

# The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council



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## Pro Sports Go Pro-Tree

*Submitted by David Fox - Adjunct Lecturer,  
University of Florida School of Forests, Fisheries,  
and Geomatics Sciences*

Florida's climate has attracted visitors of all kinds for nearly 150 years. Some come for health reasons while others visit merely to relax and enjoy the variety of natural and built wonders in the 'Sunshine State.' The first half of the 1900s saw professional sports teams take advantage of the milder winter weather by training in Florida. In 1913, the Chicago Cubs were the first pro baseball team to set up spring training in Tampa with ten of the sixteen major league teams establishing Florida spring training camps by the mid-1930s. The *Grapefruit League* was born and fifteen Major League Baseball (MLB) teams now migrate south for a few months of off-season training.

Many sport fans travelled to Florida to see their sport heroes play in more casual settings – most of those early 'stadiums' only held a couple thousand spectators. However, over 1.4 million



*"Jacksonville ROAR cheerleading squad of the Jacksonville Jaguars cheer on a Greenscape of Jacksonville tree planting program."*

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followed by the National Basketball Association (NBA), National Hockey League (NHL), full time MLB teams, and Major League Soccer in the 1980s and '90s. Today, Florida hosts three NFL teams, two MLB teams, two NBA teams, two NHL teams, and two MLS teams plus several minor league teams. Add in the thirteen National Collegiate Athletic Association (NCAA) Division I college programs and there is certainly no shortage of year-round sports action in Florida.

So, what does this have to do with urban forestry? Many professional sports organizations are putting down roots in Florida. Often at the urging of fans, they are becoming more conscious of their environmental footprint by devising ways to become more carbon-neutral and ecologically friendly in their programs. While many of these 'green initiatives' involve composting waste, recycling food and

beverage containers, or improving energy efficiency in their facilities, trees are also part of the game plan. Many sports celebrities enjoy engaging with the public through tree-related community events.

If your urban forestry non-profit is looking for some fresh sponsors for tree planting initiatives, consider teaming up with pro sport programs. In 2014, the International Society of Arboriculture (ISA) listed examples of "successful partnerships benefiting communities" under the umbrella of the ISAs 'Teaming up with Pro Sports to Advance Urban Forestry.' Several examples of tree planting team-ups were listed between NFL, NBA, MLB, MLS, and NASCAR with non-profits or municipalities. One amusing promotion was described as "Every time a pitcher breaks the baseball bat of an opposing player, the Twins plant 100 trees through the "Break a Bat,

Plant a Tree," program. This proves that a little creativity can get trees planted in the name of your organization.

A quick internet search for 'professional sports teams that support tree planting in Florida' yielded articles with headlines such as "[NFL kicks off 2018 Pro Bowl Week with tree-planting event at Orange Center Elementary School](#)", "[Miami Marlins to celebrate Earth Day and Arbor Day by hosting a distribution of 300 plants, herbs and trees](#)", and "[NASCAR, Homestead-Miami Speedway, Arbor Day Foundation plan Championship Weekend tree planting](#)". In many of these events, team members get actively involved in the planting and residents or beneficiaries of the trees get to meet or work side-by-side with the players, cheerleading squads, and other sport figures. Can you imagine that trees planted by a sports dignitary might benefit from extra loving care by the community in the future?

Chances are you already know which pro sports teams are in your area. Just to name a few, here are the professional sports teams in Florida, including minor league, sorted by the city where they play:

**Miami:** Miami Heat (NBA); Miami Marlins (MLB); Inter Miami CF (MLS); Miami FC (USL Championship); Miami Surge (American Ultimate Disc League); and Miami Jai-Alai (Jai-Alai).

**Tampa Bay:** Tampa Bay Buccaneers (NFL); Tampa Bay Lightning (NHL); Tampa Bay Rays (MLB); Tampa Bay Rowdies (USL Championship); and Tampa Bay Torpedo (American Ultimate Disc League).

**Orlando:** Orlando Magic (NBA); Orlando City SC (MLS); Orlando Pride (NWSL); Orlando Solar Bears (ECHL); and Orlando Anarchy (Women's Football Alliance).

**Jacksonville:** Jacksonville Jaguars (NFL); Jacksonville Jumbo Shrimp (MLB - AA affiliate of the Miami Marlins); and Jacksonville Armada FC (NISA).

**Bradenton:** Bradenton Marauders (Minor League Baseball - Class A-Advanced affiliate of the Pittsburgh Pirates).

**Clearwater:** Clearwater Threshers (Minor League Baseball - Class A-Advanced affiliate of the Philadelphia Phillies)

**Daytona Beach:** Daytona Tortugas (Minor League Baseball - Class A-Advanced affiliate of the Cincinnati Reds).

**Fort Lauderdale:** Fort Lauderdale CF (USL League One).

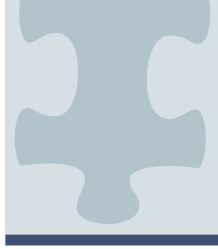
**Jupiter:** Jupiter Hammerheads (Minor League Baseball - Class A-Advanced affiliate of the Miami Marlins).

**Lakeland:** Lakeland Magic (NBA G League - Affiliate of the Orlando Magic); and Lakeland Flying Tigers (Minor League Baseball - Class A affiliate of the Detroit Tigers).

**Pensacola:** Pensacola Blue Wahoos (Minor League Baseball - Class AA affiliate of the Minnesota Twins).

**Port St. Lucie:** St. Lucie Mets (Minor League Baseball - Class A affiliate of the New York Mets).

**St. Petersburg:** St. Petersburg Swans (USAFL - Australian Rules Football)



## Save the Dates!

2025 URBAN FORESTRY INSTITUTE

# Piecing Together Urban Forestry

The Urban Forestry Institute is a yearly conference hosted by the Florida Urban Forestry Council. This year's theme focuses on "Piecing Together Urban Forestry." The virtual program will include talks on various "pieces" that help promote, manage, and grow a healthy urban forest.



**THURSDAY & FRIDAY,  
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<https://fufc.org/urban-forestry-institute/>



## President's Message

*Greetings,*

We are at a critical moment in the Florida Urban Forestry Council (FUFC) with our Five-Year Strategic plan summit meeting held on October 24th and 25th (4th Quarter of 2024).

The sole purpose is to evaluate and update the organization's Strategic plan, and outline FUFC goals, priorities, and action items for 2025-2030. The most current Strategic Plan is posted on the FUFC website at:

<https://fufc.org/strategic-plan/>.

Review the Strategic Plan and you'll have a better understanding of the Florida Urban Forestry Council and how "you" can help the organization accomplish its statewide mission and targeted goals. For those of you serving on the Executive Committee, you are very familiar with the specific activities that must be completed to best serve our members as outlined in the Strategic Plan.

I invite all of Florida's urban forest community to join the FUFC, and for all members to participate in committee work. The FUFC's Education, Communication, Marketing, Membership, S.O.A.P., Awards, Urban Forestry Institute (UFI), and the Executive committees provide eight outstanding opportunities to get involved.



Committee work is the key that will open doors to accomplishment, achievement, and advancement for Florida, urban forestry, and the organization's mission, goals, and objectives. Without active participation among both Executive Committee and our membership at large we are less effective and cannot maximize our potential.

Though my term as FUFC President will close in 2024, our President-Elect - Mr. John Snow, will assume the role of the FUFC President and will continue to lead us in 2025. As the Immediate Past President, I will be assisting Mr. Snow, the slate of officers, the Executive Committee, and FUFC members in a collective effort to advance urban forestry! We have a mission. We have a plan. We have goals. We have work to do.

I appreciate your service!

*Darryl Richard*

2024 FUFC President

# The Purpose Driven Canopy – Who Moved My Cheese? 2024

Submitted by Eric Muecke – Urban Forest Manager, City of Tampa Parks and Recreation

*Who Moved My Cheese?* is a 1998 bestseller written by Dr. Spencer Johnson. It's the tale of two mice (Sniff and Scurry) and two "Little people" (Hem and Haw) facing challenges in the cheese maze. What happens when the cheese is not where it used to be? What if the cheese is different? What if the cheese is getting old? The book has seven take-aways, of which we will touch on three:

1. Change happens.
2. Anticipate change.
3. Adapt to change quickly.

The question for Urban Forestry Programs and Professionals is, "Are you ready?"

In the late 1990s and early 2000s, the cheese of Urban Forestry was "Economic, Environmental, and Social Benefits of trees." Urban forestry program manuals, budget justifications, and work cycles were all based on these three benefits. The story was that we can save money by shading houses, we can reduce stormwater runoff through rainfall interception in the tree canopy, and we can create a "sense of place" with neighborhood plantings. It was a good message, and honest. Elected officials and Department heads got it, the residents liked it, and we promoted our Urban Forestry Programs with it. But does it still work?

The 2010s really started a push for data-driven analysis, and death by 1,000 charts. Our cheese changed, and we had to adapt to a new way of telling our story. Urban Forestry program manuals became an unending matrix of boxes with Goals, Objectives, Alternatives for Action, and Performance Indicators. It is an incredibly effective way to indicate where the program is and where we would like it to go, but in the most scientific, "colorful-boxy" kind of way to present the information. The manuals provided a step-by-step assessment of the actions needed to improve the program but didn't hit home on the fact it takes a lot of money to move up on the Performance Indicators.

So, how about the 2020s? You can still find references to the Big Three - Economic, Environmental, and Social Benefits of trees. But they are tied to new priorities and concepts. Our cheese is getting old! Social Equity, Environmental Justice, Proactive Tree Care, and Heat Islands are main topics being addressed in current Urban Forest management plans. Communities seek to address initiatives of sustainability, resiliency, transportation, and livability. There are words such as greenspace, streetscape, landscaping, and walkability, but few specifically mention trees, arboriculture, or urban forestry. We need to capitalize on the initiatives that are drawing the big bucks and incorporate them into our Urban Forest Management plans.

The secret of our success is in tying our Urban Forest Management plans to other initiatives, master plans, mobility improvements, and infrastructure projects. Many of the 2022 and newer Urban Forestry plans focus on improved coordination of public



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agencies. We can't ride alone, thinking that our plan is going to attract the necessary funding. We need to show how our programs are essential to the multimillion- (if not billion-) dollar initiatives that use words such as sustainability, resilience, infrastructure, livability, and equity.

**THIS IS THE NEW CHEESE!**

The City of Tampa has released seven plans and reports in the last seven years:

- Transforming Tampa's Tomorrow
- The Resilient Tampa Roadmap
- Vision Zero (Mobility)
- Parks Master Plan
- Tampa M.O.V.E.S. (Mobility)
- The Heat Resiliency Playbook
- The Climate Equity and Action Plan

You can be sure that updates to the City of Tampa Urban Forest Management Plan will be connecting the dots to these other plans,

initiatives, and reports. We have to be ready to change, and "savor the adventure and enjoy the taste of new cheese!" Are you ready?

Want to see what these Urban Forest Management Plans look like?

- [Portland Urban Forestry Management Plan 2004](#)
- [Pittsburgh Urban Forest Master Plan 2012](#)
- [Tampa Urban Forest Management Plan 2013](#)
- [Boston Urban Forest Plan 2022](#)
- [New Orleans Reforestation Plan 2022](#)
- [Philly Tree Plan 2023](#)

The USDA Forest Service states, "Trees properly placed around buildings can reduce air conditioning needs by 30 percent and can save 20-50 percent in energy used for heating," and the US Department of Agriculture states, "The net cooling effect of a young, healthy tree is equivalent to ten room-size air conditioners operating 20 hours a day." (The National Arbor Day Foundation).

Over the next ten years, Pittsburgh's urban forest will be a vital and managed asset that is locally valued and nationally recognized for its positive social, environmental, economic, and public health impacts on the community and the greater region.

Category	Objective	Metric	Value	Priority
Community	Improve the health and vitality of the urban forest as a community resource	Urban forest canopy cover	30%	High
Environment	Improve the health and vitality of the urban forest as an environmental asset	Urban forest canopy cover	30%	High
Health	Improve the health and vitality of the urban forest as a public health asset	Urban forest canopy cover	30%	High
Economy	Improve the health and vitality of the urban forest as an economic asset	Urban forest canopy cover	30%	High
Equity	Improve the health and vitality of the urban forest as an equity asset	Urban forest canopy cover	30%	High

Example: CRITERIA AND PERFORMANCE INDICATORS FOR THE COMMUNITY FRAMEWORK

Criteria	Low	Moderate	Good	Optimal	Key Objective
General awareness of the urban forest as a community resource	Urban forest seen as a community problem	Urban forest seen as important to the community	Urban forest acknowledged in providing environmental, social and economic services	Urban forest being valued as vital to the community's environmental, social and economic well-being	The general public understands the importance of the urban forest to the community

- Goal #1: Equity First**  
Focus investments and improvements in under-canopied, historically excluded and socially vulnerable areas
- Goal #2: Proactive Care and Preservation**  
Ensure trees/tree canopy are proactively cared for
- Goal #3: Community-Led**  
Ensure community priorities drive urban forest decisions and management
- Goal #4: Prioritize and Value Trees**  
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# Stump The Forester

**QUESTION:** Can you provide some top tree tips following a major storm event?

**ANSWER:** Wind and wave are the top two damaging effects of major storm events. Storm surge flooding and high velocity winds can cause immediate and catastrophic tree failures during the acute stress of a storm; but once the storm is over, you are not “out-of-the-woods” yet. Trees and tree parts will continue to fail and fall for days, and perhaps weeks, after the storm. With time, trees that survived the initial storm may succumb to weakened root systems or broken branches. Municipalities and utilities have experienced latent tree failure in the wake of large storms. Recovery systems and budgets should be in place, or extended, in preparation for the inevitable fall out.

Extended periods of flooding and/or saltwater intrusion can impact root systems and the health and stability of trees long after the storm. Trees may be able to withstand temporary periods of stress caused by storm flooding, but flood waters can deplete the soil of oxygen and create the anaerobic conditions that suffocate roots – halting the biological functions

of photosynthesis, transpiration, and plant respiration. Flood waters can also dilute essential elements and build up mineral toxicities within the soil. This is especially true if the flooding involves brackish, or salt water. Increased soil saturation, caused by flooding, will decrease the holding capacity between roots and soil. The results can impact the anchoring system for weeks, or perhaps months after the storm. The structural integrity of the root system should not be overlooked when inspecting trees that survived flooding. Drainage ditches, culverts, drains, and drain fields should be cleared of debris, repaired, and functional as soon as possible.

Not all trees are a pushover in severe wind. Healthy trees can take a punch and remain standing. Unfortunately, severely damaged trees may remain standing too. This can be particularly dangerous if the hazards of uprooting trees, damaged roots, split trunks, hidden cracks, broken and hanging branches, and large wounds are not recognized and removed. Damage to the vascular system (xylem, cambium, and phloem tissue), in broken limbs, can halt the biological functions of photosynthesis, transpiration, wood

formation, and wound closure for the limb. Signs and symptoms of tree hazards may appear days to months after the damage occurs. Torn, ripped, broken stems and limbs need to be pruned and dressed properly to prevent rot and decay from setting making the wounded area unstable in future storms.

Trees that have fallen during the storm often strike adjacent trees that are still standing. These trees may have received significant damage that often goes unnoticed during the chaos of a fallen tree and storm debris.

Be cautious when working around fallen trees and broken branches. Hollow stems and branches that make trees susceptible to failure are often a refuge for wildlife. Snakes, insects, birds, rodents, and other small mammals may have been misplaced and looking for safe refuge in open cavities and





storm debris. Tree care professionals will often experience their wildest wildlife stories during storm recovery efforts.

It is critical to evaluate the condition & health of your trees once the storm has passed. Don't wait till after the storm to get the right tree care professional to inspect and restore your trees and property. Schedule an arborist, forester, or other tree care professional in advance, for a "post-storm" site visit. Avoid the gridlock as tree-care professionals will be inundated with calls and requests for tree work immediately after the storm.

In truth I tell you, there is a strong correlation between trees that fail during the storm and the lack of proper tree care. Poorly placed and poorly maintained trees are more susceptible to failure and will make up the majority of those that fall and fail, causing property damage, power outages, and other headaches. Don't fail your trees and they won't fail on you.

Answer provided by Joe Anderson  
– Utility Forester, ISA Arborist; FUFC  
Utility Arborist Board Member



If you would like to 'stump the forester,' see page 14 for information on submitting your question!

# John P. White Memorial Scholarship Fund

Students should be on the lookout as the fall term deadline for John P. White Memorial Scholarship is not far off. The J.P. White Scholarship is sponsored by the Florida Urban Forestry Council and the Florida Chapter of the International Society of Arboriculture. The scholarship was first created in 2008 to assist students pursuing careers in Florida's arboriculture/urban forestry industry, or related field, by providing financial assistance for undergraduate,

postgraduate or other advanced education programs. The intent is to encourage active members and future leaders to pursue urban forestry careers. For updates, keep a watchful eye on our monthly *In A Nutshell* e-bulletin, and our social media posts. Learn more about John P. White, scholarship eligibility, and requirements on the FUFCC website at <https://fufcc.org/scholarships/>.



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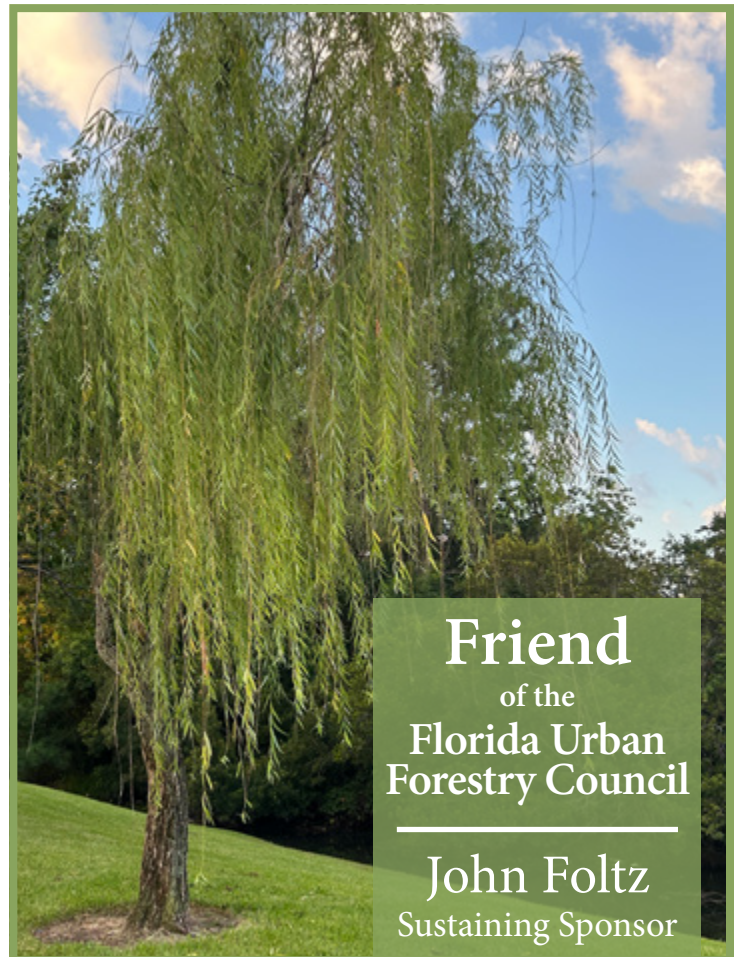
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# The Arborist and the Apparition A Halloween Ghost Story

Submitted by Joe Anderson – JEA Utility Veg Mgt Spc

I can't say that I believe in ghosts, but I do believe in vivid imaginations and things unknown. As wonderful as it might be, it's a mysterious world we live in. Hurricanes are mysterious. Trees and forests are mysterious. Mysterious things can create curiosity and fear. People are afraid of trees and the damage they can cause during hurricanes and tropical storms. Properly maintained trees can go a long way when minimizing the risks, hazards, and fear associated with tree failure. Properly maintained trees can expose hidden ghosts associated with structural defects, branch conflicts, chronic stress, and progressive decay. Property owners, policy makers, planners, and other stakeholders unfamiliar with trees can find trees, forests, and forest management practices strange and scary. Believe it or not, arboricultural practices to some, appear to be a form of wizardry.

A lifelong career working with trees did throw me into a few peculiar and strange situations. Foresters, arborists, and tree care professionals often have at least one good ghost story hidden somewhere in a side pocket of their haversack. Perhaps it's not near important whether you believe in ghost as it is that they believe in you. Strange things are hard to explain. Often, they are hard to believe. Ghosts are hard to explain. Ghosts are hard to believe. Where do you start with a ghost story? Do you start with the living or the dead? Perhaps you start with the season, or the place. Some seasons and places hold their ghosts better than others. Perhaps it's the hour that counts most. The

"Jacob hour" is a haunting hour – the space of time trapped between dusk and dawn, trapped between yesterday and tomorrow. Creatures of the night are on the move scurrying about to hide from the rising sun. Shadows are born at this hour – long, shifting shadows with irregular boundaries and borders. Fog will rise from cold, damp places. In the Blue Ridge forests, I have seen columns of fog, six feet tall, creep around the trunks of trees, grasping at low hanging branches as they passed.

In my travels, the forests of the Catskill's Hudson Highlands and Adirondack Mountains of N.Y. were not without their stomping grounds for the unfamiliar. The tall, dark, spruce forests of Minnesota's northern lake country are the haunting grounds of the waltzing Aurora Borealis, the hoot cry of the

great grey owl, the howling wolf, and the mournful wail of the loon. The wooded conclaves of the Ozark Plateau possess their own cache of secrets and unfortunate events. They hold souls and demons hostage to hidden hollows, forgotten corners, outlaw hideaways, lynching trees, and bald knobs.

No place did I find the dead more alive than in the low country of S.C. It was here that an old woman – the 6th generation of a family that was once enslaved – told me about ghosts. "*Dem ghosts,*" she would say, "*De no hurt no body. De jus float 'round and do da things de do when de be livin. Some no know de be dead – de jus no know de dead.*" She would add, "*It no madda if yee belee in dem ghosts. Wha maddas is dat de belee in you!*"



Trees, forests, and wooded lots can be daunting and frightening. They can be beautiful and inspirational during our waking hours and recreational bouts, but can become sinister and shady with the weather, the season, and the hours beyond the setting sun. People are afraid of age-old, disfigured giants. Therefore, they are afraid of large over-mature trees. Trees hold their secrets in twisted branches, hollow cavities, shallow crevices, and hidden decline and decay. Trees are a place for vivid imaginations and ghosts.

Storms. Storms are a place for ghosts. Ghosts seem to enjoy the chaos and confusion of lightning and thunder. Perhaps they travel easy on the brisk winds of a storm. Florida is

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not without thunderstorms, tornados, tropical depressions, and hurricanes. Florida is not without ghosts. Not surprising then that this peculiar experience followed in the wake of hurricane Matthew. Matthew was more than a nuisance. It was an extremely deadly and powerful hurricane causing catastrophic damage, destruction, and crisis in the Bahamas and southern United States. In October 2016, Matthew's eye winked the Atlantic coast of Florida. Jacksonville experiences high winds and major flooding. I experienced a ghost – an apparition perhaps. October is the month for it. Autumn has its beauty. At the same time, it can be a bit unsettling with subtitle changes with falling leaves, dormant trees, shrinking daylight hours, and home to Halloween – and all the witches and goblins that come with it.

I was assessing the tree-related damages and threats to utilities along the northside. The storm had passed. Broken treetops, lost branches, and wind-blown debris were strewn about everywhere. It was late in the day, or if you prefer, early in the evening. I was approaching a vacant lot and noticed a figure of a woman sitting by herself on the remnants of a rail fence.

The fence fell in with the lot. It was weathered, abandoned, and detached from other post & rails. It just didn't seem to have an obvious purpose anymore. She sat alone with her back to the paved road peering off into the distance. The lot was unkempt. Weeds and high grass were shadowed by the draping canopy of an ancestral live oak and hanging moss. A large co-dominant stem split out from its rival at a point of included bark – a common structural defect in age-old shade trees. In hindsight, it was a perfect place for a ghost. The woman had a thin, shapely outline, and a full body of youthful hair that tapered down along the spine of her back. I imagined that she was as fair as her hair, but the hair was a ruse. It was raining a little bit, and she was holding a package. I was as curious as anyone would be.

As I drove up alongside the lot, she turned and glanced deliberately at me. Her stare was immediate and haunting. The evening light seemed to bend a bit as it passed through the long strands of hair. Her face was not that of an attractive young woman. The face was not even that of an old woman. It was not a face of this world. It held a ghastly complexion.

She had – it had – deep sunken eyes, elongated nostrils, and not much of a lower jaw, but I could sense she was smiling at my surprise, shock, and gasp. She took pleasure in it. It was as if the specter knew something I did not. I can't say I was frightened, but I was uncomfortable and uneasy. Perhaps she was a malicious nymph or phantom released from the broken tree. Perhaps I was witness to a banshee blown in on a hurricane wind from a Caribbean Island. She wasn't crying, wailing, or shrieking as is the custom of a banshee. She was silent. This was her time and place – and I didn't belong. I don't think the doppelganger was there for me. This was a chance encounter. Still, encounters like this seldom go well in fairytales and Hollywood movies. I kept driving on. In my rear-view mirror, I could see the vacant lot, the broken oak, the split rail fence, and an abandoned package but there was no reflection, or mirror image of her. I didn't look back. I kept driving on away from the place. It was time to let wicked things be. It was time to call it a day. Time to clock out and go home.

Perhaps I only imagined it. Perhaps not. It's not a story I can tell easily. It's not a story I want to tell often. Ghost stories are hard to explain. Ghost stories are hard to believe. Ghost stories are strange.

.....  
*She sat alone with her back to the paved road peering off into the distance.*  
.....

## SAF Certified Urban and Community Forester



FUFC would like to congratulate and recognize John Snow – FUFC President Elect a recipient of the **Certified Urban and Community Forester (CUCF)** now offered by the Society of American Foresters (SAF).  
*"Our urban forests are ever-expanding. The much-needed Certified Urban and Community Forester credential blends traditional forestry and arboriculture into certification that equips professionals with the knowledge and skills to manage*

*urban forests to community members and stakeholders. It ensures that credentialed professionals can address the unique challenges of urban forestry, taking on leadership roles from tree selection and planting to maintenance and community outreach. The blend of scientific knowledge and practical skills is invaluable in promoting sustainable urban forests management practices that benefit both the environment and the communities we live in."*

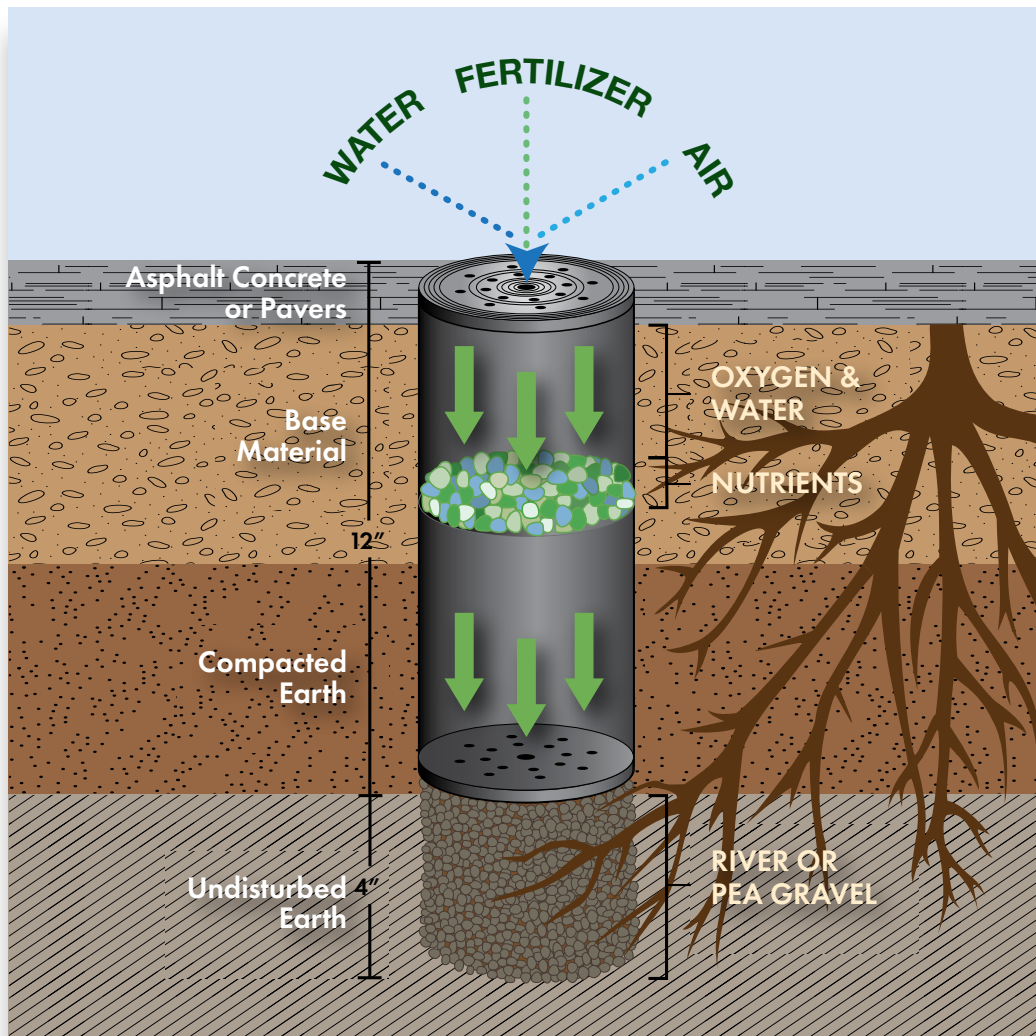
– John Snow

# WANE

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# FUFC Member Spotlights



## BRIAN VOELKER

Brian Voelker is the Senior Environmental Scientist with Chen Moore and Associates (CMA). CMA is a multi-discipline engineering firm specializing in an array of engineering services that bring positive solutions for urban forest and environmental challenges throughout Florida. Brian holds a Bachelor of Science degree in Environmental Studies from SUNY Buffalo, N.Y., and a Master of Science degree in Coastal Zone Management & Marine Biology from NOVA Southeastern University, Ft. Lauderdale, FL.

He has been involved in the field of urban forestry for 25+ years. Brian joined the FUFC to network and collaborate with like-minded professionals when managing for healthy urban forests for CMA clients and service territories. Brian serves on the FUFC Executive Board in many capacities, to include an elected position representing private arborist; UFI committee Co-Chair; Awards Committee Chair; member of the Communication Committee; and serves on the Slate of Officers as Vice President. Brian enjoys time with family, friends, and outdoor activities to include mountain biking, kayaking, paddleboarding, scuba diving, and inline skating.



## JOHN ROHAN

John is a Project Manager for Davey Resource Group working with several

entities throughout Florida. John serves on the FUFC Slate of Officers as secretary for the FUFC Executive Board.

John has been a member at large for the past three years. John obtained a master's degree in forestry from SUNY College of Environmental Science & Forestry at Syracuse, N.Y. He began his career as an inventory specialist with the New York State Department of Environmental Conservation (NYSDEC). His introduction into urban forestry began as a forester with NYC Parks in Brooklyn, N.Y. John is an ISA Certified Arborist and an ISA Utility/Municipal Specialist.



## LILLIAN DINKINS

Lillian Grace Dinkins is a PhD candidate at the University of Florida studying urban forestry and urban greenspace in Florida. Lillian is a graduate of the Tuskegee University, AL where she majored in Environmental, Natural Resources, and Plant Sciences with a concentration in Forestry, Wildlife, and Fisheries. Additional academic achievements include a variety of internships, fellowships, and scholarships – to include a 2023 John P. White Scholarship.

Lillian is a long-time student and advocate for urban forestry. Her initial background is environmental science with a focus in wildlife and forestry. Lillian takes a special curiosity

in understanding people and their connection to nature and the human dimensions of urban forestry. Her current research focuses on enhancing equity, accessibility, and sustainability of urban forest resources. Future research will shed light on overcoming barriers to achieve long-term success with the expansion of tree canopy through community tree giveaways – to include enhancing tree canopy in disadvantage communities.

Lillian joins the FUFC as part of her urban forestry story and journey to educate the citizens of Florida about the importance of trees, and the best methods to plant, maintain, manage, preserve, and sustain urban forests. Participation with the FUFC has connected her with a diversity of members, professional occupations, and perspectives relating to relationships between trees and various communities.

Lillian serves on the FUFC Executive Board as an Advisory Member-at-Large position, and currently chairs the FUFC Awards Committee. Lillian is part of the FUFC family. That serves to our advantage in that Lillian enjoys spending time with family, traveling, and reading.



**HEATHER SHIELDS**

Heather Shields is the Urban Forest Manager for the City of Naples, Florida. She is tasked primarily with the management of the Urban Forest; however, she is also involved with the management of various landscapes with City parks, medians, and cul-de-sacs.

Heather has a Bachelor of Science degree in Environmental Biology, from Millerville University in Lancaster, PA. She is an ISA Certified Arborist; Certified Municipal Arborist; Tree Risk Assessment Qualification (TRAQ); and obtained a Prescription Pruning Qualification (PPQ) from the FL-ISA Chapter.

Heather plays a pivotal role in Naples continuation as a Tree-City-USA for nearly three decades and when receiving the Tree-Cities of the World designation by the National Arbor Day Foundation. She has been an urban forestry professional for over 16 years but has been a champion of the out-of-doors and a nature enthusiast her entire life.

Heather joined the FUFC because the Council and its members speaks her language. Heather is a perfect match with the goals and priorities of the organizations and the skill set of its members. She was introduced to the FUFC through the Urban Forestry Institute (UFI) conference. Heather joined the list of distinguished speakers for UFI 2021 presenting "Naples Urban Forest," and again for UFI 2023 with the presentation, "Two Hurricanes and an Urban Forest."

For Heather, some of the most rewarding aspects of a career in urban forestry have been making the world a better place, experiencing the uniting force of trees, and the smiles received along the way. Heather enjoys time with family, cultivating a cactus garden, and enjoys hockey – well, Boston Bruins hockey.

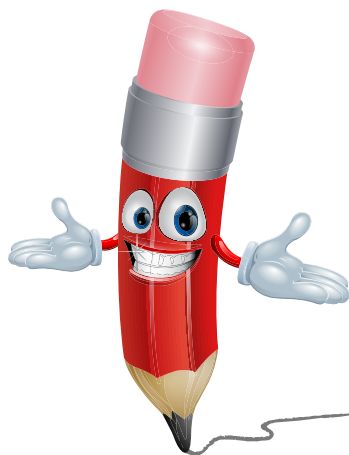
## Request for Articles

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 Joe Anderson, FUFC newsletter editor, at [andejs@jea.com](mailto:andejs@jea.com).

*Thanks for contributing!*



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# The Council Quarterly 2024 in Review

(Brief archive of the features and articles during the current year)

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## **The Council Quarterly, vol 1, 2024** (<https://fufc.org/downloads/councilquarterly24v1.pdf>)

- **"President's Message"** – Darryl Richard, FUFCC President
- **"Purpose Driven Canopy"** – David Fox, PhD, Adjunct Lecturer, UFSFFGS
- **"Planned Obsolescence: Utility Vegetation Management For A System Going Underground"** – Josh Nye, Park Service Manager, City of Winter Park
- **"Purpose Driven Change – Allowable Expenditures for Gainesville's Tree Mitigation Fund"** – Dave Conser, City Arborist, Gainesville, FL
- **"Member Spotlight"** – Darryl Richard, Landscape Architect, FDOT
- **"Stump The Forester"** – How Can S.O.A.P. lead to the success of an urban forestry program?
- **"2023 Friends of Our Urban Forest Awards Program"** – FUFCC Awards Committee

## **The Council Quarterly, vol 2, 2024** (<https://fufc.org/downloads/councilquarterly24v2.pdf>)

- **"President's Message"** – Darryl Richard, FUFCC President
- **"Statewide Tree Canopy Project Provides Data For Every Florida Community"** – Alec Sabatini, PlanIT Geo
- **"Purpose Driven Canopy"** – Joe Anderson, JEA Veg Mgt Spc, ISA Arborist, FUFCC Board Member
- **"Stump The Forester"** – Is this tree salvageable? Can it be saved?
- **"Tree of the Quarter"** – Red Maple (*Acer rubrum*)
- **"2024 UFI Review"** – FUFCC UFI Committee
- **"Member Spotlight"** – David Fox, PhD, Adjunct Lecturer, UF SFFGS

## **The Council Quarterly, vol 3, 2024** (<https://fufc.org/downloads/councilquarterly24v3.pdf>)

- **"President's Message"** – Darryl Richard, FUFCC President
- **"Five Practices for Resiliency, Preservation, and Expansion of a Successful Urban Tree Canopy"** – Eric Muecke, City of Tampa Parks & Recreation Urban Forestry Mgr
- **"River Oaks Preserve – Estero's Natural Gemstone"** – Dr. Merelee Atkinson & Marlene Rodak, FL Native Plant Society, Coccoloba Chapter
- **"Storm Based Restoration"** – FUFCC Communication Committee
- **"Stump The Forester"** – What is the Justice40 Initiative?
- **"Tree of the Quarter"** – Florida's Wild Plums – Larson McBride, Senior Arborist, RES
- **"Member Spotlight"** – Kathi Schildt, AAM Financial Executive; and Courtney Fegter, AAM Account Executive and FUFCC Executive Director

## **The Council Quarterly, vol 4, 2024** (<https://fufc.org/downloads/councilquarterly24v4.pdf>)

- **"President's Message"** – Darryl Richard, FUFCC President
- **"Pro Sports Go Pro-Tree"** – David Fox, Adjunct Lecturer, University of Florida School of Forests, Fisheries, and Geomatics Sciences
- **"The Purpose Driven Canopy – Who Moved my Cheese? 2024"** – Eric Muecke – Urban Forest Manager, City of Tampa Parks and Recreation
- **"Stump The Forester"** – Can you provide some top tree tips following a major storm event?
- **"The Arborist and the Apparition A Halloween Ghost Story"** – Joe Anderson, JEA Utility Veg Mgt Spc
- **"Member Spotlight"**
  - Brian Voelker - Senior Environmental Scientist, Chen Moore and Associates (CMA).
  - John Rohan - Project Manager, Davey Resource Group
  - Lillian Grace Dinkins - PhD candidate, University of Florida
  - Heather Shields - Urban Forest Manager for the City of Naples, Florida
- **"The Council Quarterly 2024 in Review"**

# Membership

## JOIN US

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

**New and renewed members through October 2024. Please let us know if we fail to mention your name.**

## GOVERNMENT/NON-PROFIT

**CITY OF CAPE CORAL**  
Amanda Claxton  
Omar Leon

**City of DeLand**  
Kim Grebosz

**CITY OF NORTH PORT**  
Alice White

**CITY OF SATELLITE BEACH PUBLIC WORKS**  
Shane Martin  
Sandy Carnival  
Karlee Scully

**CITY OF ST. PETERSBURG**  
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Dean Hay

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Sherri Mullis  
Kathleen Carter  
Toby Loveall  
Nelson Martinez-Cortes

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Steven Eyster  
Dan Graham  
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Michael Lousias  
Erin Maehr  
Henry Salazar Perez  
James "Drew" Stephens

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Shannon Brewer

**CITY OF TITUSVILLE**  
Maureen Phillips

**CITY OF WINTER HAVEN**  
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Mary Thornhill  
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Josh Weiner  
Kenneth Williams

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Landall Demby  
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Greg Preston  
Scott Souter

**NAPLES BOTANICAL GARDEN**  
Nick Ewyr  
Brian Galligan  
Britt Patterson-Weber  
Isabel Soto  
Chad Washburn

**OSCEOLA COUNTY**  
Terry Kincaid

**TAKEMAR**  
Michelle Ellena  
Andrew Elsass  
Tara Hubbard  
Brad McCoy  
William Moriaty  
Michael Riebe

**UF/IFAS EXTENSION – PALM BEACH COUNTY**  
Emily Marois  
Kara Krueger  
John Roberts

**UF OFFICE OF SUSTAINABILITY - GAINESVILLE**  
Kaylee August

**UF, SCHOOL OF FOREST, FISHERIES, AND GEOMATICS, SCIENCES - GAINESVILLE**  
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Elise Cassie  
Mysha Clarke  
Basil Iannone  
Amanda Tanner

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Carolyn Cheatham Rhodes

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John Foltz  
Lilian Sattler  
Andrew Wiltz  
Jennifer Wiltz

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Dalton Smith  
Elise Willis

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John Harris  
Brandy Kuehne  
James Plowman

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Rick Taylor

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Josejuan Rodriguez Torres

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Andrew Whetten

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Natalia Barranco  
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Marguerite Beckford  
Dennis Berger  
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Erika Bonnema  
Cheryl Callender  
Geoffrey Campbell  
Charles Carr  
Kelly Carson  
Rachel Chambers  
Christine Claus  
Amanda Claxton  
Beverly Cline  
Orlando Comas  
Lindsay Cope  
Mark Covington  
David Crowley  
Abdias Dalisma  
Jessica Dalisma  
Thomas Danks  
Jamielyn Daugherty  
Emilyvette DeGaetano  
Dante Ditommaso  
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Johnny Turvin  
Donald Ullom  
Jordan Upcavage  
Brian Voelker  
Alison Walker  
Mark Williams  
Gary Worthington  
Greg Wright  
Dianne Yekel

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Monica Campos  
Susan Emala  
Arnaldo Fernandez  
David Fox  
Alan Holbrook  
Nicholas Jerry  
Frank Krens  
Alex Nogueiras, Sr.  
Andrew Russell  
Lou Shepherd  
Dawn Sinka  
Patricia Stefun  
Derric Tay  
Carla Wells

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Lillian Dinkins  
Paul Luzuriaga  
James Rose  
Derrick Slatton  
Elise Willis

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Mike Conner  
Anna Dooley  
Norm Easey  
Justin Freedman  
Ed Gilman  
Erin Givens  
Steve Graham  
Michael Greenstein  
Elizabeth Harkey  
John Harris  
Mary Lou Hildreth  
John Holzaepfel  
Julie Iooss  
Howard Jeffries  
Andy Kittsley  
Ken Lacasse  
Earline Luhrman  
Bill Reese  
Jerry Renick  
Mike Robinson  
Linda Seufert  
John Tamsberg  
Celeste White



# Become a Member!

By joining the FUFCA you will help promote the value, enhancement, and sound management of urban forests through leadership, collaboration, guidance, and education. Your membership adds your voice to hundreds of others working together for a tree-filled future for Florida.

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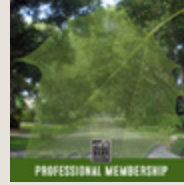
## FUFCA Past Presidents

- Carolyn Cheatham-Rhodes ..... (2023)
- Erin Givens ..... (2022)
- Joe Anderson ..... (2020-2021)
- John Harris..... (2018-2019)
- Linda Seufert.....(2016-2017)
- Justin Freedman ..... (2015)
- Ken Lacasse ..... (2014)
- Elizabeth Harkey ..... (2013)
- Mary Lou Hildreth..... (2012)
- Jerry Renick..... (2011)
- John Holzaepfel ..... (2010)
- Earline Luhrman..... (2008-2009)
- Celeste White..... (2006-2007)
- Mike Robinson..... (2004-2005)
- Mike Greenstein ..... (2002-2003)
- Howard Jeffries ..... (2001)
- Anna Dooley ..... (2000)
- Julie looss..... (1999)
- Mike Conner ..... (1998)
- John Tamsberg..... (1996-1997)
- Norm Easey..... (1995)
- Jeffrey Siegel ..... (1994)
- Andy Kittsley ..... (1993)
- Bill Reese ..... (1992)
- Ed Gilman ..... (1991)
- Steve Graham.....(1990)

### MEMBERSHIP CATEGORIES:

#### 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/Individual @ \$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, and/or an interested citizen.)



#### 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.)



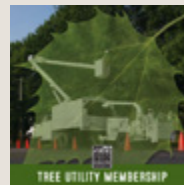
#### Government/Non-Profit Agency @ \$100.00

(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.)



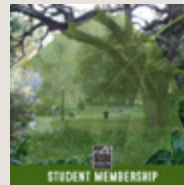
#### Utility Partner @ \$349.00

(Utility professionals expressing a desire for a strong presence in the Council. 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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# 2024 FUFC Executive Committee Members

## OFFICERS:



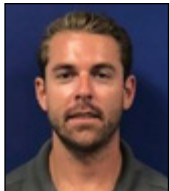
**Darryl Richard**  
*President*  
Executive Officer/  
Advisory  
Appointed Position  
FDOT - District One



**John Snow**  
*President Elect*  
Executive Officer/  
Advisory  
Tree Check Up, LLC



**Brian Voelker**  
*Vice President*  
Executive Officer/  
Advisory  
Appointed Position  
Chen Moore &  
Associates



**John Rohan**  
*Secretary*  
Elected Position/  
Member-at-Large  
Davey Resource Group



**David Fox**  
*Treasurer*  
Executive Officer/  
Member-at-Large  
University of Florida -  
SFFGS



**Carolyn Cheatham  
Rhodes**  
*Immediate Past  
President*  
Executive Officer/  
Advisory  
Pinellas County Urban  
Forester

## COMMITTEE MEMBERS:

**Jen Ahearn-Koch**, *Appointed Position*  
Advisory  
Florida League of Cities  
Tallahassee

**Stefano Alvernia**, *Appointed Position*  
Advisory  
Winter Park

**Joe Anderson**, *Elected Position*  
Utility Forester  
Jacksonville

**Elise Cassie**, *Elected Position*  
Member-at-Large  
FL Project Learning Tree  
Gainesville

**Jamielyn Daugharty**, *Appointed  
Position*  
Advisory  
UF/IFAS Lake County Extension

**Brian Dick**, *Appointed Position*  
ASLA/FL Chapter  
City of Lakeland

**Lillian Dinkins**, *Appointed Position*  
Advisory  
Gainesville

**Steve Edgar**, *Appointed Position*  
FL SAF  
Port Orange

**Justin Freedman**, *Appointed Position*  
FL Chapter ISA  
Resource Environmental Solutions  
Miami Beach

**Alex Hancock**, *Appointed Position*  
Advisory Member  
Plant Geo  
St. Petersburg

**John Harris**, *Appointed Position*  
FNGLA  
Earth Advisors, Inc.  
South Florida

**Dean Hay**, *Appointed Position*  
Advisory  
St. Petersburg

**Omar Leon**, *Elected Position*  
Municipal Forester  
Cape Coral

**William "Bill" Lester**, *Appointed  
Position*  
Cooperative Extension Service  
Hernando County Extension Office

**Larsen McBride**, *Appointed Position*  
Advisory  
Senior Arborist  
Resource Environmental Solutions

**Will Moriarty**, *Elected Position*  
Tree Advocate  
TakeMAR

**Eric Muecke**, *Appointed Position*  
Advisory  
City of Tampa

**Jeromy Mynes**, *Appointed Position*  
Florida Recreation & Park  
Association (FRPA)

**Heather Shields**, *Elected Position*  
Member-at-Large  
City of Naples

**Mark Williams**, *Elected Position*  
Member-at-Large  
Fort Lauderdale

**Todd Little**  
*Liaison* – Florida Forest Service  
Tallahassee

**Matt Kennard**  
*Liaison* – Florida Forest Service

**FUFC Account Executive Director**  
Courtney Fegter - AAM



FLORIDA URBAN FORESTRY COUNCIL  
200 2ND AVE. SOUTH #130  
ST. PETERSBURG, FL 33701-4313

For more information, please contact the Florida Urban Forestry Council:

E-Mail: [info@fufc.org](mailto:info@fufc.org)

Website: [www.fufc.org](http://www.fufc.org)

Phone: (727) 475-5900

Fax: (727) 565-2981

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