

The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council



This Issue:

- 1 - 2 & 4..... Piecing Together the Urban Forest
- 3.....President's Message
- 5.....2025 Urban Forestry Institute Information
- 7.....Stump the Forester
- 8 - 9.....Tree of the Quarter
- 11.....Meet the President
- 11.....Scholarship Recipient
- 12 - 13.....FUFC - What Are We Talking About in 2025?
- 13.....Request for Articles
- 14 - 16.....2024 Friends of Our Urban Forest Awards Program Winners
- 18 - 19.....Members & Past Presidents

2025
Issue
One

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Piecing Together the Urban Forest

Submitted by Joe Anderson – JEA Veg Mgt Spp, FUFC Board Member

Jigsaw puzzles are a popular pastime hobby. They have remained relevant even against the emerging trends for electronic toys and devices. Puzzles can be a solo challenge or full-fledged family fun. At the end of an evening entertaining family & friends, leftover food would be wrapped and covered, dishes washed, and furniture put back in place, but rarely was there a quick fix for that incomplete jigsaw puzzle that someone started earlier in the evening. It might take days to complete. My daughters often start the fun by spilling puzzle pieces over an empty table, or countertop. They would begin to arrange the pieces into small piles of like-parts and start fitting pieces together. They wouldn't be alone for long. Inevitably others would gravitate to the table and start swapping, trading, stealing, and snapping pieces together. Some people would participate for a short time and eventually drift away to some other distraction. Others would stay dedicated to the challenge till the evening

was over, or the puzzle was complete. It's amazing how a puzzle can bring people together.

Urban forestry is a puzzle with many parts and pieces. That puzzle is bringing people and professions together. Urban forestry isn't the only game on the table, but the urban forestry puzzle is gaining ground, and growing in popularity. The urban forestry puzzle is difficult, challenging work. Gathering and putting the pieces together



continues on page 2

will take time. Difficult things will take time. Impossible things will take a little longer. It may seem impossible at times; but it's not an impossible puzzle. It's meant to be solved. It can't be solved all at once, or when working alone. Significant parts, components, and segments can be put together and put to work; but the entire puzzle will take time. There is no short timeline when piecing together urban forestry. There are techniques when putting the pieces together, but there's no magic in it. It takes work, experience, funding, collaboration, and often a keen eye to recognize the various interfaces and opportunities that can snap pieces in place when bringing larger cohesive parts in view.

Knowing what the BIG picture is going to look like is an important factor to completing any puzzle. The BIG picture will provide the image, and vision that will reveal how the framework should come together. The same is true with urban forestry. Once others get a glimpse of the BIG picture it's easier to enticed them to participate. The fun of putting parts and sections together, piece by piece, will begin. There are no extra pieces in urban forest. Every existing piece has a spot to fill. Every piece must fit itself into the larger narrative of the BIG picture. The BIG picture may be the design plan for a local project, an urban forestry master plan, a City's resiliency plan, or a grant proposal.

Urban forestry is more than a complex puzzle, it's a series of riddles too, with lots of questions.

- What is the BIG picture of urban forestry?
- What is the long-range vision? Where does it begin?
- Where does it end?
- Where are the pieces and how do they come together to create a final product that we can frame and hang on the wall?

Presenting the BIG picture often requires some explanation of what urban forestry is. What are the acceptable practices? What is the scope of work associated with any project. In the simplest of terms, urban forestry is the science and art of stewardship and management of urban trees, forests, and urban forest resources to meet desired goals or objectives. Urban forestry puzzles come in a wide variety of shapes and sizes. There are many pieces to every urban forestry puzzle. There are municipal pieces; utility pieces; private, corporate, and non-profit pieces; arboricultural pieces; biological; political; social; cultural; environmental; recreational; financial; aesthetic; and educational pieces. The elements of staffing, ordinances, advocacy, and planning (S.O.A.P.) form the four corners within the framework of an urban forestry puzzle. **Any person, profession, or entity that touches any of these pieces, should, at some level, be at the table and in the game.**

Urban forestry is about solving puzzles and riddles. It's about solutions – cost effective, sustainable, and obtainable green solutions. The solutions will be found where the different puzzle pieces come together and touch each other.

To further complicate the puzzle, urban forestry is a multi-disciplined field of study. It is a composite of applied sciences to include arboriculture, soil science, hydrology, ecology, geology, wildlife biology, biometrics, landscape architecture, physical, educational, social sciences, and other specialties dedicated to the various components of the natural ecosystems and built environments. **Any person, profession, or entity that touches any of these pieces, should, at some level, be at the table and in the game.** Every entity will have its own protocols, policies, procedures, set boundaries, and jurisdictions. For example, a local utility provider may follow Best Management Practices of industry standards as they relate to utility arboriculture, and they may be

different than traditional arboricultural practices. Utility arboriculture can be limited to utility hazards and conflicts between utilities and trees within a city right of way. In an urban setting a tree may cross many boundaries. Though it may be rooted in a private property, the branches can cross over a municipal right-of-way, a utility corridor, or a neighboring property. Urban forestry, in and of itself, is an evolving discipline of advancing standards, best practices, research, professional development, materials, tools, and technology within both vegetation management and the management of urbanization & development.

Why is urban forestry gaining ground, and growing in popularity? Simply because the human footprint is gaining ground. **Urban forestry happens everywhere people and trees impact each other.** Urban forestry is where people and human infrastructure (the designs and accommodations people create) share the same space with trees. This will include the urban core; suburban and peri-urban cityscapes; commercial, agricultural, and industrial zones; rural interfaces; travel and utility corridors; recreational venues; and other forms of our human footprint.

Welcome to the Anthropocene - the geological age of humans. We are living in a period in which human activity is the dominant influence on climate and world-wide environment. We have advanced and overcome the roadblocks that limit expansion of our species. The human footprint is world-wide. We have impacted the planet so much there is no place on earth that trees haven't been impacted by the mark of man. The solutions that urban forestry provides, goes far beyond our local, community trees and forests. Humans have become a geological force on the planet.

To those employed in the "green" industry, urban forestry is a train of

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- Issue 2 – March 15 (April 15)
- Issue 3 – June 15 (July 15)
- Issue 4 – September 15 (October 15)

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President's Message

Hello, members of the Florida Urban Forestry Council,

I'm John Snow, and I'm honored to serve as President of the Florida Urban Forestry Council in 2025. As an experienced Board-Certified Master Arborist with years of progressive experience with the FUFUC, I'm deeply committed to protecting and enhancing the urban forests that are essential for the future vitality of Florida. It's a privilege, and only natural, that I bring this passion to FUFUC as we embark on an exciting new chapter together.

As we look to the future, I'm thrilled to announce several new initiatives and updates that will strengthen FUFUC's impact and expand our reach:

- **Urban Forestry Institute (UFI):** A renewed focus on making UFI FUFUC's premiere educational event.
- **Annual In-Person Summit & Awards:** Back by popular demand, providing opportunities to connect and celebrate excellence in urban forestry.
- **Bi-Monthly Webinar Series:** Offering CEUs and ongoing education to keep members informed and certified.
- **Website Enhancements:** A refreshed website featuring a new member's area.
- **Social Media Strategy:** Promoting FUFUC's mission and initiatives to a broader audience.
- **Membership Growth:** Expanding our membership to include professionals from more diverse fields across the state.



- **Grant Workshops:** Continuing to support the Urban and Community Forestry grant program through the Florida Forest Service.
- **Student Chapters:** Sparking interest in a new generation of professionals by establishing FUFUC college chapters.

*These initiatives are ambitious, but they're entirely possible with your participation. We need willing & enthusiastic **volunteers** to step forward and join us in making this vision a reality. Your involvement will make all the difference.*

I also encourage all members to renew their memberships and help spread the word to recruit new members. Together, we can grow FUFUC and continue making a lasting impact on Florida's urban forests.

Thank you for your dedication and shared passion to urban forestry. I'm excited to work alongside each of you to bring this vision to life.

Thank you.

John Snow
2025 FUFUC President

thought – a mindset. It is a specialized type of forestry. It manages and fills the gaps between the gray infrastructure that we build and the green infrastructure that nature provides. The vision is to have all forms of infrastructure compliment and complete one another, rather than compete and conflict with each other. It's hard to grasp the big, world-wide picture. We can though, work on our little part of the puzzle.

Among those that do not understand the physical and biological properties of trees, the term "urban forestry" may seem like a contradiction of terms, an enigma, an unsolvable riddle, or oxymoron. Urban forestry joins a list of oxymorons as healthy cough, pretty ugly, working vacation, and jumbo shrimp. To get a better understanding. Let us first look at the term landscape architecture. There's no great controversy with the term landscape architecture. There's a piece of architecture (a building) complimented with an adjacent landscape (trees, shrubs, and groundcover) around the building. Urban forestry is a larger narrative. Urban forestry involves many buildings, many landscapes, and the infrastructure that binds them together (structures, roads, highways, sidewalks, streetlights, power, water, sewer, drainage systems, parks, parking lots, etc.). If done properly, there can be a balance between urban and forest resources. If done properly, the various pieces will fall into place. There's no paradox – there is no contradiction.

Where do we begin to solve the urban forestry puzzle? We begin by forming groups, sponsors, or partnerships to accomplish aims that they could not have achieve as individuals. Governments, alliances, agencies, corporations, non-profits, departments, leagues, clubs, and project teams should connect when tackling the monumental challenge of the urban forestry puzzle.

People, within their respective professions, will have to come together at the table if we are to work out the puzzle and riddles of urban forestry. We will have to meet, assemble, and gather at conference tables, board rooms, workshops, conferences, webinars, media platforms, and courtrooms. Each must first understand the configuration, boundaries, and shape of their respective piece of the puzzle. Next, we should seek out close partners that are a good fit to our own purpose or mission. If they truly are a good fit, the pieces will stay together forming a larger piece with new and expanding interfaces. As more professions, partners, and stakeholders fall into place others will gravitate to fill the voids and empty spaces. Some will attach directly to us. Others are once, or twice removed, but still attached to a larger portion of the puzzle. For example, street trees and utilities often share the same space. Municipal rights-of-ways can bring together the vegetative management resources of both the city public works and the utility provider. When planting trees in the right-of-way, a local nursery may connect directly to the municipality, but not directly with the utility. In another location, where utility provider is a Tree-Line USA utility (an Arbor Day Foundation program), the utility piece may have a tab that snaps directly to a local nursery when meeting the community tree planting and public education requirement.

In pursuit of the puzzle, unseen allies will find each other. Slowly, the pieces are no longer an untidy pile of clutter spilled out over a table or countertop. Slowly, the shapes, colors, and patterns of individual pieces give way to a larger narrative, a bigger urban forestry image. Some may participate for a short time only to eventually drift away. Others would stay dedicated to the challenge till the puzzle is complete.

There must be incentives to stay in the game. Relevance, reputation,

relationships, and results are strong motivators. If others are to snap into place and connect to your piece of the puzzle, they must be aware of the relevance between you and them. People join hands with reputation – with people they know. For impact and effectiveness, build on your reputation. Relationships will convert potential prospects into donors, volunteers, members, and contributors. Results will allow participants to feel they are part of the conversation when in the game. They must see themselves as a valuable contributor to the solutions taking place. Awards, recognition, success stories, and the celebration of accomplishments can go a long way when showing results. **Relevance, reputation, relationships, and results will keep participants engaged.**

Many pieces of Florida's urban forestry puzzle come together with the Florida Urban Forestry Council (FUFC). The FUFC is an organization of organizations of like-parts that fit together; each moving independently, but perhaps in similar directions. The governing body of the Executive Board is composed of various groups, organizations, and stakeholders in urban forestry. Compatible missions, consistent messaging, and parallel resources give shape to puzzle pieces that fit together. The FUFC may not be the complete puzzle, but it is a large part of it. Active membership and program participation provide the energy and exertion needed to sort through, select, and snap various puzzle pieces together.

When the urban forestry puzzle is nearly complete there will be no extra pieces. Every piece has a spot to fill. There may be gaps and missing pieces. Innovation and imagination will provide the missing pieces and fill the voids. As an urban forestry puzzle comes together, it will reveal that trees are good, forests are fantastic, and exactly just how amazing a puzzle can be when bringing people together.



2025 URBAN FORESTRY INSTITUTE

Piecing Together Urban Forestry

Fee Options

- Certified Arborist Prep Course only = \$150 (member) / \$200 (non-member*)
- The Certified Arborist Prep Course + UFI 2025 = \$275 (member) / \$325 (non-member*)
- UFI 2025 = \$125 (member) / \$175 (non-member*)
- UFI 2025 Advocate Registration (cannot earn CEUs) = \$25
- UFI 2025 Student Registration = \$10

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VISIT

fufc.org/urban-forestry-institute/
for information, registration,
agenda, speakers & more!



Save the Dates!

Thursday & Friday, March 13-14, 2025

VIRTUAL EVENT

The Urban Forestry Institute is a two-day conference and training seminar for individuals involved in community or municipal urban forestry management. It will be held on March 13 & 14, 2025. This year's program will highlight affiliate and partnering organizations of FUF and other experts, showcasing their "piece of the puzzle" and contributions to urban forestry. Many topics will be presented and discussed revealing how we "interconnect" to form an urban forestry network.



The Urban Arborist Toolkit! Wednesday, March 12, 2025

CERTIFIED ARBORIST PREP COURSE
VIRTUAL EVENT

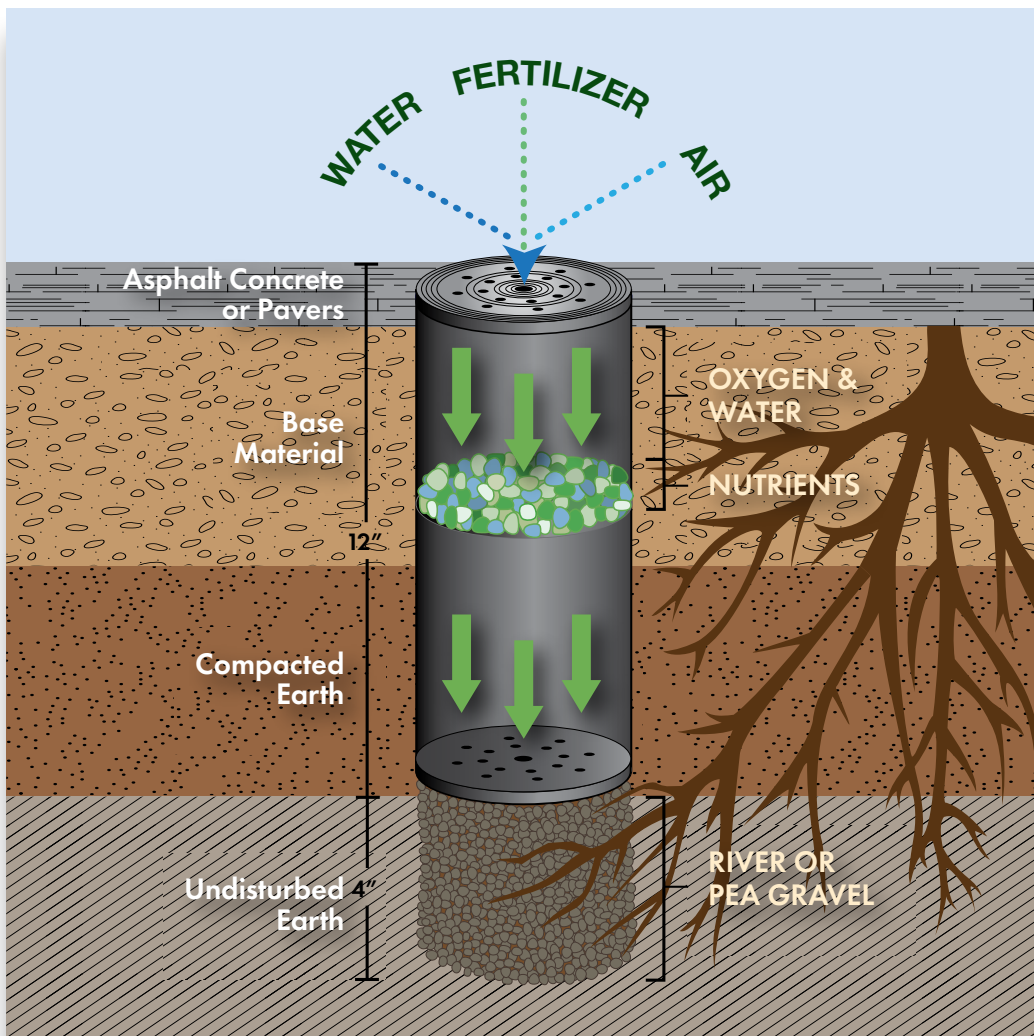
Florida Urban Forestry Council is partnering with Tree Check Up to present the "Arborist Accelerator: The Urban Arborist Toolkit!" for those interested in taking the Certified Arborist exam or learning key arboricultural concepts. The online class will include a mix of pre-recorded modules and live Q&A. It will take place on March 12, 2025, with recordings available through March 31. This class is great for those preparing to become a Certified Arborist, as well as those who want to brush up on key arboricultural topics and earn CEUs. This course does not include the ISA CA exam.

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Stump The Forester

QUESTION: What are the round clusters of dark green leaves scattered within the crown of our oak tree? The majority of leaves have turned brown and dropped for winter.



ANSWER: The foliage color change from summer to winter has uncovered a very visible pest of laurel oaks: American or oak mistletoe (*Phorandendron serotinum*). It produces small sticky white berries that are spread by birds and adhere to tree twigs. When the seed germinates, the root penetrates the thin twig bark where it can grow into quite a large plant. While mistletoe leaves contain chlorophyll and produce their own food, this hemiparasite robs the host plant of water and nutrients from the sap wood where its roots are connected. Tree

health can decline as the infestation increases. Other Florida trees that are particularly susceptible to mistletoe infestation include water oak, Shumard oak, pecan, hackberry/sugarberry, ash, and elms (especially Chinese).

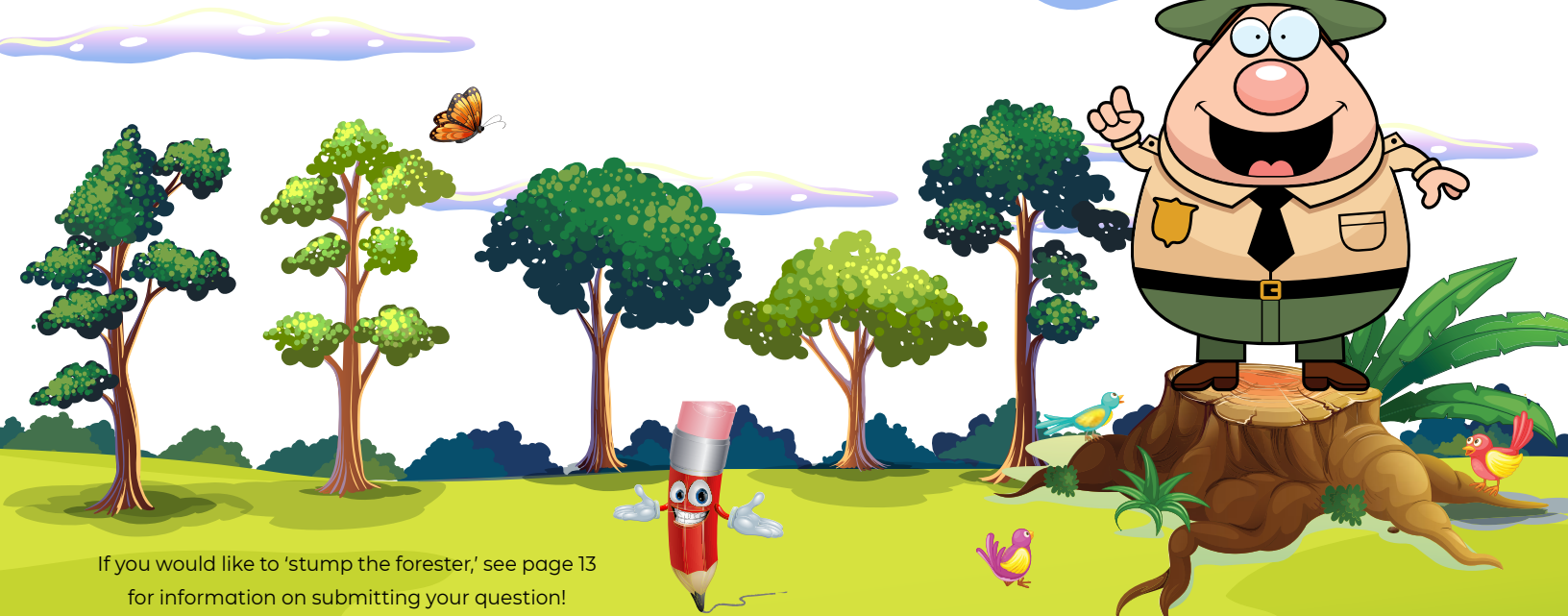
Control of mistletoe is best accomplished by manual pruning to remove the infestation. Simply removing the green mistletoe top is a temporary fix. The root left in the branch will resprout unless it is wrapped in black plastic and tape to exclude sunlight. Removing the whole branch is needed for total control. However, if the infestation is heavy, this pruning will likely result in a misshapen crown and lead to future structural problems. A liquid plant growth regulator, ethephon, when properly applied by a licensed pest control operator to the mistletoe during the dormant season, can provide temporary control without pruning.

Mistletoe can be managed by keeping trees healthy through proper pruning, irrigation, nutrition, and annual removal of mistletoe. If an infested tree is removed, plant a resistant species in its place such as magnolia, sweetgum, red maple, live oak, crape myrtle, or a conifer.

The use of mistletoe for Christmas and New Year holiday decorations comes from European pagan mythology; kissing under the mistletoe originated from English and French traditions. However, be advised that all parts of the mistletoe can be harmful to humans and pets if ingested so keep any decorative mistletoe well contained and out of reach of children. Wash your hands well after handling.

Despite mistletoe being a pest in the urban landscape, it does provide some ecological benefits. Besides being a food source for birds and pollinators, the tender leaves and stems that fall year-round increases the availability of soil nutrients through decomposition. Mistletoe also provides shady areas for bird nesting. Research has shown that forests with significant mistletoe have higher biodiversity by attracting more birds and insects. In fact, the larva of the great purple hairstreak (*Atlides halesus*), a beautiful southern butterfly, feeds exclusively on mistletoe foliage.

Answer provided by David A. Fox, PhD, Adjunct Lecturer, University of Florida School of Forest, Fisheries, and Geomatics Sciences



If you would like to 'stump the forester,' see page 13 for information on submitting your question!

Tree of the Quarter

Submitted by David A. Fox, PhD., Adjunct Lecturer, University of Florida School of Forest, Fisheries, and Geomatics Sciences

TRUMPET TREES UNTANGLED

You think you know the name of a tree and then you discover that the plant taxonomists have been mixing things up. Swedish scientist Carl Linnaeus formalized a system of naming plant and animal species (binomial nomenclature) in the mid-1750s. Ever since, biologists of every stripe, vying to make a name for *themselves*, have been shuffling and renaming organisms within the 'tree of life' attempting to better understand how species are related. Those of us who have been working in the landscape for more than a few decades have had to learn new names for old plants (remember *Cocos plumosa* and *Myrica cerifera*?). Modern DNA sequencing has thrown fresh light on some old relationships – in some cases this results in changing a name, or

redeeming an old name that was once changed, or even kicking something out of one genus and into another. Such was the case within the genus *Tabebuia*.

The family *Bignoniaceae* contains plants having trumpet-shaped flowers. You are likely familiar with trumpet creeper (*Campsis radicans*), Southern catalpa (*Catalpa bignonioides*), *Jacaranda*, African tulip tree (*Spathodea campanulata*), and yellow elder (*Tecoma stans*), all found in this distinctive family. Various *Tabebuia* trees, or simply 'Tabs', commonly planted in Florida are also found in this family but one species was moved to the genus *Handroanthus* due to DNA studies. As they say, "You can't tell the players without a scorecard," so the following table should be helpful in sorting out how names have changed:

Old	New	Common Name
<i>Tabebuia chrysotricha</i>	<i>Handroanthus chrysotrichus</i>	Golden Trumpet Tree
<i>Tabebuia caraiba</i> or <i>Tabebuia argentea</i>	<i>Tabebuia aurea</i>	Silver Trumpet Tree
<i>Tabebuia heterophylla</i>	- No change -	Pink Trumpet Tree



Photos by David A. Fox

Trumpet Trees (*Handroanthus chrysotrichus*, *Tabebuia aurea* & *Tabebuia heterophylla*)



Photo by David A. Fox

HANDROANTHUS CHRYSOTRICHUS, GOLDEN TRUMPET TREE

In 2007 this species was moved from *Tabebuia* to *Handroanthus* during a taxonomic revision. This small- to medium-sized tree is native to coastal Brazil south to Argentina in the seasonally dry tropical biome. Here in Florida, it can live in Hardiness Zones 9 through 11 although references differ on whether Zone 9 is appropriate. Mature 25-foot-tall specimens in Gainesville survive periodic frosts, possibly because they are deciduous during the cold winter months. It grows best in full sun and well-drained soil.

Leaves are opposite, palmately compound, having five oblong leathery leaflets that are dark green above with golden pubescence below.

Flowers are a very showy yellow in spring before leaf-out. Trees in full bloom can be a real traffic-stopper! Fruit is a long thin pubescent pod containing scale-like winged seeds. The tree pictured below in Gainesville, FL did not flower in the spring of 2023, possibly due to ill-timed cold snaps during the winter and early spring but was in glorious bloom March 2024.



Photo by M.Aurelius - Own work, CC0, <https://commons.wikimedia.org/w/index.php?curid=58626382>

to Argentina in the seasonally dry tropical biome. In Florida, this small- to medium-sized tree survives best in Hardiness Zones 10a to 11 and was widely planted as a street and parkway tree in South Florida in the 1970s and 80s. It has fallen a bit out of favor in recent decades due to its weak wood and propensity to break up during wind storms.



Photo by Forest and Kim Starr, Starr Environmental, Bugwood.org

Leaves are opposite, and palmately compound with five to seven long slim silvery green leaflets. The common name also refers to the light gray rough bark.

The yellow trumpet flowers are very showy in spring prior to leaf out leading to one of its common names, Tree of Gold. Fruit is an elongated flat pod that splits open to reveal winged seeds that resemble fish scales when packed together.



Photo by David A. Fox

TABEBUIA HETEROPHYLLA, PINK TRUMPET TREE

Native to the Caribbean from the Bahamas through the Windward Islands, this tree thrives in the wet tropical biome where it is often grown for timber production. This small- to medium-size tree grows well in South Florida and the Keys (Hardiness Zone 10a to 11). Also known as White Cedar, it is the Territorial Tree of the British Virgin Islands where the wood was historically used to build Virgin Island sloops. In Florida, pink trumpet tree is often planted as a colorful accent due to the seasonal showy flowers.

The leaves are opposite, palmately compound, with typically 5 large rounded glossy leaflets. The large pinkish-white trumpet flowers have a pale-yellow throat and appear in spring, often along with the leaves in Florida. The fruit is a long slim pod that splits open to reveal the small papery winged seeds.



Photo by David A. Fox



Photo by David A. Fox

TABEBUIA AUREA, SILVER TRUMPET TREE

This species is native to central South America, coast to coast, from Brazil



Photo by David A. Fox

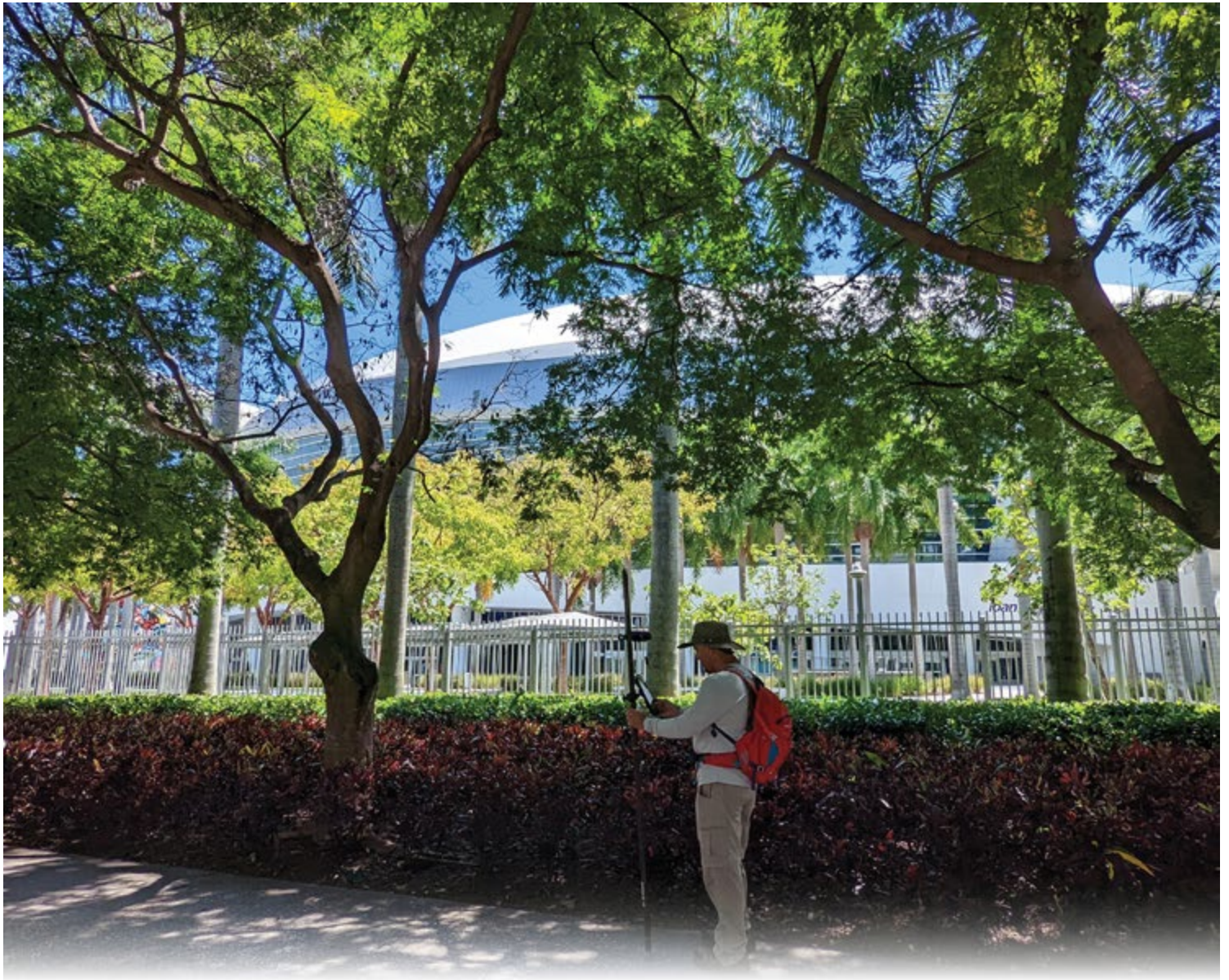


Photo by David A. Fox



Photo by David A. Fox

In summary, trumpet trees, collectively known as 'Tabs' despite the name change, can add a pop of color to many peninsular Florida landscapes where frost is rare. Their small to medium size lends them to residential yards, as street or parking lot accents, or in public parks.



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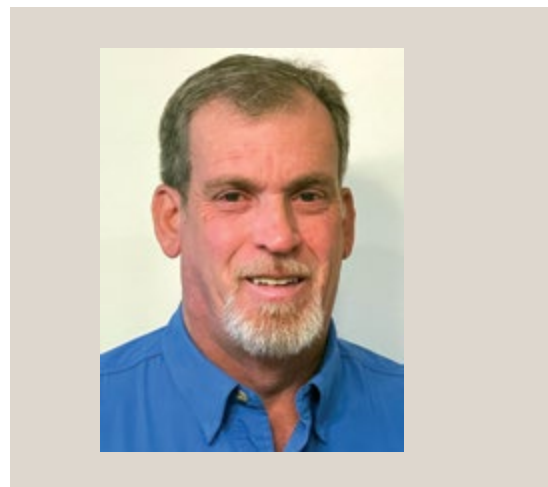
Meet the President

Meet John Snow – the incoming FUFC President for 2025. John is a seasoned FUFC member and a stout supporter for the FUFC. He has served on the FUFC Executive Board and the slate of officers for a number of years. One doesn't need to look hard to find John's footprint in the Strategic plan, Urban Forestry Institute (UFI) conference, regional workshops, S.O.A.P. initiatives, inside the pages of *The Council Quarterly newsletter*, *In A Nutshell* e-bulletin, social media content, and out-and-about the FUFC mission field.

John is the Senior Urban & Community Forester and owner operator for *Tree Check Up LLC*, serving homeowner associations, residential, and commercial properties. John specializes in developing management and preservation plans, tree risk assessments, management and preservation plans for trees and properties.

John has been involved with urban forestry as early as 1993 while attending college at Western Illinois University. John has been an ISA certified Arborist since 1996, and Board-Certified Master Arborist (BCMA) since 2005 – a pioneer 1st to pass the BCMA Exam. John is also a recent recipient of the "Certified Urban and Community Forester (CUCF)" credential now offered through the Society of American Foresters (SAF).

John is motivated when working with people who are passionate about trees, tree care, and the conservation of natural environments. It was only a matter of time before John would find the FUFC through the UFI conference. John understands how the FUFC mission, resources, and offerings can help further arboricultural careers. Active participation puts one in position to shape the future of Florida's green industry. It allows members to network with other



professionals and occupations. The management of urban forests requires a diverse, multidisciplinary approach which is exactly what FUFC offers. John truly understands his role when mentoring arborists and other tree care professionals with trees, urban forests, and developing the next generation of arborists and urban foresters.

John has ideas, experience, talent, drive, and now, as FUFC President, he has the urban forestry bull by the horns.

Scholarship Recipient



Congratulations to the FUFC's John P. White Memorial Scholarship recipient, Christy Cecilia Veronica Suhendy (Suzie).

She was selected to receive the Spring 2025 scholarship offered in partnership with the Florida Chapter ISA.

This scholarship was established to support education in the arboriculture/urban forestry industry through scholarships in the sum of \$1,250.00 per semester for qualifying students. Applications for the 2025 Fall Term must be submitted by June 15, 2025. Visit <https://fufc.org/scholarships/> for more details and to read a list of all of the recipients.



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FUFC – What Are We Talking About in 2025?

Submitted by the FUFC Strategic Planning Committee

What will the Florida Urban Forestry Council (FUFC) be talking about in 2025? We will be talking about seasonal transition; taking Florida by storm; strategic planning; UFI Conference; S.O.A.P.; Arbor Day Foundation programs; Workshops; FUFC Awards; Marketing; FUFC members; and other urban forestry topics.

Seasonal Transition: First and foremost, the FUFC will be talking about the rotation of positions and responsibilities inside the governing body. Routine changes follow the calendar year with staggering terms of elected and appointments positions within the Slate of Officers and Executive Committee members. For example, in 2025, Darryl Richard – 2024 FUFC President will slide over to the Immediate Past President position and will be passing the Presidential baton to John Snow – 2025 FUFC President. There will be some anticipated alignments and perhaps temporary vacancies. This is a great time to seek open positions and jump on board. Opportunity is never an orphan and vacancies don't stay vacant for long. Learn more "About Us" at <https://fufc.org>.

Taking Florida by storm: What you will find is that the FUFC is an assembly of allied organizations that share a vested interest in sustainable urban forest management practices and resilient urban forest resources. A brief introduction to the various organizations was provided in *The Council Quarterly* newsletters in 2023. Like the transformation of a tropical system to a hurricane, once drawn together and organized, we adopted a unified name and began to move. A slew of spaghetti models, forecasts, and possibilities will sprout out as to the exact direction the FUFC will move. The political climate,

the temperature of the waters, and atmospheric pressures upon the urban forest industry will bear down on the progress, momentum, and a path to follow. The FUFC strategic plan will provide the most accurate forecast. The FUFC 2025-2030 Strategic Plan will make landfall in 2025. Opposite that of a hurricane, the FUFC will have a positive impact on trees, forests, and communities.

Strategic Planning: The FUFC is now talking about the implementation of the 5-year Strategic Plan and the 2025 Annual Work Plan. In October 2024, Committee members rendezvoused for a Strategic Planning Summit to define decisive steps necessary to actively educate, grow, advance, and promote the FUFC in its mission to serve the people, places, and programs of urban forestry throughout Florida. The Education, Communication, Membership, Marketing, Awards, S.O.A.P., Executive Committees will be realigning their talent and experience to a cohesive effort set by a Strategic Plan. Full transparency of the FUFC Strategic Plan can be found at <https://fufc.org/strategic-plan/>.

The Urban Forestry Institute (UFI): The UFI committee will be talking about "Piecing Together Urban Forestry," with topics, subject matter experts, research presentations, ally organization representation, sponsors & advertisers, educational sessions, C.E.U.'s, and attendance inside a Whova virtual venue. The UFI is a two-day conference and training seminar for those involved with urban forest management and urban forest issues. The UFI conference is long-standing tradition for the FUFC, providing affordable education for a wide range of topics about urban forestry people, places, and professions. For a sneak peak to what the UFI has been all about, check out the "2024 UFI Review" inside *The Council Quarterly*

at <https://fufc.org/downloads/councilquarterly24v2>. To learn more about the UFI 2025 visit <https://fufc.org/urban-forestry-institute/>.

S.O.A.P.: In 2025 the FUFC will be talking about S.O.A.P. initiatives and funding for urban forest projects & programs. Staffing, Ordinances, Advocacy, and Planning will bring about the greatest return on investment for Florida communities. Whoever says, "money doesn't grow on trees" doesn't know our business. Learn more about S.O.A.P. by reviewing FUFC newsletters at <https://fufc.org/downloads/councilquarterly21v2.pdf>, and "Stump The Forester" inside <https://fufc.org/downloads/councilquarterly24v1.pdf>.

Arbor Day Foundation Programs: To thrive, urban trees and forests will require more than sunshine, soil, water, and a day of celebration. The FUFC joins the Arbor Day Foundation when nurturing an ecosystem of people, organizations, campuses, utilities, and municipalities who plan, plant, advocate, and care for urban trees. FUFC will continue to promote the Arbor Day Foundation's suite of tree-recognition programs; to include, Tree City USA, Tree Cities of the World, Tree Campus Higher Education, Tree Campus K-12, Tree Campus Healthcare, and Tree Line USA programs. Learn more at <https://www.arborday.org/communities/>.

Project Learning Tree - Florida: In 2025, the FUFC will be talking trees and about urban forest resources, advancement of environmental literacy, forest stewardship, and pathways to green industry careers. It is no surprise that in 2025 we will be talking with *Project Learning Tree-Florida (PLT-FL)*. PLT-FL is "Environmental Education" specifically designed for educators,

continues on page 13

teachers, parents, and community leaders working with youth. FUFC joins PLT-FL in the efforts to create a future generation that values the natural world and has the knowledge and skills necessary to make informed decisions, and to take responsible actions to sustain forests and the broader environment.

As is our mission, FUFC will be collaborating with University of Florida Extension Service, the Florida Forest Service (FFS), and Sustainable Forestry Initiative (SFI), and other

organizations in support of PLT-FL sponsoring educator trainings, meetings, conferences, and the development of teaching materials for educators.

FUFC Awards: The FUFC will be talking about outstanding professionals, tree advocates, urban forestry projects and programs, utility arboriculture, and lifetime achievements through the FUFC annual Awards program. The FUFC recognizes achievements of organizations and individuals in their efforts to manage, promote,

educate, and advocate for urban forests in Florida communities. Are your outstanding people, places, and programs being recognized, announced, celebrated, and awarded? Find out more about the *Friends of Our Urban Forest Awards* program at <https://fufc.org/awards-information/>.

.....
“Join the “who’s who” in Florida’s urban forestry community by becoming a member and joining the FUFC. Stand up, stand out, and be recognized.”
.....

FUFC Members: Of course, we will be talking about growing an upward trending membership base by expanding our audience and impact for FUFC projects and programs. The FUFC will be talking

about members with FUFC member spotlights, awards, social media posts, and other member recognition opportunities. Join the “who’s who” in Florida’s urban forestry community by becoming a member and joining the FUFC. Stand up, stand out, and be recognized.

FUFC Marketing: The FUFC will continue progress on Florida’s urban forestry puzzle by gathering the pieces and putting them in place. This will require the enhancement of existing partnerships with member

organization and cultivating partnership opportunities with allied and like-minded organizations.

Other topics: Other topics of discussion can be found within the agenda for the UFI conference; regional workshops; *The Council Quarterly* newsletters; *In A Nutshell* monthly e-bulletins; dedicated social media sites; and during the FUFC Executive Board meetings. Lean in, speak up, roll up your sleeves, and join the tree-talk. We got work to do.



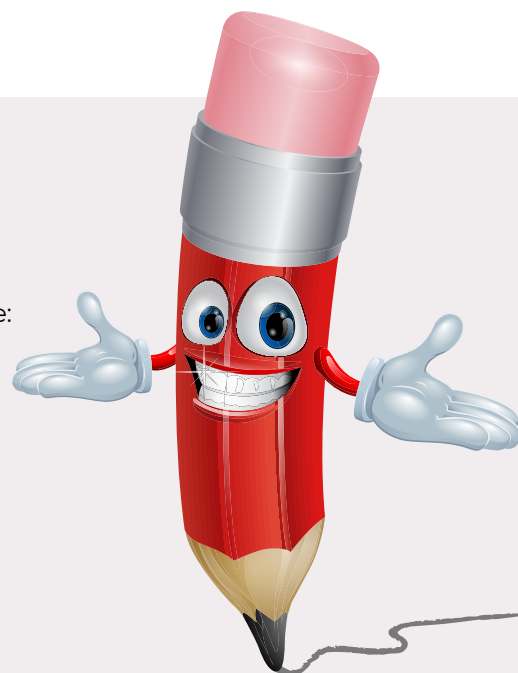
Request for Articles

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.

Thanks for contributing!



2024 Friends of Our Urban Forest Awards Program

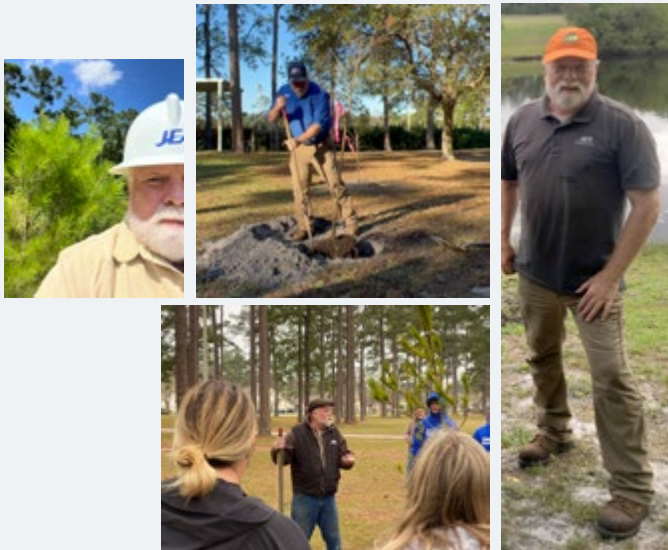


FUFC AWARDS PROGRAM:

Throughout Florida, urban forestry programs and initiatives are always underway. The Florida Urban Forestry Council's "Friends of Our Urban Forest" awards recognize achievements, organizations, and individuals advocating and promoting community and urban forests. Are your people, places, and programs being recognized, announced, and celebrated? Does your community forest have outstanding people and programs? Have you ever applied for or submitted an award nomination to the Florida Urban Forestry Council? You can find out more about the Friends of Our Urban Forest Awards program at <https://fufc.org/awards-information/>.

2024 FUFC OUTSTANDING PROFESSIONAL:

The Florida Urban Forestry Council is pleased to announce **Joe Anderson** the 2024 Outstanding Professional Award.



Joe has been recognized due to his outstanding contributions and professional commitment to urban forestry, utility arboriculture, and the community he serves. As a Vegetation Management Specialist, Joe is a member of a Vegetative Management team that oversees the utility arboricultural practices and operations of JEA – Jacksonville's Utility provider. Joe holds a Forest Resource Management degree from the College of Environmental Science and Forestry, at Syracuse, N.Y. He is an ISA Certified Arborist, FUFC and FL-ISA Board Member, FUFC Past President; recipient of the 2023 FL-ISA Excellence in Education Award; and an "above and beyond" liaison for Greenscape of Jacksonville – Jacksonville's premier non-profit, tree advocacy group.

Joe has a passion for urban forestry and participates in various local and statewide urban forestry initiatives. His professionalism and good nature make him an outstanding recipient.

2024 OUTSTANDING TREE ADVOCATE:

The Florida Urban Forestry Council is pleased to present **Mark Cassini**, Co-Founder and Executive Director of Community Greening (CG), the 2024 Outstanding Tree Advocate award.

The Tree Advocate award recognizes Mark's exceptional contributions to urban forestry in South Florida. In 2017, recognizing the region's need for a larger tree canopy, Mark co-founded the award-winning "Community Greening" urban forestry non-profit organization, which has since planted over 20,000 trees in Palm Beach and Broward Counties. His efforts have led to growing collaboration with local cities on tree planting initiatives to build vibrant urban forests. Mark also nurtures future environmental leaders through the CG Youth Tree Team and regular volunteer events. Additionally, Mark actively contributes as a speaker in the Lynn University Impact Series, inspiring students to engage with the United Nations Sustainable Development goals.



continues on page 15

OUTSTANDING URBAN FORESTRY PROJECT:

The Florida Urban Forestry Council is excited to present **Pompano Beach Youth Sport Complex** with the 2024 Outstanding Urban Forestry Project Award.

The main objective of the Youth Sports Complex project was to preserve green space for public use into the design of a multi-use sports complex. Other objectives and benefits include natural wooded areas for passive recreation, aesthetics, wildlife habitat, water conservation, and stormwater management. The innovative project incorporated the preservation of nearly 200 large mature, native trees; the relocation of 29 large existing native trees; and urban forestry management practices, into the design of renovated sports fields, community center, parking, and open space. The complex

links to other recreational parks, trails, and residential neighborhoods. The project is perhaps the largest tree preservation and relocation project in the City's history. The project was a culmination of years of urban planning and preservation efforts. The multi-disciplined design team was led by the City's GO Bond and Urban Forestry teams, landscape architects, designers, arborists, planners, engineers, and other community stakeholders.

The design of the Youth Sports Complex project is the jewel of Pompano Beach's park system and stands as a testimony of the City's commitment to sustainability, environmental stewardship, resource efficiency, and service to resident communities.



OUTSTANDING URBAN FORESTRY PROGRAM:

The Florida Urban Forestry Council is pleased to present the **Take MAR (More Action for Regeneration)** program with the 2024 Outstanding Urban Forestry Program award.



Over the past four years, Take MAR has made significant strides in urban forestry in Tampa Bay. The organization planted over 400 native trees, including 200 along the Pinellas Trail, and focused on long-term care through a dedicated team of volunteers. After hurricanes Helene and Milton, Take MAR quickly assessed the health of its trees, ensuring their resilience. By year 4, the organization's volunteer-driven model and commitment to sustainability earned it the Outstanding Urban Forestry Program award, recognizing its positive impact on the environment and community.

OUTSTANDING TREE ORDINANCE:

The Florida Urban Forestry Council is pleased to congratulate the **City of Fort Lauderdale** with the 2024 Outstanding Tree Ordinance award.

The City of Fort Lauderdale, a Tree City USA for 45 years, aimed to enhance its tree canopy to 33% by 2040 while addressing concerns over the removal of mature and old growth trees due to development. In response to public outrage, The City recognized that its outdated mitigation fees for tree removal needed revision. Working with community activists, the City updated its Unified Land Development Regulations (ULDR) to strengthen tree protection standards. The revised ordinance, approved in October 2024, includes stricter criteria for protecting specimen trees, increased removal fees, and credits for retaining and safeguarding trees during development.



LIFETIME ACHIEVEMENT AWARD:

The Florida Urban Forestry Council is pleased to announce **Dr. Don Spence** with the 2024 Life Time Achievement Award.



Throughout a 30+ year career Don has been an outstanding advocate for tree care and preservation. He has worked with homeowners, municipalities, and developers to promote healthy trees and urban landscapes, providing guidance through talks, field trips, and landscape designs. Don's volunteer work spans various environmental organizations, including the Sierra Club and the Environmental Council of Volusia and Flagler. Don is the "go-to" expert on trees and plants. With a Ph.D. from the University of Florida, he has authored several publications and developed his own consulting firm focused on Florida's native landscapes. In his role as a faculty member at Flagler College, Dr. Don continues to inspire students through tree management projects and his passion for teaching the next generation of environmental stewards.



OUR TEAM

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ERIC HOYER, CA, RCA, TRAQ, WRRQ

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CHARLIE MARCUS, CA, TRAQ

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New and renewed members through December 2024. Please let us know if we fail to mention your name or have it displayed incorrectly.

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Tamron Fernandez
Anthony Coody
Nick Fanelli
Andrew Marquis
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UTILITY
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COMMUNITY GREENING
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Shelby Fischer
Adriene Tynes
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Michael Lousias
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CITY OF TAMPA PARKS
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JEA
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Sam Dunbar
Joe Pazzalia
Greg Preston
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NAPLES GARDEN
Nick Ewyer
Brian Galligan
Britt Patterson-Weber
Isabel Soto
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OSCEOLA
Terry Kincaid

SFFGS
Amanda Tanner
Michael Andreu
Basil Iannone

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

TREE INC TAMPA BAY

UNIVERSITY OF FLORIDA
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Stephanie Cadaval
John Roberts

WINTER HAVEN

PROFESSIONAL

Abdias Dalisma
Alison Walker
Amanda Claxton
Ander Alvarez
Andrew Malmquist
Anthony Gross
Arpan Patel
Beverly Cline
Bonnie Stine
Brian Dick
Brian Voelker
Bryan Morales
Buck Rollings
Carol Mini
Casey Hogan
Casey Lee
Charles Carr
Cheryl Callender
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William Fowler
Yasmin Rodriguez

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Arnaldo Fernandez
Carla Wells
David Fox
David Wing
Dawn Sinka
Derric Tay
Frank Krens
Jan Bel Jan
Lou Shepherd
Monica Campos
Nicholas Jerry
Patricia Stefun
Stacey Kaufman
Susan Emala
Tracey Arpen

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Elise Willis
James Rose
Lillian Dinkins
Melisa Becirevic
Paul Luzuriaga

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Celeste White

Become a Member!

By joining the FUFC 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.

FUFC Past Presidents

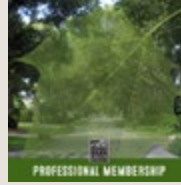
Darryl Richard.....	(2024)
Carolyn Cheatham-Rhodes.....	(2023)
Erin Givens.....	(2022)
Joe Anderson.....	(2020-2021)
John Harris.....	(2018-2019)
Linda Seufert.....	(2016-2017)
Justin Freedman.....	(2015)
Ken Lacasse.....	(2014)
Elizabeth Harkey.....	(2013)
Mary Lou Hildreth.....	(2012)
Jerry Renick.....	(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.)



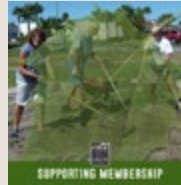
Tree Advocate/Individual @ \$20.00

(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.)



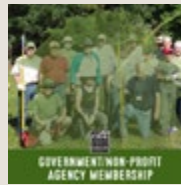
Supporting @ \$200.00

(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.)



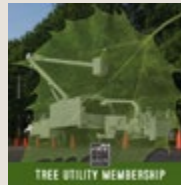
Government/Non-Profit Agency @ \$100.00

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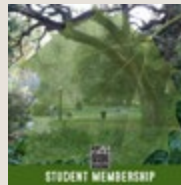
Utility Partner @ \$349.00

(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.)



Scan the QR code to join
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2025 FUFCC Executive Committee Members

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Florida League of Cities
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Stefano Alvernia, *Appointed Position*
Advisory
Winter Park

Joe Anderson, *Appointed Position*
FL Chapter ISA
JEA – Jacksonville, FL

Carolyn Cheatham-Rhodes, *Appointed
Position*
Pinellas County Public Works

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

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

Lillian Dinkins, *Appointed Position*
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Gainesville

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Port Orange

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

Andrew Marquis, *Elected Position*
Utility Arborist
Duke Energy - FL

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

Eric Muecke, *Appointed Position*
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Urban Forestry Manager, City of
Tampa Parks & Recreation

Robert Raze, *Appointed-Advisory
Position*
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FL Project Learning Tree
Gainesville, FL

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

Brian Voelker, *Elected Position*
Private Arborist, Chen Moore and
Associates
Fort Lauderdale

Josh Weiner, *Elected Position*
Tree Advocate
Community Greening

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

Todd Little
Liaison – Florida Forest Service
Tallahassee

Matt Kennard
Liaison – Florida Forest Service

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Courtney Fegter - AAM



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

E-Mail: info@fufc.org

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