A healthy tree canopy in urban areas benefits residents in multiple ways: trees provide ecosystem services, energy savings, improved quality of life, and increased real estate values. While the benefits are clear, there are also barriers to choosing, planting and maintaining trees properly. Our diverse stakeholder coalition, called Friends of the Trees - Tampa, used a grant from the Florida Forest Service to investigate how citizens view trees using community-based social marketing (CBSM). This approach to environmental behavior change involves community-directed research, combined with commercial marketing techniques such as audience analysis, identifying barriers to change and promoting benefits.

Our findings about barriers to accepting trees came from focus group research we conducted in partnership with community members. This research is a key part of developing an evidence-based approach to changing social behaviors among Tampa residents. The project includes participation from three neighborhood civic associations, the City of Tampa, the University of Florida Institute for Food and Agricultural Sciences (UF/IFAS), Hillsborough County Cooperative Extension, the UF/IFAS Center for Landscape Conservation and Ecology, the University of South Florida (USF) Center for Community Design and Research, and UPPERCASE Inc., a Tampa social marketing firm.

Friends of the Trees - Tampa is working with a diverse group of neighborhoods in the city, but they all share one thing in common: they all value the tree canopy that gives their yards, streets and parks character and identity. The goals of the program are to build on this appreciation of the value of trees in urban areas by increasing residents’ skills for tree selection and maintenance and engaging communities to become stewards of the urban forest and work together to overcome the barriers to a healthy tree canopy.

We began by conducting focus groups (group interviews guided by a facilitator) that documented the benefits residents feel about the aesthetic appeal of trees, their role in neighborhood identity and the ways they provide a more livable environment. The research also found that residents want more input and flexibility for planting trees in their neighborhoods. One specific recommendation was to plant clusters of trees near busy streets to act as a buffer for noise and pollution from the roads and to also plant more native species.

“...residents suggested conducting neighborhood street inventories to identify where trees should go, planting trees during neighborhood events, having neighborhood pruning and trimming days, and establishing block captains to monitor trees and make sure they get enough water.”

To foster involvement from more residents in the neighborhood, residents suggested conducting neighborhood street inventories to identify where trees should go, planting trees during neighborhood events, having neighborhood pruning and trimming days, and establishing block captains to monitor trees and make sure they get enough water. There were other findings that emerged.

Participants were dissatisfied with improper trimming of trees in the city, believing that money and resources were needed to ensure healthy urban trees. Residents asked for better coordination between the city’s Trees-mendous Tampa Program and city projects (road expansion, power lines and storm damage mitigation) that impacted trees.

In general, they wanted better planning to ensure the long-term health of trees on public land in Tampa.

The next steps of the program will be to implement the community-based social marketing plan. Traditional communication tools will also be used, such as meetings, flyers, events, and door-to-door efforts to encourage program participation and behavior change, but the program will also be delving into the new media environment. This includes developing a Facebook page for Friends of Trees - Tampa, which will foster two-way communication with...
Sincerely, your support!

breakfast, dine, write, read, and receive my company. “Thanks for stated, “I never before knew the full value of trees. Under them I for being involved and an advocate for the cause. Thomas Jefferson

Well, I’ll get off my soap box for now. I truly thank our membership to Arboriculture and it will be answered by the membership.

I would like to personally, and also on behalf of the FUFC, challenge our active membership to bring a new affiliate on board. Just think, if each member brought one person to our urban forestry table that would double our active membership. WOW that’s a great thought! We as a group have so much to offer and numbers do matter and make a statement about who we are and what we represent. Let’s face it; if we weren’t passionate about what we do, we wouldn’t be in the profession we are in.

Well, I’ll get off my soap box for now. I truly thank our membership for being involved and an advocate for the cause. Thomas Jefferson stated, “I never before knew the full value of trees. Under them I breakfast, dine, write, read, and receive my company.” Thanks for your support!

Sincerely,

Elizabeth Harkey
FUFC President

continued from pg. 1

residents who like the page. Because of the ease of access and use, Facebook allows the project team to address the entire audience and receive feedback on a more regular basis. The program’s Facebook page is located at www.Facebook.com/ FriendsOfTheTreesTampa and currently has information on tree steward training classes, trees available through the City of Tampa’s tree initiative, and pages to directly contact the program with tree-related questions and concerns.

Knowledge gained from the focus groups led to the expansion of the species and sizes of trees offered to residents by the city’s Tree-mendous Tampa Program and development of the Neighborhood Tree Steward training program developed by the City of Tampa and University of Florida Extension to be used by city arborists to teach basic urban tree care. Weekend training sessions for residents, using the Neighborhood Tree Steward program, are scheduled for early summer 2013. At these weekend sessions, residents will be assisted with the development of urban forestry plans for their neighborhoods—choosing the location and species of trees to be used in rights-of-way and other public spaces. Planting, through the city’s Tree-mendous Tampa Program, is expected to take place in July and August with an evaluation and follow-up after six months. Residents of the participating neighborhoods will also be asked to participate in the testing of a citizen-based tree inventory program, known as Tampa Tree Map, developed by the University of South Florida, University of Florida Extension and the City of Tampa in fall 2013.

One of the great impediments to successful management of urban natural resources has been the lack of direct involvement of property owners and residents. Changing this behavior is a tall order that requires a focused and evidenced-driven communication strategy. The direct outcomes of these focus groups has led to the lowering barriers and elevating the potential benefits of urban tree care, which we believe is likely to lead to greater participation in activities that support healthy and more sustainable urban forests.

Project Team: Paul Monaghan, Rob Northrop, Dionne Banks, Terry Johnson, Kathy Beck, and Quisto Settle

Biennially the Florida Urban Forestry Council sends out a member survey. In this issue of the newsletter we will begin discussing the results. The feedback that the FUFC receives in the survey is an important measure to help determine what services, programs and products the Council offers have been effective and beneficial. We are looking forward to implementing many of your suggestions this year and in the future.

The survey shows that 98% of the membership reads The Council Quarterly newsletter. Obviously this is a great tool that the Council provides for keeping our members abreast of new scientific studies and urban forestry programs regarding trees and infrastructure. 96% of our members find the newsletter informative and useful. We are incorporating several new components into the newsletter. In Issue One, the “Tree of the Quarter” was revived. We hope this will be well-received helping members with tree selection and knowledge of new tree varieties and underutilized trees in the market place. In this second issue, we are beginning “Stump the Forester;” which will be a question and answer section. Members can ask a question pertaining to Arboriculture and it will be answered by the membership.

I would like to personally, and also on behalf of the FUFC, challenge our active membership to bring a new affiliate on board. Just think, if each member brought one person to our urban forestry table that would double our active membership. WOW that’s a great thought! We as a group have so much to offer and numbers do matter and make a statement about who we are and what we represent. Let’s face it; if we weren’t passionate about what we do, we wouldn’t be in the profession we are in.

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Sincerely,

Elizabeth Harkey
FUFC President

NEWSLETTER ADVERTISING ANNUAL RATES:

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To place an advertisement in The Council Quarterly, please contact Sandy Temple, FUFC Executive Director (407-872-1738).
Help Trees in Hardscapes. 

*Use the WANE Tree System.*

The W.A.N.E. (Water Air Nutrition Exchange) 3000 Tree Unit is a tree feeder and irrigator that supplies water, air and nutrition for trees surrounded by pavement.

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Eliminate sidewalk grates - use a 6” W.A.N.E. unit utilizing the soil beneath the paving and lessening the trip hazard.
Right tree in the right place

Location is one of the most important considerations when planting a tree.

Trees add beauty and character to any community. As part of the “green infrastructure” trees provide environmental services such as fresh air, shade and wildlife habitat. Sumter Electric Cooperative is committed to bringing uninterrupted services to our members. Trees that grow too close to utility lines need to be trimmed to minimize the chance of an outage. Sometimes trees will need to be removed to reduce recurring right-of-way maintenance costs. Planting trees away from overhead and underground utilities will allow your new tree to achieve its fullest potential and offer you the greatest benefits.

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Sumter Electric Cooperative
www.secoenergy.com
**Question:** Is this a live oak or a laurel oak and what’s the difference?

**Answer:** The simplest way to determine the difference between a live oak (*Quercus virginiana*) and a laurel oak (*Quercus laurifolia*) is to compare the bark, leaves, and overall form. Mature live oaks have a thick, furrowed bark. The leaves are firm and slightly cupped, with a dark green surface and a pale green, densely pubescent underside. The live oak tends to have a very broad canopy at maturity. It can reach a height of 60 feet and have a canopy spread of 60-100 feet.

Conversely, the bark of a mature laurel oak is smooth and thin and the leaves are flat, rather than cupped. The underside of the laurel oak is sparsely pubescent. Laurel oaks can also reach a height of 60 feet, but only have a canopy spread of 40-60 feet. Live oaks are a much hardier tree overall and can easily exceed 100 years of age, whereas laurel oaks typically don’t exceed the age of 60.

Acorn production is another (seasonal) way to differentiate a live oak from a laurel oak. The live oak produces acorns every year (annually), whereas laurel oaks produce acorns every other year (biennially). How the acorn is attached to the twig is another way to distinguish a live oak from a laurel oak. Live oaks typically have 1-3 acorns attached to the twig by a peduncle (stem-like structure that supports the cluster of acorns and is up to \( \frac{3}{4} \) inch in length). The laurel oak acorns are attached directly to the twig (without a peduncle).

There is also an important difference in how these two trees handle injuries and decay. Live oaks are very good at compartmentalizing decay, while laurel oaks can develop extensive columns of decay from old pruning wounds. Care must be taken when pruning mature laurel oaks. Often times, structural pruning is not performed when a tree is young and you are left with a large tree with no central leader, numerous large branches, crossing branches, and other structural issues. When large limbs are removed from a laurel oak, the tree is less likely to compartmentalize the wound and decay can enter the tree. Typically, a cavity will form and large columns of decay will weaken the structure of the tree.

Laurel oaks are also prone to infestations of mistletoe and a condition known as “slime flux” or “wetwood,” which is a bacterial infection characterized by a dark, foul smelling exudate that can be seen staining the trunk of a tree.

Overall, the live oak is a better choice as a landscape tree due to its longevity and hardiness.

If you would like to ‘stump the forester,’ see page 19 for information on submitting your question!
LETTERS TO THE EDITOR

Rob Northrop, Extension Forester - University of Florida IFAS - Hillsborough Extension

With this issue of The Council Quarterly newsletter we initiate, on a trial basis, a “Letters to the Editor” column. The “Letters to the Editor” column is intended to make the newsletter more interactive, to increase and expand the breadth of the dialogue on urban forestry in Florida, and provide a forum for the exchange of ideas and opinions from the newsletter’s readers.

Letters for publication should be no longer than 150 words, must refer to an article that has appeared within the last two issues of the newsletter and must include the writer’s address, E-mail address and phone number.

We regret we cannot return or acknowledge unpublished letters. Writers of those letters selected will be notified at least one week before scheduled publication of the newsletter. We reserve the right to edit for space, clarity, civility, and accuracy. We will send you the edited version, via E-mail, before publication.

If selected, we will try to reach you and ask a few questions such as: “Did you write the letter? Do you have a connection to the subject you’re writing about?” Letter writers are entitled to their own opinions, but not to their own facts. We will try to verify the facts, either checking them ourselves or asking writers for sources of information.

Here are some tips on successfully writing a letter to the editor and getting it published:
1. Write quickly, concisely and engagingly.
2. Letters about an especially timely topic will be given priority.
3. Please keep the length of your letters to 150 words or less. Why so short?
4. We have limited space; we have room for letters that make their case with a point or two, but not for full-length articles. If you wish to submit an article for possible publication please send to info@fufc.org.
5. We welcome opinions from all sides: the majority, the dissenters, and the contrarians.

We look forward to hearing from you.

Send your letter to northrop@ufl.edu

You may also mail your letter to:
Robert Northrop
University of Florida/IFAS – Hillsborough County Extension
5339 CR 579
Seffner, Florida 33584

Tree Down.

If You Lost a Tree During the Hurricanes, It’s More Than a Nuisance — It’s a Loss of Quality of Life and Property Value.

Florida lost millions of trees statewide due to hurricanes and our community health and property values have changed.

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Protect yourself and your investments by maintaining your trees. Call a local Certified Arborist to have your trees inspected.

Together we can create healthy trees for healthy cities. Visit treesarecool.com for more information.

This print PSA has been produced with funding provided by the USDA Forest Service through the Florida Division of Forestry’s Urban and Community Forestry Grant Program.
HOME, DEAD HOME

Written by Jeff Shimonski, Principal of Tropical Designs of Florida, © Biscayne Times

A DECAYING TREE CAN PROVIDE A WONDERFUL HABITAT FOR WILDLIFE -- JUST MAKE SURE YOU'VE GOT A PLACE FOR IT TO FALL WHEN THE TIME COMES

When I drive home every day, I pass by a small, well-known plant and animal sanctuary. Something that always catches my eye is a very tall, dead, and still-standing pine tree.

It is probably 40 feet tall and has been dead for at least a couple of years. One of the things I do for a living is evaluate trees for their overall health and structural stability, so I can't help but mentally measure the probability of this tree failing at some point, and wondering what its likely targets would be. A target is people, animals, or property that could possibly be struck and damaged if and when a tree, or parts of it, falls. We all know that, at some point, a dead tree will fall down. So why are dead trees sometimes intentionally left standing (and did the property owner first check with his or her insurance agent)? The dead pine tree I mentioned easily could fall onto a well-traveled sidewalk or adjacent road.

Just this past month a superior court judge in California upheld a $7.6 million jury verdict against a city for not taking care of a palm tree that ended up toppling over in a storm in 2010, striking a man standing in his yard and paralyzing him.

The photo that accompanies this article shows a squirrel on the trunk of a dead palm, checking me out. She’s standing just below her nest, a hollow cavity in the trunk. This palm succumbed to the fungus ganoderma a couple of years ago and, since it is in an isolated section of my yard at home, I decided to leave the 25-foot-tall trunk as a habitat for wildlife.

My experience tells me dead palm trunks typically will remain standing a couple of years before they fall down under their own weight, but I check the stability of this one every couple of weeks. When I deem the trunk too unstable, I will just push it over. (That’s how I found out the squirrels had moved in; they got really fussy one day when I pushed on the trunk, rattling their home.)

Meanwhile I’ve been watching a series of animals nest in a single hollow on this trunk. A family of red-bellied woodpeckers first made the hollow and raised two babies to maturity. Next came a pair of screech owls that chased out nonnative starlings that had been checking out the cavity. That was really cool.

The owls raised three babies. I would see the family gather in neighboring trees in the evening once the babies fledged (grew wings and were able to fly on their own), at least for a month or so before they all flew off. After the owls came the squirrel family, which currently inhabits the trunk and has already raised a couple of offspring. I know this trunk will not last much longer, but it has been valuable as a wildlife habitat. Dead trees are a big thing in wildlife conservation. I once read an academic paper published in a serious forestry journal on how to create dead wood and snags in the canopies of tall forest trees so birds would have more nesting areas. The paper described how students infected shotgun shells with various species of wood decaying fungi and shot the bullets into the upper trunks of trees. It was a very interesting read, but I’m not sure how successful they were.

Woodpeckers are able to excavate a cavity in dead and decaying wood for a nest and, after they have raised their brood, other species can utilize the cavity for their own purposes. This is why many people leave dead trees standing. My wildlife habitat palm trunk was an excellent example of leaving a dead tree for a “highest and best use,” and I plan to keep dead trunks standing in my yard as long as possible. (I also utilize dead tree trunks to grow edible mushrooms. It’s not too difficult to inoculate the wood with the fungus mycelium, the stringy white or black threads that grow throughout the wood that are actually the body of the fungus).

But since I’m also aware of the serious consequences of a falling tree, I’m very careful about what surrounds these trees. If I owned or managed the property where that tall dead pine tree resides, I would have removed the top 20 feet or so of the tree, so when it fell, it would not reach the sidewalk or street and possibly injure people or damage property.

Those of you who have enough yard space to give native wildlife a home in dead trees, remember to keep an eye on what surrounds the tree, in preparation for the day it comes down.

Jeff Shimonski is an ISA-certified municipal arborist, director of horticulture at Jungle Island, and principal of Tropical Designs of Florida. Contact him at jeff@tropicaldesigns.com.
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As we have mentioned in previous articles, a city does not need a large population to have an active community tree program. Inverness, Florida, with a population of just over seven thousand, serves as an example. Inverness lies close to the Gulf coast in Citrus County, roughly 70 miles north of Tampa. The city was established under another name in 1868, but was renamed and incorporated as Inverness in 1917.

Katie Cottrell, the city’s Director of Public Works, has responsibility for Inverness’ community forest management program. Scott McCulloch of their DPW provides direct supervision of the tree care staff. In recent years, they have secured grant funds to significantly upgrade operational and safety equipment for the tree crews. They adhere to ANSI A-300 standards when doing tree care operations, and they intend to attain ISA certification for their tree workers in the future. When technical questions or citizen inquiries arise, they seek assistance from Forester Kimberly Burch of the Florida Forest Service.

In order to maintain their Tree City USA certification for the past 18 years, Inverness has had a tree ordinance that applies to both public and private land. They intend to revise the ordinance in the near future and include stronger enforcement of the tree removal permit provisions for private property owners. They are reviewing the ordinances of other cities to decide upon reasonable mitigation fees so that property owners can contribute to a Tree Bank fund if they do not have adequate space for replanting a sufficient number of new trees.

All trees on city property were inventoried in three phases over the past few years. The inventory was conducted by a private vendor using ISA certified arborists to collect and process field data. This data has allowed DPW crews to plan removals and tree care operations in a more structured manner, where they can work on the highest priority trees first. As part of the inventory project, the vendor provided the city with specialized computer software to maintain the inventory.

Citizen involvement and advocacy are key to the success of Inverness’ tree program. Input from the Inverness Garden Club and other concerned citizens has resulted in a number of tree planting projects being completed, with more planned for the future. This year’s Arbor Day planting near Cooter Pond serves as an example of such a project. The city planted eight live oaks in a large open space near the pond, which will hopefully make the area more appealing for local citizens to frequent. Planting the live oaks also helped to mitigate the recent removal of some crepe myrtles which had been planted too close together and were losing vitality.

Inverness has most of the essential components of an active and effective urban forestry program, and serves as a model for other small cities to follow.
For the past three years, the Florida Urban Forestry Council has been working closely with the Florida Forest Service to promote the Tree Campus USA program. To date, ten Florida campuses have been certified with this designation and a handful of others are coming close to qualifying.

Once a college achieves Tree Campus certification, they are encouraged to continue their efforts into the future in order to maintain the Tree Campus USA standards. In so doing, participating campuses will achieve both of the following outcomes:

- Improve the health of the campus forest by planting new trees and providing adequate care to the existing ones.
- Increase awareness among the students, faculty, staff, and surrounding community about the value that the campus trees provide, and engage as many individuals as possible in the management of the campus tree canopy.

One way to achieve these outcomes is to partner with the college’s athletic department. The athletics program on any college campus is probably the strongest force for unifying the campus community and calling attention to a particular cause. If the athletes are promoting the cause, the attention of everyone in the vicinity and the news media will be drawn there.

Such was the case when the Florida Forest Service suggested to the Trees and Grounds staff at the University of Central Florida in Orlando that they plan a tree event that would somehow tie in with the campus athletics program. UCF has been a certified Tree Campus USA since 2011, so the two entities were used to working together. Dr. Patrick Bohlen, Alaina Bernard and Jennifer...
Elliott took this suggestion to heart and approached the athletics department with a proposal. When discussions concluded, the idea for “Arbor Day in the Outfield” was born.

In this case, the women’s softball players and some members of various men’s sports teams helped the Trees and Grounds staff plant 20 sable palms along the road leading to their stadium on April 22, Earth Day. It took roughly two hours for the athletes to dig holes for the trees and then refill the soil once the trees were set in place. Everyone involved seemed to enjoy the event. Those in charge received lots of requests for guidance on how to go about installing the trees. They also asked plenty of additional questions about how the trees would grow in the future, and how to go about helping them grow.

Coach Gillespie mentioned afterwards that she is hoping to make this an annual event for her team, perhaps with hardwoods instead of palms. Also, the softball team hopes to plant one tree for every home run that they hit during the season. We wish them success with their season next year, and appreciate everything they did to make this event a success.
The results of the 2012 FUFC Membership Survey are in! The Florida Urban Forestry Council had an exceptional response to our membership survey and we would like to highlight our members’ responses through the next few issues of The Council Quarterly. This issue will focus on three key responses to questions that support our overall mission and Strategic Plan.

The most important resource FUFC provides was an overwhelming support for our educational workshops (most important), followed by our newsletter The Council Quarterly (important). This response reinforces our mission to promote sound urban forestry policies and practices by educating citizens and communities throughout the state. Educational opportunities for 2013 include four i-Tree workshops that are planned for Fort Lauderdale, Plant City, Jacksonville, and Pensacola. In addition, plans are also underway for the Urban Forestry Institute that will be held in South Florida in March, 2014. The other important resources provided—in order of importance—are the Right Tree/Right Place planting guide/poster, the Trees Love Care poster and—least important—our membership discounts.

Attendance at a regional FUFC member meeting survey responses indicated that 73% of attendees did not attend based on the location of the meeting. Other responses indicated that the cost, topic and lack of CEU’s also were reasons for lack of attendance. We have now incorporated our regional meeting with the Urban Forestry Institute offered each year in order to create a more central location for attendance by members, as well as a very educational environment that includes important current topics in the industry and offers CEU’s in multiple disciplines.

Topics proposed for future UFI programs include land use planning, species diversity, understanding the urban environment, non-profits and funding sources, tree protection and permitting programs, urban canopy management, canopy studies, tree replacement programs, space considerations for right-of-way trees and maintenance responsibilities, motivating employees, additional i-Tree and GIS training, and highlights on municipal tree care programs. The Education Committee will tailor future educational programs for UFI to include these topics and continue to provide exceptional programs for Urban Forestry professionals.

The responses to our survey are important to your Executive Committee members and will be highlighted throughout the year. Thank you for your participation and suggestions, we are listening! If you have any additional suggestions, do not hesitate to contact us.
**Taxodium distichum**

**Leaves:**
The leaves are linear, 3/8-3/4” long, and have a very fine texture. They are a bright green color in the summer that turns a light bronze brown in the autumn. It is deciduous in the winter.

**Flowers and Fruit:**
The flowers are mostly insignificant. The fruit is ½ to 1” across, green to purple in color, and globular. The fruit turns brown when mature.

**Bark:**
Bald Cypress has a uniquely textured bark. It is reddish brown and fibrous.

**Form:**
Bald Cypress has a medium growth rate depending on site conditions. It’s naturally pyramidal, upright, and erect. It typically develops a strong single trunk and good wind resistant branching. It can reach a height of 50 – 60’ with a spread of 20 – 30’.

**Environment:**
Plant hardiness zones 4 to 11. A very adaptable tree to many site conditions; the bald cypress can adapt to well-drained conditions as well as growing in extremely wet areas like lake fronts were it can live completely submerged. If grown near water or in highly saturated soils it often develops “cypress knees.” It is also an exceptionally wind tolerant tree. Bald cypress can perform well in restricted root space and compacted soils, which makes it a great choice for the urban environment.

**Other Attributes:**
The amazing adaptability of the Bald Cypress makes it a great choice for the urban environment from Delaware to Florida and from Indiana to Texas. With a stout trunk, pyramidal growth, soft green color in the summer and a brilliant bronze brown color in the fall, bald cypress can add character to any landscape. Well-drained soils or completely submerged, this tree can live for years with little pest or disease problems.

**The Senator:**
One famous central Florida Bald Cypress “The Senator” is believed to have been around 3,500 years old. It resided in Big Tree Park in Longwood. This massive Bald Cypress attracted the attention of thousands over the years to see its 118 foot height and almost 18 foot diameter. Sadly on January 16, 2012, “The Senator” was the victim of a careless fire and was burnt down.
I was asked by a guy named Asi Cymbal, to visit a site along the New River in Fort Lauderdale to see if a tree could be moved. This beautiful Giant is over 70 feet tall with the crown spreading over 100 feet. DBH of 6’3” is a very large trunk. Any tree can be moved! The question is “Will it live after the move?” To that I say, with the right people, funding and time anything can be accomplished well.

Turns out Asi Cymbal is a developer who wants to put three, tall, residential rental buildings on this six-acre property and keep the three running businesses open while he is doing that. And save the trees too...not just this tree, but more than fifty other trees. Save jobs and trees, while bringing people to the urban core--I can help that project called Marina Lofts.

The right people, me, Arborist at Fairchild Tropical Botanic Garden after owning Brennan’s Tree Service for 39 years, and George Fitzpatrick, retired Professor of Environmental Science at Broward County Extension Service, are leading the protection team. Young members of the tree preservation team include guys in their twenties--Ryan Vogel, Natural Areas Manager at Florida International University, and Bouman Sherouse, who grew up in nurseries and owns a small landscaping company. All of these people know good tree health when they see it. Other team members include a couple of Board Certified Master Arborists, a Municipal arborist and a group of horticulturalists.

While sitting with the board of directors of the Florida Chapter ISA, Dr. Edward Gilman and I were discussing how to test and make sure a tree was pulling enough fluid from the roots during and after root pruning. Dr. Gilman is always a source of inspiration and information about all kinds of tree care.

Paul Cox, owner of Environmental Design, is the brains and muscle behind the actual move. Environmental Design is a company that only moves giant trees like the 911 Memorial in Washington D.C. Paul loves trees so much that he and his family have worked to preserve many of our nation’s big trees. Two years ago they moved “Mr. Al,” an 800,000 pound Oak tree in Iberia Parish, L.A.

Relocating the tree will be a meticulous process. Many months prior to moving the rain tree (Samanea saman), the roots would be cut on the side while watering and feeding. This brings the general health of the tree to a place where it will be healthier for the move. Better feeding, better water, better move. “Like getting ready for a serious operation,” says Paul Cox. After pruning the side roots while the tree feeds from the bottom roots, the root ball will be wrapped in burlap, plastic and wire to hold the ball together. When the tree is ready, we will install pipe and I-beams to lift the tree with aircraft jacks like the ones used to lift a 747. Then the tree will be put on a transport like the one used to move the space shuttle and moved to its new home where the process is reversed.

There are people who disagree with me about this, but the more we speak about the individuals involved with the project and their emotional commitment, the more support we receive. As well as the funding--for monitoring care for the next ten years--they are convinced this rain tree will be moved to a new home on the next block where everyone can enjoy their time under the tree rather than look at it behind a fence and a quadraplex.

Part of the controversy is the design of the project by Bjarke Ingels, a Danish architect whose world famous designs and futuristic buildings with an artistic flair are a tad controversial. This building is supposed to look broken in the middle; Asi says it is cool, hip, and will bring young professionals to the area for work and play. The design makes you think....Marina Lofts is going to be an awesome new place to live with 100-year-old trees providing shade while walking along the “River Walk on the New River.”

I have been asked if I have gone to the “dark side” by working with a developer. My answer is if the developer is going to save a bunch of businesses and jobs as well as protect trees by moving them like the space shuttle, he is my kind of guy. This sounds like good development to me. Besides that it will be one of the best arboricultural educational tools in all of South Florida for the next ten years.
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REQUEST FOR ARTICLES

Please let us know what urban forestry projects you have going on in your neck of the woods. The Florida Urban Forestry Council would greatly appreciate the opportunity to share your information in our newsletter. These articles can include:

- New trends in the industry
- News about tree advocacy groups
- Volunteer projects
- City tree programs
- Letters to the Editor
- Questions for “Stump the Forester”

We look forward to hearing from you on this or any other interesting topic related to the urban forestry industry and profession. Please send any articles or ideas to Jerry Renick, FUFC newsletter editor, at jrenick@landdesignsouth.com.

Thanks for contributing!

MEMBERSHIP APPLICATION

(Dues are effective for the calendar year of January 1 - December 31)

Make check or money order payable to FUFC and mail to:
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Categories (please check one):

- Professional @ $25.00
  (Professional membership is open to anyone who is actively working in the profession of Urban Forestry or any related profession.)
- Tree Advocate @ $20.00
  (Tree Advocate membership is granted to those volunteers who are members of a tree board, beautification committee or other Urban Forestry volunteer group.)
- Supporting @ $200.00
  (Supporting membership is granted to those individuals, groups or other entities expressing a desire for a strong supportive role in the Council. Membership will be granted for up to five individuals of an organization or business.)
- Government/Non-Profit Agency @ $100.00
  (Government/Non-Profit Agency membership is granted to those individuals, groups or other entities actively working in the profession of Urban Forestry or any related profession. Membership will be granted for up to five individuals within the agency.)
- Student @ $10.00
  (Student membership is granted to anyone who is actively enrolled as a full-time student and who is considering pursuing a career in Urban Forestry.)

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Would you be interested in further information regarding serving on a Council subcommittee? □ Yes □ No
Area of interest: ________________________________

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<th>Position</th>
<th>City/Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elizabeth Harkey</td>
<td>President, Appointed Position, Advisory Member</td>
<td>City of Sanford</td>
</tr>
<tr>
<td>Ken Lacasse</td>
<td>President Elect, Elected Position, Utility Forester, SECO Energy</td>
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<tr>
<td>Wayne Zimmerman</td>
<td>Vice President, Elected Position, Member-at-Large, Orlando Utilities Commission</td>
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<tr>
<td>Scott Souder</td>
<td>Treasurer, Appointed Position, Advisory Member</td>
<td>Jacksonville Electric Authority</td>
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<tr>
<td>Linda Seufert</td>
<td>Secretary, Appointed Position, Advisory Member</td>
<td>City of St. Petersburg</td>
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<tr>
<td>Mary Lou Hildreth</td>
<td>Immediate Past President, Advisory Member</td>
<td>City of Keystone Heights</td>
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### Committee Members:

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>City/Association</th>
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<tbody>
<tr>
<td>Kathy Beck</td>
<td>Elected Position</td>
<td>Member-at-Large</td>
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<td>City of Tampa</td>
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<tr>
<td>David Crawley</td>
<td>Appointed Position</td>
<td>ASLA / FL Chapter</td>
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<td>URS Corporation</td>
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<td>Gene Dempsey</td>
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<td>John Foltz</td>
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<td>University of Florida (Retired)</td>
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<td>Justin Freedman</td>
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<td>E Sciences Inc.</td>
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<td>Jennifer Gihring</td>
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<td>Erin Givens</td>
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<td>Eric Hatcher</td>
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<td>FNGLA</td>
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<td>Cherry Lake Tree Farm</td>
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<td>Sam Henderson</td>
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<td>Florida League of Cities</td>
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<td>City of Gulfport</td>
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<td>Leah Hoffman</td>
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<td>Florida Recreation and Park Association</td>
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<td>Julie Ioss</td>
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<td>Gayle Lafferty</td>
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<td>City of Vero Beach</td>
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<td>Larry Leggett</td>
<td>Appointed Position</td>
<td>FL Chapter ISA</td>
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<td>Michael Mittiga</td>
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<td>Guy Murtonen</td>
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<td>Florida Department of Transportation</td>
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<td>Rob Northrop</td>
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<td>Jerry Renick</td>
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<td>John Springer</td>
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<td>Tree Advocacy</td>
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<td>Enchanted Walkabouts</td>
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<td>Stephanie Wolfe</td>
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<td>Advisory Member</td>
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<td>City of Winter Springs</td>
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<tr>
<td>Charlie Marcus</td>
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<td>Florida Forest Service Liaison</td>
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<tr>
<td>Sandy Temple</td>
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<td>FUFC Executive Director</td>
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