



# In the Shade

Vol. 34, No.4  
November, 2010

## Record Attendance at 2010 Texas Tree Conference

**A**TTENDANCE SET A NEW RECORD, the trade show was bigger, and attendees had good things to say about the 2010 Texas Tree Conference in College Station. Look elsewhere in this issue to find out more:

**What a Conference!** ISAT just keeps getting bigger and better, and so does the Tree Conference, says new president Todd Watson. See the President's Letter on page 3.

**2010 Award Winners.** Congratulations to the Arborist of the Year, the Arboricultural Project of the year, and the Gold Leaf award winners for outstanding landscaping and best Arbor Day celebration. Pages 10 and 11.



**Scenes from the Tree Conference:** people attending sessions, eating, playing poker, and generally having a non-typical workday. Below and pages 12 & 13.

**TTC Through the Eyes of Students.** Intro to Forestry students from Texas A&M give their impressions of the conference. (One wondered how anybody could hold a conference about trees!) Page 16.

**Silent Auction raises more than \$2,000,** and people bought some interesting items. Page 17.

**Getting to know Patrick Brewer,** 2010 Arborist of the Year. Patrick applies old ideas to new problems and talks about the future of arboriculture. Page 18.

**Renewed & Rejuvenated--** In the Shade editor Paul Johnson says he gets some of his best ideas at conferences. Page 19.



Photo by Mark Wieland, Austin TX © 2010

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*President's Letter* by Todd Watson

## Whew, what a conference!

I'm still trying to recover. I now have a greater appreciation for the work that people put into our conference each year to make it a success.

We set a new record. **We had 410 attendees at the conference.** This is a 27% increase over last year's attendance, which was 17% more than the previous conference in 2008. The conference evaluations that we received from our members demonstrated that **attendees (and exhibitors alike) were well pleased with the months of work that went into putting on the Texas Tree Conference.** We just keep getting bigger and better. I can't wait until next year when we have the conference in Waco again on October 5-7, 2011 (especially since I won't be the conference chair next year).

You've heard the saying "Many hands make light work." That's especially true with the Texas Tree Conference and other workshops and events that your statewide ISA chapter provides to its members. I deserve almost no credit for the success of our last conference except for finding excellent people to plan, organize, and run it. **We have some great volunteers,** and I am deeply indebted to them for all of the hours that they put into ISAT. You should be too. During the conference, I had the easiest job because our dedicated members were doing all of the heavy lifting. Fortunately, the years that I spent as a government employee had prepared me to stand around and watch as others did all of the work. ☺ If you have never volunteered to make ISAT a better organization, I highly recommend it. You don't have to be on the Board of Directors. Many who helped with this last conference were not, and never have been, on the Board. They just have a dedication to making things better.

Speaking of the ISAT Board of Directors, I appreciate the effort of so many who volunteered to serve on the Board. Unfortunately, we can't elect everyone who would like to serve. Please keep submitting your name every year. In the meantime, you can still help ISAT as a volunteer. Who knows, it might increase your chances of being elected next time. You will definitely have a better idea of what's going on. One thing that I am proud of is the way we have held our elections the past two years. **In the past, the Board has been accused of being a good-old-boy network. You can't say that anymore.** We have actively sought to solicit as many people as we can to run for the Board, as you have seen from recent ballots. Things look a lot different now, and we have greater representation from a more diverse group.

During the last week of October, **your ISAT Board will be going on a retreat to make plans for 2010-2011.** Since the retreat ends on Halloween day, I am calling it a Trick R'etreat. However, there are no tricks and we are not retreating. We are moving forward. We have never had a retreat before (at least in my memory), so I am expecting great things. We will be planning conferences, workshops, and other events for the coming year. We will be working to improve communications with our members and to foster relationships with other associations. We will be brainstorming about how ISAT can better serve its members and the public.

As I mentioned, ISAT is getting bigger and better, and your Board is rising to the challenge. **Check in frequently at [www.isatexas.com](http://www.isatexas.com) to see what is going on and please send us your feedback.** If you see something that you like and want to help out in one or more areas, let us know (I'm sorry, I just had to make one last plug for volunteerism).



Treely yours,  
Todd Watson



## City of Arlington earns SMA accreditation

The City of Arlington is the latest community to join a prestigious group of communities to be accredited by the Society of Municipal Arborists (SMA).

SMA accreditation is the highest honor for municipal urban forestry programs. Accredited programs:

- have a certified municipal specialist on staff
- have an approved forest master plan
- are Tree City USA growth award recipients
- show private contract preference for accredited tree care companies
- adhere to industry standards for safety and performance
- adhere to SMA's Code of Ethics.

SMA President Gene Hyde congratulates Arlington City Forester, Matt Churches, as well as the Arlington Parks and Recreation Department and the residents of Arlington. The City of Arlington was to be recognized at the SMA's annual conference October 3-6 in Albuquerque, NM.

The Society of Municipal Arborists ([www.urban-forestry.com](http://www.urban-forestry.com)) is a nonprofit international organization of municipal arborists, urban and community foresters, members of tree boards, consultants, municipal officials, and others involved in the professional management of trees.

A growing number of communities are taking steps to maintain their trees, which unlike other parts of a city's infrastructure, actually increase in value. A healthy urban forest provides many benefits for cities, including

- beautification
- reduction of the urban heat island effect
- reduction of stormwater runoff
- reduction of air pollution
- reduction of energy costs through increased shade over buildings
- enhancement of property values
- improved wildlife habitat, and
- mitigation of overall urban environmental impact

## ArborMaster returns to Irving, Texas in December

Class schedule for 2010 ArborMaster classes:

Level 1 Precision Felling– November 29-30

Level 1 Tree Climbing Methods & Work Positioning – December 1-3

Level 1 Arborist Rigging Applications– December 6-7

Level 2 Arborist Rigging Applications– December 8-10

For further information, please visit <http://www.arbormaster.com/> or contact ArborMaster directly at 860-429-5028.

## Emerging Communities Regional Workshop

At the Texas Emerging Communities Regional Workshop, you'll learn about some of the resources available to help your community plan for the future in a way that protects your natural resources and all the benefits they provide.

Texas Emerging Communities was created to help communities and their natural resource professionals learn to be proactive rather than reactive, and prepare for development before it happens. This is an opportunity for smaller communities to maintain their community character and learn from the mistakes made by larger cities. Registration is free. Continental breakfast and lunch will be provided so please RSVP.

When: November 11, 8 am – 4 pm

Where: Richardson Civic Center, 411 W Arapaho Rd, Richardson, TX

Trainers: Texas Forest Service, Texas Parks and Wildlife Department, Texas AgriLife Extension Service, Texas Department of Rural Affairs, Texas A&M University

For more information on this workshop and other events, visit <http://www.texasemergingcommunities.org>

*–Link provided by Jim Carse.*

## HAUFC Arbor Day Planting Competition

The Houston Area Urban Forestry Council (HAUFC) is sponsoring the Texas Urban Forestry Council's Regional Tree Planting Competition January 22, 2011, to be held in conjunction with Houston's Arbor Day celebrations.

Although this event is named the Houston Arbor Day Planting Competition, it is a regional competition. The three fastest planting times will be sent to the Texas Urban Forestry Council to be considered for the state award.

Each team will consist of 10 planting members and a non-working captain. Scoring will be based not only on time, but also on correct hole depth and width, mulching, and planting techniques. The HAUFC will supply the judges and timers for the event, to be held at Highway 90 and I-610 East, just outside Loop 610.

Each team will plant 100 five-gallon trees. The goal is to perform this as quickly as possible, but also show spectators the proper way to plant by following basic industry-accepted specifications. All holes must be hand dug; no power equipment is allowed.

Contest organizers urge each team to show off their colors by wearing company uniforms and/or nametags.

For more information on this event contact Mickey Merritt, Bayou Region Urban Forestry Coordinator, Texas Forest Service, 713-688-8931, [mmerritt@tfs.tamu.edu](mailto:mmerritt@tfs.tamu.edu).



## Arboriculture 101 Coming in January

Arboriculture 101, a four-day course designed to help aspiring arborists pass the Certified Arborist exam, will be held January 7-8 and 14-15, 2011, at the Thomas R. LeRoy Education Building at the AgriLife Extension in Conroe, Texas.

This longtime favorite course is taught by consulting arborist and new president of ISAT, Dr. Todd Watson. Existing Certified Arborists will also earn valuable CEUs for attending the course.

For more information, visit [www.isatexas.com](http://www.isatexas.com).



## Certification Test Dates 2010-2011

ISAT's last scheduled certification test for 2010 will be November 12 in San Antonio. Six tests are scheduled for 2011:

February 12, 2011	Humble
March 10, 2011	San Antonio
April 21, 2011	Round Rock
July 21, 2011	San Antonio
August 25, 2011	Round Rock
October 7, 2011	Waco

For details and an application form, visit [http://www.isatexas.com/Members/Certification\\_Information.htm](http://www.isatexas.com/Members/Certification_Information.htm).

As with all certification examinations, the application must be in the ISA office 12 working days prior to the exam.

To see computer-based testing locations, visit <http://www.isa-arbor.com/certification/becomeCertified/index.aspx>. To schedule a computer-based exam, you MUST submit your application and/or retake form to ISA, not the testing vendor.

## Intro to Tree Care and Tree Worker Safety

Announcing a great opportunity for review of or introduction to basic tree care and safety for tree workers! This one-day workshop will be a combination of classroom and hands-on learning aimed at any municipal employee from any department charged with tree care.

Instructor: Guy LeBlanc, Certified Arborist, owner and operator of Arbor Vitae Tree Care in Austin.

When: Monday, Nov. 15,  
10 am – 3:30 pm

Where: AgriLife Extension Center  
Pavilion, Dallas

Cost: \$25 per student

For more information, visit <http://ctufc.org/calendar.htm>



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# Arborists and Habitat for Humanity

ISAT has partnered with Habitat for Humanity to provide arboricultural services to local Habitat for Humanity programs throughout Texas.

Some of the services an arborist could provide include:

- Plant or provide trees to Habitat for Humanity homes.
- Trim trees around Habitat for Humanity homes.
- Provide mulch for trees.
- Consult before construction as to what trees to save or plant.
- Provide basic publications on tree care to homeowner.
- Instruct homeowners in proper tree care.
- Remove trees if necessary.
- Provide tree ordinance surveys to meet local regulations.
- Perform other arboricultural services as deemed necessary.

**Initiating a project:** an arborist who would like to participate may contact his local Habitat for Humanity chapter to see if there is a suitable project for collaboration. Or the local Habitat chapter may take the initiative and contact an arborist. When a project is selected the arborist sends an application form to ISAT (*see form opposite*).

Any arborist in good standing with ISAT can participate in the program. However only Certified Arborists will be eligible for grants of up to \$400 per project from ISAT. Grants may not be used for salaries or just to buy trees; if the grant is for tree purchases, the arborist must also actively participate in the local program.

Signs featuring the arborist's name will be available for display at the house. The sign is sent to the arborist when ISAT receives his application form.

**Evaluating the results:** Within two weeks of the program's completion, a short evaluation will be required, and awards will be given at the annual ISAT conference for outstanding programs.

For more information contact Mike Walterscheidt, 512-587-7515, [isat@eccwireless.com](mailto:isat@eccwireless.com)



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## Sustaining America's Urban Trees and Forests: A Forests on the Edge Report

Close to 80 percent of the US population (220 million people) lives in urban areas and depends on the ecological, economic, and social benefits provided by urban trees and forests.

A report by the US Forest Service provides an overview of the current status and benefits of America's urban forests, compares differences in urban forest canopy cover among regions, and discusses challenges facing urban forests and their implications for urban forest management.

Download a pdf of the full report at <http://www.fs.fed.us/openspace/fote/sustaining.html>

*—link provided by Jim Carse*



# ISAT & Habitat for Humanity

## Home Tree Project Form

*For ISAT use only*

Date received:

Grant application complete? Y / N

Post project

Receipts submitted? Y / N

Evaluation submitted? Y / N

Today's Date:

### Applicant Information

Name:

ISA Certification Number:

Telephone Number:

Company Name:

Company Address:

### Project Information

Homeowner or Contact Name:

Telephone Number:

Home Address:

Category / Type of project:

Approximate start date of project:

Approximate end date of project:

Estimate total number of hours that will be spent on project:

Briefly describe work planned (attach an additional page if necessary):

**Mail to: ISAT, 242 Monkey Road, Elgin, TX 78621**

### Grant application

Complete this section **only** if you are applying for grant funding for your proposed project.

See Program Framework for criteria for grant consideration.

Total amount of funding requested:

How will this funding be spent? Include itemization of supplies/materials (attach an additional page if necessary).

Receipts & Evaluation forms must be submitted to ISAT within 2 weeks of project completion.

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## Making Tree Limb Cutting Easier!

By Steve White

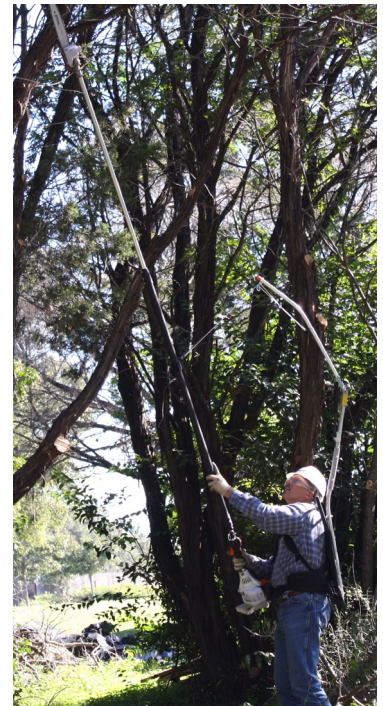
Every so often a new tool comes along that really changes things. While attending the ISA Texas Tree Conference at College Station recently, I was lucky enough to sit and chat and then have dinner with the man who owns and sells a tool that makes important work easier. I like easier. That usually means safer. And, I like accomplishing work.

There was another tool invented a long time ago that helps tree cutters reach up high and take care of tree limbs without leaving the ground. The gasoline extendable pole chainsaw became a great tool itself for getting those jobs done without having to get a ladder or climb the trees. The main drawback is the weight of the tool itself. I've used them and I know they are a lot of work. They wear me out and fatigue my muscles. I'm in decent shape, too.

But this tool I'm bragging about today really changes things for me! I can now trim for much longer periods of time and accomplish loads more work than I ever thought possible. This tool is really a harness that assists with the pole chain saw. It is called the "Easy-Lift Harness." And best yet, is it is intended for professional use. That's me.

This harness actually takes the weight of the tool out of the arms and hands and spreads that tool weight across the back and shoulders. The pain and stress of man-handling that long saw is gone! Now it definitely looks a little weird. But I don't care about weird if I'm getting more work done in an hour than I previously could do in half a day. It is almost addictive now. My family will be wondering soon why I'm not in there cooking dinner!

Take a look at this photo and you'll get the idea. If you really think about it and put yourself in that picture you'll be hunting down one of these harnesses for yourself... and your crews!! ([www.easyliftharness.com](http://www.easyliftharness.com)) I hereby challenge you to get more accomplished. Go ahead right now and look up the web site. Then get your pole chainsaw in high gear, getting work done. It will be safer, more comfortable and very productive.



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## My five fave trees—part 3 by Oscar S. Mestas, TFS Regional Forester, El Paso



Next in line would be..... *Acer grandidentatum* Nutt. bigtooth maple. With a very large range throughout the west, this tree is also called canyon maple because this is usually where you will run into it while hiking our mountains of West Texas.



McKittrick Canyon of Guadalupe National park has a brilliant showing of this tree each fall, attracting hikers from all corners of the globe. Another place in Texas is Lost Maples State Park

where there is an isolated and relic population believed to be left over from the last ice age.

The bigtooth maple is adapted to growing in the canyons of our sky islands (mountains).

It grows in the counties of Culberson, Jeff Davis, Presidio and Brewster and the corresponding mountains of Guadalupe, Davis, Chinati, and Chisos. It prefers cool moist conditions but will tolerate warmer places if you can provide it with additional moisture.



In West Texas this tree does not like full sun, preferring the protection of larger canopied trees. I really like this tree because of the beautiful fall color. After turning brilliant reds, oranges and yellows, the leaves drop in the fall.

Bigtooth maple prefers well drained soils, but will tolerate clay soil. It would be a great understory tree for those of you who may already have a mature tree canopy. If there is shady northeast corner of the yard that doesn't get a lot of sun, give this one a try.

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# CELEBRATING THE ACCOMPLISHMENTS OF THOSE

## 2010 Arborist of the Year

*This award recognizes excellence including leadership, commitment, innovation, impact and sustainability.*

Patrick Brewer, Bartlett Tree Experts



Patrick Brewer (l) accepted the Arborist of the Year award from Jim Rooni.

Patrick graduated from Texas A&M with a degree in horticulture and then went on to work as an arborist in several Texas cities before moving to Austin to start his own tree care company in 1986. He joined Bartlett Tree Experts in 1992 and now heads the company's Southwest Division.

This longtime arborist believes in research and education and always is eager to share his knowledge with his peers. He has helped preserve some of Texas' most historic trees and has been instrumental in developing new techniques designed to help trees.

"For the past 28 years my focus has been on the practical application of tree health management and risk assessment, with a special attention to a programmed approach to our Texas species," Brewer told contest officials. "I am most proud of my ability to facilitate the personal development of the people I work with and in the use of innovative techniques and perspectives in our practice, and in preserving or re-inventing some of the work done by our predecessors."

*More about Patrick on page 18.*

## 2010 Arboricultural Project of the Year

*This award is designed to recognize a specific tree planting, care or protection project that exemplifies modern arboricultural practices and customer service.*

Norm Hackerman Building Tree Relocation Project, Landscape Services, University of Texas at Austin

When a faulty natural gas line system forced the University of Texas to tear down and rebuild its Experimental Science Building, officials had two options — cut down the surrounding mature live oaks or try and move them. Rather than lose the stately trees, the university launched an unprecedented effort to save them.



Larry Maginnis (l), Assistant Manager of Forestry and Special Projects, accepted the award on behalf of the University of Texas.

After being uprooted, the 140,000-pound trees were hauled to a nearby site where they were stored for more than two years while the new building was constructed. The trees have since been replanted and students and professors now have a state of the art building graced by 70-year-old trees.

The replanted trees will continue to add benefit for generations, and more importantly, the University of Texas at Austin recognizes that trees are a valuable asset worthy of preservation.

Jim Rooni presented each award winner with a numbered, remarked and framed limited-series print of a painting of the Runaway Scrape Oak especially commissioned for this awards program.



# WHO PROTECT AND ENHANCE THE URBAN FOREST

## 2010 Gold Leaf Award for Landscape Beautification

*This award recognizes those who, through tree planting and landscaping, have enhanced environmental protection, conservation, beautification, energy conservation or wildlife protection.*

### Hurricane Ike Urban Forest Recovery Project.

The Galveston Island Tree Conservancy was founded in June 2009, less than a year after Hurricane Ike slammed into the Texas coast, destroying businesses and homes and stranding many of the trees that didn't topple in a salty storm surge.

Thousands of trees were lost, and the conservancy has been working ever since to replant the island. Their goal is to distribute and plant 25,000 trees on public and private property over the next five years.

Galveston is a resilient community, and the city and its citizens have rebounded with pride and hope. They are an example for how communities can respond and rebuild after such a devastating loss.



Members of the Galveston Island Tree Conservancy accepted the Gold Leaf award for Landscape Beautification.

## 2010 Gold Leaf Award for Arbor Day

*This award is designed for organizations or individuals who promote Arbor Day through special projects, ceremonies, news articles or observations with an Arbor Day theme.*

### The City of Georgetown Arbor Day at VFW Park

The City of Georgetown has been celebrating Arbor Day for 25 years. But this year an added emphasis was placed on the event. Held in the city's VFW Park, the 2010 ceremony was dedicated to America's veterans.

Before the planting, the sports complex had few mature trees. But thanks to 60 volunteers who joined together in April, the park now sports 42 new trees, all of which help to create a softer, more streamlined look for visitors.



Heather Brewer, City Forester, and Eric Nuner, Assistant Director of Parks and Recreation, accepted the Arbor Day award for the City of Georgetown.

Volunteers completed wish forms on which they wrote messages and well wishes for the men and women fighting in the armed forces. Each paper then was rolled up and planted alongside one of the trees. The activity allowed the wishes to forever be a part of the trees and the park.

For more information on the winners and their projects, go to the awards page of the ISAT website:  
[http://www.isatexas.com/Members/Awards/Award\\_Winners.htm](http://www.isatexas.com/Members/Awards/Award_Winners.htm)



## SCENES FROM THE TTC




Photos by Mark Wieland,  
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# Review: ITCC 2010, Chicago

by Guy LeBlanc

The 2010 ISA International Tree Climbing Championship started off rather soggy, but as usual, the volunteer crew improvised and overcame to provide spectators with another highly enjoyable show. The rain started in earnest about 10 pm Friday night. That's when it started coming in sheets. By the time it stopped, sometime around 6 am, Chicago and its surroundings had gotten *over six inches* of rain.

There was quite a crowd at the Sheraton at 7 a.m. Saturday, hoping to catch the only set of morning shuttle buses that the ISA HQ staff had scheduled to go to the Morton Arboretum, where the event would be held, some 30 miles west of downtown Chicago.

They sent one bus to the Morton, and told those of us who weren't on it that they would wait a couple hours to decide whether or not to send the others. Roads to the arboretum were flooded. The event was likely to be cancelled for that day. Finally, by late morning word came that Day One of the ITCC was indeed cancelled.

The ITCC volunteer crew put in extra hours to condense all prelims (except Footlock) to allow the entire competition to be run on Sunday. Some of the ways in which things were changed included a tree-top entry for Aerial Rescue, and one set of targets for Throwline. Work Climb was reined in a bit, as was Belayed Speedclimb. Aerial Rescue still posed a significant challenge as it was arranged as a single rope technique climber rescue. Most of the trees were white oaks and swamp white oaks.

Saturday, the park was a mosquito-infested steamy swamp. Come Sunday it was surprisingly dry and didn't require

This year's new champion, Mark Chisholm of New Jersey, in the Work Climb.



pumping out any areas (as they had to in Rhode Island in 2009). Some roads into the arboretum were still closed, and in fact a creek by the entrance was still rising. But a mild breeze whisked the blood-suckers away, and it was far less humid and a bit cooler as well, as temps had been in the 90s much of the week. And so with an earlier start time, the 39 male and 15 female contestants, including our own **Abram Zies**, got down to the business of deciding who would get to call him- or herself the best climber in the world.

This year's field of men's favorites was the biggest yet, according to the spectator buzz, and I must concur. Not only did you have perennials like Mark Chisholm and the Great One, "Beddes" Strasser (back from a one-year hiatus that some called "retirement"), but you also had last year's champ, certainly now a perennial himself, second generation stud Jared Abrojena, and a whole slew of up-and-comers who are so incredible you gotta see 'em to believe 'em! Guys like James Kilpatrick and Scotty Forrest of New Zealand, Jon Turnbull from UK, and my personal fave among the newbies, Cormac Nagan of North Carolina. And I'm leaving out three or four more. I gotta say, though, it sure made me wince to hear guys like Chisholm and Strasser talked about as "the old guys"!

On the women's side the favorites were easier to pick, with former ITCC champs Jo Hedger of UK, Chrissy Spence from Kiwi Land, and Kiah Martin from Down Unda, and defending champ Anja Erni of Switzerland all having proved their dominance in years past.

In my opinion, the "shortening" of the courses made it even harder to separate the great from the truly awesome. Surprisingly, the Great One didn't make the cut, coming in

Texas' Abram Zies in the Aerial Rescue.





12<sup>th</sup> overall. **Abram** had a strong Footlock and Work Climb, but fell short in AR and Belayed Speed. He finished in the top half of the men, coming in at 18<sup>th</sup>. But at the end of the day, I think it's fair to say the best man, and woman, won.

It is with great pleasure that I can report that Mark Chisholm won his third ITCC. Jared fell just short in defending his title, to come in second. James Kilpatrick took third, and Johan Gustafsson of Sweden took fourth. On the women's side, Jo Hedger won her second ITCC. Chrissy Spence took second, and it was great to see Kiah Martin in the Master's again, although she came away in third.

The ISA HQ staff sent the last bus away before the Master's was even over, apparently due to bus contract obligations. This left many of us scrambling for rides back to the city after the last of the awards were given in the dark, around 9 pm. But considering the great performance of these phenomenal men and women, it was worth it. For more photos and video of the competition, go to **isa-arbor.com**. A more detailed write up on the event will be in the October edition of ISA's *Arborist News*. *Next year's competition will be in Australia*. Roo-burger, anyone?



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# The Texas Tree Conference: A Student Perspective

Introduction to Urban Forestry students from Texas A&M attended the 2010 Texas Tree Conference, held in College Station in September. Each student was required to submit a one-page paper summarizing their experience. Here are a few excerpts from the papers:

The best thing about being able to attend the Texas Tree Conference was the ability to talk with the exhibitors and other attendees about the new events and technology in the Urban Forestry field. . . .

From “betting on the bug” to seeing how light the easy-lift harness made the pole saw to help reduce back problems and fatigue, the Texas Tree Conference was a great experience.

—*Kimberley Breed*

I found it interesting that by planting a green landscape, strip malls and other public places have increased visitors in contrast to areas that are mostly concrete. . . . Not only does the use of plant landscaping improve aesthetics but it also relieves the heat island effect that so many large cities are suffering from.

—*Megan McClaugherty*

The conference was a great experience that was well organized. . . . Everyone you talked to was ready to share any knowledge they had with you, with a smile on their face.

—*Dustin Wernicke*

I was wondering how anybody could hold a conference about trees.

—*Anonymous*

“Selling Your Services in Tough Economic Times” by Dr. Litzenberg was a good analysis of how buyers think and the process they go through before they make the decision to purchase your company’s services. He outlined topics to make your company more marketable to the customer and the need to recognize alternative strategies to reach your target market.

—*Michael Tepera*

Everyone there had one thing in common, passion for the industry and the job that they do, all the way from the guest lecturers to the people advertising their products in the booths. It made me sit back and think about what I really want to do with my career.

—*Tyler Beam*

And here is an entire paper:

As a student enrolled in the Urban Forestry course at Texas A&M University I was required to attend the Texas Tree Conference or risk the “punishment” of writing a five-page paper. I entered the conference with hesitation, but as soon as I found out our fellow Aggie Dr. Todd Watson was the conference chair, I knew that it would be a tree conference with a humorous twist. The conference was bustling with informational lectures held inside and displays of large forestry equipment available outside.

Following a brief welcome to the College Station community by Shirley Hammond, a representative of the Bush Presidential Library, the general sessions began. The first speaker was Dr. Michael J. Raupp, a professor from the University of Maryland Department of Entomology. Although he claimed the very complimentary introduction of having been on numerous TV shows nationwide was false, I realized what a notable person he was once I saw him on the Today Show the very next day. Dr. Raupp spoke of the many different forms of pesticide use and how new materials are allowing arborists to “go green” in their attempt to eliminate harmful pests. Next up on the list of keynote speakers was Dr. Kathleen Wolf of the University of Washington. She spoke on trees and their affects on community economics, a relationship that might not often be considered. Dr. Wolf is currently a part of a huge urban forestry research project compiling resources about green cities and how they provide communities with better health. Dr. Wolf stated

information on their website, [www.greenhealth.washington.edu](http://www.greenhealth.washington.edu), is being updated continuously. The third and final keynote speaker was the sociable Dr. Kerry Litzenberg, a professor of Agricultural Economics at Texas A&M University. Dr. Litzenberg addressed the crowd on how to continue selling their services during these tough economic times our nation is currently experiencing. Dr. Litzenberg stressed that successful salespeople had great skills, in-depth knowledge, and a positive attitude about their job. He also taught the crowd about the concept of “asking” the buyer what they need instead of “telling” the buyer what they need. This will allow the salesperson to talk with their potential client instead of at them.

Following the keynote speakers, the attendees had a break to attend the Texas Tree Awards luncheon where the awards of Arborist of the Year, Arboricultural Project of the Year, and the Gold Leaf Award were given to well deserved recipients. After lunch, the tree conference attendees were allowed to attend a variety of lectures covering topics such as diagnosing tree problems, the pros and cons of iTree and ArborPro systems, and the effects of pervious concrete on tree growth.

As a student, the conference opened my eyes to the professional world of Arboriculture. Conferences such as the Texas Tree Conference are important to the continuing education and advancement of Arboriculture. The conference made me realize that this community is very tight-knit and meetings such as these are an excellent place to make professional contacts that can last a lifetime. As a future professional in the field, I hope to someday attend more of these conferences on a state and international level.

—*Amanda Bryant*

*Student writings used with permission of the students and their teacher, Dr. Melanie Kirk.*



# Silent Auction raises \$2,447 for ISAT

by Heather Brewer

There was a lot of last minute bid sniping during the silent auction at this year's tree conference. In the end we raised \$2,447 from 50 donated items! Thank you to all of you—including vendors—who donated items, and thanks to all who bid on items.

Over the past few years attendance at the silent auction has been spotty. Hopefully this year got you all excited about it, and we can keep the momentum going in 2011 at Waco. Please be thinking about items you can donate next year.

Donating an item doesn't mean you have to take a big financial ding. Handmade items by ISAT members were huge hits this year! Susan Henson made two unique planters and pints of

strawberry fig preserves. Rachel Hagan made a lovely up-cycled hand bag, and Matt Tobola made a handsome mesquite wood lamp. Several wood-turned items, including bowls and vases, were donated by members and friends of ISAT.

A donation could be as close as your cluttered bookshelf. Some of the most sought-after items in the auction were a couple of antique tree ID books donated by John White from the UTEP Centennial Museum.

Many items were donated by municipalities – things like tennis lessons with a pro at the City of Georgetown's Tennis Center, a cabin stay at the City of Grand Prairie's Joe Pool Lake, and rounds of golf at municipal courses. Most cities have

special places like this, and donating these types of items doesn't cost the city any additional money.

Thrift store shoppers, keep your eyes open for unique tree knickknacks that your fellow arborists would love. You can also hit up your local saw shop for some tools and parts. Thanks to Jim Breaux and Jim Carse for your hand tool donations.

The single most expensive item sold at the auction was four rounds of golf at Cimarron Hills, generously donated by Cimarron Hills Country Club. Liz Brewer works there as their horticulturalist. Thanks, Liz, for getting the rounds of golf donated!!

If you have an item to donate for next year's conference, let me know ([heather.brewer@georgetown.org](mailto:heather.brewer@georgetown.org)) and we will organize a way to get it from you. It's never too early! Plus we are looking for a team to run the silent auction next year. If you want to help with this event *please* let me know. The auction team needs to be organized, outgoing, and slightly pushy. You don't have to be a board member. We can use your help!

---

## The future of Texas trees depends on you!

Want to help kids learn about trees while you brush up on your tree identification skills?

ISAT is looking for volunteers to help get kids out of the classrooms and into the trees. If you can identify the trees in your town, you can help out. We will provide everything you need to help a class create an online arboretum at their school. Kids and Trees are Good!

Give John Giedraitis a call at 979-458-6650 or email him at [jpg@tfs.tamu.edu](mailto:jpg@tfs.tamu.edu).

To learn more about the Great Texas Tree Trail Guide Project, visit <http://greattexastreetrail.org>.

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# Meet Patrick Brewer, Arborist of the Year

by Jeannette Ivy

TEN YEARS FROM NOW, the field of arboriculture will be very different from the way it is today, according to Patrick Brewer, Southwest District Manager for Bartlett Tree Experts and ISAT's 2010 Arborist of the Year. Among other changes, he thinks organic treatments will be more mainstream, and a host of new regulations will affect trucks, chippers, chainsaws, and other gear that arborists regularly use.

Patrick is focused on the future. He loves to help young people learn about the field of forestry; he recruits and trains new graduates; and he thinks very highly of young people in general.



Compared to students of past decades, Patrick thinks today's students are "highly ethical and hard working" although with fewer mechanical skills and different learning methods. "As a matter of fact, most of them can't drive a stick shift," he says. But his faith in people in their teens and early 20s comes through in the way he talks about their enthusiasm and the contributions he expects them to make in coming years.

Many students are interested in the environment, Patrick says, yet forestry programs are struggling. He thinks kids need to know that arboriculture is a good, satisfying career that helps the environment.

For a future-oriented kind of guy, Patrick also likes to reach back into the history of horticulture to resurrect the ideas of soil science pioneers from the late 19th and early 20th centuries, and

apply them to present-day situations. In his student days at Texas A&M he read all the classics by Sir Albert Howard, Evelyn Balfour and Liberty Hyde Bailey. Almost 20 years later he helped develop Bartlett's patented Root Rx treatment for root restoration using ideas adapted from those early organic thinkers. A key idea of theirs was that soil is damaged by traditional agricultural methods but improved by the addition of organic matter and mycorrhizal fungi.

According to Patrick, the invention of the air spade was a major breakthrough in bringing these old ideas into the modern world. It turned out to be the perfect tool for introducing compost and nutrients to tree roots, in the correct amounts, without damaging the soil or roots.

Patrick wasn't always into trees, or even plants; he started out in chemical engineering. He'd accumulated 60 hours in that major when he had an epiphany and left the chemical industry to pursue what he thought was a more positive career. He switched to horticulture, first at Texas Tech and then at Texas A&M, where he worked in peach and pecan orchards at the Experiment Station. Patrick graduated from A&M in 1982.

He worked for several tree care companies, then ran his own tree service for six years. In 1992 he joined Bartlett as an arborist representative, and in 2002 he was promoted to local manager. He moved up to manager of the Southwest District in 2005.

Patrick's work has become very people-oriented. He is in charge of seven offices in Texas and Arizona. He supervises 15 arborists who in turn supervise all the production crews and technicians of the district. He monitors customer service, oversees safety training and compliance, and represents the company at conferences

and other events. He takes pride in fostering the personal development of the people he works with.

At the same time, his job is also more high tech. He liaises with the staff at the Bartlett Tree Research Laboratories and supervises the distribution and coordination of state-of-the-art equipment and vehicles. Patrick points out that new digital tools make diagnosis and treatment of tree problems more precise. For example a new digital level can measure a tree's movement to a 10th of a degree, so a customer can know exactly how much more a tree is leaning than it was the last time it was checked.

Other technical developments that Patrick thinks will change the face of arboriculture: equipment for radial trenching; a lighter and more maneuverable 4-stroke chainsaw, lower-emission brush chippers and trucks; and new decay imaging technology. He also anticipates a "huge change in injection technology," with new methods that are less invasive than drilling. Large gas-electric hybrid trucks are not yet available, but he is already looking at a hybrid spray rig.

While new equipment will contribute less air pollution, there's a price for the cleanliness: some new trucks will cost \$15,000–16,000 more than present models. Patrick points out that this kind of cost could prove a formidable barrier to people who want to start their own businesses.

Does he have any advice for tree care people in a down economy? Yes, it's all about providing value while controlling costs. Based on his own years as an independent owner-operator, Patrick says many owners of small companies have very little knowledge of accounting (they like trees better than numbers), and often don't know what their costs actually are. They have too much equipment ►



# RENEWED, REJUVENATED, REFRESHED . . .

by Paul Johnson

THE TEXAS TREE CONFERENCE is more than just an opportunity to learn something new. It is a chance to meet with other tree people from around the state and around the country. I don't know about you, but I just seem to get smarter by hanging out with people who know more than I do. There seems to be an increase in electrical activity in my head, and I get some of my best ideas at conferences.

This year's conference kicked off with two great Academies. Dr. Kathleen

Wolf led us on a journey through building a more livable community using trees. She put values to the intangible characteristics of trees. Little things like decreased vacancies on rental properties and consumers' willingness to spend more at a well-treed and landscaped business help us 'sell' the concept of trees. We were even able to get out and tour a couple of locations in College Station and Bryan. It was great to be able to discuss how the concepts we had learned during the lecture applied in a real-world Texas situation.

Dr. Michael Raupp delved into the creepy, crawly world of BUGS. Diagnosis is a big part of our lives. How many times does someone walk up and say "I have this tree that . . ."? Being able to figure out what is going on not only gives you a chance to help the tree, but it also helps you sell your expertise and therefore your services. Everyone loaded up on buses after lunch and went outside to do a little sleuthing in the real world.

The Wednesday evening social was a great party. Steak, adult beverages, and live entertainment helped set the stage for a chance to catch up with old friends and make new friends. This fellowship is an important part of the Texas Tree Conference experience. It is amazing how quickly a keg disappears around a group of Texas arborists. Don't worry though; there was a bus to make sure we all made it back to the hotel safely.

Thursday started with breakfast with the exhibitors. There was a great variety of exhibitors and it was good to see all the tools and services that are available to us. We owe a big thank you to the exhibitors for supporting our conference.

Dr. Raupp had great information on current and future less toxic pesticides. Dr. Wolf taught us even

more about how trees contribute to our communities' bottom line. Dr. Litzenberg was a standout. Not only did he have good information on selling in a tough economy, but he had a great presentation style.

In the afternoon we broke up into two tracks: the Commercial and Municipal tracks. The only problem with this is that I always want to be in two places at the same time. Hmm . . . do I listen to the panel discussion on tree inventories or do I learn more about the effects of pervious concrete on tree growth?

A reception with the outside exhibitors followed the speakers. This was a great way to get everyone to visit the outside vendors. We then had another choice to make: attend the Texas Hold'em Tournament or the Municipal Tree Managers Social. I'm not much of a gambler so I decided to network with SMA, Davey Resource Group and our municipal partners.

Friday morning dawned very, very early (following the receptions of the night before) with another breakfast with the exhibitors. Then we had our ISAT business meeting including an around the world tour with Jim Skiera from ISA. We thanked the outgoing board members and welcomed the new board members. I received my new favorite shirt from President Watson. Thanks, Todd, trees are super.

We broke into our two tracks again to learn about either A300 standards or working with Habitat for Humanity. In addition we hosted the Texas Tree School, a separate introduction to arboriculture class for tree workers who are getting started or need a refresher on tree biology, pruning, and chainsaw operation and safety.

All that was left was the long drive home to reflect on the 2010 Texas Tree Conference. Trees really do Mean Business. ■

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## Patrick Brewer *Continued*

and too many administrative workers. Owners of small companies are often surprised at how lean a large firm like Bartlett actually runs.

Patrick spends a lot of time traveling on business these days, but that doesn't stop him from traveling for enjoyment too. He and his wife Liz like to travel abroad, and he's made a family tradition of taking each of his children on a long trip out of the country when the child turns 16. Paul, now 18 and a freshman at St. Edward's University, went to Greece and Italy. Kelly is 20 and attending Austin Community College; she went to the south of France and England. Daughter Caralie, 14, is still in high school—the Liberal Arts & Sciences Academy at LBJ High School—where she is studying German for her 16th year trip.

Patrick is an active outdoorsman who sails, canoes, kayaks and bicycles whenever he can. Fortunately his North Austin home is located a convenient distance from Lake Georgetown, where he manages to go sailing two or three times a month. He lives—where else?—in a heavily treed neighborhood with a creek running through it. ■

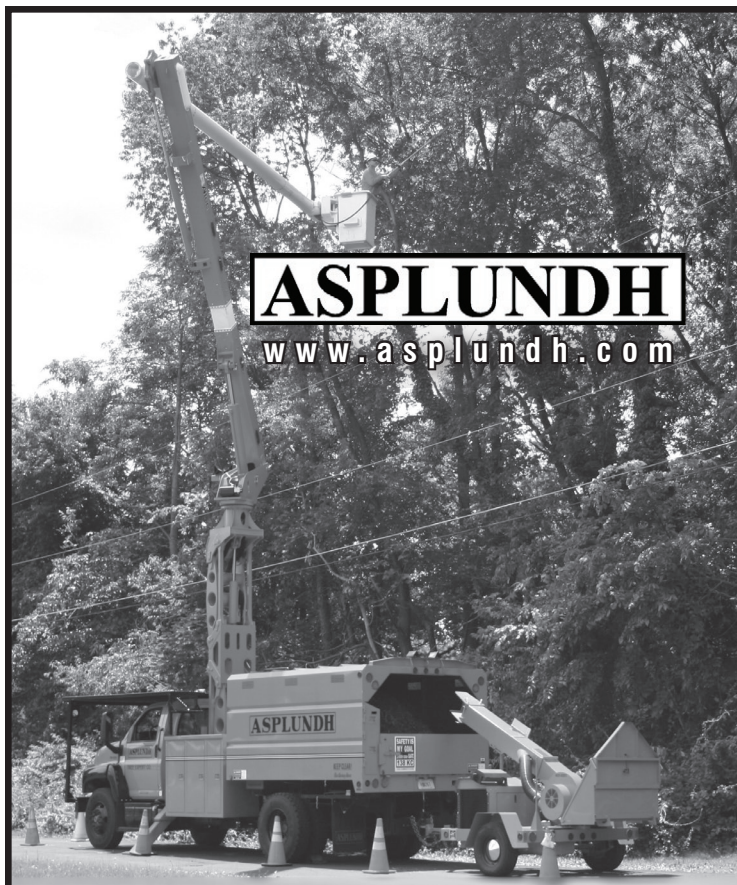
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