



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2012 Issue One

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**ANNUAL
REPORT
EDITION**
~ inside ~

RIGHT TREE FOR THE RIGHT PLACE

Julie Iooss, Environmental Horticulture Program Manager – City of Orlando



carbon dioxide as they treat other things. They take it in. The chloroplasts in the leaves use the carbon to make sugar and starches. The by-product oxygen is released into the air.

In one year an average tree inhales 26 pounds of carbon dioxide--the amount emitted by an auto during an 11,000-mile trip--and exhales enough oxygen to keep a family of four breathing for a year.

Figures have shown that if you plant three trees around each of our homes you would save 10-50% of the air conditioning bills or as much as 4 billion dollars annually.

Trees cannot only reduce the heat of a summer's day, quiet a highway's noise, provide shelter from the wind, and warmth within the winter. They are sanctuaries for our wildlife and of the human spirit.

People have a way of identifying with trees. They may not be aware of the tree commanding a part of the local history of the park, parkway or yard it is growing on, but many of us have fond memories of a tree in our youth. You associate with trees as a friend whether it is as a backyard swing, a tree house or one you climbed just to get away from the rest of the world. They are symbols of stability, dignity, adventure, comfort, knowledge of our dominance, and also our lack of it. They symbolize our virtue.

In these days of environmental issues what better symbolizes our positive efforts to make our earth a better place to live than to plant a tree. The tree has much to contribute. Plant enough trees and you diminish the threat of global warming by reversing the buildup of carbon dioxide. Trees treat

To ensure that the tree in a park, parkway or in your yard flourishes and lives to the limits of its natural life, simply follow the concept of Right Tree for the Right Place. These simple guidelines ensure a successful planting:

- Know the purpose for planting (Examples: shade, privacy, aesthetics, windbreak, etc.)
- Understand the planting site (Examples: overhead wires, confined root zone, compacted soil, sunlight, temperature, salt tolerance, etc.)
- Select a compatible tree or cultivar to plant that best matches the above conditions you have identified.
- Purchase a quality tree with good branch structure, proper root ball size and a uniform canopy. The Florida Department of Agriculture and Consumer Services

has grades and standards for evaluating nursery stock. Ask for a Florida Fancy or Florida #1 grade nursery tree.

- Plant your tree properly and water and care for your new tree. The time it takes for a tree to become established can last from 3 to 12 months per inch of trunk diameter, depending on climate and irrigation. Regular watering is the single most important care you can provide for a newly-planted tree.

Follow these guidelines and you are sure to have a strong and vigorous tree. There is considerable help available for selecting the right tree for the right place. The FUFUC has a Right Tree, Right Place Planting Guide/ Poster for North, Central and South Florida regions and the Arbor Day Foundation has several Tree City USA bulletins discussing the subject.

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PRESIDENT'S MESSAGE



Hello out there to all FUFC membership, and a special warm welcome to new members! I am humbled and excited to have the incredible honor to serve as your President for 2012. I am the Florida League of Cities' appointee to the FUFC Executive Committee. About six years ago I was at a conference and met Rocky Randels, Mayor of Cape Canaveral. We all wear ribbons on our name badges signifying different committees and boards

that we sit on and I noticed his FUFC ribbon (amongst the myriad of others – he's a real dynamo!). He started telling me about the organization and later sent me information on tree inventories and the i-Tree program--down the path of learning about "urban forestry" I went. Shortly thereafter, he "retired" from the FUFC Executive Committee and low and behold I was chosen to replace him. I walked into the first committee meeting a little wary as the room was full of intelligent, knowledgeable people who made their living caring for our trees, educating homeowners, sharing information as lecturers at workshops, and serving on other tree-related organizations and boards. Then there was me--green as green gets--and I don't mean as in "green thumb."

The years went by and I was really shocked and amazed at all the talent--and passion--that these members have. They are consummate professionals and unsung heroes who are protecting and promoting one of Florida's greatest natural resources. I have served on many boards over the years, but I can truthfully say that this is my favorite one. Under the guidance of Charlie Marcus, our Florida Forest Service liaison and the never ending work effort of our Executive Director, Sandy Temple, our wonderful Executive Committee really gets the job done, constantly reinventing ourselves to find creative ways to meet the needs of the membership and outreach to the community, despite the effects we all feel from the current economy.

As the first duly elected local official to serve as President for this organization, I believe I will bring to the table a municipal perspective. There are many cities out there that have councils/commissions that do a fantastic job in understanding the importance of their tree canopies and the need for planting, pruning and maintenance. Unfortunately, there are an equal number that are not as supportive of their tree programs and employees as they should be. It is going to be my mission to spread the word that our trees are just as much a part of our infrastructure as our roads are. Trees provide not only aesthetic and environmental benefits, but save money and make money too! Sometimes that's the only way to get the message through--value of trees in terms of dollars and cents. We must be able to communicate that to our elected officials.

I encourage each and every one of you to be involved in FUFC. Attend our regional workshops or the Urban Forestry Institute; volunteer at a local display booth opportunity; or help with a local project. We welcome you to sit in on our board meetings. Our members are what make our organization great!

Sincerely,

Mary Lou Hildreth
FUFC President

Right Tree, Right Place Posters

- Tree Selection Tips
- How to Plant Trees
- Area Guidelines
- What to Avoid
- Watering Guidelines
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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, FUFC newsletter editor, at sburch@ocalafl.org.

Thanks for contributing!

REQUIEM FOR THE SENATOR

The mood of this year's Martin Luther King Jr. holiday celebration turned somber early Monday morning as the demise of Florida's oldest citizen was announced. The Senator, Florida's "champion" baldcypress tree, became totally consumed by fire and collapsed.

Adjectives such as magnificent, grandiose, stalwart, or regal come to mind when describing the Senator. The tree stood over 100 feet tall, with a girth of over 35 feet. From its vantage point in Big Tree Park in Seminole County, the Senator bore witness to historical events that occurred over multiple centuries. Although the surrounding landscape significantly changed during its lifetime, the Senator's presence remained as a constant, a benchmark of Florida's natural environment when left undisturbed by human activity.

The Senator epitomized the reasons why the champion tree program exists. The program recognizes the largest trees of each species. The Senator was the "largest of the largest" Florida champion, towering over the biggest live oaks, hickories, and magnolias, as well as the ficus and seagrape of South Florida. You would have to look to the redwoods and sequoia of the Pacific Northwest to find trees that surpass this big baldcypress in grandeur.

Once a tree exceeds a certain size and age, the diversity of wildlife species it attracts and the number of microhabitats it provides multiplies. Thick bark, large

branch crotches, and hollow places become receptive sites for small plant communities that in turn attract various mammals and birds. The Senator provided significant wildlife habitat in this manner, while still maintaining sufficient vigor to thrive and withstand the natural elements.

People visit historic places, peruse old books, and study genealogy to give themselves a sense of history. They also visited Big Tree Park to see the Senator for the same reason. The historical significance of the Senator, plus the fact that they were viewing a living organism, drew particular attention to the tree. Its fissured bark and gnarly limbs also lent character and personality that resonated with people.

Those who preserved the Senator's legacy over the years deserve special mention. First, there is Senator Overstreet, the tree's namesake, who originally donated the park property in the 1920's. Then, there is the Seminole County Parks Department, who has provided viewing opportunities and information to the public. Also, there are the private arborists who have lent TLC to the Senator over the years. Kudos to everyone involved.

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RIGHT TREE, RIGHT PLACE PRINCIPLE

Eric Hatcher, Front Line Coach Tree Maintenance/Pest Management – Cherry Lake Tree Farm

One of the most important decisions you can make as a land manager or property owner is tree selection and proper tree placement for your property. There are many factors to consider when determining the "Right Tree for the Right Place."

The first thing to consider is deciding what the purpose of the tree is in the landscape. There are many important characteristics of trees that should be considered like:

- Will the tree be able to provide shade in the summer heat and allow light to pass through in the winter months?
- Is the tree's purpose to provide a particular ornamental look (ex: for flowers, leaf texture, fruit or ornamental bark)?
- Will the tree provide a habitat for wildlife?

- Is the purpose to be a screen or a wind-break?
- Can it provide erosion control?

*Keep in mind the mature size of the tree you are considering. Determining the purpose of the tree will help you determine a location and what type of tree you need.

The next factor to consider is the required needs of the tree; for example, what are the light requirements of the tree, the growth rate, temperature range, soil type, and soil moisture requirements. This is important to ensure a happy healthy tree.

Understanding the planting site is also a very important factor to consider:

- Will the tree affect power lines or overhead wires, traffic or other signs,

buildings, fences, sidewalks, pavement, or underground utilities? These are all potential hazards to the tree, as well as to the property or community.

- It is also important to check with local, state and municipal regulations. Many communities have regulations that affect how close trees can be planted to roadways and utilities.

Remember to purchase a good quality tree, use proper installation processes, and develop a maintenance plan for when the tree is installed.

With a little planning it is easy to determine the "Right Tree for the Right Place" and provide future generations with beautiful and functional landscapes.

SELECTING AND PLANTING TREES UNDER OVERHEAD POWERLINES

Mike Robinson, JEA Forester



Everyone likes tree-lined, canopied streets. Many of Florida's cities and towns are famous for their wonderful trees that provide relaxing scenic vistas. In Tallahassee, we find the wonderful live oak covered roads specially named "Canopy Roads." In Jacksonville, areas like Riverside and Mandarin have beautiful oak-lined streets and in South Florida, many of the roadways are lined with the stately towering palms.

The problem occurs when we try to fit the overhead electric, telephone, cable television, and other communication lines along the same roadways. Utility companies spend over \$2 billion dollars annually on line clearance nationwide. This cost is usually passed on to the ratepayers of the service.

In Florida, we have to contend with summer thunderstorms and tropical storm season. These common weather systems can carry winds exceeding 60 miles per hour causing limbs, or even the trees themselves, to break and fall. With an overhead electric system nearby, this leads to disruption of service and it can become a safety hazard if the lines stay energized when they fall.

A disruption of service may be an inconvenience to a homeowner due to lack of air conditioning, refrigeration and other appliances. Restaurants and other businesses stand to lose thousands of dollars and potential customers. In today's technically-connected world, many folks depend on computers for many of their everyday tasks thereby putting more of an emphasis on service reliability. Here, in Florida especially, we have to find a means of compromise between trees and utility lines.

Locate utilities before you plant. The first thing to consider when selecting a tree should be where the utilities are located. We have to consider not only overhead but underground utilities as well. Don't be caught by the "out of sight-out of mind" trap.

Florida law requires people to call in for utility locates before doing any digging so as not to interrupt underground services.

The process is easier now than in the past, you only need to dial "811" and give the location information. Locating companies require two business days to do the locate work unless it is an emergency.

Once assurance has been given that there are no underground conflicts, we need to look overhead. This is where some homework or research is needed. Those who plant trees need to consider the mature height of that variety of tree when making a selection. Many times I have heard the comment: "I never thought the tree would get that big." What they are actually saying is they didn't realize the growth rate of the tree they planted. Many people don't realize how fast most trees grow.

Not only is the tree's height of concern, but also we need to also consider the spread of the tree crown. If there is not a sufficient plan made and a spreading tree such as live oak is planted near overhead lines, at some point in time you will get to meet your local utility service provider's representative to make alterations to your pride and joy!

In the Florida Statutes, we now have legislation that prohibits a local government from adopting a law requiring planting of trees that exceed 14 feet in height in established electric utility rights-of-way (FS 163.3209). Some cities have even made that law part of their landscape code, not allowing any

tall-growing trees within 15 feet of overhead conductors. This practice is commonly known as "Right Tree, Right Place." There is no need to create future problems when we know better today. To find species that fit to your locale, consult the Right Tree, Right Place posters produced by the FUFCA. Each version has several species that can attain mature height and not be a wire conflict.

Palms are a special case. As we all know, a palm grows from a bud down inside a sheath below the point where the fronds exit. A palm can only be trimmed for a period of time until the cutting removes the bud. The palm will die once that bud is removed. Fortunately we have many varieties of palms to choose from that grow in our sub-tropical climate. Again, be sure to do your homework and

select the right variety for the space you have. Consider again not only the tree's mature height but its frond length. Palms should be planted one full frond length plus three more feet to the side away from overhead conductors to allow for movement in high winds.

The issue of electricity reliability and vegetation has moved to a higher significance since 2004 when the entire Northeast United States suffered a blackout from vegetation contacting power lines. Utility companies are now subject to audits and large fines if vegetation causes an outage on the electric transmission system. The transmission lines are the high voltage lines running between substations feeding large areas. Electric reliability standards which once were guidelines are now mandates. No utility company wants to have to increase their rates to pay fines they receive due to vegetation-caused outages. By working together and with a good plan before you plant, beautiful trees and utility services can peacefully coexist.

"Florida law requires people to call in for utility locates before doing any digging so as not to interrupt underground services."



Working in Harmony with Nature

Sumter Electric Cooperative has always placed a high priority on the environment by working to stay in harmony with nature. Evidence of SECO's environmental stewardship is displayed through the following programs.

Sumter Electric Cooperative:

- was named a *Tree Line USA* utility for the fourth consecutive year by *The National Arbor Day Foundation*. Employee arboriculture training, public education, and maintaining abundant, healthy trees in SECO's service area are common practices.
- installs osprey nesting dishes atop of the utility pole cross arms as needed for these magnificent birds.
- places squirrel guards atop the transformers to protect a variety of animals from danger, particularly squirrels.
- offers net metering to members interested in renewable generation such as photovoltaic systems.
- recycles retired power equipment, scrap steel, aluminum, copper, porcelain, fluorescent lights, ink printer and copier cartridges, plus much more.
- researches and writes *Nature's Reflections*, a special column in the members' newsletter developed to educate the community on the flora and fauna of Florida with eco-friendly topics like xeriscaping and conservation.



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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

PLANTING TREES CORRECTLY

Larry Figart, Urban Forestry Agent – UF/IFAS – Duval County Extension

I can remember the rule of thumb when planting a tree was that you should plant it so that the level of the soil in the pot should be level with the natural soil surface. Well, things have changed. A tree that is planted too deep has problems right from the start. A tree's root system needs oxygen in order to grow and respire. The deeper in the soil you go, soil oxygen levels are reduced. In many of our soils, the water table is high, saturating the soil and reducing oxygen levels further.

When we plant trees deeper than they need to be, the root systems lack the oxygen levels that they need to thrive. Also, with trees planted too deep, the trunks are covered with soil, promoting decay situations. It has been found that even when using the old rule of thumb, many trees are still planted too deep. In some cases, the root system in the container or in the field grown root ball has had additional soil placed on top of the natural grade during routine nursery operation.

The latest recommendations from the University of Florida suggest that before

planting the tree the purchaser should remove any soil that has been placed over the root flare. Also, the root ball should be inspected for circling or girdling roots. Girdling roots should be removed and circling roots should be corrected by shaving off the outer edge of the root ball at planting. The tree should then be placed so that the root flare is placed at or slightly above the natural soil level. No soil should be placed on top of the root ball when backfilling the hole. The soil removed when digging the hole is the best soil to put back in the hole when backfilling. No amendments like fertilizer or manure should be added to the hole.

The final step is encouraging the tree to become well established. The best way to assure this is to provide adequate water for your tree. The water provided by most sprinkler systems is not sufficient for establishing trees. As a general rule of thumb, newly planted trees should be irrigated every day for one month; every other day for three months; and then weekly until established. Apply 2-3 gallons of

water per inch of trunk diameter of the tree (measured at one foot above the soil) to the root ball at each watering. For instance, a two-inch diameter tree should receive between 4 and 6 gallons of water at each watering session. A five-gallon bucket with a tiny hole drilled into it will slowly empty; assuring that the water you apply will go directly to the root ball. Do not water if root ball is wet/saturated on the irrigation day. This schedule can be reduced during the winter.

Mulching the area around the tree after planting provides a place for the new tree roots to grow without having to compete with turf roots. Mulch also adds organic material to the soil as it decomposes. A three-inch deep layer of mulch placed in a six-foot diameter circle around the tree but no closer than 6 inches to the trunk of the tree will help the tree establish quicker. For a fact sheet on the correct way to plant a tree go to: <http://hort.ufl.edu/woody/documents/EP314.pdf>.



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2011 YEAR IN REVIEW

Jerry Renick, Immediate Past President



As the Council President for the year 2011, I was honored to carry on the traditions of past presidents as well as working with the Executive Committee in enhancing existing programs and developing new ones that will carry the FUFCA into the future as an advocate for protecting the urban forest for generations to come. The previous year (2010) found the Council's Executive Committee entwined in developing the five-year Strategic Plan. As a result of this arduous and often tedious task, the groundwork has been laid allowing the Council to evolve where our resources are needed and can provide the most benefit.

THE FOLLOWING IS A LIST OF LAST YEAR'S HIGHLIGHTS:

Celebration of the Council's 20th Anniversary

- The fact that we have not only survived this long during all the ups and downs of economies and political climates is a testament to our members, the Executive Committee members over the

years, and our continued focus on protecting and enhancing the urban forest of Florida. A celebration of the Council's 20th Anniversary was held in conjunction with the October Annual Meeting.

Executive Committee Annual Workshop – Executive Committee members resolved that the core of our foundation is the members and that the strength of our organization not only lies in the strength and bond of its members, but with the knowledge and information that all of us have, have access to, and can share with others.

Tree Campus USA – The Tree Campus USA program recognizes college and university campuses that effectively manage their campus trees, develop connectivity with the community beyond campus borders to foster healthy urban forests, and that strive to engage their student population utilizing service learning opportunities centered on campus, and community, forestry efforts. In 2011, members made contact with 13 universities and colleges to encourage their participation in the Tree Campus USA program resulting in three colleges—Florida Atlantic University/Jupiter Campus, University of Central Florida and University of South Florida—being certified by the National Arbor Day Foundation.

Regional Workshop – The 2011 regional workshop was held at the Palm Beach County Extension Office in October. The theme of the workshop was “The Making of a Successful Project—Fitting all the Pieces Together” and included the perspective of a designer, city plan reviewer, landscape contractor, and city landscape inspector. In addition, a guided tour of Mounts Botanical Garden and an update on i-Tree followed lunch. The program was very successful with 70 individuals attending.

Trail of Trees - Hosted 18 performances during a two-week period in September, 2011 at schools in the Central Florida area and one venue in Fort Myers reaching 4,160 students. Event sponsorships allow FUFCA to provide this program at no cost to the participating schools.

2011 Friends of Our Urban Forest Awards Program - Award winners in the various categories were as follows:

- Lifetime Achievement Award – Loren Westenberger (presented posthumously)

- Outstanding Professional – Kimberly Pearson
- Outstanding Tree Advocate – Janice Rahill
- Outstanding Tree Advocacy Group – Citizens for a Better South Florida
- Outstanding Public Educational Program – City of Punta Gorda Arbor Day Tree Academy
- Outstanding Urban Forestry Project – LEGOLAND® Florida
- Outstanding Urban Forestry Program / Large Community – City of Orlando
- Outstanding Urban Forestry Program / Small Community – City of Naples

Tradeshows – Participated at 24 trade-shows, conferences, and/or community events.

Bylaws Revisions – Executive Committee members performed their annual review of the bylaws resulting in several minor changes being presented to the FUFCA membership for their review and approval. Proposed changes were circulated and approved.

While the following events were not actually held during 2011, a considerable amount of time was spent by committee members who were involved in planning for two workshops held in early 2012. First, the **Right Tree, Right Place Seminar**, organized by Julie Iooss - Education Chairperson, was held in February at Leu Gardens in Orlando. The second event was the **Urban Forestry Institute** that was held in March at the University of Central Florida in Orlando. Special thanks go not only to the Urban Forestry Institute committee, but also to Celeste White for chairing the committee!

The Council recognizes that the strength of our organization lies in its members, the knowledge they have and the passion that is provided in supporting the advocacy for protecting the urban forest. The Executive Committee continually seeks members who would like to share this passion with others and are looking to become more involved. Please reach out to an Executive Committee member or just simply E-mail info@fufca.org for more information. We look forward to hearing from you.

THE STATE OF URBAN FORESTRY IN FLORIDA

Charlie Marcus, Urban Forestry Coordinator - Florida Forest Service

The **Arbor Day Foundation's (ADF) Partners in Urban and Community Forestry Conference** has become one of the premier urban forestry events in the United States. Since 2006, the ADF has held this annual conference in various cities around the country to provide a forum for sharing technical information and successful programs, plus a networking opportunity for urban forestry professionals from the public, private, non-profit, and academic sectors. Other national organizations such as the Society of Municipal Arborists (SMA), the Alliance for Community Trees (ACT), and the US Forest Service urban forestry coordinators now piggyback their annual meetings with the Partners Conference. The conference usually draws close to 500 attendees. On the final day, the host city "struts their stuff" with a field tour to spotlight the highlights of their local urban forestry program.

It speaks volumes about the national reputation of Florida's urban forestry programs that the ADF chose to hold their 2011 Partners Conference here. It says even more about the reputation of the City of Orlando's urban forestry program, one of the oldest and most effective programs anywhere, that they were chosen as the 2011 host city. Orlando urban forestry staff members, as well as FUFEC Executive Director Sandy Temple, began helping to plan this event over a year before it took place in mid-November. They worked closely with ADF staff to prepare program and logistical arrangements. During the conference, they kicked off the Wednesday morning general session with the *Fresh Squeezed Panel* discussion group. Representatives from the electric utility, cooperative extension, volunteer interface, and local community took the stage to talk about how they worked together following the devastation of the 2004 hurricane season and how they have cooperatively developed innovative programs since then. Orlando staff also conducted a Thursday morning field tour that encompassed significant portions of the city.

Attendees from other parts of the country have expressed their respect for Orlando's program. Kudos are due for Sandy Temple, Janice Rahill, Julie Iooss, Celeste White, Wayne Zimmerman, Denise Aldridge, Jody Buyas, Mike Mittiga, Lee Mackin of nearby

Winter Park, and...yeah, I helped a little, too. The Partners Conference will return to the Southern region in 2014. It will be worth your while to attend.

Orlando also received notoriety recently when **the demise of "the Senator"** on January 16 made national news. The venerable 3500-year-old denizen of Big Tree Park in Seminole County succumbed to fire, leaving a considerable void in the region's tree canopy. It also left a void in Florida's champion tree roster which we will hopefully have filled with a new champion baldcypress by the time you read this article.

This event coincidentally occurred at about the same time that the Florida Forest Service (our new agency name since July 1) unveiled our new interactive **Champion Tree Website**. People have complained in the past because our website has only included a PDF file of species, measurements and counties of location. Now, we can show location coordinates, photographs and other specific information about each tree (*private owners will have to sign a form allowing us to display this information*). In addition, users can query trees by species, types, sizes, and locations. Also, applications for new champion tree nominees can now be submitted online, subject to verification by an agency forester. The website is located at www.floridaforestservice.com. The site currently contains a link to an op-ed article that the *Orlando Sentinel* published about the Senator's death, if you are interested in more details about that event.

People often ask about the role of the Florida Urban Forestry Council as opposed to the Florida Chapter of the International Society of Arboriculture (ISA). The best way I can describe it is to say that FUFEC focuses on the urban forest from the community level, while ISA looks at the urban forest one tree at a time. Within those respective roles, however, there is plenty of room for overlap and cooperative efforts, especially when you throw the Florida Forest Service and Cooperative Extension into the mix.

This year, the ISA presented Dr. Gilman's all-day pruning classes in January, at two locations. To complement these sessions, the Forest Service and Extension jointly presented a series of four regional pruning workshops that focused on restoration pruning, featuring Dr. Gilman. This focus seemed fitting now because it has been roughly seven years since the bad hurricane seasons that impacted the most populous parts of the state. Some trees have been in need of restoration pruning for some time, while others are just now starting to show outward signs of dieback resulting from previous wind stress.

The USDA recently announced the release of their **2012 edition of the USDA Plant Hardiness Zone Map (PHZM)**. The map is GIS (Geographic Information System)-based for the first time. It enables viewers to examine plant hardiness zones at a much finer scale than ever before, and with a much higher accuracy. A personal ZIP Code zone finder is also included with this version of the map. Simply type your ZIP Code in the proper box and your zone will be reported.

Each zone represents the mean extreme minimum temperature for an area, calculated from the lowest daily minimum temperature recorded for each of the years 1976–2005. This does not represent the coldest it has ever been or ever will be in an area, but it simply is the average of lowest winter temperatures for a given location for this time period.

The changes for Florida appear to primarily impact southeast coastal areas and aren't as drastic as those on the hardiness zone map developed a few years ago for the Arbor Day Foundation. Of course, you know the area where you work better than the USDA scientists do. So, use the map as a tool along with your own experience and intuition. Go to this link and check it out: <http://planthardiness.ars.usda.gov/PHZMWeb/>.

"...FUFEC focuses on the urban forest from the community level, while ISA looks at the urban forest one tree at a time. Within those respective roles, however, there is plenty of room for overlap and cooperative efforts..."

TREE CITY USA 2011 UPDATE

Charlie Marcus, Urban Forestry Coordinator – Florida Forest Service

Welcome to Florida's new Tree City USA communities for 2011:

- Live Oak, Suwannee County
- Palm Bay, Brevard County
- South Miami, Miami-Dade County

When the final tally came in, Florida reached a new zenith of 160 certified Tree Cities USA. This has allowed our state to surpass California as the #5 Tree City USA state nationally. The online application procedure that the Arbor Day Foundation initiated in 2010 has significantly improved the application and approval process for everyone concerned. This year, almost half the applicants used the online portal. Admittedly, the system still has glitches, so once again apologies to those communities who experienced problems when you tried to use the new system.

The largest participating city in Florida is Jacksonville, with a population of close to one million residents. The smallest participating city is Pomona Park in Putnam County, with a population of less than one thousand residents. Orlando was one of the first 12 Tree Cities USA in the nation that were certified in 1976, the inaugural year of the program. Other Florida cities that have been certified for at least 30 years now include Boca Raton, Clearwater, Cooper City, Fort Lauderdale, Hollywood, Orange Park, Plantation, Tampa, Vero Beach, and Winter Park.

The Florida Forest Service administers the Tree City USA program in Florida. Information about the program is available on the Arbor Day Foundation website, www.arborday.org, as well as the Florida Forest Service website, www.floridaforestservice.com. City and county governments, as well as federal military bases, are eligible for certification. To qualify, they must have a designated tree board, advocacy group, or department in charge of tree management. They must also have an enforced tree ordinance, work plan with an annual budget of at least \$2.00 per capita, and an annual Arbor Day celebration.

The Tree City USA Growth Award celebrates those communities with tree programs that go above and beyond the call of duty. To qualify, a community needs to expend at least as much funding on their tree program as they did the previous year. They must also initiate either new tree management activities or broaden the scope of their current activities over those of the

past year. In 2011, a total of 31 Florida communities received Growth Awards. Any city that receives the Growth Award for at least 10 years is recognized as a **Sterling Tree City USA**. Florida currently has 18 cities that have achieved this honor, including Hollywood and Deland who reached that pinnacle this year.

The **Tree Campus USA** program, sponsored by Toyota Motors through the Arbor Day Foundation, recognizes colleges (any post-secondary academic institutions) who maintain an active tree management program on their campus with adequate funding, dedicated staff and resources, and volunteer participation in tree activities from students, staff, and faculty. The current roster of certified Florida Tree Campuses USA includes:

- College of Central Florida, Ocala
- Florida Atlantic University, Jupiter
- Florida Gulf Coast University, Fort Myers
- Florida International University, Miami
- Stetson University, Deland
- University of Central Florida, Orlando
- University of South Florida, Tampa
- Valencia College, Orlando

The Florida Urban Forestry Council is actively promoting Tree Campus USA, and welcomes potential applicants.

Electric utility companies and cooperatives who use good tree care practices and do public tree outreach in their communities are eligible for certification under the **Tree Line USA** program. Certification requirements include adhering to

established standards for tree pruning and tunneling, using integrated vegetation management principles when maintaining transmission line rights-of-way, providing worker training and adequate safety for line clearing crews, promoting tree planting for energy conservation, and participating in the urban forestry programs of their local communities. Florida companies and cooperatives that are currently certified as Tree Line USA include:

- Florida Power and Light
- Florida Keys Electric Cooperative
- Ocala Utility Services
- Orlando Utilities Commission
- Progress Energy
- Sumter Electric Cooperative
- Tampa Electric
- Jacksonville Electrical Authority (first time certification-kudos!)

If your city, county, college, company, or cooperative would like to participate in any of these Arbor Day Foundation programs, or if you would like more information about them, please contact Urban Forestry Coordinator Charlie Marcus at 850/921-0300, or charles.marcus@freshfromflorida.com.



2011 FINANCIAL REPORT



The FUFC continues to thrive due to the generosity and support of the Florida Forest Service, individuals, governmental agencies, and corporations who provide financial assistance through grants, memberships and sponsorships. In 2011 a significant portion of the revenue received was from the Florida Forest Service (FFS). The FFS and FUFC execute an annual memorandum of agreement for specific services that are provided to FFS by the FUFC in exchange for the funding that is received. The remainder

of revenue was received through workshop registration fees, newsletter advertising and merchandise sales. Total revenue received for 2011 was \$95,579 which, with the addition to \$18,000 carried forward from 2010, provided funds of \$113,579. All revenue sources enabled FUFC to ensure the sustainability of the Council and its mission of planning, promoting and protecting the urban forest.

Expenditures for 2011 totaled \$101,820. Funding of FUFC's core activities included expenses related to the Friends of Our Urban Forest awards program, Trail of Trees educational program presentations for elementary and middle-school students, regional workshops, production and distribution of *The Council Quarterly* newsletter, displaying at allied organizations' events, member services, and staffing. New programs or projects considered on behalf of the FUFC membership by the

Executive Committee are reviewed with emphasis on evaluation of revenue versus expense criteria. While not all programs or projects produce revenue, the data are carefully considered as the Council strives for sustainability. Executive Committee members continuously evaluate the budget looking for ways to reduce expenses and increase revenue in order to continue providing benefits, programs and education to FUFC members and the community.

FUFC will continue to strive to use available resources conservatively on behalf of the membership and sponsors. Executive Committee members have made identifying and seeking alternative sources of revenue and cultivating new partnerships as one of their priorities in order to sustain the Council while fulfilling our mission of promoting sound urban forestry policies and practices by educating citizens and communities throughout the state.

FLORIDA'S URBAN FORESTRY GRANTS PROGRAM

Charlie Marcus, Urban Forestry Coordinator – Florida Forest Service

Each year, the Florida Forest Service provides matching grants to eligible entities throughout the state to provide them with the resources they need to either initiate or improve their local urban forestry management programs. These eligible entities include local governments (city and county), non-profit groups, and educational institutions.

Eligible activities for funding include the following:

- Hiring temporary staffing
- Purchasing urban forestry equipment
- Conducting urban forest inventories
- Preparing urban forestry master plans
- Developing various educational projects

In addition, a small amount of funding is available for demonstration tree planting and pruning projects. First priority for these funds goes to either smaller rural communities or underserved neighborhoods in larger cities.

Each recipient for demonstration or educational projects may receive as much as \$10,000 in matching funds. The other practices may receive as much as \$20,000. Applicants can provide match for their grant requests through direct cash expenditures, in-kind salary and benefits contributed to the program, equipment use

expense, donated materials, or volunteer labor time.

Available funds are allocated so that each of three geographical regions in the state receives an equal share. One third of the funds go to the counties in southeast Florida; one third go to the counties on the Southwest coast up through Tampa and Orlando; and the remaining third go to the North and West Florida counties. Some shifting in the boundaries between these three regions occurred as the result of the 2010 census. Within each region, applications are scored and ranked based on factors such as need, previous funds received, benefit to the community, and technical correctness.

In 2011, a total of 28 applications with a total value of approximately \$250 thousand were approved for funding. Recipients have until January 31, 2013, to complete these projects. We anticipate that we will allocate a similar amount of funding for the 2012 grants as we did in 2011. Additional information about these grants is available on the Florida Forest Service website, www.floridaforestservice.com or by contacting your local FFS County Forester.

ARRA Grants: During 2010 and 2011, a total of 89 Florida grant recipients utilized a total of **\$1,446,140** in ARRA (Stimulus)

funding under the Forest Health Improvement Initiative program. The last of these projects was completed in September 2011. A total of 10,478 trees were planted, 3,875 trees received remedial pruning and 298 hazard trees were removed. All of these figures exceeded initial program goals, and we feel that the funds allocated to this program were well spent.



2011 FRIENDS OF OUR URBAN FOREST AWARDS WINNERS

KIMBERLY PEARSON
OUTSTANDING PROFESSIONAL



This summary is to count for a fraction of the immeasurable contributions that Ms. Kimberly Pearson has made to Urban Forestry and Arboricultural practices in her home city of Pompano Beach, as well as in the state of Florida. Her tireless contributions to her city, her staff, and a host of professional societies are without measure. She is an inspiration and superb example of leadership.

Years of horticultural experience has culminated in Kimberly's current position as the City of Pompano Beach's Urban Forester where Kimberly has been employed for the last 15 years. Kimberly's commitment to preserving and perpetuating the city's urban forest was most recently illustrated when she was the proponent for the mitigation of

approximately 250 new trees to Pompano's Community Park. Where once stood hazardous trees near playgrounds now stands a location that reflects the beginnings of an entire new chapter in Pompano's urban forest. While the transition was arduous and riddled with public outcry she knew the vision for a more sustainable urban forest and moved forward with resolve until the project was completed. Now, the new trees are revered and the park stands as a jewel in our park system. One person's effort to change the face of a city's tree urban canopy is a noble accomplishment that is not surpassed in a lifetime by many people. Not always an easy burden to carry, Kimberly commits to her job with a confidence and grace that stands as steadfast as the trees she stands sentry for. ■

Janice Rahill is one of the most dedicated people you will ever meet. Ten minutes with her and you will know her passion for the beauty of the outdoors, her love of trees and the preservation of our environment.

Jan is the Green Up Coordinator for the City of Orlando and as such she organizes volunteers to work on beautification projects in the city. While many of us are at home spending time with our families, Jan is out in the community spearheading volunteer involvement to make the city a beautiful place to live, work and play. She blends the right volunteers, tools and supplies to perform works that instill a sense of community to everyone who participates and to those that are lucky enough to view or use what she and her volunteers create.

Jan's outstanding individual accomplishment can be seen everywhere you look when you are driving around town and in neighborhoods throughout Orlando. Jan has taken the Green Up program a step beyond a planting program and created the Pamper, Plant and Prune concept so that when she leads volunteers through a Green Up event the volunteers not only take pride in the

work they have just completed, but also can share the knowledge they have gained. Jan has logged in over 1000 volunteer hours recruiting volunteers this year alone which equates to over \$10,000 in cost savings to the City of Orlando. Jan successfully solicited over \$30,000 in donations to the 10,000 Trees Initiative.

Jan's responsibilities also include managing Bill Frederick Park. Through volunteer efforts and prioritizing responsibilities, she has helped change the appearance of the park, completing several projects at the park including replanting of trees lost in the hurricanes, clean up and tree plantings along Hiwassee Road, as well as moving forward with plans for a wedding pavilion and improved customer service at the main gate.

Jan's continual commitment to trees and horticulture is evident in her involvement with the Florida Urban Forestry Council, the University of Florida Extension Service, the Florida Chapter of the International Society of Arboriculture and Florida Flowering Tree Society. Jan has been a member of the Florida Urban Forestry Council since 2001.

support, they will serve as tree educators themselves and provide inspiration for other neighbors in their community. The Citizen Foresters and members of the neighborhood become active stewards of the urban canopy



JANICE RAHILL
OUTSTANDING TREE ADVOCATE

Jan's efforts have made the difference in helping the City of Orlando meet its obligations to maintain clean, safe parks through the efforts of volunteers and efficient use of City resources. She is a tree-mendous asset to the City of Orlando and its visitors and a true advocate for trees in the City of Orlando and the state of Florida. ■

in their neighborhood and ultimately in the community.

CITIZENS' model of "grass roots education, inspiration and stewardship through

CITIZENS' Urban Greening and Citizen Forester program serves to educate and empower the neighbors in a community to become Citizen Foresters. Through extensive tree education and ongoing

CITIZENS FOR A BETTER SOUTH FLORIDA
OUTSTANDING TREE ADVOCACY GROUP



participation,” is the foundation of our program and has made a marked difference for the survival rate of each tree planted. The project implements activities that promote community building/organizing, neighbor involvement, and environmental education and awareness. It engages decision makers by partnering with local municipalities and local community representatives who will learn about the program. Parallel to the efforts being made by Miami-Dade County through their Million Trees Miami Campaign, we are increasing the number of trees being planted while simultaneously educating people about proper tree maintenance (to preserve the existing trees), and increasing the biodiversity of Florida native plants, so that we can establish a healthy and sustainable canopy.

With over 2000 trees planted in the last five years, the Urban Greening and Neighbors

Replanting Neighborhoods programs is helping South Florida’s concrete-grey communities flourish with new green infrastructure. Its success can be pinpointed to several contributing factors including:
 1 - Communal support, 2 – Education,
 3 - Municipal and Civic partnerships, and
 4 - Communal action.

CITIZENS’ ultimate goal is to provide a foundation of understanding of environmental issues, specific to South Florida, so that people can become more involved in making decisions that will lead to a stronger community and a healthier environment. Focusing on education is the key to achieving our goals. The organization excels at this program because of the concentrated efforts of partnerships with civic groups, corporations, residents, schools, and various municipalities. ■

On October 15, LEGOLAND® Florida opened its doors to the eagerly awaiting public. Because it is new and interactive, many visitors may not realize that the theme park site is the former home of the historic Cypress Gardens, Florida’s first commercial tourist theme park. When Morris Architects | MorrisTerra were selected as the Design-Build Partners with PCL Construction Services, with MorrisTerra and ValleyCrest Design sharing the landscape architecture duties, keeping that history in mind was of utmost importance. By using the existing buildings and mature landscape of Cypress Gardens, and adding the magic of LEGO to it, the team of Morris, PCL, ValleyCrest and LEGOLAND sought to create a unique park experience.

From the outset, LEGOLAND was clear that their standing goal was to create a “park within a park.” The design approach was to re-use and re-theme as many of the existing structures as possible, as well as preserving and maintaining the site’s natural character and beauty, while being cognizant of the tight construction budget and schedule constraints. Tree relocation experts were consulted on-site to determine the feasibility of relocating the larger specimens to areas throughout the park to enhance the comfort level and experience of guests.

It was determined that 80% of the existing tree canopy on the property was suitable

winner, continued on next page.

The City of Punta Gorda’s Arbor Day Tree Academy, which began in 2011, grew out of the City’s poster contest for fifth graders at local elementary schools. To enhance the educational value of the poster contest, Joan LeBeau, --in conjunction with the staff from the local schools-- provides a series of monthly classes on various tree topics from science of tree physiology to the benefit of urban trees. This year’s theme is “*From a tiny seed...a mighty oak shall grow*” encapsulating the City’s Arbor Day Program which has grown from the planting of one tree seventeen years ago into an educational enterprise reaching hundreds of children annually in the celebration of trees.

The Arbor Day Tree Academy Program was developed by the City of Punta Gorda’s Chief Planner, Joan LeBeau. Ms. LeBeau holds a BS in Ornamental Horticulture from Delaware Valley College of Science and Agriculture and received her arborist certification through the International Society of Arboriculture in February 2000. She is an accomplished professional with over 23 years of field, landscape and forestry experience. Ms. LeBeau has a willingness to share her knowledge and skills with others, in her profession and her community. In addition to the school programs, she has established and coordinates a number of community volunteer groups that continue to work throughout the City in monitoring, maintaining and planting the City’s right-of-ways and parks. ■

CITY OF PUNTA GORDA ARBOR DAY
TREE ACADEMY
OUTSTANDING PUBLIC EDUCATIONAL PROGRAM



winners, contined from page 13.

for preservation in place, while another 20 large specimen trees were identified as possible for relocation within the park. An additional 160 specimen plants were transplanted to a holding area for later use throughout the park. In addition, the famous Botanical Gardens were protected and will be maintained for park guests.

One particularly spectacular existing tree, a huge, multi-trunk Floss Silk Tree (*Chorisia speciosa*) was in the path of new construction. The Landscape Architects worked with the architects to maintain the

tree in place by redesigning the Big Shop building to avoid it. It is a unique and powerful specimen and has become an icon for the project. The Arborist believes that this particular specimen is the largest she has ever seen within Florida. The benefit of saving this one-of-a-kind specimen was seen on Opening Day as guests entering and leaving the park were able to see its bright pink floral display towering above the Big Shop--a fitting reminder of the botanical legacy and culture of Cypress Gardens. ■

apparent during the 2004 hurricanes clean-up phase. As City managers struggled to provide FEMA with answers about tree loss, the Florida Forestry Service created a Hurricane Relief Grant Program that Orlando received a \$175,000 grant in order to complete a much needed tree inventory.

The inventory database is continually updated as the City crews both maintain and plant new trees, keeping it current. The inventory has also provided the opportunity to educate City officials, as well as being used as a resourceful tool to efficiently and effectively manage our urban forest. By providing information, it provides the ability to trim trees proactively reducing liability to the City and minimizing hazardous tree risks to people and property. The tree inventory has also identified over 16,000 vacant planting spaces providing the opportunity to reach more citizens and to get more trees planted.

Orlando then received funding to have both a STRATUM and UFORE study done. STRATUM has provided the City with data about the health of our urban forest with a focus to build it even stronger. The UFORE study has taken the City of Orlando to the next level allowing them to reach out to citizens regarding trees on private property. These efforts clearly show Orlando's commitment and dedication to the urban forest.

The inventory was again utilized to develop a progressive urban management plan. Planting is important, but maintaining the canopy is essential. In October of 2010, the Parks Division reorganized with an emphasis on tree maintenance. This allowed the forestry section to increase their staffing and focus its priorities.

During the past 20 years the City has developed a number of tree planting programs stemming from the original Street Tree Program. Presently there are many tree planting programs including the original Street Tree Program, the Private Tree Program, Trees to Good Homes, Dedicated Tree Program, the Street Tree Trust Program, as well as Green Up Orlando.

In addition, many other tree programs have been developed such as the Landscape Development Code Revisions, an Orlando tree tour map, participation in the national Tour des Trees fundraiser, the Wetlands Festival, National Public Lands Day, Arbor Day, Earth day, and many more.

The slogan "The City Beautiful" remains in place today because of Orlando's continued commitment to trees. ■

LEGOLAND® FLORIDA OUTSTANDING PROJECT



The City of Orlando has had a commitment to the Urban Forest since 1917, when residents were asked to pay \$1 for a tree to be planted in front of their home. In the 1940s the City planted laurel oaks along the banks of Lake Davis and Lake Lan-caster. Then, in 1987, Mayor Bill Frederick funded the Street Tree Planting program to plant 30-gallon trees along the right-of-ways. At that time, the position of Urban

Forester was created and Orlando was well on its way to becoming a front-runner in the state for Urban Forestry. Orlando has been designated as a Tree City USA for 34 years and has received the Tree Growth Award for 20 years--the first City in the state of Florida to receive this award

The importance of knowing the components of Orlando's urban forest became glaringly

CITY OF ORLANDO URBAN FORESTRY PROGRAM OUTSTANDING URBAN FORESTRY PROGRAM / LARGE COMMUNITY



winners, contined on page 16.

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CITY OF NAPLES
OUTSTANDING URBAN FORESTRY PROGRAM / SMALL COMMUNITY



The City of Naples, Florida is a proud participant in building and sustaining an Urban Forest Management Plan and has a reputation for its beautiful street tree plantings. These trees and palms have become a focal point to the citizens and visitors to the Naples area. The City of Naples is currently managing 21,452 trees and palms. Since 1998, a total of 7,637 trees have been installed as a part of an annual planting and replacement program; \$100,000 is budgeted for planting in 2012. The City continuously strives for a balanced urban forest; making every attempt to plant native species of both trees and palms while maintaining diversity so as to not create a mono-culture. The maintenance of the City of Naples urban forest includes scheduled pruning, removals, watering, fertilization, and insect and disease management. The City of Naples has two ISA certified arborists on staff who continue to monitor all activities on city-owned street trees and palms. The City of Naples Management Plan includes a commitment to the long-term management of invasive exotic plants within City limits.

The National Arbor Day Foundation has acknowledged the City of Naples for fifteen consecutive years with the honor of being designated as a Tree City USA. The prestigious Growth Award has been bestowed upon the City of Naples for the last four consecutive years. The City of Naples also received the designation and 2003 award for Florida Tree City of the Year.

Vast improvements and investments have been made to the City of Naples Urban Forest over the years. With each year, the City is learning and applying new techniques to assure that the Urban Forest is maintained and sustained for future generations. The City delights in the fact that the citizens play an active role in the decision making process and planting projects. Homeowners' association groups participate in selecting and funding projects for their areas, and business owners, residents and visitors to the City of Naples take great pride on the Urban Forest that they helped establish over the years. ■

Loren Westenberger has been awarded posthumously the Lifetime Achievement Award by the FUFC. Loren sat on the boards of numerous environmental organizations including the Florida Urban Forestry Council where he served on the Executive Committee and received the Outstanding Professional award in 2005. He served the Florida Chapter of the International Society of Arboriculture as president and received its Edward Bok Award for Lifetime Achievement in 2009. He also volunteered hundreds of hours on the Champion Tree Project, an attempt to make genetic clones out of exemplary individual trees. Loren worked almost as much time in professional associations and on grass roots campaigns as he did for his own company, Westenberger Tree Service.

His vision was to save the earth and he was trying to do it one tree at a time. In 1998, his company moved a century-old oak tree from one side of a planned-construction project to the other side. The job, which entailed unearthing and hydrating the tree's massive root structure, then lifting it out of the ground with a special device, took two weeks. Because the tree stood 65 feet tall and weighed more than 125 tons, moving it landed Loren in Guinness World Records for transplanting the largest live oak tree.

We are truly a better tree industry because of Loren's exuberance and dedication. ■

LOREN WESTENBERGER
LIFETIME ACHIEVEMENT AWARD



TRAIL OF TREES COMES TO FLORIDA



Once again, the Florida Urban Forestry Council had an opportunity to be a very special part of the educational Tree Family presented by Tim Womick. Tree Family is a non-profit, education effort targeting public lands like parks and schools with projects and programs that address an array of issues to a diversity of people with emphasis on the value of the “trees where you live.” From stirring school children to a tentative awareness about trees to encouraging advanced instruction of tree care workers, even lobbying elected officials to continue to develop and refine local tree ordinances. All who participate in Tree Family learn that caring for the forest where they live is not only good for the environment and the character of a neighborhood, but it also contributes to a strong notion of citizenship and strengthens personal health. The focus was to educate children about Arbor Day and the importance of trees in our community.

Tim Womick has performed before a million faces. While his audience was being entertained via jokes, props and song, they were exposed a bit more deeply to the natural world around them. Like the 19th century Johnny Appleseed who pioneered Pennsylvania, Ohio and Northern Indiana planting his famous seeds and speaking most poetically about apple trees, since 1990, Tim has traveled much further and wider, sharing his own brand of tree imag-

ery. His fast-paced and highly animated program is “performance art” that includes up to a dozen students on stage becoming part of the act, perhaps in song, acting like a tree swaying in the wind, or simply becoming an incredibly funny stand-up comic... those who suddenly find themselves beside Tim and in front of everyone generally blossom (or continue to bloom) in their our right. Student participation is what it’s all about. The photos show just how!

The kids heard biology basics explained and got knowledge of trees, learned the value of trees and why we should plant more trees and were encouraged to learn to care for the trees where they live. Audiences were exposed to scientific concepts about earth materials, trees, water, air, all an integral part of the public education system, all important information in elementary school days and beyond. As the nation educators are searching for ways to make school relevant to students and to curb the number of students who drop out of school, Tim has found that jump-starting students’ imagination about the world around them, making school and learning more relevant to them is the program’s desired outcome.

Lessons are taught with props as diverse as a large African drum, an abacus, a rayon

dress and a squirt bottle. A bird’s nest could wind up atop someone’s head while another is sporting dark sunglasses and sings like Elvis. Folks in attendance laugh while they learn.

Audiences are challenged to think about the trees where they live...it is suggested that later they keep a journal focusing on a certain tree, or speak to others about what they think of trees, opening doors to understanding about our fragile environmental footing and the vital role trees play in sustaining that footing. The objective is to lead people toward a path to better themselves and their communities.

Presentations were scheduled for the two weeks in January between Martin Luther King Day and the schools’ FCAT testing. The “Trail” began in Keystone Heights on January 17, then to Tallahassee for January 18-20 and finished out in the Orlando area January

24-27. Over 2800 children participated in the program. We would like to thank our sponsors, All Pro Landscaping, Leon County Public Schools, Orlando Utilities Commission, and Keep Orlando Beautiful whose contributions allowed us to bring “Trail of Trees” to Florida.

“The objective is to lead people toward a path to better themselves and their communities.”

Join Us

Our members are the lifelines of our mission.
Thank you for your continued support.

New and renewed members through April 30, 2012. Please let us know if we fail to mention your name.

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Continued on next page.

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 Rob Williamson
 David Wing
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 Michael Greenstein
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 Earline Luhrman
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 Lassie Lee
 Terrell McCombs
 Sharon McDow
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Steve Graham (1990-1991)
 Ed Gilman..... (1991-1992)
 Bill Reese..... (1992-1993)
 Andy Kittsley (1993-1994)
 Jeffrey Siegel (1994-1995)
 Norm Easey (1995-1996)
 John Tamsberg..... (1996-1998)
 Mike Conner (1998-1999)
 Julie Iooss (1999-2000)
 Anna Dooley (2000-2001)
 Howard Jeffries..... (2001-2002)
 Mike Greenstein..... (2002-2003)
 Mike Robinson..... (2004 and 2005)
 Celeste White (2006 and 2007)
 Earline Luhrman (2008 and 2009)
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 Jerry Renick..... (2011)

MEMBERSHIP APPLICATION

(Dues are effective for the calendar year of January 1 - December 31)

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Categories (please check one):

- Professional @ \$25.00**
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 (Tree Advocate membership is granted to those volunteers who are members of a tree board, beautification committee or other Urban Forestry volunteer group.)
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 Florida League of Cities
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Elizabeth Harkey
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 Elected Position
 City Arborist
 City of Sanford



Ken Lacasse
Vice President
 Elected Position
 Member-at-Large
 SECO Energy



John Foltz
Treasurer
 Appointed Position
 Advisory Member
 University of Florida
 (Retired)



Linda Seufert
Secretary
 Appointed Position
 Advisory Member
 City of St. Petersburg



Jerry Renick
Immediate Past President
 Appointed Position
 Advisory Member
 Land Design South

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Kathy Beck, *Elected Position*
 Member-at-Large
 City of Tampa

Sherie Burch, *Elected Position*
 Utility Forester
 City of Ocala Utility Services

David Crawley, *Appointed Position*
 ASLA / FL Chapter
 URS Corporation

Jeff Farley, *Elected Position*
 Private Arborist
 Professional Tree Care, Inc.

Larry Figart, *Elected Position*
 Member-at-Large
 Duval County Extension

Justin Freedman, *Elected Position*
 Member-at-Large
 Metric Engineering, Inc.

Jennifer Gihring, *Appointed Position*
 Advisory Member
 SJRWMD

Erin Givens, *Appointed Position*
 Society of American Foresters
 Natural Resource Planning Services, Inc..

Steve Graham, *Appointed Position*
 Advisory Member
 City of Melbourne

Eric Hatcher, *Appointed Position*
 FNGLA
 Cherry Lake Tree Farm

Leah Hoffman, *Appointed Position*
 Florida Recreation and Park Association
 Marion County

Julie Iooss, *Appointed Position*
 Advisory Member
 City of Orlando

Guy Murtonen, *Appointed Position*
 Florida Department of Transportation
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Kimberly Paulson, *Appointed Position*
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 The Tree Lady Company

Scott Souder, *Appointed Position*
 Advisory Member
 Jacksonville Electric Authority

John Springer, *Elected Position*
 Tree Advocacy
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Wayne Zimmerman, *Elected Position*
 Member-at-Large
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Charlie Marcus
 Florida Forest Service Liaison

Sandy Temple
 FUFUC Executive Director

