

Fall 2019
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Economic Contributions of Urban Forestry in Florida in 2017

Sponsored Project Report to Florida Department of Agriculture and Consumer Services - Florida Forest Service

Alan W. Hodges, PhD and Christa D. Court, PhD University of Florida-IFAS, Food & Resource Economics Department



Urban forest in Tampa, Florida (Photo credit University of Florida-IFAS)

May 21, 2019

Executive Summary

Urban and community forestry is an important commercial activity in Florida and the United States, including nursery production of trees, landscape services for tree planting and maintenance in private and public spaces, parks and highway rights-of-way, utility line vegetation management, landscape architecture, manufacturing of tree equipment and products, and wholesale and retail distribution of trees and tree care products. This study was commissioned by the Florida Department of Agriculture and Consumer Services-Florida Forest Service, to estimate the economic contributions of urban forestry activities in the State of Florida.

[Urban continued on page 6](#)

A Message From the President



Trees Florida 2019: what a conference! Thanks to those of you who made this event the biggest conference since 2008! We had outstanding attendance, a wonderful trade show, and some great social events.

Fort Lauderdale was a hopping place for our Florida arborist attendees. The Education Committee developed an education program with something for everyone, from the climber community to the consultants. A special thank-you goes to Dr. John Ball who supplied topics for many of our most popular sessions. Kimberly Pearson, and her committee members put together a great Urban Forestry Bus Tour through the streets of Fort Lauderdale as well as a dedicated ‘Women in Arboriculture’ breakfast with inspirational speaker, Dr. Beth Brantley. We had our first-ever floating Pub Crawl, so popular that we needed two water taxis! We had fun and good food at Bo’s Beach open-air restaurant.

No time to snooze, we are already working on plans for Trees Florida 2020 which be held in Clearwater on June 15-17, 2020. Mark your calendars. Conference chair Lori Ballard has some special events in the works.

By print time, our two International Tree Climbing Champions will have competed in the annual ITCC event up in Knoxville, TN. Alisha Amundson and Jason Gerrish have represented Florida Chapter several years running and will give it their best once again this year. We look forward to publishing the results in the Winter edition of the Florida Arborist. They know that the other climbers, the Florida Chapter board and staff

are rooting for their successful competition again this year! Next year’s Florida TCC will be held in the Kissimmee area in March 2020.

Take a look at some of our upcoming seminars. Late August we will offer a class on soils, with returning speaker Brant Scharenbroch along with Mary Lusk. We

have a first-ever Chapter Climber School providing a hands-on experience for novice climbers who want to learn safety techniques for climbing. Also take a look at the special engagement we will be having called ‘Documenting Evidence’ with Julian Dunster in October. Hope to see you at one of these classes.

Adam Jackson
President, Florida Chapter ISA (2019)



MEMO BOARD



Intro to Tree Climbing

Plant City PEPC
September 11, 2019

- ▷ Register
- ▷ Flyer



Trees and Law - Documenting Evidence

October 18, 2019
watch for registration



TRAQ 1-day Renewal Tallahassee - Limit 30

December 10, 2019

- ▷ Registration
- ▷ Flyer

New Florida Tree Law 1159 FL ISA Position Paper

Recent legislative action, CHAPTER 2019-155, Committee Substitute for House Bill No. 1159, has charged ISA Certified Arborists with the authority to advise residential tree owners about the potential risk their tree(s) pose to people and/or property prior to pruning or removal.

[Read More](#)

[Click here for related article: The Ethics of Arboriculture](#)

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The Ethics of Arboriculture

Norm Easey, CEO, Florida Chapter ISA

As many Florida arborists are aware, a new Florida law was recently adopted that alters local governments' ability to control tree removal and pruning on residential property in Florida. The new Florida law (CHAPTER 2019-155, 163.045, F.S.) now restricts local governments from requiring a permit or mitigation for pruning or removal of a tree on residential property, provided that the property owner obtains documentation from an ISA Certified Arborist® that the tree presents a danger to people or property.

This is a significant acknowledgement and trust that the Florida Legislature and Governor has placed on our segment (ISA Certified Arborists®) of the tree care industry. And it has the potential to be transformative for ISA Certified Arborists®. The success of this transformation is now up to us to earn. Will we rise to this occasion and act professionally, or will avarice permit us to compromise our ethics and behave unprofessionally? Only time will tell.

So, what does it mean to act “professionally” as an arborist, and who decides if we have done so? There are many aspects to being a professional, including honesty, integrity, fairness, fiduciary, objectivity, confidentiality, ethical conduct, dignity, courtesy, competence through continuing education and diligence, etc. Below are a few definitions for key ethical aspects important to our industry and this law.

- **Competence** - Competence means obtaining and maintaining a high level of knowledge and skill and to apply that knowledge and skill for a client's benefit. Competence also requires knowing when to refer a client to others because the specific knowledge necessary to accomplish the task is beyond your level of expertise. This is often the hardest professional aspect to live up to and recognize. Remember the ISA Certified Arborist® credential is a very broad credential, in that it examines your knowledge in many aspects of arboriculture, including the topic addressed in this law, ‘risk assessment’, but it does so at a fundamental level. Just because you passed a fundamental exam does not mean that you only possess fundamental knowledge. You likely know much more about some aspects of arboriculture and less about others. One of them may be risk assessment. Only you know, and only you can decide whether you

have the knowledge necessary to provide this service. Fortunately, if you lack risk assessment expertise, ISA offers a more advanced qualification, the Tree Risk Assessment Qualification (TRAQ), that you can earn. TRAQ will not only teach this topic at a higher level, it will provide you a credential that will attest to your higher-level risk assessment knowledge base.

- **Integrity** - Integrity requires honesty which can never be subordinated to personal gain or advantage. Professionals distinguish themselves by providing their clients what they need and not necessarily what they want. There will always be people, not many thankfully, that have unreasonable fears of trees. Your objective as a professional arborist is to find a solution to reduce (not eliminate) risk posed by a tree to a level of risk that is acceptable to the tree owner. There will always be people for whom ‘low risk’ (our lowest rating in the Tree Risk BMP) is not low enough and will insist on the removal of the tree. What you do in this situation will be the deciding factor for our acceptance as professionals or as the ‘tree cutters’ from whom we have worked so hard to distinguish ourselves. If we acquiesce to giving our clients what they want versus what they need we will not have earned the distinction to call ourselves professionals.
- **Fairness** - Fairness is the subordination of one's own feelings and desires. It requires impartiality and intellectual honesty.
- **Confidentiality** – Confidentiality is your duty as a professional to protect all client information. A relationship of trust is built on the confidence that a client's information will remain confidential. The documentation that the new Florida law requires should be given only to your client. Only your client can decide who should have access to the information.

So, who decides if our segment of the tree industry (ISA Certified Arborists®) has achieved a successful level of following professional standards to be deemed a professional group? In truth we all do. There is no formal process for such things, there is only a social process whereby society generally agrees that an industry or industry segment is deserving of such a distinction. By putting ethics first when following this law, ISA Certified Arbor-

Ethics continued on page 5

Ethics continued from page 4

ists® will ultimately rise to the occasion and be deemed a professional group worthy of the respect the Florida Legislature and Governor has given them.

Violations

It is the Florida Chapter ISA’s intent to assist our credential holders and the public to vigorously pursue violations of both arboricultural standards and trademark infractions. To accomplish this, we will need the cooperation of ISA Certified Arborists® and the public to report violations. Press releases will be sent out state-wide to ask residents to be aware and report arborists claiming to be ISA certified but are not listed on our web site. Self-policing by credential holders is also an important component of assuring professional compliance. ISA International maintains tools to facilitate reporting and processing both trademark and standards violations. Use these links to learn how to report violations: [Ethics violations process](#), and [trademark violations process](#), [trademark reporting application](#).

Standards Compliance

Remember too, that as an ISA Certified Arborist you signed and agreed to follow a [Code of Ethics](#) that guides your conduct as a professional practicing arborist. The ISA Code specifically states: “It is meant to define our organization’s mission, values and principles, linking them with principles of professional conduct and industry standards. The Code of Ethics is an important communication tool with customers. It also helps maintain consistency around the world and create an even playing field for all ISA Certified Arborists®. The Code of Ethics policy is part of the application process for all incoming applicants. This effort will reduce poor professional conduct and practices because ISA Certified Arborists® will be held accountable for their actions and in turn will improve their business relations within their community and among their peers.”

Florida ISA wishes to thank Lori Ballard and the Florida Chapter Ethics Task Force for their contributions to this article.



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[Urban continued from page 1](#)

As part of this study, a survey was conducted during 2018 to gather information on urban forestry business enterprises, employment, annual tree-related sales or budgeted expenditures, and market channels. Surveys were sent to an email list of over 9,000 persons gathered from industry databases, and 1,248 valid survey responses were received. Respondents reported a total of \$965 million (M) in annual sales, 25,380 fulltime employees, 4,273 part-time employees. Tree-related products and services represented 36.0 percent of total sales. The most important market channels for urban forestry sales were landscape contractors, builders or developers and homeowners or individuals. Open comments received from survey respondents commonly expressed a long-term commitment to maintaining their business, local spending on input purchases, supporting tourism, beautification and enhancing quality of life in the community

Secondary data on industry sectors with urban forestry activity included 13,933 establishments with average annual employment of 114,590 jobs, and \$3.79 billion (B) in wages paid. The largest sector was landscaping services, with nearly 10,000 establishments, 73,382 employees and \$2.30 billion in wages, followed by nursery and floriculture production (19,144 jobs), lawn and garden stores (6,383 jobs), and nursery/florist wholesalers (6,226 jobs). Costs of utility line vegetation management for the five largest investor-owned utilities in Florida in 2017 amounted to \$111 M, representing an average cost per mile of \$5,230. Municipal tree management employment and budgeted expenses from a survey conducted in 2014 by Hauer and Peterson (2016) was used to estimate total municipal tree activity employment at 5,986 and total budgeted costs of \$150 M. Employment data were adjusted to account for the share of products and services that were tree-related, as reported in the industry survey. Total direct employment used in the analysis was 82,453 jobs, and the imputed value of output (sales revenues or expenditures) for all industry sectors was \$4.31 B.

Total economic contributions of urban forestry in Florida were estimated using a regional economic input-output model (IMPLAN©) that enabled calculation of multiplier effects that capture direct employment, spending or revenues, supply chain purchases (indi-

[Urban continued on page 8](#)



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Urban continued from page 6

rect effects) and employee household consumption spending (induced effects). For all activities, the estimated total economic contributions were 80,808 fulltime and part-time jobs, \$3.46 B in labor income, \$5.15 B value added or GDP, and \$8.40 B in industry output, including multiplier effects (Table ES1). The largest urban forestry industry groups in terms of employment contributions were landscape services (51,748 jobs), municipal governments (9,603 jobs), nursery production (7,318 jobs), wholesale trade (7,034 jobs), landscape architecture (3,107 jobs), and retail garden stores (1,391 jobs) (Figure ES1). Total state and local taxes generated by urban forestry were \$334 M, including sales tax on production and imports (\$158 M) and property tax on production and imports (\$106 M). Taxes generated for the federal government totaled \$758 M, including personal income tax (\$289 M), Social Insurance (Social Security) employee contributions (\$208 M), employer contributions (\$181 M), and corporate profits tax (\$49 M).

Urban forests also provide substantial non-market environmental services including shade, windbreaks, stormwater runoff reduction, oxygen release, carbon storage, and wildlife habitat, and contribute to quality of life in human communities. Secondary data sources and value transfer methods were used to estimate the annual environmental benefit value of Florida’s urban forests. Benefits of Florida’s 15.2 M publicly owned trees in urban forestry stewardship were valued at \$92.01 per tree, or a total of \$1.394 Billion annually.

Introduction

Trees and urban forests are increasingly being recognized as a critical component of urban infrastructure. Over 130 million acres of America’s forests are located in urban areas consisting of urban parks, street trees, landscaped boulevards, gardens, river and coastal promenades, greenways, river corridors, wetlands, nature preserves, shelter belts, and former industrial sites (USDA, 2018). Urban forests provide a multitude of economic, environmental and health benefits. Urban forests may also provide products such as timber or food and other amenities that increase property values and support tourism and economic development (Nowak et al., 2010).

Urban forestry involves the care and management of individual trees and tree populations in urban settings, practiced by municipal and commercial arborists, foresters, environmental policymakers, city planners, consultants, educators, researchers, and community activists (Nowak et al., 2010). Urban forestry is an important activity in Florida and the United States that includes nursery production of trees, landscape services for tree planting and maintenance in private and public spaces, parks and highway rights of way,

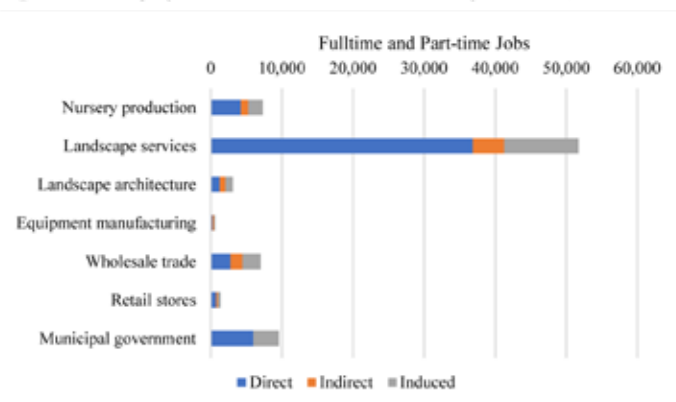
Table ES1. Summary of economic contributions of urban forestry in Florida, 2017

Industry Sector / Multiplier Type	Employment (Jobs)	Labor Income (Mill. \$)	Value Added (Mill. \$)	Output (Mill. \$)
Nursery production	7,318	\$339	\$514	\$865
Landscape services	51,748	\$1,796	\$2,608	\$4,419
Landscape architecture	3,107	\$188	\$242	\$439
Equipment manufacturing	607	\$27	\$45	\$174
Wholesale trade	7,034	\$422	\$784	\$1,254
Retail stores	1,391	\$60	\$103	\$175
Municipal government	9,603	\$624	\$852	\$1,071
Total	80,808	2,456	5,148	8,397
Direct Effect	52,117	\$2,113	\$2,760	\$4,240
Indirect Effect	8,408	\$445	\$728	\$1,265
Induced Effect	20,283	\$898	\$1,660	\$2,892

Values in millions 2019 dollars. Employment includes fulltime and part-time jobs.

Source: IMPLAN[®] model for Florida, 2017, type II tradeflows model, modified for multi-industry economic contribution analysis.

Figure ES1. Employment contributions of urban forestry in Florida, 2017



utility line vegetation management, landscape architecture, tree equipment and product manufacturing, and wholesale and retail distribution of trees and tree care products. These activities not only generate sales revenue for the businesses involved but support jobs and income throughout the broader economy.

Urban forests are also dynamic ecosystems that provide important non-marketed environmental services to human communities including shade from solar radiation, windbreaks, stormwater runoff reduction,

oxygen release, carbon storage, and wildlife habitat. Urban forests also mitigate the effects of urban heat islands through evapotranspiration and the shading of streets and buildings, improving human comfort levels and decreasing costs to cool buildings. Urban forests improve air quality by absorbing pollutants such as ozone, nitrogen dioxide, ammonia, and particulate matter as well as performing carbon sequestration (Nisley, 2015). Urban forests assist in stormwater management by absorbing rainwater in the canopy and slowing down and filtering runoff through the tree roots

Urban continued on page 10

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Urban continued from page 8



*Urban forestry in Tampa Bay, Florida
Source: UF-IFAS*

(CWP, 2015). Finally, urban forests provide numerous amenities or quality of life benefits that are capitalized on within real estate markets and community development projects. Trees add beauty, form, and structure to urban design. By reducing noise and providing places to recreate, urban forests strengthen social cohesion, spur community revitalization, and add economic value to communities (USDA, 2018). Urban forests also encourage more active lifestyles by providing attractive

spaces for outdoor recreation and are associated with reduced stress and overall emotional well-being. Although many of these environmental services and amenity benefits are not readily quantifiable, secondary sources are available to estimate approximate values provided by urban forests.

This study was commissioned by the Florida Department of Agriculture and Consumer Services-Florida Forest Service to estimate the economic contributions of urban forestry activity in Florida in 2017. The results presented within this report will enable stakeholders to demonstrate the economic importance of this activity, and support advocacy and outreach efforts to state and local elected leaders, regulatory agencies, and the public at large, in the interest of informed public policy. ❖

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Trees in suburban neighborhood; Source: UF-IFAS



Arborist demonstrating proper tree care; Source: UF-IFAS

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An Intern Program for Your Organization?

I teach Urban Forestry at the University of Florida and also serve as the UF Student Arborist Club advisor. "Urban forestry" is a specialization within our Forest Resource Conservation program track and our students are always looking for valuable summer experiences targeted to their career interests; I know of only a few in urban forestry.

If your company currently has an internship program or know of any programs at other companies, please don't hesitate to contact me at the email address below. I have spoken with many people who felt it was a great idea and would work toward implementing such an opportunity within their organization. Our urban forestry students come from all parts of Florida but mainly from Central and South Florida.

Thanks for your interest in preparing the next generation of natural resource professionals.

Dr. David A. Fox, PhD
 University of Florida Lecturer
Dafoxfl1@ufl.edu



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Florida Grades and Standards: Choosing Quality Plants

Henry Mayer, UF/IFAS Miami Dade Urban Commercial Horticulture Extension Agent

Imagine that you want to buy a 2-inch trunk caliper live oak tree, *Quercus virginiana*.

How do you know if it is a quality tree? Maybe it is too short, maybe the crown is too narrow and has dieback, or maybe the foliage is chlorotic? Does the trunk have open wounds or codominant stems in the lower half of the tree? Since most trees have a life expectancy of many years, it is important to plant quality trees. The quality of a tree can have a large impact on their longevity in the landscape. A tree's quality is based on trunk, branch, crown, leaf, and root characteristics.

In order to guarantee that a buyer gets a good quality tree, the Florida Department of Agriculture and Consumer Services, Division of Plant Industry developed the Fifth Edition of the Florida Grades and Standards for Nursery Plants in 2015. You can view the electronic version at <https://www.freshfromflorida.com/Divisions-Offices/Plant-Industry/Business-Services/Florida-Grades-and-Standards-for-Nursery-Plants-2015>

The document is very comprehensive and covers not only tree, but also palms, shrubs and wetlands.

They are four qualities or grades:

- Florida Fancy (FF)
- Florida #1
- Florida #2
- Cull

In Florida, all contracts between buyers and sellers specify clearly that the grade has to be Florida #1 or Florida Fancy. **Florida #2 and Cull are unacceptable!**

The grading process has seven step:

1. Choose the appropriate tree matrix type (Matrix 1,2 or 3)
2. Grade the tree according to trunk structure
3. Grade the tree according to crown uniformity
4. Record the lowerest grade determined in Step 2 or 3
5. Downgrade factors
 - a. Tree does not meet height requirement

- b. Crown does not meet diameter requirement
- c. Root ball is not secure enough
- d. Root ball or container is undersized
- e. Trees requires a stake to hold the trunk erect

6. Downgrade factors

- a. Flush cuts are present
- b. Branch stubs are present
- c. Open trunk wounds are evident
- d. More than 10% of crown exhibit chlorosis or necrosis
- e. The crown is thin and sparsely foliated
- f. Included bark is present
- g. Trunk and/or major branches are touching

7. Roots downgrade factors

- a. Top-most structural root emerges from trunk more than 2 inches below the surface
- b. One or more roots greater than 1/10 the trunk caliper, circle more than 1/3 of the trunk in the top 1/2 of the root ball



Young tree with root problems. Why was it planted? A waste of money!

[Grades continued on page 15](#)

Grados y Estándares de Arboles en la Florida: Elección de Plantas de Calidad

Henry Mayer, UF/IFAS Miami Dade Urban Commercial Horticulture Extension Agent

Imagina que quieres comprar un Live Live, *Quercus virginiana*, que tenga un tronco de 2”

¿Cómo sabes si es el árbol tiene buena calidad? Tal vez sea demasiado corto, tal vez la corona sea demasiado estrecha y tenga unas hojas muertas, o tal vez el follaje este clorótico, o ¿El tronco tiene heridas abiertas o tallos co-dominantes en la mitad inferior del árbol? Como la mayoría de los árboles tienen una expectativa de vida de muchos años, es importante plantar árboles de buena calidad. La calidad de un árbol puede tener un gran impacto en su longevidad. La calidad de un árbol se basa en las características del tronco, ramas, copa, hojas y raíz.

Para garantizar que un comprador obtenga un árbol de buena calidad, el Departamento de Agricultura y Servicios al Consumidor de la Florida (FDACS), División de Industria de Plantas (DPI), desarrolló en el año 2015 la Quinta Edición de los Grados y Normas para Plantas de Vivero de la Florida.

Puede ver la versión electrónica en: <https://www.fresh-fromflorida.com/Divisions-Offices/Plant-Industry/Business-Services/Florida-Grades-and-Standards-for-Nursery-Plants-2015>

El documento es muy completo y abarca no solo árboles, sino también palmas, arbustos y plantas de los pantanos.

Son cuatro grados o calidad de plantas:

- Florida Fancy (FF)
- Florida #1
- Florida #2
- Cull

En Florida, todos los contratos entre compradores y vendedores especifican claramente que el grado debe ser Florida # 1 o Florida Fancy. **¡Florida # 2 y Cull no son aceptables!**

El proceso de calificación tiene siete pasos:

1. Elija el tipo de matriz apropiada para el árbol (Matriz 1, 2 o 3)
2. Calique el árbol según la estructura del tronco.
3. Califique el árbol según la uniformidad de la copa.
4. Registre el grado más bajo determinado en el Paso 2 o 3

5. Factores de degradación: uno presente para bajar un nivel
 - a. Los árboles no cumplen con el requisito de altura
 - b. La copa no cumple con el requisito del diámetro
 - c. La bola de raíz no esta lo suficientemente segura
 - d. La bola de raíz o la maceta es de tamaño insuficiente
 - e. Los árboles requieren de una estaca para mantener el tronco erecto.
6. Factores de degradación: dos presents para bajar un nivel
 - a. Cortes al ras están presentes
 - b. Tocones de las ramas están presentes
 - c. Las heridas en el tronco son evidentes.
 - d. Más del 10% de las copa exhibe clorosis o necrosis.
 - e. La copa es delgada y escasamente foliada.
 - f. Corteza incluida está presente
 - g. El tronco y / o alguna de las ramas principales se entrecruzan
7. Factores de degradación de las raíces: Si uno de estas condiciones estan presentes, el arbol es un Cull inmediatamente!
 - a. La raíz estructural más alta emerge del tronco 2”o más por debajo de la superficie del suelo.
 - b. Una o más raíces más grandes que 1/10 del diámetro del tronco, circulan más de 1/3 del tronco en la ½ superior de la bola de la raíz.



Árbol joven con problemas de raíz. ¿Por qué fue plantado? ¡Pérdida de dinero!

[Grades continued on page 15](#)

Grades continued from page 13 (Eng)

Grades continued from page 14 (Sp)



Florida Fancy is the best quality!

Florida Fancy (FF) es el mejor grado de calidad!



Florida #2 is bad quality! Notice the co-dominant stem in the lower part of the canopy

Florida # 2 es árbol de mala calidad! Observe el tallo co-dominante en la parte inferior de la copa!



Florida #1 is a good quality tree. Notice the co-dominant stem in the upper half of the canopy

Florida # 1 es un árbol de buena calidad. Observe el tallo co-dominante en la mitad superior de la copa!



It's a cull because the circling and girdling roots

Es un cull por la presencia de raíces circulares!

Be informed! Buy good quality trees! Focus only on Florida Fancy (FF) or Florida #1.

¡Este informado! ¡Compre árboles de buena calidad! Sólo Florida Fancy (FF) o Florida # 1.



2019 Tour des Trees

Team Florida has 3 riders for 2019 – Danny Lippi , Cheyanne Quigley, and Bill Veach. [Donate to a particular rider, or donate to the Team Florida Kitty](#); your participation is much appreciated! The ride will be held from September 15-21 through Tennessee and Kentucky.”

September 15 – September 21, 2019
 Kentucky Tennessee Loop

Join us this **September** for five days and 450 miles of cycling through the rolling terrain of northern Tennessee and western Kentucky, starting and ending in Nashville. Not a cyclist or unable to join us this year? Do a Virtual Tour instead! Either way, you won't want to miss this year's ride!

Complete details on the 2019 Tour des Trees can be found [here](#).

Already registered? Be sure to follow the discussion and stay involved by joining our [Facebook event](#) and [Strava Club](#)!



ISA Tree Risk Assessment Qualification TALLAHASSEE: 1-DAY RENEWAL

TUESDAY, December 10, 2019

UF - IFAS Leon County Extension
 615 Paul Russell Road - Tallahassee, FL 32301

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

YOU CAN HELP MAKE URBAN TREES THRIVE

It's a simple fact: people need trees. But like anything worth having, the trees we live with require special care – provided by professional arborists, drawing on fact-based, replicable research. This kind of research is empowered by TREE Fund – but only with your help.

You can help us award grants that empower tree research. You can support scientific discovery. You can enable today's tree care professionals to better anticipate tomorrow's issues before they detrimentally impact our trees.

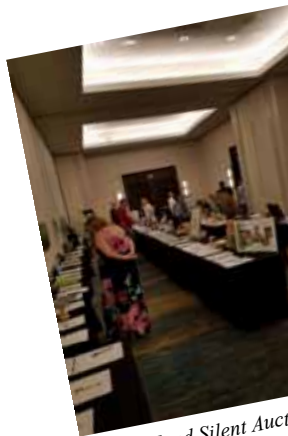
HELP US MAKE A DIFFERENCE NOW AND FOR YEARS TO COME.
Give today at treefund.org.

THANK YOU TO OUR CROWN AND DIAMOND PARTNERS:
Visit treefund.org/partners to see all of our Partners.



Trees Florida 2019 Recap

Trees Florida 2019 was a stellar event! We were glad to see everyone at the biggest conference since 2008... 413 attendees were educated, networked with colleagues and shared some fun times on land and sea. If you weren't able to make it to South Florida, check out some of our event photos.



TREE Fund Silent Auction



Special on-water pub 'float'



Stimulating education

Some educational highlights included an Urban Forestry Bus Tour around town with stops at the Florida Champion Rain Tree, the Bonnet House and Birch State Park. Dr. John Ball was a favorite speaker on many topics from climber safety to customer interactions to ethics in arboriculture. Attendees were treated to his luncheon PowerPoint on his annual rock-climbing class at South Dakota State University. There was a dedicated breakfast program

"Women in Arboriculture" presented by enthusiastic Dr. Beth Brantley of Bartlett Tree Experts. People enjoyed out-of-state speakers as well as the sessions by local experts.

We congratulate the five recipients of the 2019 Florida Chapter Awards that were presented during the luncheon... all very deserving individuals in our industry. A round of applause, please, for

- Bok Award: David Reilly
- Award for Excellence in Education: Dr. Michael Orfanedes
- Award of Distinction: Bill Armstrong
- Loren Westenberger Award: Brian Gould
- President's Award of Merit: Carson Smith



Outdoor exhibits

I think attendees will agree that the Trade Show this year was one of the best ever. We had a diverse group of exhibitors to visit, both indoors and outdoors. Along side the exhibitors



Indoor exhibits

were a great TREE Fund Silent Auction, once again offering a plethora of goodies on which to bid, as well as the popular Ring Toss for the Trees game.

Social events during the conference featured a floating Pub Crawl this year! The rains abated in time to enjoy a water taxi trip along the canals of Fort Lauderdale to various pub stops. And of course, our Tuesday Social was spectacularly highlighted with the glow of friendships as well as the glow of event trinkets. Fun times!

Thanks to the many volunteers who devoted much time and energy to the conference planning and execution. Kim Pearson energetically chaired the event, along with her conference committee and local host group. The Chapter Education Committee developed a great program. We thank the many speakers who shared knowledge with the attendees. The volunteers at the TREE Fund tables really kept things hopping for a good cause... the John White Endowment Fund run by the TREE Fund. Thanks to all who bid on and won the silent auction items, as well as those who made direct donations to the TREE Fund.

Next year - don't miss out! Plan to join us in Clearwater Beach at the Sheraton Sand Key Resort. The venue is right on the beach and right next door to a wonderful park. Mark your calendar for June 15-17, 2020.



Prepping for the arrival of the attendees

From Your TREE Fund Liaison Chair - Eric H. Hoyer

TREE Fund CEO Retires

TREE Fund President and Chief Executive Officer J. Eric Smith has announced his retirement, effective October 31, 2019. The Board of Trustees are beginning the search for his replacement immediately.

“TREE Fund’s Trustees are happy for Eric and his family as they move on to the next phase of their lives, though obviously very sorry to see him leaving the organization,” notes TREE Fund Board Chair Steve Geist, BCMA, RCA. “Eric has positioned TREE Fund exceptionally well over the past four years. We consider our President/CEO position to be a highly attractive opportunity for a skilled non-profit professional. We expect our next leader to build on his successes as we continue our work on behalf of urban and community forests and the hard-working professionals who care for them. We are glad that Eric intends to stay involved in our work as a Tour des Trees rider and donor, and we are grateful to have his assistance in the search process through the months ahead.”

The full position description for TREE Fund’s President/CEO is available [here](#). TREE Fund is a 501(c)3 organization based in the greater Chicago region. Established in 2002 via a merger of the International Society of Arboriculture Research Trust and the National Arborist Foundation, TREE Fund has awarded over \$4.3 million in grants toward its mission of identifying and funding programs that support the discovery and dissemination of new knowledge in arboriculture and urban forestry.

The President/CEO search is open now and will continue until the desired candidate is hired. Qualified applicants who are interested in the position must submit a complete resume with a cover letter clearly expressing why the role interests them, how their professional experiences suit them for this leadership role, their salary expectations, and their starting availability timeline. Required documents must be emailed to jessmith@tree-fund.org with the subject line “President/

CEO Search.” Resume and cover letter titles must include the applicant’s full name. Please do not call TREE Fund’s offices with inquiries regarding the status of the search or of your application. ❖

ISA Updated Best Management Practices



Pruning Available Now



Utility Forester Supervisor

CNUC is currently seeking a Utility Forester Supervisor in the surrounding areas of Ocala and Orlando, FL. Individual must be a Certified Arborist, have a minimum of two years of experience in a management or leadership position, and a minimum of 5 years of experience in the utility line clearance industry.

To apply, please send a copy of your resume to hr@cnuutility.com or submit an application on our website at cnuutility.com/careers.



CNUUTILITY.COM

Consultant's Corner

by Joe Samnik, Expert Forensic Arborist



THE SUM OF ALL PARTS

The "Green Industry" is governed by the American National Standards Institute (ANSI A300). The Standards consist of 10 Parts that cover the various categories of work and provide for certain standards in the writing of specifications and performance.

The question becomes: Are these Standards separate and apart from one another or is there one Standard with 10 Parts?

This question is central to the matter at hand. A man standing near a tree dies instantly when a limb fails and kills him. Negligence or an accident? Perhaps an Act of God? Was the failure covered by insurance or did a preexisting tree condition exempt coverage?

There are many instances where an insurance company wants to know if the tree subject to a claim had a defect, which, through the process of due diligence, could have and should have been detected and remedied in the before situation of failure. If so, then no coverage. Due diligence also applies to actual Acts of God. While there may have been an actual hurricane or other event, there also existed a defect in the tree that would have been noted and remedied if an inspection had been done. Regardless of the Act of God, there would be no coverage due to the preexisting weather event.

On the other side of the insurance equation may be found the claim to be paid regardless of any preexisting tree condition. Such was the case in the current instance. The subject tree had open and obvious defects prior to failure. The claim was paid to policy limits.

However, the matter was escalated to a wrongful death civil suit. Negligence was alleged to the owner of the tree. Due to the number of potential targets (people and vehicles in this case), there was a duty to inspect the tree(s). There is a greater duty to inspect with more people and fewer trees than with more trees and fewer people. If the duty to inspect was not done and that failure to inspect caused a failure resulting in damage to targets, then negligence is at hand.

During the deposition, plaintiff's counsel focused on the duty of the arborist who had previously worked on the subject tree that failed and caused the death to detect the open and obvious defect. Does an arborist working on a tree have the duty to inspect it for defects? Therein lies the question and the answer.

The actual pruning work on a tree is governed by ANSI A300, Part 1. But nowhere in Part 1 does it take you to Part 9, the Risk Analysis Standard. The Normative References in Part 1 don't mention Part 9. However, other parts of the ANSI Standards do take the reader to Part 9 via the Normative References.

As the matter unfolded, emphasis was placed on the open and obvious defects prior to the failure of the subject tree and the resulting death. Many components were brought to bear including the level of expertise of the arborist and the fact that the tree owner had, through his conduct, a low level of risk acceptance, a nondelegable duty.

The matter settled after depositions were completed. The fact that different Parts of the ANSI Parts do not form a binding circle lends credibility to the opinion that ANSI is 10 separate Parts, not one Standard with 10 different Parts. ❖

**To advertise in the
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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.

YOU DO MAKE A DIFFERENCE!

TreesAreCool License Plate Sales Data:

Income:

Total Revenue \$883,775
Beginning-to-Date Sales 38,425
June 2019 Sales 390



Florida Chapter ISA - 2019 Education Schedule

*The schedule below is tentative and subject to changes.

Date	Seminar/Class	Location (s)	Open for Registration
September 11, 2019	Intro to Tree Climbing	Plant City	Register
October 18, 2019	Documenting Evidence	Kissimee	
December 2019	TRAQ Renewal 1-day	Tallahassee	Register

News From International

The Results for ISA Board of Directors Elections

The International ISA Board of Directors is an elected board of 15 directors. Eight of the director positions are voted upon by International ISA members in a general election, and five of the director positions are filled by an election from within the Council of Component Representatives. The president of the board and president-elect are each elected for their terms of office from within the Board of Directors by the current directors.

The terms for the following elected positions will begin in August 2019 in conjunction with the ISA Annual International Conference and Trade Show in Knoxville, Tennessee, and end in August 2022.

Congratulations to those elected by International ISA Membership:

- Chris Walsh, managing director of Treotech Specialist Treecare, Ltd., Christchurch, New Zealand; New Zealand Chapter. Chris is serving his second three-year term.
- Skip Kincaid, director of urban forestry, Hansen’s Tree Service and Environmental Resources, Missouri, USA; Midwestern Chapter. Skip is serving his second three-year term.
- Herbert White, urban forest administrator, City of Wilmington, Wilmington, Delaware, USA; Penn-Del Chapter. Herbert is serving his first three-year term.

Hats off to those elected by the Council of Representatives:

- Nicolaas Verloop, commercial director, TFI Vital Green; Harmelen, Netherlands; Dutch Chapter. Nicolaas is serving his second three-year term.
- Tom Smiley, Ph.D., senior arboriculture researcher, Bartlett Tree Research Laboratories and Adjunct Professor, Clemson University, Charlotte, North Carolina, USA. Tom is serving his first three-year term.

Many thanks to those who participated in this election. The International ISA Board of Directors represents the best interests of all ISA members.

Looking Ahead: Announcing 2021 ISA Conference and ITCC: Malmö, Sweden and Copenhagen, Norway!

ISA is pleased to announce that in 2021, the ISA Swedish Chapter, in partnership with their Scandinavian colleagues in Denmark and Norway, will host the ISA Annual Conference and Trade Show and ITCC, 10 – 15 September 2021. The 2021 ISA Annual Conference and Trade Show will be held in Malmö, Sweden, while the ITCC will be held prior in one of the royal parks in Copenhagen, Denmark. These events showcase ISA’s global reach as well as the host chapters’ culture and history.

ISA is looking forward to working with these components to host the 2021 event. The ISA conference and tradeshow is traditionally held in August; however, in 2021 we will shift to align with the host and local attendees’ schedules by holding it in September. ❖



DOCUMENTING EVIDENCE *with* JULIAN DUNSTER

- Know what you are looking for.
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Learn to systematically collect, analyse and interpret evidence, record keeping, and photography, and how to assemble all of that into a well ordered report.

ONE LOCATION ONLY!
Kissimmee, FL

Coming on Friday, October 18, 2019

Details coming soon.

Limited to 80 students

SALUTING BRANCHES: SEPT 18, 2019



SALUTING BRANCHES

Arborists United for Veteran Remembrance

ARBORISTS UNITED FOR VETERAN REMEMBRANCE

SALUTING BRANCHES: MARK YOUR CALENDARS

Volunteers are needed for the annual Saluting Branches Volunteer Day being held at two Florida Veterans' Cemeteries on September. The 2019 volunteer events will be held in Lake Worth (South Florida National Cemetery) and in Bushnell (Florida National Cemetery). [Click here to sign up.](#)

[Watch the 2018 Saluting Branches Tribute Video](#)

SALUTING BRANCHES 2018 WAS EXTRAORDINARY!

3,000 Volunteers, 53 Locations, \$3 Million in Services Donated!

The largest one-day volunteer event in the tree industry with over 3,000 volunteers, 636 companies and organizations put in an estimated 24,000 hours in one day at locations across the country. More than \$3 million dollars in services donated by arborists doing the work they love! Visit Facebook to see posts from the Saluting Branches community.

www.salutingbranches.org

Saluting Branches, created by Rainbow Treecare in partnership with the U.S. Department of Veterans Affairs,
National Cemetery Administration



Knoxville International Conference Recap



Alisha Amundson, Florida Chapter climber

There were quite a few Floridians in attendance in Knoxville, TN at the International ISA conference during early August – it was great to see so many of you there!

It was a busy few days! Here are just two of the highlights.

Our two Florida Chapter climbers, Alisha Amundson and Jason Gerrish, showcased their abilities at the International Tree Climbing Championship (ITCC) held at a local Knoxville park. Thanks to both climbers for giving 100%, and congratulations on participating at this competition level – we appreciate your talent and



Jason Gerrish, Florida Chapter climber

your energy while representing Florida ISA.

The Florida Chapter is honored to have a true professional in our midst. During the conference Rob Calley of Backridge Tree Service in the Panhandle was presented with an ISA True Professional Award for his commitment to the industry as a volunteer and speaker and for his accomplishments in the field of arboriculture. Rob is an ISA Board Certified Master Arborist, holds the TRAQ qualification and is a Certified Tree Care Industry Trainer. Rob spends some of his spare time on the Florida Chapter Board of Directors and will lead the Chapter as President during 2020. Congratulations Rob.



Rob Calley



Rob Calley, True Professional Award recipient



Welcome!

New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the second quarter of 2019. 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.

- | | | |
|--|---------------------------------------|-------------------------------------|
| James Alton, Clearwater, FL | John Grosso, Largo, FL | Jeffery Platt, Eustis, FL |
| David Baggett, Melbourne Beach, FL | Katherine Hall, Winter Park, FL | Tamra Ratliffe, Rockledge, FL |
| Phillip Battle, Bradenton, FL | Gared Henson, Mount Dora, FL | Robert Raya, Loxahatchee, FL |
| Kevin Bauer, Kent, OH | Aaron Hindle, North Port, FL | Mark Romulus, Leesburg, VA |
| Patrick Bell, Winter Haven, FL | Kevin Hurst, Deltona, FL | John Roseberry, Tampa, FL |
| Melody Berrios, North Lauderdale, FL | Ali Ismailoski, Clearwater, FL | Federico Sanchez, Key Biscayne, FL |
| Kathryn Bongarzone,
Pompano Beach, FL | Kurt Kettelhut, Deerfield Beach, FL | Ned Skiff, Fort Lauderdale, FL |
| Joseph Brooker, Tampa, FL | Liliana Kolluri, Gainesville, FL | Barry Slack, Clearwater, FL |
| Richard Brunner, Tamarac, FL | Michael Lavery, Saint Petersburg, FL | Matt Smith, Riverview, FL |
| William Callahan, Fort Lauderdale, FL | Chase Lunn, Jupiter, FL | Richard Smith, Oviedo, FL |
| Amber Combs, Cairo, GA | Kevin Macpherson, Loxahatchee, FL | Jay Stainer, Oviedo, FL |
| John Coniglio, DeLand, FL | Brent McCarthy, Dade City, FL | Bradley Stevenson, Plantation, FL |
| Roy Cooley, Ocala, FL | Hunter McClendon, Tampa, FL | Michael Tatum, Orlando, FL |
| Dustin Cook, Minneola, FL | Kirstie McCullough, Ft Lauderdale, FL | Michael Ternes, Clearwater, FL |
| Bruce Currier, Sarasota, FL | Mark Meyer, Boynton Beach, FL | Brandon Upson, Saint Petersburg, FL |
| Elayne Damian, Port saint lucie, FL | Jeremy Miller, Fort Myers, FL | Eduardo Van Meir, Palm Bay, FL |
| Todd Degner, Tallahassee, FL | Kelly Mills, Palm Beach Gardens, FL | Bryan Walters, Delray Beach, FL |
| Amber Delehanty, Venice, FL | Kristofer Mueller, Pembroke Pines, FL | Mason Ward, Englewood, FL |
| Dane Dernier, West Melbourne, FL | Leonard Nelson, Miami, FL | Ryan Watley, Hobe Sound, FL |
| Hector Diaz, Naples, FL | Julio Nerey, doral, FL | Peter Zielinski, Alva, FL |
| Chrystal DiDonato, Englewood, FL | Simon Nunez, Orange City, FL | |
| Omar Escauriza, Homestead, FL | Scott Owen, Lake Worth, FL | |
| Rhonda Gracie, Jacksonville, FL | Ryan Padovani, Delray Beach, FL | |
| Candice Grant, North Port, FL | Julio Perez, Davie, FL | |
| Andrew Griner, Clermont, FL | Alexis Pinckney, Fort Lauderdale, FL | |
| | Oswaldo Pirela, 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

Up-coming 2019 Board Meeting - Dates & Locations

September 20, 2019 - Orlando
November 15, 2019 - Orlando

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

[Click here to view all scheduled exams](#); clicking on the “state” column will group all Florida exams together for easy searching. The ISA Certified Arborist exam is also available at Pearson Testing Centers throughout Florida.

See the ISA International website www.isa-arbor.com for more information about the various ISA arborist credentials and how to earn them.

Florida Chapter currently has 1323 Certified Arborists.

The Florida Chapter would like to congratulate the following 51 Florida or Florida Chapter individuals for earning their certifications as Certified Arborist, Municipal Specialist, and Utility Specialist :

Certified Arborist

Timothy Brownlee, Elkton, FL
 Geoffrey Campbell, Lake Worth, FL
 Dylan Carlson, Saint Petersburg, FL
 Curtis Chambliss, Valrico, FL
 Jeremy Cooper, Saint Augustine, FL
 Kericke Cox, Crawfordville, FL
 Joseph Cruz, Plant City, FL
 Laura Davis, Largo, FL
 Amber Delehanty, Venice, FL
 Dane Dernier, West Melbourne, FL
 Jeremie Dobie, Saint Petersburg, FL
 John Duey, Hernando, FL
 John Durden, Tampa, FL
 Robert Funderburk, Quincy, FL
 Denis Govan, Clearwater, FL
 Katherine Hall, Winter Park, FL
 Tyler Hoag, DeLand, FL
 Kevin Hurst, Deltona, FL
 Patrick James, Gainesville, FL
 Brenton Jewett, Kissimmee, FL
 Matthew Keen, Tallahassee, FL
 Louis Kortyka, High Springs, FL
 Michael Lavery, Saint Petersburg, FL
 Jack Leake, Saint Augustine, FL
 Karen Love, Port Saint Lucie, FL
 Kevin Macpherson, Loxahatchee, FL
 David Marcus, Fort Lauderdale, FL
 Ryan Mauch, Saint Augustine, FL



Hunter McClendon, Tampa, FL
 Matt Mele, Gainesville, FL
 Robert Miller, Sanford, FL
 James Morris, Ocala, FL
 Norman Norton, Tallahassee, FL
 Louis Perry, New Port Richey, FL
 Matthew Pippin, Saint Cloud, FL
 Joshua Roberts, Vero Beach, FL
 Merlyn Robles, Miami, FL
 James Ryan, Clearwater, FL
 Shaun Ryan, Saint Augustine, FL
 Matt Smith, Riverview, FL
 Kirk Thompson, Avon Park, FL
 Joseph Tollis, Pembroke Pines, FL
 Donna Torrey, Pompano Beach, FL
 Bryan Walters, Delray Beach, FL
 Justin Williamson, PALM BAY, FL
 Cory Wilson, Tallahassee, FL
 Nick Wladyka, Punta Gorda,

Municipal Specialist

Travis Beckwith, Tallahassee, FL
 Mary Ann Teasley, Crawfordville,

Utility Specialist

Timothy Kerns, Thonotosassa, FL
 Eliezer Rivera, Sarasota,

Are you thinking about becoming certified?

[Visit the International ISA website](#)

To access the certification application handbook with further information.

International Society of Arboriculture Florida Chapter

Our Mission: "To Promote and Improve the
Scientifically Based Practice of Professional Arboriculture"



Arborist Code of Ethics

Strive for continuous self-development by increasing their qualifications and technical proficiency by staying abreast of technological and scientific developments affecting the profession.

Not misuse or omit material facts in promoting technical information, products or services if the effect would be to mislead or misrepresent.

Hold paramount the safety and health of all people, and endeavor to protect property and the environment in the performances of professional responsibilities.

Accurately and fairly represent their capabilities, qualifications and experience and those of their employees and/or agents.

Subscribe to fair and honest business practices in dealing with clients, suppliers, employees and other professionals.

Support the improvement of professional services and products through encouraging research and development.

Observe the standards and promote adherence to the ethics embodied in this code.



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