



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2010 Issue Two

The Council Quarterly newsletter is published quarterly by the Florida Urban Forestry Council 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. 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 Florida Urban Forestry Council or its Executive Committee. This newsletter is made possible by the generous support of the Florida Department of Agriculture and Consumer Services, Division of Forestry, Charles H. Bronson Commissioner.

MAINTENANCE DIVERSITY HELPS LEE COUNTY ADAPT TO FUNDING CHANGES

Submitted by Joe Sulak, Roadway Landscape Manager - Lee County DOT Operations



Beginning in 1991, over 184 miles of major roadway have been landscaped throughout Lee County. This commitment to beautifying Lee County represents an investment of over \$32 million dollars. While this investment has created aesthetically-pleasing and beneficial roadways, it has also created a substantial maintenance component with a current operation budget of \$4.4 million. A recent i-Tree Streets© evaluation has assessed the benefits of these plantings at \$530,000 per year.

In today's economic climate, as with most municipal Urban Forestry and

Landscape programs, LCDOT Operations Landscaping is being asked to absorb operating budget cuts while an expectation of maintaining plantings at current levels remains. Two factors, nevertheless, have allowed Lee County to adapt to these cuts with minimal impact: First, all landscape projects are designed with maintenance costs, including water and energy savings as a primary focus. This focus has resulted in the majority of the landscapes emphasizing canopy trees, low maintenance under-story and non-irrigated bahia turf, thereby minimizing maintenance costs. Second, landscape maintenance duties are distributed between a Landscape crew of

21 full-time employees, several contract maintenance crews and a Lee County Sheriff's Department day-labor crew.

The Lee County crew is responsible for:

- Young tree structural pruning
- Large tree and palm pruning
- Irrigation monitoring and repair
- Contract inspection
- In-house maintenance
- Fertilization
- Disease and pest control
- Transplants and plant adjustments



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PRESIDENT'S MESSAGE



Every few years your Council sends out a Member Survey. This year we used the electronic media tools, SurveyMonkey and Mail Chimp, in order to send as many of the surveys as possible out electronically. This saves the Council money and allows for quicker and more efficient processing of the results. Still, we could use many more of our member's E-mail addresses to keep our costs down and to improve communications. In the near future, we hope to send regular E-mail news highlights that will allow you to receive a quick update on current urban forestry announcements or issues in an easy to read format – often with links to the FUFC website or other sources to get more detailed information. So, if you don't want to share your E-mail, we certainly respect your wishes. However, if you just haven't made the time to do so and would like to receive more benefits with your membership, please consider contacting our Executive Director, Sandy Temple at fufc@aol.com with this information.

It is important to any organization to receive feedback from its members. This allows the Executive Committee, the FUFC governing board, and our Executive Director to monitor the effectiveness of the organization as seen through the eyes of its members. Which services, programs, products are well-received, and which are not? How can we improve the Council and strengthen our mission? This year, the Member Survey results had the added benefit of providing us membership input while undertaking the important task of rewriting our Strategic Plan. In fact, a bi-annual Member Survey is a component of our new Strategic Plan that will guide the focus of the Council until 2015.

I am pleased to present the results of the 2010 Member Survey in this issue of The Council Quarterly. The Executive Committee (board) takes these results very seriously. We review the results carefully and the Membership Committee provides a report discussing any notable trends and highlights to the board. In addition, individual questions are matched and assigned to board members for their further analysis and recommendations back to their subcommittees (e.g. Membership, Education, Website, Newsletter, Revenue, etc.). We feel confident that we will be able to implement many of your suggestions in the year to come.

In your survey responses, some of you have even volunteered your valuable time and talents to serve on committees and assist with meetings – to this we are doubly grateful. In the end, I feel confident that you will find serving in an organization like FUFC very gratifying. Sir Winston Churchill put it this way, "We make a living by what we get, we make a life by what we give." I'd love to have your help! "People-centric" business consultant Tim Sanders writes about sharing our knowledge, our network, and our compassion with our "bizpartners" in his bestselling book *Love is the Killer App*. He describes our network as our entire web of relationships and predicts our success in the 21st century economy will be greatly influenced and dependent upon the business partnerships we develop. I have found the more that I give to a good organization, the more I receive. This has certainly been true with other organizations in which I remain actively involved such as the Society of American Foresters. And, I have certainly found it to be true with FUFC. What better way to meet and develop a genuine network of urban forestry professionals (Tim Sanders would call them fellow "lovecats").

Finally, I would like to say thank you to past, present, and future partners and sponsors. Like most organizations, we "struggle to pay the bills." There are so many great programs and opportunities, but they all cost time and money. To leverage our ability to provide more for our membership and to promote sustainable urban forestry across the state, we look to partners and sponsors. Florida Chapter ISA has been a great partner through the years! Other organizations like FNGLA and UF/IFAS Extension have also played a big role in our success. In recent years we have been able to partner in a greater measure with organizations like the Florida Institute of Park Personnel (FIPP) and the Florida Native Plant Society (FNPS). We have plans to work more closely with the Florida Recreation and Park Association (FRPA), and perhaps groups as diverse as Habitat for Humanity and the Landscape Inspectors Association of Florida (LIAF). That is to say, we are actively looking for partners to leverage our urban forestry outreach.

The second part of this financial equation is sponsors. While the Florida Division of Forestry (DOF) continues to provide significant financial support to the Council, we are also deeply grateful for the support from the private sector and other governmental entities such as cities and utility commissions. We recently developed a Sustaining Sponsor program where donors could choose one of four levels of donations to support FUFC programs/outreaches, while providing an opportunity for the sponsors to receive much-deserved recognition for their efforts. Bronze (\$1,000), Silver (\$1,500), Gold (\$2,500), and Platinum (\$3,000+) level annual sponsorships are available – all are recognized on our FUFC website (www.fufc.org), as well as on other venues depending upon the level of contribution and the choice of programs that you decide to support (e.g. Trail of Trees, Friends of Our Urban Forests Awards, The Council Quarterly newsletter, Annual Regional Meetings, etc.). So again, thank you to our many past sponsors that have allowed us the financial resources to print posters and newsletters, hold meetings, present the Trail of Trees program, and do so many things we could not have afforded to do without your help. And, thank you to DOF for their continued support, both financial and technical.

Gratefully yours,

John Holzapfel
FUFC President

JohnH@nrpsforesters.com



continued from page 1

Contractor crews are responsible for:

- Mowing of roadway medians and rights-of-way
- Landscape bed weed control
- Litter pick up
- Under-story trimming and mulching



The Sheriff's Day Labor crews are individuals fulfilling community service hour obligations. They are primarily responsible for more labor intensive landscape duties such as:

- Raking of mulch rings
- Handling brush
- Weed whipping
- Irrigation screen and filter cleaning



This distribution of duties allows the Landscape division to absorb operation cuts with minimal impact, have direct supervision of critical landscape duties and adapt to a variety of situations, especially roadway traffic accidents. If you find yourself in Southwest



Florida, please take notice of Lee County's roadway landscaping as you are driving around. With a focus on maintenance, Lee County strives to create beautiful, safe, functional, and sustainable landscapes that are enjoyed year round by residents and visitors alike.



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DRAWING THE L.I.N.E.

Submitted by Carol Bennett, Urban Forester - City of Palm Coast

Approximately one year ago, the City of Palm Coast received a grant from the U.S. Fish and Wildlife Service to develop a pilot program for the removal of invasive exotic species from the land. A unique pilot program was born: Drawing the L.I.N.E.--Long Creek Invasive for Native Exchange—program with a main focus on sustainability of Florida's natural resources and the ultimate goal to instill environmental stewardship in future generations.

The City of Palm Coast recognizes that today's youth become the leaders of tomorrow. Instilling students with environmental



Jose Papa, City of Palm Coast Senior Planner, explaining the history and future of Long's Landing.

awareness promotes conservation and ultimately, results in appreciation of Florida's natural resources. With funding from U.S. Fish and Wildlife Service, 140 students were transported to the City's Long's Landing Estuary to develop their environmental awareness using trees, gloves, vests, sun block, bug spray, and shovels provided by the grant. Students rotated through five eco-stations manned by City professionals and the Watershed Action Volunteers.

Topics at the eco-stations included the park's history and its future, vegetative management, planting native tree species, geocache, and watersheds. One of the students' favorite activities was the treasure hunt game geocaching. A high-tech game of hide and seek, geocaching is played with the use of a GPS (Global Positioning System) device. Students from a previous tour buried a waterproof 'geocache' container of green hidden treasures providing clues for the next group of students to search for the box. They did provide clues but did not make it easy for them. Once the students found the box they opened it to discover hidden treasures.

"One of the students' favorite activities was the treasure hunt game geocaching. A high tech game of hide and seek..."



Bill Butler, City of Palm Coast Landscape Architect, planting native trees with students.

Another favorite station included the planting of native tree species. Student's enjoyed getting their hands dirty and taking an active role rather than just listening. They planted over 30 native trees and gathered baseline data to be featured in a progress report to the grantor.

Eric Ziecheck, supervisor and team leader from the

Florida Jobs for Graduates program, noted that other local governments would find this project extremely valuable. "This is the greatest green collaboration," he said, indicating that real-life situations for students certainly help them devise a plan for their future.

ARTICLES WANTED

The Florida Urban Forestry Council would like to share information on what is going on throughout the state in our newsletters. We would like to receive articles on any aspect of our field. Article ideas may include, but are not limited to, the following:

- New trends in the industry
- News about tree advocacy groups
- Volunteer projects
- Favorite or new websites
- Ideas on working with the public
- City tree programs
- Solutions to common problems in your typical workday
- Children's poems, drawings, favorite quotes

Please update us on urban forestry news in your corner of the state so that we can learn from each other. Our newsletter is not only a great way to share information, but also a way to show off our accomplishments and successes. Articles can be sent to Sherie Burch, FUFU newsletter editor, at sburch@ocalafi.org.

Thanks for contributing!

For more information regarding Drawing the L.I.N.E, please visit the City's website www.ci.palm-coast.fl.us and click on "Fun and Free Eco-Kids Programs" along the right hand side of the page. You may also contact Carol Bennett, Urban Forester for the City of Palm Coast at 386-986-3722.



JOHN WHITE SCHOLARSHIP RECIPIENT ANNOUNCED

Congratulations to Mr. Don Spence as the recipient of the Fall 2010 John White Scholarship offered jointly by the Florida Urban Forestry Council and Florida Chapter ISA. Don is a Certified Arborist and Municipal Specialist here in Florida. He is furthering his studies as a PhD candidate at the University of Florida to study plant pathology;

he has a particular interest in studying Laurel wilt disease. Best of luck in your future endeavors, Don.

Scholarship applications due dates are November 15 (for spring semesters) and June 15 (for fall semesters).

GET MARRIED, PLANT A TREE

Newlyweds on Indonesia's Java Island still practice a centuries-old tradition: planting trees during the wedding ceremony. The government is encouraging the ritual as a reforestation project. According to a CNN story, newly-married couples must plant 10 trees under the program. The kicker: they must plant 50 trees if they divorce. What if America adopted this program? With a divorce rate around 50 percent, we could plug up the hole in the ozone layer and make millionaires out of a few tree growers.



NEWSLETTER ADVERTISING ANNUAL RATES:

Business-card size advertisement.....	\$75
Quarter page advertisement	\$115
Half-page advertisement.....	\$225
Full page advertisement.....	\$450

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GUMBO LIMBO SPIRALING WHITEFLY A NEW WHITEFLY IN SOUTH FLORIDA

Submitted by Catharine Mannion, Ph.D., Associate Professor and Extension Specialist
University of Florida, IFAS, Tropical Research and Education Center, Homestead, FL



Photo Credits: H. Glenn, UF/IFAS, Tropical Research and Education Center, Homestead, FL

Introduction: In March, 2009, a whitefly (*Aleurodicus rugioperculatus* Martin: Hemiptera: Aleyrodidae), was detected in Miami-Dade County on gumbo limbo (Fig. 1). This whitefly attacks a broad range of plants from palms to woody ornamentals and fruits. Thus far, it has been seen on gumbo limbo, *Calophyllum* species, black olive, copperleaf, broadleaf arrowhead, cocoplum, Brazilian pepper, wax myrtle, live oak and mango. It has also been reported on several palms which include areca palm, *Veitchia* species, and coconut. Additional hosts are likely to be added to the current list.

NOTE: This is *not* the same whitefly (*figus whitefly*) that is currently causing defoliation and branch dieback of *figus* in south Florida.

Biology and Damage: This whitefly is closely related to giant whitefly, *Aleurodicus dugesii*, and shares some similarities. Like giant whitefly, the adult is about 3 times larger than typical whiteflies, and are slow moving. The adult whiteflies congregate on the undersides of the leaves to feed and lay eggs. The female whitefly lays her eggs in a spiral pattern on the leaves and also deposits a white, waxy substance on the eggs (Fig. 2). The crawler stage hatches from the eggs and crawls around before it starts to feed with its “needle-like” mouthparts. This stage is very small and difficult to see. The crawler will molt and go through several immature stages that are oval and initially flat, then more convex (Fig. 3.). These stages do not resemble a typical insect. Some of these immature stages will secrete long white filaments of wax. This pest will likely survive year round in south Florida.

The most noticeable symptoms of an infestation of this whitefly are the abundance of the white, waxy material covering the leaves and also excessive sooty mold (Figs. 4 and 5). The spiraling eggs are also quite visible. The actual effect of an infestation on the health of a plant is unknown; however, whiteflies in general can cause plant decline, defoliation and branch dieback.

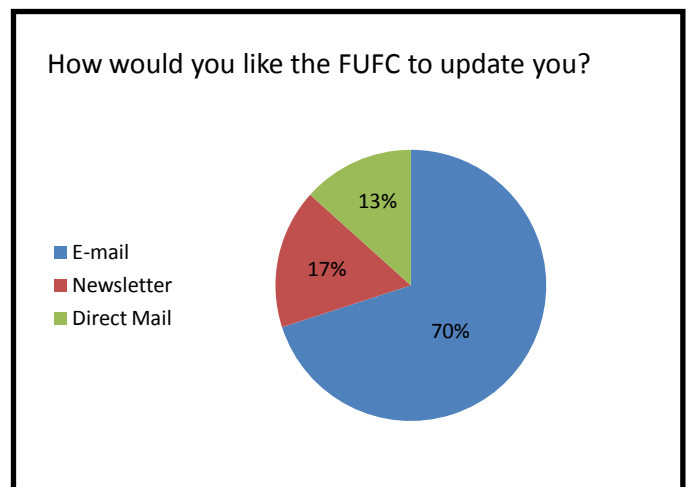
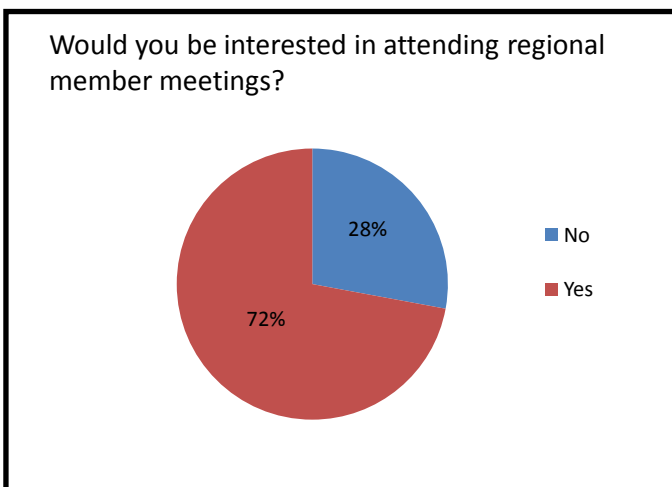
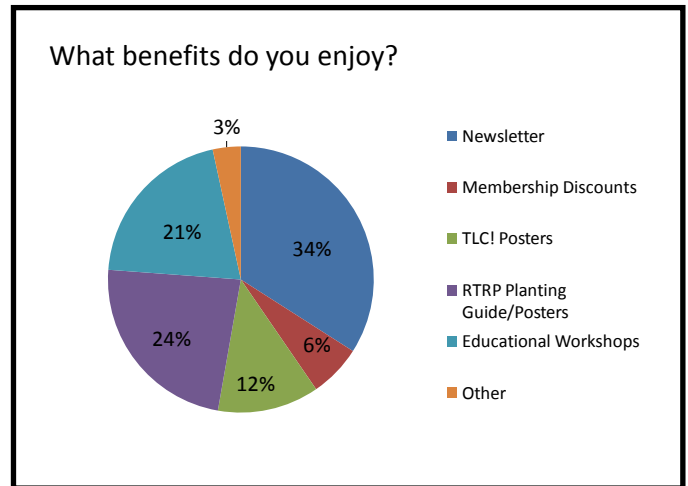
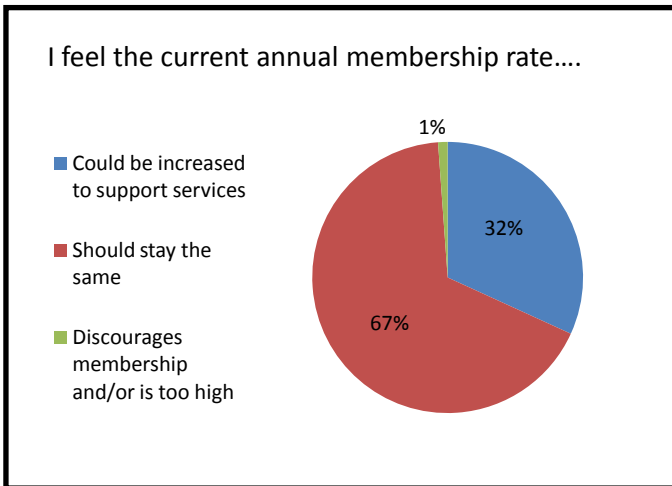
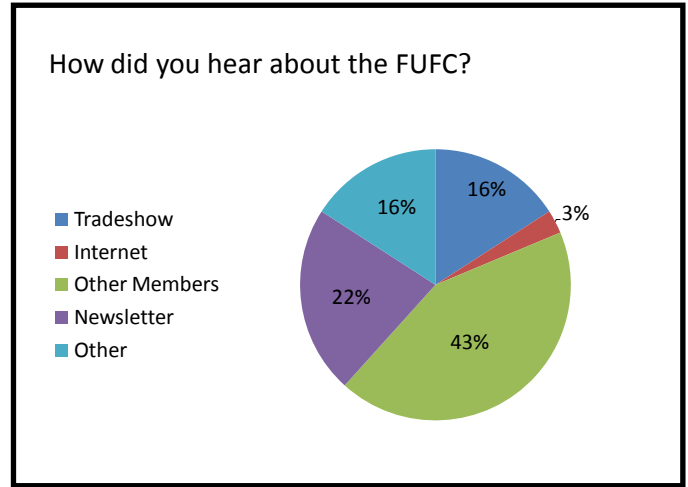
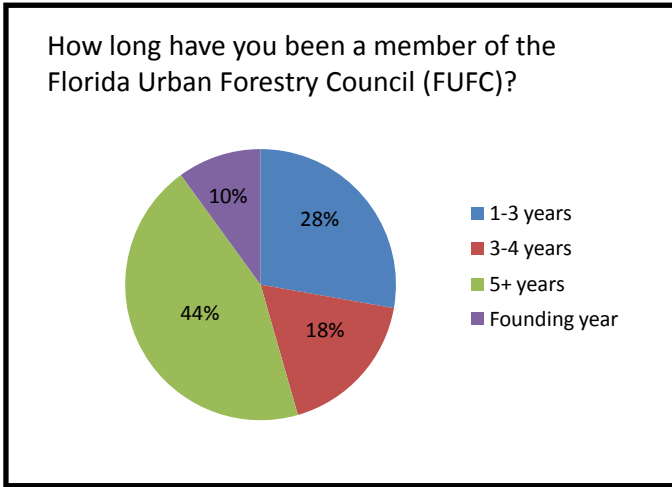
Management:

- Monitor plants for early signs of an infestation because it will be easier to manage the pest before it builds to high populations. If you have an infestation on a tree, be sure to search nearby trees as well because this whitefly feeds on many types of trees.
- In the landscape, one parasitoid attacking this whitefly has been identified at very high levels. Awareness of natural enemies is very important so they are not also killed while trying to control the whitefly. Protecting natural enemies is a critical component in the long-term control of this pest. Broad spectrum or persistent insecticides often kill a high proportion of predators and parasites, particularly when applied as a foliar spray. Carbamates (i.e. carbaryl), organophosphates (i.e. malathion) and pyrethroids (i.e. bifenthrin, cyfluthrin) are especially toxic to natural enemies.
- Remember that even when you control this whitefly, the white, waxy material and the sooty mold on the plant can take time to wear off unless physically washed off.
- Washing plants off with water can be an effective tool to help manage whiteflies for small infestations or small plants. But, for it to be effective, you must remove the immature stages and eggs from the leaves with the wash.
- Using a horticultural oil or insecticidal soap can also help control this pest. These types of products are strictly contact so thorough coverage of the infested leaves is required. Typically, several applications are required 7-10 days apart. Be careful about using these types of products under high temperatures because they can cause damage to plants.
- If the infestation is large, an insecticide may be needed to control the whitefly population. It is extremely important to use the appropriate insecticides, methods, and timing in order to get the best control with the least amount of detriment to the natural enemies or the environment. There are several insecticide options for both professional use and homeowner use. See a complete fact sheet with pesticide recommendations on <http://trec.ifas.ufl.edu/mannion/>.

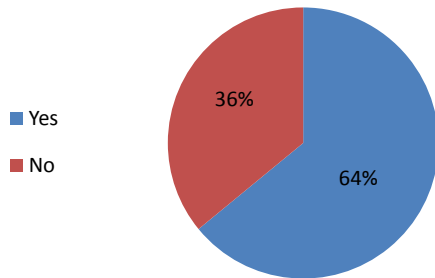
For more information, contact your local Extension agent for additional information or <http://trec.ifas.ufl.edu/mannion/>.

2009 FUFc MEMBER SURVEY SUMMARY RESULTS

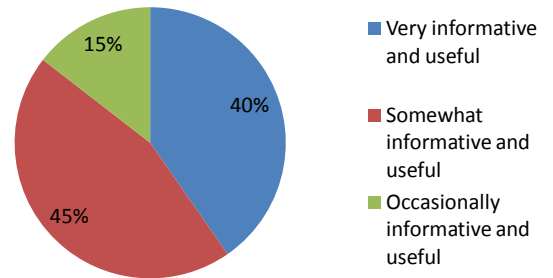
The 2009 FUFc Member Survey was distributed to 420 members. 299 surveys were distributed electronically through Survey Monkey and 121 printed surveys were mailed. Of the 299 surveys distributed electronically, there was a 25.6% response rate. Of the 121 printed surveys distributed, there was a 15.7% response rate. Following is the summary of the responses for each question. Future newsletter issues will address specific questions in more detail.



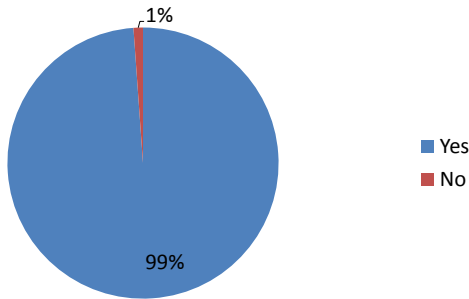
Have you visited the updated FUFc web site (www.fufc.org)?



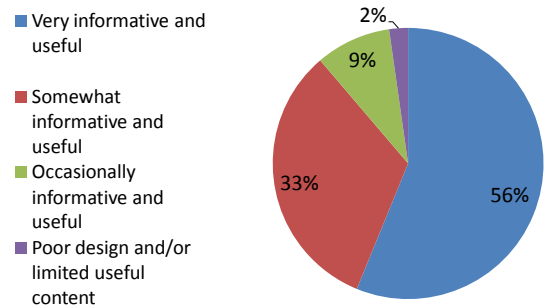
Please rate the FUFc web site...



Do you read the FUFc Council Quarterly newsletter?



Please rate the FUFc Council Quarterly newsletter...

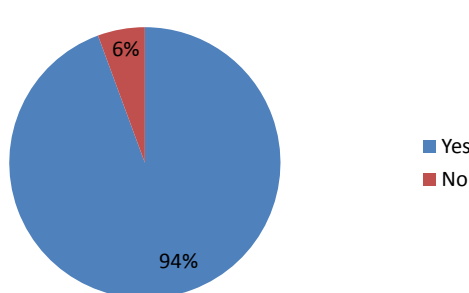


What content would you like to see discussed in the newsletter?

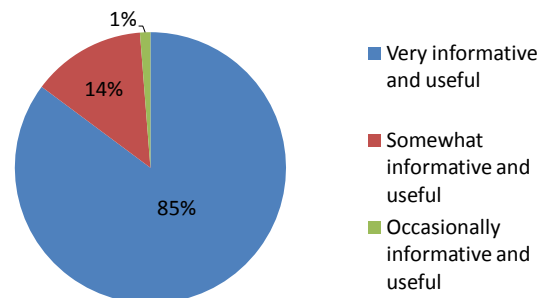
- Florida specific urban forest pest and disease problems
- Carbon sequestration of urban trees and how effective they really are (or are not)
- Impact of recent budget cuts on urban forestry programs
- Use of trees in parks in unique ways
- Erosion control solutions
- Low water use plants and trees
- Proper tree care and tree trimming

- Ordinances and how to write them and get them into action and enforcement
- Grant sources
- Licensing issues and how they benefit the state
- Tree protection at the time BEFORE construction
- Statewide, tree-related success/failure stories
- Regional and seasonal info--forest fires, floods, reforestation, densities, etc.
- Highlight articles of programs and individuals

Are you familiar with the Right Tree, Right Place planting guide/poster?



Please rate the Right Tree, Right Place planting guide/poster...



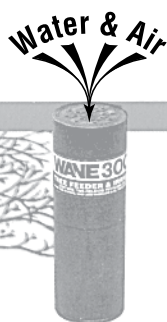
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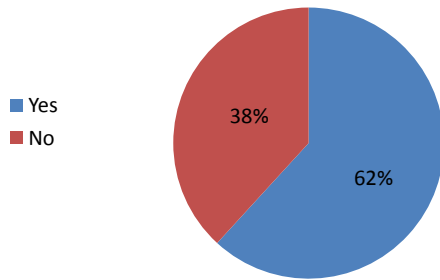
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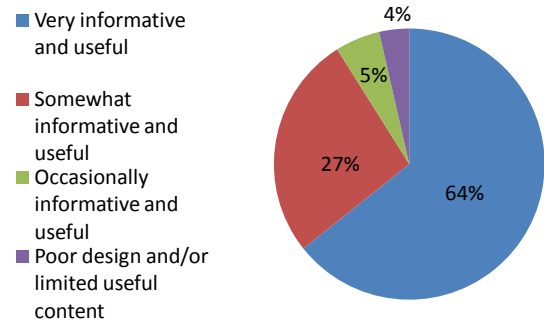
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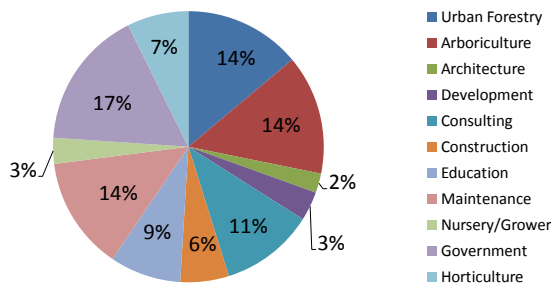
Are you familiar with the Trees Love Care! posters?



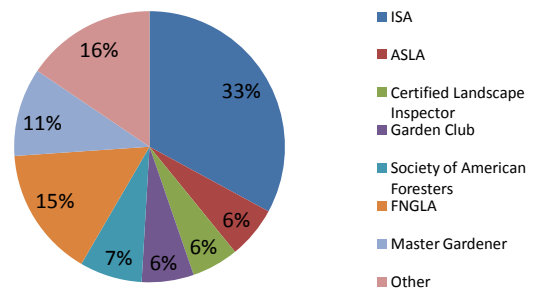
Please rate the Trees Love Care! posters...



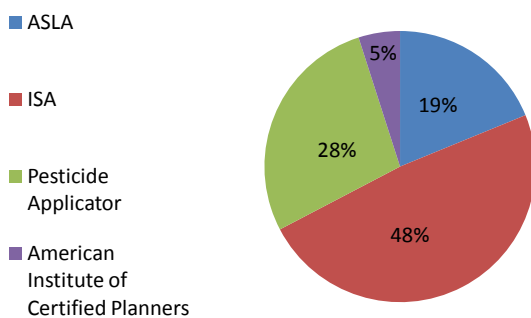
Which of the following is your profession related to?



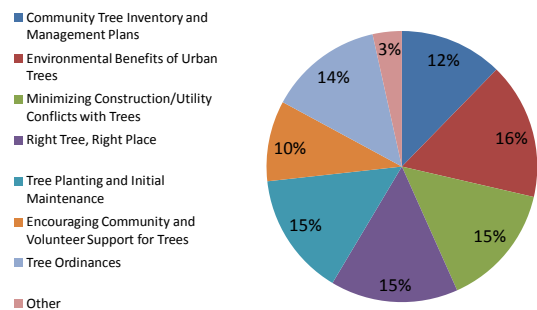
Are you affiliated with other "green industry" groups?



Are you interested in attaining continuing education units (CEUs) at upcoming events and seminars provided by or supported by FUFC?

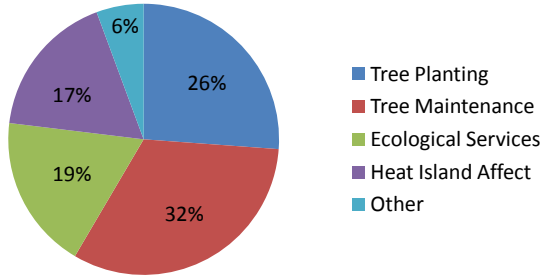


Which of the topics below do you consider to be the most significant Urban Forest Management issues that FUFC should address through educational programs?

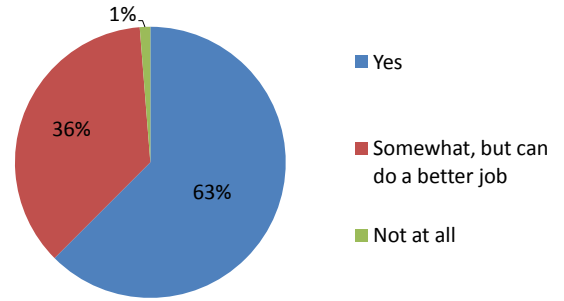


SURVEY RESULTS, cont.

What do you consider to be the most significant Urban Forestry/Environmental issues the FUFC should address in the upcoming years?



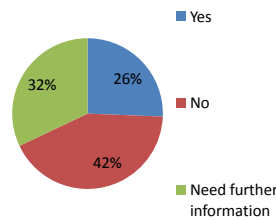
Do you feel the Executive Committee of the FUFC is communicating the progress, goals, strategic plan, and projects with its membership?



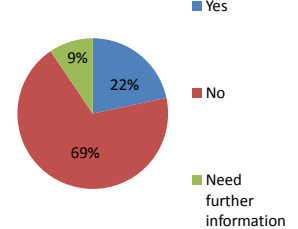
How can FUFC better serve our membership?

- Work with local municipalities and hold tree workshops for their citizens
- Provide more information
- Wider spread informational classes/meetings
- More E-mail alerts with information for members
- Monthly E-mail news
- More local meetings
- Maintain your focus and don't spread yourselves across too wide a variety of topics
- Host regional seminars at local Arbor Day events and seminars so that you are educating more homeowners and professionals
- Keep moving forward! Innovate and be creative!

Would you be interested in participating in FUFC volunteer efforts in your community?



Would you be interested in becoming an Executive Committee member or serving on a committee?



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THE AMERICAN GROVE WEBSITE

Submitted by Charlie Marcus, Urban Forestry Coordinator - FL Division of Forestry



On April 30, the US Forest Service launched the *American Grove* website in cooperation with the 13 state forestry agencies in the South, including the Florida Division of Forestry. The *American Grove* serves as an online community to engage and encourage citizens to plant trees and protect the urban tree canopy.

Well-managed trees are a vital part of the urban environment, enhancing the quality of life in our cities, towns and communities. They contribute aesthetic, ecological, economic and social values to their surrounding environment. The US Forest Service has determined that approximately 25% of the nation's forests are urban forests, and that

they need the most attention because the trees there are under the most stress.

Since most community trees are located either on residential properties or in nearby common or natural areas, the greatest potential to increase a community's tree canopy lies with individual citizens, families and small groups. The *American Grove* provides a forum where these citizens can learn more about trees and tree-related events in their communities. They can also let others know about the trees they have planted and the special meaning those trees have. The website contains a list of Florida native tree species that are appropriate for planting on various occasions, such as birthdays, holidays, and special events.

The *American Grove* first began in Georgia in early 2008, where it generated significant enthusiasm. Georgia found that people who tended to be concerned enough about the well-being of their local community also tended to be concerned about trees and were attracted to the *American Grove*. To some extent, the site is modeled after the *Facebook* social networking format. Par-

ticipants have the ability to set up a profile page, create photo "groves" of trees they have planted and join tree groups in their communities. Once they have planted trees, they can upload photos to their personal grove and include a story about the planting event. Then, they can invite others to join their grove and include their own photos, or simply view their photos and stories. The Florida Urban Forestry Council works with the Division of Forestry and the US Forest Service to manage the Florida page on the website.

"...the greatest potential to increase a community's tree canopy lies with individual citizens, families and small groups."

The *American Grove* can be accessed through the following website address: <http://thegrove.americangrove.org/>. From there, interested citizens can navigate

to the Florida Grove and set up their own page there, as well as take advantage of the resources on the site. The website encourages all Florida citizens to *"Carry the spirit of the Grove into your everyday life. Plant trees to remember special occasions; plant trees to watch them grow; and plant trees to make the world around you a better place."*

SAVE THE DATE! OCTOBER 7, 2010: FUFU REGIONAL MEMBER MEETING AND EDUCATION PROGRAM CENTRAL FLORIDA

The Executive Committee is excited to announce the 2010 FUFU Regional Meeting. The program is scheduled for October 7, 2010, to be held at the Winter Park Garden Club located at Mead Gardens. Registration begins at 9:30 a.m., and the program runs from 10:00 a.m. until 2:00 p.m. The meeting will begin with two presentations and will continue after lunch with a short FUFU Annual Member Meeting. Edward Browder of Land Design Innovations, Inc. is presenting on the Sustainable Sites Initiative (SITES). SITES is a relatively new initiative that provides comprehensive guidelines and performance benchmarks for sustainable landscapes. Properly created and managed landscapes can provide many important ecological services and social benefits

to site users. Our second presenter, Dr. Ed Barnard, brings a wealth of knowledge from a long, prestigious career with the Florida Division of Forestry. His presentation is titled, "Important Urban Tree Diseases and Fungicidal Options" and he will be available for Q&A to field your questions.

The pre-registration cost to attend will be \$15.00 (\$20.00 on-site) and will include a continental breakfast and lunch. Sponsorship opportunities are available as well.

Our goal is to provide more local/regional access for members throughout the state – specifically targeting the Central region for this program – as well as providing educational training for CEU credits. It will also

provide you with direct contact to Executive Committee members and a great opportunity to network with other urban forestry professionals.

Be on the lookout for the registration form and sign up early!





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- Professional @ \$25.00**
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- Tree Advocate @ \$20.00**
(Tree Advocate membership is granted to those volunteers who are members of a tree board, beautification committee or other Urban Forestry volunteer group.)
- Supporting @ \$200.00**
(Supporting membership is granted to those individuals, groups or other entities expressing a desire for a strong supportive role in the Council. Membership will be granted for up to five individuals of an organization or business.)
- Government/Non-Profit Agency @ \$100.00**
(Government/Non-Profit Agency membership is granted to those individuals, groups or other entities actively working in the profession of Urban Forestry or any related profession. Membership will be granted for up to five individuals within the agency.)
- Student @ \$10.00**
(Student membership is granted to anyone who is actively enrolled as a full-time student and who is considering pursuing a career in Urban Forestry.)

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