



In the shade

NEWSLETTER OF THE ISA TEXAS CHAPTER

Vol. 37, No. 4

November, 2013



**2013 Arborist of the Year:
Booker Arradondo**



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PRESIDENT'S LETTER by Michael Sultan



As my first message to you, I want to say how honored I am to have the opportunity of serving as your president. My second message to you is why I cherish this opportunity. I have been working with trees for more than fifteen years – I have met the most amazing people, from all over the world, who also love working with trees. I have a long list of interesting experiences during those fifteen years, many of which include the incredible people who I've grown to know here in Texas. Our local chapter of the ISA, the Texas Chapter, is one of the strongest chapters across the country and internationally. That is one of the reasons why I cherish this opportunity – to be able to give back by proudly representing you and Texas at the international table.

The other reason I cherish this opportunity is for the privilege of working with a very professional, dedicated, and active board of directors. We have representatives from several different Texas regions – north, southeast, central, and west Texas. The combined professional experience includes commercial, utility, municipal, and consulting arboriculture and vegetation management, landscape services, and university grounds management. With board dynamics changing each year, it always is interesting to see what new thoughts and ideas develop as the board evolves and board members work together to inspire and support each other. Considering the new and returning board members, this group has a unique collection of characters, quality, and experience.

My overriding goal for 2014 is to continue seeking ways to improve your experience as a member of ISAT. During our annual board retreat in December, we will begin serious planning for next year. It is an intense two days where we will analyze member feedback from the recent tree conference and other workshops held throughout the year. We take seriously your input about how well we are meeting your needs. Please feel free to contact me (michael.sultan@davey.com) anytime if you have questions, comments, or concerns that might help us identify opportunities to better serve you.

Thank you!

In the Shade

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ISA Bookstore Sets Sales Record

Lisa Butler from ISA headquarters and John Warner, ISAT board member, set up and ran the ISA bookstore at the Texas Tree Conference.

According to Lisa, this was an all-time record amount with over \$6,000 in sales and orders. Members attending were able to select from books, materials, and research on current topics highlighted during the conference, as well as ISA/ISAT wear.

Another benefit to members was being able to order from the catalog while attending the conference, and all shipping was free.

Final total bookstore sales: \$6,430.

– John R. Warner, CF, TFS Urban District Forester, Conroe



John Warner, bookstore manager.

COVER PHOTO

Booker Arradondo, owner of Booker's Tree Service in San Antonio and co-founder of the San Antonio Arborist Association, was named Arborist of the Year at the 2013 Texas Tree Conference. See pages 10-12 in this issue for all the award winners.

A great program and jellybeans too . . .

2013 Tree Conference wrap-up

by Michael Sultan

The 2013 Tree Conference rocked!

Thank you to the following list of groups and individuals for making our 2013 Tree Conference a remarkably successful experience: International Society of Arboriculture (ISA) members and local ISA Texas Chapter (ISAT) members who attended the conference, conference vendors and exhibitors, conference committees and volunteers, conference presenters and instructors, our Executive Director, John Giedraitis, and Past President, Susan Henson. I believe it is important to recognize the direct relationship between the conference success and the combined support from our members, our exhibitors and vendors, and the hard work from your ISAT board members and volunteers. We have a really great chapter, and the word is getting out.

As the 2013 conference chair, I was really lucky to have an exceptional team working behind the scenes. There are a few additional people who deserve special mention: Pete Smith, Paul Johnson, and the rest of the Texas A&M Forest Service staff who assisted us in Waco. Pete ensured that we still had support from TFS to provide scholarships and opportunities for municipal arborists to attend the conference. Paul helped coordinate TFS audio /visual hardware and support for each session, as well as chairing the awards committee and creating the program for the awards lunch.

Other contributors include Jim Carse and Markus Smith, who were tasked with taking care of our vendors and exhibitors. They also were put in charge of designing and overseeing setup of the vendor and exhibitor hall.

At their non-traditional exhibitor booth, Dave Appel and Sheila McBride put together an awesome array of material for their *pathology challenge*. The feedback we received about their station over the last couple of years has been phenomenal. Last but not least, I want to

thank Lisa Butler from ISA International for her eternally positive attitude, sharp sense of humor, and for sharing with us the ISA bookstore. Everyone enjoys their educational resources and stylish merchandise.



Keeping the arborists happy: Everyone at the conference received a bag of jelly beans.

Now that you understand who helped make this conference a success, let's talk about the success itself. Including vendors, exhibitors, and presenters, we had over 800 conference registrants. More than 700 of the registrants were pre-conference and conference attendees—that's over 90% member participation from within the Texas Chapter. That's incredible.

The conference theme, *Branching Out*,

was evident throughout the programming. Your pre-conference academy and conference track chairs put together a really diverse and high quality agenda. There were a lot of fresh topics and new ideas presented, challenging and complimenting existing professional knowledge and experience. This year we also partnered with TCIA to offer the Electrical Hazard Awareness Program (EHAP) for the first time.

What I'm happiest about is that the majority of post conference survey remarks were very positive. I hope that's a true indicator of our ability to provide what our members need and want. I do believe this trend will continue. Your conference chair for next year will be Markus Smith. Markus always has a lot to share, and I feel confident that he will have even greater success with his conference in 2014.

So, thank you for supporting the 2013 Tree Conference and for helping make me look good! We hope to see you again next year. Please mark your calendars for October 1-3 in Waco. ■



Barbecue, beer and networking at the 2013 Texas Tree Conference.

Tree & Safety Basics at Tree School 2013

by Brad Hamel, TFS, Austin

The Texas Tree School, held each year at the Texas Tree Conference, is taught by professional arborist Guy LeBlanc with an assist from the Texas A&M Forest Service (TFS). It is taught in English and Spanish. As the new Central Texas Regional Urban Forester for the TFS, I was asked to assist Guy with the tree biology portion of this year's class.

Having been in the industry for over 30 years, Guy noted that many of the safety standards have improved over the years. He said he is a much safer arborist now than when he was a young man. He listed the top three causes of injuries and fatalities: electrocution, falling, and being struck from above (ground workers being hit by tree parts or tools). He also mentioned that working on a tree crew (tree climbing and ground crew) is the fifth most dangerous job in the country.

After Guy's safety presentation, I gave a presentation about tree biology, covering basic information about leaves, roots, and the main stem of the tree.

After lunch and a short presentation on chipper safety and proper pruning cuts, the class adjourned outside where Guy got out his climbing gear and demon-

Guy LeBlanc demonstrating chainsaw safety gear and equipment.



strated three different tree climbing techniques with various riggings. He stressed the importance of tree climbers and ground crew communicating properly when climbing and descending—especially when making pruning cuts in the tree and dropping branches to the ground.

Guy emphasized the importance of communication while handling a chainsaw. Everyone on the crew should be aware of when you are using a chainsaw and

what you are doing. He put on all the chainsaw safety gear: hard hat, goggles, earplugs, steel-toed boots, and chainsaw chaps. He demonstrated how to use two sizes of chainsaw and demonstrated the proper starting techniques for each. After showing how to clean, sharpen and maintain the chainsaw, Guy cut into an old pair of chainsaw chaps (mounted on a log) to demonstrate how the Kevlar threading inside them locks up the chain upon contact to prevent serious injury. ■

Group from Stephen F. Austin at the Conference



Students and faculty from Stephen F. Austin State University at the TTC:

Front row (l to r): Chanelle Angeny, BSF Urban Forestry; Alyssa Kennel, BSF Urban Forestry; Chase Gee, BSAG Horticulture; Clint (CJ) Holloway, BSF Urban Forestry; Dr. David Kulhavy, Forestry.

Back row (l to r): Dr. Hans Williams, Forestry; Daniel Finch, BSF Urban Forestry; Chris Dempsey, BSF Urban Forestry; Cory Cason, BSF Urban Forestry; Chris Englebrecht, BSF Urban Forestry; Jordon Paramore, BSF Urban Forestry; Ken Moyer, BSAG Horticulture.

Here are comments on the conference from three of the students:

I believe that the ISA Texas Tree Conference is crucial in continuing the education of the leaders in the arboriculture field. The conference is great for the students because it allows them to network with representatives from companies in the field. It also allows them to see the latest research findings.

Jordon Paramore, BSF-Urban Forestry Concentration, SFASU

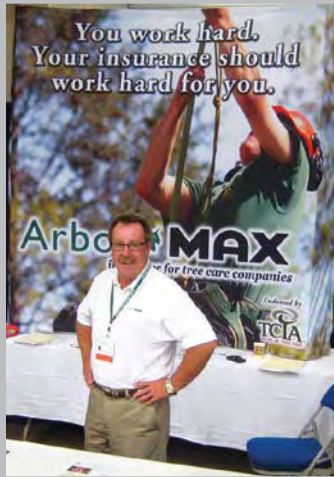
I had a great time at the convention and am very thankful that I was given the opportunity to attend. I truly do understand how beneficial it is to be a graduate from the forestry department at SFA. I met many people that really helped reassure myself that my goals in this career path can be accomplished. I enjoyed getting to speak with employers about the different job opportunities.

Clint Holloway, BSF-Urban Forestry Concentration, SFASU

I had a lot of fun at the ISA meeting and I feel like I really learned a lot. It was a great opportunity to learn and expand my job opportunities.

Chase Gee, BSAG-Horticulture Student, SFASU

EXHIBITORS



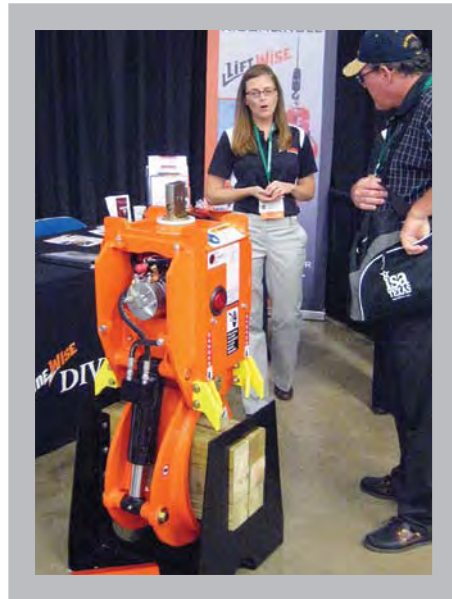


EXHIBITORS

2013 TEXAS TREE CONFERENCE

EXHIBITORS

2013 TEXAS TREE CONFERENCE



New Members

ISA members only

Colby Green, Hamlin Tree Care
Daniel B. Duncum
Froylan Nino, Texas Ground Works Inc
Gumecindo Lopez
Ting F Choi
Tom Thompson, Antebi Landscaping

ISAT only

Andy J. Spiegel
Catherine Burst, Treescape
Cedric A. McIntyre, City of Bastrop
Jacob R. Trinkle
Jason Alfaro, Total Lawn Care
Juan A Guerra
Juan Aguirre, III
Marc A. Moser
Maurice Jacob
Michael B. Whaley
Nicholas Michael Evers
Nicholas J. Crowther, Bartlett Tree Experts
Richard Scott Warren
Wilburn B. Baucom, II, Davey Resource Group
William Smith
James Hyder, City of Waco
Jesse Alvear
Joshua McClain, Bio Landscape & Maintenance
Keith Brinkley, Oncor
Kirk Moravits, J & L Consulting
Mary Kay Hicks, TFS
Nancy Dowling, City of Austin Forestry
Ramiro Castenada, Ranch Owners Association
Renee Ann Burks, TFS
Ryan Kinkade, Tree Clinic
Todd James, Brushy Creek MUD
Wayne Trammell, City of Live Oak
Ann Payne, Travis County Parks
Barbara Sanderson, City of Galveston
Burl Carraway, TFS
Carlos Morales, Heritage Tree Care
Daniel Krenzelok, City of Austin
Derrick Lee, Heritage Tree Care
Francisco Rosa, The University of Texas at Austin
Franciso Centeno, Brushy Creek MUD
Georgina Mota, City of Brownsville Public Works
James Hoefert, Town of Flower Mound

ISA & ISAT members

David Abrego
Timothy Chavez
Arnes Purdy Thelst Purdy, M2L Associates
Mario Rios
Chris Orlea
Brad Hamel, Texas A&M Forest Service
Steven Clary, Soils Alive, LLC
Kendall M. Brown

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Tyler
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Plano
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Bastrop
Pflugerville
Paige
San Antonio
Corpus Christi
Rockwall
Bryan
Duncan
Austin
Austin
Abilene
Alice
New Braunfels
Waco
Brownsville
Magnolia
Fort Worth
Helotes
Axtell
Austin
Graford
Hamilton
Austin
Round Rock
Live Oak
Austin
Galveston
College Station
San Marcos
Austin
San Marcos
Austin
Round Rock
Brownsville
Flower Mound

San Antonio
Fort Worth
Houston
Boerne
Pearland
Corvallis
Garland
Dallas

Kevin Bulla
Richard M Leon
Christopher Engelbrecht
Scott T Lamar, STS Trees and Landscapes Inc
John F. Caldwell
Randy Harding
Kelby C. Wolf
Marcus J. Walker, City of Bryan
Todd Wayne Danz, DNZ Landscaping LLC
Edgar A. Garcia
Austen Breau, Personal Touch Tree Service
Zach Halfin, Heritage Tree Care
Craig Fox

Austin
Grapevine
Austin
Cypress
Houston
Hurst
Austin
Bryan
Manchaca
San Antonio
Dallas
San Marcos
Azle

ODE TO THE 2013 TREE CONFERENCE

The 2013 Texas Tree Conference was so great,
I thought I'd say I sure do appreciate
The chance to learn about lightning strikes.
The message is "RUN!!!" while yelling, "Yikes!"

I loved Tree Biomechanics with Frank Telewski;
Later we ate some BBQ and had some brewski.
Heartwood, sapwood, compression, tension,
and that new term "flexure" was worth a mention.

Dr. Coder spun tales on the agonies of drought,
and the impending biological lag effect, no doubt.
Thigmorphogenesis was certainly the word of the day,
Sums up wind response, bending, and sway.

We now know that City Halls all need to promote
Professional Urban Forestry Practices; sure beats hope.
Sudden Oak Death and Foliar Blight:
Two diseases, one pathogen: man, what a bite.

Detective Dendro: The Diagnostic Sleuth,
Raised some eyebrows, then raised the roof.
The Xanthophyll Cycle was new news to me,
Thank heavens for scientists, and endophytes.

I'm looking forward to 2014; that's sure to please,
Until that time, guess I'll keep hugging trees.

*Peace & love,
Steven Chamblee
Horticulturist, Chandor Gardens, Weatherford*

BOOKER ARRADONDO

2013 Arborist of the Year

Booker Arradondo is owner/operator of Booker's Tree Service, serving the San Antonio area since 1991. He was born in Oklahoma City, earned his degree in the "school of hard knocks," and spent time in the military and oil fields before finding his passion in trees and arboriculture.



Booker tells the story of an arborist from Austin who stated in a public meeting that tree care in San Antonio was "deplorable." Booker and a few of his cohorts decided to do something about it. They created the San Antonio Arborist Association, a local nonprofit, where he serves as president.

Booker and the Association have instituted a regular Certified Arborist preparation course and ongoing bilingual tree worker training. They cooperate with the Alamo Forest Partnership, the regional urban forestry council, on outreach and promotion of the value of trees and proper tree care. Booker serves as a certification test proctor and Certified Tree Worker evaluator. ■



(l to r) Bill Oates, Associate Director, Texas A&M Forest Service; Booker Arradondo, San Antonio Arborist Association and Booker's Tree Service; Cassandra Arradondo, Booker's wife; Susan Henson, President, ISAT.

EL PASO COUNTY

2013 Arboricultural Project of the Year: Ascarate Park Entrance Renovation

This venerable regional park began receiving badly needed capital investments in 2008. There were many needs after years of neglect. The park has hosted generations of families over the past 60 years, and county staff wanted to make a statement about the park's inherent beauty and rich traditions.

Staff carved out funds to refresh the entrance through new landscaping and other upgrades. Sites Southwest LLC developed a landscape plan that changed the entrance from a shabby eyesore to an appealing parkway. While redesigning the sidewalks to meet ADA requirements, the designers retained small concrete monuments that chronicle the history of civic leaders whose work touched the park and the community. Distressed trees were removed, and Sites Southwest recommended careful pruning of those remaining. New drought-tolerant plants provide sustainable landscaping.

The renovation added a traffic calming ring and new bicycle stands that look like whimsical metal sculptures. Uniquely shaped directional signs are back-lighted for evening use. ■



Gilbert Saldaña Jr. (center), Senior Civil Engineer, El Paso County Public Works, accepted the award from Bill Oates (l), TFS, and Susan Henson, ISAT.



▲ Park entrance before renovation



◀ After renovation

About the 2013 Texas Community Forestry Awards

These annual awards are sponsored by the Texas A&M Forest Service and the Texas Chapter of the International Society of Arboriculture. This year's award painting was a remarked limited edition print of the Old North Church Oak.

<http://texasforestservice.tamu.edu/websites/FamousTreesOfTexas/Tree-Layout.aspx?pageid=16101>

CENTER POINT ENERGY

2013 Gold Leaf Award for Landscape Beautification

CenterPoint Energy has more than 5 million metered customers. They developed the Right Tree, Right Place program to promote the balance between environmental responsibility and reliable electric delivery. The goal is to educate Houston-area



(l to r) Matt Churches, Ken Lindsey, Ron Britt and Gary O'Neil, all of Center Point Energy.

consumers about power-line-friendly tree planting practices and ultimately to help minimize the number of outages caused by tree interference with power lines. Following the 2011 drought, CenterPoint worked with the City of Houston to remove more than 5100 dead trees in Memorial Park to help minimize fire and safety hazards. Last year they partnered with Trees For Houston to create the "Right Tree Nursery" to produce power-line-friendly vegetation. CenterPoint invested over \$350,000 in the program last year including education and outreach, special tree planting projects, volunteer hours dedicated to tree planting, tree donations, and nursery maintenance. The project will continue indefinitely to help replace trees in the community, educate the general public, and provide volunteers to help plant trees. ■



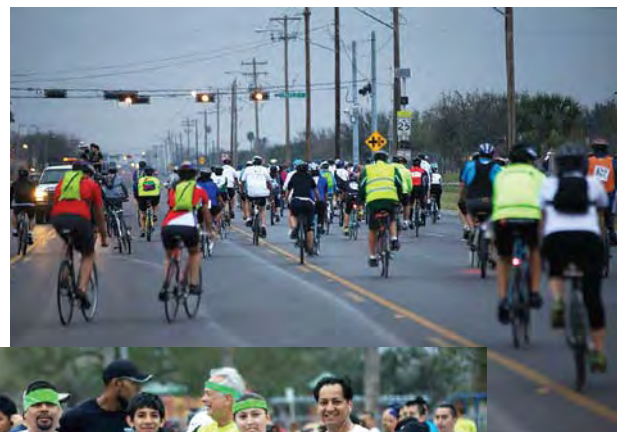
2013 Gold Leaf Award for Outstanding Arbor Day

The City of McAllen Arbor Day Challenge planted 80 trees, gave out 300, and attracted more than 600 people to participate in a 5k, 10k, or Bike Race/Tour. An estimated 1,000 people attended the event, designed to raise awareness in the community for trees. The challenge netted over \$11,000 for future tree plantings.

This project had support from the business community, city management, and the Texas A&M Forest Service. The city of McAllen has adopted this event as an official city event into the future. This project demonstrates how Arbor Day events can be used to provide a sustainable source of funding for an urban forestry program. ■



(l to r) Bill Oates, TFS; Mark Kroeze, Former City Forester, City of McAllen; Salvador Alemany, Regional Urban Forester, TFS; Susan Henson, ISAT.



TREE LINE USA

The Arbor Day Foundation, in cooperation with Texas A&M Forest Service, recognizes public and private utilities that demonstrate best practices in utility arboriculture, public education, and tree-based energy conservation. The dual goals of safe, reliable electric service and abundant, healthy trees across utility service areas are key components of the Tree Line USA® program. Seven Texas electric utilities are certified Tree Line USA and recognized during the Awards ceremony: Austin Energy, Oncor Electric Delivery, CenterPoint Energy, AEP–Texas Central, AEP– Texas North, Garland Power & Light, and Brownsville Public Utilities.



Austin Energy (L-R)
Jared Carlson, Arbor Day Foundation
Gretchen Riley, Texas A&M Forest Service
Carl Schattenburg, Austin Energy
Nathan Bastian, Austin Energy
Pete Smith, Texas A&M Forest Service

CenterPoint (L-R)
Gretchen Riley, Texas A&M Forest Service
Matt Churches, CenterPoint
Ken Lindsey, CenterPoint
Ron Britt, CenterPoint



Oncor (L-R)
Jeff Quinters, Oncor
Keith Brinkley, Oncor
Debora Sanchez, Oncor
Jeff Tweed, Oncor



AEP (L-R)
Grant Ehlen, AEP
Johnny Aguirre, AEP
Jim Cruser, AEP
Jesse Alvear, AEP
Chad Luckow, AEP
Pete Smith, Texas A&M Forest Service



(Not pictured: Garland Power & Light, Brownsville Public Utilities.)

2013 ASCA Conference December 4-7

Attend ASCA's 2013 Annual Conference and expand your knowledge and skills. You'll hear all about the latest research and learn how to grow your business. Plus, you'll have plenty of time to network with your peers--leaders in the arboricultural industry. The conference will be in Uncasville, CT.

More at: www.asca-consultants.org/edprograms/ac-2013_home.cfm



Round Rock PARD Wins Gold Medal

The Round Rock Parks and Recreation Department has been awarded the 2013 National Gold Medal Award for Excellence in Park and Recreation Management in the Class II (population 100,001–250,000) category. The NRPA Gold Medal Award is the highest national honor in the park and recreation industry.

More on these awards at
<http://www.nrpa.org/goldmedal/>



To See More Photos of the 2013 Texas Tree Conference

More photos are online at :
<http://s945.photobucket.com/user/emking2/library/Texas%20Tree%20Conference%202013>



Conference Musings

I enjoyed this year's conference more than ever. It was full of very useful information on top of a great time to visit with other arborists about issues they are experiencing.

Pam Corder, Kaufman County Urban Forester

I thoroughly enjoyed the Texas Tree Conference. The speakers were exceptional as always, the facilities in Waco are great, and the weather was great too. My boss was able to attend for the first time this year.

I spent time with some old acquaintances at the BBQ social and reminisced about the 'good old days' with Grady Brown of North Dallas Trees and Mr. Hawkins of Hawkins Nursery along with all the changes we've seen over the past quarter century. Many of the old team are gone now but it sure is fun to remember those times. Really looking forward to next year and to see what it brings. Thanks so much for another great conference.

Ron Lee, Parks Operations Manager, Town of Addison Parks Department



This was my first Tree Conference: the participants struck me as friendly and willing to share information. I felt completely comfortable in the environment, therefore I could concentrate on the speakers and get the most from each class. I thought the site of the convention center across the street from the Brazos River was awesome and spent some quality time just soaking up the beauty. The convention center staff was cordial and really put out a spread, we never went hungry! Look forward to next year...

M Jeanene Ebeling, Horticulture Program Assistant, Texas AgriLife, Beaumont

I really enjoyed attending the tree conference this year. It was good to catch up with friends. As always, I like to see the new trends and wonder how or if they may effect our industry in the future.

There were two sessions that really captured my attention. As a Licensed Irrigator, the session that Dr. Raul Cabrera presented on Irrigation Water Quality really caught my attention. Patrick Brewer's Introduction to Arboricultural Consulting helped me better understand this very interesting segment of our industry.

Thanks to all who made this conference a success!!!
Ricci Strayhorn, Arborist, Round Rock

I was able to attend the Texas Tree Academy October 2nd on a scholarship.

It was extremely beneficial to hear Dr. Telewski speak about Tree Biomechanics to reinforce the horticultural and arboricultural aspect of our field. It is extremely important to know the science behind tree installation, establishment, and maintenance in order to make scientific and informed decisions to promote the professional practice of arboriculture and foster a greater worldwide awareness of the benefits of trees.

Justin R. Krobot, Assistant City Arborist, San Antonio Development Services

Thank you, Pete Smith and Texas A&M Forest Service, for providing scholarships for municipal attendees to the Texas Tree Conference. ISAT appreciates the support. Here are some comments from people who attended the conference with the help of a scholarship.

At the TTC . . .



General morning session, getting started for a day of knowledge.



Silent Auction

Past president, future presidents clowning around: (L to R) Paul Johnson, Vincent Debrock, Terry Kirkland, Markus Smith, James Tuttle, Hans Williams, Keith Brown.



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Prevents Pine Wilt Disease



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Controls Sudden Oak Death



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EDITOR'S NOTE by Oscar Mestas

Great conference! Sorry if you couldn't make it. We had a record-breaking crowd, great vendors and a lot of good speakers and information. I have dedicated a larger amount of pages in this issue to the conference. So as you flip the pages you may see photos of what you missed, or maybe it will entice your fellow arborists who did not attend to see what they missed and plan on coming next year.

I want to thank ONCOR for coming out and making a great effort to get the ARC demo going. But I understand there was a safety concern and that they were unable to do the demo. ONCOR, thanks for bringing out all your equipment; hopefully we can work out the bugs for next year.

As a closing note, it looks like you all get me as editor for another year. Thanks to all of you that kept me here; I really do like this job. Once again, should you have any comments, questions or articles to share, please contact me at omestas@tfs.tamu.edu.

Your new ISAT executive team, board of directors and liaisons for 2014



Back Row: Michel Sultan, Greg David, Xavier Leal, Markus Smith, Jim Dossett

Middle Row: Orlando De La Garza, Terry Kirkland, Lara Schuman, Margaret Hall Spencer, Ed Dolphin, Nevic Donnelley

Front Row: Vincent Debrock, Oscar Mestas, Misti Beirne

Missing: Lee Evans & Matt Churches

“Life is not a dress rehearsal . . .”

by Jeannette Ivy

Talking with ISAT President-Elect Markus Smith is like interviewing a tornado. Except that tornados don't stop at intervals to ask, “Know what I mean?” This conversational whirlwind jumps from one subject to another at amazing speeds, then picks a topic to burrow down into, and wham, you are being told more than you can absorb about tree roots, the human body, dynamic lifting, or whatever. It's entertaining. It's educational. It can be a tad overwhelming.

Markus has led an eventful life, starting with leaving his home in Germany at a very early age and moving to Boston, then going back to Germany, then coming back to America and doing a variety of things in a variety of locations. He lived in Massachusetts, New Mexico, Colorado and Texas. He ran a cleaning company, got an engineering degree, worked in robotics, died in a motorcycle wreck but came back to life, and finally returned to the kind of job he held when he first came to the USA: working with trees.

Actually, Markus clinically died twice, each time after a different motorcycle wreck. The first wreck happened just after he'd gotten back into the tree business. After the second wreck, he was “very messed up and couldn't walk right,” and was taking “the drug cocktail from hell.” He had a headache that lasted nine months. When different doctors kept telling him different things, he decided to find out for himself what was really going on with his body.

So he enrolled in medical school.

Yes, Markus likes to find things out for himself. After almost two years of medical school, he was ready to make some decisions. He chose not to undergo a proposed serious spinal operation; instead, he organized his own

recovery program and eventually returned to good health. He considered staying on and becoming a doctor, but other interests were calling.

Markus left medical school, went to Austin for the summer (he's still there), did tree work and real estate, and started a one-man tree care company. Today his company Just Trees has a crew of six, most of them long-term employees. Of course in a Markus-operated business you might expect the employees to be some kind of different, and you would be right. They are all ministers!

Contract work for other firms is an important part of the business. Markus loves to do work that requires knowledge of technical rigging and heavy equipment. He's the proud owner of a spider lift – one of the first in Texas – and a newly acquired remote control crane. He also offers prescription services to other tree people, starting with a diagnosis based on a soil test plus observation of fungi, pests, and all the cultural considerations. “Then you're fertilizing according to exactly what the tree needs,” he says. Markus and his wife Kirsten Schneider, a partner in the business, are both Certified Arborists and municipal specialists. They have a 6-year-old daughter, Kristina.

It was Guy Leblanc and Dr. Todd Watson who first got Markus interested in ISA. “An organization is only as good as its volunteers,” says Markus. “ISAT is a good group of people.”

As an ISAT officer he wants to use his influence to foster opportunities for people to enter the tree care field. He favors development of the entry level workforce, and he likes the idea of encouraging more climbers to get into the business. He wants to see ISAT do more training and more presentations, including speaking to groups about urban forestry.

Markus thinks the increased technological nature of arboriculture is a good thing. With more quantification and a ►



greater use of standardized terminology, he says, arborists can talk to each other more accurately, and regulations and standards can be written more clearly.

In spite of the two serious wrecks, Markus still sometimes rides his motorcycle, but in a different way. He's also a kayaker and a skydiver, and he's planning to build a light sport aircraft – and maybe go to law school.

Markus says he's made some money over the years but money isn't the main thing; the main thing is the work. His enthusiasm for both life and work come through in rapid fire descriptions of what he did that day, how excited he is by a project he's looking forward to, and how much he wants to explain a concept or process so that you get it. It comes through as well in one of his favorite sayings: "Life is not a dress rehearsal for the next time around." ■

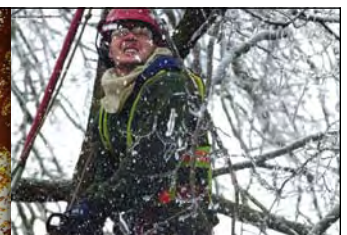


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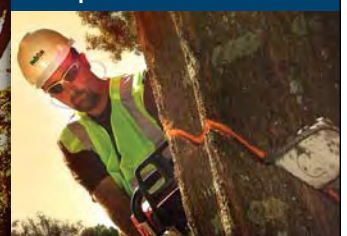
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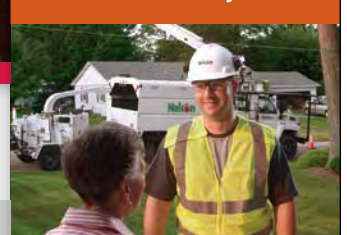
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El Cuidado de la Salud de las Plantas (Plant Health Care) – Parte 2

por Mark Duff

Apoyo profesional

El servicio personalizado comienza en su patio o jardín con el técnico de PHC haciéndole preguntas, explorando sus prioridades y expectativas. Usted puede estar seguro que una compañía que practique PHC contará con profesionales bien entrenados, instruidos y con experiencia, familiarizados con sus plantas de ornato, con las necesidades para su salud óptima y con las plagas y enfermedades que tienen mayor probabilidad de presentarse.

Específico para el cliente

El PHC reconoce que cada propiedad es diferente y cada planta presenta retos y oportunidades únicas. Al explorar el terreno con usted y entender sus deseos, el especialista en PHC desarrolla un programa de cuidado individualizado que satisface sus necesidades específicas. El PHC permite el monitoreo de una, algunas o todas las plantas. Cierta información surgirá respecto a las “plantas claves” de gran valor monetario o sentimental. Los deseos y expectativas del cliente guían el concepto del PHC.

Monitoreo

Un monitoreo frecuente garantiza la detección temprana de los problemas. Varias veces durante la época de crecimiento (normalmente cada 3 a 6 semanas dependiendo del técnico y del área geográfica) un “explorador” profesional, entrenado en el diagnóstico de enfermedades y deficiencias hortícolas, visita la propiedad de un cliente para inspeccionarla. Al completar la inspección o un poco después, el cliente recibe un reporte de la misma en el cual se le alerta acerca de cualquier problema existente o potencial. Cuando los hay, el cliente recibe información completa acerca del problema y la urgencia de la solución. Asimismo, se le informa sobre todas las opciones disponibles de tratamiento.

Información

El Cuidado de la Salud de las Plantas enlaza la comunicación entre el profesional del cuidado de las plantas y el cliente. El practicante del PHC consulta con el cliente antes y después del tratamiento, suministra información clara y relevante que permite al cliente participar activamente en las decisiones sobre su jardín. Su pericia está disponible para asesorar a los clientes en la selección de la planta y el lugar adecuado para éstas. La base fundamental del concepto del Cuidado de la Salud de las Plantas es entender que la toma de decisiones inteligentes es la clave tanto para un paisaje bello y saludable como para la tranquilidad del cliente.

Opciones

Por lo regular existen opciones para tratamientos alternativos. Generalmente, las mejores alternativas son aquellas que van de la mano con los procesos naturales y son las que hacen menos daño. El PHC ofrece una gran variedad de opciones de tratamiento. Éstas incluyen la poda para mantener la salud de la planta, de eliminación o estética; las prácticas culturales como la aeración del suelo, la aplicación de mulch y la fertilización; disminuir el número de plantas cuando hay un problema de sobrepoblación de plantas, el cableado y el refuerzo. Las aplicaciones químicas se utilizan sólo como último recurso, pero permanecen como una solución viable para el PHC en especial durante las primeras etapas de un programa de PHC cuando el objetivo es lograr la salud óptima de la planta. Un paisaje bello es el resultado de obtener plantas sanas y vigorosas. Sólo las plantas sanas pueden ser bellas y con el PHC, el cliente puede tener la seguridad de contar con ambas.

Sensibilidad ambiental

Para algunos, la sensibilidad ambiental es uno de los atributos más importantes del PHC. Ésta se enfoca en el mantenimiento de plantas saludables para estimular sus sistemas naturales de defensa. Esto en sí sirve para suprimir plagas. No obstante, si las plagas se convierten en un problema, los especialistas en PHC utilizan una amplia variedad de estrategias de tratamiento que son sensibles al medio ambiente para mantener un equilibrio más natural. Aún con el uso de trampas para insectos, inyecciones para árboles, tratamiento con aceites hortícolas, poda o aspersión a pequeña escala sólo donde es necesario, el Cuidado de la Salud de las Plantas emplea medidas efectivas que cubren o exceden los estándares gubernamentales. La aspersión rutinaria extensiva de químicos para la erradicación de insectos pronto será una práctica del pasado. En la actualidad, la investigación nos dice que no todos los insectos son dañinos y de hecho, algunos son realmente benéficos. El PHC también reconoce que los daños leves por plagas pueden a menudo ser tolerados sin perjudicar a la planta a largo plazo, dependiendo de las circunstancias.

Efectividad de los costos

Ya que el Cuidado de la Salud de las Plantas mantiene el vigor del paisaje, las plantas son mucho menos susceptibles a las plagas. Las prácticas preventivas de PHC cuestan considerablemente menos que las de intervención reactiva. En el pasado, se gastaba dinero para adquirir tratamientos costosos, generalmente para la aspersión extensiva, con el fin de combatir plagas que infestaban a las plantas debilitadas. ►

◀ Debido a que en pocas ocasiones se corregían los desequilibrios fundamentales que originaban los problemas, se creaba un ciclo infinito de tratamientos con ganancias mínimas. Los costos para el mantenimiento profesional de las plantas se pueden recuperar considerando cuanto valor éstas añaden a las propiedades cuando lucen sanas y bellas.

Cómo localizar a un especialista en PHC

Como se expresó anteriormente, el sistema de manejo del Cuidado de la Salud de las Plantas es un concepto relativamente nuevo que está recibiendo amplia aceptación dentro de la industria del paisajismo. Consulte las páginas amarillas de la guía telefónica bajo “Arbolistas”, “Árboles” y/o “Jardinería” para averiguar si algún arbolista local está dándole publicidad al Cuidado de la Salud de las Plantas. De lo contrario, llame a compañías de cuidado de árboles y haga preguntas utilizando la información presente en este folleto. Las oficinas municipales de extensión agrícola y estatales de conservación posiblemente le puedan ofrecer consejos útiles.

El sistema de manejo del Cuidado de la Salud de las Plantas se desarrolló para satisfacer los requisitos ambientales del paisaje urbano. El Fideicomiso de Investigación de la Sociedad Internacional de Arboricultura, la Asociación Nacional de Arbolistas de los Estados Unidos y el Servicio Forestal del Departamento de Agricultura de los Estados Unidos proveyeron fondos para el desarrollo del programa PHC a un equipo formado por investigadores, educadores y practicantes del departamento de Investigación de Historia Natural de la Universidad de Illinois (EE.UU.) ■

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What's the Big IDEa?

Can you identify this native Texas tree?



If you know this tree, look for the photo on our facebook page and correctly identify it in the comment section under the photo. If you don't know it, check the page for the answer in a few days

Hint: 3.14 alternative



September winners



Mark Eric Tietz wins again. Mark was the first to respond and had the correct answer on his first try. The Big IDEa tree for September was black gum or black tupelo, *Nyssa Sylvatica*.

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Vincent Debrock, John Giedraitis, Markus Smith and Jim Skiera, Executive Director, ISA, at the annual ISA Leadership Workshop October 8–11 in Champaign, IL. The workshop was attended by 73 leaders of ISA chapters, associate organizations, and professional affiliates, representing 13 countries. To read more, go to www.isa-arbor.com/newsletters/newsletter.aspx?ArticleID=433&utm_source=newsletter&utm_medium=email&utm_campaign=ISAToday/October2013

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