

In the Shade

NEWSLETTER OF THE ISA TEXAS CHAPTER
APRIL 2020



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President's Letter



Happy Spring and pollen season! It's that time of the year when everything is blooming and the majority of Texas resident vehicles start to look the same – with a hint of yellow.

The Board of Directors met in Waco on March 5th for our quarterly meeting. In that meeting, we received committee reports, reviewed our 2020 work plan, and discussed many items of new business. One of those items was the review of the membership survey (see a short summary on page 18) and discussion of a membership strategic plan. The chapter understands that memberships are the key to our organization and we want to make sure that we are providing our members the best opportunities and benefits. Some of those benefits include opening registration for workshops one week before non-members since most of our workshops fill quickly. If you are not a member, then visit our website, click the join button and don't miss out!

ISA Texas staff has created an RFP and are seeking help to create a three-year plan that will aid us in recruiting,

retaining, and involving our members. The goal is to have a detailed plan that includes member retention, new member onboarding, member marketing, and data collection. We are hoping to have a better idea of the cost associated with this once we receive responses, and plan to bring our finding to the board during our next board meeting in June for further discussion.

In closing, I am sure most of you have been affected in some way by the Coronavirus or COVID-19 pandemic. Whether it was a cancelled vacation, event that you planned to attend, or even your child's school closing or suspension of activities.

I want to reassure you that ISA Texas staff, board and committee chairs are monitoring the situation and staying in close contact with other chapters throughout North America. If you have registered for one of our workshops or a certification exam, we will keep you informed with regular updates on the status of the event.

I wish you well and take care,
Jason Alfaro

In the Shade

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"Nature teaches more than she preaches. There are no sermons in stones. It is easier to get a spark out of a stone than a moral."

— John Burroughs

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ON THE COVER

#heathytreeshealthy lives In this time of pandemic, our work is more essential than ever. Tree canopy aids in social distancing.



Editor's Note

Rebecca Johnson

This has been a disappointing month.

We worked so hard to plan workshops and events and they ended up having to be cancelled/postponed due to circumstances beyond our control. As I write this, it's unclear how long our lives will be on hold - can we plan to host events in May? June? Will we be able to count on having our international events?

ISA has released plans of how they will handle credentialing and members' issues getting enough CEUs to recertify. You can see their entire statement at <https://www.isa-arbor.com/Newsroom/ArtMID/767/ArticleID/297/ISA%e2%80%99s-Response-to-the-Coronavirus-COVID-19>

ISA and TCIA also worked together to draft a statement regarding tree care as an essential industry (read the full statement here <https://www.tcia.org/TCIAPdfs/TCIA-ISA-Joint-Statement-of-Essential-Services.pdf>) and on March 19, the Department of Homeland Security (DHS) issued an advisory notice outlining "critical" industries which specifically mentions vegetation management/tree care in two places (read the advisory at <https://www.cisa.gov/publication/guidance-essential-critical-infrastructure-workforce>). TCIA also published a webpage full of helpful information for tree care companies, it can be found at <https://bit.ly/TCIACorona>.

Meanwhile, I plan to use this time to study and start preparing to take the BCMA exam. ISA needs our support more than ever at this time, so if there's a book or other study materials you'd planned on ordering, do it now. Use this enforced down time to become a "Tree Yoda" (as one of my friends told me she is planning to do).



March 2020 Tree Risk Assessment Qualification Class with instructor Skip Kincaid at Texas Forest Service HQ in College Station.

! Tree Workers are Essential Critical Infrastructure Workers:

Can your business operate under a 'Shelter in Place Order' in your community?
Gov. Abbott is allowing local jurisdictions to determine essential critical infrastructure workers and essential services. Check with your local county or city for local direction. The City of College Station issued its Shelter in Place Order on March 23, 2020. In the FAQ document that accompanies the Order, tree pruning is described (below) as an essential function:

Can landscaping services continue?
Landscaping services may continue only if they are necessary to protect the safety, sanitation, or operation of essential businesses, such as weed abatement and other fire prevention, tree trimming to prevent a dangerous condition, or clearance of irrigation infrastructure. In addition, residential landscaping, such as lawn mowing, may continue given that operators maintain social distancing standards and limit, to the greatest extent feasible, the number of employees. Landscapers performing services under contract with governmental agencies should consult the relevant agency to determine whether their services are deemed essential. (From City of College Station Shelter in Place FAQ)

NEW MEMBERS

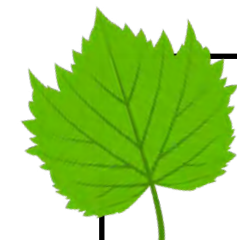
- Fernando Acosta Victoriaia
- Jeremy Arnold Holley
- Joseph Belfield Livingston
- Jennifer Brady Boyd
- Jennifer Bugge College Station
- Christina Burdette Bacliff
- Joddie Carlile Chappel Hill
- Logan Childress Fort Worth
- J.D. Davis New Braunfels
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- Sherry Fabricant Plano
- Joe Flores Paige
- Kyle Foreman Georgetown
- Joel Garcia Austin
- Jose Garcia Brookside
- Jose Gil Rosharon
- Richard Hancock Frisco
- Kyle Hawkins Liberty Hill
- Richard Herriger Dime Box
- David Jacobo Nixon
- Chuck Jennings Baytown
- Joshua Kelly Floresville
- Diane Kerr Houston
- Ranferi Lopez-Garcia Austin
- Terry Nicholas Henderson
- Jessie Parker Brandon
- Erika Pitstick Fort Worth
- Joshua Quinn Austin
- Candelario Quinteros Houston
- Della Reyes San Antonio
- Sixto Rojas Houston
- Arturo Ruiz Plano
- Lee Rust Luling
- Michael Siliva San Antonio
- Jeffery Smith Midland
- Jose Soto Katy
- Scott Steinbeiser Allen
- Meagan Stewart Dripping Springs
- William Swantner San Antonio
- Reagan Uhl San Antonio
- Adrian Vela Missouri City
- Jeremiah Wilson Blue Ridge
- Zachary Wirtz Dallas
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Website Has Latest COVID-19 Information

Go to the ISA Texas Chapter website to get the latest update on how the COVID-19 pandemic is affecting tree care in Texas.

Workshop info, certification updates, online learning links, business tips and more! <https://isatexas.com/covid-19-updates/>



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ISA Texas 2020 Upcoming Events

In case you haven't heard, Texas and the rest of the world are currently in the midst of a viral pandemic. Because of the recommendations from the President, CDC, and everyone else, almost everything is closed or shut down. This has affected several of our workshops. ISA Texas staff, in coordination with the Board and various committees, have worked diligently to comply with the recommendations while still providing quality programs. We canceled the Healthy Soils and Healthy Trees workshops in San Antonio. We will reschedule when the world returns to normal. The Oak Wilt Qualification workshops scheduled in May and June are currently on hold. We plan to host them once we know more about how long this will last. There will be a short time frame (2-4 weeks) between when registration opens, and the event occurs. The announcement will go out to ISA Texas members first so if you are not a member, go to the ISA Texas website and join.

Please consult www.isatexas.com for the latest COVID 19 updates from the Texas Chapter. Check the ISA Texas COVID 19 update webpage for events and credentialing updates and to find the latest online learning opportunities.

February 19, 2020, workshop held
2020 North Central Texas Urban Forestry Conference: Healthy Trees. Healthy Lives
Cross Timbers/Trinity Blacklands Urban Forestry Councils hosted the 2020 NCTUFC. The theme is "Healthy Trees and Healthy Lives, with a focus on how to keep trees healthy when faced with pests, disease, changing climate, and poor soils. Speakers included Dr. Mike Merchant, Dr. Hans Williams, Sam Hill, and a panel of municipal foresters. There were over 250 people in attendance. Work is already underway on the 2021 conference. Be on the lookout for the registration in December

February 23 - March 28, workshop held
MFI - Municipal Forestry Institute
This year's MFI was an exciting, high-level training opportunity educating people in the leadership and managerial aspects of urban forestry. The week-long intensive educational program delivered a challenging opportunity to learn and master leadership and management tools in program administration, coalition building, strategic thinking, program planning, and public relations. If you would like to know more about MFI, I would be happy to put you in touch with someone who has attended.

February 24 - February 26, 2020, workshop held
ISA Tree Risk Assessment Qualification (TRAQ) - College Station, Texas

March 11, 2020, workshop held
ISA Tree Risk Assessment Qualification (TRAQ) - Fair Park, Dallas
The course includes Tree Biology and Mechanics, Tree Inspection and Assessment, Data Analysis and Risk Categorization, and Risk Reporting. The Tree Risk Assessment Qualification (TRAQ) Course prepares the participant to take the TRAQ assessment to become ISA Tree Risk Assessment Qualified. TRAQ was very popular this year. We were able to hold two of the full courses before the COVID19 pandemic

Bilingual Tree Worker Workshop - Taller Bilingue del Cuidado y Seguridad de Arboles
February 27, 2020, workshop held

Bilingual Tree Worker Workshop - Taller Bilingue del Cuidado y Seguridad Arboles
At the 11th Bilingual Tree Care & Safety Workshop in San Antonio., more than 270 people heard keynote speaker Skip Kincaid speak on 'What Does it Mean to be a Professional Arborist' and 'What Legal Obligations Do We Have'. Emily Landon from St. Mary's University did an excellent job on 'Conflict Resolution'. In the field, demonstrations showed to how improve climbing efficiency, climbing safety, and there was an update on OSHA and Job Site Safety Analysis.

February 28, 2020, workshop held
Tree Risk Assessment Qualification (TRAQ) Renewal - Waco
Registration Deadline is January 24, 2020
A TRAQ renewal was held in Waco. TRAQ holders can complete the course as early as 18 months before your expiration date. Once your current expiration date passes, you will need to retake the full course and assessment. Because of the COVID 19 pandemic ISA is extending the deadline by 6 months. Look at the ISA Texas website for more information.

March 9 - 10, 2020, workshop held
From Field to Lab - A Hands-On Tree Diagnosis Workshop
What's killing my tree? Bugs? Disease? Dr. David Appel and Sheila McBride lead a hands-on tree diagnosis workshop at the Texas A&M Plant Disease Diagnostic Lab. This two-day workshop included the fine points of field diagnosis, sample collecting and expert instruction in the lab on using diagnostic tools and techniques. See Guy LeBlanc's excellent summary on page 11.

ISA Texas 2020 Upcoming Events

March 26, 2020, postponed until June
2020 Wildfire Risk Assessment Qualification Course and Assessment - Austin
 Unfortunately, because of the COVID 19 pandemic and the recent recommendation to not gather in groups of 10 or more, the Wildfire Risk Reduction Qualification committee has decided to postpone the workshop. Tentatively, the committee is looking at the third or fourth week of June, pending space availability and other logistics. There will be more information provided as it becomes available. TAMU Forest Service and ISA Texas have developed this qualification to introduce you to new terms and principles. You will explore how wildfire moves through a landscape and mitigation options you can provide for your clients. The course includes classroom training as well as field exercises.

Wildfire Risk Assessment
 April 17 - 19, 2020, postponed until November 2020

2020 Texas Women's Tree Climbing Workshop
 Unfortunately, the camp where the event was to be held was closed because of the COVID 19 pandemic. Because of the uncertainty of the near future and the heat summer the committee is looking at dates in the fall. Tentatively, the committee is looking at November, pending space availability and other logistics. There will be more information provided as it becomes available. ISA Texas and the Women's Tree Climbing Workshop offer a fun, safe space to learn. This workshop is open to all women (18+), skills and ability levels. Climbing equipment is provided or bring your own. Taught by International Tree Climbing Championship competitors Bear LeVangie, Melissa LeVangie and Rebecca Seibel. [Register here.](#)

COMING SOON (PENDING COVID-19)

May; Texas Oak Wilt Qualification
 June; Texas Oak Wilt Qualification
 June; Austin Certified Arborist Prep Class
 August 9-15; ISA Annual Conference – Albuquerque, NM
 September 23-25; ISA Texas Annual conference Waco
 November; Women's Tree Climbing Workshop

CoR Town Hall with ISA Executive Director Caitlyn Pollihan

Highlights 5 February 2020
 State of ISA - Operations ISA is currently fully staffed in our Atlanta office and has ten customer service and credentialing support personnel to help deliver exceptional programs, products and services to both members, nonmembers and credential holders.

After focusing the last year on the move from Champaign, Illinois, to Atlanta, Georgia, we came out of the year with higher than expected growth in membership, credentials and product sales. The Association has approximately 24,500 members; we are experiencing a bump as we just experienced a drop-off as many members expire at the end of December and then gradually return. There are currently over 40,000 certifications and 8,500 qualifications (TRAQ) held worldwide.

The staff is focused on creation of new products and programs that are our members have requested. Additionally, the senior leadership team is preparing to go into a budget planning session where they will discuss a three-year plan for service and program development.

Question: Is there still a membership directory? ISA stopped printing the membership directory in 2017. The new laws around data privacy (e.g. GDPR) make printing a hard-copy directory difficult. The online version is still active and allows members the opportunity to opt-in and control the data that is accessible to viewers.

Question: Does ISA have a breakdown about its members' type of work/position held? ISA's current database has a limited amount of data; however, the 2017 ISA Membership Needs Assessment captures more membership segmentation information. Each component received a copy of their data, and, if you need assistance getting information, contact your component executive or our member services department.

Question: What is ISA's biggest strength and weakness? ISA's strength is definitely its members and passionate volunteers. However, this can also be viewed as a weakness in the future as membership in associations and societies is changing and future members do not engage in the same way as their predecessors. Finding volunteers to serve on committees and the Board of Directors, to submit abstracts, etc. may become harder in the future.

Question: How is ISA reaching out to Generation Z? ISA is pursuing members at every stage of their career – regardless of their age. But our membership staff is actively working on developing new marketing materials, conducting research

(including a new exit survey of nonrenewals), and looking at our membership in a more holistic way than ever before.

Question: Can you provide an update on the ISA's support of Women in Arboriculture? ISA is carefully examining women in arboriculture and other specific issues, including tree equity and diversity in general. The organization has explored the possibility of a hub for the topic; however, the current website limits capability to make information more public.

Question: Can you tell us more about the proposed pruning credential? Two years ago, ISA explored the possibility of initiating a pruning credential. At that time, the Credentialing Council decided that there was a need for more information and education but decided not to build a credential around the topic. We are currently working to figure out new ways to disseminate content and education, such as by webinars, etc.

Question: Do you have a list or timeline of the books/products ISA will put out this year? Kathy Brennan, our director of products and services, started in November, and she has been working to create a product roadmap for the coming year. She has been keeping component executives aware of her department's work to evaluate all of our publications, podcasts and consumer brochures for relevancy and accuracy, to remove outdated materials and to develop and to prioritize items for revamping and/or translating into other languages. In fact, we just announced our first publication of the year, The Utility Tree Risk Assessment Best Management Practices. This year, we know we are planning for a new study guide related to the BCMA, updates to several BMPs, and completion of necessary updates to our CD-ROM courses (due to Flash no longer being a usable software platform).

Question: What is ISA doing to deal with people misidentifying themselves as ISA Certified Arborists? ISA is working on how to better message regarding logo misuse and trademark violation. Rosa Gutierrez, compliance services manager, reviews complaints received through

completed forms obtained from the ISA website. Next, the Ethics Committee and ISA attorney examines the case. We understand that, because those initiating complaints do not receive communication about the resolution, there seems to be a "black hole." We need to evaluate that process. However, I assure you that every complaint is investigated and followed up on.

Question: Is ISA working on a better way to identify the status of credential holders by third-parties (employers, especially)? We know that it is important that current and potential employers be able to confirm the active status of credential holders, and we have been exploring third party verification options. The current option is to use the ISA website to verify credentials.

Questions?
 Members reach customer service by emailing isa@isa-arbor.com or by calling (888) 472-8733. If the customer service representative is unable to answer the question or provide the information, he/she will transfer the call to appropriate staff.

A&M Tree: A Moving Tale

Environmental Design & Davey moved this tree last month for A&M University. Owner, Tom Cox, is on the rootball. A&M had us move the tree next to the tent where they had their grand opening for the new "Aggie Park" formerly Spence Park. See link for info about the project https://lnkd.in/e9_facH



Tree facts:

- 112 years old
- 35" Diameter at 1'
- 32' Rootball
- 60' tall
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Lab Report

by Guy LeBlanc

The chapter hosted a two day "Field to Lab Diagnosis Workshop" in early March at Texas A&M University in College Station. The chapter has put on several versions of this workshop many times over the years. Registration was limited to about 20 participants to allow for lots of hands-on time with the high end microscopes used in the workshop and so that we could all fit comfortably inside the lab rooms themselves.

As in the past, the instructors were Dr. David Appel, professor of plant pathology and microbiology at TAMU, and Sheila McBride, lead diagnostician at the TX Plant Disease Diagnostic Lab. They began with discussing their general philosophy on disease diagnosis, including their definition of disease, explaining the classic disease spiral, etc. We were shown various diagnostic tools and the differences between them.

Oak wilt, Phytophthora, Biscogniauxia (formerly Hypoxylon) and cotton root rot being some of the most common diseases or microorganisms that arborists deal with, these were discussed quite a bit and some were used for examples in demonstrating sample prep and testing. What Ms. McBride prefers and does not prefer for samples was made quite clear to participants. She also finds photos helpful, but is surprised at the number of out-of-focus, just plain useless photos she often receives. She confirmed the wisdom of my personal policy of just not accepting photos from people, period, but obviously her job requires greater tolerance than mine.

A fun part of the workshop was "stump the chumps," where participants were invited in advance to submit pictures of problematic trees for diagnosis. A mostly dead magnolia, some deeply scarred post oaks and a live oak that wasn't as happy as its neighbors were among the submissions for assessment.

The rest of the first day was spent in alternating sessions, with half getting a detailed look at how samples were prepared for incubation and how various test kits were used, while the rest created slides for microscopic examination. For me, this was the highlight of the workshop. We prepared samples of cedar hawthorn rust, tar spot, leaf blister and biscogniauxia. It was an absolute blast creating the slides (OK, so I'm easily amused), and fascinating to see how absolutely beautiful the fungal spores were. We were also tested on identifying five different fungal spores without any clues as to what we were looking at. Only one of us got 'em all (not me).

The second day began with more alternating sessions, with one group doing a short field tour and more classroom time, and the other doing a longer field tour looking at other diseased trees. There was nothing really eye-opening on the tours in terms of the trees we looked at, but the discussion generated among the participants and instructors was insightful.

The day wrapped up with another round of "stump the chumps" and more discussion. Overall it was definitely worth the time. I think most participants were relatively new to diagnosing, but even the more experienced participants got a lot out of it. It will be interesting to see what they put together next time.



Above:
Sheila McBride provides instruction on diagnosing trees.

Below: Dr. Dave Appel explains the process of sampling for oak wilt while a lab assistant demonstrates.



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Travis Country Floodplain Reforestation Program

TreeFolks wraps up the Travis County Floodplain Reforestation Program pilot with one last volunteer event for the 2019-2020 season. More than 75 volunteers braved the cold rainy weather on a Saturday morning to put an additional 1,500 trees in the ground at Bellingham Meadows subdivision's creek and grow zone. This pilot project is part of The Nature Conservancy's Natural Climate Solutions Accelerator grant and is meant to provide a model of large-scale reforestation efforts and Carbon+ Credit trading on public and private land. All Carbon+ Credits generated will be sold to the City of Austin's Office of Sustainability and help fund future restoration programs. So far, nearly 90 acres and more than 50,000 trees have been planted and distributed along Travis County's eastern creeks and floodplains. Landowners who may be eligible are encouraged to fill-out the online application at <https://bit.ly/3a6pF32>



A



B



C

A. TreeFolks' volunteers planting trees inside a creek grow zone in northeast Austin.

B. TreeFolks' reforestation services mimic nature by planting four times more trees than are expected to survive, spacing them closely.

C. Mom and daughter planting trees for TreeFolks' Travis County Floodplain Reforestation Program.



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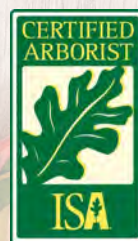
Pete Smith
<https://tour-des-trees-2020.everydayhero.com/us/pete-smith>

Good luck!

Upcoming ISA Texas Exams*

- June 18, CTW Written and Skills, Dallas, TX
- June 19, CA, M, U written exam, Dallas, TX
- September 17, CTW Written and Skills, Dallas, TX
- September 18, CA, M, U written exam, Dallas, TX
- October 15, CA, M, U written exam, Selma, TX
- December 17, CTW Written and Skills, Dallas, TX

*pending cancellations for COVID-19



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6.8L V10, 19,500 GVWR, 11' Arbortech, 4WD, Crew



Detroit Diesel, 33,000 GVWR, 14' Arbortech, Reg



Detroit Diesel, 33,000 GVWR, 14' Arbortech, Crew



Cummins, Allison Auto, 33,000 GVWR, 75 ft. Versalift Boom, 13,063 miles

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Cell Phones and Social Media's Impact on Driving Safely

Gary O'Neil, Forester | Vegetation Mgmt, Community Relations, CenterPoint Energy

With the many distractions we face on a daily basis, according to many driving statistics, cell phone use is the cause of about 23% of vehicle accidents on the road. So that got me thinking ... Are you serious!? How can a device so small cause over a million car accidents per year?! Well my friends, this little device packs a heavy punch!

Facebook, Instagram, Twitter, match.com (lol) are just a few of the hundreds of social media outlets that millions of Americans use on a day to day basis. Unfortunately, many of these people check them while behind the wheel of their vehicles. You ever wonder why the car in front of you is driving 45 miles an hour on a highway where the speed limit is 65 (not that I want them to speed of course, but you get my drift!)? Or how about whenever you're waiting at a GREEN light behind a person who has their head down and buried in the phone while cars are passing them by? Well, I sure do, because it is annoying! In today's world, that's something we see far too much. Unfortunately, with the technology in these devices and the constant urge to catch the latest news, the end of this doesn't seem to be near.

So how do we at CenterPoint Energy fix a problem that is worldwide? Well I'm not sure there's one specific thing we can point at to help solve this issue besides completely taking phones out of our vehicles. Seems a bit drastic, but a solution is needed to help keep our employees safe. Personally, I think we all have it in us to drive safely and focus on the road without checking our phones every 30 seconds. If you think about it, roughly 10 years ago all you could do with a cell phone was make a phone call! So to the people who say they NEED their smartphones at all times...STOP IT! What you really NEED is to make it home to your family at the end of the day in the same condition as when you left them that morning! So if that means waiting until your truck is fully parked to see how many "likes"

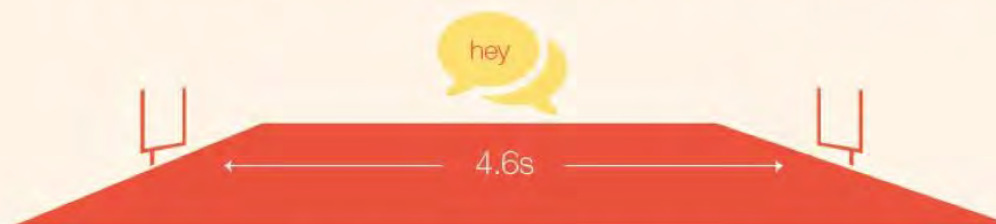
It's estimated that at least 23% of all car accidents each year involve cell phone use — that's 1.3 million crashes.



you have for that shirtless pic you took before work FELLAS, or waiting to see how many "favorites" you have for the 20 selfies you took LADIES, please do! The goal is to keep you alive and healthy enough to continue taking as many pics and sending as many messages as you desire.

Along with social media outlets, text messaging is another problem we face while driving. Most of us can't help but to dive into our phones whenever we hear that noise alert, and we don't care where we are or how fast we're driving when we check it. Statistics show that the average time that most drivers check their text messages is 4.6 seconds! I know it's hard folks, but it can be done. Even if it takes putting your phone in the glove compartment or under your seat, we all have to do whatever it takes to resist that urge and put our safety and the safety of others first. At the end of the day, IT CAN WAIT! Trust me, your family, friends, and Company will appreciate this.

TIME TO ANSWER A TEXT: 4.6 SECONDS



... at 55 mph, it's equivalent to driving the length of a football field, blind.

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Member Spotlight



Michele Forry is the owner of Michele Forry Landscape Co. She has been a Chapter member and certified arborist for 28 years, is Oak Wilt Qualified, has a Texas Pesticide Applicator's License, is a Texas Certified Nursery Professional and she's a Licensed Irrigation Professional.

■ Why did you decide to join the Texas Chapter ISA? After becoming a Certified Arborist and being a member of the ISA, it was a natural leap to being a member of ISA Texas and supporting arboriculture in my home State of Texas. Membership allows networking with colleagues and increasing the awareness of the benefits of professional tree services. Residing and operating in South Texas, it has been a mission of mine to educate the public concerning proper tree care.

■ What is something you love most about our industry and/or feel is very valuable? There is no better feeling than to be in an industry that allows you to engage with nature on a daily basis, and bestow your knowledge to enhance the beauty and relevance of the environment.

■ Share a favorite hobby many people may not know about you or a fun fact: I love cooking and traveling the world to find new recipes to test in my kitchen.

Reaching Out

The ISA Texas Outreach Committee is responsible for promoting ISA Texas and its members to the general public and partner organizations. Every year we set up booths at events across Texas to make sure that people know ISA Texas, and its army of arborists, is the place to go for the tree experts in the state. Whether it's for professionals at a conference or the average citizen attending a local event we want to be there.

A project we are working on for 2020 is developing a public awareness plan that will define the goals and the framework for engaging the public about ISA Texas and its members. This plan will create continuity for the outreach committee as it changes hands in the future. New committee members will have a head start planning events and won't have to reinvent ideas or spend time researching what was done in the past.

Due to the current circumstances in the US and around the world, we are not going to be attending the postponed American Society of Landscape Architects-Texas Chapter Expo. Hopefully, the event will be rescheduled for later this year and we will be able to spread our message. Who doesn't want to talk to landscape architects about trees? We are planning the Arbor Fair at the Texas Tree Climbing Championship in May and we will let everyone know if this event will also be postponed or canceled. Some of the other events we have planned for the year are the TNLA Expo in San Antonio, Texas Arbor Day, and the Texas Tree Conference.

We are always looking for more ways to engage the public and more organizations to partner with. If you have any suggestions or events you think ISA Texas should be attending please reach out and let us know. If you would like to volunteer at one of these events check out our Facebook or the ISA Texas website for more information. Stay safe everyone.

<https://isatexas.com/volunteer-opportunities/>



ISA Texas Members Speak

Misti Perez, ISA Texas Member Services Specialist and Priscilla Files, ISA Texas Membership committee chair and Sr. Arborist & Exec. Dir. Galveston Island Tree Conservancy

In January 2020, ISA Texas surveyed the entire membership for their input to improve the value of the Texas Chapter ISA membership. The results are not indicative of the entire membership, only of the individuals who replied to the survey. Your input is key to gathering useful data to have a better understanding of who our members are.

Missed the survey? We would love to hear from more of you. This is your last chance!

If you'd like to participate in the Membership Survey, type this into your web browser:
<https://conta.cc/2QoRBY2>

How long have you been in the tree care industry?
 1-5 years15.38%
 6-10 years.....9.61%
 11-20 years.....28.84%
 20+ years46.15%

How long have you been a member of the Chapter?

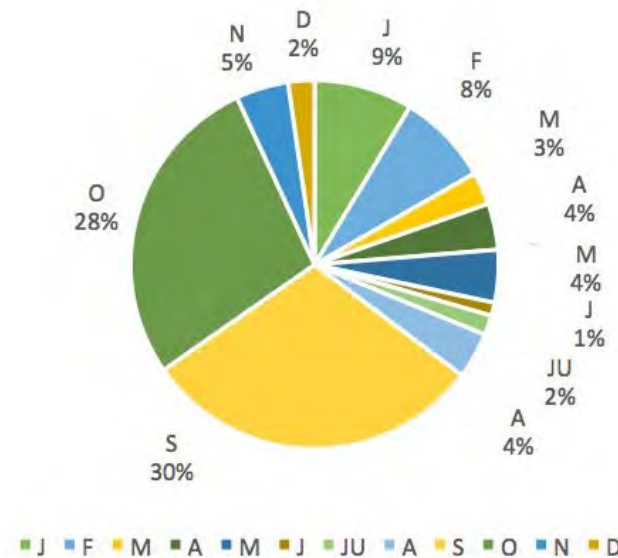
1-5 years39%
 6-10 years.....20%
 11-20 years....26%
 20+ years15%

88% who took the survey were Certified Arborists, 11% were Tree Risk Assessment Qualified, 10% were Utility Arborists, 10% were Wildfire Risk Reduction Qualified, 8% were Municipal Arborists and 4% were Board Certified Master Arborists.

64% felt the value of the membership was equal to the cost, 30% felt the value of the membership was greater than the cost and 6% felt the value was less than the cost of membership.

A question that has come up several times is, "Can we change the time of year for our annual Texas Tree Conference?" There was a vote for every month of the year but the preference is clear—September/October has overwhelming support.

Preferred Month for Conference





Texas Chapter International Society of Arboriculture

Texas Chapter ONLY membership option available!

Chapter member benefits include:
Publications: In The Shade quarterly newsletter
Email Update: TreEmail sent monthly
Networking and Promotional Opportunities: Texas Tree Conference held annually
Discounts: Discounts on Texas Chapter seminars, workshops, and conferences

Join BOTH Texas Chapter and ISA

Membership in BOTH includes the above items PLUS:
Publications: Arborist News, Arboriculture & Urban Forestry, Online access to ISA Today and other ISA newsletters
Networking and Promotional Opportunities: Use of the ISA membership logo, ISA job bank, ISA member directory listing, Find-a-Tree-Care-Service tool
Discounts: Discounts on merchandise purchased from International Headquarters; discount on ISA annual conference, access to members-only online resources, discounts on certifications and re-certifications

Website: www.isatexas.com

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WHAT'S THE BIG IDEA?



CAN YOU IDENTIFY THIS 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, using the full scientific name and one or more common names. If you don't know it, check the page for an answer in a few days. The winner gets bragging rights and the chance to submit a tree to stump fellow arborists in the next issue.

Hint: Get the lead out.

OCTOBER 2019 TREE ID



Last issue's winner was Justin Krobot, Mission Reach Superintendent, San Antonio River Authority who correctly identified Black gum/ Tupelo, *Nyssa sylvatica*. He also provided this issue's challenge.