

Arborescence

THE OFFICIAL PUBLICATION OF THE MINNESOTA SOCIETY OF ARBORICULTURE

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WINTER 2011



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**Want to Contribute
to Arborescence?**

MSA is looking for a few good people. Okay, not just a few. But if you are passionate about this industry and want to share that enthusiasm, we are looking for the following: writers, committee members and photo's. Please contact Heidi Van Schooten.

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President's Message

Face of the MSA

Who is the face of the MSA? The President? The Executive Secretary? The Tree climbing champions? I like to think that the membership is the face of the MSA. Everyone from our organization is a representative (of the MSA) to the public and other professionals. We may not talk about the MSA in every discussion but, we can get the name out there.

Advertising your professional memberships is good for business and for the organizations. Putting the logo or name of the MSA, ISA, TCIA, MNLA, etc in ads and on business cards can make the face of these organizations stronger. These logos show a knowledge of and commitment to our industry.

ISA credentials show a commitment to education. If you hold any of the ISA Certifications, you need to qualify for recertification through continuing education units (CEUs). Certification is not the be-all end-all, and not a guarantee, but it is a good place to start. If we have good arborists getting certified and displaying that certification it makes that credential stronger.

I suggest we all try to make our organizational face a little stronger. Put your organizations and credentials on your vehicles and advertisements. Wear the patches on your jackets, and the stickers on your helmets. It is something to be proud of and will also help strengthen our industry.

Keep learning and be safe.

Pierce Wasmund

Welcome New Members!

New members as of December 2010

Heath Bredeson, Minneapolis, MN
Brian Dold, Chaska, MN
Daniel Gjertson, Waconia, MN
Steven Hengel, Rochester, MN
Christopher James Kramer, City of Winona Parks & Rec.
Scott Kruse, City of St. Paul Forestry
Brad Shearer, Wright Tree Service
James Veiman, Hugo, MN
Shelly Wollerman, Steven Bassett Inc
Keith Yetzer, Yetzer Tree Service
Kathryn Zuzek, Victoria, MN

Newly Certified by ISA

Certified Arborist

July 2010

John Ancel
Kevin Blank
Adam Frank
Shawn Howard
Travis Isaacson
Roger Kraft
Susan Kraft
Bonnie Mackin
Mark Van Beek
James Veiman
Ronald Vieths

October 2010

Anthony Annattone
Stan Bratt
Randy Dahl
Daniel Gullickson
Chris Kramer
Brian Lawrence
Louise Levy
Ryan Schwochert
Joseph Thate

November 2010

Heath Bredeson
Darren Guthmiller
Steven Hengel
Clark Johnson
Justin Madsen
Stephen Merth

Utility Specialist

James Neeser

Congratulations to Jay Maier, Rod Rodman and Jim Vaughan

New MSA Treasurer, Secretary and COR

Thank you to the all of the members who took time to vote, there were a total of 94 votes cast.

Jay Maier, Owner of Maier Forest and Tree, elected as MSA Treasurer, received 86 votes.

Rod Rodman, Owner of Four Seasons Tree Service, elected as MSA Secretary, received 60 votes.

Jim Vaughan, City of St. Louis Park, elected as ISA COR, received 88 votes.

Special thank yous to all who participated in the election process as nominees.

ISA Update

Jim Vaughan,

Council of Representatives (COR) – MSA representative

I'd like to thank you for electing me to serve on the new Council of Representatives (COR) to ISA. I have big shoes, among other things, to fill as a replacement to Ralph Sievert, who so admirably performed in this similar capacity for many years – Thanks Ralph!

Under Ralph's tenure, the ISA representative from MSA was an ISA Board member, but that has changed. Now we provide a COR member (I'm one of 45) that serves as a liaison to the Board, but represents our chapter. Whereas when Ralph served as a Board member, he was responsible to the Board and it's function, along with 60+ other Board members – truly do you think they got much done (I know Ralph was effective in conveying our local perspective (Dr. NO anyone?), but I can't doubt everything got lost or muddled with a Board that large). Now as your COR member, I am responsive to you, lobbying the Board on our behalf and interest.

The Board "fix" is now here, in the form of a streamlined Board that is down to 15 members. Everyone is hoping and anticipating that the Board, in this new format, can

facilitate, produce and implement initiatives in a streamlined fashion. Each year will provide opportunity for new Board membership, if you are so interested (let me know).

The initiatives for the Board to pursue come from all of us and that's where you can help. Please let me know of any concern or direction you'd like to see ISA pursue and I will convey our message to COR and the Board.

As a final plug, remember the ISA Annual Conference will be held in Sidney, Australia, July 23 – 27, 2011... it is a haul and will be rather expensive, but after all, we are an international organization!

I am honored to represent you and look forward to hearing from you.

Jim Vaughan



What's New In Certification?

By Gail Nozal, Certification Chair

As the MSA grows and expands, so does the International Society of Arboriculture Certification Program. The ISA continues to improve their 18 year old certification program by continuing to expand the program and make updates. Last year, the ISA Certification Program received their ANSI/ISO/IEC 17024:2003 accreditation. This is the only arborist certification program of this caliber anywhere in the world. Even with the growth of the program, the number of those taking the exam dropped slightly as compared to a few years ago. This is consistent with other chapters in the US. The addition of computer-based testing has provided some flexibility to those wanting to test and not to wait for a scheduled classroom exam.

One of the new items many Certified Arborists may have noticed over the past year is that to renew their certification they are now required to sign an ISA Ethics Agreement. This isn't just another item to keep everyone busy; this is taken seriously. Just in the past year, several ethics violations have been reported to the ISA Certification Staff and Board. The ISA Certification Board has followed up on the complaints, resolved some, dismissed others and some

are still under review. Everyone may not be aware of this, which is why we thought it would be good to bring it to your attention. For more information on this topic, please go to: http://www.isa-arbor.com/certification/resources/cert_Ethics_RepresentationsAgreements.pdf.

On another note, a new qualification is in the works. Over the past year volunteers have been working to develop the Tree Risk Qualification. Look for more information from ISA about this new program and for the training that will be accompanying this qualification.

Remember ISA CEU credits are available throughout the year. ISA CEUs can also be provided for in house training as well. All I need is about 30 days notice and an agenda with the content of the event. gnozal@frontiernet.net

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Control pests, prevent disease

Since 2001, Direct-Inject applications of Pointer have saved thousands of trees from Emerald Ash Borer, preventively and curatively, even in heavily infested areas. Also effective against adelgids, aphids, Pine Park Beetles, and many other destructive pests. A single application provides year-round control.

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With the Wedgle Direct-Inject trunk injection unit you can treat almost any tree in five minutes or less. No drilling, no guarding, no waiting. Treat more trees every hour and boost your profits with every tree you treat.

Don't drill...Direct-Inject!

This is the only no-drill injection system. It protects tree health and eliminates the permanent wounding caused by drilling. No drill or power required.

Trust in proven field results

Talk to anyone who's used the Wedgle Direct-Inject system. They will tell you there is no better way to control EAB and no better way to make money.



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2010 Minnesota Community Forestry Awards

By Lara Newberger and Tina Markeson

The first annual Minnesota Community Forestry Awards were presented on October 7, 2010 at the MSA Fall Workshop. This is the first year MSA and MNSTAC combined their awards. The recipients were presented with a work of art created by Tom Peter with Respectful Transitions. Thank you to the nominators Jessica Savage, René Jones Lafflam, Greg Krogstad, Louise Levy, and Claire Kari for recognizing the greatness in others and for seeing their efforts and achievements as extraordinary.



Presidents Award

Awarded to Ralph Sievert

For generously donating your time and talents to the MSA especially serving as ISA Director



Volunteer Service Award

Awarded to Judy Gibbs (Photo Unavailable)

For Marshaling the Community Forestry spirit in Duluth into a motivated and well trained volunteer corps



Outstanding Project Award

Awarded to Gary Johnson, **Tree Care Advisor Program**

For being a great teacher, generous mentor, and an inspiring leader to the relevant and long-lasting TCA program



Treescaping Award

Awarded to RNeighbors

For enabling citizens to improve their community and advocate the importance of sustainably urban forestry



Outstanding Project Award

Awarded to Great River Greening, Million Acorn Challenge II (Photo Unavailable)

For actively engaging youth to learn about natural heritage, become environmental stewards, as well as gain conservation knowledge



Practitioner's Award of Excellence

Awarded to Dr. John Lloyd

For his commitment to educating aspiring arborists



Leadership Award

Awarded to Ken Simons

For over thirty years of steadfast commitment to the advancement of MN Community


TREE Fund update, January 2011

By Mary DiCarlo

The TREE Fund turned the page on the new year with its events staff already in high gear. Doors open at 7:30pm February 20 for the TREE Fund's 2011 Raise Your Hand for Research live auction at the North American Tree Conference in Savannah. This event, traditionally a major fundraiser for the TREE Fund, also features a 2-day silent auction and a split-the-pot cash raffle. If you can't make it to Savannah, online bidding for a variety of travel opportunities, artwork and collectibles opens January 20 at www.treefund.org. Major sponsorship for the 2011 auction is provided by ISA and SherrillTree.

The 2011 STIHL Tour des Trees features an autumn tour of Virginia October 2-8, a welcome change from almost anywhere in July! The "VA2DC Tour" opens with a 30-mile recreational Ride for Research in Virginia Beach, VA on October 2. Highlights of the VA2DC Tour include a private tour of STIHL's production plant in Virginia Beach, a cycling tour of historic Williamsburg/Jamestown, dinner with the members of the Mid-Atlantic Chapter of ISA during their annual conference, 65 miles of unsurpassed scenery on the Shenandoah Valley's famous Skyline Drive, and visits to the National Arboretum and the National Mall in Washington DC at the Tour's conclusion on October 8. Major sponsors to date include STIHL, KASK Helmets, The Davey Tree Expert Company and Casey Trees. Registration for the 2011 Tour is open! Sign up to ride, donate or sponsor the event at www.stihltourdestrees.org.


The TREE Fund Board approved at its December meeting three new Trustees to replace retiring Board members Kristin Wild, Ruth Stein and David McMaster. New Trustees include Mike Weidner, president and CEO of ACRT, Ed Macie of the US Forest Service, and Lawn & Garden Media Solutions' Brent Gardner, who has produced numerous videos spotlighting the Tour des Trees in 2009 and 2010.



Oct 2 - 8, 2011 VA2DC

ride • volunteer • donate

www.stihltourdestrees.org



Day 6: Approx 95 mi
Front Royal to Reston

Day 7: Approx 35 mi
Reston to Washington, DC

Day 5: Approx. 100 mi
Charlottesville to Front Royal via Skyline Drive


Day 4: Approx 90 mi
Richmond to Charlottesville

Day 3: Approx 85 mi
Williamsburg to Richmond


Day 2: Approx 50 mi
Shuttle to Williamsburg, Williamsburg/Jamestown Loop


Day 1: Approx 30 mi
Ride for Research VA Beach loop

Title Sponsor



Silver Sponsor





www.treefund.org

Climbers' Corner

Brr...! Chilly!

By Sam Kezar

North American Training Solutions

It's winter now in Minnesota, and for some of us that means climbing and working hard in the snow and cold. But for others, it means time behind the plow or down time to fix gear and prepare for next season. Therefore, I would like to share some tips on climbing and working in the cold.

Working in the snow and cold can be a challenge. There are several small things, however, that you can do and wear that can make a big difference. For me, it comes down to my feet, hands, and neck. If they are warm, generally I am warm. For the feet, I find there is nothing better than Smartwool socks or some other type of real wool sock. Sometimes a polypropylene sock as a first layer can help wick away the extra moisture. What I find most important for my feet though, is that they not sweat until I am out in the cold, ready to work. In other words, try not putting on your heavy socks or warm boots until you are at the job site, and maybe even take the boots off between work sites. Doing this gives your feet a chance to breathe and not sweat, which will keep them comfortable. Also, the heat from your truck while driving will drive the cold from outside of the boot into the boot making your feet colder.

My hands react the same as my feet. If they sweat, then they get cold. In most situations, I find less on my hands is more. I have found that what keeps my hands the warmest is keeping my core and arms warm. By having an undershirt that covers my wrists, along with keeping the cuffs of my jacket loose, the cold air stays off of my wrists and the heat from my body radiates towards my hands. Then just a single insulating layer is often enough for my hands to function, breathe, and stay comfortable.

Finally, the most important part in staying warm in the cold is keeping my neck and core warm. Search around and find a good quality neck gaiter that blocks the wind and prevents your body heat from escaping out the top of your jacket. For your core, dress in layers, trying to avoid cotton as much as possible. Additionally, a thin layer or jacket that blocks the wind but is breathable will help.

Staying warm while working in the cold can be tricky and often takes awhile to find out what works for you personally to stay warm. For me, it's all about keeping my feet dry until the work starts, not going overboard with gloves, having multiple layers over my core, and a neck gaiter to stay warm in the cold. Have a great new year and stay warm!

Sam Kezar, safety consultant with Aspen Arboriculture Solutions, LLC, is an ISA Board Certified Master Arborist and a Certified Treecare Safety Professional. He can be reached via email, sam@aspenarbo.com





MSA Day of Service, November 11, 2010



Professionalism is a return on investment!

By Anne Jerutka, ISA Certification Manager-Compliance & Promotions

The Mark... Take Ownership, protect what is yours!

When you hold something of value, such as a certification, people not only want it but it attracts some to want to steal it. This holds true for just about anything, maybe a chainsaw left at a job site, or in this case, the use of ISA's registered certification trademarks. It is unethical and inevitable!

After running this year's statistics, it was incredible to see how many individuals felt that they could get away with using our certification logos in hopes that we would never find out. What most probably didn't think of is that when competition is fierce and the going gets tough, the people that have earned the rights to use the ISA trademark take ownership and protect what is theirs. ISA receives reports of false advertisement on a daily basis, mostly in the form of phonebook ads, links to websites, or business cards, all filled with deceptive advertisements. We have trademarked all our certification logos to obtain ownership and the right to take all measures necessary to protect what they stand for. Certified individuals should be proud to advertise their credential through the use of our trademark. It lets certified professionals stand out amongst other tree care specialist, helps the consumer narrow down their selection, and shows dedication.

It needs protecting in order to prevent others from loosely using it to advance in their profession and from having unknowledgeable individuals jeopardize your reputation. We take misrepresentation very seriously because obtaining and maintaining your certification takes time, money, knowledge, and experience. It is very upsetting to hear that a Certified Arborist bid on a job, later to find out the competition misrepresented their certification and got the contract.

We recognize the potential value we would be losing by not protecting our certification trademarks so ISA increased its compliance staff to accommodate the number of false advertisements that get reported to our office. This is a value to the credential holder when we, too, take ownership of our certification trademarks and are not afraid to protect them and the individuals that have earned the right to use them.

Any certification trademark violation and/or misuses received in our office get followed up on and reviewed for validity. Proof is gathered, documentation is filed, and unless the matter gets resolved in a professional manner,

it is ultimately turned over to our attorney. Notices are sent letting them know that they are in violation of our federally registered trademark and that it is against the law to infringe on a mark that is owed by ISA. They have 15 days to contact us and let us know when we can expect to see compliance and proof of correction. Further measures are taken if no contact is made and possible attorney fees can become the responsibility of the violator.

The Code... Professionalism protects your investment and speaks for itself!

ISA received the ANSI Accreditation, ISO 17024, for the ISA Certified Arborist Certification earlier this year and that led to the implementation of the Code of Ethics. ISA is in the process of getting all current Certified Arborists to sign the agreement, consenting that they have read and understood what is expected of them, and that they are aware of the professional standards set in place.

The Code of Ethics policy was created for the Certified Arborist certification in order to better the credential for those that have chosen to make arboriculture their way of life. It is intended to serve as a central guide and reference for arborists in support of their day-to-day decision making. It is meant to define our organization's mission, values and principles, linking them with standards of professional conduct and industry standards. This document is an important communication tool to help sustain consistency around the world and create an even playing field for all ISA Certified Arborists. It not only serves as a professional resource for arborists, but also those served by Certified Arborists.

Whether you have signed the code of ethics yet or not, see it as a positive addition to the program. It protects you from a competitor's unethical behaviors and them possibly jeopardizing the reputation that you have worked hard to establish. When talking to customers, use the code of ethics to show that these situations will not go unnoticed and view it as a safeguard set in place to assure that everyone is held accountable for their own actions. Stand amongst the professionals that can see arboriculture for all it can be, and make newly certified arborists feel confident that they are entering a respectable profession.

Featured Tree Series

By Dr. Dale E. Herman

Dept. of Plant Sciences, North Dakota State University, Fargo, ND

Prairie Statesman® Swiss Stone Pine - Pinus cembra 'Herman'

Once this winter-hardy five-needle pine species, native to the Alps, becomes better known to the public, it will become a popular landscape tree. This cultivar is a very beautiful, stately tree. Its lateral branches curve markedly upward and slightly inward, resulting in a narrowly-erect, strikingly-dense growth habit. Color of needles year-round is a rich emerald-green, with silvery-blue overtones.



A1. Narrowly upright, densely compact growth habit

This singularly outstanding specimen tree for yards and parks is being propagated by nurseries and is now available for landscape plantings. It is very difficult to match the elegance of this North Dakota State University introduction with any other conifer in the landscape.

Trees grow 25 to 30 feet tall in about 20 years. Prairie Statesman® Swiss Stone Pine is hardy to USDA zone 2b-3 and is propagated by side grafting.



A2. Close up of emerald-green needles, with silvery-blue overtones.



2011 Minnesota Chapter Tree Climbing Championship

(Qualifying event for the ISA TCC)

Sat. May 21st and Sunday May 22nd
Silver Lake Park
702 West Silver Lake Dr., Rochester, MN



The Minnesota Society of Arboriculture Tree Climbing Championship welcomes professional tree climbers of all skill levels.



Winners will be eligible to compete at the ISA Tree Climbing Championship in Sydney, Australia on July 23 - 24, 2011



Men's and Women's divisions.

Pre-registration and fee payment is required:

MSA Member: \$75

Non-member: \$115 (fee includes MSA membership, required for competition)

For further information contact:

George Welles, Northeast Tree, Inc.	e-mail: George@northeasttree.net	ph: 612-910-8274
Lynn Welles, Northeast Tree, Inc.	e-mail: Lynn@northeasttree.net	ph: 612-910-8280
Northeast Tree, Inc.	e-mail: sales@northeasttree.net	ph 612-789-9255



Mission Statement of the Tree Climbing Championship Committee:

To promote proper and innovative arboricultural climbing techniques and equipment through friendly competition and fun educational activities.



MSA
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Important Dates

Visit www.msa-live.org to learn more.

Rochester Arborist Workshop

February 17
Rochester International Event Center

Minnesota Shade Tree Short Course

March 15-16
Bethel University, Arden Hills

Arbor Day!

April 29

Tree Climbing Championship

May 21-22
Silver Lake Park, Rochester

Festival of Trees

May 21-22
Silver Lake Park, Rochester

ISA 86th Annual Conference

July 23-27
Sydney, Australia

EXAM DATE	LOCATION
02.16.2011	Rochester
04.02.2011	St. Louis Park
05.20.2011	Alexandria
07.22.2011	Cottage Grove
10.05.2011	Chanhausen
12.09.2011	Minneapolis