

June 2017



Leading Thoughts

J. Eric Smith, TREE Fund President and CEO

Two years ago this month, I made my first visit to Naperville to meet with TREE Fund's executive search committee and staff. While it's a cliché to say that time flies, it's true in my case: I am very fortunate to work with (and for!) an amazing group of dedicated people from around the world, I feel pride in what we've achieved together to date, and I remain excited about the opportunities before us in the years ahead. I appreciate the support, encouragement and, yes, fun, that you've shared with me over the past two years.

At our May 2017 meeting, the TREE Fund Board of Trustees approved a Strategic Planning process that will guide us through 2020. At the heart of this planning process is an Endowment Building Campaign, which is designed to fill all currently under-funded endowment pools so that grants can be awarded from all of them, add new capacity in emergent areas of industry interest, and increase both the size and number of grants that we can award each year.

We also awarded eight new grants at the Trustees' meeting, which will be formally announced once we complete all related contract work. The process of reviewing and screening applicants hammers home, for me, why we need to build our endowment to the desired level. Using our signature Hyland R. Johns Grant Program as but one example, we received 41 research applications – many of which were highly worthy and would be useful to the industry at large – but were only able to fund two of them this year from our operating budget, since that is not yet an endowed grant program.

As we develop our Strategic Plan for the next three years, we hope to better balance the demand for necessary research with the supply of funding available to empower it. I continue to travel and listen widely to make sure that we understand our community's needs and how our products can best support the professionals working to protect and care for our urban and community forests.

Thank you again for your support of my first two years with TREE Fund. I am committed to leveraging the gains we've made to date to do more, and to do it better and more nimbly in the years to come.

Missed the last TREE Fund webinar?

Watch "Soil Profile Rebuilding: Rehabilitating Compacted Soils" featuring Dr. Susan Day (Virginia Tech) at <http://www.treefund.org/webinars>. All our webinars are archived there, and you can see upcoming programs as well.



Your donations are making a difference!

TREE Fund is pleased to announce its first round of grant awards for 2017. With these eight awards totalling ~\$137,000, TREE Fund's total disbursement of funding since our founding in 2002 has reached over \$3.2 million.

2017 TREE Fund Hyland R. Johns Research Grant recipients:



Richard Hauer, PhD (University of Wisconsin – Stevens Point) will create an easy to use tool to evaluate and track progress within urban forestry programs with the "[Sustainable Urban Forestry Planning Models and Decision Making Dashboard](#)" project. This will help communities identify programmatic areas to improve and lead to a sustainable urban forest program and tree population.



Kathleen Wolf, PhD (University of Washington) will explore the question: what is the economic value of having trees in cities and towns? While models have quantified the environmental services of trees, such as air and water quality, little has been done to value human health outcomes such as disease prevention, improved mental health, and better community cohesion. The "[Urban Forests for Human Health: A Focused Economic Valuation](#)" project results will help professionals who work in arboriculture, urban forestry, green infrastructure, landscape design and related fields justify the costs of tree planning, planting and management.

2017 TREE Fund Safe Arborist Techniques Research Grant recipient:



Brian Kane, PhD (University of Massachusetts Amherst) is collecting arboriculture safety standards from around the world in the project entitled "[Arboricultural Safety Around the World](#)." He will analyze the standards to look for common safety concerns and ways to address them; this project will serve as a starting point for future investigations into safe working practices in arboriculture.

2017 TREE Fund Arboriculture Education Grant recipients:

Friends of the Urban Forest (San Francisco, CA) – "[Green Teens - Vocational Skills Job Training](#)" provides practical job skills training to low-income, high school aged youth, with a program focus including tree planting, sidewalk garden installation, care/maintenance, and work readiness.



TreeFolks (Del Valle, TX) – The "[Youth Tree Climbing Initiative](#)" will offer tree climbing education to underserved youth in Austin.



TREEFOLKS

2017 Ohio Chapter ISA Education Grant recipient:



Columbus State Community College (Columbus, OH) – "[Youth Tree Care Academy](#)" is a weeklong camp open to secondary students age 16+. The program will feature hands-on learning and demonstrations from arboriculture professionals. Participants will also receive information about the college's new Arboriculture Technology Certificate established to attract new workers to the tree industry.

2017 Robert Felix Memorial Scholarship winners:

[Laura Mantin](#) (Humber College) and [Conor Smith](#) (University of New Hampshire)

Thank you to our May 2017 [lead donors](#):

(for contributions of \$2,500 or more to TREE Fund this month)

- Bartlett Tree Experts
- Ford Motor Company
- Gamma's Shield Shade Tree, Inc.
- International Society of Arboriculture
- Minnesota Society Of Arboriculture
- National Grid
- Ohio Chapter ISA
- Pacific Northwest Chapter ISA
- PacifiCorp
- Ward Peterson
- Tree Care Industry Association
- Trees, Inc.
- Unitol Service Corp.
- Wright Tree Service, Inc.

Thank You!



June 19 – 25 ONLY: power up your giving and you could win STIHL power tools! Each \$50 donation to the Tour June 19 – 25 earns you one chance to win a \$500 STIHL merchandise certificate (\$100 earns two chances, etc.). We'll announce the lucky winner on June 30. [Donate today!](#) Many thanks to our Crown Partner STIHL for making this promotion possible. **#STIHLTdT**



Announcing the [NEW TREE Fund Store](#)

It's a new way to support tree research and education! Shop our current selection of photography by Tour rider Al Gilens, and watch this space for new merchandise arrivals. If you are interested in selling an item to benefit TREE Fund, contact [Karen Lindell](#).



Welcome Monika Otting, TREE Fund's new Development Manager. Monika is an accomplished development professional with experience in all of the core areas of philanthropic fundraising: endowment building, operating appeals, planned giving, "back of house" systems, and more. She has worked in fundraising since 1997, and has served as Director of Development for both the Chicago History Museum and the Chicago Opera Theater. She is an alumna of DePauw University and Northwestern University's Kellogg School of Management.

Join us for these TREE Fund activities at the 2017 ISA Conference

Sunday, 30 July

Ribbon Cutting and Launch of 25th Anniversary Tour des Trees

7:30 am, Hotel Main Entrance, GNCC



Monday, 31 July

“Day at Night” Education Program

Soil Compaction over Coffee and Dessert featuring Dr. Susan Day (Virginia Tech)

7:00 pm – 7:30 pm, National Harbor 10, GNCC

As a special guest of this year's STIHL® Tour des Trees, Dr. Day will present her groundbreaking work on soil profile rebuilding. Free. 0.50 A, M; 0.25 Bs, Bp.

Space is limited; get a ticket at booth #1021 to guarantee your spot.

Tuesday, 1 August

TREE Fund After Hours Silver Anniversary Tour Celebration

Hosted by Mid-Atlantic Chapter ISA

7:00 pm – 8:00 pm, followed immediately by MAC-ISA Party

Maryland 123 and the Foyer, GNCC



*Original Tour Rider Reunion & Celebration • Silver Ticket Raffle • Mini-Auction
Raise Your Hand for Research • Dancing • Light Appetizers & Cash Bar*

FREE admission, but please sign up at [ISA registration](http://isa.org/registration) so we have a head count. Get more details at treefund.org/tfafterhours.

Sunday, 30 July – Wednesday, 2 August

Register to ride the STIHL Tour des Trees Silver Anniversary Slow Roll

Join the Tour this year for a celebratory 25-mile slow roll from National Harbor, MD, to Alexandria, VA, on Saturday, August 5. No registration fee and fundraising minimum is \$250. Includes tee shirt, boxed lunch, and lots of friends and fun!

Contact [Karen Lindell](mailto:karen.lindell@treefund.org) or stop by booth #1021 to register.

Like what you've read? Help us do more!

DONATE NOW