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Two Grants Awarded for the Inaugural Year of the Florida Chapter ISA Grant Program

The Florida Chapter is proud to announce the awarding of two inaugural grants of the new Florida Chapter ISA Grant Program established in 2016. There were many applications submitted to the Chapter, after which the Grant Committee recommended funding of two of the projects. We are proud to announce the recipients and their topics of research:

Impacts of Root Removal on Tree Stability – Full Scale Meets Model Scale

Dr. Brian Kane, with Dr. Andrew Koeser and Dr. Jason Miesbauer

Construction damage is one of the most common stressors of urban trees; damage that occurs in close proximity to the trunk can impact tree health and stability. The researchers' goal is to assess the impact of tree root removal on tree stability and assess whether 3-D printed root systems can be used as models for conducting wind-tunnel testing. Engineers have used 3D printing to make designing and prototyping new products less costly and time consuming. Arboricultural researchers may be able to use the same technology to design and prototype experiments – addressing research priorities related to biomechanics and root modification with valuable pre-data guiding their efforts.

Improving Hazard Tree Diagnosis by Comparing Saprophytic and Pathogenic Capability of Ganoderma species in Southeast United States

Dr. Jason Smith, with Robert Blanchette and Andrew Loyd

The damage and risk to property and life that result from decay in urban trees is a high priority issue for the arboricultural industry at large. The need to improve our ability to diagnose hazard trees cannot be understated. The researchers' aim is to benefit the professional arborist community in Florida by providing information that has been previously unavailable for hazard tree assessment. This project will fill a gap in knowledge about Ganoderma species identification and biology and provide results that will potentially transform industry practices. A final product of the project will be an online identification tool and a routine

[Grants continued on page 4](#)

GRANTS

A Message From the President



Dear Florida Chapter ISA Members,

I would like to introduce myself as the president of the Florida Chapter ISA for the upcoming year. For those who may not know me, I have been attending board meetings since before I even knew the first thing about trees. I was literally dragged to meetings with my business partner Joe Samnik telling me, “You will be president of this organization one day”. My reply, “Are you crazy? I am a marketing person.” And the journey began. I learned to love and embrace trees, the industry

and the Florida Chapter. I became a Certified Arborist in 2009 and continued to attend board meetings. I was appointed to an At Large position by past president Patrick Miller in 2013, I served as the Treasurer for two years, Vice President in 2016 and now I write to you as President of the Florida Chapter and the journey continues.

As a board member, I have focused my efforts with the past two presidents Celeste White and Bonnie Marshall on supporting the climbers in our Chapter, providing additional member benefits and working as Chair of the Education Committee to provide educational programs to advance your knowledge. These efforts and many more will continue in 2017.

We conducted our first board meeting on January 13, 2017. We started the year with a successful introduction and organizational meeting that has never been done before. We spent the first half of the meeting presenting the history of the Florida Chapter including a review of where we have been as it relates to licensure. CEO Norm Easey explained what it means to be a board director and discussed Florida Chapter governance. Sheila Beaumier, a guest from ISA International, discussed the relationship between the International ISA and the Florida Chapter, as well as conducted some team building exercises. This combined schedule left the 2017 board of directors all on the same page and we hit the ground running.

The second half of the day was the official board meeting which proved to be a perfect model of how productive we will be in 2017. The by-laws were revised to add a Climber/Production arborist seat on the board of directors and Rob Calley was appointed for 2017. A Pruning Qualification Committee was created with Ed Gilman appointed as the Chair. The committee will explore options to develop a program to instruct those who touch trees within the state of Florida and possibly nationwide how to prune trees according to research and our industry’s standards. Lastly, we will now have an “Empty Chair” at each board meeting as a new approach to getting to know new people who may have an interest in becoming more involved in the Chapter; board members can

suggest industry-related people to invite as a one-time guest to sit in at the board table.

I, along with the board of directors invite you to get involved and see what the Florida Chapter has to offer. Come to a board meeting, attend an educational event (including Trees Florida) or come out and watch our climbers at the Florida Tree Climbing Championship. You will find board members at all events that are open to discuss your questions and ideas.

I can assure you that I have only found success in my personal and business life by being an active part of the Florida Chapter. I am very passionate about this organization and I look forward to a productive 2017 serving as your president.

Lori Ballard
President, Florida Chapter ISA

MEMO BOARD

Planting and Establishment with Grades and Standards for Nursery Plants

- ▷ Tallahassee [REGISTER ONLINE:](#)
Thursday March 30, 2017
(limited space)
- ▷ Jacksonville [REGISTER ONLINE:](#)
Friday March 31, 2017
- ▷ [FLYER](#)

Coming SOON! Advanced Arboriculture – Wood Decay Biology and ID

- West Palm Beach (Palm Beach Extension): Monday March 20, 2017
- Tampa (Plant City – Trinkle Center):
Wednesday March 22, 2017

NEW CONFERENCE FORMAT FOR 2017:

Mark your calendars correctly for TREES FLORIDA 2017
Monday – Tuesday – Wednesday
June 5-6-7

Trees Florida 2017

June 5 - 6 - 7, 2017



Florida Chapter ISA 2017 Board of Directors

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Mr. Rick Joyce

Florida Chapter Standby Interim Director:
Dr. Andrew Koeser

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

We honor and thank the Florida Chapter ISA Past Presidents

2016 - Bonnie Marshall
2015 - Celeste White
2014 - Dr. AD Ali
2013 - Patrick Miller
2012 - Eric Hoyer
2011 - Don Winsett
2010 - David Reilly

2009 - Mike Robinson
2008 - Mary Edwards
2007 - Rick Joyce
2006 - Rick Joyce
2005 - Bruce Smith
2004 - Michael Marshall
2003 - Perry Odom

2002 - Perry Odom
2001 - Loren Westenberger
2000 - Dane Buell
1999 - Dr. Ed Gilman
1998 - Richard Bailey
1997 - Joe Samnik
1996 - Joe Samnik

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BE-MAC Farms
Odessa/813-920-2247

SMR Farms
Bradenton/941-708-3322

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

Snapper Creek Nursery
Ft Pierce/772-216-9993

Marshall Tree Farm
Morrison/800-786-1422

Spectrum Tree Farms
Live Oak/800-753-1379

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

Associate Members

Cherokee Manufacturing
General Cordage
Graco Fertilizer Company

Grass Roots Nurseries
Treemart

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

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

[Grants continued from page 1](#)

laboratory test that will be available to arborists.

The goal of the Florida Chapter ISA Arboriculture Grant Program is to fund research, educational and promotional materials development, and research symposia relevant to Florida arboriculture and in accordance with the Florida ISA mission statement. The 2017 Grant Preproposal Applications will be accepted from January 15, 2017 to April 1, 2017. Interested parties can find the application form and instructions at www.floridaisa.org.

High priority topics include:

Educational and promotional materials

1. Create a directory of municipal ordinances in Florida (how to make ordinance details available to arborists via a mobile app and/or a mobile friendly web site).
2. Create or adapt existing electronic educational materials that ISA members can provide to their customers, e.g., selling structural pruning to the customer and/or general public, why should I hire an ISA Certified Arborist.

Research

1. Determine a sidewalk thickness and/or composition that will cause live oak roots to distort rather than lift or crack.
2. Texas Phoenix palm decline spread dynamics. ❖





New ISA Utility Specialist Study Guide Available Soon

The need for a reliable electric grid has never been greater, and the profession of utility arboriculture is rising to the challenge. As our industry continues to grow, professional standards and credentials become more important.

The work performed by utility arborists, planners, and foresters is critical to the performance of the grid we all depend on. For this reason, the ISA and UAA continue to provide educational opportunities for utility arborists and foresters to develop their professional skills.

After several years of development and review, the new ISA Certified Arborist Utility Specialist Study Guide will be available in 2017. Written by Randy Miller (Director, Vegetation Management, PacificCorp) and Geoff Kempter (Manager, Asplundh Technical Services), the new guide is a completely new version, replacing the old guide which was last updated in 2002.

The guide is designed to serve as the primary source material for the ISA Utility Specialist Exam. However, since this is a broad-based certification program, not all of the information that is covered by the exam is necessarily included in the guide. It is expected that candidates for the Utility Specialist credential have experience in the field; in fact, they must already be ISA Certified Arborists, and be employed or be a consultant in the field of utility arboriculture.

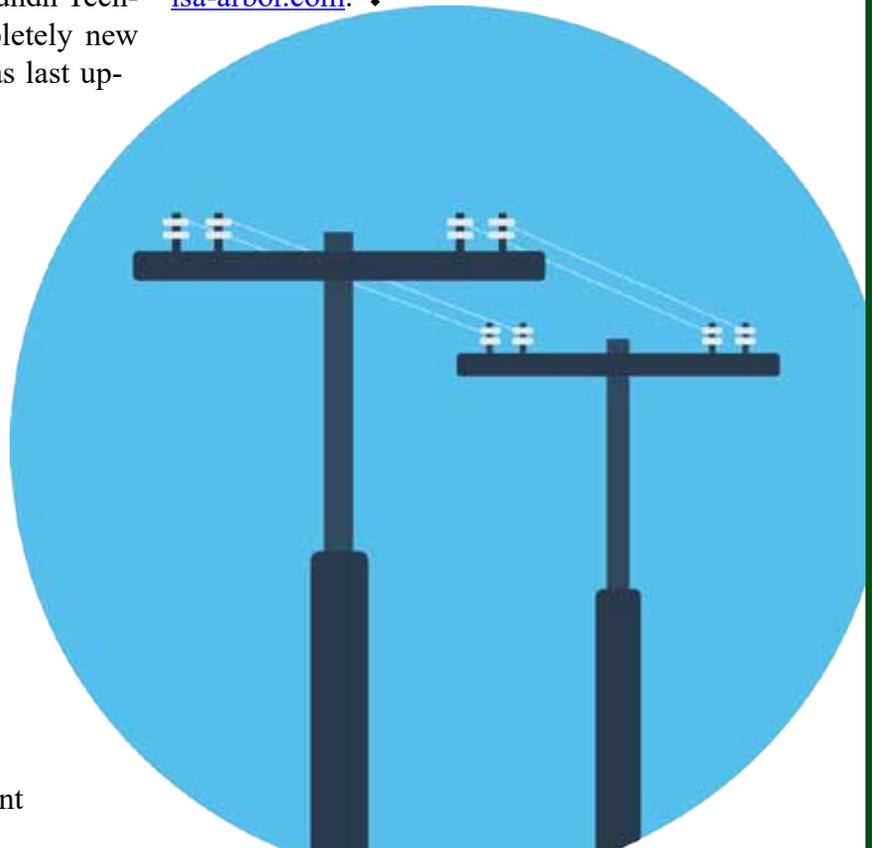
The guide is divided into an Introduction and seven chapters, including:

1. Utility Pruning
2. Program and Personnel Management
3. Integrated Vegetation Management
4. Electrical Knowledge
5. Safety
6. Storm Preparation and Response
7. Communications

Each chapter is referenced, and includes illustrations and review/practice questions. A glossary of terms and an index are also included.

The guide provides a comprehensive summary of the basic information required of a professional utility arborist. As such, it is a good general reference text for utility arboriculture, in addition to providing information for exam preparation.

For more information about the Utility Specialist Certification, and the availability of the new ISA Utility Specialist Study Guide, visit the ISA website at www.isa-arbor.com. ❖





Florida Chapter Board Updates

BOARD SHORTS:

Welcome to the Florida Chapter Board of Directors!



We would like to welcome new board members for 2017. Thank you for offering your time and talents to the Florida Chapter ISA!

- Scott Shultz, Vice President (2017, becomes President in 2018)
- Matt Anderson, At-Large (2017)
- Rob Calley, Climbing Representative (2017)
- Jeremy Chancey, At-Large (2017)
- Ron Collins, Utility Representative (2017-19)
- Kimberly Pearson, Municipal Representative (2017-19)

Board Introductory Meeting held in January



The Florida Chapter board started 2017 with their feet on the ground. Lori Ballard, 2017 President, held an introductory board meeting during January to welcome new board members and to review procedures and policies with the entire board. Lori laid the groundwork for the meeting by providing a glimpse at the Florida Chapter's historical highlights and a peek at future endeavors. Special guest from International ISA, Sheila Beaumier, provided an overview of the relationship between the international organization and the local chapters. CEO Norm Easey reviewed Chapter governance and Robert's Rules of Order so that the board

could be familiar with meeting procedures.

Lori Ballard announced the addition of a new board position – Climbing Representative – which will be filled the first year by Rob Calley. In following years, the position will be filled using the annual ballot system. Lori welcomed all other new board members who were either voted onto the board or chosen for a 1-year at-large position: Scott Shultz, Matt Anderson, Jeremy Chancey, Ron Collins and Kimberly Pearson.

Your Florida Chapter Board will meet five more times this year; refer to the [Board Schedule](#) if you would like to attend any meeting. Please let the office know that you plan to attend! Email neasey@floridaisa.org.

2017 Florida Chapter Grant Applications Now Being Accepted



The Florida Chapter is now accepting all pre-proposal applications for the 2017 Grant Program. If interested in applying for a grant, please download the Chapter's pre-proposal [application](#) form and [instructions](#).

Your pre-proposal must be submitted to grants@floridaisa.org by April 1, 2017.





Mark Your Calendar!

Make your plans now to attend Trees Florida 2017 “**Hangin’ Out in Natural Florida**”, the Florida Chapter’s annual Conference and Trade Show. We will be learning, conversing and congregating from Monday to Wednesday, June 5th to June 7th at the Hammock Beach Resort in Palm Coast (note the format change for this year... yes, it starts on Monday).

The Hammock Beach Resort is located on one of the last unspoiled beaches on Florida’s east coast, surrounded by live oak hammocks and the Matanzas River. Hammock Beach is an outstanding facility featuring beachfront property, a water park, golf courses and a newly renovated conference center.

Our Education Committee chaired by Lori Ballard has created an outstanding program with exciting topics and informative speakers. Exhibitors are excited about

the ample space available for equipment display. Eric Hoyer, Exhibitor Chair, says to expect to see more trucks and tree equipment than we’ve been able to feature in recent years. The Social Committee headed up by Danae Jackson and Dru Dennison is putting together a fun list of parties and activities. On your own, you can choose to play golf, have a relaxing day at the beach, play in the water park, join a fishing charter or hike the nature trails at Washington Oaks Garden State Parks. A special treat is a visit to nearby historic St. Augustine.

Mark your calendars and plan to join us for a unique conference experience in the **Real Florida!** Watch for information on hotel reservations soon on www.trees-florida.com.

by Bill Armstrong
2017 Trees Florida Chair ❖

Hangin’ Out in Natural Florida

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FORESTRY**

Gardening Along the Coast: What to Expect?

Henry Mayer, UF/IFAS Miami-Dade Extension

If you think that the State of Florida offers a wealth of plant material and good growing environment, you're right. But try gardening near or on the Atlantic and the Gulf coasts, and you may have problems. The Sunshine State has 1,350 miles of coastline (second in US after Alaska!) that offers a lot of challenges!

Most plants will not tolerate salt accumulating on their foliage, making plant selection for beachfront landscapes particularly difficult. Life is not easy for plants along the coastline due to the blustering sand, poor soils, high temperatures, and excessive drainage, but the most significant effect on growth is salt spray. Winds carry salt spray inland leaving salt deposits on plants; salt causes water to move out of the plants in a process called exosmosis.

The definition of exosmosis is "the passage of a fluid through a semipermeable membrane toward a solution of lower concentration, especially the passage of water through a cell membrane into the surrounding medium". This often results in the marginal burning and loss of leaves in non-salt-tolerant plants. The damage will appear on the more vulnerable new growth tissue, like young leaves.

Coastal soil composition also adds gardening challenges. Sand along the coast generally lacks organic matter or any other nutrient and moisture holding material. Also, alkaline soils may lock up vital mineral nutrients needed for plant growth. Salt tolerance of a plant relates to resistance and ability to grow under conditions

Gardening continued on page 10



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Jardinería en la costa: ¿Qué se puede esperar?

Henry Mayer, UF/IFAS Miami-Dade Extension

Si usted piensa que el estado de la Florida ofrece una gran cantidad de material vegetal para sembrar así como un buen medio ambiente tienes razón. Pero trate de sembrar plantas cerca de la costa atlántica o del golfo y puede que tenga problemas. ¡Florida tiene 1,350 millas de costa que ofrecen muchos desafíos! (es el segundo estado en los EEUU con más costas después de Alaska!)

La mayoría de las plantas no toleran la acumulación de sales en su follaje, esto hace la selección de plantas para los jardines frente al mar particularmente difícil. Debido a los vientos con arena, los suelos pobres, las altas temperaturas y el drenaje excesivo, la vida para las plantas en la costa no es fácil; pero el factor más detrimento para el crecimiento es el rocío con sales.

Los vientos llevan el agua salada hacia el interior de la costa, dejando depósitos de sales en las plantas. La acumulación de sales en los tejidos hace que el contenido de agua salga de los tejidos hacia afuera en un proceso que se llama exosmosis.

La definición de exosmosis es “el paso de un fluido a través de una membrana semipermeable hacia una solución de menor concentración, especialmente el paso de agua a través de una membrana celular al medio circundante”. Esto a menudo resulta en la quema marginal de la hoja así como su pérdida en plantas no tolerantes a la sal. El daño aparecerá primero en el tejido de crecimiento nuevo el cual es más vulnerable a las sales, como las hojas jóvenes.

Jardineria continued on page 10

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

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

Gardening continued from page 8

of (1) high winds, (2) salt spray, (3) alkaline soils, and (4) infertile, sandy soils. The tolerance of a given plant to salt may be affected if any of the four conditions become extreme.

What creates the Salt Spray?

Salt spray is created when waves break on the beach, throwing tiny droplets of salty water into the air. On-shore breezes blow this salt laden air landward where it comes in contact with plant foliage. The amount of salt spray plants receive varies depending on their proximity to the beachfront, creating different vegetation zones as one gets further away from the beachfront. The most salt-tolerant species can survive in the frontal dune area. As the distance from the ocean increases, the level of salt spray decreases, allowing plants with less salt tolerance to survive.

Properties within at least one-eighth of a mile of the oceanfront should be landscaped with plants known to have some level of salt tolerance. Properties along or near brackish water estuaries should be landscaped with plants possessing some degree of salt tolerance, though not necessarily as high as those on the oceanfront. During hurricanes and coastal storms, salt loaded winds extend further inland than normal. This causes damage to plants that are not salt tolerant, though they generally recover following the storm event.

Next time that you and your family are enjoying a weekend at the beach, take a look at the coconuts, sea oats, sea grape, beach sunflower and railroad vine and remember how amazing these plants are!

References: <https://www.ces.ncsu.edu/files/library/71/Salt%20Tolerant%20Plants.pdf>
http://hos.ufl.edu/sites/default/files/faculty/gdliu/Salt-TolerantPlants_FL_Black_03_0.pdf ❖

Jardinieria continued from page 9

La composición del suelo costero también agrega retos a la jardinería. La arena a lo largo de la costa generalmente carece de materia orgánica o cualquier otro material que contenga nutrientes y humedad. Además, los suelos alcalinos también pueden bloquear los nutrientes minerales que son vitales para el crecimiento de las plantas. En definitiva, la tolerancia de una planta a la sal depende de su resistencia y capacidad de crecer en condiciones de (1) vientos fuertes, (2) sal, (3) suelos alcalinos y (4) suelos arenosos infértiles. Su tolerancia a la sal puede verse afectada si alguna de las cuatro condiciones se convierte en extrema.

¿Cómo se crea el rocío salado?

El rocío de sales se crea cuando las olas rompen en la playa, arrojando pequeñas gotas de agua salada al aire. La brisa sopla este aire cargado de sal hacia tierra adentro donde entra en contacto con el follaje de las plantas. La cantidad de plantas rociadas varía dependiendo de su proximidad a la playa, creando diferentes zonas de vegetación según uno se aleje más de la costa. Las especies más tolerantes a la sal sobreviven en la zona frontal de dunas. A medida que la distancia al océano aumenta, el nivel de rocío disminuye, permitiendo así que las plantas con menos tolerancia a la sal sobrevivan.

Las propiedades ubicadas a menos de un octavo de una milla de la costa deben ser sembradas con plantas que tengan buena tolerancia a las sales. Las propiedades a lo largo o cerca de estuarios con agua salobre deben ser sembradas con plantas que posean algún grado de tolerancia a las sales, aunque no necesariamente tan altas como las de la costa. Durante huracanes o tormentas costeras, los vientos cargados de sales se extienden hacia el interior de la costa más de lo normal. Esto causa daños a las plantas que no toleran la sal, aunque generalmente se recuperarán después de la tormenta.

La próxima vez que usted y su familia estén disfrutando de un fin de semana en la playa, échale un vistazo al cocotero, sea oats, uva de playa, beach sunflower y railroad vine, y piense en lo increíble que estas plantas son!

Referencias:

<https://www.ces.ncsu.edu/files/library/71/Salt%20Tolerant%20Plants.pdf>
http://hos.ufl.edu/sites/default/files/faculty/gdliu/Salt-TolerantPlants_FL_Black_03_0.pdf ❖

**JOHN P. WHITE
MEMORIAL SCHOLARSHIP**



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Applications for the Fall 2017 semester
are due by June 15, 2017

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**JOHN P. WHITE MEMORIAL
SCHOLARSHIP FUND
APPLICATION**



Sponsored by:

Florida Chapter International Society of Arboriculture and Florida Urban Forestry Council



John P. White is remembered for his generous giving spirit as both the Florida Chapter ISA's Tree Fund Liaison and a dedicated member of the Florida Urban Forestry Council's Executive Committee as well as for his contributions to the annual Trees Florida Conference. He had a zeal for life and steadfast passion for arboriculture and urban forestry. It is our organizations' desire that the recipient of this scholarship will reflect John's passion and continue to carry the torch on behalf of these fields.

The John P. White Memorial Scholarship was established to support education in the arboriculture/urban forestry industry through scholarships in the sum of \$1250.00 per semester for qualifying students. It is hoped that the John P. White Memorial Scholarship will provide deserving students the opportunity to develop into a new generation of dedicated individuals for the arboriculture/urban forestry industry of tomorrow.

Purpose Statement

The John P. White Memorial Scholarship was created to encourage students to pursue careers in Florida's arboriculture/urban forestry industry or a related field by providing financial assistance for undergraduate, postgraduate or other advanced education programs. The intent is to provide financial assistance for qualified students to gain expertise and experience, earn post high school degrees and become active members and leaders in the industry.

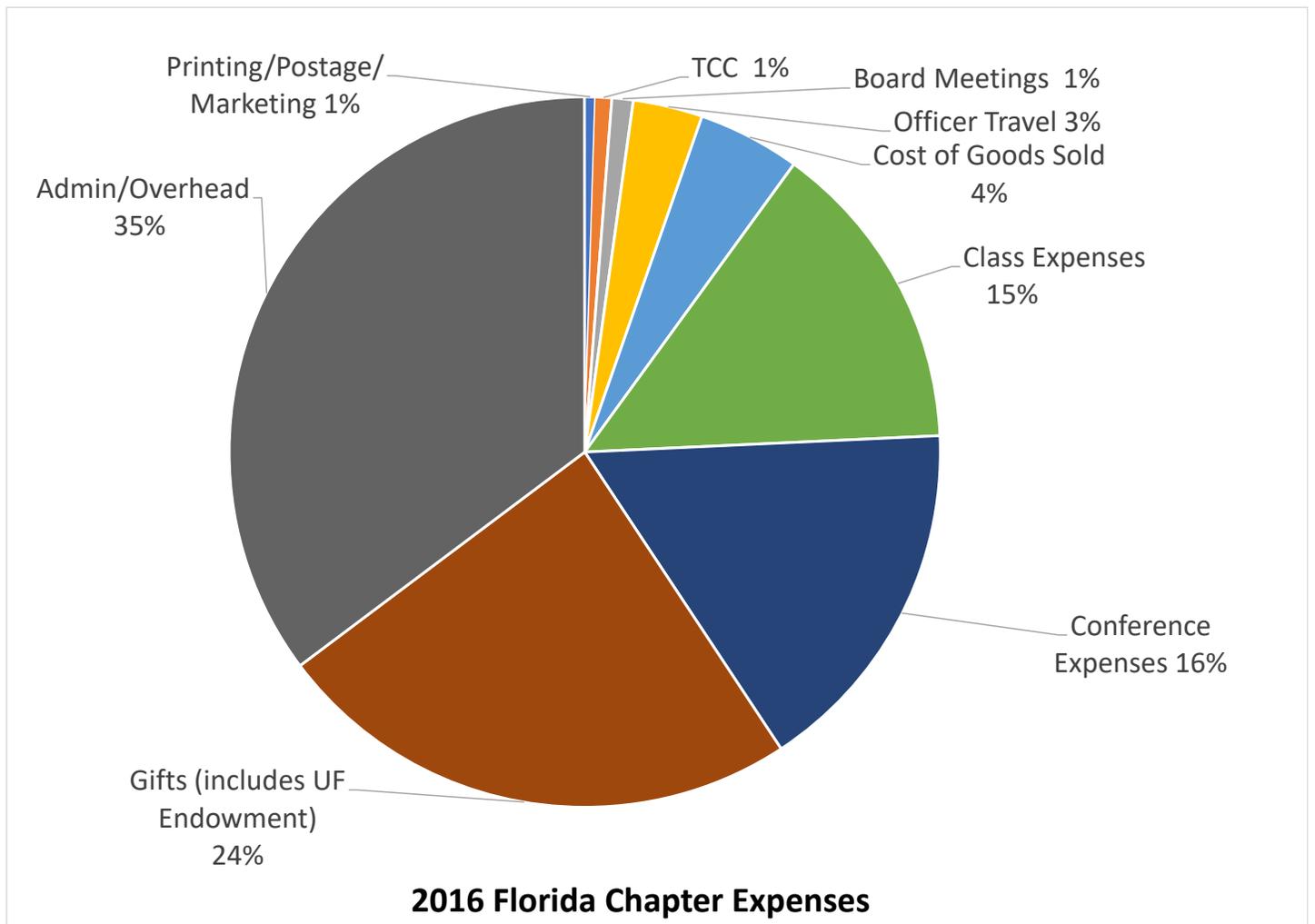
Eligibility

Applicants may be an incoming freshman, sophomore, junior, senior, or graduate student planning to or currently attending a community college, college or university. The student must be enrolled full-time, part-time or place-bound in an arboriculture or urban forestry program or related field with the intent to graduate in that field. Awards recipients are eligible to reapply for the scholarship each semester.

Requirements

Students must return all of the following to the John P. White Memorial Scholarship Committee by the deadline of June 15th for the fall term and November 15th for the spring term. Recipients will be notified of selection by July 31st for the fall term and January 1st for the spring term.

1. Completed scholarship application.
2. Two letters of recommendation from someone on the faculty of your school who will evaluate your abilities as a student, from a professional member of the arboriculture/urban forestry industry or related field or from someone you have worked for.
3. Biographical essay (maximum 500 words) that includes the following: work or classroom experience with arboriculture/urban forestry or related field, what area of arboriculture/urban forestry or related field that you are interested in pursuing, what you plan to do after graduation, and why you are qualified to receive the John P. White Memorial Scholarship.






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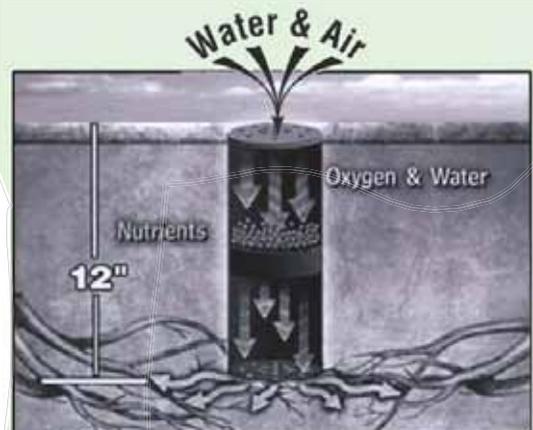
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From Your TREE Fund Liaison Chair - Eric H. Hoyer

The TREE Fund President and CEO, Eric Smith, is emphasizing a broader concept in bringing awareness of the TREE Fund called “**Friendraising**”. This idea is based on five key organizational objectives as follows:

- Reducing our dependence on fundraising events
- Increasing the quality, quantity, and relevance of our research
- Fostering a better understanding of our mission
- Communicating outcomes of work funded by our supporters
- Expanding recognition outside of the tree care industry

While fundraising is still a “necessary evil”, the TREE Fund is trying to reduce its dependence on events such as the Tour des Trees and Chapter donations. By focusing on research needed by, and relevant to the industry, and by doing a better job at getting the results of the research to the public and industry, the TREE Fund will become more relevant to more people and, hence, become more connected to a larger audience creating a

greater willingness to support the TREE Fund moving forward.

Eric Smith is emphasizing greater community engagement by reaching out to groups outside the industry – Society of American Foresters, American Society of Landscape Architects, Parks and Recreation Associations, Extension Agents, Rotary Clubs, Mayors/City Councils, and Homeowner Associations (HOA) are just a sampling of some of the groups to whom we can reach out. By engaging these groups, we educate more people on the benefits of trees and the importance of supporting the TREE Fund to promote relevant research. For example, by reaching out to these groups, we may learn that the biggest concern of an HOA is infrastructure damage caused by trees and supporting research to reduce such damage may garner the support of these groups. Mayors and City Council members may want research to prove that downtown areas planted with trees increases the length of time shoppers spend downtown. While these groups aren’t expected to provide significant financial support, their awareness of the TREE Fund may lead to other contacts who can do so and may generate donations from individuals within those groups.

Eric Smith is making himself available to travel and meet with any client, customer, or corporate prospect who could make a significant gift to the TREE Fund endowment. Eric has developed various levels of “Partnership Support” ranging from \$2,500 (Bronze Partner) to \$50,000 (Crown Partner). These partnerships provide various degrees of recognition to the donor depending upon the level of support. Recognition can include logo recognition on apparel, year-round logo placement on the TREE Fund website, on-stage recognition at community events, national media announcement of the partnership, and logo placement on all printed articles for public release.

If any of you know of one or more of such prospective partners, please contact me at my email above or the TREE Fund at treefund@treefund.org to discuss and arrange for a meeting with the partner. These can be individuals or business people who have a keen interest in the environment, a corporation who is civic/community minded, a civic organization looking to make a donation, a local environmental group, a local Bandit or Stihl dealer, etc.

The TREE Fund still needs the support of the Chapters and individual members. However, by taking the emphasis off Chapter fundraising and increasing our circle of influence to others outside our immediate circle and embracing “friendraising”, we will, together, advance our cause far more effectively. ❖



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Growth Rings in the New Year

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

Awarding more and bigger grants

Adding more programs

Opening the circle to new donors

Injecting new revenue streams



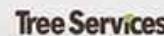
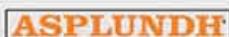
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We're setting the stage for transformative growth in 2017. With your support, growth can ring in the New Year from day one.



Florida Chapter ISA

2016 Accomplishments

Below is a partial list of accomplishments of the Florida Chapter ISA during the past two years:

	2015	2016
Welcomed new Certified Arborists	121	105
Welcomed new Board Certified Master Arborists	6	3
Hosted Certified Arborist exams	10	8
Hosted Arboricultural seminars	18 seminars in 15 Florida cities	18 seminars in 10 Florida cities
Trained arborists	1338	1318
Hosted a Florida Chapter TCC event	38 climbers – Apopka	Postponed until spring 2017 due to hurricane
Sponsored TCC Chapter winner at ISA ITCC	Mike Cross – Tampa	Alisha Amundson and Jason Gerrish – San Antonio, TX
Hosted annual Trees Florida Conference	Hosted the International ISA Conference in Orlando	Hosted Trees Florida 2016 in Delray Beach, FL
Earned proceeds from our Florida Specialty Plate “TreesAreCool”	\$104,095	\$106,445
Published monthly Florida eTree Newsletters	Sent to 5400	Sent to 5431
Published 4 quarterly Florida Arborist Newsletters	Sent to 1600 chapter members	Sent to 1633 chapter members
Answered phone calls to the Florida Chapter office	Approx. 3490 calls	Approx. 3500 calls
Answered emails to the Florida Chapter office	Approx. 9125	Approx. 9200
Processed CEU requests	144	171
“Likes” on our Chapter Facebook page	406	512
Donated to the TREE Fund	\$46,071 as host chapter of the Tour de Trees	\$8,182
Donated TAC revenues to our UF Arboriculture Endowment	\$80,000	\$80,000
Gave Chapter service awards to deserving individuals	4	4
Financially contributed to Tour de Trees riders	7 riders (\$7000) – Florida (host chapter of the Tour de Trees)	3 riders - (\$3000) Maryland
Welcomed new people to the Board of Directors	5 (3 elected and 3 at-large)	6 (4 elected and 2 at-large)
Matched TREE Fund Kimmel Award	\$5000 to UF-IFAS Gulf Coast REC (Andrew Koeser)	\$5000 to UF-IFAS Gulf Coast REC (Andrew Koeser)
Florida Chapter Grant Program	n/a	Inaugural year: 2 grants approved for distribution totaling \$60,000

Consultant's Corner

by Joe Samnik, Consulting Arborist



APPRAISING THE TREE THAT PROVIDES THE BENEFITS

Polonius's aphorism to his hotheaded son, Laertes, is advice we might take to heart. *Neither a borrower nor a lender be*. We, both as an industry and professional individuals, have been a borrower of something we need to return to its rightful owner. We have kept it for too long and we have used it for too long. We have been complacent in our intellectual honesty. And, as we struggle, fight and think our way to mediocrity our ability to progress is shackled by the very chains that bind us to the notion of a term.



We need to give back from the annals of urban forestry the term, DBH.

Our brothers from traditional forestry needed the term to communicate among themselves a unit of measure to better define a merchantable commodity. We borrowed it at a time convenient for us because we needed it as a placeholder in our lexicon for an emerging profession; that of people and trees, not just trees in the forest used as timber. We stood at the threshold of a new era. But we needed words to communicate our new and upcoming research to those that would practice in this new market place. It wasn't enough to classify tree size by categorical imperatives. Would we now define an urban tree size by small, big, and really big? Not so much. What then to communicate the size of a tree? Recall, we were in our infancy of managing issues of trees and people. We had little if any

research devoted to the subject. The National Shade Tree Conference, the precursor to the International Society of Arboriculture (ISA), was itself a somewhat controversial possibility at its conception. I recall attending a National Shade Tree Conference in Tampa, Florida circa, 1969 - 1970. I recall the absolute astonishment of the "people and tree relationship" being presented. What was there to talk about? There were few if any tree codes and there was no enforcement. There were no urban foresters. Anybody could cut down a tree. Deaths or injuries by trees were not a reality. Trees injuring people were considered an accident. Tree appraisals were simply not needed, let alone taught or even discussed. No one had ever done this before. It was all new. Nobody knew what they were doing.

So we borrowed the unit of measure of a tree from its diameter. Why not? There it was already in everyday use, commonly accepted and easily understood. And as we progressed with knowledge and research the phenomenon of creeping normalcy set hard among our ranks. The use of DBH was accepted as an approximate term as it was introduced in unnoticed increments. The term stuck even when research demonstrated that the diameter had little to do with forest tree benefits. We now know many of the benefits that a tree provides to us and to our environment. More research continues; we have learned much and there is much more to learn. But not from the tree diameter as it relates to value. Must we be destined to keep our finger hooked into the belt loop of the guy in front of us as we merrily travel in circles around the peripheral of ignorance? As the pipe puffing pontificators gather in the smoke-filled rooms of arrogance insist that there is no way but their way of doing things and as they promulgate formulas destined to keep us bound in mediocrity, is there none among us to consider that it is our vocabulary that will help propel us into the future?

The forestry benefits of a tree have as their derivation the canopy; not the trunk or its diameter. Yet we appraise a tree from its diameter. Why? Can we not calculate the value of a tree from canopy size? Of course we can. There are guidelines which must be followed in order to do so but we can manage that small issue. Just imagine the added benefits to be gained from canopy-based assessments. Research follows emphasis. New research will become necessary. New and easily applied formulas will be formulated. Research will become symbiotic with all derivations of this new approach to value. We will progress. We will become relevant beyond our current emphasis to the extent we have achieved relevance with our current

[Appraising continued on page 18](#)

JOIN ISA!

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

Benefits for joining International ISA:

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

International Society of Arboriculture MEMBERSHIP

Benefits for joining the Florida Chapter:

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

JOIN BOTH International ISA and the Florida Chapter !

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

ISA
FLORIDA CHAPTER **JOIN TODAY!**

visit www.FloridaISA.org

Appraising continued from page 17

emphasis at all. We have the research but it is not being applied. It sits on the bookshelves of possibilities waiting for application to real-world problems. Tree codes will become meaningful. Valuations will focus on just principles. We will enter into a new world of applied science.

What a wonderful place for us to be positioned.

The formula to appraise the very tree with the demonstrated and proven benefits and values may be thought of as a three-legged stool. And which leg of a three legged stool is most important? The answer of course belays the question in that all are of equal importance. In the matter at hand the three components of the formula necessary to value the tree must include:

1. The math (made easy)
2. The rules of the marketplace
3. The ability to meet the Daubert legal challenge

This formula and the intricacies inculcated in the approach to valuing the very forest tree that provides proven benefits shall be presented at Trees Florida this summer. If you are concerned or charged with the responsibility of enforcing tree ordinances, if you are an appraiser or ever placed a value on a tree, if tree and plant appraisals are a part of your professional career, you will want to be at this presentation.

The best to you and your families in 2017.❖



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Florida Chapter ISA Awards Application

Due Date: May 15 (annually)

Enter yourself or a colleague. Please select one award category:

- EDWARD W. BOK AWARD
- AWARD FOR EXCELLENCE IN EDUCATION
- AWARD OF DISTINCTION
- THE LOREN WESTENBERGER AWARD

Applicant Information	
Name of Applicant	
Street Address	
City ST ZIP Code	
Home Phone	
Cell Phone	
E-Mail Address	
Submission Information	
Submitted by Name	
Email Address	
Date submitted	
Qualifications	
Summarize applicant’s qualifications for award category. Attach additional pages if needed. Limit 3.	
Mail to: Florida Chapter ISA ♦ 7853 S. Leewynn Court ♦ Sarasota, FL 34240 or fax to: 941-342-0463	

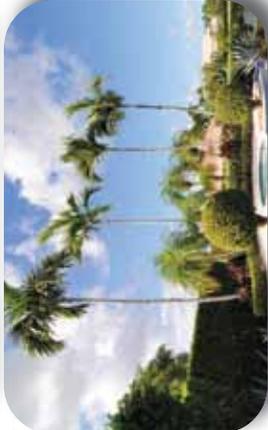
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News From International

Available for Informal Peer Review: Guide for Plant Appraisal (10th Edition)

The Council of Tree and Landscape Appraisers (CTLA) announces that the [draft manuscript](#) is available for review by member organizations. The manuscript is accessible for review purposes only and should not be reproduced or duplicated. Members of the Plant Appraisal and Valuation Committee (PAVC) are ISA's formal peer reviewers of this manuscript. Informal peer review comments are also welcomed from other ISA members. The review period began 16 January, and all comments are due by 1 March 2017. Comments should be organized in a Word document by noting which chapter(s) they refer to and sent to PAVC@isa-arbor.com before the March 1, 2017 deadline.

2017 ISA "Member Get a Member" Referral Rewards Program

Bring a friend to ISA to share the benefits of networking and professional development opportunities through ISA membership.

From 1 February through 31 May 2017, encourage your fellow arborists to join the global network of tree care professionals during ISA's Member Get a Member Referral Rewards Program. When anyone you refer joins ISA as a Professional Member, you will earn rewards from ISA!*

Those you refer will benefit from the educational, idea-sharing, and professional development opportunities that ISA membership provides, and you will benefit from an even broader member network of professional, like-minded peers.

[Click here](#) to *view complete Program Participation Rules

[Click here](#) to access the online referral form to submit your referrals.

[Click here](#) to get answers to COMMON QUESTIONS about the referral program.

Gear up for the 2017 ISA Annual Conference and Trade Show... Together Again in Washington, DC.

Yes, this summer the ISA Annual Conference and Trade Show and the International Tree Climbing Championship will be back together again! Mark your summer calendar!

Event Dates:

- » International Tree Climbing Championship: 28-30 July 2017
[Competition details](#)
- » Annual Conference: 29 July - 2 August 2017
[Conference details](#)
- » Student Opportunities
[Apply for travel grants](#) by March 1st



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2017 Certification Exam Schedule

The FLORIDA CHAPTER of ISA is pleased to announce our
2017 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
April 29, 2017	Certified Arborist, Utility Specialist, and Municipal Specialist Exam	Homestead, FL	9:00 AM 1:00 PM		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 International office in Champaign, IL must receive your application and exam fees AT LEAST TWELVE BUSINESS DAYS before the exam date. NO EXCEPTIONS. (The ISA International office is closed New Year’s Eve, New Year’s Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and the day after, and Christmas week. First-time applicants can apply online at www.isa-arbor.com.

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

Florida Chapter ISA - 2017 Education Schedule

*The schedule below is tentative and subject to changes.

Date	Seminar/Class	Location (s)	Open for Registration
March 20, 2017	Advanced Arboriculture: Practical Wood Decay Biology and Identification	West Palm Beach	
March 22, 2017	Advanced Arboriculture: Practical Wood Decay Biology and Identification	Tampa	
March 30, 2017	Tree Planting & Establish.	Tallahassee	Register Online
March 31, 2017	Tree Planting & Establish.	Jacksonville	Register Online
April 2017	Sustainable Tree Care	TBD	
June 5,6,7, 2017	Trees Florida	Palm Coast (Hammock Beach)	

Welcome!

New Florida Chapter Members

Here are the individuals that joined the Florida Chapter during the fourth quarter of 2016. If you see a name from your area of the state, look up their phone number online* and give them a call. Introduce yourself and find out what aspect of arboriculture the new member is involved in. Let's make the Florida Chapter friendlier. We're all working in different ways for the same goals. Get to know other Chapter members. You might make some helpful connections for the future.

Alday, Travis Alday, Sarasota, FL
 Allen, Ethan Allen, Altamonte Springs, FL
 Allman, Jared Dylan Allman, Bradenton, FL
 Begelman, Jacob Michael Begelman, Village Of Palmetto Bay, FL
 Botterill, Brooke Botterill, Orlando, FL
 Boynton, Ethan Boynton, Tallahassee, FL
 Brown, Shun Brown, Venice, FL
 Castellanos, Julio Castellanos, Miami, FL
 Christman, Philip Christman, Largo, FL
 Clauss, Kyle Clauss, Cooper City, FL
 Coates, Christopher L. Coates, Odenton, MD
 Courtney, Jeffrey Courtney, Shanghai, CHINA
 Crumbley, Ronald Crumbley, Jr, Miami, FL
 Cruz, Luis Cruz, Fort Lauderdale, FL
 Cyr, Karen L. Cyr, Groveland, MA
 DeNoma, Christopher DeNoma, Beverly Hills, FL
 Esposito, Nicholas A. Esposito, Saint Petersburg, FL
 Franklin, Michelle Franklin, Alachua, FL
 Gathers, Greg Gathers, Topeka, KS
 Gottwald, Nicholas M Gottwald, Sarasota, FL
 Gross, Jr., Michael Gross, Jr., DeBary, FL
 Grosse, Rodger Lantz Grosse, Palmetto, FL
 Hickey, Lisa A Hickey, Palmetto, FL
 Hill, Trevor Hill, Winter Springs, FL
 Holmes, William H Holmes, Saint Petersburg, FL
 Hough, David Hough, Tallahassee, FL
 Hyatt, James Hyatt, Clearwater, FL
 Keen, Matthew Keen, Tallahassee, FL
 Kemp, Steven Kemp, Altamonte Springs, FL
 Kinney, Shannon Kinney, Sarasota, FL
 Leonard, Michelle Leonard, Hollywood, FL

Lesinski, Dale M. Lesinski, West Palm Beach, FL
 Martinez, Erwing A Martinez, Tampa, FL
 Mederos, Raul Mederos, Miami Springs, FL
 Meyers, Nicholas James Meyers, Orlando, FL
 Mock, Tyler Lee Mock, Apopka, FL
 Mohrman, Melinda A. Mohrman, Tallahassee, FL
 Molifua, Benjamin Molifua, Groveland, FL
 Monk, Ronald Monk, Dade City, FL
 Morlan, John Morlan, Palm Harbor, FL
 Muszynski, Jonathan S. Muszynski, Lake Mary, FL
 Neal, Matthew Neal, Clearwater, FL
 Nolan, Joseph Nolan, Vero Beach, FL
 Nye, Joshua Lloyd Nye, Orlando, FL
 Payne, Joshua Payne, Cocoa, FL
 Pippin, Matthew Pippin, Saint Cloud, FL
 Puett, Jacob M. Puett, Lake Wales, FL
 Richards, Jr, Dean Richards, Jr, Monticello, FL
 Rommerdahl, Shawn Rommerdahl, sanford, FL
 Rounds, Stephen J. Rounds, Bonita Springs, FL
 Santos, Yuri Santos, Boynton Beach, FL
 Soderlund, Richard Soderlund, Oldsmar, FL
 Solis, Jaime M. Solis, Bettendorf, IA
 Straske, Janice F Straske, Tampa, FL
 Stutzman, Eric Melvin Stutzman, Dade City, FL
 Sutton, Christopher Hardin Sutton, Bradenton, FL
 Tochtrop, Douglas R. Tochtrop, Woodbridge, VA
 Ursiny, Spencer Ursiny, New Port Richey, FL
 Viiteri, Diego F Viiteri, SARASOTA, FL
 Welsh, Kenneth Welsh, Tallahassee, FL
 Zarate, Jessica C Zarate, Miami, FL
 Zweber, Nicholas B. Zweber, Pompano Beach, FL

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

Letters to the Editor

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

Email your letters to:
jan@floridaisa.org

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



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

An invitation to all members
 to attend a

Board of Directors Meeting!

Call 941-342-0153

for specific times and locations

Up-coming 2017 Board Meeting - Dates & Locations

February 24, 2017- Orlando

April 27, 2017 - Orlando

June 4, 2017 - Palm Coast

Arborist Certification Committee Report

By Norm Easey, Florida Certification Liaison

There are currently two ISA certification exams scheduled in Florida during the first quarter of 2017. [Click here to watch for future dates.](#) The ISA Certified Arborist exam is also now available at Pearson Testing Centers throughout Florida. See the ISA International web site www.isa-arbor.com for more information about the various ISA arborist credentials and how to earn them.

Florida Chapter currently has 1920 Certified Arborists.

The Florida Chapter would like to congratulate the following 35 Florida or Florida Chapter individuals for earning their certifications as: Certified Arborist, Board Certified Master Arborist and Utility Specialist:

Certified Arborist

Christopher P. Andrews, Leesburg, FL
 Brooke Botterill, Orlando, FL
 Ethan Boynton, Tallahassee, FL
 Shannon Heather Brewer, Holiday, FL
 Indyli Brown, Plantation, FL
 Julio Castellanos, Miami, FL
 Lenora S. Chase, Cape Coral, FL
 Travis Delashmet, Naples, FL
 Robert Lee Doney, II, Seminole, FL
 Christopher Evers, Ocoee, FL
 Mike Glynn, Stuart, FL
 Joseph Michael Gocsik, Dade City, FL
 Andrew Albert Gonzalez, Davie, FL
 Colin Cook Gordon, Ormond Beach, FL
 Mark Christopher Hammond, Alachua, FL
 Shuang Hao, Tampa, FL
 Etienne Hernandez Perez, Miami, FL
 Ryan Michael Loftis, Holiday, FL
 Sol Forrest Looker, Palm Coast, FL
 Gleb Lunev, Lauderhill, FL
 James Duncan McCue, Tallahassee, FL
 Jacquelyn Ann Mello, Hudson, FL
 William Michael Price, Crawfordville, FL
 Hannah Elizabeth Rowe, Orlando, FL

Dean Rugare, New Port Richey, FL
 Kristine Renee Ryan, Gulfport, FL
 Eric Guy Strickland, Bradenton, FL
 Francois Tasse, Weirsdale, FL
 John Thomas Vogel, II, San Antonio, FL
 Jessie Wert, Saint Petersburg, FL
 Jacklyn Rhea Wildey, Saint Petersburg, FL
 Travis R. Williamson, Pompano Beach, FL
 Nicholas B. Zweber, Pompano Beach, FL



Board Certified Master Arborist

Gregory Harold Brown, Clearwater, FL

Utility Specialist

Corey Allen Priebe, Leesburg, 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