



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2009 Issue Two

The Council Quarterly newsletter is published quarterly by the Florida Urban Forestry Council and is intended as an educational benefit to our members. Information may be reprinted if credit is given to the author(s) and this newsletter. All pictures, articles, advertisements, and other data are in no way to be construed as an endorsement of the author, products, services, or techniques. Likewise, the statements and opinions expressed herein are those of the individual authors and do not represent the view of the Florida Urban Forestry Council or its Executive Committee. This newsletter is made possible by the generous support of the Florida Department of Agriculture and Consumer Services, Division of Forestry, Charles H. Bronson Commissioner.

FLORIDA URBAN FORESTRY COUNCIL

2008 ANNUAL REPORT



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PRESIDENT'S MESSAGE



The Executive Committee has been fine tuning our organization in order to provide the most current information on Urban Forestry. We have an outstanding web site--www.fufc.org--with numerous links that provide information to the average citizen and professionals in Arboriculture or Horticulture fields. We also have items for sale on-line, such as the trees note cards, Right Tree, Right Place posters, Tree Love Care! posters, and FUFCC apparel. There is also the option to submit your membership dues on-line. I will share with you what the Executive Committee is engaged with at this time.

We are hosting two i-Tree training workshops this year and we are privileged to have two marvelous local professors, Dr. Francisco Escobedo and Dr. Michael Andreu, as FUFCC members who

will be conducting these classes. Eric Kuehler, from the USDA Forest Service in the Southern Research Station's Center for Urban Forest Research, will also be joining in as an instructor. The locations for the training are St. Augustine and Miami. Each program is a two-day event in each area. They will train the students about street tree resources, urban forest management and storm damage assessment.

We just concluded the Trail of Trees program, teaching over 2,000 students between third to fifth grade about the values of our environment and what trees produce and provide to our communities. Tim Womick is our modern day "Johnny Appleseed," and the students are fond of his program. Tim visited students in Keystone Heights, Gainesville and Orlando. If you would like this program to come to your area, please E-mail us at fufc@aol.com and we will try to make this transpire in 2010. We are always seeking sponsors for this stupendous program. You can visit www.treefamily.org to read about the program.

The Membership Committee has been planning for a regional meeting in September in North Central Florida in conjunction with the Council's annual meeting. Come out and visit your Council members and tell us what is on your mind regarding our existing programs and topics you would like us to address.

The Education Committee is busy partnering with other groups for holding workshops around the state. They are responsible for the "Trail of Trees" program, i-Tree training and many other programs that will be forthcoming this year.

We have been actively displaying our booth at festivals, conferences and many other venues. In a pilot program developed by the Membership Subcommittee, we are targeting ten Master Gardener groups in various counties throughout the state to receive special presentations about the Council and inform them of the resources we can offer to assist them. Please help us spread the word about the Council by passing information on to your friends, neighbors and co-workers!

We are excited about the new FUFCC Awards program, called "Friends of Our Urban Forest." There will be seven different categories in which one can apply. A copy of the awards application is included in this newsletter. October 31 has been established as the deadline for the submittal of awards entry applications. The judging of the awards will take place in December and we will present the awards to the winners in their own communities beginning in January 2010. So, mark your calendars and submit your entries before the deadline.

Our newsletter is exceptional and Laura Sanagorski, President Elect, and Sandy Temple, Executive Director, are the backbones to this effort. We are always in quest of articles for new trends in the industry, tree advocacy groups, volunteer projects, and other related news. Send your articles to Laura via E-mail at lsanagorski@gmail.com. We have advertising rates from \$75 to \$450 that are the annual rates for business-card size to full-page advertisements. If you are interested in advertising in this publication, please contact Sandy via E-mail at fufc@aol.com.

In closing, I want to thank you for the opportunity of serving as your President. I look forward to leading the Executive Committee in reaching our defined goals to meet the Council's mission and Strategic Plan. This has been an eventful year and we have many new members committed to the Executive Committee. With everyone working together, we can generate exciting new ideas for the future of the Council!

Sincerely,

Earline K. Luhrman
President

NEWSLETTER ADVERTISING ANNUAL RATES:

Business-card size advertisement.....	\$75
Quarter page advertisement	\$115
Half-page advertisement.....	\$225
Full page advertisement.....	\$450

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To place an advertisement in *The Council Quarterly*, please contact Sandy Temple, FUFCC Executive Director (407-872-1738).

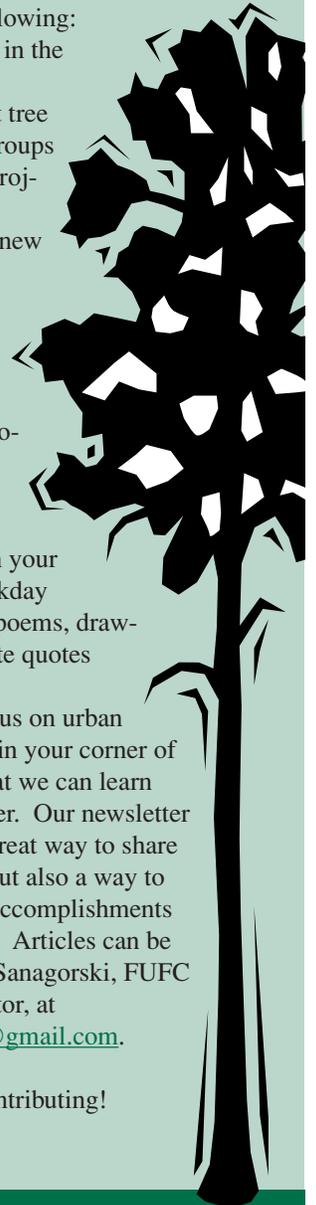
ARTICLES WANTED

The Florida Urban Forestry Council would like to share information on what is going on throughout the state in our newsletters. We would like to receive articles on any aspect of our field. Article ideas may include, but are not limited to, the following:

- New trends in the industry
- News about tree advocacy groups
- Volunteer projects
- Favorite or new websites
- Ideas on working with the public
- City tree programs
- Solutions to common problems in your typical workday
- Children's poems, drawings, favorite quotes

Please update us on urban forestry news in your corner of the state so that we can learn from each other. Our newsletter is not only a great way to share information, but also a way to show off our accomplishments and successes. Articles can be sent to Laura Sanagorski, FUFCC newsletter editor, at LSanagorski@gmail.com.

Thanks for contributing!



2008 – THE YEAR IN REVIEW

Sandy Temple, Executive Director



*“Coming together, sharing together,
working together, succeeding together.”*

– Unknown

2008 was a year of challenges and change for the FUFUC. After nine years of partnering with the Florida Chapter ISA in hosting the annual Trees Florida conference, the Executive Committee made the decision to discontinue the co-hosting of the conference beginning in 2009. It was a difficult decision to make, but the Executive Committee felt it was necessary in order to allocate the Council’s resources toward other endeavors for the benefit of our members. In addition, an unanticipated change in leadership evolved requiring the President Elect to quickly step forward to meet the challenges. Executive Committee members were encouraged at an August workshop, which was facilitated by Terry Johnson from the University of South Florida, to open our minds and look forward into the future for our continued commitment to Urban Forestry—and that we did!

Programs, projects and activities that the Executive Committee initiated or completed during 2008 attest to the accomplishments on behalf of the Council. The following are highlights of these endeavors:

- Developed the *Trees 4 Florida* public-service announcement campaign which is dedicated to:
 - Promoting the benefits of trees for Florida;
 - Reversing negative public perception of tree failures by storms and hurricanes;
 - Highlighting the importance of proper tree selection and placement (the right tree for the right place);
 - Stressing the importance of maintaining (pruning) trees to reduce storm damage;
 - Restoring trees after a damaging storm to benefit communities and enhance property values;
 - Promoting professional safety inspection/wellness tree check-ups by certified arborists; and

- Educating residents on how to hire an arborist.

Access to the PSAs can be found at www.treesarecool.com/Trees4Florida.html. The PSAs are print- and broadcast-quality programs which are available for downloading for reproduction or broadcast. The Trees 4 Florida campaign was made possible through funding provided by the USDA Forest Service through the Florida Division of Forestry’s Urban and Community Forestry Grant Program.

- Hosted the 2008 Trail of Trees Program in Gainesville, Orlando and Fort Lauderdale. Over 5,000 students took part in the ten presentations that were held during a two-week period in January.
- Conducted an i-Tree Training Workshop in Plant City in February, 2008 with 18 individuals participating. Two, two-day training workshops are planned for 2009.
- Co-hosted the 2008 Trees Florida Conference in Weston.
- Co-sponsored the 2008 Trees Florida Awards Program.
- Formed a new partnership with the Florida Institute of Park Personnel (FIPP) by co-hosting their annual fall conference, which was held in late October at Indian Riverside Park in Jensen Beach. Through this partnership, the Council gained 55 new members in addition to having the opportunity to provide speakers for this two-day conference. The theme of the conference was “Tax Reform, the Economy, What Next?”
- Created, printed and initiated sales of the Tree Note Cards set, each of which contains 12 cards displaying three different panoramic photographs (Bald Cypress, Cabbage Palm and Live Oak) which were donated by artist Steve Vaughn. Purchase and use of these unique and beautiful cards supports the Council’s efforts and commitment to plant and save Florida’s urban forests for future generations.
- Enhanced the FUFUC display booth with the purchase of outdoor table throws and a portable DVD player. The Council displayed at nine events in 2008.
- Developed and initiated the beginning of the 2009 Great Florida Tree Count. This

valuable—but unscientific—count is a fun way to find out how many trees are planted in the ground from programs and projects that an individual, municipality, community, or county conducts during 2009.

- Sought new avenues and alternative strategies for gaining and retaining new members to increase FUFUC membership. The first membership drive initiative in 2008 included contacting the municipalities that are designated Tree City USA and those cities that had signed the Mayor’s Climate Protection Agreement who were not members of the Council. Correspondence was sent inviting each one to join the Council. Following the conclusion of the first initiative, Membership Subcommittee members looked at particular groups that share similar common interests and selected the Master Gardeners as a target for outreach. A pilot program with ten UF/IFAS Extension Offices’ Master Gardener programs was proposed and will be carried out during 2009.
- Produced The Council Quarterly newsletter and reduced printing and distribution costs by circulating the publication to FUFUC members only.
- Began revising the Council’s web site – www.fufuc.org – with a new design and the goal of a site which will be easier to navigate. Along with the new site, the capability to submit membership applications and order merchandise on-line was added.

Several upcoming 2009 projects, for which planning began for last year, include the Trail of Trees Program, the FUFUC-sponsored workshop at the Florida Native Plant Society’s Annual Conference, the FUFUC Regional Meeting and Educational Program, and the new, innovative Friends of Our Urban Forests awards program—just to mention a few.

New ideas and suggestions for programs are always welcome from each and every member. If you have something in particular that you would like to suggest, please contact us at fufuc@aol.com and share your ideas.

Nelson

TREE SERVICE, INC.



Safety & Professionalism
Our basics. Your assurance of a job well done.

Contact the following Nelson representative to discuss your vegetation management needs:
Bob Turner, Jr. at 1-856-694-4100

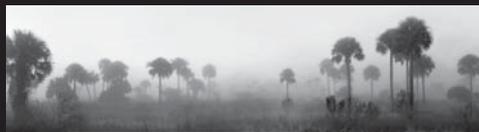


NOTE CARDS **\$20**
(plus \$2.95 shipping)

** For large quantity orders, please call the Florida Urban Forestry Council at 407-872-1738 for special pricing **



Bald Cypress • *Taxodium distichum*



Cabbage Palm • *Sabal palmetto*



Live Oak • *Quercus virginiana*

Each set contains 12 cards with four each of three panoramic photographs donated by artist Steve Vaughn. Purchase and use of these unique and beautiful cards supports the Council's efforts and commitment to plant and save Florida's urban forests for future generations.

To order the Florida Urban Forestry Council's Note Cards, please complete the following order form and return with payment (check or credit card) to:

Florida Urban Forestry Council • www.fufc.org
PO Box 547993, Orlando, FL 32854-7993
Phone: 407-872-1738 • Fax: 407-872-6868

Quantity _____ @ \$20.00 (plus \$2.95 shipping)

Name _____

Shipping Address _____

City _____

State _____ Zip _____

Phone (_____) _____ - _____

If paying by credit card, please provide the following information (PRINT CLEARLY):

Card Type: _____

Card Number: _____

Name as it appears on Card: _____

Expiration Date: _____/_____/_____

Card Security Code: _____

(3-digit number on back of card or 4-digit number on front of card for AMEX)

Signature: _____

FLORIDA'S URBAN FORESTRY GRANTS PROGRAM

Charlie Marcus, Urban Forestry Coordinator, Florida Division of Forestry

By the time you read this, the Florida Division of Forestry will have concluded the enrollment period for our 2009 annual Urban and Community Forestry grants. A review committee met in mid-May to evaluate the grant applications that we received as of April 17. Approved applicants will receive notification of their awards within 30 days of the review meeting. We have approximately \$275,000 in funding available for this grant program.

The purpose of these grants is to help provide Florida communities with the resources they need to either initiate or improve their local urban forestry management programs. Eligible entities include local governments (city and county), non-profit groups and educational institutions.

Eligible activities include the following:

- hiring temporary staffing
- purchasing urban forestry equipment
- conducting urban forest inventories and/or master plans
- various educational projects

In addition, a small amount of funding is available for demonstration tree planting projects. However, most of these funds will be awarded to small rural communities or underserved neighborhoods in larger cities.

Additional information about these grants is available on the Division of Forestry

website, www.fl-dof.com, or by contacting your local County Forester.

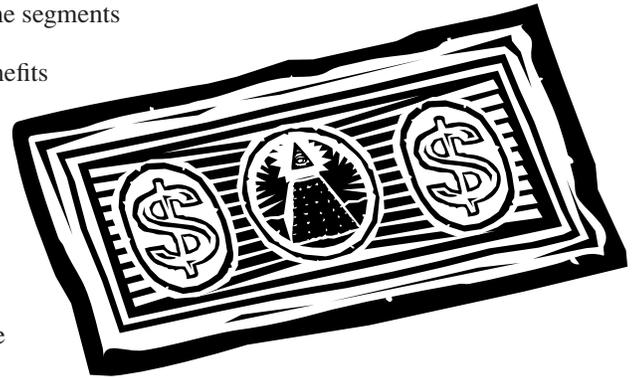
The US Forest Service has indicated that the Congress would prefer their State and Private Forestry programs (which include this grant program) to place more emphasis in the future on projects to solve regional natural resource conservation problems. In order to maintain the political viability of these programs, the Forest Service has begun soliciting what they call *Redesign Projects*. This concept is modeled after a large ongoing effort in the Chesapeake Bay region to ameliorate a number of environmental problems and consequently improve the human habitat.

Criteria for these projects include the following:

- Impact on a large geographical area and/or population center.
- Benefits targeting lower income segments of the population.
- Measurable environmental benefits including improved air and water quality, restored indigenous ecosystems, etc.
- Integration of natural resource disciplines.
- Involvement of citizen groups in planning and implementation.
- Use of technology for resource assessment and evaluation.

The Forest Service feels that they can continue to receive funding in the future for programs that have benefited our targeted audiences up to this point (such as the U&CF grants) if we can complete successful projects of this nature. In fact, they feel that program funding could actually increase as these projects receive positive attention from key decision makers at the national level.

At present, we have received an allotment for a project that would benefit the Miami-Dade County area that we intend to complete during the next two years. The project is still in the planning stages, and more details will follow. **If anyone has ideas for additional projects that would fit the above criteria, we would very much appreciate your sharing them with us.**



2008 MEMBERSHIP COMMITTEE REPORT

John Holzaepfel, 2009 Membership Committee Chair

The 2008 Membership Committee was a dedicated group led by our current FUFUC President, Earline Luhrman. Other members included Kim Paulson (Florida Chapter ISA), Mike Insley (Florida Institute of Park Personnel), Mary Lou Hildreth (Florida League of Cities), Jennifer Magavero (Florida Recreation and Park Association), Bill Butler (American Society of Landscape Architects/Florida Chapter), and myself (Society of American Foresters). The 2009 committee is a combination of a few veterans - Mike, Jennifer and Mary Lou, plus a few newcomers - Jerry Renick (elected "member-at-large" position), Elizabeth Harkey (elected City Arborist position), and Drew Lindemann (FDOT). Of course, we are supported in all our efforts by our esteemed Executive Director, Sandy Temple. It is an honor and pleasure to serve as the 2009 Membership Chair with these dedicated and passionate folks.

We're pleased to announce the following completed projects in 2008:

Municipal Membership Drive - a targeted membership drive directed at Tree City USA municipalities and Florida mayors.

Display Booth Enhancement - the FUFUC message is taken to various conferences and events throughout the year via our traveling indoor and outdoor displays. We have made various booth upgrades over the last few years including banners and most recently, a portable DVD player for a PowerPoint presentation. The booths were utilized at nine venues in 2008.

Joint FIPP & FUFUC 2008 Fall Conference - FUFUC joined FIPP (Florida Institute of Park Personnel) at its annual fall conference under the yeoman efforts of our FIPP representative, Mike Insley. Several FUFUC Executive

Committee members made presentations at the conference and FUFUC gained 55 new members! This helped boost our FUFUC 2008 membership to 474, a 13.4% increase from 2007.

The Membership Committee has several projects in the works for 2009 including a North Florida Regional FUFUC Meeting on September 11th in Palm Coast. The meeting will include informational presentations on the *FireWise* program and the spread of Laurel Wilt pathogen in Florida plus a FUFUC update and Annual Membership Meeting. The meeting is being co-chaired by FUFUC Executive Committee Member Mary Lou Hildreth, Mayor of Keystone Heights, and former Executive Committee Member, Bill Butler, City of Palm Coast Landscape Architect. Mark your calendars and watch for more details to follow!

TREE CITY USA

Charlie Marcus, Urban Forestry Coordinator, Florida Division of Forestry



Florida's Tree City USA participation reached an all-time high in 2008, as the number of certified cities and counties grew to 144, increasing from 135 in 2007. This solidifies Florida's standing as the #6 participating state in the nation, and puts the state within striking distance to overtake New Jersey and California. Almost all participating communities from 2007 submitted their recertification applications, and the following communities became either new or revitalized members in 2008:

- Doral, Miami-Dade County
- Lauderdale Lakes, Broward County
- Ocoee, Orange County
- Palmetto Bay, Miami-Dade County
- Pinecrest, Miami-Dade County
- Starke, Bradford County
- Temple Terrace, Hillsborough County

Congratulations to the Town of Windermere in Orange County, which received the Tree City USA of the Year Award for 2008 for their exceptional program. Also, kudos to the cities of Hollywood and Fort Lauderdale for completing their third decades as

certified Tree City USA's, going almost all the way back to the founding of the program in the mid-1970's.

The largest participating city in Florida is Miami, with a population of over 360 thousand residents. The smallest participating city is Pomona Park in Putnam County, with a population of less than one thousand residents.

The Division of Forestry administers the Tree City USA program in Florida as a means of recognizing communities who have active urban forestry management programs. City and county governments, as well as federal military bases, are eligible for certification. To qualify, they must have a designated tree board, advocacy group, or department in charge of tree management. They must also have an enforced tree ordinance, work plan with an annual budget of at least \$2.00 per capita, and must conduct an annual Arbor Day celebration.

The *Tree Line USA* program recognizes electric companies who follow accepted pruning, excavating, and safety practices while maintaining trees along Rights-of-Ways. They must also do some type of tree education in their local community. Private, municipal, and cooperatively-owned utilities are eligible to receive Tree Line certification. To date, Florida has 10 certified *Tree Line* power providers.

The National Arbor Day Foundation (NADF) has begun to enroll college cam-

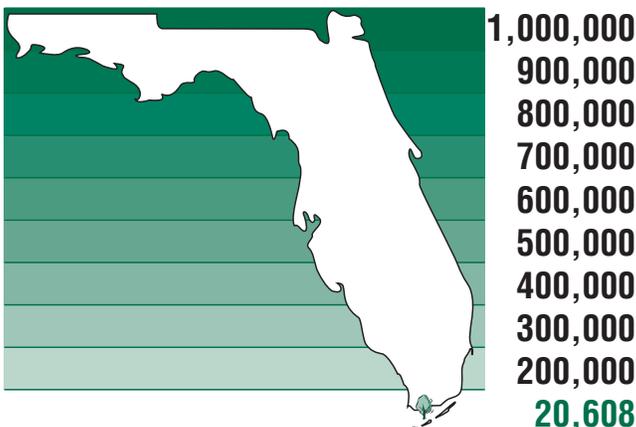
pus into their new *Tree Campus USA* program. Colleges (meaning any post-secondary academic institution) that maintain active tree management programs on their campuses, allocate adequate funding for a tree program, dedicate staff and resources, and solicit volunteer participation from students and faculty are eligible to receive this award. A handful of colleges across the nation have achieved *Tree Campus* certification, but none have come from Florida as of this writing. If you are interested in participating in *Tree Campus USA*, please contact Urban Forestry Coordinator Charlie Marcus at 850-921-0300, or marcus@doacs.state.fl.us.

The Florida Urban Forestry Council is unveiling a new urban forestry awards program for 2009-10. *Tree City USA of the Year* will no longer be a stand-alone award. Instead, Tree City USA status will serve as a significant selection criterion for the Council's new *Urban Forestry Program of the Year Award*. Nominations will be solicited beginning in July. Look for nomination forms on the FUFUC website. The award will be presented in January, 2010, at a venue of the recipient's choice.

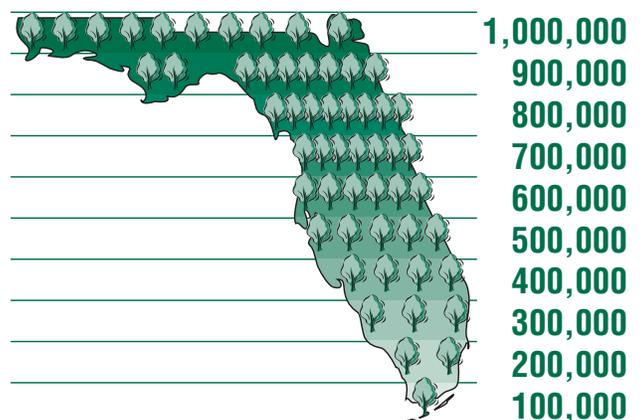
More information about the Tree City USA, Tree Line USA and Tree Campus USA programs is available on the National Arbor Day Foundation website, www.arborday.org, and the Division of Forestry website, www.fl-dof.com.

THE GREAT FLORIDA TREE COUNT

20,608 Trees Planted!



GOAL: One Million Trees Planted in 2009





- OUTSTANDING PROFESSIONAL
- OUTSTANDING TREE ADVOCATE OR TREE ADVOCACY GROUP
- OUTSTANDING PUBLIC EDUCATIONAL PROGRAM
- OUTSTANDING PROJECT
- OUTSTANDING URBAN FORESTRY PROGRAM
Large and Small Communities

CATEGORIES

Presented by:



Deadline for Submission: October 31, 2009

ABOUT THE AWARDS PRESENTATIONS

The Florida Urban Forestry Council is changing the way that the awards are presented to the recipients by bringing the presentations "closer to home." The awards will be presented to each winner at a local event held in their own community. This could be a city commission meeting, tree planting ceremony, or other special event. In this way, the "Friends of Our Urban Forest" award recipients will receive special recognition within their own communities - where it matters most. In addition to the presentation of the award, the local community may also receive a voucher for a tree that can be planted within their community. These presentations will be scheduled in late January and early February which may allow for some award presentations to be held in conjunction with Arbor Day celebrations.

2009 FRIENDS OF OUR URBAN FOREST AWARDS
Awards Categories

OUTSTANDING PROFESSIONAL

Recognition of a professional individual for his or her contribution to urban forestry activities and arboricultural practices. Nominees include municipal foresters, landscape architects, private arborists, utility arborists, growers, and educators.

OUTSTANDING TREE ADVOCATE OR TREE ADVOCACY GROUP

Recognition of an individual instrumental in organizing or motivating urban forestry activities within a community OR recognition of an organization stimulating landscape beautification, tree planting, maintenance, preservation and/or public educational programs within their community. For the Outstanding Tree Advocate award, nominees can include community leaders, elected officials, exceptional volunteers, local nonprofit organizers, and concerned citizens. Nominees for the Tree Advocacy Group award can include tree boards, beautification committees, garden clubs, nonprofit organizations, youth groups, and homeowner associations.

OUTSTANDING PUBLIC EDUCATIONAL PROGRAM

Recognition of a public outreach program or communication tool which informs, teaches and motivates the public on the importance of trees and the value of urban forestry activities within their communities and the state. Nominees include television programs, advertisements, public service announcements, interactive CDs, school programs, websites, and other media.

OUTSTANDING PROJECT

Recognition of a residential, commercial or public project that demonstrates tree preservation, tree planting, tree maintenance, or environmentally-sound planning or design. Nominees should come from cities, developers, landscape architects, engineers, architects, planners, builders, arborists, and landscape contractors.

OUTSTANDING URBAN FORESTRY PROGRAM

LARGE (OVER 35,000 IN POPULATION) AND SMALL (UNDER 35,000 IN POPULATION) COMMUNITIES

Recognition of a local government or agency providing exemplary leadership and vision to a comprehensive urban forestry program. Activities may include beautification, tree planting, preservation, maintenance, tree inventories, public education, unique partnerships, and other programs. Extra consideration will be given to those organizations which have been designated as a Tree City USA or have received the Tree City USA Growth Award. Nominees can include local governments, schools, military bases, and other governmental entities. Please note size of population, since awards may be given to both large communities over 35,000 and small communities less than 35,000.



GUIDELINES

- Nominate your own work, the work of your organization or the work of another.
- Each application must be typed and presented in a standard three-ring binder (no larger than ½ inch capacity). The completed awards entry form must be the first page of the application. Following the entry form should be a summary of not more than three typewritten pages that describe the project's, program's or individual's contribution to urban and community forestry as outlined in the Award Categories.
- Support documentation such as photographs, press clippings, printed pieces, and letters of commendation are encouraged, but shall be limited to 12 additional pages. All supporting documents must be attached or secured inside the application. Please, no loose documentation such as videotapes. Each application must include at least three digital photos in order to be considered. Examples include photos of the individual recipient, project logo, etc.
- Deadline for entry is **October 31, 2009**. Submit the original, one full copy and the three digital photos to:

Friends of Our Urban Forest Awards Program
 Florida Urban Forestry Council
 Post Office Box 547993
 Orlando, FL 32854-7993

*All submitted materials become property of the Florida Urban Forestry Council. **Please note:** The Awards Committee reserves the right to re-assign the entry to another category if deemed appropriate. For questions or additional entry forms, please contact Sandy Temple, Florida Urban Forestry Council Executive Director at (407) 872-1738.*



ENTRY FORM

Deadline for Submission - October 31, 2009

NAME OF ENTRY, INDIVIDUAL OR PROJECT

NAME OF CONTACT PERSON FOR THE ENTRY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

NOMINATED BY (IF DIFFERENT)

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

NUMBER OF DUPLICATE CERTIFICATES IF NEEDED

AWARD CATEGORY (please check one):

- Outstanding Professional
- Outstanding Tree Advocate or Tree Advocacy Group
- Outstanding Public Educational Program
- Outstanding Project
- Outstanding Urban Forestry Program / Large Community
- Outstanding Urban Forestry Program / Small Community

SEND ALL NOMINATIONS TO:

Friends of Our Urban Forest Awards Program
 Florida Urban Forestry Council
 Post Office Box 547993
 Orlando, FL 32854-7993

STATE OF URBAN FORESTRY IN FLORIDA 2008

Charlie Marcus, Urban Forestry Coordinator, Florida Division of Forestry

The universal theme in the urban forestry community for 2008, and possibly for the next few years to come, appears to be “doing more with less.” After local tax revenues swelled at the beginning of the decade because of the housing boom, they have now significantly contracted as Florida regularly appears on the nightly news as the poster state for depressed realty values. Most readers of this newsletter, whether in the public or private sector, have been impacted to some extent by the resulting cutbacks in personnel and services that accompany difficult economic times. It’s hard when the urban forestry program has to compete for funds with police and fire protection or keeping the roads paved. The Division of Forestry has also had to endure their share of cutbacks. Positions in Orlando, St Petersburg, and Fort Myers, whose primary purpose was to provide urban forestry technical services, were not refilled after they became vacant. Hopefully, this situation will change soon, but in the meantime we will do the best we can with the fine people that we still have available.

In times like these, it becomes incumbent on the urban forestry manager to be able to communicate the value of the urban forest to local officials and the general public. Trees are cool, but we need to show that they have value for more than shade and aesthetics if communities are going to maintain their tree care and program budgets. The i-Tree Suite of software that was developed by the US Forest Service is an inexpensive and fairly simple way to quantify the services that trees provide

“Trees are cool, but we need to show that they have value for more than shade and aesthetics if communities are going to maintain their tree care and program budgets.”

to a community. Like most urban forestry software packages, i-Tree is used to collect tree data so that trends in sizes, species, and condition can be recorded and analyzed. However, the software also calculates the environmental benefits that the community trees provide, and then places a dollar value on them so that urban forestry officials can determine a true cost-benefit ratio for their programs. Urban foresters in some cities have done just that with surprisingly good results. The software can be downloaded for free from the website www.itreetools.org.

In spite of the current economic conditions, the Tree City USA program in Florida has reached an all-time high for city and county participation. Florida is #6 in the nation in number of certified Tree Cities, and could reach #4 within the next year if current trends continue. Communities seem to perceive the Tree City USA sign as an indication that they care about their citizens, and that’s a good thing.

The US Forest Service has indicated that they will provide continued financial support to state Urban and Community Forestry programs for the immediate future. Our agency has conducted an enrollment period for our annual 2009 matching grant funds. A total of 54 communities submitted applications during the enrollment period. By the time you read this, we will have selected the best applicants and will be executing contracts with them. These funds have also allowed our agency to continue support for a faculty position and a Project Learning Tree (PLT) position at the University of Florida, both of which have proven their value to urban forestry in Florida.

The Forest Service has also indicated that Florida may receive some federal economic stimulus funds to help address the current economic situation. Our agency website

lists a variety of applications that we have made for stimulus funds in a number of programs. They include funds for tree planting, remediation and assessment in urban areas. Once again, we will hopefully have these funds in hand and be able to start making them

available to communities by the time you read this.

The Division has recently unveiled our new web page for the Champion Tree Program. The web page lists the largest known tree of most species that grow in Florida, some of which are also national champions for their respective species. There is also a list of species that are currently without champions, and we are hoping that the public can find some of these for us. We are working on a more sophisticated and interactive

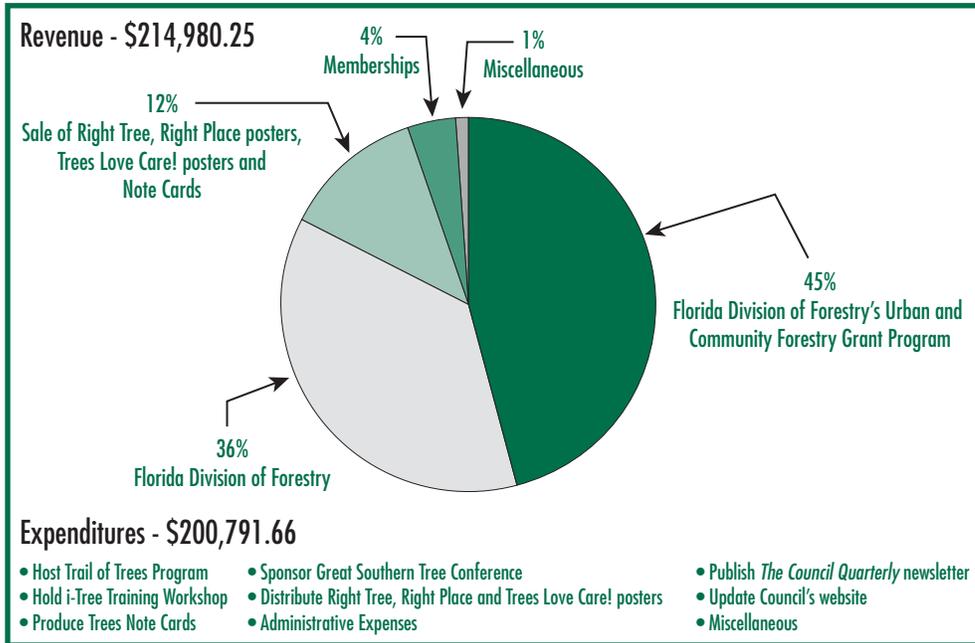
website that will be even more user-friendly than the current web page, and we hope to have it up and running in the near future.

Our new partnership with the National Football League has provided the urban forestry program with some valuable publicity and sponsorship opportunities. The NFL has conducted tree plantings in conjunction with Super Bowl events since 2005 in Jacksonville. The Miami Super Bowl tree plantings in 2007 were even more elaborate than the Jacksonville plantings, and the Tampa tree plantings for 2009 were still even more elaborate. A total of 19 tree plantings in Hillsborough, Pinellas, and Manatee Counties were conducted during the fall and winter of 2008 and early 2009. These projects ranged from mangrove seedlings near the coast in a restoration area, to more visible plantings of larger live oaks in Downtown Tampa. Over 2,000 trees were planted by the time everything was completed. Preparation for the 2010 Miami plantings began on Earth/Arbor Day Week in April with the planting of the Super Bowl Trail of Trees. A single 25-gallon South Florida Slash Pine was planted both in Tampa and Miami Gardens, the 2009 and 2010 Super Bowl cities, respectively. In addition, a “breadcrumb trail” of sorts was created between the two host cities by planting individual pines at prominent locations between the two cities in Lakeland, Sebring, Belle Glade, West Palm Beach, and Fort Lauderdale. Special kudos to the non-profit group T.R.E.E. Inc. and its executive director, Will Moriarty, for helping make all of these 2009 planting events a success.



2008 FINANCIAL REPORT

Sandy Temple, Executive Director and John Foltz, Treasurer



FY 2008
 Revenue - \$214,980.25
 Expenditures - \$200,791.66

The 2008 Financial Report validates the generosity and support of individuals, governmental agencies, and corporations who continue to help ensure the sustainability of the Florida Urban Forestry Council and its mission of planning, promoting and protecting the urban forest.

A significant portion of the revenue received in 2008 was from the U.S. Forest Service through the Florida Division of Forestry's Urban and Community Forestry Grant Program (\$96,250.00 or 45%). The revenue was reimbursement for development of the Trees 4 Florida public service announcements. Trees 4 Florida is a project which was undertaken in a partnership with the Florida Chapter International Society of Arboriculture to professionally produce a media campaign to promote the importance of trees. Reimbursement was made to cover the expenses specifically related to the project. The finished PSA product which includes 15-second and 30-second television advertisements, 15-second and 30-second radio advertisements, and print media advertisements—all in both English and Spanish versions—are accessible for your use by connecting to www.treesarecool.com/Trees4Florida.html and downloading the information.

Aside from the Urban and Community Forestry grant reimbursements, the Council received a significant portion of support from the Florida Division of Forestry which, accounted for an additional 36% of the total revenue (\$77,500.00). The Florida Division of Forestry (FDOF) and Council execute an annual memorandum of agreement for specific services which are provided to the FDOF by the Council in exchange for the funding that is received.

Revenue received from Right Tree, Right Place posters, Trees Love Care! posters and note cards (\$25,924.68) accounted for 12% of funding. While this would appear to be a decrease from the 22% of revenue reported in 2007 in this same category, there was actually an increase in sales that is not reflected in the 2008 percentage rate due to the additional revenue reported which was received from the U&CF grants during FY 2008.

Memberships in 2008 totaled 474 members. Revenue received from the memberships (\$9,542.68) accounted for 4% of total revenue received. The total number of members actually increased by 13% over 2007.

With lower attendance numbers at the 2008 Trees Florida Conference, the impact of the loss of revenue was significant—from a total of \$13,209.73 (11%) of the Council's revenue in 2007 to \$4,612.89 (2%) in 2008.

The loss was somewhat offset by the memberships gained through the partnership established with the Florida Institute of Park Personnel in hosting their fall conference.

A major portion of the expenses during FY 2008 was associated with development of the Trees 4 Florida public service announcements. As mentioned previously, these expenses were reimbursable through an Urban and Community Forestry Grant.

Revenue received enabled the Council to continue to host the live performances of the Trail of Trees Program to approximately 5,000 elementary and middle-school students in North, South and Central Florida in conjunction with the celebration of Florida Arbor Day, sponsor the annual Great Southern Tree Conference, publish *The Council Quarterly* newsletter, hold a two-day i-Tree Training Workshop, continue with the distribution of the Right Tree, Right Place posters and Trees Love Care! posters, begin work on updating the Council's website (www.fufc.org), and produce the Trees Note Cards.

While the Council is not immune to the tough economic times everyone is facing, your organization will continue to strive to use our available resources conservatively. The Executive Committee members have already made a renewed commitment in 2009 to identify and seek alternative sources of revenue and to cultivate new partnerships in order to sustain the Council.



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