

Fall 2012
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USDA Provides Funds For Pest and Disease Prevention

The USDA will support 321 projects in all 50 states, plus American Samoa and Guam, that help to prevent the introduction or spread of plant pests and diseases threatening U.S. agriculture, horticulture and the environment. The funding, totaling \$50 million, is provided by Section 10201 of the 2008 Farm Bill.



A TARGETED, NATIONWIDE INVASIVE PEST PUBLIC AWARENESS CAMPAIGN

“We are committed to partnering with our stakeholders to achieve our mutual goals of identifying and mitigating threats to American agriculture, enhancing our emergency response capabilities, and increasing public awareness of the danger of invasive pests and diseases,” said Agriculture Secretary Tom Vilsack. “American agriculture

supports 1 in 12 jobs in the United States and provides safe, affordable food to consumers. I am confident that the selected projects will help our farmers, ranchers and foresters continue to flourish and build upon these successes.”

Over the last three years, over 600 Section 10201 projects have helped to protect American agriculture and educate the public about the threat of invasive species. Examples include:

- developing eLearning modules for pest screening and increasing diagnostic capacity;
- training canine teams to conduct domestic surveillance activities;
- supporting the 2011 national survey of honey bee pests and diseases; and
- developing the Hungry Pests campaign - a targeted, nationwide invasive pest public awareness campaign.

USDA’s Animal and Plant Health Inspection Service (APHIS) made a concerted effort to solicit project *[Pest and Disease Prevention continued on page 10](#)*

A Message From the President

What's Shakin' in the Chapter?

The Florida Chapter is alive and well! We are having a great year



both financially and educationally and we are gaining membership. On the latter note first, many of you were probably caught in the "one year Chapter renewal, two year International renewal trap". If you recall, at the end of 2010, International offered a two

year "special" for renewal of membership. Many of our members, including myself, renewed for the two years through 2012. However, this did not include a two-year Chapter renewal and many of us discovered our Chapter membership was not valid in 2012! Thanks to the efforts of individual Board members who placed dozens of phone calls, many "dropped" members have renewed their dues for 2012. If you know of anyone who may have done this, please talk to him or her to be sure their membership is valid.

Our educational programs are going strong. Attendance at the various workshops is up and they have proven to be financially successful for the Chapter as well. These workshops provide an important revenue stream for the Chapter, allowing us to continue to provide top quality programs to our members.

The sales of our Tree are Cool license plate are generating approximately \$16,000 to \$20,000 per quarter; most of this revenue is allocated to the University of Florida to ensure an endowed chair in arboriculture/urban forestry upon the eventual (we hope not soon) retirement of Dr. Ed Gilman.

Trees Florida was a great success with approximately 270 registrants. Many attended with families to take advantage of a beautiful and family-friendly venue on the beach in Southwest Florida. Reviews of the conference indicate it was well received; many are already looking forward to Trees Florida 2013 to be held at the Westin Resort on the beach in Ft. Lauderdale. By the way, for those of you who wonder how these locations for Trees Florida are selected, the Board in 2011 developed a five-year rotation to include the following regions: Southwest Florida, Southeast Florida, Central-West Florida, Key West, and North Florida. The Board feels this is the fairest way to provide access to the Trees Florida conference to the greatest number of Chapter members.

Although I mentioned this in the previous newsletter, it bears repeating. The Chapter has initiated on-line learning. Subjects include tree planting, tree pruning, and negligence. Other subjects shall be added over time. It is user friendly and is an easy way to earn a few CEUs without leaving the comfort of your home or office. I urge certified arborists and members to take advantage of this new service.

We have also started a lending library for Florida Chapter members. Many ISA publications sold through our Chapter bookstore are available for short-term lending at a fraction of the sales price. This is a good way to enhance your knowledge base without breaking the bank. Please feel free take advantage of this service; contact the office for further details at floridaisa@comcast.net.

On a final note, the Board is planning a day and a half strategic planning session immediately following the September Board meeting. The purpose of this retreat is to develop long-term goals and objectives for the Chapter including a mechanism for fundraising. Kelly Sastre, a Board member in 2011, will be facilitating this planning session. I know many of you were approached by Kelly during Trees Florida asking for your opinions and input regarding the Chapter. This input is valuable and will be shared and digested during the retreat.

As you can see, we have a lot going on. I am proud of our Chapter and am proud to serve as your President. I hope you take pride in being a member of one of the best Chapters in all of ISA.

Eric H. Hoyer

MEMO BOARD

Roots-to-Shoots with
Dr. Ed Gilman
Nov 5th - Orlando
Nov 7th - Ft. Lauderdale area

Arborist Safety and
Rigging
October - Tallahassee

The New
Tree Risk Mgmt.
Protocol
2 Classes in
November
Tampa
West Palm
Beach

Orange County Government is Looking for Green Industry Advisors

Orange County Government seeks volunteers to fill vacancies on the Agricultural Advisory Board in these three categories:

- foliage industry
- flowering plant industry
- flowering trees and woody ornamentals industry.

This board meets once a month at 9 a.m. and provides recommendations to the Board of County Commissioners on agricultural issues. For more information, call 407-836-5426.

Florida Chapter ISA

2012 Board of Directors

Directors Executive Committee

Eric Hoyer, President ('12)
Natural Resource Planning Service
2204 Velvet Way
Lakeland, FL 33811
Phone: 863-670-0734
erich@nrpsforesters.com

Patrick Miller, President Elect ('12)
Cherry Lake Tree Farm
7836 Cherry Lake Road
Groveland, FL 34736
Phone: 352-429-6902
Fax: 352-429-3011
patrick.miller@cherrylake.com

Dr. A.D. Ali, Vice President ('12)
The Davey Tree Expert Co.
17140 Oak Creek Road
Alva, FL 33920
Phone: 239-728-3938
ad.ali@davey.com

Don Winsett, Past President ('12)
ValleyCrest
5670 Frost Lane
Delray Beach, FL 33484
Phone: 561-495-6330
dwinsett@valleycrest.com

Bonnie Marshall, Treasurer ('12-'13)
Marshall Tree Farm
17350 SE 65th Street
Morrison, FL 32668
Phone: 352-528-3880
Cell: 352-316-0264
Fax: 352-528-3778
Bonnie@marshalltrees.com

Mindy Moss, Secretary ('11-'12)
Natural Resource Planning Service
PO Box 564
San Antonio, FL 33576
Phone: 352-588-2580
Mindy@nrpsforesters.com

Directors

Ron Litts, Commercial Arborist Representative ('12-'14)
Outside Interests, Inc.
7012 Oelsner St.
New Port Richey, FL 34652
Phone: 727-207-1002
Fax:
ron@oiofla.com

Richard Cervi, Consulting Arborist Rep. ('12)
Cervi and Associates
1532 Connecticut Ave
St. Petersburg, FL 33703
Phone: 727-417-5873
cervi-arborist@yahoo.com

Rick Joyce, Grower Representative ('12 - '14)
Forestry Resources Ecological
4353 Michigan Link
Ft. Myers, FL 33916
Phone: 239-334-2493
rjoyce@fri-eco.com

Ed Gilman, Educator Representative ('10-'12)
University of Florida
Dept. of Environmental Horticulture
2543 Fifield Hall
Gainesville, FL 32611-0670
Phone: 352-262-9165
egilman@ufl.edu

Todd Kucharski, Municipal Arborist Representative ('11-'13)
City of Sarasota, Public Works
1761 12th Street
Sarasota, FL 34236
Phone: 941-365-2200 x6303
todd_kucharski@sarasotagov.com

Mike Robinson, Utility Arborist Representative ('11-'13)
JEA
2325 Emerson Street
Jacksonville, FL 32207
Phone 904-665-6134
Cell: 904-497-3636
Fax 904-665-4097
robimr@jea.com

Jerry Renick FUFUC Representative ('12-'14)
Land Design South
400 Columbia Drive, Suite 110
West Palm Beach, FL 33409
Phone: 561.537.4540
Fax: 561.478.5012
Cell: 561.379.6016
JRenick@LandDesignSouth.com

Joanne Lavner, At large ('12)
Orange County Government
PO Box 2687, Orlando FL 32802
Phone: 407-836-2903
Joanne.lavner@ocfl.net

Larry Leggett, At Large ('12)
City of Lakeland
2220 North Lake Ave.
Lakeland, FL 33805
Phone: 863-834-2238
Fax: 863-834-4257
Larry.Leggett@lakelandgov.net

Adam Jackson, At Large ('12)
ValleyCrest
1402 Deer Lake Circle
Apopka, FL 32712
Phone: 407-293-0146 x125
Cell: 321-303-4714
ajjackson@valleycrest.com

Administration
Norm Easey, Executive Director
Jan Easey, Admin. Assist.
Patty Morrison, TF Coordinator

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Stay sun-safe each and every day

Everyone loves the sunshine, but too much of a good thing now could create major health problems for you later on. Because of the risk of skin cancer, you need to adopt sun-safe behaviors year-round, and avoid intentional exposure to natural sunlight and its harmful ultraviolet (UV) radiation.

UV light, even if it comes from an artificial source, is a carcinogen. More than 1 million new cases of skin cancer are diagnosed in the U.S. each year, outnumbering all other cancers combined, according to the National Council on Skin Cancer Prevention.

While the use of sunscreen is standard practice, your clothing also protects you from harmful UV rays, regardless of the season. “You should wear tightly woven clothing to block out the sun,” says Dr. Carl Wurster,

chair of the Allied Health Department at Brown Mackie College - Boise. “Khaki-type materials work well. You can look to the military to see the textures worn by the British in India, the French Foreign Legion in Africa and even our troops in Afghanistan. They all usually wear tightly woven materials.”

Before there was sunscreen, cowboys knew that even though it gets pretty hot on the Chisholm Trail, wide-brimmed hats, long-sleeved shirts, leather vests, long pants and bandanas could protect them from the sun. “It all has to do with coverage. The more skin you cover, the better off you are. It was not about the heat, but all about skin protection,” Wurster says.

If you look at the wardrobes for those who live in equatorial countries, you’ll find that their traditional dress includes sombreros and long sleeves. European aristocrats also knew how to prevent sun overexposure. “If you look at the nobility of 17th- and 18th-century England, they were called bluebloods because they were so pale you could see the veins in their arms. The peasants who worked in the fields were called rednecks because of the tans they received on their necks from working in the hot sun,” Wurster says. “The wealthy landowners never went outside without wearing a big floppy hat.”

“If you think about the movie, ‘Gone With the Wind,’ the women wore big bonnets and carried parasols, regardless of the heat because they were trying to block out the sun,” he adds. Concerns over skin protection from the sun took a back seat when the Industrial Revolution began. “People who used to work in the fields moved into the factories and became bluebloods - physically. The aristocrats stayed on their farming estates. So, there was a complete turnaround in their clothing.”

Whether you wear clothes made out of tightly woven material, or not - sunscreen is a must. “You should use one with 50 SPF (sun protection factor),” he said. The Council also recommends seeking the shade between 10 a.m. and 4 p.m., generously applying sunscreen with a SPF of 15 or higher, and wearing sun-protective clothing, including wide brimmed hats and UV-protective sunglasses. If you’re doing yard work, walking around or swimming you need to do frequent re-applications. “Re-apply the sunscreen one hour later because

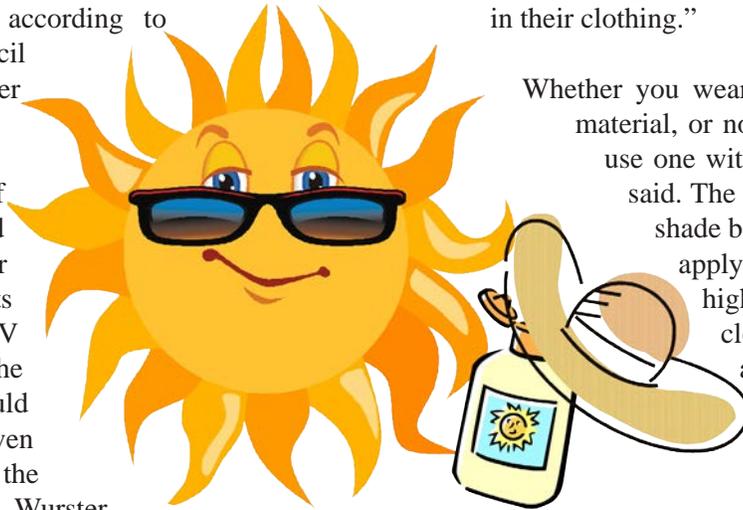
with perspiration you may lose some of it,” adds Wurster. Pay particular attention to children and teenagers because early exposure to the sun can be hazardous to their health over time. Wurster also recommends teaching children to wear wide-brimmed hats - just like you teach them to wear bike helmets.

While some people mainly think about sunscreen at the beach, you can also experience sunburns in mountain areas anytime of the year. “You can put zinc oxide cream on your nose before you go skiing on snow or even water skiing,” Wurster says. Sun exposure should be a concern every day you go outside. That’s why the American Cancer Society promotes “Slip! Slop! Slap ... and Wrap” as a catch phrase to help you remember the four ways to protect yourself from UV radiation:

- * Slip on a shirt.
- * Slop on sunscreen.
- * Slap on a hat.
- * Wrap on sunglasses to protect the eyes and sensitive skin around them.

When used simultaneously, these health conscious steps can provide year-round sun protection.

Source: Nursery Management ❖



News From International

\$5 Dues Increase for ISA International Professional Memberships in 2013

The ISA Board of Directors has approved a dues increase of \$5 for Professional Membership for the 2013 membership year. The fee for membership in International ISA will now be set at \$130. Upon increasing dues 25% in 2009, the ISA Finance Committee committed to smaller and more frequent dues increases to prevent such a dramatic increase. And as many of you are probably aware, the growing costs of fuel, energy, printing, and similar items have put a strain on our budgets. This dues increase is less than the rate of inflation in the United States, Canada, and Europe and most other areas of the world over the same period. As a means of rewarding those members who renew early, all renewals that pay online through December 31, 2012, will still be eligible for the \$125 membership rate. ❖

ISA Branding and Style Guide Updated

The ISA marketing staff recently conducted a thorough review of all ISA branded logos and marks. During this process, staff determined that revisions needed to be made to ISA's Branding and Style Guide for better understanding of proper ISA logo usage by our members, certified professionals, and affiliated organizations. It can be difficult to manage so many brands, and ISA believes the new guidelines are more clear and concise, making them easier for everyone to follow.

With the revision of the Branding and Style Guide, ISA staff has also updated the procedures for handling logo misuse and trademark violations. Expectations and an outline of this process are provided in the Branding and Style Guide. ISA advises everyone using ISA logos to carefully review the guidelines to be sure you are in compliance with the requirements for all ISA trademark usage. The new guidelines are available on the [ISA website](#).

If you have any questions regarding logo usage, or if you need to request permission to use a logo, email logos@isa-arbor.com. ❖

ISA "Certification" Changes to ISA "Credentialing"

Certification has changed its website structure to accommodate the future arrival of our first ISA Qualification. Both certification and qualification information will now live under the "Professional Credentials" heading" on the [ISA website](#). ❖

Product Defect Notice

Falltech has issued a notice regarding a defect with the Quick-Connect or Bayonet Style Buckles used in some Full Body Harnesses made by FallTech. [Click here for full information](#).

Announcing Newly Elected International Board Members for 2012-13

This spring, three ISA Board of Directors positions were open for election by the ISA membership, and one position

[News From International continued on page 9](#)



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customer relationships.

comes to mind. Put some thought into what you are going to say and how you will answer questions. If you don't, then you may end up saying things that are misinterpreted or reflect poorly on your reputation.

2. **Be authentic** – People are turned off by those who put on a show or make grandiose statements about their accomplishments or abilities. You will attract more customers by speaking from the heart. Be genuine, transparent, and real.
3. **Speak with confidence** – Be humble, yet confident. Confidence is self-assurance in one's abilities. Speaking with confidence includes using the right words, tone, and body language – and don't forget the importance of eye contact!
4. **Be concise** – It can be irritating when someone can't get to the point of what they are trying to say. Plan ahead for what you wish to communi-

Communication continued on page 12

1. **Think before you speak** – Don't say whatever



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Consultant's Corner

by Joe Samnik, Consulting Arborist



Back to the Future The Future of Landscape Appraisals

The new 10th Edition, *Guide for Plant Appraisals*, is currently in the review and comment phase. This long awaited publication (if not Holy Grail) could be available in 2013. Having reviewed the publication I can, at this time, state with some certainty that future depositions will become much shorter and the ranks of the new unqualified landscape appraisers will be filled in large part from the current ranks of the qualified. As a book review goes, I shall go no further until such time that the 10th Edition is playing in a theater near you.

Regardless of the authoritative source which you use to lay the foundation of your plant appraisal opinion, one thing is certain: in Florida, as in most common law states, the value of shade and ornamental trees is the difference in the value of the property in which they are growing immediately before and immediately after the casualty that killed or irreparably damaged the tree(s). In words other than those just stated, the trees appraised value is found in *its contributory value* to the land in which it is growing. We as arborists are not qualified to make this determination. The future may suggest that arborists team up with property appraisers to define the appraised value of a tree.

To this end, comes one court case that clearly illustrates contributory value and *The Tree Trunk Formula Method* as they relate to forming an appraisal opinion regarding plant value. *Clark v. JW Connor and Sons, Incorporated* found the Florida Chapter's first secretary, Jack Siebenthaler, RLA, as the unfortunate arborist whose application and resultant value of destroyed trees using the *Trunk Formula Method*



caused the judge to interrupt the proceedings by declaring, "I really have heard enough, now we need to move on. It's clear to me that-- that the approach of the Plaintiff, which is to take-- cannot be permitted. The land is admittedly unimproved; at least I believe it is from everything I've been told in this case,

simply an unimproved piece of land, non-residential. And the trees simply are growing on it in some haphazard fashion that nature has a way of doing. And that your approach would be so economically preposterous in my opinion to make 2 acres - 2 acres of land, I haven't asked you what the value of the land is, but I think anybody would know the approximate range of what that land is worth down there, to turn that into an \$ 82,000 to \$100,000 damage in my opinion is just preposterous and simply an effort to overkill, that's not compensation, that's-that such an approach does not even remotely relate to reasonable compensation for unimproved land in this county.

In Mr. Siebenthaler's defense, despite the trial judge's pretrial announcement concerning the proper measure of damages, the Clark's introduced no evidence whatsoever concerning the value of the land before and after the trespass. Therefore, when Connor moved for a directed verdict, the Clark's had failed to prove damages according to the established rule.

It seems safe to think that applying the *Tree Trunk Method* for determining the value of trees may not be its best application on unimproved land. Naturally, one would want to consult with their attorney/client prior to the utilization of any appraisal approach. We as arborists are not qualified to interpret law, that's why we have attorneys.

If you are going to utilize the *Tree Trunk Method* please ensure that you do your market research first, and consider your qualifications prior to establishing an appraised value of a tree or plant; otherwise, it may be a short deposition...❖

Florida e-Tree News



The Florida e-Tree News is a free monthly e-letter sent out by the Florida Chapter ISA. It is intended to inform arborists, tree care workers, landscape architects and other green industry professionals of up-to-date arboriculture information in the state of Florida.

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[News From International continued from page 5](#)

was open for election by the Council of Representatives. The terms for the following elected positions will begin in August 2012 and end in August 2015.

Elected by the ISA Membership:

Melinda Myers, Melinda Myers LLC, Milwaukee (ISA Wisconsin Chapter); Melinda is serving her second, three-year term.

Brian Phelan, Halifax Regional Municipality, Nova Scotia (ISA Atlantic Chapter; Brian is serving his second, three-year term.

Paul Johnson, Texas Forest Service, San Antonio (ISA Texas Chapter); Paul is serving his first, three-year term.

Elected by Council of Representatives:
de Gourét Litchfield, Svensk Trädvård & Utbildning AB, Ballingslöv (ISA Swedish Chapter); de Gourét is serving his second, three-year term.

To see a complete listing of the current ISA Board of Directors, [click here](#). ❖

Biomechanics Symposium and Research Summit

ISA's Science and Research Committee is working with The Morton Arboretum in Illinois on a Biomechanics Symposium and Research Summit, to be held at The Morton between September 24-26, 2012. More than a decade has passed since the last conference on tree structure and mechanics in arboriculture. Much progress has been made in our understanding of tree form and function, and in development of assessment technologies. The Morton Arboretum and the International Society of Arboriculture have joined forces to bring together the leading international experts to present their work at this important conference for all arborists who must make decision on tree risk as part of their jobs. 3.75 CEUS can be earned on Day 1 and 6 CEUs on Day 2. More information is available at www.mortonarb.org/tree-risk. ❖



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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

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

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

Single Issue advertising rates are as follows:

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

Discounts for a commitment of 4 consecutive issues:

- Full Page - \$200/issue
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Pest and Disease Prevention continued from page 1

suggestions from states and U.S. territories, universities, federal agencies, nongovernmental organizations, private companies and tribal organizations. APHIS will offer funding to implement 321 projects in all 50 states, plus American Samoa and Guam. These projects will strengthen protections against agricultural threats and allow states to reallocate resources to other critical programs during these tough economic times. Examples of specific projects include among others a nationwide survey of honey bee pests and diseases, the monitoring of high-risk international and domestic pathways for invasive species, applied research to combat citrus pests, the development of detector dog surveillance programs in certain high-risk agricultural states, and targeted invasive species public outreach.

The FY 2012 funding plan, list of selected projects, and general feedback are posted at <http://www.aphis.usda.gov/section10201>. ❖

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How to Get the Most From Your Investment in Conference Attendance

Attending conferences specific to your industry not only develops individuals professionally, but also benefits the companies they work for, whether they are the owner or the employee. When businesses properly invest in attendance at these types of events, they are also investing in their sustainability. Here are some points to remember when considering whether to attend or to send employees to educational conferences:

Professional development. When choosing which conferences to attend, think about individual professional goals and what specific types of training or growth opportunities are needed. Keeping educational needs in mind might force you to rethink which conferences you're going to invest in.

Tie your business goals to what is offered at the conference. Consider the professional knowledge or skills that an individual

will gain by attending. Is this expertise an asset to your company? If so, then this puts less of the focus on individual professional goals and more on the company's goals.

Train others in what is learned. Sending some employees to a conference is a way to bring back skills and knowledge to the rest of the organization. Take good notes during the sessions and use these to have an informal employee training.

Networking. Sometimes the conversations you have with other professionals are more valuable than the educational sessions. Find out what type of opportunities there will be at the conference for attendees to network with other professionals. The educational sessions provide new ideas and information on the latest trends, but are one-directional. The unique, personal, and insightful conversations with other professionals can only happen at events where attendees have time to interact and

Conference Attendance continued on page 19

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Photo courtesy of Scott Bauer, USDA

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Communication continued from page 6

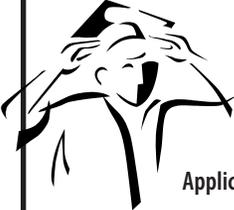
cate and consider how you can say it clearly and concisely.

- 5. Learn to listen** – Being an attentive listener is the most important part of developing good communication skills. Listening includes showing sincere interest in what others are saying and letting them finish without interruption, which allows you to better understand their needs and concerns. When you listen carefully to your customers’ questions and problems, you can provide the most effective answers and solutions.

How you communicate with others plays a defining role in the development of your personal or business image. Improving your verbal communication skills requires effort, but you will be rewarded in the long-term with returning customers and enhanced personal and professional relationships.

(Source: www.littlethingsmatter.com, 10 Verbal Communication Skills Worth Mastering)❖

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Trees4Florida Public Service Announcements Available at www.treesarecool.com

With the devastation to trees in Florida by hurricanes, storms and fires, millions of dollars in valuable tree resources have been lost, particularly within the past several years. Jointly, the Florida Urban Forestry Council (FUFC) and the Florida Chapter of the International Society of Arboriculture (FC-ISA) developed the Trees-4Florida program which focuses on making the public more aware of the need to be vigilant in safeguarding our trees and preserving Florida’s greatest green resource.

The Trees 4 Florida program has produced a variety of Public Service Announcements (PSAs) available for anyone to free of charge. Included in the campaign are English and Spanish print-quality and broadcast-quality PSA ads and spots. Include them on your website, flyers or any promotional material.

Access these FREE PSAs by visiting www.treesarecool.com; hover on ‘Trees4Florida’ in the menu box to the left to make your choice of ad style.

ISA Certification Board Announcement

Qualified Arboriculture Technician Program Proposal Development

The ISA Certification Board continues to work hard to administer and enhance its certification programs. To support these efforts, we have initiated a process to enhance and improve the current *Certified Tree Worker (CTW)* program. Based on poor response to the current CTW program and feedback from tree workers, employers, Certified Arborists and Chapter Liaisons, the Certification Board has formed an expert committee to study, develop and recommend modifications to improve the tree worker credential.

In response to the Certification Board’s mandate and its research, this CTW Standards Committee is currently working to develop a proposal for an internationally recognized and meaningful set of credentials for active tree workers. The Committee finds that in order to meet industry needs, the CTW or comparable credential should clearly define a reasonable scope of practical worker knowledge and skill and accurately measure a desirable level of proficiency.

The Committee comprises highly experienced professionals from the U.S. (Bruce Smith, Scott Bunker, Kevin Eckert), Canada (Ruurd Van de Ven), the UK (Dan Yeomans), and New Zealand (Richard Wanhill), supported by Certification Board Chair David Glenn, ISA Certification Director Marya Ryan, ISA Financial Director Mark Bluhm, and ISA Executive Director Jim Skiera. This team has been studying the current ISA and Western Chapter CTW programs and proven tree worker qualification programs that have been established within the UK, New Zealand, Canada, and Utah. Beyond those existing, successful tree worker qualification programs, the Committee is also gathering information from selected tree company managers, active tree workers, arboricultural training agencies and service providers, and government agencies.

Based on the results of its recent research and extensive experience, the Committee is developing a significant modification to the current CTW program for the consideration of the Certification Board. These modifications include individual training and qualification tracks for ground workers, tree climbers, aerial lift operators, utility line clearance workers, and a high-level master recognition program. Knowledge and skill topics for each distinct job classification would be designed to clearly define important performance elements and their threshold for successful achievement by qualified candidates. The tree worker credential should be based on

clear demonstration of key knowledge and skill elements on a regular basis to ensure that each credential holder maintains the desired level of proficiency.

The Certification Board intends to continue the existing CTW program as it is currently structured for the foreseeable future and wishes to ensure all stakeholders that it will not abandon any current or future CTWs who remain current with their recertification requirements within the current program.

These potential enhancements to the current CTW program are designed to provide tree workers, employers, the public and regulatory agencies with a better definition of the true scope of job knowledge and skill requirements and a

[Technician Program continued on page 22](#)

SALES / ESTIMATOR POSITION

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The following article is provided in English and Spanish

The Effect of Urban Forests on Property Values in Florida

Francisco Escobedo, Damian Adams, Nilesh Timilsina School of Forest Resources and Conservation, University of Florida, Gainesville. Ross Hinkle, and Henry Mayer, Miami Dade IFAS Extension Agent.

A recent study from the University of Florida, School of Forest Resources and Conservation used economic analyses, measured urban forest structure data using random plots, and parcel tract-level appraised property values from single and individual multi-family residential parcels to analyze the effect of urban forest characteristics on property values in 4 Florida cities: Pensacola, Gainesville, eastern portions of the Orlando, and urban Miami-Dade County. Specifically we used standardized appraised property values, field measured shrub and grass covers from private parcels, as well as number of trees and palms per plot and average plot-level individual tree leaf area index. Individual tree Leaf Area Index (LAI) is the amount of one-sided leaf surface area over ground unit area and is an indicator used to assess the amount of tree crown density, overall tree health and overall tree benefits (i.e. air quality improvement and shading).

On each tenth acre plot in the different cities we measured every tree and palm with a minimum diameter of 2.5 cm. The percentage of maintained grass on each plot was estimated visually as was shrub cover on each plot; shrubs were defined as woody or palm-like plants with a diameter of less than 2.5 cm but greater than 30 cm in height. Specific field measurement methods can be found in <http://edis.ifas.ufl.edu/fr347>, <http://edis.ifas.ufl.edu/fr358>, <http://edis.ifas.ufl.edu/fr276> and <http://edis.ifas.ufl.edu/fr293>. We then used standardized assessed home property values from the different County Assessor Website to better reflect the influence of urban forest structure on differences in housing market characteristics in the different cities. Finally we used an economic valuation method called Hedonic Analysis and Ordinary Least Squares to determine the influence of different urban forest structure characteristics on standardized assessed property values in the 4 cities.

As expected an increase in the square footage of a house and

the number of bedrooms and bathrooms increased the value of the home. Age of the parcel, however, did not have a significant influence on home value. Most importantly, percent grass, number of trees, and LAI (Leaf Area Index) were statistically related to home value, while percent shrub and tree cover were not. So, based on these preliminary results, an increase in the number of trees and LAI, will positively increase home value, tree and shrub cover will not influence home values (neither

positively nor negatively), however increased grass cover will decrease home value. Earlier studies have reported that increased tree cover increases property values. But, tree cover did not a statistically influence property values in our study. The negative effect of grass cover on home values was particularly interesting since grass is considered key for beautification of urban landscapes. This relationship was particularly evident in Pensacola and Miami-Dade. But, perhaps given

Florida's climate, rapid vegetation growth rates, irrigation needs, and difficulty in growing and maintaining grass in yards with high tree cover, perhaps grass is perceived as costly and high maintenance, and therefore the possible negative relationship.

Information from this type of study can be used to better understand the value subtropical urban forests contribute to property value, specifically the economic benefits of different urban forest characteristics like tree numbers, sizes, conditions and the role of turf and ornamental shrubs. Moreover, results can also inform, insurance agents, home owners and leasers of residential and commercial property of the perceived worth of urban forests and inform public policy makers, particularly at the local level, of the potential benefits of managing or designing optimal urban landscapes either directly or through ordinances. ❖



El siguiente artículo está escrito en Inglés y en Español.

El Efecto de los Bosques Urbanos en los Valores de la Propiedad en Florida

Francisco Escobedo, Damian Adams, Nilesh Timilsina School of Forest Resources and Conservation, University of Florida, Gainesville. Ross Hinkle, and Henry Mayer, Miami Dade IFAS Extension Agent.

En un reciente estudio de la Universidad de Florida, Escuela de Recursos Forestales y de Conservación se utilizaron análisis económicos, así como mediciones del arbolado urbano para asociar la cobertura vegetal con el valor de las propiedades con inmuebles. El estudio se realizó en parcelas experimentales ubicadas en propiedades multifamiliares y unifamiliares en 4 ciudades de la Florida: Pensacola, Gainesville, Orlando y la parte urbana del Condado de Miami-Dade. Específicamente se utilizaron: los valores y características de la propiedad, las dimensiones de los arbustos, el área cubierta por césped, el número de árboles y palmeras por parcela, y el índice de área foliar (LAI) o sea la cantidad de área foliar por unidad de superficie, ya que es un indicador utilizado para evaluar la densidad arbórea así como la salud del árbol y sus beneficios (calidad del sombreado y del aire).

La superficie de las parcelas fueron de 1/10 de acre y en cada una se midió todo árbol y palmera que tuviera un diámetro > 2.5 cms. Porcentajes de césped y de arbustos fueron estimado visualmente. Los arbustos fueron definidos como plantas leñosas con un diámetro <2.5 cms y con una altura >30 cms. Detalles de la metodología de medición la puede encontrar en: <http://edis.ifas.ufl.edu/fr347>, <http://edis.ifas.ufl.edu/fr358>, <http://edis.ifas.ufl.edu/fr276> y <http://edis.ifas.ufl.edu/fr293>. Para mejor reflejar la reciente variabilidad en el mercado de inmuebles en La Florida, se utilizaron los valores estandarizados de las casas de los diferentes tasadores del condado ubicados en la Web. Por último, se utilizó un método de valoración económica denominada Análisis Hedónico y Mínimos Cuadrados Ordinarios para determinar la influencia de la estructura de los bosques urbanos sobre los valores de la propiedad en estas cuatro ciudades.

Como era de esperarse, el aumento de la superficie de la casa y el número de dormitorios y baños aumentará el valor de la vivienda. No obstante la edad de la parcela no tiene una influencia significativa sobre el valor de la casa. Ahora, el porcentaje

de césped, el número de árboles, y LAI (índice de área foliar) fueron estadísticamente significativos con respecto al valor de la casa, mientras que el porcentaje de cubierta arbórea y arbustiva no fueron significativos. Por lo tanto, sobre la base de estos resultados preliminares, un aumento en el número de árboles y LAI, afectará positivamente el valor de la casa, mientras que la cobertura arbórea y arbustiva no va a influir en los valores de las viviendas (ni positiva ni negativamente); sin embargo, una

mayor cobertura de césped disminuirá el valor de la casa. Estudios anteriores han reportado que con el aumento de la cubierta arbórea aumentará los valores de la propiedad. Pero, según nuestros resultados, la cubierta de árboles no fue estadísticamente relacionada con los valores de las propiedades. El efecto negativo del césped con los valores de las viviendas es especialmente interesante ya que el césped se considera clave para embellecer los paisajes urbanos. Esta relación fue particularmente evidente



en Pensacola y Miami-Dade. Ahora, el rápido crecimiento, las necesidades de riego, y lo intensivo que es el mantenimiento del césped en Florida, puede causar que los propietarios lo perciban como algo costoso y de alto mantenimiento y por eso la correlación negativa.

La información de este estudio puede ser utilizada para mejor entender el aporte de los bosques subtropicales urbanos al valor de inmuebles y propiedades residenciales, específicamente los beneficios económicos de características del arbolado urbano tales como el número, tamaño, y condiciones de árboles y el aporte del césped y arbustos ornamentales. Por otra parte, los resultados pueden informar también a los agentes de seguros, los propietarios de viviendas y los arrendadores de inmuebles residenciales y comerciales del valor de los bosques urbanos e informar a políticos locales sobre los posibles beneficios de la gestión o el diseño óptimo de los paisajes urbanos ya sea directamente o a través de ordenanzas. ❖

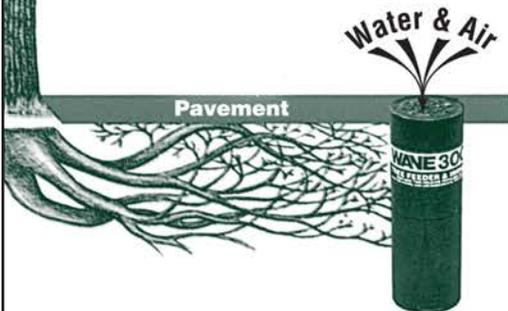
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Don't Worry, Be App'y

University of Tennessee Research Foundation Releases IPMPro™ Mobile App



First Mobile App for Landscape and Nursery Professionals Developed by a Team of Plant and Pest Experts from Seven Major Universities

KNOXVILLE, Tenn. — Green Industry professionals often find themselves in the field needing immediate access to pest and plant disease information and plant care recommendations. Or, they need to be alerted when destructive pests emerge in their area. Thanks to a collaborative effort of horticulturists, entomologists and plant pathologists at seven land-grant universities, now there's an app for that.

The University of Tennessee Institute of Agriculture together with Clemson, North Carolina State University, University of Georgia, University of Kentucky, University of Maryland and Virginia Polytechnic Institute have developed the first Integrated Pest Management mobile app for nursery growers, landscapers, arborists, Extension agents and students that includes the major horticultural practices and disease and insect recommendations.

IPMPro will streamline pest management decision-making, employee training, and will make complying with state pesticide recordkeeping regulations easy. The mobile app is available for iPhone, iPad, and Android.

Built by horticulture and pest management experts in cooperation with growers and landscapers, IPMPro was built for USDA Plant Hardiness Zones four through eight, which include 22 states from west of the Mississippi River, east and north to Pennsylvania and New Jersey, and south to the Gulf Coast.

“Nursery and landscape professionals conduct business on the go; they truly have a mobile office – often their truck,” explained Amy Fulcher, lead developer and University of Tennessee Institute of Agriculture plant scientist. “IPMPro dramatically simplifies day-to-day plant care and pest control decision-making in the field. It provides a library of information in the convenience of an app, and features real-time alerts to help professionals stay on top of emerging pests and timely plant care.”

IPMPro is like having an expert in the field with the user to:

- Receive text-like alerts for time-sensitive pest issues and plant care - alert date adjusted to location
- Consult images, pest lifecycle, and management options for major pests of woody plants
- Reference how-to information and images of cultural practices
- Obtain pesticide recommendations for major diseases and insects
- Utilize built-in pesticide recordkeeping for documentation while outdoors
- Track pests and cultural practices in calendar view or a chronological list
- Assist in educating new employees and experienced professionals

John Watson, with Common Grounds Landscape Management in Knoxville, Tennessee, got an early introduction to the IPM app. “My first thought was, ‘Where have you been?’ Most of the time we get so busy putting out fires we forget that the best thing we could do is prevent fires,” he explained. “This is just the kind of thing the industry needs. Now we have the best opportunity to head off pest issues that can wreak havoc for nursery and landscape professionals and for homeowners.”

This is the first application of its kind developed in the United States, and it was made possible through funding by the UT Institute of Agriculture through its Extension and AgResearch units and the Department of Plant Sciences, and in cooperation with the University of Tennessee Research Foundation. For less than a subscription for non-interactive tools like books and [Mobile App continued on page 20](#)



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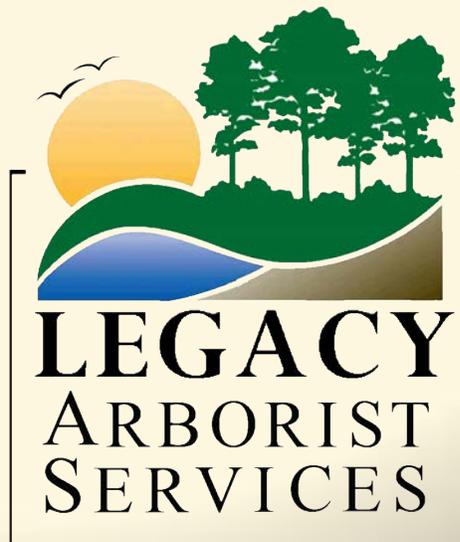
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Membership Corner

A.D. Ali, Vice President Florida Chapter

The Chapter conducted a membership drive to solicit members who have joined International, but not the FL Chapter. There were 238 persons in that category. Volunteers attempted to contact each person on that list. Potential members were reminded of the benefits associated with Chapter membership which include:

- Access to educational courses available in the brand new [Florida Chapter Online Learning](#) Center. Members receive discounts on all courses.
- Members-only access to [ISA publications](#), [Job and Resume Bank](#), and the [Public Relations and Marketing Toolbox](#).
- Member discounts to outstanding [Florida Chapter ISA seminars](#) held throughout the state to keep you current and provide local access to continuing education credits.
- Discounts on [ISA Certification](#), as well as resources to help prepare you for the exam and earn CEUs to maintain your credentials.
- Easy access to a variety of educational and professional resources on our website, www.floridaisa.org.

The response was encouraging with 45 members deciding to join/rejoin the Chapter. Thanks are due to the volunteers who championed this drive: Mike Robinson, Pat Miller, Kim Pearson, Ron Litz, Joanne Lavner, Richard Cervi and Todd Kucharski. ❖

[Conference Attendance continued from page 11](#)

engage each other.

Maintaining your assets. People are assets to a company just like the machinery and other equipment you need to run a business. All company assets require maintenance and enhancement, which means that funds should be budgeted for maintaining and upgrading them. A small investment toward

sustaining and improving professional skills is just as important as the money spent on maintaining physical assets.

When determining which conferences to attend, take all of these ideas into consideration. You will find that the return on your investment will continue to grow and become much greater over time. ❖

ISA INTERNATIONAL AND FLORIDA CHAPTER MEMBER BENEFITS

Publications

- *Arborist News*
- *Arboriculture & Urban Forestry*
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- Discounts on Florida Chapter online learning



JOIN TODAY!

visit www.FloridaISA.org

New Sudden Oak Death Introduction Appears in UK



native oak species (*Quercus robur* and *Q. petraea*) have been little affected by *P. ramorum*. However, it has proved particularly destructive to Japanese larch (*Larix kaempferi*) in the UK since it was first found to be the cause of significant mortality in this species in England in 2009. Larch trees also produce huge numbers of infective *P. ramorum* spores, which spread into the local environment through wind and rain events. To date, more than 3 million larch trees have been compulsorily felled in the UK in an effort to bring the disease under control. ❖

British forestry scientists have identified a fourth genetically distinct lineage of *Phytophthora ramorum* (the pathogen known to cause sudden oak death). In the UK, including Northern Ireland and many western parts of Great Britain (especially southwest and northwest England, south Wales, and southwest Scotland), *P. ramorum* is causing dramatic mortality in Japanese larch trees.

The increasing intensity of the *P. ramorum* outbreaks in the UK led researchers to analyze samples from the new findings further, which resulted in the discovery of a fourth, genetically distinct lineage of the pathogen. Clive Brasier, an emeritus professor with the Forestry Commission's Forest Research agency, said he believed that the previously unknown European Type 2 (EU2) lineage had been recently introduced into southwest Scotland and Northern Ireland, based on genetic analysis.

"We are still uncertain about the pathway by which the new lineage has arrived in the UK, and we are still trying to assess the extent of its distribution," Professor Brasier said. "We have tremendous biosecurity concerns, including this new form of *P. ramorum*. Over the past year alone in the UK we have discovered chestnut blight, Asian longhorn beetle, Chalara dieback of ash, and several other invasive forest pests."

Despite its common name in North America, the UK's

[Mobile App continued from page 20](#)

magazines that professionals currently use, IPMPro is \$24.99 and is available through Apple and Android marketplaces. For more information on the application, visit <http://www.IPMProApp.com>.

Coming soon for homeowners - IPMLite.

The University of Tennessee Institute of Agriculture provides instruction, research and public service through the UT College of Agricultural Sciences and Natural Resources, the UT College of Veterinary Medicine, UT AgResearch, including its system of 10 research and education centers, and UT Extension offices in every county in the state.

For more information visit <http://www.IPMProApp.com>

News and Information from the University of Tennessee Institute of Agriculture Contact: Dr. Amy Fulcher, UTIA Plant Scientist, 865-974-7152, amyfulcher@tennessee.edu

SOURCE: Nursery Management ❖

TREE Fund Update



TREE Fund Viewpoint: Summer 2012

M. Janet Bornancin, TREE Fund President/CEO

As August approaches it may be tempting to see “business as usual” at the TREE Fund. Summer is our fundraising “high season”, and a lot of attention is focused on the STIHL Tour des Trees and the “Raise Your Hand for Research” Auction.

But behind the scenes it’s anything but business as usual here. We’ve been executing a steady evolution of the organization over the past few years, and we’re starting to reap the rewards.

Our current Board of Trustees is vibrant, diverse and well-prepared to manage risk and opportunity in equal measure. They are engaged in scrutinizing our processes and objectives to ensure that our mission remains relevant and our strategies are effective. They are truly champions of our cause. This year, they went the extra mile, pooling their resources to purchase a Bronze Sponsorship of the Tour. Look for “TREE Fund Trustees” on the Tour jerseys in Oregon!

Our self-evaluation process also included an invitation to all of our constituents to participate in a market research survey. Your feedback is being carefully considered as we develop a marketing plan for the TREE Fund to complement our existing Strategic Plan.

We heard from you about what we do well and where we could perform better. We’re gratified to know that our role in the tree care industry is considered pivotal, providing innovative opportunities for individuals, companies and partner organizations to contribute to and benefit from better

tree care practices. We’ll continue to “cultivate innovation” in the tree care industry, and we’re working to ensure that innovation, where appropriate, begins at home.

We rely heavily on our volunteers to help us accomplish great things with a small staff and limited resources. Recently we welcomed Dr. Brian Sayers to our Board of Trustees, and several new TREE Fund Liaisons have signed on to help us work effectively with the regional Chapters of ISA. The Chapters and their Liaisons are critical to our process of identifying research priorities and communicating with our constituents. They also are the mainstay of our special events, recruiting and supporting Tour riders, donating extraordinary auction packages (like a 10-day cruise for two to ANYWHERE Holland America sails!) and hosting fundraisers for the TREE Fund on their home turf.

Research and education, of course, is the point of all the fundraising. We’re proud to support arboriculture education for youngsters in Michigan and Ohio this year, as well as higher education for three deserving scholarship winners. Our Hyland R. Johns research grant award addresses the relative merits of soil amendment options; additional research awards will follow later this year. We’re also gratified that the USDA-APHIS recognized the importance of researcher Daniel Herms’ work with \$1.5 million to continue his investigation of EAB-resistant ash trees, begun in 2004 with support from a Hyland R. Johns grant. ❖

STIHL Tour des Trees on target to break records (again): Summer 2012

As the excitement has built for the 2012 STIHL Tour des Trees’ Oregon ride, the TREE Fund anticipates yet another record-breaking fundraising year and an unprecedented number of arboriculture education opportunities for Oregon’s youngsters.

The 2012 Tour established itself as a benchmark ride in April, when [Tree Fund Update continued on page 22](#)

Technician Program continued from page 13

more reliable measurement of a credential holder's performance proficiency. This program also seeks to provide opportunities for our industry's critical, underserved workforce, including ground workers, utility line clearance workers, and exceptionally experienced and proficient tree workers.

Please contact Committee Chair Kevin Eckert (keckert@arborglobal.com) or Committee Member Ruurd Van de Ven (ruurd@arborvalley.ca) if you have any questions or would like further information about this effort to enhance the ISA CTW program. ❖

Tree Fund Update continued from page 22

registration for the ride sold out weeks ahead of the deadline. 109 full- and part-time riders are committed to the Oregon Tour. Riders trained for hills, wind and more hills, while shaking the trees for donations to support their fundraising commitments. A record number of fundraising teams supported by ISA Chapters, corporate sponsors and families, have joined with individual riders in a common purpose: to lay waste to last year's \$512,265 fundraising record. The 2012 Oregon Tour included a 1-day Ride for Research, a 25-mile recreational ride through Portland which was open to the public.

The STIHL Tour des Trees is the mainstay of the TREE Fund's research and education budget. Your support in the form of a tax-deductible donation to a rider or participation in the Ride for Research directly affects the amount of money available for arboriculture research and education. **THANK YOU!**

Show your support and donate to a Team Florida rider!
Team Florida riders for 2012 are

- Scott Davis
- Andy Kittsley
- Tammy Kovar

[Click here to donate to one of our dedicated riders!](#)

Watch for details of the 2012 Tour ride in the Winter issue of the Florida Arborist. ❖

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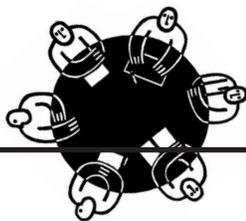
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Florida Chapter Board Updates

BOARD SHORTS:

Florida Chapter ISA Membership Fees

Although members of ISA will see a small increase in the annual International membership, the Florida Chapter board voted to keep the annual dues for the Florida Chapter at \$30 for the upcoming year. The board also voted on establishing free Chapter membership for full time students in arboriculture and related fields. Contact the chapter office with any questions: floridaisa@comcast.net ❖

2015 International Conference in Orlando



The board voted unanimously to appoint Don Winsett (past president of the Florida Chapter and current COR representative) as the local host for the 2015 International ISA conference that will take place in Orlando. The board also voted unanimously to appoint Norm Easey (Florida Chapter executive director) as assistant local host. As the event approaches, the Florida

Chapter will be asking for volunteers to serve in a variety of functions. ❖

Arborist Bumper Sticker Unveiled

The Florida Chapter unveiled the new Certified Arborist bumper sticker at the June board meeting.



Stickers are available at no charge - ask for yours at the next Florida Chapter seminar you attend! ❖

BOARD MEETING SCHEDULE for 2012:

September 21 - Tampa Area
November 9 - Orlando

With Florida's unique environment, extra attention must be paid to preserving our natural resources, especially our trees. By purchasing a TreesAreCool license plate you help underwrite programs that directly benefit trees of Florida which help keep our state the uniquely beautiful place we all call home.

Healthy trees benefit wildlife, increase property values and help cool and clean the air. The Florida Chapter of the International Society of Arboriculture, a non-profit organization, is committed to serving the needs of Florida's professional arborists and tree-care consumers. The TreesAreCool license plate revenues benefit our urban environment of Florida through tree research, the on-going education of tree-care practitioners, and by providing public education programs about tree care and preservation.



You do not need to wait for your current plate to expire. Do your part and order your TreesAreCool plate today!



How to Order Your TreesAreCool Specialty Plate

In person: You can select and pay for your TreesAreCool specialty license plate in person at your county tax collector office.

By mail: Complete and return this form with your vehicle registration renewal notice and a check for an additional \$58 (\$25 annual donation, \$5 annual state fee and a one-time new plate fee of \$28). If your renewal notice indicates that it is time to replace your license plate, do not include the \$28 new plate fee.

Name: _____
Address: _____
City: _____ Zip Code: _____

The TreesAreCool program is administered by the Florida Chapter of the International Society of Arboriculture (ISA).

2012 Certification Exam Schedule

The FLORIDA CHAPTER of ISA is pleased to announce our
2012 schedule of Certification exams. See the chart below for the site nearest you.

| Date | Exam/ Class | Location | Time | Proctor or Instructors | Last Date to Register | Cost Member/ Nonmem |
|---------------------|-------------------------------|--|--------------------------|-----------------------------------|--------------------------------------|---------------------------|
| Oct. 24, 2012 | Certified Arborist Exam | Waccassa Forestry 5353 NE 39th Ave. Gainesville, FL 32609 | 7:30 AM to Noon | Mike Robinson Larry Figart | Minimum 12 business days prior | \$150/ \$250 |
| Oct. 26, 2012 | Certified Arborist Exam | Hillsborough IFAS 5339 Co. Rd. 579 Tampa, FL 33578 | 8:00 AM to Noon | Richard Cervi Rob Northrup | Minimum 12 business days prior | \$150/ \$250 |
| Dec. 1, 2012 | Certified Arborist Exam | pTEC 901 34th Street S. St. Petersburg, FL 33711 | 9:00 AM to 1:00 PM | Norm Easey Glenn Duncan | Minimum 12 business days prior | \$150/ \$250 |
| Dec. 8, 2012 | Certified Arborist Exam | Miami Dade IFAS 18710 SW 288 St. Homestead, FL 33030 | 7:30 AM to Noon | George Fitzpatrick Henry Mayer | Minimum 12 business days prior | \$150/ \$250 |

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

For an application form to register for an Exam call the ISA Office in Champaign, IL at 888-472-8733

To purchase an ISA Certification Study Guide, call the Florida Chapter ISA at 941-342-0153 or fax an order form to 941-342-0463.

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

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

Florida Chapter ISA - 2012 Education Schedule

*The schedule below is tentative and subject to changes.

| Date | Seminar/Class | Location (s) |
|------------|----------------------------------|-----------------|
| October | Arborist Safety and Rigging | Tallahassee |
| November 5 | Roots to Shoots/Dr. Ed Gilman | Orlando |
| November 7 | Roots-to-Shoots/ Dr. Ed Gilman | Ft. Lauderdale |
| November | The New Tree Risk Mgmt. Protocol | Tampa |
| November | The New Tree Risk Mgmt. Protocol | West Palm Beach |

Welcome!

New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the second quarter of 2012. If you see a name from your area of the state, look up their phone number online* and give them a call. Introduce yourself and find out what aspect of arboriculture the new member is involved in. Let's make the Florida Chapter friendlier. We're all working in different ways for the same goals. Get to know other chapter members. You might make some helpful connections for the future.

| First Name | Last Name | City | State | First Name | Last Name | City | State |
|-------------------|----------------|--------------|-------|------------|------------|--------------|-------|
| Carlos | Agurcia | W PALM BCH | FL | Dana | Hare | VALRICO | FL |
| Joseph | Anderson | ORANGE PARK | FL | David | Kravetz | TAMPA | FL |
| Anthony | Baldeon-Suarez | JUPITER | FL | Derick | Langel | POMPANO BCH | FL |
| Anthony | Baumert | PALM COAST | FL | Thomas | Loboda | NORTH PORT | FL |
| Mark | Canfield | MARCO ISLAND | FL | Tyson | Payne | CAPE CORAL | FL |
| Natalia Cebollero | Bertrand | SAN JUAN | PR | Michael | Smith | OSPREY | FL |
| Elloeen | Coker | LAUDERHILL | FL | David | Stiles | THONOTOSASSA | FL |
| George | Donahue | BRANDON | FL | David | Strickland | BOCA RATON | FL |
| Todd | Fonda | PONTE | FL | Steven | Stubbe | OLDSMAR | FL |
| | | VEDRA BCH | | LJ | Tucker | OLDSMAR | FL |
| Yeiner | Garcia | HIALEAH | FL | William | Willis | DESTIN | FL |
| William | Gomez | MEMPHIS | TN | | | | |

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



Letters to the Editor

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

Email your letters to:
floridaisa@comcast.net

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



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

An invitation to all members

to attend a

Board of Directors Meeting!

Call 941-342-0153

for specific times and locations

Up-coming 2012 Board Meeting - Dates & Locations

September 21 - Tampa

November 9 - Orlando

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

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

Arborist Certification is still moving ahead worldwide; there are now 27,719 ISA Certified Arborists, 1046 ISA Certified Tree Workers, 1,749 Utility Specialists, 531 Municipal Specialists and 407 Board Certified Master Arborists. The Florida Chapter currently has 1846 Certified Arborists.

The Florida Chapter would like to congratulate the following 27 Florida individuals for earning their Arborist Certification or Utility Arborist Certification during the second quarter of 2012:

Certified Arborist

Joshua Dunaway, W Palm Beach, FL
 Carl Haas, Jupiter, FL
 Daniel Hutcheson, Tampa, FL
 Daniel Leblanc, St. Augustine, FL
 Keith Remson, Riverview, FL
 Paul Mann, North Port, FL
 Juan Montero, Hialeah, FL
 William Avery, Panama City, FL
 Brent Jordan, Jay, FL
 William Proper, Milton, FL
 Phil Buck, Estero, FL
 Alec Baker, Boynton Beach, FL
 Bob Burns, Ft. Lauderdale, FL
 Angela Carroll, Plantation, FL
 Michael Freedman, Miami, FL
 Shea Hansen, Ft. Lauderdale, FL
 Charles Johnson, Melbourne, FL
 John Morra, Delray Beach, FL
 Robert Vornbrock, Ft. Lauderdale, FL
 David McManus, Havana, FL
 Thomas Smith, Tallahassee, FL
 Zachary Bush, Ft. Lauderdale, FL
 Dana Hare, Valrico, FL
 Larry Rabbat, Sunny Isles Beach, FL

Utility Specialist

Richard Gilbert, Chipley, FL
 Brian Posner, Boynton Beach, FL
 Daniel Wall, Eustis, FL



Are you thinking about becoming certified?

[Visit the International ISA website](#)

to access the certification application handbook with further information.

International Society of Arboriculture Florida Chapter

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



Arborist Code of Ethics

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

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

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

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

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

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

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



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