

December 2017



Leading Thoughts

J. Eric Smith, TREE Fund President and CEO

When friends and new acquaintances outside of the tree care industry hear that I am the “President of TREE Fund,” they almost always express enthusiasm for my work, although the conversation is often a little more complicated than you might expect, e.g.:



Friend: *“Oh cool, I love trees! TREE Fund is the one that does tree planting events, right?”*

Me: *“No, that’s not us.”*

Friend: *“Oh, so you’re protecting the Amazon Rain Forest, right?”*

Me: *“No, not really, sorry.”*

Friend: *“Ummm . . . so you’re the organization that buys up land and puts it into trust so it stays forever wild, right?”*

Me: *“No, we don’t do that either.”*

And so on, and so forth, sometimes for a few more rounds. In trying to cut to the chase politely on such conversations without diminishing people’s enthusiasm for my work with trees, the phrase I’ve found that seems to most quickly make their eyes light up with realization is when I say: “We fund science that supports the trees we live with.”

People seem to embrace “the trees we live with” quickly and intuitively: these are the trees in our backyards, our street trees, the ones our children climb, the trees that shade our schools, the formal arrangements that make our civic architecture more grand, the little glades that provide green backdrops to our developments, that killer oak along the fairway that costs us a stroke every time we slice a tee shot into it, the canopy above the cemeteries we visit on Veterans and Memorial Days, and so many others. The “trees we live with” are a part of our everyday lives and experiences.

I know, of course, that the benefits of our research and education programs reach well beyond that simple rubric, but getting people outside our industry to think actively about the myriad choices and decisions that can surround a single familiar tree over its lifetime is a great first step in helping them understand not only what TREE Fund does, but also the benefits that professional tree care anchored in rigorous science can provide.

I’ve yet to meet anyone who doesn’t appreciate “the trees we live with.” Bringing our work home for people that way can help us open the circle to new friends and supporters, one conversation at a time.

Your donations are making a difference!



All tree care professionals know that degraded soil conditions hinder the establishment, growth, and health of urban trees, leading to premature mortality. In the study, “[Rapid Remediation of Urban Soil for Trees](#),” partially funded by a [Hyland R. Johns Grant](#) from TREE Fund, Dr. Bryant Scharenbroch (University of Wisconsin – Stevens Point) evaluated two organic materials – biosolids and biochar – for their potential for rapid remediation of urban soils. While the two agents had different effects on the soil, both led to healthier and faster growing trees. Future research will refine application rates for these additives and

identify the best biosolids and biochars to use. Access more details about this groundbreaking research and see other TREE Fund soil studies on the [Research Archive](#) page of the TREE Fund website.

Grant and scholarship applications open in January

Online applications for the following TREE Fund grants and scholarships will be open **January 15 – March 15** at treefund.org:

- [Hyland R. Johns Research Grant](#) (up to \$50,000)
- [Utility Arborist Research Fund Grant](#) (up to \$50,000)
- [Safe Arborist Techniques Grant](#) (up to \$10,000)
- [Ohio Chapter ISA Arboriculture Education Grant](#) (up to \$5,000)
- [Robert Felix Memorial Scholarship](#) (\$5,000)
- [Horace M. Thayer Scholarship](#) (\$3,000)
- [Fran Ward Women in Arboriculture Scholarship](#) (\$3,000)
- [John Wright Memorial Scholarship](#) (\$2,000)
- Bonnie Appleton Memorial Scholarship (**NEW!** Details coming soon at treefund.org/scholarships)



TREE Fund webinar updates

If you missed the latest TREE Fund webinar, “Drought Tolerance in Trees – Improving Tree Selection for Challenging Urban Sites” featuring Dr. Andrew Hiron, it’s been archived at treefund.org/webinars. Previous TREE Fund webinars are available for viewing there as well.

Did you know that *nearly 1,400 people attended TREE Fund webinars in 2017*? From Orlando to San Francisco and Brazil to Hong Kong, webinar participants learned the latest in science-based tree care – straight from the industry’s top researchers – and earned free CEUs too!

If you haven’t jumped on the webinar wagon yet, make it your new year’s resolution to join us in 2018. **See our 2018 webinar schedule** featuring Drs. Michael Arnold, Whitney Cranshaw, Brian Kane, and Dan Herms at treefund.org/webinars.



Thank you to our November 2017 lead donors 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.

- Arborjet
- Asplundh Tree Expert Co.
- Illinois Arborist Association
- International Society of Arboriculture
- Penn-Del Chapter ISA
- Trees, LLC
- Urban Trees & Soils

Thank
You

Help celebrate 15 years of advancing science-based tree care

In the past fifteen years, TREE Fund has awarded over \$3.3 million in grants that have helped shape industry best practices, improve workforce safety and contribute to the long-term sustainability of our communities. Want specifics? See the research we've funded by topic on the [Research Archive](#) page of our website:

- [Plant Health Care](#)
 - [Pests/Diseases/Invasives](#)
 - [Pruning](#)
- [Propagation, Planting & Establishment](#)
- [Risk Assessment & Safety](#)
- [Root & Soil Management](#)
- [Urban Forestry](#)
- [Utility](#)



Just as mature trees continue to require care, TREE Fund depends on faithful annual support. Please help celebrate what has been accomplished and invest in a better future for our community canopy with a [gift to our 15th Anniversary Appeal today](#). Thank you!

Happy Holidays from your friends at Davey Tree!

Helen Thompson, Project Manager, Corporate Public Relations, The Davey Tree Expert Company

As we enter this joyous season full of thanks, celebration and reflection, we are surely thankful to be associated with TREE Fund. And, in the spirit of celebration... Happy 25th Anniversary to the Tour des Trees and Happy 15th Anniversary to TREE Fund!

With many years of sponsoring the Tour des Trees, Davey was proud to once again support the event as the educational sponsor of the 2017 Tour. The Davey Company places the highest value on research and innovation. We believe in pushing our industry practices forward in all aspects and grooming the next generation of green industry employees to be enthusiastic, safe, smart and innovative workers. Our sponsorship and affiliation with TREE Fund has continued through the years because educational programs and research funded by the organization stimulate our employees.



Let's all raise our helmets (whichever kind it may be) to the many years of scientific research and arboricultural education made possible by TREE Fund! Davey is looking forward to seeing you all in the home state of our corporate headquarters for the 2018 Tour des Trees.



Volunteer Spotlight: George Hudler

This month's spotlight is shining strong on George Hudler, PhD. As an educator, researcher and author based at Cornell University, George joined the TREE Fund Board of Trustees in 2015 and quickly became an active member of the Research and Education Committee that reviews all the grant and scholarship applications we receive. In 2017, he stepped up to chair that committee, and has successfully steered our application and assessment process through a fast-paced year of growth. We are grateful for George's effective leadership as we added new grant lines, received record numbers of applications, and worked to streamline the application process and evaluation protocols. Thank you for your commitment and insightful contributions to our organization, George!



TREE Fund Transitions

TREE Fund would like to extend a warm “thank you” to Brian Sayers, PhD (The Tree Doctor), Bill Schleizer (Delta Institute), and Jeff Wilson (Wachtel Tree Science & Service, Inc.) for their committed service and strong leadership of our organization.

Brian has a long history with TREE Fund, first serving as the TREE Fund Liaison for New York State Arborists in 2008-09. In 2012, he joined the TREE Fund Board of Trustees and held several leadership roles, culminating in Chairman of the Board in 2017.

Bill joined the board in 2015. As a fellow nonprofit professional in the environmental field in Chicago, the home market of TREE Fund, he has been instrumental in connecting TREE Fund with area resources and providing financial and governance expertise to the organization.

Jeff has been on the TREE Fund Board since 2015, serving as the TCIA representative. Through Jeff’s leadership, TREE Fund and TCIA have enjoyed a more collaborative relationship, working together on programs such as TCIA’s Workforce Development Initiative.

All three will step down as TREE Fund Trustees at the end of 2017 with their terms of service complete. We appreciate all that these outstanding volunteers have done to advance our mission, and we look forward to future collaborations. Thank you!



Brian Sayers



Bill Schleizer



Jeff Wilson

Holiday Sale at the TREE Fund Store

In celebration of TREE Fund’s 15th anniversary, **all items in the store will be 50% off on December 15 ONLY, using the code HOLIDAYSALE.** Prices include shipping and handling too! Find the perfect gift and support science-based tree care at the same time. Shop at squareup.com/store/treefund.



Best wishes to you for a joyous holiday season and a safe and prosperous new year.

Eric, Barb, Karen, Monika

Tree Research and Education Endowment (TREE) Fund is a 501(c)3 nonprofit whose mission is to support scientific discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry.

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