



Texas Chapter International Society of Arboriculture

Texas TreEmail - July Edition

40th Texas Tree Conference

Early Bird Registration is now open - register now and save!

Sept. 23-25, 2020 - Live Edition In Waco

Oct. 7-21, 2020 - Virtual Edition Online

Join the experts and your peers for the 40th Texas Tree Conference. We have an outstanding lineup of national and Texas speakers ready to go. This year in addition to the **Live Edition** Conference, Academy and Trade show in Waco there will be an all new online **Virtual Edition** Conference and Academy.



Speakers include:

- Dr. John Ball
- Dr. Richard Hauer
- Skip Kincaid
- Dr. David Appel
- Dr. Todd Watson,
- Dr. Christopher Fields-Johnson
- Emily Landon
- Rich Wilson
- Sheila McBride
- David Dechant
- Emmett Muennink

...and more!

This year, the popular *What's Up Doc? Tree Diagnosis Academy* will focus on tree decay so you don't want to miss it.

We are looking forward to seeing you in person in Waco or on your computer, tablet or smart phone. This year's theme is '**40 Years of TX Tree Culture**'. See you there!

[Click here for more Texas Tree Conference information](#)

[Exhibitors and Sponsors can register here](#)

Contact A.J. Thibodeaux, the 2020 Conference Chair at 214.528.2266 or ajt@preservationtree.com to volunteer.

2020 Texas Tree Awards

Help us find and recognize the best in Texas

Due August 14, 2020

Celebrate the accomplishments of those who have dedicated their talents to spreading a leafy green canopy over Texas by nominating them for the 2020 Texas Community Forestry Awards Program. Nominate yourself or another!



Award Categories:

- * Arborist of the Year
- * Gold Leaf Award for Landscape Improvement
- * Arboricultural Project of the Year
- * Outstanding Arbor Day Activities
- * ISAT Volunteer of the Year

[Click here to learn more about the Texas Tree Awards](#)

Fallen Leaves

Honor arborists who have passed away

At this year's conference, we will once again recognize and honor our fellow Texas arborists who passed away during the year.

If you know of someone in the industry who left us this past year, please contact Misti Perez at misti@ISATexas.com



Enjoy a Virtual Coffee Hour With Your Peers

Compare notes and trade ideas

The Texas Chapter ISA is hosting monthly coffee hours for various interest groups within the membership. These one-hour online meetings are peer-to-peer chats where you can talk about whatever you like with folks who are doing similar work from all around Texas.

Right now we are hosting coffee hours for:

- Tree Care Business Owners



- City Arborists and Foresters
- Non-Profit Tree Organizations

If you are an ISAT member, fit into one of these categories, and would like to participate, just let Misti Perez at Misti@ISATexas.com know and she will sign you up. If you would like ISAT to help organize a virtual coffee hour for an arborist interest group you belong to, just let us know.

Paycheck Protection Program Gets One-Month Reprieve

August 8 deadline

The PPP loan program, slated to end on June 30, will now accept applications until Aug. 8, thanks to a last-minute bill passed by Congress.



According to the Journal of Accountancy, by the end of June, the Small Business Administration had approved nearly 4.9 million loans totaling more than \$520 billion. About \$130 billion remains unused, however, so the extension gives any eligible businesses that have not yet applied an opportunity to get any money they're eligible for.

Although Congress has discussed other changes to the program, as of the end of June, the terms remain as they were. The only change is the extension of the application date. It seems likely Congress will come up with a new stimulus program in the coming days, but no one is sure what that might look like.

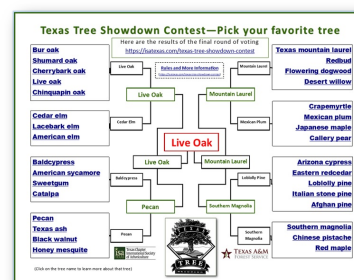
[More COVID-19 updates here](#)

[Small business COVID-19 Tips](#)

Oaks Rule!

Not just in Texas but in the whole Northern Hemisphere!

Thanks to all of you who voted in the [Texas Tree Showdown Contest](#). After the four rounds of voting, **live oak** came out on top! Congrats to Daniel Priest of Austin who picked all the winners!



Did you ever wonder how oak trees have evolved to rule the forests? Over the course of some 56 million years, oaks, which all belong to the genus *Quercus*, evolved from a single undifferentiated population into the roughly 435 species found today on five continents, ranging from Canada to Colombia and from Norway to Borneo. Click below to learn more...

[Click here for a link to the Scientific American article on oaks](#)

Pris Files - The Galveston Tree Lady!

Priscilla Files is the Executive Director of the Galveston Island Tree Conservancy and the ISAT Board member over the Membership Committee. Pris is an ISA Certified Arborist with a B.S. and M.S. in Horticulture from Texas A&M University.

She has worked for Extension Horticulture at the TAMU Horticultural Gardens and for The University of Arizona's Controlled Environment Agriculture Center in Tucson.

Pris has held a seat on the ISAT Board for three years, the Houston Area Urban Forestry Board for as long as she can remember, the Board of Clean Galveston and is a newly appointed (temporary?) board member of Galveston's Own Farmers Market. Pris also worked in the landscape industry in both Texas and Arizona and thinks it's hard to beat a gig planting trees on Galveston Island! Thank you for all of your volunteer efforts, Pris!



Why is Strategic Planning Necessary?

Plan the Work - Work the Plan

Strategic planning is a process for determining and aligning a business's vision with its goals and objectives, which includes the development of a strategic plan. Through research, discussion, and goal setting, the strategic planning process helps you and your employees understand the current status of your small business and where it's headed in the future.



Do you have a goal for your business? Do you want it to grow larger in the next year? Do you want to increase sales and expand your customer base? And, even if you do, do you know how your small business is going to accomplish these goals? It's okay if you don't. Doing some strategic planning can help put you in a better position to succeed.

[Click here for more on strategic planning for your business](#)

FYI: ISAT has just completed a Three-Year Strategic Membership Plan to help us to serve you better. You can [read it here](#) and if you would like to get more involved in the Texas Chapter ISA, just drop Pris Files, the ISAT Membership Chair (see above) at treesforgalveston@gmail.com.

iTree - Tools for Assessing and Managing

Forests and Community Trees

What gets measured gets done

i-Tree is a state-of-the-art, peer-reviewed software suite from the USDA Forest Service that provides urban and rural forestry analysis and benefits assessment tools.



The i-Tree tools can help strengthen forest management and advocacy efforts by quantifying forest structure and the environmental benefits that trees provide. Since the initial release of the i-Tree Tools in August 2006, thousands of communities, non-profit organizations, consultants, volunteers and students around the world have used i-Tree to report on individual trees, parcels, neighborhoods, cities, and even entire states.

By understanding the local ecosystem services that trees provide, i-Tree users can link forest management activities with environmental quality and community livability. Whether your interest is a single tree or an entire forest, i-Tree provides baseline data that you can use to demonstrate value and set priorities for more effective decision-making. Developed by USDA Forest Service and numerous cooperators, i-Tree Tools are freely available.

[Learn more about iTree here](#)

News from International

ISA Credentialing Update

ISA will be launching our new digital badge platform in August. It will include both downloadable certificates and badges that can be attached to online profiles and signatures and shared via multiple social media platforms. Additionally, current and potential employers will be able to verify a credential holder's status using this system.



Educational Products and Services update

- Improve your pruning skills with the [Utility Pruning of Trees BMP here](#).
- For a limited time, ISA is offering a 40% discount on the [Best Management Practices: Tree Support Systems](#) (Cabling, Bracing, Guying and Propping). Take advantage of this limited offer by using code 40PERCENT through 31 July 2020. For ISA members, this is in addition to your member discount.
- The updated [Introduction to Arboriculture online courses](#) will launch on July 24. Updates include audio, include quizzes, knowledge checks, photos, illustrations and audio.
- New! Z133 Online Training (focuses on safety standards in arboriculture)-available in August.
- [The Landscape Below Ground IV](#) is now available in the ISA webstore. The publication is based on the latest research and management practices related to all aspects of tree root development in urban soils. Over the last 25 years, the *Landscape Below Ground* has become a premier outlet for the dissemination of research that supports tree care

practices, and the impact has been significant. This information will help practitioners, managers, and policymakers choose, site, plant, and care for healthier, longer-lived trees by focusing on trees' critical and vulnerable root systems and the soil that surrounds them.

Arborist Certification

Certification information and an application form can be obtained by clicking the link below. As with all Certification Examinations the application must be in the ISA office 12 working days prior to the Exam. Computer-based testing is available at this time; paper exams will be scheduled when the usual venues and proctors notify us that they are ready to host our groups. [More info here.](#)

2020 Calendar of Events ([click here for the latest listing](#))

July:

- July 30-31: [Oak Wilt Qualification Course and Assessment, Glenn Rose \(Registration Closed\)](#)
- [July 31: Chainsaw Safety Webinar](#)

August:

- [Aug. 3-24: Online Certified Arborist Prep Course](#)

September:

- [Sept. 18: ISA Certified Tree Workers Specialist Written and Skills Exam, Dallas](#)
- [Sept. 23-25: Texas Tree Conference, Academy and Trade Show, Waco](#)
- [Sept. 25: Certified Arborist, Municipal Specialist and Utility Specialist Test, Waco](#)
- [Sept 23: TRAQ Renewal, Waco](#)

October:

- [Oct. 7-21: Virtual Texas Tree Conference and Academy](#)
- [Oct. 15: Certified Arborist, Municipal Specialist and Utility Specialist Test, Sdama](#)

November:

- [Nov. 13: Certified Arborist, Municipal Specialist and Utility Specialist Test, Fort Worth](#)

December:

- [Dec. 18: Certified Arborist, Municipal Specialist and Utility Specialist Test, Dallas](#)
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