



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2011 Issue One

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2010 ANNUAL REPORT



FLORIDA URBAN FORESTRY COUNCIL

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PRESIDENT'S MESSAGE



Often times at the beginning of the year, thoughts tend to reflect on the year past and projections of the year ahead. This is common and human nature. Last year's accomplishments will be discussed in the 2010 Year in Review prepared by the Immediate Past President, John Holzaepfel. I would like to take a moment to focus on what lies ahead for 2011 and how the FUFEC Executive Committee is trying to enhance its focus on developing the organization and making it more accessible to its members and those interested in becoming members.

During the annual workshop, the Executive Committee resolved that the core of our foundation is our members. Therefore, it is our intention to continually reach out to our existing membership base to provide everyone with the access and information that we as an organization are capable of providing. The strength of our organization not only lies in the strength and bond of its members, but with the knowledge and information that all of us have, have access to, and can share with others.

FUFEC is celebrating its 20th anniversary. The fact that we have not only survived this long during all the ups and downs of economies and political climates is a testament to our members, the Executive Committee members over the years, and our continued focus on protecting and enhancing the urban forest of Florida.

Another area of emphasis for this coming year--and into the foreseeable future--is how to make FUFEC more financially sustainable. As was discussed in the last issue of The Council Quarterly, we have developed a new Sustaining Sponsorship program for our partners and corporate friends in the diverse urban forestry industry. For a monetary donation, a business or organization can attain high levels of exposure and visibility in the industry. This includes company logo placement on the home page of the FUFEC web site and advertising in The Council Quarterly newsletter and at our events and awards program during the course of the year.

Finally, this year the FUFEC Annual Meeting will take place in the West Palm Beach area, sometime in October. FUFEC has a strong contingency in the South Florida region, so we are expecting a large turnout. Although the exact date, location and agenda will be planned as the year progresses, we hope to provide speakers that will give the most innovative topics of the day. I personally look forward to seeing every one of you that is able to attend.

With all the hopes and promises of the budding spring, and as leaves and flowers emerge; we hope to join all of you in your growing success.

*Sincerely,
Jerry Renick
FUFEC President*



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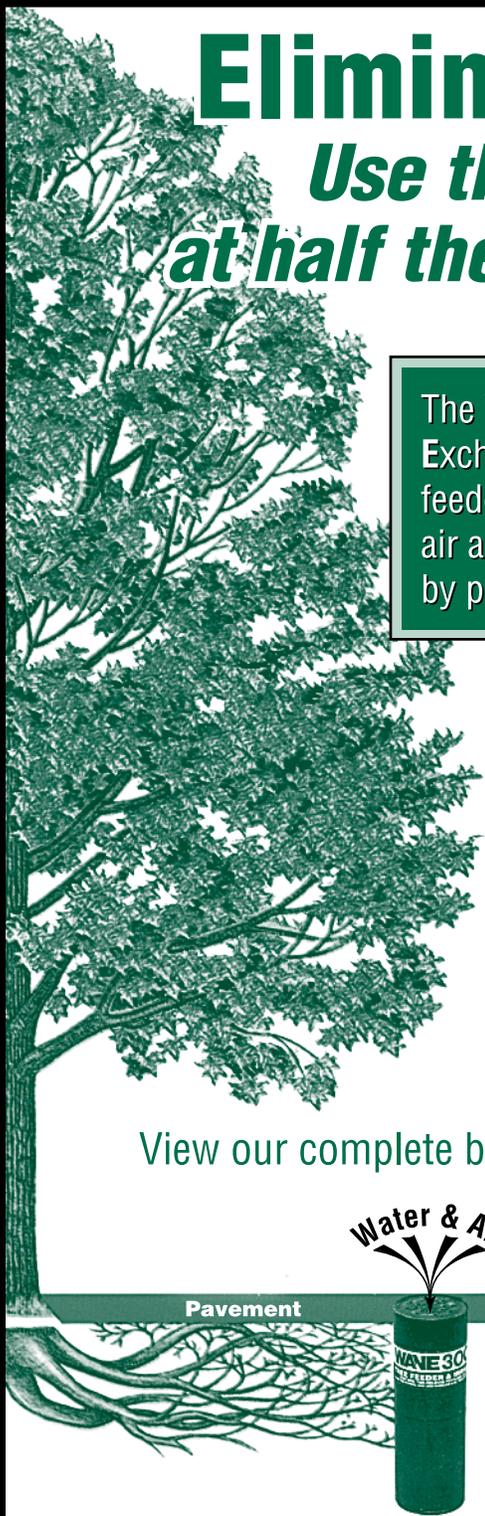
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2010 - THE YEAR IN REVIEW

John Holzaepfel, Immediate Past President

I was honored to serve the Council as President in 2010 and have been asked to provide a review of FUFUC outreaches and actions for this past year. We are guided by our mission statement as follows: ***The Florida Urban Forestry Council promotes sound urban forestry policies and practices by educating citizens and communities throughout the state.***

One of the Executive Committee's first major tasks in 2010 was a rewriting of the five-year Strategic Plan, which is intended to set appropriate goals (i.e., strategic directions) and action steps to accomplish our mission statement. Since we scrapped the last Strategic Plan in order to start fresh, this proved to be a significant task, but one that will pay dividends for years to come.

We are very excited about what FUFUC accomplished in 2010 and the foundations that were laid for a successful future. The year realized new and improved member services and FUFUC outreaches. Since I have written about many of these items in last year's messages, I will quickly list them with succinct comments below.

"We are very excited about what FUFUC accomplished in 2010 and the foundations that were laid for a successful future."

- Trail of Trees – presentations by legendary educator Tim Womick
 - 15 presentations organized by Jan Rahill and assisted by Henry Mayer, Elizabeth Harkey, and others
 - Reached over 4,000 elementary and middle school students
- Friends of Our Urban Forest Awards Program – 2010 Award Winners
 - Lifetime Achievement Award - James B. "Jim" Harrell
 - Outstanding Professional - Celeste White
 - Outstanding Public Educational Program – City of Palm Coast – Educational Tree Nursery
 - Outstanding Project – City of Casselberry – Lake Concord Park
 - Outstanding Project – Lee County DOT - Summerlin Road Beautification
 - Outstanding Urban Forestry Program Large Community – City of Miami Gardens
 - Outstanding Urban Forestry Program Small Community – City of Keystone Heights
- Participated at 11 tradeshow, conferences, and/or community events

- Presentations given at Florida Native Plant Society and Florida Recreation and Park Association conferences

- Creation of FUFUC marketing DVD for use at display events
- Completed the Master Gardener presentations pilot program
- Membership Survey
 - Utilized E-mail marketing and electronic survey software to provide first electronically distributed FUFUC Membership Survey
 - On-going evaluation and application of membership feedback

- The Grove – new Southeastern US social media site for folks interested in trees and urban forestry. This on-line community will give you opportunities to ask, advise, share experiences and knowledge, and post videos/photos.
 - Florida won a \$1,000 prize for signing up the most members!
 - 242 Florida Grove members and counting

- Sustaining Sponsorship Program – now packages several sponsorship opportunities into one annual contribution of \$1,000 or more
 - 2010 Sustaining Sponsors included SECO Energy, Nelson Tree Service and Natural Resource Planning Services - Legacy Arborist Services Division
 - A big thank you to SECO Energy for hosting the FUFUC bi-monthly board meetings!

- Full-color newsletter
 - Four great issues published in 2010
 - Now distributed electronically or on recycled paper and in full color
- Central Florida Regional Workshop and Annual Meeting – Winter Park
 - Great presentations by Eddie Browder on SITES and Dr. Ed Barnard on Important Urban Tree Diseases
 - Catered lunch sponsored by SECO Energy
 - Annual Membership meeting with attending members

Your Council has a fairly large and very active Executive Committee or "board." The board members are always listed on the back of your newsletter. They are a passionate bunch committed to improving

the urban forests in our state. The board in turn has various ad hoc and standing committees; please consider volunteering your time and talents on a FUFUC committee!

All of the board and committee members deserve a pat on the back. Space will only allow me to expound on the efforts of some, so I will list below your 2010 Executive Committee Officers, Committee Chairs and FUFUC/FCISA liaisons. My heartfelt thanks go out to all of these FUFUC members for their service in 2010.

Jerry Renick – 2010 President Elect and Membership Committee Chair

Mary Lou Hildreth – 2010 Vice President and Finance Ad Hoc Committee Chair

Mike Insley – 2010 Treasurer... a veteran workhorse that will be missed in 2011

Janice Rahill – 2010 Secretary and Co-Chair of the John P. White Scholarship Committee

Earline Luhrman – 2010 Immediate Past President and Nominating Committee Chair

Joe Sulak – Awards Committee Chair

Larry Figart – Education Committee Chair

Denise Aldridge - Website Committee Chair and Marketing Ad Hoc Committee Co-Chair

Sherie Burch – Newsletter Committee Chair

Guy Murtonen - Marketing Ad Hoc Committee Co-Chair and Tree Campus USA advocate

Celeste White – FUFUC Liaison to FL Chapter ISA and Urban Forestry Institute Ad Hoc Committee Chair

Kimberly Paulson – ISA Liaison to FUFUC

Your other 2010 Board members included the following wonderful volunteers: **Russell Adams, Michael Andreu, Ted Baker, Bryce Burger, Donald Eyster, Jeff Farley, John Foltz, Elizabeth Harkey, Ken Lacasse, Bruce Lucas, Henry Mayer, Rob Northrop, and Linda Seufert.**

Finally, I would be remiss if I didn't thank the Florida Division of Forestry Director **Jim Karels** and the DOF Liaison to FUFUC, **Charlie Marcus**, for their support and guidance, and the tireless efforts of our Executive Director **Sandy Temple**. It was a real pleasure to work closely with Sandy last year as she is a consummate professional that helps all of the efforts of FUFUC to come to fruition.



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FLORIDA'S URBAN FORESTRY GRANTS PROGRAM

*Charlie Marcus,
Urban Forestry
Coordinator -
Florida Division of Forestry*

Each year the Division of Forestry provides matching grants to eligible entities throughout the state to provide them with the resources they need to either initiate or improve their local urban forestry management programs. These eligible entities include local governments (city and county), non-profit groups and educational institutions.

Eligible activities for funding include the following:

- Hiring temporary staffing
- Purchasing urban forestry equipment
- Conducting urban forest inventories
- Preparing urban forestry master plans
- Developing various educational projects

In addition, a small amount of funding is available for demonstration tree planting and pruning projects. First priority for these funds goes to either smaller rural communities or underserved neighborhoods in larger cities.

Available funds are allocated so that each of three geographical regions in the state receives an equal share. One third of the funds go to the seven counties in southeast Florida, one third goes to the counties north and west of Orlando and the remaining third goes to the counties in between. Each recipient may receive as much as \$20,000 in funding. Within each region, applications are scored and ranked based on factors such as need, previous funds received, benefit to the community, and technical correctness.

In 2010, a total of 22 applications with a total value of approximately \$242,000 were approved for funding. Recipients have until September, 2011 to complete these projects. The application period for the 2011 grants concluded on March 18. Based on the interest we have received so far for the grant program, we anticipate that we will fund an increased number of applications and dollar value as compared to 2010. Applicants can provide the match for their grant requests through direct cash expenditures, in-kind salary and benefits contributed to the program, equipment use expense, donated materials, or volunteer labor time. Additional information about these grants is available on the Division of Forestry web site, www.fl-dof.com, or by contacting your local DOF County Forester.

Last year our agency allocated over \$1.4 million in ARRA (Stimulus) funding to 86 recipients under the Forest Health Improvement Initiative program. These projects are being completed as we speak. Once the program concludes in September, 2011, we will report accomplishments in a future issue of this newsletter.



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STATE OF URBAN FORESTRY IN FLORIDA 2010

Charlie Marcus, Urban Forestry Coordinator - Florida Division of Forestry

As I mentioned in last year's column, Dr. Ed Gilman's research team set out at the beginning of 2010 to evaluate the survival of urban trees installed with Division of Forestry grants since 2005 and identify conditions that contributed to enhanced or reduced survival.

They selected 26 study sites throughout the state and chose live oak, bald cypress and southern magnolia for their data collection, since those were the species most often planted. Parameters measured included number of living trees, tree caliper, soil compaction, and tree quality and site type. Overall, the survival rate for the three species was 93.8% and the annual caliper growth averaged 0.7 inches. The least growth was observed [not surprisingly] in sites with the most restricted soil rooting space, as well as the most soil compaction. They found that live oaks were growing very well across Florida, with trees from field-grown nurseries performing the best. Bald cypress had the fastest growth rates of the three species. Southern magnolia was the lowest performing species of the three, but showed the most improvement when irrigated.

Overall, trees planted through the DOF urban forestry grants program performed well in the landscape. DOF inspectors have insisted on Grade 1 trees or better in these plantings, which may have significantly contributed to their success. The possibility of site inspections for up to three years after planting may have also prompted grant recipients to ensure the continued vitality of these trees. Most importantly, however, I believe that the city officials and the local residents appreciate the value of these trees enough to properly take care of them.

The study also indicated that although the trees had good stem form when planted, most needed corrective pruning to retain that form after at least two years in their planted sites. The researchers recommended that education programs be conducted around the state to make urban forestry managers aware of the importance of structurally pruning the trees at a young age and how to properly conduct the pruning. If you have community tree plantings that have been established for at least two years, it's time to initiate a pruning plan for them.

Look for the results of this research study to be available for perusal within the next few months.



Although most cities of significant size now have at least some staff dedicated to managing the health of their community tree populations, their efforts are often supported and complemented by dedicated citizens who serve on tree boards or tree advocacy groups. Some have a long history of success, such as Anna Dooley and Greenscape of Jacksonville. Others are just starting out and need guidance.



Paul Ries, the urban forestry coordinator for the State of Oregon, has recognized the potential contributions that these groups can make to their communities if they receive adequate direction. To make this direction available to as many tree groups as possible throughout the nation, Paul used a US Forest Service grant to develop what he calls "Tree Board U." This unique on-line training program will help participants learn more about trees, people and what to expect when serving in a local citizen advisory role.

There are eight self-paced, on-line courses, each of which will require between two and five hours to complete. Topics include Partnerships and Collaboration, Engaging in the Political Process, Community Forest Planning, Communications and Marketing, Budgeting and Fundraising, and Getting Things Done. Each course includes videos, multi-media presentations, reference documents, and on-line links to additional information. Graduates will be able to join an on-line social networking community where they can post questions and interact with other like-minded tree board members from across the country.

Enrollment takes a few seconds at the web site, <http://treeboardu.org/>, and then you can start the program immediately. Urban forestry professionals, local officials, educators, and individual citizens are all encouraged to take this training. This writer intends to complete the program during the next few months and prepare a more in-depth article about the experience in a future issue of this newsletter.

The US Forest Service is continuing to broaden the utility of their i-Tree software. As many of you know, i-Tree software has the capability of quantifying the ecosystem services that a community tree population provides. These ecosystem services include reduction of air pollution, stormwater, and energy use, as well as carbon sequestration

and value enhancement. The software can measure these parameters both as commodities and in dollar value. It can also be used to conduct basic community tree inventories, or existing inventories can be uploaded into the system to calculate the ecosystem services.

By the time you read this, Version 4.0 of i-Tree should have been released. The latest version will introduce the following new features:

- i-Tree Design will link to Google maps and allow users to see how tree selection, size and placement around their home affects their energy use. This tool operates at the parcel level and is geared toward homeowners, tree advocates, educators, school children, or anyone interested in quickly learning about tree benefits.
- i-Tree Canopy will allow users to easily photo-interpret Google aerial images to produce statistically valid estimates of land cover types. This tool provides a simple, quick and inexpensive means for cities and forest managers to accurately estimate tree canopy and other cover types for purposes of planning, setting canopy goals and tracking success.
- i-Tree Hydro is designed to simulate the effects of changes in tree and impervious cover within a watershed on hourly stream flow and water quality. Hydro is designed for natural resource managers, planners and others interested in modeling the watershed-scale effects that vegetation has on local hydrology and water quality.
- i-Tree Vue provides the ability to superimpose transparent national land cover data (NLCD) maps (30-m resolution) on top of Google aerial images, to help users gain orientation and evaluate differences between the 2001 NLCD data set with more recent aerial images. The new version of Vue also features an image "clipping" function to define an area boundary from within the tool.

Several larger cities in Florida have completed i-Tree analyses of their tree canopies which can be found on-line. Cities of any size can benefit from using this software. i-Tree software is free to anyone who cares to download a copy from the i-Tree web site, www.itreetools.org. Users can also obtain electronic copies of the user manuals and other information about the software.



2010 FINANCIAL REPORT

Mike Insley, Treasurer (2010)

As we all know, these are tough financial times for individuals and non-profit organizations like the Florida Urban Forestry Council. The Florida Urban Forestry Council continues to fulfill its mission of promoting sound urban forestry policies and practices by educating citizens and communities throughout the state.

While some organizations have unfortunately had to disband or reduce their activities, the Florida Urban Forestry Council has continued to be active with many programs and projects. This success is a result of the FUFUC leadership who always look for ways to reduce expenses

and continue to investigate ways to make the Council become more self-sustainable. This sustainability is achieved through partnerships, sponsorships, advertising, merchandise sales, memberships, and conference revenue.

A significant portion of the revenue received in 2010 was from the Florida Division of Forestry which executes an annual memorandum of agreement for specific services which are provided to the FDOF by the FUFUC in exchange for the funding that is received.

Sponsorship revenue nearly doubled in 2010 and was slightly more than was projected at the beginning of the year. The Executive Committee created Sustaining Sponsorship opportunities with four levels of contributions. The brochure and explanations of the different levels along with the benefits received by the sponsor can be viewed at www.fufc.org by going to the "Support Us" tab and clicking on "Sponsorship Opportunities." Newsletter advertising information can also be found under the "Support Us" tab and by clicking on "Advertising." Revenue received in 2010 from advertising was again more than expected at year end.

Membership has declined to 333 members. A decrease was anticipated due to the economy, yet it is still a concern to the Executive Committee. In early 2010, FUFUC surveyed the membership in order to get feedback from the members to see what specific areas were of importance to the membership to help the Executive

Committee focus on not only member retention, but also new member recruitment.

Merchandise sales were lower than expected in 2010 for items like Right Tree, Right Place posters, Trees Love Care! posters and tree note cards. However, income from sponsorships and the regional workshop

were higher than expected. The Executive Committee has made it easier to purchase merchandise or to join the FUFUC by providing on-line access for these services at www.fufc.org.

The 2010 revenue for FUFUC was \$102,972.63 with a carryover

from 2009 of \$19,792.22 for a total of \$122,764.85. The 2010 expenses for FUFUC totaled \$104,764.73. As a result the FUFUC had a balance of \$18,000.12 as of December 31, 2010. Actions taken to reduce expenses

included reducing newsletter printing and postage. This expense was reduced in half by simply distributing the newsletter electronically and having it available on the FUFUC web page. Another expense which was reduced was travel for Executive Members to attend the bi-monthly Executive Committee meetings. This expense was reduced by using conference calling whenever possible.

The Executive Committee continues to evaluate the Council's budget looking for ways to reduce expenses and increase revenues. By improving these areas the FUFUC will become more self-sustainable. As a result the Council will be able to continue providing benefits, programs and education to its members. Also, by making changes and improvements the FUFUC will continue to fulfill its mission of promoting sound urban forestry policies and practices by educating citizens and communities throughout the state.

"While some organizations have unfortunately had to disband or reduce their activities, the Florida Urban Forestry Council has continued to be active with many programs and projects."



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See Membership Application on page 15.

2010 FRIENDS OF OUR URBAN FOREST AWARDS



OUTSTANDING PROFESSIONAL

Recognition of a professional individual for their contribution to urban forestry activities and arboricultural practices.

CELESTE WHITE



With a career of 20-plus years in the Horticulture industry, Celeste White is a trusted leader not only across Central Florida, but the entire State. Celeste is currently the Commercial Horticulturalist with Orange

County University of Florida/IFAS Extension. In addition to her everyday job duties, she has been the IFAS trainer for the past 16 years, a Pesticide Applicator trainer, the editor for the Horticultural Newsletter, and spearheaded the Trees 4 Florida public service announcement campaign. Celeste served two consecutive terms as FUFC president and continues to serve as an Executive Committee member; she is also a Florida International Society of Arboriculture board liaison and serves an advisory role to a number of other agencies. Celeste's abilities allow her to educate about most any subject. She is dedicated to mentoring a new generation of talent for the future of our industry.

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.

EDUCATIONAL TREE NURSERY – CITY OF PALM COAST

With a matching grant from the Florida Division of Forestry, the City of Palm Coast and the Flagler County school system created an educational tree nursery at the

Flagler Palm Coast High School. The goals of this nursery are to resurrect and energize the landscaping and horticulture curriculum and provide trees for the City's schools, medians, parks, rights-of-way, and facilities. Over 200 native trees were planted in a pot-in-pot system designed by the City of Palm Coast Landscape Architect that incorporates a reuse irrigation system. Future plans include planting out 30-50 trees per year with replacements being funded via the City's tree or recycling funds.



OUTSTANDING PROJECT

Recognition of a residential, commercial or public project that demonstrates tree preservation, tree planning, tree maintenance, or environmentally-sound planning or design.

LAKE CONCORD PARK – CITY OF CASSELBERRY

In October 2009, the City of Casselberry completed the transformation of a small park and poorly-functioning stormwater detention pond into a 9.6 acre park rededicated as Lake Concord Park. The new park features a smaller detention pond utilizing more efficient stormwater technologies, outdoor café, interactive water feature, sculpture garden, lush native and Florida-friendly landscaping, and educational signage. All of the features were added while preserving approximately 170 existing native trees and planting an additional 130 trees. The park's expanded programming and casual use illustrates its success at meeting the community's economic, environmental and recreational needs. The combination of Lake Concord Park's built and natural features creates an aesthetically pleasing park that is also environmentally functional.





SUMMERLIN ROAD BEAUTIFICATION PROJECT – LEE COUNTY

As part of over 184 miles of major roadways landscaped throughout Lee County, the Summerlin Road corridor is a recently widened 11.2 mile stretch that serves as the main access road to Sanibel and Captiva Islands. Substantial completion of the landscaping and irrigation project was in August 2010 resulting in 4,963 trees and palms and over 20,000 native shrubs, grasses and perennials planted. The Summerlin Road beautification project actually consists of five (5) unique components that accentuate the specific eco-communities along the corridor: roadway plantings, toll facility and boat ramp landscapes, causeway island dune plantings, entry landscape to Sanibel Island, and a wet retention area restoration planting.

OUTSTANDING URBAN FORESTRY PROGRAM - LARGE COMMUNITY (OVER 35,000 IN POPULATION)

Recognition of a local government or agency providing exemplary leadership and vision to a comprehensive urban forestry program.

CITY OF MIAMI GARDENS

Incorporated on May 13, 2003, Miami Gardens is the third largest city in Miami-Dade County with a population of 105,457. Since 2003, Miami Gardens has landscaped three major corridors and two linear parks. In addition to these large-scale plantings, residential tree planting programs are one of the City's most popular programs and are frequently requested. To date, Miami Gardens has planted approximately 6,000 trees in the City ROW's, of which more than 60% are native. In addition to the right-of-way plantings, Miami Gardens encourages residents to plant in their yards through the Free Tree Give Away Program which has distributed approximately 4,800 trees.

With all of this planting, Miami Gardens has made maintenance a priority. The City has three ISA Certified Arborists on staff and employs three tree crews, all of whom receive regular training through the Florida ISA Chapter, UF/IFAS and other certified organizations. As an affiliate with Keep America Beautiful, Miami Gardens works regularly with volunteers to plant trees, beautify and revitalize communities, clean up litter, and create outdoor classrooms. The City of Miami Gardens has been a Tree City USA community since 2004 and was awarded the growth award in 2009.



OUTSTANDING URBAN FORESTRY PROGRAM - SMALL COMMUNITY (UNDER 35,000 IN POPULATION)

CITY OF KEYSTONE HEIGHTS

"It all started with a bucket truck." Since 2007, Keystone Heights' innovative use of Division of Forestry grant money has allowed them to conduct a tree inventory, establish a maintenance program and purchase the much needed bucket truck. Keystone Heights has been a Tree City USA for the past 19 years and has received the growth award twice. Partnering with business leaders, the Garden Club of the Lakes, local residents, and several non-profit organizations, Keystone Heights embarked on a multi-phase tree planting project aimed at establishing an urban forest in its business corridor. The plantings have made a cooler and more inviting place for citizens and visitors to walk from place to place instead of driving.



LIFETIME ACHIEVEMENT AWARD

Recognition of an individual for their career-long distinguished service and dedication to the advancement of Urban Forestry.

JAMES B. "JIM" HARRELL

Jim Harrell, a native Floridian, was the Florida Division of Forestry's original Urban Forestry Coordinator and served in that position from 1976 to 1999. He was also a founding member of the Florida Urban Forestry Council in 1991. Because of his leadership, community leaders and Florida residents in general became aware of the benefits of active urban forest management. Local community forestry programs have proliferated throughout the state as the result of Jim's efforts. Jim has also previously received the Edward W. Bok Award from the Florida Chapter ISA and has served as state chairman of the Society of American Foresters. Jim was presented the Friends of Our Urban Forest Lifetime Achievement award on February 18, 2011, with his family and a number of guests in attendance. To commemorate the event, a nuttall oak (*Quercus nuttallii*) was planted in the DOF arboretum in Tallahassee.





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TREE CITY USA 2010 UPDATE

Charlie Marcus, Urban Forestry Coordinator - Florida Division of Forestry



TREE CITY USA®

Welcome to Florida's new Tree City USA communities for 2010:

- Biscayne Park, Miami-Dade County
- Dunnellon, Marion County
- Holmes Beach, Manatee County
- Maitland, Orange County
- Newberry, Alachua County
- Palmetto, Manatee County
- Venice, Sarasota County

Kudos go out in particular to Ingrid McClellan of Keep Manatee County Beautiful for promoting the Tree City USA program in her local area, as well as the leaders in each community who took the initiative to seek this award.

As of this writing, Florida has 155 certified Tree City USA communities. By the time you read this, however, we hope to have received the final few recertification applications and have a new total of over 160. This would put Florida close to surpassing California and moving into the #5 ranking nationally. The new on-line application procedure was put in place for the first time in 2010. In the long run, this will expedite the application process. For the time being, apologies and thanks to everyone who endured the technical glitches.

The largest participating city in Florida is Jacksonville, with a population of close to one million residents. The smallest participating city is Pomona Park in Putnam County, with a population of less than one thousand residents. This year, Orange Park and Vero Beach join the cities of Boca Raton, Fort Lauderdale, Hollywood, Orlando, Plantation, and Winter Park as Florida Tree City USA's that have been certified for at least 30 years.

The Division of Forestry administers the Tree City USA program in Florida. Information about the program is available on the Arbor Day Foundation web site, www.arborday.org, as well as the Division of Forestry web site, www.fl-dof.com. 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 an annual Arbor Day celebration.

The Tree City USA Growth Award celebrates those communities with tree programs that go above and beyond the call of duty. To qualify, they need to expend at least as much funding on their tree program as they did the previous year. They must also initiate either new tree management activities or broaden the scope of their current activities over those of the past year. In 2010, a total of 35 Florida communities received Growth Awards. Any city that receives the Growth Award for at least 10 years is recognized as a *Sterling Tree City USA*. Florida currently has 16 cities who have achieved this honor.



The Tree Campus USA program, sponsored by Toyota Motors through the Arbor Day Foundation, recognizes colleges (any post-secondary academic institution) who maintain an active tree management program on their campus with adequate funding, dedicated staff and resources, and volunteer participa-

tion in tree activities from students, staff, and faculty. The current roster of Florida Tree Campus USA's includes:

- Florida International University, Miami
- Florida Gulf Coast University, Fort Myers
- College of Central Florida (formerly CFCC), Ocala
- University of Central Florida, Orlando
- Florida Atlantic University, Jupiter

The Florida Urban Forestry Council is actively promoting Tree Campus USA and welcomes potential applicants.

Electric utility companies and cooperatives who use good tree care practices and do public tree outreach in their communities are eligible for certification under the Tree Line USA program. Certification requirements include adhering to established standards for tree pruning and tunneling, using integrated vegetation management principles when maintaining transmission line rights-of-way, providing worker training and adequate safety for line clearing crews, and conducting tree education and planting projects in their local communities. There are currently seven certified Tree Line USA companies and cooperatives in Florida.



If your city, county, college, company, or cooperative would like to participate in any of these Arbor Day Foundation programs, or if you would like more information about them, please contact Urban Forestry Coordinator Charlie Marcus at (850) 921-0300, or charles.marcus@freshfromflorida.com.



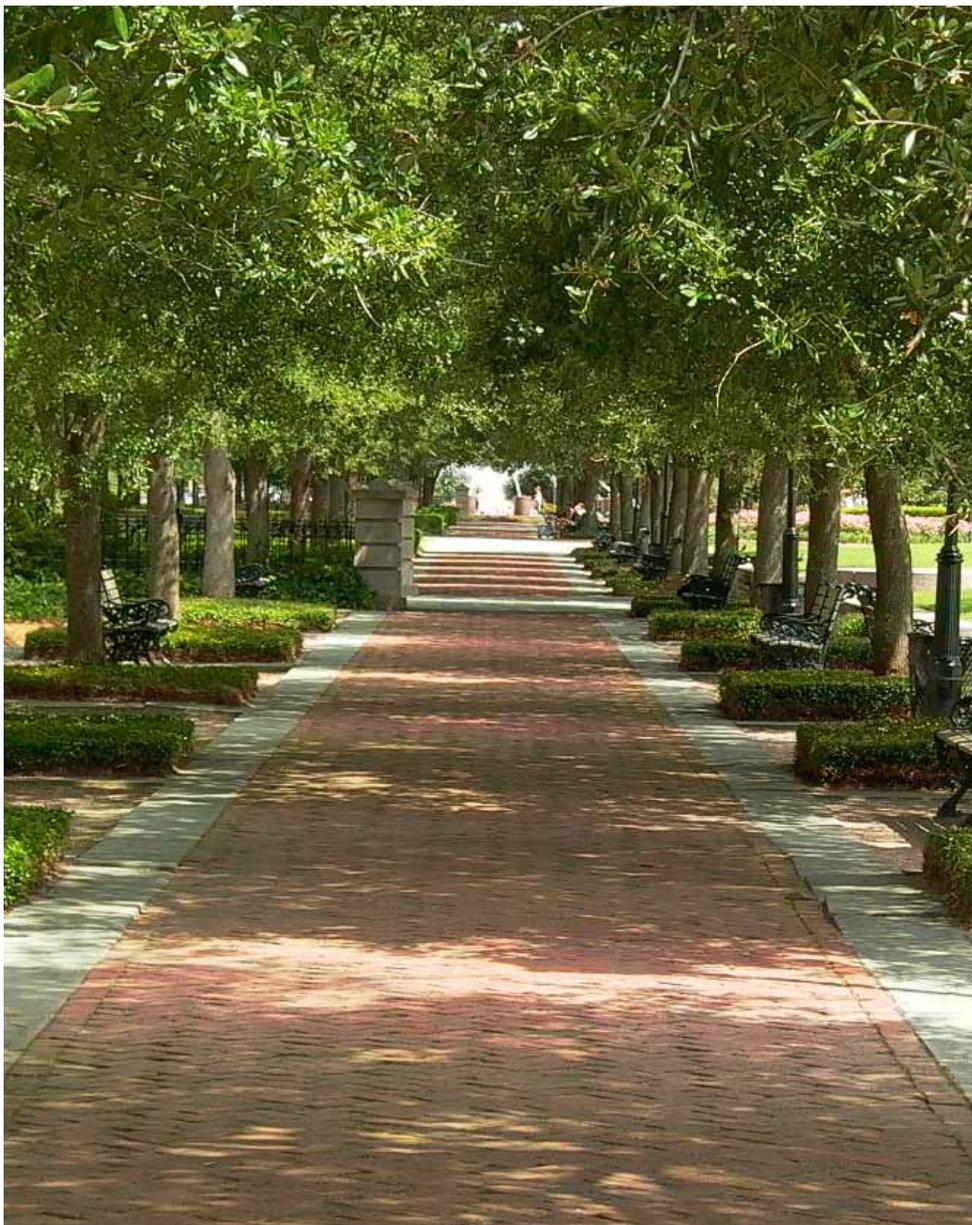
SHADY WALK AND ARBOR DAY IN THE GREAT OUTDOORS

There are countless 'shady deals' happening these days, but there's only one Shady Walk!

On Friday, April 29, 2011, the City of Ocala is celebrating the planting of 84 magnificent trees in Tuscawilla Park. The project was made possible by an Urban Forestry Grant awarded to the City in 2010 under the Forest Health Improvement Initiative Grant Program through the Division of Forestry. Local tree specialist Mike Marshall, of Marshall Tree Farm, will lead the Shady Walk as we share with our citizens the impact and importance of these new additions. Reservations are suggested.

On the following day (Saturday, April 30), "Arbor Day in the Great Outdoors" is being held at the same location from 10:00 a.m. to 3:00 p.m. Festivities will include live music, tree climbing, a family scavenger hunt with tree giveaways to participants, children's activities, educational presentations, extensive outdoor recreation and sports vendors, crafts, food, and much more! Bring the entire family and hug our trees!

Please contact Suzanne Shuffitt at discov-ery@ocalafl.org or (352) 401-3900 for more information about either of these events.



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 Sherie Burch, FUFC newsletter editor, at sburch@ocalafl.org.

Thanks for contributing!



NEWSLETTER ADVERTISING ANNUAL RATES:

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

• • •

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

Join Us

Our members are the lifelines of our mission.
Thank you for your continued support.

New and renewed members through March 15, 2011. Please let us know if we fail to mention your name.

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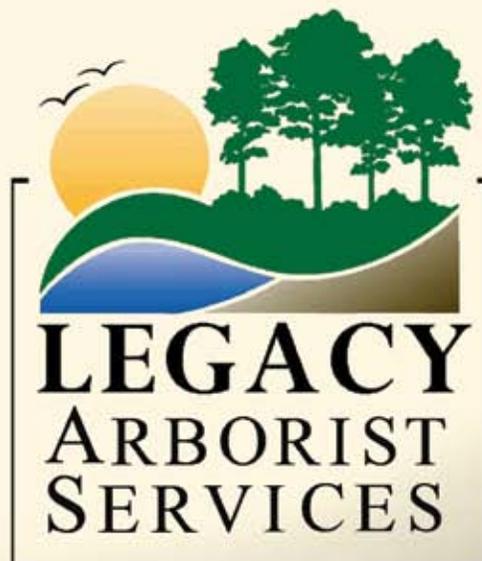
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To Subscribe to the RPG Times Newsletter or to request copies of the Tree Grading, Planting or Pruning Cue Cards contact an RPG member or visit www.rootsplusgrowers.org

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

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Post Office Box 547993, Orlando, FL 32854-7993

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- Professional @ ~~\$25.00~~ \$20.00
(Professional membership is open to anyone who is actively working in the profession of Urban Forestry or any related profession.)
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- 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: _____



FLORIDA URBAN FORESTRY COUNCIL
 Post Office Box 547993
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For more information or change of address, please contact the FUFUC:

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