The Newsletter of the ISA Texas Chapter

In the Shade

Vol. 33, No 6
March, 2010

Who's the Best in Texas?

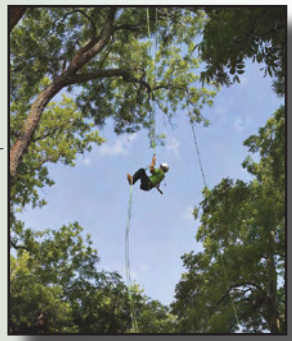
Find Out at the Tree Climbing Competition 2010 Bob Woodruff Park, Plano, TX Friday May 21 – Saturday May 22

This is the best event of the year for a working climber to attend if you want to improve your skills. The winner of this year's competition will represent the Texas Chapter in the internationals in Lisle, IL on July 24 and 25.

Highlights include:

- Pre-Competition Workshop, Thursday May 20, 8:30am – 4:30pm
- Advanced Tree Climbing Demonstration by Guy LeBlanc – an outdoor demonstration of modern climbing, energy saving and aerial rescue techniques for the working climber.

Top tree workers from around the state and country will come together at the TTCC to share tips and measure up techniques. This is a must-attend event for anyone wanting to make their way as a professional tree worker! You can register online at http://shop.isatexas.com/.



American Statesman photo

President's Corner by Jim Carse

"So What Do You Do?"

Often I am asked what I do for a living. I guess you could say my responses vary depending on the audience. Sometimes I will respond, "I'm an Arborist for the City," or if I think they know little about the profession I might say, "I work with trees" or "I plant and care for the City's trees." You get the point.

The conversation can go in many different directions from there, but many times I walk away thinking that the person really didn't understand what I do in my job. And this bugs me. The fact is we provide a very specific service. And the level of professionalism in our field varies tremendously. As professionals we must be committed to excellence, and I believe education (of ourselves and the general public) is where it starts.

One of the reasons I became involved in the Texas Chapter ISA is because I want to inform and educate others about trees. One of the best ways for me to do that is to provide examples of quality tree care at work. As a public servant, the stage is already there; all I need to do is show up. This is really true for all of us: landscape companies, architects, planners, private arborists, consultant arborists, urban foresters, utility arborists, and the like. The best way I can promote correct tree care and establishment practices is to make sure that I and my employees do the right thing everyday, and hope that those passing by see it. The public has a tendency to want their tax dollars to be spent in an efficient and effective manner, especially in these financial times. In my view, providing professional levels of service is money well spent.

So next time you're out working in a front yard or in a park, think about who might be watching, and how you might be educating someone and not even know it.

READ *IN THE SHADE* IN PRINT, ONLINE, OR BOTH

In the Shade comes in a print edition, delivered right to your mailbox but unfortunately not in color, and a downloadable pdf edition that's *in color* and *has clickable links* to all the websites in each article. Download it at:

http://www.isatexas.com/Members/Newsletter.htm.

Attn: Texas Utility Arborist Association Members

The Utility Arborist Association, in cooperation with ISAT and Texas Electric Cooperatives, will hold a Texas regional meeting at CoServ headquarters in Corinth, Texas, April 14 and 15. ISA and pesticide CEUs are available.

Registration is limited. The agenda and registration form are available at the UAA website: http://www.utilityarborist.org/regional_meetings.htm

Certified Arborist Study Guides Needed

Starving students need your help! The arboriculture class at Tarrant County College is short on textbooks for the semester. If you would be willing to donate or to sell your Certified Arborist Study Guide, please email cblevins@tfs.tamu.edu. Twelve copies are needed as soon as possible.

FYI: Did you know that ISAT awards scholarships to budding arboriculture students at Tarrant County CC, Palo Alto CC, TAMU and SFA?

To see students who have received ISAT scholarships, go to: http://www.isatexas.com/Members/Scholarships.htm

Your Opinions Are Welcome at *In the Shade*

Opinion pieces from ISAT members are welcome! The content of your article must relate to the profession of arboriculture and/or the mission of ISAT, and must be civil in tone. Send items to Paul Johnson at pjohnson@tfs.tamu.edu .

Save the Date: July 23-28, ISA Conference, Chicago

The arboriculture world is coming to Chicago in July, are you? Start planning now to attend the ISA Annual Conference & Trade Show.

From Friday July 23 through Sunday July 25, visit the world famous Morton Arboretum in Lisle, IL in conjunction with these events:
· Up by Roots Workshop with Jim Urban July 23
· ITCC and Tree Academy Sessions July 24 and 25

From Sunday July 25 through Wednesday July 28, enjoy downtown Chicago and the Trade Show and Educational Sessions at Navy Pier

Keep watching www.isa-arbor.com for conference updates.

Certified Arborist Exams for Rest of the Year

Certification information and an application form are available at http://www.isatexas.com/.

As with all certification examinations, the application must be in the ISA office 12 working days prior to the exam. Certification test dates and locations:

March 11	Round Rock
May 20	San Antonio
August 19	Round Rock
September 24	College Station

Up By Roots Workshop with Jim Urban

Presented by the author of *Up By Roots*, James Urban, this hands-on workshop will highlight key soil and site assessment techniques – skills that are critical for arborists, landscape architects, architects, planners, urban foresters, or anyone who designs, specifies, installs, or manages trees in the built environment.

The workshop, sponsored by the ISAT and ISA, will be given April 6 in Dallas-Fort Worth and April 8 in Austin. Register online or download a brochure and/or a print registration form from the ISAT website: http://www.isatexas.com/

Be an Arborist for Habitat For Humanity

The Texas Chapter ISA is talking with Habitat for Humanity in Texas to see how we can work with the 87 local chapters to provide our expertise. There are over 500 HFH homes built in Texas every year, and there is likely one being built near you that could use your tree expertise.

If you would like to get involved in this great project, give Mike Walterscheidt a call at 512-587-7515.

Texas Tree Conference-Help Wanted

Who do you want to see and what do you want to learn about at the Texas Tree Conference September 22-24?

If you would like to get involved in planning the 2010 Texas Tree Conference, just drop a line to Dr. Todd Watson, 2010 Conference Chair at dendrodoc@earthlink.net. The 2010 theme is Trees Mean Business!

News from Far West Texas

KUDOS to Keep Midland Beautiful Tree Keepers

By Oscar S. Mestas, Texas Forest Service, El Paso Office

This group of six "with a general fondness for trees" as reported by Keep Midland Beautiful (KMB) received the Beautification award this year. The group is led by Certified Arborist Jeff Floyd (Texas Lawns). In his group is Randy Myers, also a Certified Arborist and Urban Forester for the City of Midland.

After a few initial meetings, the reorganized group held mulching and pruning events, a tree care seminar, and planted 30 trees at six MISD elementary schools while educating students on the proper way to plant trees and why trees are so important to Midland. Fifty starter trees were planted at the tree farm with St. Ann's School students, and 10 trees at the MARC resident homes. Their commitment to keeping the trees in the public area of Midland looking good and making Midlanders aware of the value of their urban forest has earned them this award.

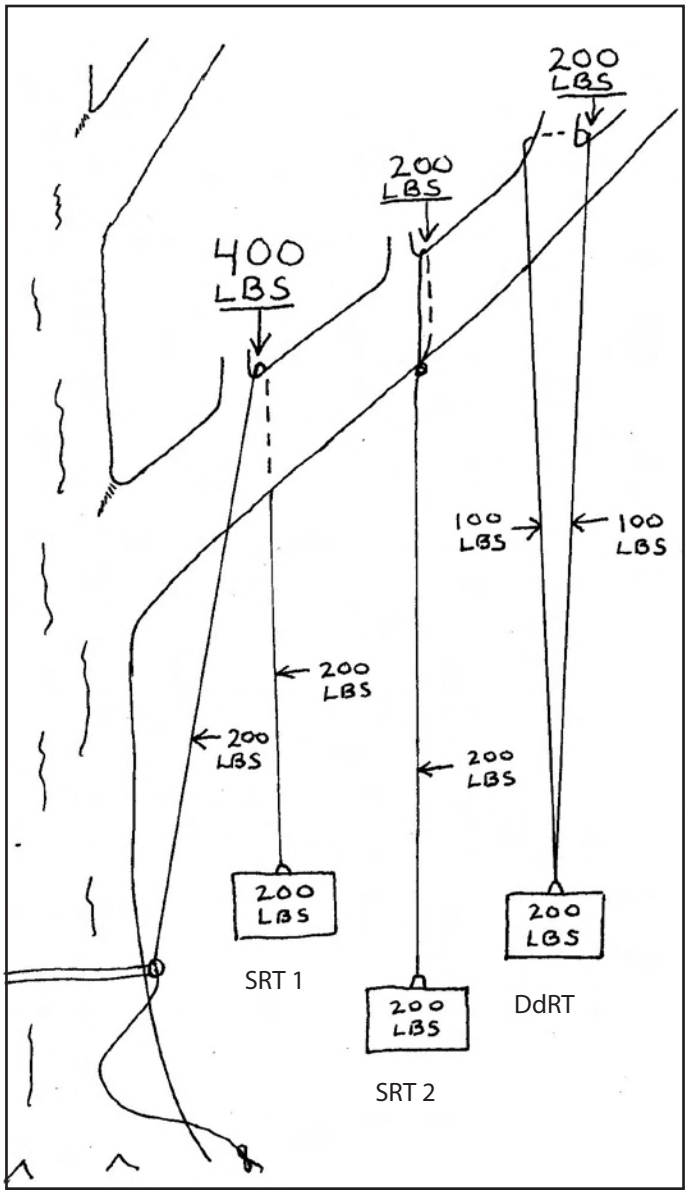
– *Reprinted with permission from KMB*

Climbing Lines *by Guy LeBlanc, CA, CTSP*

SRT: Part One

In the last eight years or so, an increased number of contestants at the International Tree Climbing Championship have moved away from the traditional climbing setup during the Masters Challenge and are using some variation of the single rope technique (SRT). If this change is like others seen at the ITCC over the years, it is indicative of changes taking place in the workplace. In Part One of this article, I will briefly descibe SRT and its pros and cons.

The "traditional" climbing setup, the one I'd say most folks still use, is referred to as the "doubled rope technique" (DdRT), in which the climbing line is doubled over a crotch (or passed through a "false crotch" device of some type) and both ends are attached to the climber. With SRT, the climber is only connected to one leg of the line. The other end is tied off, which means the rope itself does not "run" during the climb. (I'm avoiding the use of terms like "falling," "running" and "working" to describe parts of the line here because I think they can be confusing, since both ends of the rope can be doing all in this case.)



It is imperative to understand the most critical difference between these two techniques. With the DdRT, each leg of the rope supports about half the climber's weight, making the total force the tie-in point (TIP) is subjected to equal to the climber's total weight. In the most common form of SRT, one end of the rope is tied off at the ground. This means the leg of the rope between the climber and the TIP is equal to the climber's weight, and the leg between the TIP and the ground is subject to an equal amount of force (weight) thereby *doubling the force on the TIP*. (See illustration.) Again, it is literally vital to understand this difference. Obviously, with this form of SRT, you will need to use a TIP that is at least twice as strong.

This drawback to SRT is the main reason I don't use it often. I am most frequently pruning relatively small trees (under 50 feet), and often need the very highest TIP I can have to achieve the best rope angle when going laterally, especially in live oaks which are often wider than they are tall. Doubling the strength of my TIP (in other words using a lower one) is usually not possible.

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A second style of SRT involves tying the line off at the TIP. This is often done from the ground with a running bowline. In this setup, the single line the climber is attached to is obviously holding 100% of his weight, and there is no second line part, so the total force on the TIP is the same as with the DdRT. But this form of SRT usually requires being at the TIP to untie it at the end of the climb so it is not used often (although there are some "retrievable" TIP tie-offs, they are complicated).

There are some big advantages to SRT however, hence its rise in popularity, even here in Texas. Perhaps the biggest is the ability to retrieve an injured climber from the ground. This of course requires a ground tie-off with adequate line length and a knowledgeable rescuer, but it is certainly faster and safer than an aerial rescue, and the rescuer needs far fewer skills. Just a sharp knife and… (kidding, kidding!)

Another big advantage is that you don't need to "isolate the crotch" as you must with the DdRT, since with DdRT, both legs of the climbing line are attached to the climber, and any branches captured between these parts would of course prevent ascent. This is the nicest part of the SRT in my opinion. Not only do I not have to isolate the crotch with my climbing line, it also means my throwline can go through multiple crotches. This in fact is even preferable, as it adds "backup" TIPs to my setup. If the highest one fails, the next one will "catch" me (although not without some force). At the same time, since the rope is not "running," I can go through as many crotches as I want and not experience a slowdown from friction. Sweet! And as I mentioned in my article on palm pruning, SRT, or a version of it I'll describe in Part Two, has some huge advantages over DdRT when pruning palms.

Some climbers believe using SRT for ascent is much more efficient than DdRT ascents like body thrusting or footlocking. While this is probably true when compared to body thrusting, which I consider inefficient for most ascents, I think the SRT is only more efficient than footlocking once you get above about 50 feet. This is the second main reason that I rarely use it. In my opinion, the extra gear and setup required make the SRT less efficient for short ascents. So it seems to me that SRT is best suited to larger trees, and indeed, it is commonly used on the west coast, in the north, and in recreational climbing, which tends to be in large trees.

But there may soon be scientific evidence indicating that in some respects an SRT ascent is safer. Arborists with the European company Treemagineers have done some preliminary field testing that indicates that the forces associated with an SRT ascent may be far less dynamic than those associated with the DdRT. In other words, there's a lot less bouncing, which would decrease the load on the TIP. They have also done some work indicating that the short fall that could occur with a footlocking climber falling onto his prusik would be significantly greater than a fall into the typical SRT setup. This would increase force on the TIP, as well as the potential for deceleration injuries to the climber (see ISA's *Arborist News* Oct. '09).

But as Mark Bridge and Chris Cowell of Treemagineers write in that article, the SRT (pay attention now) "requires a greater level of user focus to ensure correct component function because of the increased complexity of equipment and the subsequent issues of component compatibility and configuration". *In other words dude, the more links you have in a chain*… This could be the greatest negative to the SRT. In order to achieve the efficiencies that it offers one must have a lot more equipment, know how to use it, and know how to inspect it. And of course you have to do it, *and do it right*, every time.

In the next installment of this article I will describe the gear necessary for the SRT and the setup of various styles. And I'll be sharing the opinions of several SRT fanatics. 'Til then, *go slow and low until you know*.

The author is the owner and operator of Arbor Vitae Tree Care in Austin. He has been in the tree care industry for over 30 years and is available for tree care and worker safety workshops. He may be reached at 512-301-8700.

WEB WORM

by Patrick Wentworth

http://www.naturalindustries.com/retail/?page_id=18
The organic fungicide - actinovate®

http://www.nysaes.cornell.edu/ent/biocontrol/weedfeeders/wdfdrtoc.html
Bugs that eat weeds

http://www.algifol.com/
Algae-based leaf protectant

http://www.jhbiotech.com/
Biological controls for plant pests

http://agverra.com/
Soil inoculants

http://www.rinconvitova.com/
Organic and biological controls for insects

http://www.si.edu/opa/insideresearch/articles/V20_FieldGuide.html
Tree field ID guide

http://www.nytimes.com/2009/05/10/business/10novel.html
iPhone tree ID guide

http://westernfarmpress.com/citrus/laurel-wilt-0706/
Laurel wilt disease

http://www.growit.com/TAN/index.htm
Wholesale nursery/ plant locator

http://www.bioworksinc.com/index.html
Horticultural oil spray . . . for insects

http://www.bioworksinc.com/products/cease.php
New fungicide . . .

As featured in American Nurseryman
May 15, 2007
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www.amerinursery.com

Text and photos by Bonnie Lee Appleton

The Bare Root of the Matter

A professor of horticulture lays the groundwork for ongoing research on root washing, a technique that can help avoid root problems in B&B and container-grown trees.

There's a silent killer at large within our nurseries and landscapes. It's not glitzy, and it doesn't generate the intense media attention that the major problems do, such as SOD (sudden oak death, caused by *Phytophthora ramorum*) or emerald ash borer and other invasive species. Nonetheless — and especially relative to trees — this problem is everywhere, despite numerous, easy "control" strategies or options being available.

Suspense killing you? Gary Watson and Angela Hewitt, in their June 15, 2006, American Nurseryman article, "Getting the Roots Right," refer to this problem as "deep structural roots." Simply put, having too much soil or substrate atop large woody roots can lead to tree stress and death.

Where the problem originates. Some deep structural roots get their start during nursery propagation or production. Others start during landscape installation or maintenance. And still other times, deep structural roots are a result of cumulative events or handling practices.

To better understand causes of deep structural roots — and to be able to make production, installation and maintenance changes to minimize or prevent their development — it helps to see a list of possible causes. This list may not be all-inclusive, but should get you seriously thinking about this significant problem, regardless of your role in the green industry.

Field propagation/production causes include:

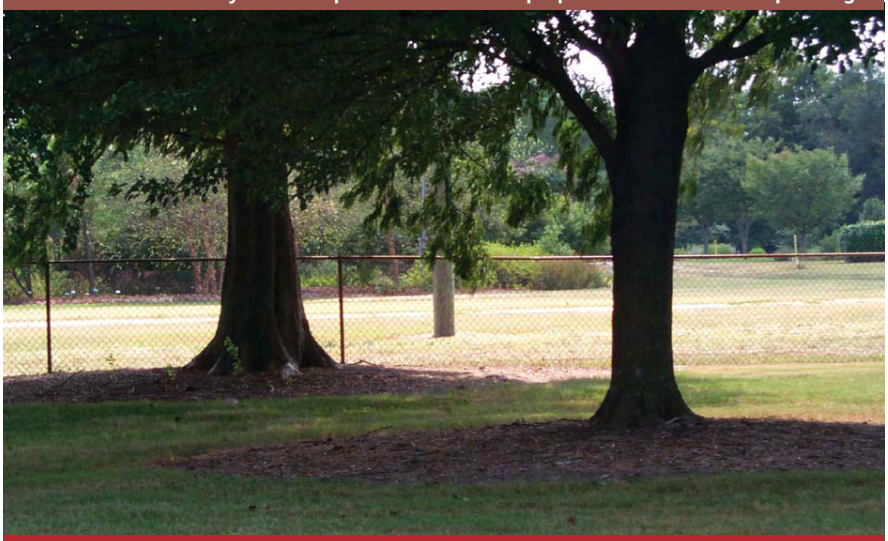
- seed planted too deep;
- roots of seedling, rooted liner or grafted rootstock covered by cultivation for weed control;
- seedlings planted too deep because the root-to-stem transition zone was not easily identifiable;
- seedlings or liners planted too deep to prevent blowover; and
- buds/grafts planted too deep, burying the graft union (or seedling cutback "dogleg").

Container production causes include:

- seedlings planted too deep because the root-to-stem transition zone was not easily identifiable;

Trees in full leaf in July 2006 are pressure washed in preparation for bare-root planting.

One advantage to bare rooting trees at planting is the option to correct root defects — such as these circling roots — prior to planting.



Trees should have a flare at their base if their roots are located properly — not look like a telephone pole sticking out of the ground.

A very distinctive flare, however, does not necessarily develop at the base of all trees, or until the trees are larger than normal transplant size. This 3 ½- to 4-inch-caliper 'Red Sunset' maple used in the research project has very little basal flare, yet its major structural roots are located within the top 2 inches of soil.

- seedlings or liners planted too deep to prevent blowover;
- substrate settled around seedlings or liners over time;
- instructions were to put the roots at the bottom of the container when potting up seedlings or liners; and
- buds/grafts planted too deep, burying the graft union (or seedling cutback "dogleg").

Landscape installation and maintenance causes include:

- specimen initially planted too deep in the container or field root ball;
- planting hole dug too deep;
- soft soil underneath the root ball compacted in the bottom of the planting hole;
- soil displaced by root ball put atop the roots; and
- excess mulch put atop the roots.

One possible solution. According to consulting arborist Jim Flott of Community Forestry Consultants, Spokane, WA, one solution to the deep structural root problem is to root wash all tree root systems — whether B&B or container-grown — at planting time. Flott has root washed thousands of trees at planting time over the past several years. Flott lists many reasons for root washing at planting, including:

- exposing the entire root system;
- revealing the root collar and graft union;
- keeping the root system moist;
- allowing for repair of the root system;
- resolving the soil interface disparity issue;
- removing container substrate that rapidly dries out after planting;
- needing less equipment, less labor and a shallower planting hole;
- sustaining fewer back injuries; and
- virtually eliminating the need for staking (stabilization) when planting.

By way of explanation of Flott's last point, normally when you plant, you put

Root-washing advocate Jim Flott prepares a tree for bare-root planting as a crowd watches.

Note the depth of the container (above) versus the eventual "real" depth of the container-grown root system once the substrate has been removed.

Duration of soaking depends on degree of clay and soil compaction in the root ball.

Flott's root washing

Jim Flott of Community Forestry Consultants, Spokane, WA, says of root washing, "This method is radically different from historically accepted practices. Investing the time to prepare and install trees properly will pay future dividends of reduced maintenance and mortality for the lifetime of your landscape."

Here are the 10 steps for Flott's root-washing procedure for B&B and container-grown trees.

1. Remove the entire wire basket, twine and burlap (or container) from the root ball. Working on top of a tarp will allow you to transport the root ball remnants elsewhere.
2. Place the tree in a stock tank to remove soil (or substrate) from the root system. Soaking allows the soil to slough off gently. Duration of soaking depends on degree of clay and soil compaction in the root ball. Use a garden hose to gently wash the remainder of the soil from the root system. Use your fingers or three-pronged garden trowel to remove clay and reorient the root system.
3. Look for and prune out root defects. Be sure to keep the roots moist during this procedure.
4. Dig the planting hole to be only as deep as the root system and at least three times as wide. The hole will resemble a shallow saucer.
5. Form a soil mound in the center of the hole to support the root crown of the tree, and arrange the roots radially.
6. Backfill with native soil while adding water simultaneously. Do not use any type of soil amendment.
7. Water in well, preferably using the water from Step 2, which will contain nutrients and microbes. Do not step on the root zone, but gently firm using your hands. If soil tests indicate nutrient deficiencies, add an appropriate fertilizer.
8. Mulch the entire planting region with at least 4 inches of organic mulch, keeping a buffer between the trunk and the mulch to prevent disease.
9. If necessary, stake your tree low and loose with three stakes for no longer than it takes the root system to achieve stability and anchor the tree.
10. Water the tree for the next three years, adjusting the location of the water according to annual root growth.

For more information on this root-washing technique, Jim Flott can be reached at (509) 954-6454 or cfconsults@comcast.net.

backfill soil against the sides of root balls (again, either B&B or container-grown). If that "side" soil isn't well-watered or compacted against the root ball, the tree may move, necessitating some form of stabilization. By "mudding in" bare roots by creating a mud slurry around them, you'll have soil settled over, in and against the roots, thereby better stabilizing the tree.

One solution to the deep structural root problem is to root wash all tree root systems — whether B&B or container-grown — at planting time.

Root-washing research. With consulting help from Flott and his fellow Spokane root-washing arborist colleague Richard Baker, I started a "bare rooting at planting time" research project in 2006. This project incorporates and expands Flott's root-washing procedure. Rather than use Flott's tub-soak treatment (sidebar, opposite) — what I perceived as a very slow way to remove soil or substrate — we decided to pressure wash instead.

Using 3½- to 4-inch-caliper B&B 'Red Sunset' red maples, we pressure washed (using a water tank and motor) one-quarter of our research trees. We then applied one of three other tree root-preparation treatments to the remaining trees: removed the top of the wire basket/burlap/twine (control); air excavated out the soil (using an AIR-SPADE and compressor); and dropped the trees from 10 feet in the air and then removed all B&B packing material and let loose soil or substrate fall away. I call the last one the "real world" treatment, akin to shoving trees from the back of a truck at the landscape site.

We initiated the study while half of the research trees were dormant in late March, but then applied the same four treatments to the other half of the research trees while they were in full leaf in 95° July heat to see if bare rooting is feasible year-round. To our surprise — regardless of treatment — by the time the trees started to drop their leaves in October 2006, we could tell no difference between treatments or treatment date. We may or may not see dramatic differences when these trees begin to flower and leaf out in 2007.

We plan to continue this research into 2007, adding 2- to 2½-inch-caliper container-grown red maples and equivalent-sized B&B and container-grown willow oaks. Because many people do not plant oaks in the fall due to poor establishment, we plan to add fall planting as a third treatment date with just the oaks. We plan to drop the air excavation and "real world" treatments and add Flott's tub-soak treatment. We'll use percentage survival, time of bud break, stem elongation, leaf size and several other variables to help determine whether or not our treatments have a significant effect on the establishment of our trees.

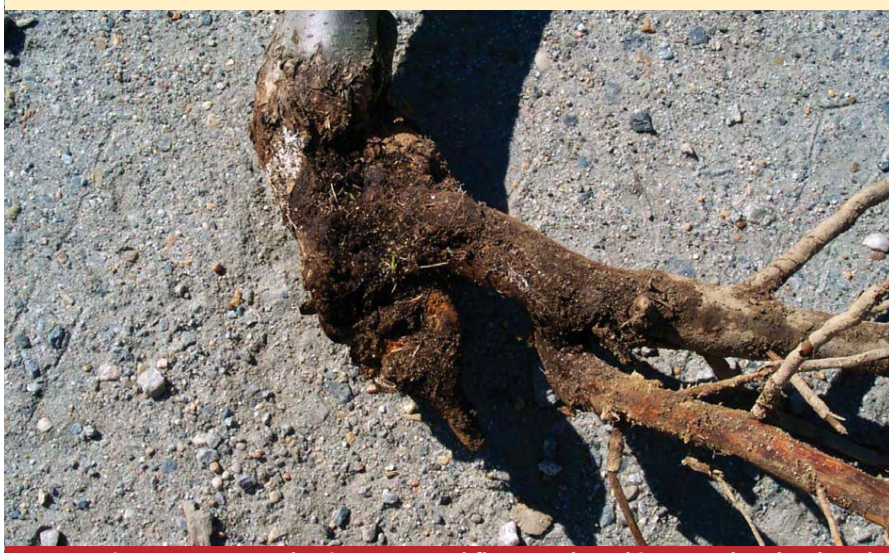
If you stop to think about what we're doing — bare rooting at planting — we're not doing anything new because the nursery and landscape industry in the US started with planting bare-root trees. What we may be doing is coming full circle — bare root to bare root — due to problems that our increasingly sophisticated production, harvest and planting procedures appear to have created.

Bonnie Lee Appleton is a professor of horticulture at the Virginia Polytechnic Institute and State University Hampton Roads Agricultural Research & Extension Center, Virginia Beach. She can be reached at (757) 363-3906 or bapple@vt.edu.

Deep structural roots Web resources

If you want to read more extensively about the problem of deep structural roots, as well as more than 25 root-related projects currently being conducted at more than a dozen universities and other institutions, consult the following Web site provided to us by Gary Watson, senior research scientist at The Morton Arboretum, Lisle, IL, (funded in part by a National Urban and Community Forestry Advisory Council grant):

- www.mortonarb.org/research/roots/index.html — "Deep Roots of Landscape Trees: A Comprehensive Guide to Current Research and Practice"



Bare rooting B&B trees at planting can reveal flaws, such as this J-root that developed as a result of roots only growing along the narrow path opened up by the tree-planting equipment.

Research trees planted while dormant showed no signs of stress and no treatment differences during the heat of July.

City of Arlington Completes i-Eco Study to Promote Urban Forest Management

By Micah Pace

The Urban Forest Effects Model (UFORE), now called i-Eco, was designed by the U.S. Forest Service, Northern Research Station, to use standardized field data from randomly located plots and local hourly air pollution and meteorological data to quantify the urban forest structure and its related effects, which include:

- Urban forest structure (e.g., species composition, tree health, leaf area, etc.).
- Amount of pollution removed hourly by the urban forest, and its associated percent air quality improvement throughout a year. Pollution removal is calculated for ozone, sulfur dioxide, nitrogen dioxide, carbon monoxide and particulate matter (<10 microns).
- Total carbon stored and net carbon annually sequestered by the urban forest.
- Effects of trees on building energy use and consequent effects on carbon dioxide emissions from power plants.
- Structural value of the forest, as well as the value for air pollution removal and carbon storage and sequestration.
- Potential impact of insect and disease infestations (e.g. Asian longhorned beetles, emerald ash borers, gypsy moth, and Dutch elm disease).

The City of Arlington, Texas recently completed its own UFORE study. The project results provide valuable resource information to the city that will serve as the basis for an urban forestry master plan. The project also demonstrates the value of strong partnerships and cost effective planning. With a mix of in-house staff, Texas Forest Service field assistance, volunteers, and a hired urban forestry consultancy, City Forester Matt Churches was able to complete field data collection within 6 months.

The project began with a two-day field data collection training workshop hosted by the Texas Forest Service where city staff and selected volunteers were educated on the UFORE data collection process. Data was collected on 234 randomly selected 1/10 acre circular plots between June and November 2009 throughout the city.

Key findings from the City of Arlington study are below:

- Number of trees: 2,965,000
- Tree cover: 22.4%
- Most common species: Cedar elm, Sugarberry, Post oak
- Percentage of trees less than 6" (15.2 cm) diameter: 61.5%
- Pollution removal: 515 metric tons/year ($2.94 million/year)

Continued on next page

Historical Flashback *by Heather Brewer*

Late 80s Workshop at SFASU

In 1988 or 1989 ISAT put together an overnight dendrology workshop at the Stephen F. Austin State University (SFASU) Research Center near Nacogdoches. The workshop covered dendrology topics such as how to key out trees and general tree ID. The class was taught by Dr. Michael Fountain and Dr. Tom McGrath from SFASU.

A lot of the people in the photo are unidentified but here are some of the folks we could pick out:
Front row: Henry Painter, Dr. Tom McGrath, Bruce Moore, Nick Harrison
Middle row: Johanna Jacobsen, Gloria Holcomb, Greg David, John Davis, Dr. Mike Fountain
Back row: Jeff Condren, Bruce Franz, Sandy Rose, Jeff Quinters, Jud Piner, Charles Mullins, Stick Lamar

Arlington Study

Continued from previous page

- Carbon storage: 374,000 metric tons ($8.54 million)
- Carbon sequestration: 20,000 metric tons/year ($457 thousand/year)
- Building energy savings: $2.80 million / year
- Avoided carbon emissions: $135 thousand / year
- Structural values: $2.75 billion

For more information on i-Eco or any of the iTree tools please visit www.itreetools.org . To request more information on the Arlington study contact Matt Churches at Matt.Churches@arlingtontx.gov

TCIA Webinar: Buying Another Tree Company

"Acquisitions: What you Should Know About Buying Another Tree Care Company" is a one-hour TCIA webinar scheduled for Wednesday, March 17 at 11 am Eastern time. The presenter is Thomas R Tolkacz, CEO/Owner, Swingle Lawn Tree and Landscape Care. One ISA CEU is available.

There are many ways to grow your business. Acquisitions can provide both immediate growth and immediate problems. Tom can help you to approach the acquisition process in a proactive way that will greatly increase the odds of a successful endeavor.

Before you consider acquiring another tree care company, you owe it to yourself to learn from Tom's experience. And even if you've never considered an acquisition before, you might just find that it is a winning strategy for your business.

Register at http://tcia.org/webinars/ and check in regularly with this site for more learning opportunities.

From the Editor's Desk *by Paul Johnson*

Selling Trees

It is great to see the sun shine and the buds swell on the trees. Spring is just around the corner. I can't wait till I start to see all the ads on TV reminding us to care for our trees. The image of the little blond kid running through the trees, with the dad telling us how he had his trees pruned over the winter so that his son can run without worrying about falling branches, and he just renewed his mulch so that he doesn't have to water as much as his neighbors… oh wait, that isn't the commercial that I saw. All I see are the commercials telling us what we need to do for our lawns. Buy this, spread that, weed, feed, water, mow, and repeat.

Why don't we sell trees the way they sell lawns? Where are the More Trees Please campaigns? Where are the Hire a Professional, Hire a Certified Arborist ads? Our product is worth more, does more for us, lasts longer, and is harder/more dangerous to care for. It should be easy to sell our services and our industry.

I often ask my audiences how much they have spent on their lawns in the last 12 months. Mowing, watering, fertilizing, controlling pests, and including the cost of your time if you do it yourself. Come up with a good round number. Then I ask how many have spent at least that much on their trees in the last three years. Rarely has more than 10 to 30 percent of the audience 'invested' as much in their trees in three years as they have in their lawn in one year. Why? According to the National Tree Benefit Calculator (http://www.treebenefits.com/calculator/) a 24-inch live oak in San Antonio gives over $200 in annual benefits. How much does your lawn pay you to grow it?

I know that part of the problem is that the lawn is a big baby. It wilts and turns brown if you don't water. It gets tall and shaggy if you don't mow it. A tree on the other hand just sits there. Don't water it, OK. Don't prune it, OK. It's OK until it isn't ok. We are losing oaks all over Central Texas to hypoxylon canker. Hypoxylon is a weak fungus. It isn't aggressive enough to invade a healthy tree. So what is the problem? The drought is the problem. The drought? But it has been raining and snowing like crazy. One of our biggest challenges is getting people to understand trees. Trees are slow, trees take time. Trees don't turn brown when you forget to water once, but they also don't recover after a couple of months of rain. Many times the damage has been done and it just takes time before we see it.

Our biggest problem is that we haven't pulled together as an industry. The egg people do it, the milk people, the beef people. Why haven't we? Money? Time? Desire?

Many people talk about education. If only our customers knew how much that tree is worth. If only the developer understood that trees need roots to grow. If only, if only, if only…

If only we had an organization that could pull us all together. If only we had a will to make a difference. If only….

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– Paul Johnson

THE FIGHT AGAINST TRADEMARK VIOLATIONS!

Open trademark violation cases: 12 new claims in the US for November/December 2009

Closed cases: 5 closed claims in the US and 1 in Canada for November/December 2009

News from Dallas & North Texas

by Steve Houser

We had a great deal of damage to regional trees due to the recent heavy snow (over 10 inches in some places). As a result, foresters & arborists are very busy.

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The following link will take you to a great article on regional vegetation management near power lines: http://www.dallasnews.com/sharedcontent/dws/fea/lifetravel/stories/DN-nhg_electrictrees_0107gd.ART.State.Edition1.22a2ff7.html

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To see an article on last fall's Boy Scout Centennial Tree Planting in Irving, visit: http://texastreetrails.org/publicity/bsa_centennial_planting.html The article and photos are by Dallas Urban Forestry Council webmaster Doug Pierson.

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We will be planting trees in historic Reverchon Park as part of our annual cleanup effort. The park was named after Julian Reverchon, the first botanist in the area, who collected over 20,000 species of plants. The stonework in the park was developed after the depression as a way to put people back to work. Over the years, the park became overgrown and a scary place due to illicit activities there. As a result, I worked with Texas Scottish Rite Hospital for Children (a neighbor to the park), as well as various neighborhood groups, in a twelve-year effort to clean up the park and return it to the point of being safe for the public.

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Mavericks "Guard the Planet"
The Dallas Mavericks' "Guard the Planet" initiative continues throughout the season, including celebrating NBA's Green Week in April.

This season the Mavs have implemented Trees for Wins, where a tree will be planted in Reverchon Park in Dallas for every win the Mavs get this season (at home and on the road). At the end of the season, the trees will be planted by citizen foresters and Mavs personnel and then cared for by The Dallas Parks and Recreation Department and Arborilogical Services, tree care experts. To date, 28 trees are scheduled to be planted.

In addition, Guard the Planet game nights include encouraging fans to take public transit, giving out reusable grocery bags, and encouraging fans to recycle cans and bottles. Future Guard the Planet nights will be March 10 and April 3.

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North Texas 2050
Although I preached about the benefits of trees for most of my adult life, I realized many years ago that how we develop and redevelop our communities will determine the quantity and quality of trees as well as our urban ecosystems. It became apparent that I needed to be a vocal advocate for the proper management of our urban ecosystems and in planning for our future growth. The DFW region is currently at 3.2 million in population and expected to double shortly after 2030. As a result, I was very concerned about the quality of life we leave our children.

Mrs. Karen Walz, a dear friend and urban planner, worked to convince the North Texas Council of Governments, the University of Arlington and the Urban Land Institute (a group of builders & developers), to establish Vision North Texas as a way to plan for our future growth. As an advisor and the sole "tree hugger," it was not easy to

Continued on next page

News from Dallas *Continued*

encourage sustainable future growth and respect for our urban ecosystems.

Over the years, we worked to develop planning exercises that educated the public about the positive and negative effects of various growth patterns. We found that "business as usual" (aka urban sprawl) cannot continue due to the long list of negative effects such as reduced water and air quality, reduced quality of life, increased traffic and much more. We also studied potential future growth patterns which will be covered in our "North Texas 2050" report to be released at the Regional Summit Friday, March 5. To attend or learn more, visit www.visionnorthtexas.org .

After years of lobbying officials, the 2050 report includes developing a vision for our regional urban forest, integrated forest/ecosystem management plans (best management practices) as well as completing tree surveys using cutting edge laser sensing technology. The 2050 report guides our future and has direct implications toward conserving and properly managing urban forests as well as urban ecosystems. It is an incredible document that leaves me much more optimistic about our ability to live sustainably in the future.

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Laser Sensing Research

Dr. Fang Qiu, Associate Professor of GIS & Remote Sensing for the University of Texas at Dallas worked with me to provide a presentation at the North Central Texas Council of Governments for various types of infrastructure managers including foresters and arborists.

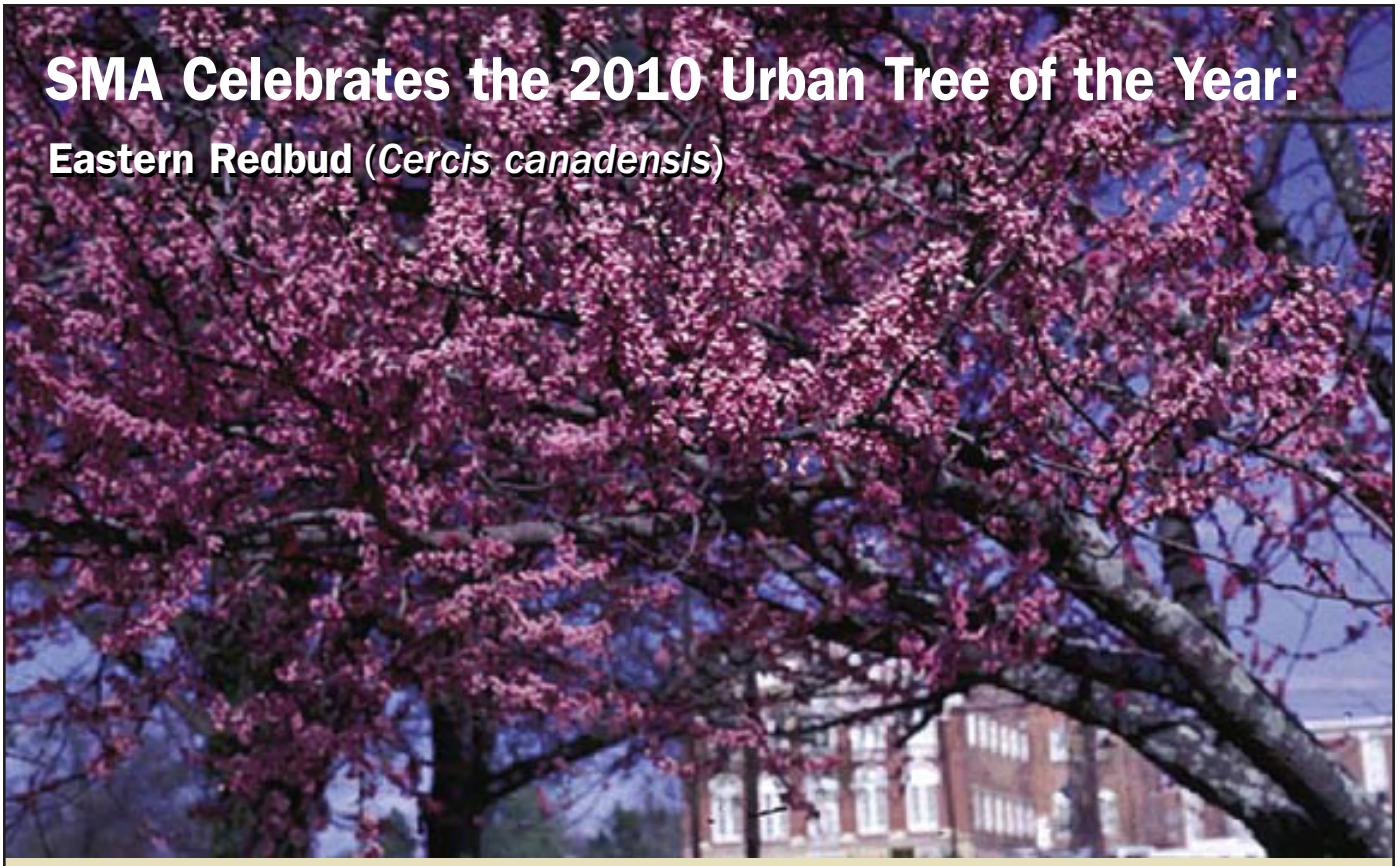
We found that our images can be used to manage many other types of green/grey/blue infrastructure. To note only a few examples, we can model storm water runoff in an area, determine the amount of erosion that will occur, find where water will create a "pond" on a road after a heavy rain, determine how close trees are to power lines and much more. As a result, there are many potential future partners that can use the data which diversifies any future budget and becomes very economical in developing a huge amount of useable baseline information.

We also announced a great improvement to our algorithm that increased our ability to identify tree species in a tree survey to over 90% accuracy.

It appears that this is how urban infrastructure will be managed in the future because it is accurate and you can manage an asset by simply sitting at your computer. Please keep in mind that my job as an advisor for Vision North Texas requires me to think forty years into the future to determine what to do now. As a result, "thinking outside the box" is a part of my job.

SMA Celebrates the 2010 Urban Tree of the Year:

Eastern Redbud (*Cercis canadensis*)



Redbud limbs in early spring • Photo by Carl Dennis, Auburn University, *Bugwood.org*

Redbud was a surprise vote-winner this year, edging out live oak, dawn redwood, and Princeton elm. Its fans include members of the staff of the City of New York Department of Parks & Recreation. Here, Climber and Pruner Mathew Grailich shares his thoughts with the input of Senior Forester Matthew Stephens. Then we get perspectives from Brett O'Brien in the midwest U.S. and Owen Croy in Surrey, British Columbia.

One question I frequently encounter, particularly when performing a street-side removal, is, "What type of tree should I request to be planted here?" While I always give an honest answer taking into account location, the surrounding landscape, existing plantings on said street, and any specific traits that a resident would like to see in a tree (e.g, flower color or height), I've recently found myself to be a strong advocate for the Eastern redbud (*Cercis canadensis*) in a multitude of settings. While certainly not as well known as an oak, a maple, or a planetree—and most certainly not planted to the extent of those aforementioned genera—the redbud is rapidly coming into its own in New York City as a versatile, attractive, hardy, low-maintenance and clean specimen planted in sidewalk pits, parks, street medians, and malls.

Eastern redbud has, over the years, gained favor within the NYC Parks Department as a specimen that is planted throughout all five boroughs. Redbud occupies an important niche under overhead utility lines and in tree pits where wide sidewalks allow it room to spread. Within the past decade, the redbud has been planted more frequently each year throughout New York City, and as tree planting has expanded greatly with the advent of the Million Trees NYC campaign, so have contracts for tree procurement and growing.

Factors often cited for limited use of redbud as a street tree in NYC, including low branching height and poor availability, are less of a concern now as more nurseries are growing an expanded selection of redbud species and varieties that are better suited for street tree use. Additionally, with specific growing contracts, NYC can secure *Cercis* grown to very specific standards—for instance, *Cercis* trees that are limbed to five feet. Moreover, *Cercis* is moderately priced (though dependent on the supplying nursery), and requires little maintenance over its lifespan, making redbud a relatively cost-effective addition to the street tree population.

Homeowners and citizens alike are appreciative of redbud's versatility as an understory tree that prefers full sun but can also tolerate partial shade. Sterile cultivars like 'Flame' and 'Forest Pansy' eliminate concerns associated with volunteer seedlings. Redbud produces a very ornate, purplish-pink flower (or white flower, depending on variety) in early spring. The bark becomes more attractive as the tree ages, and aside from dealing with the occasional canker and verticillium wilt, regular pruning is all that is required for a healthy

This article appeared in the Jan/Feb 2010 issue of *City Trees*, the magazine of the Society of Municipal Arborists, www.urban-forestry.com

An "ancient" redbud, 60-plus years old, on the Engineering Quad at Cornell University. • Photo courtesy Urban Horticulture Institute, Cornell University.

Redbud leaves • Photo by Steve Baskauf

redbud. *Cercis* can withstand virtually all soils that are not extremely damp or saturated, and it has been observed to possess some salt tolerance. It can grow well to hardiness zone 4b, making it suitable for use across many climates and locations.

The NYC Parks Department firmly believes in the "Right Tree, Right Location" theory. While mortality rates for *Cercis* within the five boroughs are currently unavailable, not surprisingly, specimens planted in park settings and lawn strips seem to ultimately fare better than those planted in concrete tree pits. As with any planting, proper placement is crucial for maximum longevity.

Redbud is very easy to transplant B&B and is suitable for CU-Structural Soil. NYC plans to install redbuds of various species and cultivars at a rate of approximately 500 per year, distributed throughout the five boroughs. *Cercis canadensis, Cercis canadensis* var. *alba, Cercis canadensis* 'Crosswicks Red', *Cercis canadensis* 'Forest Pansy', *Cercis candensis* var. *alba* 'Royal White', and *Cercis reniformis* 'Oklahoma' are the most commonly planted specimens in NYC.

From Columbia, Missouri Natural Resources Supervisor Brett O'Brien:

I find eastern redbud attractive, remarkably adaptive, and one of the best flowering native woodland trees available for Columbia's parks and urban landscape. We have planted redbuds in a number of challenging environments and sites, and it has shown a great deal of tolerance to heavy clay soil and other tough conditions. As a familiar and early harbinger of spring, its cheerful rose-pink flowers are welcomed every March by those wearied by another drab Missouri winter.

Numerous cultivars exist, many with exciting variations in flower color, leaf characteristics, and form. To better gauge the suitability and merits of these varying cultivars in our region, we established a redbud collection of more than 18 cultivars in Columbia's 116-acre Stephens Lake Park. In addition to showcasing the beauty and grace of these lovely trees in our parks, we are promoting their broader use as an alternative selection to the invasive and undesirable Callery pear cultivars (*Pyrus calleryana*).

From City of Surrey, British Columbia Manager of Parks Owen Croy:

Redbud trees are commonly found in park gardens in the Pacific Northwest of Canada, where they seem to perform well. However, there are few mature redbuds in street tree plantings in this climatic region. In Surrey and Vancouver, which have the largest annual street tree planting programs in the region, most redbud trees are less than seven years of age.

Forestry Superintendent for the City of Vancouver Bill Stephen reports that young redbuds are thriving in traffic medians with marginal soil and displaying good heat, drought, and pollution tolerance. However, Manager of Urban Forestry in the City of Surrey Greg Ward reports that redbuds used for street landscaping have had a higher-than-average mortality rate during establishment than the general street tree population. In Surrey, 10% of all redbuds planted since 1993 in residential street tree settings have failed; on arterial streets, approximately 24% of redbuds planted since 1993 have failed. We surmise that the higher-than-average rate of failure in Surrey medians may be due to two factors: 1) The planting location at the leading edge of many medians makes the redbuds more likely to be damaged by motor vehicles and 2) The deep, high quality soils of the medians allowed the trees planted there to have rapid shoot elongation, which has led to weak stems and branches that have broken easily during heavy snowfalls experienced in the last two years.

We anticipate that both Surrey and Vancouver will con-

Redbuds in the Stephens Lake Park redbud collection, Columbia, Missouri. *Cercis chinensis* 'Avondale' is on the left, *C. canadensis* 'Appalachian Red' is center, and *C. canadensis* var. *alba* is at right. Photo by Brett O'Brien

From City of Baton Rouge, Louisiana Urban Forestry & Landscape Manager, Stephen A. Shurtz:

We grow a lot of redbud in Baton Rouge. It's a hardy, low-maintenance small tree that people seem to love. Although technically an understory species, we use it a lot on small boulevards and other full sun locations. It is much easier for us to grow than dogwood in our heavy soils and provides a colorful alternative to the omnipresent crape myrtles. Redbud is a very early bloomer for us, so it adds a reliable splash of color in early spring. I've been impressed with the 'Forest Pansy' variety, with its burgundy leaves… very nice small tree.

Mature bark of redbud • Photo by Steve Baskauf

Redbud flowers • Photo by Steve Baskauf

From City of Santa Monica, California Community Forester, Walt Warriner:

We actually do love the redbud in Santa Monica and have been planting them regularly since the turn of the century. They will grow in a confined area, establish relatively easily with minimal irrigation requirements, and have a pretty, little dainty bloom that lasts for about six days every spring. They are really only good for decoration because they offer a token amount of canopy coverage and provide minimal environmental benefits.

Potential redbud seedpods if sterile cultivars are not used • Photo by Michelle Buckstrup

tinue to plant redbuds, especially under power lines and in other locations where small trees are required. Their performance at maturity will be evaluated, which will inform future planting program choices.

Key Words:

Eastern redbud
Cercis canadensis
SMA Urban Tree of the Year
NYC
Columbia, MO
Surrey, BC

ISA Certified Arborist's Code of Ethics Policy

ISA Certification has implemented an ISA Certified Arborist's Code of Ethics policy (http://www.isa-arbor.com/certification%5Cresources%5CISACertifiedArboristCodeofEthics.pdf) to serve as a central guide and reference for arborists in support of their day-to-day decision making. It is meant to define our organization's mission, values and principles, linking them with standards of professional conduct and industry standards.

This document will be an important communication tool to help sustain consistency around the world and create an even playing field for all Certified Arborists.

Over the next few months, ISA will be sending the Code of Ethics policy to all current ISA Certified Arborists for review and signature. Look for an email from cert@isa-arbor.com or log in to your ISA account and agree. The Code will also become part of the application process for all incoming applicants.

ISA anticipates that implementing this policy will help to reduce poor professional conduct and practices. ISA Certified Arborists will be held accountable for their actions and in turn improve their business relations within their community and amongst their peers. This Code of Ethics will offer an invaluable opportunity for ISA to continue building a positive industry image which will increase confidence and trust in our certification program.

For more details please see the documents below:

Ethics Case Procedures: http://www.isa-arbor.com/certification/resources/EthicsCaseProcedures.pdf

Ethics Charge Statement: http://www.isa-arbor.com/certification/resources/EthicsChargeStatement.pdf

Certified Arborist Agreement: http://www.isa-arbor.com/certification/resources/ISACertifiedArboristAgreement.pdf

ISA takes the Code of Ethics very seriously, and an Ethics Review Committee (ERC) will investigate unethical behavior that is brought to its attention. They ask that you please review the Code of Ethics prior to completing an Ethics Charge Statement and fully document reasonable grounds for a violation. The more information you can supply, the better the ERC can determine the severity of the matter. Please note that your complaint is confidential but your name and information will be shared with the individual being reported.

– Paul Johnson

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