



TREE FUND
Cultivating Innovation

**The Community Foundation of the
International Arboriculture Industry**

Objectives

- Make clear that the TREE Fund is a professionally run organization
- Communicate where the money goes.
- Convey the TREE Fund's current funding model
- Articulate what the TREE Fund has done for Texas
- Understand what's in it for donors
- Express why ISAT should support the TREE Fund



TREE Fund Leadership

- Professional executive director and staff
- Highly qualified trustees
- Research committee of PhDs & industry leaders making sure the best research and most deserving students receive awards
- Committee structure
- Liaisons from throughout the ISA



Two Sets of Books?



- Annual financial audit
 - Squeaky clean
- Trustees have executives from Davey, Asplundh, ACRT, two owners of commercial tree companies and others
- Guide Star recognition for transparency
 - TREEFund.org

High Overheads?

- Tour des Trees
 - Premier fund raising event for the TREE Fund
 - Expensive event to stage, which accounts in large part for the high overheads relative to other non-profits
 - The board is committed to the tour.



Where Does the Money Go?

- Endowment – building to \$3M
- Operations
- Scholarships and grants





Ensuring the future of the Arboriculture Industry:

- Grants for new research
- Scholarships for aspiring tree care professionals
- Support for arboriculture education in grades K-12

2012 TREE Fund Research Awards



Hyland R. Johns Grant:

Dr. Yvonne Boldt

Providence Academy, MN

*“Maple Tree Soil Applications
Research Project”*

Jack Kimmel International Grants:

(supported by Canadian TREE Fund)

Sougata Bardhan

University of Missouri Columbia

*“Impact of Storm Water Runoff on Tree
Roots, Physiology and Rhizosphere
Microbial Diversity in Urban Forests”*

Travis Marsico

Arkansas State University

*“Determining Influences of Stream
Channelization and an Invasive Species on
Rate of Canopy Tree Growth in an Urban
Park”*

2012 TREE Fund Research Awards

John Z. Duling Grants

(“seed money” for innovative research)

Mitchell Pavao-Zuckerman

University of Arizona

*“Characterizing Urban Forest
Functioning and Ecosystem
Services with Digital Imaging”*

Jordan Marshall

**Indiana University-Purdue University
Fort Wayne**

*“Development and Assessment of
Municipal Ash Tree Management
Decision Models”*

John Goodfellow

BioCompliance Consulting

“Characterizing Branch Failure Modes”

Angela Hewitt

The Morton Arboretum

*“Establishment and Stability of
Large Trees Transplanted Bare
Root”*

David Chojnacky

Virginia Tech Forest Resources & Environmental Conservation

“Management of Urban Trees to Meet Canopy Cover”



2012 Scholarship Awards

Developing the Tree Care Industry Workforce

2012 Robert Felix Memorial Scholarship (\$3,000)



Micah Wood



Connor Laffey

2012 John Wright Memorial Scholarship (\$2,000)



William Suplit

Arboriculture Education Grants

Arboriculture Education Grant

Greening of Detroit

*“Our LAND (Learn, Admire,
Nurture, Dream)” Project*

Ohio Chapter ISA Education Grant

Secrest Arboretum at Ohio State
University

*“Tree Germplasm Outreach”
Project*

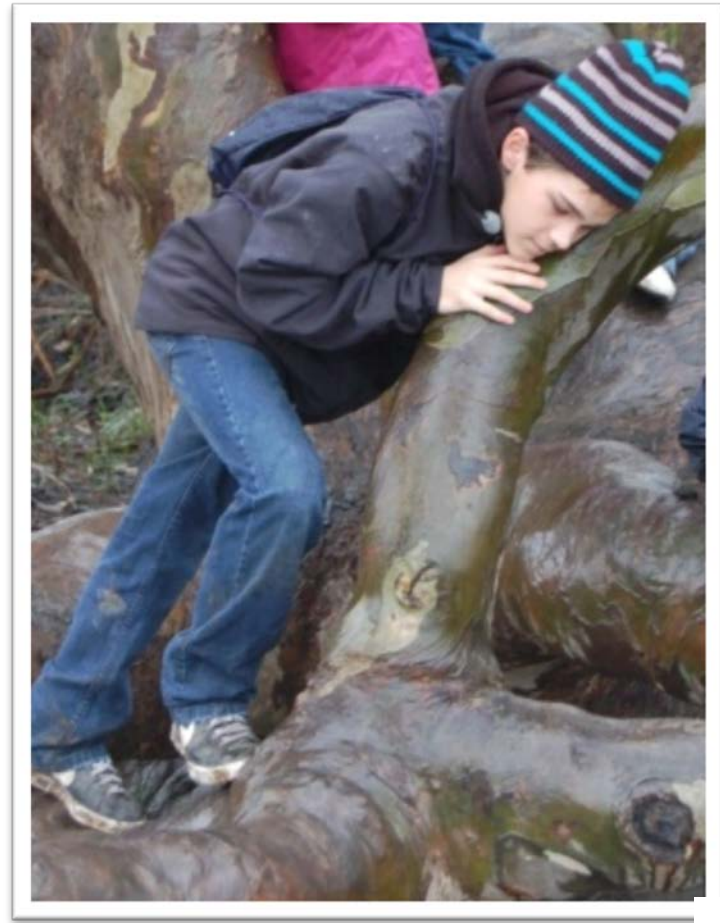
Felix Fund Educational Grants

Environmental Conservation Effort

*“Tree Education for Schools”
Project*

Rotary Youth Camp

“Canopy Access for All” Project



Current Research Priorities

- Root and soil management
- Planting and establishment
- Plant health care
- Risk assessment and worker safety
- Urban forestry



Discretionary Funds



➤ Biomechanics

- How strong is this tree?
- How and why do trees fail?
- How can we more accurately assess risk of failure?

Goal: a safer workplace for tree care workers

http://www.youtube.com/watch?v=fNLRWkiy_Ag

Current Funding Model

- Annual small (\leq \$25,000) awards & scholarships
 - occasional larger awards (\$100,000)
 - occasional small (\$10,000) disc awards
- Small pool of applicants strapped for larger pots of \$\$ & shrinking pool of researchers entering arboricultural field



Research Realities

- Funding for public universities has dropped sharply in the last 40 years & continues to drop
- It costs > **\$20,000/year** to support 1 MSc student; PhD students cost more!
- **Grant \$\$ + graduate students supervised + publication record = Tenure**
- Tenure-track faculty comprise about 30% of TREE Fund grant applicants



TREE Fund Research Fellowship

\$100,000

3-5 year project duration

Brian Kane, Ph.D.

University of Mass. Amherst

“Assessing the Impact of Decay on the Structural Integrity of Trees.”



“While the tree risk assessment process has become more detailed and thorough, fundamental information about defects and how they affect the likelihood of failure remains sparse in the scientific literature.”

Dr. Brian Kane, 2009

What Has the TREE Fund Done for Texas?

Total awards to Texas since 2003: \$103,604.00

Mike Arnold – Texas A&M University:

\$84,564.00 total

2011 Hyland R. Johns Grant: \$24,790.00

2010 John Z. Duling Grants (2): \$9,931.00

& \$9,982.00

2007 John Z. Duling Grants (2): \$7,441.00

& \$7,500.00

2003 Hyland R. Johns Grant: \$24,920.00

D. Thayne Montague – Texas Tech
University

2008 John Z. Duling Grant: \$6,732.00

Kurt Steinke – Texas A&M University

2008 John Z. Duling Grant: \$7,308.00

Matthew Tobola

2005 Robert Felix Memorial
Scholarship: \$3,000.00

Barbara Koerble

2010 John Wright Memorial
Scholarship: \$2,000.00



What do we get for the donors' \$\$?

- More knowledge about topics like...
 - Construction damage and survival
 - Ground penetrating radar for root evaluation and planning
 - How trees respond to wind and ice loads
 - Tree physiology
 - Nursery practices that promote survival
 - Insect and disease management



What do we get for the donors' \$\$?

- Peer reviewed publications in:

- *Arboriculture & Urban Forestry*
- *Canadian Journal of Forest Research*
- *Cities and the Environment*
- *Dendrochonologia*
- *HortScience*
- *Molecular Plant-Microbe Interactions*
- *Phytopathology*
- *Phytologia*
- *Tree Physiology*
- *Trees Structure & Function*
- *Urban Forestry & Urban Greening...*

Why should you Support the TREE Fund?



- You care about trees
- Research is the only credible source of new knowledge for correct tree care
- It separates a professional arborist from pretenders
- Pooling our money will enable researchers to perform more ambitious studies



Summary

- The TREE Fund is a professionally run organization
- The money goes to research, scholarships and education, the endowment and operations
- The TREE Fund mostly makes small awards
- Texas research and education have received over \$100 in recent years
- Donors gain knowledge, advance professionalism and do what's best for trees.
- ISAT should support the TREE Fund because the fund is poised to drive world class research and education





TREE FUND

Cultivating Innovation

**Supporting sustainable communities and environmental stewardship
by funding research, scholarships and educational programs
essential to the discovery and dissemination of new knowledge
in the fields of arboriculture and urban forestry.**

Thank you!