted if credit is given to the author(s) and this newsletter. Please submit all requests and articles to: Norm Easey, 7853 South Leewynn Court, Sarasota, FL 34240, Fax (941)342-0463 Email: Jan@floridaisa.org. Articles submitted will not be returned and are preferred in electronic format via disk or e-mail. The Florida Chapter reserves the right to refuse or edit submitted articles or advertising as seen fit. All pictures, articles, advertisements and other data are in no way to be construed as an endorsement of the author, products, services, or techniques. Likewise, the statements and opinions expressed herein are those of the individual authors and do not represent the view of the FL-ISA, its executive director, board of directors, its chairman, this newsletter or its editor.

Whiteflies continued from page 1

a 45 degrees. They also have no dark or grayish coloring on them. Magnification is needed to see this.

3) Yellowish Coloring of the Insect Head and Body:

This coloring, coupled with the size and wing orientation is very distinctive for this species. Magnification is needed to see this.

Another new whitefly in Florida that might be confused with the silverleaf whitefly is the solanum whitefly (*Asiothrixus antidesmae*), also sometimes called the pepper whitefly. The solanum whitefly is slightly larger, ranging from about 1/25 inch to 1/12 inch in length

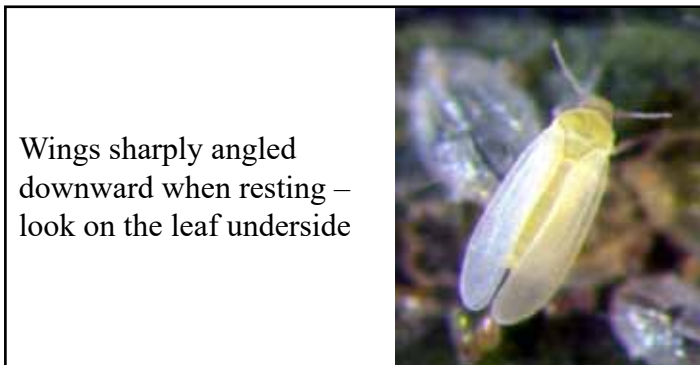
(compared to 1/25 inch for silverleaf whitefly), and the wings are not tilted downward as sharply when resting. The final nymph stage of the solanum whitefly has “fringe” around it, while the silverleaf whitefly does not. The body color of the two is similar.

Additionally, ficus whitefly is similarly sized, but has some slightly gray cloudy coloring on the white wings, and only reproduces on ficus plants.

Only silverleaf whiteflies need to be biotyped. See the characteristics below for differentiating between silverleaf and solanum whiteflies. ❖

Silverleaf Whitefly (biotype)

Solanum Whitefly (do not biotype)



**JOHN P. WHITE
MEMORIAL SCHOLARSHIP**



Supporting education
in the arboriculture/ur-
ban forestry industry.

Applications for the Spring 2017 semes-
ter are due by Nov. 15, 2016

Sponsored by: [Get More Info ►](#)
Florida Chapter International Society of Arboriculture
and Florida Urban Forestry Council



Now offering:

Trunk Injection Products for

Spiraling Whitefly Control

Lowest Cost Trunk Injectable Imidacloprid
Highest Active Ingredient (10%)
Lowest Cost Equipment

Easy
Quick
Effective

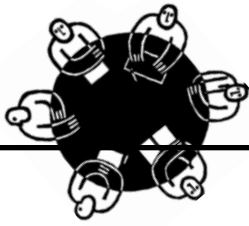
- Approximately one minute application time in palms.
- Starts killing Whitefly in less than 24 hours.
- Simple, proven and low cost application equipment.
- Completely closed system-never touch the insecticide.
- Doesn't kill beneficial insects, only kills insects feeding on the tree.

Texas Phoenix Palm Decline and Lethal Yellowing Control Products Available Too



(561) 655-6940
palmtreesaver.com
store.palmtreesaver.com
info@palmtreesaver.com

Distributors for: 



Florida Chapter Board Updates

BOARD SHORTS:

Remember to vote!



Florida Chapter Members: Watch your inbox for the ballot for the 2017 Florida Chapter election. You will be [voting on 3 seats](#) for the 2017 calendar year – Vice President (becomes President in 2018), Municipal Arborist Rep, and Utility Arborist Rep!

Candidates:

Vice President (becomes President in 2018):

- o Mr. Adam Jackson
- o Mr. Scott Shultz

Municipal Arborist Representative:

- o Mr. Matt Anderson
- o Mrs. Kim Pearson

Utility Arborist Representative:

- o Mr. Ron Collins
- o Mr. Marc Pierre

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 2016. 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.

- Celeste White - Past President
- Rob Calley - at large
- Dru Dennison - Municipal Arborist Representative
- Dan Marsh – Utility Representative
- Dr. Michael Orfanedes - at large



Compacted soils can be rebuilt to help urban trees thrive

Virginia Tech researchers have developed a soil rehabilitation method that can help fix the compacted, rock-hard soils left behind after land development and building construction.

Trees planted in rehabilitated soil have as much as 84 percent greater canopy than those in untreated soil, according to [Susan Day](#), associate professor of urban forestry in the [College of Natural Resources and Environment](#). The research by Day and colleagues appears online ahead of print in [Urban Forestry & Urban Greening](#).

Past work showed that their method, named “[Soil Profile Rebuilding](#),” decreases soil compaction, increases carbon sequestration, and increases the rate at which water moves through the soil, thereby improving storm-water capture.

“City soils are much maligned, and with good reason,” said Day, who has a joint appointment in horticulture in the [College of Agriculture and Life Sciences](#). “City soils are stripped and compacted and mixed and layered until they have little in common with their less-disturbed cousins in agricultural and forested lands.”

The Soil Profile Rebuilding method uses compost and a special subsoiling technique adapted for tight urban spaces to create pathways through the soil for root and water penetration. A backhoe with a tined bucket is used to break up the compacted soil and incorporate compost to a depth of two feet. Then four inches of topsoil are applied and rototilled to a depth of six to eight inches, followed by planting trees or shrubs whose roots help the soil continue to develop.

Unlike many previous approaches to alleviating soil compaction, the effects of Soil Profile Rebuilding persist “because the technique doesn’t just break up the soil physically; it also affects biological activity in the soil,” Day explained. It is a useful tool for designers seeking [SITES](#)[®] (Sustainable Sites Initiative) accreditation from the U.S. Green Building Council.

The rehabilitation process was developed by Day, fac-

ulty colleagues, and graduate students in both colleges over the course of seven years of research at Virginia Tech and in Arlington County, Virginia, in partnership with Vincent Verweij, Arlington County’s urban forester.

The researchers evaluated five tree species — red maple, swamp white oak, bur oak, elm, and cherry — over [Soils continued on page 8](#)

NEW !

UF UNIVERSITY OF FLORIDA
IFAS Extension

ISA
INTERNATIONAL SOCIETY OF ARBORICULTURE

ARBORICULTURE TRIPLE PLAY



December 9 and 10, 2016
ORLANDO
UF-IFAS Orange County Extension



3 classes over 2 days!

1 COMMERCIAL/CONSULTING Track:
Friday, December 9, 2016 8:30 AM - 4:30 PM
 OSHA, Pruning Specs and Demos, Palm Diseases and Pests
 CEUs: ISA - 6.75 BCMA - 3.25(M), 3.5(P)
 FNGLA - 4 LIAF - 4

2 UTILITY Track:
Friday, December 9, 2016 8:30 AM - 4:30 PM
 OSHA, Customer Expectations, Migratory Bird Treaty Act, LCEC Tree Exchange Program, FERC/NERC Changes
 CEUs: ISA - 6.5 BCMA - 5.5(M), 1(P) Utility - 5
 FNGLA - 4 LIAF - 4

3 CLIMBER Track:
Saturday, December 10, 2016 8:30 AM - 4:00 PM
 Safe worksites, aerial rescue, efficient climbing, rigging, pruning
 CEUs: ISA - 6.5 BCMA - 4.5(M), 2(P)
 FNGLA - 4 LIAF - 4



RPG Trees Are Superior Performers In Your Landscapes

- Hardening-off Trees
- Improving Quality
- Research & Education

*Now More Than Ever...
Look for the RPG Tag for Quality!*

2015-2016 Grower Members

The Arbor Group
Orlando/407-235-8492

Nature Coast Tree Corp
Bell/386-935-9349

BE-MAC Farms
Odessa/813-920-2247

SMR Farms
Bradenton/941-708-3322

Fish Branch Tree Farm
Zolfo Springs/863-735-2242

Snapper Creek Nursery
Ft Pierce/772-216-9993

Marshall Tree Farm
Morriston/800-786-1422

Spectrum Tree Farms
Live Oak/800-753-1379

Stewart's Tree Service
Brooksville/352-796-3426

Associate Members

Cherokee Manufacturing
General Cordage
Graco Fertilizer Company

Grass Roots Nurseries
Treemart

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

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

Soils continued from page 7

six years in response to Soil Profile Rebuilding in comparison with typical development practices and undisturbed agricultural soil at a long-term experimental plot area.

They measured tree growth and mortality of three additional tree species — ginkgo, scarlet oak, and katsura — one year after planting with and without Soil Profile Rebuilding in 25 plots along major thoroughfares in Arlington. Soil rebuilding resulted in 77 percent greater trunk cross-section area growth after one year.

“Municipalities and developers are often faced with a choice between wholesale replacement of existing soil or leaving soil untreated, resulting in frequent plant replacements, decreased biodiversity, and limited ability of the landscape to handle rainfall and reduce runoff,” Day said. “Soil Profile Rebuilding gives them another option that is considerably more cost effective and sustainable than soil replacement.”

Faculty co-authors on the research are [W. Lee Daniels](#), the Thomas B. Hutcheson Jr. Professor of Crop and Soil Environmental Sciences, and [J. Roger Harris](#), professor of horticulture, both in the College of Agriculture and Life Sciences. The three students authors have since graduated from Virginia Tech: Rachel Layman (lead author) earned a master’s in horticulture in 2012, Yujuan Chen earned a doctorate in forestry in 2013, and David Mitchell earned a master’s in forestry in 2014.

This research is funded in part by Virginia Tech’s [Institute for Critical Technology and Applied Science](#), the Tree Research and Education Endowment Fund, and the McIntire-Stennis Program of the U.S. Department of Agriculture’s National Institute of Food and Agriculture. ❖



FLORIDA CHAPTER TREE CLIMBING CHAMPIONSHIP ~~OCTOBER 2016~~

Watch For New Date Announcement



ALERT THE MEDIA?

FNGLA (Florida Nursery, Growers and Landscape Association) raised concerns with the Florida Department of Environmental Protection about its new emergency rule requiring the public be notified within 24 hours whenever there is a pollution incident. FNGLA concurs with DEP: It is in the public’s interest to learn of incidents which may impact human health or the environment. However, FNGLA believes the rule’s lack of guidance makes it overly broad and subject to wide-ranging interpretations. For example, as currently written, the rule might require businesses to notify the media even if some fuel is spilled incidentally when gassing up nursery or landscape equipment.

FNGLA also advised DEP that most small family businesses do not have the resources, personnel or training to interact with the media. Certainly, one uneasy public relations challenge can have an irreversibly, long-lasting impact on any nursery or landscape operation. FNGLA, and many of the other leading business groups represented in Tallahassee, formally asked DEP to clarify its intent and offer needed guidance. Stay tuned. Source: FNGLA ❖

**SAME GREAT QUALITY.
NEW LOOK.**

FEA has been serving the forestry industry for years with quality equipment. We are still that same great company, but now with the added strength of Utility One Source!

FOR MORE INFORMATION PLEASE VISIT:
www.utility1source.com

OR SCAN HERE TO LEARN MORE




CONTACT INFORMATION
 12600 E. Lynchburg Salem Turnpike, Forest VA 24551
 Phone: 434.625.2929
 Fax: 434.625.0917
 E-Mail: fovaad@u1source.com
www.u1source.com

**U1S
FORESTRY**

Community Perceptions of Trees

Henry Mayer, UF/IFAS Miami-Dade Extension and Dr. Carlos Balerdi, Professor Emeritus UF

I had had a long day at work but when I finally arrived home around 7:00 PM I noticed a familiar sound - a stump grinding machine! My neighbor's young 30+ foot tall *Quercus virginiana* was history! In a matter of minutes, the machine ground the stump that was left. When I approached my neighbor, and asked why she made the decision to remove the tree, she told me that it was full of termites and also it was causing too much work for her to clean the leaves. I am not a termite expert, but I doubt that termites were the real cause. The second comment could be the true reason - "the leaves cause too much work to clean".

There is no reason to explain to you the benefits of the tree; everybody in this organization is conscious about the benefits that the green canopy provides to us. The real challenge is to encourage and promote the message of the benefits of trees to the people who don't like trees, or don't appreciate the benefits that they provide.



Photo: [Tree City USA](#)

Some data about community perceptions of trees could be found in the article "How Urban Residents Rate and Rank the Benefits and Problems Associated with Trees in Cities" which was published by Virginia I. Lohr, et. al. by the Journal of Arboriculture & Urban Forestry in

2004. The authors point out "The concept of the urban forest and its benefits appears not well understood or recognized by the public".

The authors mailed a set of questions to 2,004 randomly selected adults. Forty-four percent of the people surveyed were male and 56% were female. They ranged in age from 18 to 90 years; the average age was 42. When asked about their ethnic background, 75% identified themselves as White/European. Less than half had completed a 4-year college degree (41%). Most of those surveyed said that they had not lived in a city during early childhood (66%).

The main complaints about trees were:

1. Trees are a problem in cities because they cause allergies
2. Trees should not be used in business districts because they block store signs
3. Trees should not be planted because their roots crack sidewalks
4. Trees should be removed from cities because they can fall across power lines
5. Trees should not be used in cities because they make it difficult to detect criminal behavior
6. Trees should not be planted along streets because they drip sap or sticky residue on parked cars
7. Trees should not be planted in cities because they are ugly when they are not maintained
8. Trees should not be planted in cities because they cost the city too much

As arborists, it is our task to understand the attitude of people who don't care about trees and educate them about the unlimited advantages that a healthy urban tree canopy can provide to our community.

Literature

Escobedo, F., Seitz, J., Northrop, R. and Moon M. Community Leader's Perceptions of Urban Forests in Hillborough County, Florida. UF/IFAS edis, <http://edis.ifas.ufl.edu/fr255>. 201

Lohr, V.I., C.H. Pearson-Mims, J. Tarnai, and D.A. Dillman. 2004. How urban residents rate and rank tree benefits and problems associated with trees in cities. *Journal of Arboriculture* 30: 28-35 ❖

Pércepciones de la Comunidad sobre los Árboles

Henry Mayer, Miami Dade IFAS Extension Agent y Dr. Carlos Balerdi, Professor Emeritus UF

Había sido un día largo de trabajo, cuando llegue a mi casa como a las 7:00 PM. Note un sonido familiar, una máquina trituradora! El Quercus virginiana de mi vecino desapareció! En un instante, la máquina trituro el tronco que quedo. Cuándo le pregunte a mi vecino por qué había removido el árbol, me dijo que estaba lleno de termitas y también que le daba mucho trabajo recoger las hojas. Yo no soy un experto en termitas, pero dudo que las termitas eran la causa real.

Espero que todo los miembros de ésta asociacion esten conscientes de los beneficios que los árboles nos proporcionan. El verdadero desafío es animar y difundir el mensaje de los beneficio de los árboles a las personas que no disfrutan de los árboles, o no aprecian los beneficios que proporcionan.



Photo: [Tree City USA](#)

Algunas estadísticas sobre las percepciones de la comunidad para con los árboles, se puede encontrar en el artículo “Como los residents urbanos razonan y evalúan los beneficios y problemas asociados con los árboles en las ciudades”, publicado por Virginia I. Lohr, y otros autores. El artículo apareció en el Journal of Arboriculture and Urban Forestry en el año 2004. Como los autores señalan “el concepto de arboricultura urbana

y sus beneficios, aparentemente no son entendidos ni reconocidos por el público”

Los autores enviaron un cuestionario de preguntas a 2,004 adultos seleccionados al azar. El 44% de los encuestados eran hombres y el 56% mujeres. La edad promedio fue de 19 a 90 años; siendo el promedio 42. Cuándo se les pregunto cuál era su procedencia etnica, el 75% se identifico como blanco/europeo. Menos de la mitad había terminado los 4 años de universidad (41%). La mayoría dijeron que ellos no habían vivido en una ciudad durante su niñez (66%).

Las principales causas de quejas sobre los árboles fuerón:

1. Los árboles causan problemas de alérgias
2. Los árboles obstruyen los anuncios de las tiendas
3. Las raíces de los árboles rompen las aceras
4. Los árboles pueden romper las líneas de alta tensión
5. Los árboles no deben usarse en las ciudades porque dificultan la detección de posibles criminales
6. Los árboles no deben ser plantados a lo largo de las calles porque la savia o residuos pegajosos dañan a los automóviles estacionados
7. Los árboles no deben plantarse en las ciudades porque lucen feos cuando no se mantienen
8. Los árboles no deben plantarse en las ciudades porque le cuestan demasiado a la ciudad

Como arboristas, es nuestra tarea de entender la actitud de las personas que no se preocupan por los árboles y educarlos acerca de las ventajas ilimitadas que una cobertura arborea urbana saludable le puede proporcionar a nuestra comunidad

Literatura:

Escobedo, F., Seitz, J., Northrop, R. and Moon M. Community Leadre's Perceptions of Urban Forests in Hillborough County, Florida. UF/IFAS edis, <http://edis.ifas.ufl.edu/fr255>. 201

Lohr, V.I., C.H. Pearson-Mims, J. Tarnai, and D.A. Dillman. 2004. How urban residents rate and rank tree benefits and problems associated with trees in cities. Journal of Arboriculture 30: 28–35 ❖

UF/IFAS Researchers Head to Cuba for Scientific Exchange to Benefit Florida Agriculture

Oct. 19, 2016 By: Brad Buck, bradbuck@ufl.edu

Sources: Damian Adams, dcadams@ufl.edu, Jack Payne, jackpayne@ufl.edu



GAINESVILLE, Fla. --- The University of Florida Institute of Food and Agricultural Sciences is sending an inter-departmental team of scientists to Cuba as part of a grant that is believed to be the first federally-funded project for scientific field research in Cuba.

The project's principal investigator (PI), associate professor Damian Adams; project co-PIs assistant professor Jiri Hulcr and postdoctoral associates Paloma Carton de Grammont and José Soto, and other UF/IFAS research scientists and graduate students from the School of Forest Resources & Conservation, the Entomology and Nematology Department, the Food and Resource Economics Department, and the Department of Agricultural and Biological Engineering will travel to Cuba for this research, funded by a \$228,000 grant from the U.S. Department of Agriculture.

The project team is traveling to Cuba to fulfill several missions:

- Conduct research to identify wood-boring pest species in Cuba that could pose high risk threats to U.S. agriculture and forests.
- Train Cuban scientists on state-of-the-art methods to accurately identify these wood-boring pests in Cuba in an effort to reduce the possibility of transmission of these pests to Florida agriculture and

forests.

- Understand how Cuba's plant protection programs and policies impact pest movement, particularly to the United States.
- Estimate the potential economic impact of a pest invasion from Cuba to the United States

Jack Payne, UF senior vice president for agricultural and natural resources, said UF/IFAS is very interested in sending researchers to Cuba for this landmark information-gathering mission.

"Drs. Adams, Hulcr, Carton de Grammont, and Soto will bring back important data and insights about invasive species that could help protect Florida agriculture." Payne said. "They'll also help foster relations with the Cuban scientists. This is invaluable information that will benefit

[Cuba continued on page 14](#)

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

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

Single Issue advertising rates are as follows:

**Full Page - \$250/issue
Half Page - \$200/issue
Quarter Page - \$150/issue
Business Card - \$75/issue
Classified Ad - \$25/issue**

Discounts for a commitment of 4 consecutive issues:

**Full Page - \$200/issue
Half Page - \$150/issue
Quarter Page - \$100/issue
Business Card - \$50/issue
Classified Ad - \$25/issue**

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

**call 941-342-0153
or email jan@floridaisa.org**

LESS WEAR & TEAR. MORE R&R.



NEW
Formulation

The PALM-jet you know just got better.

PALM-jet Mg features lower rates and a new formulation that results in less wear & tear on equipment, saving you in labor costs and downtime. Trunk Injected PALM-jet Mg can be applied near water, unlike soil-applied magnesium treatments.



Scan to
learn more



Contact JB Toorish for more information:
jbtoorish@arborjet.com or 781.983.2613.

ARBORJET
Revolutionary Plant Health Solutions

Cuba continued from page 12



Florida agricultural producers.”

“The project will assess the risks to Florida from exotic plant pests in Cuba, consistent with UF/IFAS’ mission to protect and enhance agriculture and natural resources of Florida,” Adams said.

“We will be analyzing Cuba’s policies and institutional capacity to prevent and mitigate the movement of pests,” he said. “The project will focus on wood-boring beetles – the group of pests that, following their arrival from Asia, destroyed nearly a billion redbay and swamp

bay trees in the Everglades, and threaten the Florida avocado industry.”

Woodborers account for the majority of new tree pest invasions to the U.S. They could harm pine plantations, citrus groves and many tree species, Adams said. Invasive tree pests, like wood-boring beetles, cause billions of dollars in economic damages for timber producers, residential property owners and government agencies.

Because of its tropical climate and status as a major transportation hub, Florida is the U.S. state most vulnerable to invasive species, with more than 85 percent of new exotic plants entering the U.S. through the port of Miami. Since the resumption of diplomatic relations with Cuba in 2015 and the loosening of some U.S. and Cuban travel restrictions, travel has substantially increased between Cuba and the U.S., particularly Florida. If trade relations should be re-established with Cuba, the U.S. needs to be wary of new pests from Cuba, Adams explained.

“It took a lot of work to get this point,” Adams said. He

Greening continued on page 15



**PROTECTING THE REPUTATION
OF THE UTILITIES WE SERVE...
IT'S PART OF OUR JOB**



TREE SERVICE, INC.
VEGETATION MANAGEMENT SPECIALIST

800-522-4311 • www.nelsontree.com/ad/reputation.html

▶ See the video



Cuba continued from page 14

credits the team effort that it took to get the grant, including work by Bill Messina, an economic analyst in the UF/IFAS food and resource economics department, and Fred Royce, an associate research scientist in the UF/IFAS agricultural and biological engineering department, who have been conducting collaborative research in Cuba and building relationships with Cuban researchers and scientists for over 20 years.

Adams sees the UF/IFAS-Cuba collaboration as proactive, working together and sharing scientific information before the pests arrive.

“Our project is helping us understand how the Cuban institutions in charge of plant and forest health are organized and their capacity to identify, detect and manage pests,” Adams said. “It’s the USDA’s job to help protect agriculture and natural areas from invasive pests, but Cuba is a black box to the USDA. We know almost nothing about what pests are in Cuba, that nation’s ability to prevent or manage invasive pests or who to contact in Cuba if the countries need to work together on the next big pest problem.” ❖



Morrison, Florida

Quality, Variety & Service since 1984

2" to 12" caliper specimens with over 30 varieties for our Southeastern landscapes

Customer Service is our specialty, we provide quotes, pictures and deliveries on your schedule

Visit us at www.marshalltrees.com



Call for current availability
800.786.1422



Preserve Florida's Greatest Green Resource - Trees!

Buy a TreesAreCool plate!
Send in your receipt and
get a free Florida ISA
1-day seminar -
promotion is going on now!

Through your purchase of the TreesAreCool License Plate for your vehicle, you help benefit our Florida urban tree environments through:

- Tree research
- Scholarships
- Ongoing education of tree-care practitioners
- And provide public education programs about tree care and preservation.

The Tree Tag...Get it Today!



WEB: www.floridaisa.org P: 941-342-0153 E: jan@floridaisa.org

The Florida Chapter of the International Society of Arboriculture (ISA) is a non-profit organization committed to serving the needs of Florida's professional arborists and tree-care consumers.

From Your TREE Fund Liaison Chair - Eric H. Hoyer



of October 25). The 2016 tour has raised a total of \$372,000; 100 percent of this money goes to arboricultural research and education. It is not too late to contribute to an individual rider or to Team Florida. If you are interested, please visit the Tour website at www.stihltourdestrees.org/2016. ❖

Tour des Trees 2016

The 2016 Tour des Trees bike ride came and went the last week of October. This year's ride was a loop starting and ending in Charlotte, North Carolina totaling 610 miles. Unfortunately, the ride started almost immediately after Hurricane Matthew swept up the Atlantic Coast and with its 100+ mph winds and dumped massive amounts of rain through the Carolinas. Several of the 100 tour riders working for utility companies had to leave the ride early to assist with hurricane cleanup.

The riders encountered felled trees throughout the ride and several portions of the ride were rerouted to avoid flooded roads and damaged bridges. Utility crews were noted all along the route. In spite of the adverse conditions, the tour was successful and the riders had a great time. The tour generates goodwill throughout the week; the riders' positive attitudes and enthusiasm reach across to others along the route. At one rest stop at a church, a large white oak had fallen across the church property but the church members still enthusiastically welcomed the riders by serving them food and drinks. Trees were still planted at schools and community parks and school children enjoyed the lessons taught by Professor Elwood Pricklethorn (aka Warren Hoselton of Toronto, Canada). The Tour is as much about education and awareness as it is to raise much needed funds for research and education.

Team Florida had three riders this year – Andy Kittsley of Orlando riding his 20th ride, Scott Davis of Hialeah, participating in his fifth tour, and Cheyanne Quigley of Pensacola, riding in her first tour. Each rider must raise a minimum of \$3,500; thus far, Team Florida has greatly exceeded that minimum by raising \$12,850 (as



Professor Elwood Pricklethorn (aka Warren Hoselton of Toronto, Canada)

WANE 3000[®] TREE SYSTEM

...Since 1972

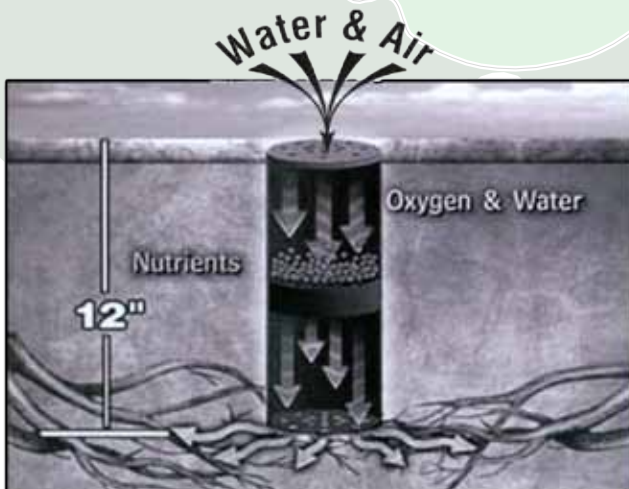
- County Library Parking Lots
- Fire House Parking Lots
- City Side Walks
- Major Florida Amusement Parks



Pinellas County Utilities

145 S. Fort Harrison Ave., Downtown Clearwater, FL

50 Wane Units were installed around this large Live Oak Tree in 1983.



WANE 3000[®] TREE SYSTEM

www.wane3000.com

(813) 961-1060

casmith@tampabay.rr.com



November 7, 2016

Chairman

Randall H. Miller, BCMA

Chair Elect

Brian Sayers, PhD

Vice Chairman

Steven Geist, BCMA, RCA

Treasurer

Ray Henning

Trustees

Brent Asplundh

James Barborinas

Arnold Brodbeck, PhD

Hallie Dozier, PhD

Paul F. Fletcher, Jr., BCMA

George Hudler, PhD

Wilbur Nutter

Roger Phelps

William Schleizer

James Urban, FASLA

Jeff Wilson, ex-officio

Thomas Wolf

Trustees Emeritus

John Lloyd

James Zwack

Chairman Emeritus

Allan J. West

President and CEO

J. Eric Smith

Staff

Robin Borgione

Mary DiCarlo

Barbara Duke

Karen Lindell

Dear ISA Friends,

Annual growth rings in temperate-climate trees mark the increments of new wood added each year. As you all know, we can learn a lot by studying a tree's annual rings: its age, the climates it has thrived in, its relationships with symbiotic organisms, and even the nature and quality of its interactions with humans.

I've been thinking about the imagery of annual growth rings as I reflect on my first year with TREE Fund, much of it spent travelling to meet, listen to, and learn from the tree care community. We're a year older now, so what would our latest annual growth ring say about our nonprofit organism if you peeked inside?

First off, it would show that we're growing in both resources acquired and resources disbursed, and that the ratio of those two flows is trending in a healthy direction, as we're working to get more of every dollar we raise back out to support you in the field. We're doing this by growing new branches and adding new coverage — additional programs, larger grants, and more awards — all to the benefit of the professionals who shelter under our canopy of knowledge.

To sustain this healthy growth, we're continuing to “open the circle” in a healthy, non-invasive fashion, thereby allowing new friends and supporters to build atop our strong roots, injecting new revenue streams that will ensure we remain vibrant for many years. Trees are long-lived organisms — just as an endowment fund is — and we exist solely to provide long-term support for tree care professionals like you, helping you adapt to the ever-evolving challenges facing our urban forests.

Of course, there's another meaning to “annual ring” — namely, a once-per-year call — and I'm hoping you'll indulge me on that front here as well. As we move forward and upward, solid sustenance sets the stage for potentially transformative growth in 2017, so we respectfully request that you consider a gift of at least \$100 to our 2016 year-end appeal. Please visit treefund.org to make your contribution today. With your support, growth can ring in the New Year from day one.

With best regards, and deep gratitude,

J. Eric Smith, President and Chief Executive Officer

Cultivating Innovation in Arboriculture and Urban Forestry

552 South Washington Street, Suite 109, Naperville, Illinois 60540 630-369-8300 www.treefund.org

Growth Rings in the New Year

What would the TREE Fund's 2016 annual growth ring tell you about our nonprofit organism if you peeked inside?

Awarding more and bigger grants

Adding more programs

Opening the circle to new donors

Injecting new revenue streams



TREE FUND
Cultivating Innovation

Donate to the TREE Fund today!

Online: www.treefund.org
By phone: 630-369-8300

By mail: TREE Fund
552 S. Washington St. Ste. 109
Naperville, IL 60540

We're setting the stage for transformative growth in 2017. With your support, growth can ring in the New Year from day one.



International ISA Rate Increase Notification

Professional Development for less than your daily cup of coffee!

ISA strives to provide maximum benefits and value to our members and credential holders. To ensure continual provision of these benefits and allow for expansion of services, the fees ISA charges for ISA Membership and Certification need to provide financial sustainability for the organization while remaining affordable for the professionals we serve.

For your assistance, we've assembled some useful information about the upcoming fee increases. We hope that you continue to enjoy the many benefits of ISA Membership and ISA Credentialing and look forward to serving you in the years ahead!

What are the price increases?

Certification:

- Beginning 1 January 2017, the price for members to be ISA Certified will increase \$20.00 (initial exam fee will be \$170 and recertification fee will be \$120)
- Beginning 1 January 2017, the price for non-ISA Members to be ISA Certified will increase by \$30.00 (initial exam fee will be \$280 and recertification fee will be \$230)
- If you are within 90 days of your certification expiration and have earned the required number of CEUs in your certification period, you can pre-pay your re-certification fee before the end of 2016 to take advantage of the current pricing.

Membership:

- Beginning 1 January 2017, the price for an ISA annual Membership will increase by \$5.00 (to \$135/year)

You can pre-pay your membership before the end of 2016 to take advantage of the current pricing.

[Click here for the new International ISA rate chart.](#)

Florida Chapter membership rates will not increase for 2017. The Florida Chapter rates will remain \$30/year when you add Florida Chapter membership to your International membership.... Or.... \$50/year if you join just the Florida Chapter.

Why are the prices being increased?

Certification:

- We hope you have enjoyed the added value recent program improvements provide, such as the CTW merger and a revamp of the BCMA exam.
- New credential holders and those who recertify are receiving an updated ISA Credential ID card that can be used to market themselves and their ISA certification along with other new branding services.
- We've made maintaining your credential even easier with ISA's convenient online access. Visit the CEU Portal to get started!

Membership:

- Your time is important to us! We continue to work toward lowering your call wait time and increasing our service to you.
- Need resources that fit your own schedule? Use the online version of ISA Publications and the Online Learning Center to increase your knowledge!
- ISA is continuing to add value to our membership through partnerships and programs with outside groups. Be sure to utilize your member discounts on Certification and CEU opportunities.
- Join the ISA network and connect with more than 23,000 members worldwide. To look for your next networking opportunity, visit the Events Calendar today!

Make sure you have all the *Right* tools.

As the only national trade organization dedicated to tree care businesses, becoming a member of TCIA is the best investment you can make.

BUSINESS TOOLS – From professional standards to the latest publications, members receive dynamic tools to run their businesses safely, efficiently, and successfully.

EVENTS – Enjoy members-only savings and deep discounts on TCIA-hosted workshops and events around the country.

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

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

MAJOR SAVINGS – Receive deep discounts on training and educational materials for you and your crew.

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

First-time members can start taking advantage of membership benefits right away, at the low introductory price of \$195. Limited time offer.



TREE CARE INDUSTRY ASSOCIATION
Advancing tree care businesses since 1938

Join today!

membership@tcia.org

tcia.org

1-800-733-2622

Photo: Brian Bixler. Arborist: J. David Driver (the X man).

“TCIA’s leadership and guidance have allowed us to do what we do best; spend more time in the field.”

Doug Edwards, Arborist Tree Care Enterprises, Inc.

Consultant's Corner

by Joe Samnik, Consulting Arborist



LICENSURE – PAST, PRESENT AND FUTURE

There was a time in recent memory that licensure was the topic on everybody's mind. Hardly a conversation could be held with a group of arborists without the topic commanding central conversation. There was no doubt that the majority of our members supported the initiative. Four different boards of directors supported the effort in its entirety. A lot of money, your money, was invested in the effort and bill after bill failed to pass.

As chair of the last Licensure Committee I assume the responsibility for that failure.

This article will state the reasons for that failure and provide a quick glimpse into the history of the effort. This writing will hopefully rekindle the desire for licensure in Florida. These reasons may serve as a rule and guide for future efforts by others. But the 'others' must first be us, the members of the Florida Chapter.



The matter of licensure came up at a board meeting in Ft. Myers during the first term presidency of Rick Joyce. Our friend, the late Loren Westenberger was the chair of the Licensure Committee at that time. He and his committee had arrived at a point of redundancy in their efforts. A new chair and committee was formed of Mike Marshall, Norm Easey and myself.

It was quickly discovered that the first rule of getting a bill passed was to retain a lobbyist. The committee interviewed three candidates. The person chosen was from one of Florida's biggest law firms. Surprisingly, he was also the least expensive.

The first effort in Tallahassee came too late in the session; we should have waited until the following session to initiate our effort. But we didn't and the initiative didn't even get

a sponsor (Rule # 2: get a sponsor). Our effort failed.

Your Board of Directors was also heavily burdened at this time with nothing less than a coup to abolish the Florida Chapter and vanquish its officers. Few, very few members realize and understood the dire straits we found ourselves in at this juncture of our Chapter's existence and of our history. Licensure was at the heart of this attempted abolishment of our Chapter. Many heroes were born during this tumultuous time. True heroes, whose names would immediately be recognized while others might lay claim to having never heard their names. But they saved the Chapter from dissolving one afternoon by standing firm in their resolve to combat the fringe that sought to remedy a situation that did not exist. Licensure was the catalyst for this ill-fated, unsuccessful attempt. The effort resumed with many casualties of thought and thinking left in the wake. Much wind had been taken from our sails. People were exhausted, tired and depleted of spirit. These were difficult and horrific times to be certain.

The second effort was the classic example of a full court press. We got a sponsor and we gained momentum. Organizations came out of the woodwork to oppose us; we prevailed. At the reading and actual vote of our bill in Tallahassee (attached to another agricultural initiative) the sponsor, our sponsor rose to his feet on the floor and pulled his own bill from consideration, something about a feud between he and a distant cousin. What followed was the first time ever in the history

of Florida that a senator was forcibly removed from the Senate floor by the sergeant-at-arms. Our bill failed again.

The third effort was championed by the heavy weight champion of all lobbyists (who had it in for the guy who fell onto his own sword). Imagine having never lost a bill for passage in an entire career. Never. Not once. And, we still had our lobbyist who came so close to victory. This was certain to be a victory. Unbelievably, he came to us at no charge, the most expensive lobbyist in the business; ours at no charge. He was in it to win it and this was personal to him. I think the committee and I were practicing just how the victory would be announced to the membership...

Never count your chickens before they hatch (Rule # 3).

[Licensed continued on page 24](#)

Wedgle® Direct-Inject™ TREE INJECTION SYSTEM

Our advanced technology for tree treatment allows you to **INCREASE THE NUMBER OF TREES YOU TREAT IN A DAY!**

- ◆ No drilling damage
- ◆ No mixing at job sites
- ◆ No guarding or return trips
- ◆ No waiting for uptake
- ◆ Treats most trees in five minutes or less!
- ◆ Successful and most profitable add-on service

Multiple injection tips designed for all types of trees, conifers and palms



Insecticides • Fungicides
PGRs • Antibiotics
MicroNutrients



WINFIELD™

855-880-0048
www.winfieldpro.com



JOIN ISA!

**Compare the member benefits.
Decide which membership suits you best:
International, Florida Chapter or BOTH!**

Benefits for joining International ISA:

- 'Arborist News' and 'Arboriculture & Urban Forestry' publications
- Online access to 'ISA Today' and other ISA electronic news
- Access to members-only online resources
- Discount on annual International ISA Conference and Trade Show
- Discounts on ISA merchandise
- Use of the ISA Member logo
- Access to ISA Job Bank
- ISA member directory listing
- 'True Professionals' program
- Online 'Find a Tree Care Service' tool

International Society of Arboriculture MEMBERSHIP

Benefits for joining the Florida Chapter:

- Quarterly Florida Arborist newsletter
- Discounts on Florida Chapter seminars
- Discount on annual Trees Florida Conference and Trade Show
- Discounts on Florida Chapter merchandise
- Florida Chapter Awards program

JOIN BOTH International ISA and the Florida Chapter !

- Receive all benefits listed above PLUS deep discounts on certification and recertification fees



JOIN TODAY!

visit www.FloridalSA.org

Licensed continued from page 22

An embroiled contingency within our membership caused our undefeated champion to withdraw his FREE support. In fact, he was done and he quit. That left us with our original but by now crest-fallen lobbyist for which there was no future. The then Board of Directors of the Florida Chapter pulled the plug.

Licensure was over, a footnote in our Chapter's history. No one discussed it much - no analysis of good versus bad, no right versus wrong, pretty much silence. We were defeated and that's okay. We learn from our mistakes, not our victories.

The question now, to you and me – the membership – is do we want another run at licensure? Do we risk it again with the member's money? Do we risk losing money again? Is licensure worth the risks?

In my opinion, this is not a decision. The answer is, yes, let's try again. We, as a group, as a Chapter, as a member of the largest tree care organization in the world, will be nothing more than a clutch of well-intended professionals, accomplishing little in the scheme of things, until and unless we are licensed by the state of Florida to practice arboriculture.

We talk of the uninitiated, unprofessional hacks in their pick-up trucks butchering trees but we are powerless to stop them without a required license. We speak of low wages in our industry. We complain of our low industry ranking in the marketplace. No money can be made. Too much competition and "they" don't carry Workers Compensation Insurance. They, the unwashed, don't need anything to do their worst at caring for trees. We, the annoyed, the guys who play by the rules, suffer because of what? We have not been legitimized in the marketplace – that's why. We need licensure. We need ranking and visibility in Tallahassee.

I share with you now the tenants with which consideration should and ought to be given if another attempt at licensure is ever made. These compilations are made from the defeat and unsuccessful past attempts at obtaining licensure and the lessons learned. The next generation of our membership will no doubt make licensure a priority and a realization. ❖





OUR TEAM

ERIN GIVENS, CA
(352)457-6356

WALTER GIVENS
(352)457-1336

JOHN HOLZAEPFEL, CA, ACF, CF
(352)238-0917

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

CHARLIE MARCUS, CA
(850)570-5963

ALSO PICTURED: JACK VOGEL, PRESIDENT

LEGACY ARBORIST SERVICES

A DIVISION OF NRPS FOCUSED ON MANAGING THE URBAN FOREST

Tree Risk Assessments

Tree Appraisals

Pre-Development Tree
Evaluations

Expert Witness Testimony

On-site Tree Preservation

Arborjet Tree Injections

Natural Areas Management
Planning

Street / Park Tree Inventory

Canopy Analysis

Urban Forest Management
Planning

i-Tree Analysis

Grant & Ordinance Preparation

Educational Workshops

Urban Forestry Outreach &
Promotion

CREATING A LEGACY, GROWING YOUR FUTURE SINCE 1974

www.NRPSforesters.com

Welcome!

New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the third quarter of 2016. 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.

Eddy Ode Akpoji, Gainesville, FL
 Douglas Arnold, Boynton Beach, FL
 Suzanne L Berrios, TAMPA, FL
 Alfredo Telesforo Borrás, Guaynabo, PR
 Nathan Heath Branch, Ocoee, FL
 Eric Bray, Ottsville, PA
 Brian Brown, Largo, FL
 Steve Brown, Fort Walton Beach, FL
 Pat Carney, Orlando, FL
 Stephanie Kay Carpenter, ORLANDO, FL
 Jeremy Chauncey, Valdosta, GA
 Danese Elaine Combs, Saint Johns, FL
 Steven Cooper, Naples, FL
 Dylan Coppola, Gulfport, FL
 Chad Cordwin, Fairfield, FL
 Jimmy Dennis, Land O'Lakes, FL
 Elizabeth Eardley, Sarasota, FL
 Joseph Michael Gocsik, Dade City, FL
 John E. Godshall, Pompano Beach, FL
 Andrew Albert Gonzalez, Davie, FL
 Colin Cook Gordon, Ormond Beach, FL
 David Grantz, Oviedo, FL
 Janine Natanya Griffiths, Fort Lauderdale, FL
 Shuang Hao, Tampa, FL
 Kristen Hellman, Sarasota, FL
 Daniel Indomenico, Daytona Beach, FL
 Melissa Jantaworn, Coral Gables, FL

Richard P Klocko, Sebring, FL
 Julie Lam, Tampa, FL
 Ryan Michael Loftis, Hudson, FL
 Stuart Jay Lohse, Winter Garden, FL
 William Thomas Mallett, North Port, FL
 Jacquelyn Ann Mello, Hudson, FL
 Todd K. Mohler, Oakland Park, FL
 Robert W Osborne, Fort Myers, FL
 Laura Ozment, Fort Lauderdale, FL
 Nicole Pearl, Coral Gables, FL
 Ricardo Peraza, Hollywood, FL
 Stephen Ray Quillen, Ruskin, FL
 Martin Jacob Rhines, North Port, FL
 Hannah Elizabeth Rowe, Winter Park, FL
 Dean Rugare, New Port Richey, FL
 Kristine Renee Ryan, Gulfport, FL
 James d Slayton, Brooksville, FL
 Timothy Leslie Southby, Fort Lauderdale, FL
 Ray Taylor, Hastings, FL
 Jorge Rodrigo Tobon, Doral, FL
 James Martin Towery, Bradenton, FL
 James Shawn Turney, Lake Worth, FL
 Yista Urbina Tapia, Homestead, FL
 Eddy Viera, Miami, FL
 John Thomas Vogel , II, San Antonio, FL
 Travis R. Williamson, Pompano Beach, 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:
jan@floridaisa.org

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

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



An invitation to all members
 to attend a

Board of Directors Meeting!

Call 941-342-0153

for specific times and locations

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

There is currently no ISA certification exams scheduled in Florida but there will be 2 scheduled soon in South Florida during the first quarter of 2017. [Click here to watch for future 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 1897 Certified Arborists.

The Florida Chapter would like to congratulate the following 8 Florida or Florida Chapter individuals for earning their certifications as: Certified Arborist and Board Certified Master Arborist:

Certified Arborist

- Kenneth Cason, Jacksonville, FL
- Abby Grace Emery, Quincy, FL
- Robert Leon Hastings, Hollister, FL
- Matthew Charles Melvin, Miami, FL
- Dana Lee Moller, Fort Myers, FL
- Chad Matthew Woods, Sarasota, FL
- Richard Weyland Yarbrough, II, Clearwater, FL



Board Certified Master Arborist

- Daniel Lippi, Saint Augustine, FL

Are you thinking about becoming certified?

[Visit the International ISA website](#)

To access the certification application handbook with further information.

Florida Chapter ISA - 2016 Education Schedule

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

<u>Date</u>	<u>Seminar/Class</u>	<u>Location (s)</u>	<u>Open for Registration</u>
December 9 & 10, 2016	Arboriculture Triple Play	Orlando	Register Online

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