

September 2017



## Leading Thoughts

J. Eric Smith, TREE Fund President and CEO

My 5:30 a.m. walks across the Chicago Loop to Union Station have been getting increasingly brisk and dark of late, even as the first hints of color are appearing among the leaves around TREE Fund's office in Naperville, Illinois. As it often does, the imminent arrival of autumn gets me to thinking about change, and what it will bring, and how it will be managed. I suspect I am not alone in that seasonal reflection.

It occurs to me that those of us who work in the tree care and related green industries are, at bottom line, managing the process of change. Sometimes that change is slow and predictable: we work with developers and landscape architects to create new green spaces according to plans, we help homeowners and businesses manage their growing and aging green stock, and we formulate the inevitable end of life plans that come when over-mature trees begin to fail, creating safety risks.

Sometimes, of course, change comes at us more quickly and profoundly than we would like, as our colleagues responding to hurricane and wildfire damage this month all too clearly understand. Beneath all of those slow and fast changes, though, one thing needs to remain constant: a shared commitment to rigorous, scientific research as the cornerstone upon which we build our plans, actions, and responses, to safely ensure and protect life, property and the environment.

TREE Fund is changing too. We are rolling out new grant lines on an almost annual basis, shifting emphasis toward endowment building in lieu of event-based fundraising, and embracing "friendraising" and community engagement as fundamental components of our mission, so that we may open the circle to new philanthropic partners. And the constant cornerstone that makes all of that possible, of course, is the faithful support of so many individuals and organizations who believe in and empower our efforts.

TREE Fund celebrated its 15<sup>th</sup> anniversary of working on your behalf in July 2017. Between now and December, we will be rolling out a 15<sup>th</sup> Anniversary Operating Appeal, and I am hopeful that you will continue to empower us as positive change agents by supporting it. It is your belief in our work that makes it so rewarding, and upon which our commitment to your safety and success remains – and that is one thing that will never change.

**Need funding? That's our job! Apply today** for research grants at [treefund.org](http://treefund.org):

- [John Z. Duling Grant \(up to \\$25,000\)](#) – Application due **October 1**
- [Jack Kimmel International Grant \(up to \\$10,000\)](#) – Application due **October 1**





### Your donations are making a difference!

Infectious diseases caused by bacteria and fungi are a significant problem for arboriculture. **Dr. Oleksandr Gromyko** (Ivan Franko National University of Lviv, Ukraine) investigated the potential for soil bacteria of order *Streptomyetales* as a natural solution to these problems. In the study "[Screening Of Actinobacteria For Activities That Protect Trees Against Bacterial And Fungal Diseases](#)," Dr. Gromyko identified four strains with particularly strong antibiotic production and salient plant growth-promoting properties.

These four represent a promising platform for development of biotechnological tools to alleviate the burden of microbial diseases in arboriculture. Read more about this remarkable work, partially funded by a [Jack Kimmel International Grant](#), in the [grant archives](#) of the TREE Fund website.

**Thank you to our August 2017 lead donors**, those who have contributed \$2,500 or more to TREE Fund this month. See our full list of 2017 lead donors at [treefund.org/about/our-donors](http://treefund.org/about/our-donors).



- American Society of Landscape Architects
- Jim and Annie Barborinas
- Dominion Energy Charitable Foundation
- James Urban, FASLA



### Tee off for TREE Fund at the 23rd Annual Asplundh Golf Outing

Attending the Trees & Utilities Conference in Kansas City, MO? Kick off your conference experience with an afternoon of golf at [Tiffany Greens Golf Club](#) on Monday, September 25, 2017. Help raise money for the research and education that advances utility arboriculture; net proceeds benefit TREE Fund. Learn more and sign up to play or sponsor a hole before the September 15 deadline at [treefund.org/golf](http://treefund.org/golf).

### Supporting the Industry's Future

Amy Tetreault, Director of Development & Special Programs, TCIA

Let's say you're a student with a love of the outdoors and a budding interest in the tree care industry - How do you decide if this is the right career path? A great way to test the waters is to immerse yourself in everything tree care-related during Student Career Days (SCD) at TCI EXPO!



Open to students enrolled in arboriculture, horticulture, forestry and related programs at all levels, this annual event is the largest free career development event for students in the industry. Ben McCallister, a forestry major at Purdue University was excited to attend SCD 2016 in Baltimore with his fellow teammates. "It's an awesome opportunity," notes McCallister. "We tried to talk to as many people as possible, and everyone was very supportive and encouraging toward us as students."

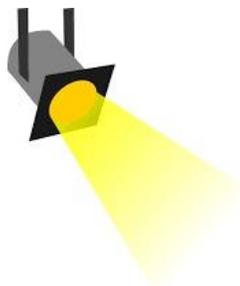
TCIA also has limited funding available through TCIA Foundation to reimburse the students for some of their travel expenses. These funds are raised during the annual Robert Felix Memorial Golf Tournament, which also supports TREE Fund's Robert Felix Memorial Scholarship Program.

Whether you're a student, a tree care company, or a tree care industry supplier, manufacturer or service provider, SCD is a valuable event for companies, educators, and students. Learn more about how you can get involved at [expo.tcia.org](http://expo.tcia.org).



### Help us over the final hill

2017 STIHL Tour des Trees riders know there's nothing quite like the pride and sense of accomplishment you feel at the top of a hill after a long ascent to get there. Tour fundraising is at 99.6% of goal. Donate TODAY at [stihltourdestrees.org](http://stihltourdestrees.org) and be the hero who gets us to the summit this year! Thank you for your support.



### Volunteer Spotlight: Joe Altemus, Cindy Cole, and Elise Polydoroff

This month we'd like to highlight three people who played key roles in the success of the TREE Fund events in Washington, D.C. this year: **Joe Altemus** of the Maryland Department of General Services, **Cindy Cole** with Maryland State Delegate Hank McMillan's office, and **Elise Polydoroff** from the City of Rockville, MD (Parks and Recreation Department).

The Tour's [Liberty Tree Dedication event at the Maryland Statehouse Grounds](#) simply wouldn't have happened without Joe and Cindy. In a matter of two weeks, Cindy brought together multiple stakeholders to participate in this momentous event. At the same time, Joe organized all the logistical aspects of the dedication, from the tree planting to the AV equipment. He even took time to spray paint the ceremonial mulching shovels gold "so they would look good in the photos."



Joe Altemus



Cindy Cole



Elise Polydoroff

While the Tour was going on, TREE Fund was also at the ISA Conference. Elise Polydoroff asked what we needed, and jumped in with both feet, volunteering at our booth on the trade show floor and helping with TREE Fund After Hours. Elise worked the booth like a pro, answering questions about TREE Fund and advocating for the cause. She spent nearly a whole day helping us set up and run TREE Fund After Hours.

Most amazingly, these three people had never worked with TREE Fund before; they heard about our mission and generously gave us their all. We are so glad to have met all three and are grateful for their enthusiasm and support. Thank you, Joe, Cindy and Elise!

To suggest someone for the Spotlight, please contact [Karen Lindell](#).

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