

ROCKY MOUNTAIN Arborist

THE ISA-ROCKY MOUNTAIN CHAPTER PUBLICATION

THIS OLD FENCE RIDER

By Bill Cassel

Gene Eyerly, long time member and former Board Member of the Rocky Mountain Chapter ISA passed away in late January at the age of 88. Gene was also a member of the Associated Landscape Contractors of Colorado, Colorado Nursery and Greenhouse Association and the American Society of Consulting Arborists. He was one of the first full time Landscape Appraisers in the country.

Born and raised in southwestern Iowa and following two stints with the U.S. Navy, Gene returned to school and entered the landscape business as a designer and contractor. Stan Brown Sr. of Alameda Wholesale Nursery gave Gene his first Colorado job. Gene also worked for Lew Hammer Inc. as a construction manager installing and building everything from residential lots to golf courses.

He first got into the landscape appraisal business “almost by mistake” as he once told me. Clients began asking the value of damaged trees and shrubs. No one else had the answer, so Gene took it upon himself to ask fellow professionals from around the country.

As a part time “garage tinker”, Gene was most interested in finding a tool or method to make work easier and more efficient. Gene held a patent on mechanical tree spade equipment and an angled pair of bolt cutters to remove the wire baskets once the plant was in the planting pit.

He was most proud of his “Doodle Golf” course, a small pad of paper with a nine-hole golf course printed on it. It was best played during recreation time at the nineteenth hole with a couple of cold adult beverages.

In addition to his professional memberships, Gene served on numerous Board and Committees including the Colorado Department of Agriculture, Colorado State University and Denver Urban Forest. Gene was honored with numerous awards from various industry associations, and was a founding member of Green Industries of Colorado.



Gene served many years as a “behind the scenes” reviewer of various Green Industry publications that we have grown to use every day in our work. Gene spent countless hours working with Dr. Richard Harris on the Eighth Edition of the Guide for Plant Appraisal, the first plant appraisal guide allowing individuals to determine regional costs. Gene’s background as a designer, nurseryman, contractor and arborist gave him years of experience to assist in the development of this book.

Gene was as honest as the day is long. Sometimes professionals found themselves across the table from Gene in legal cases, but they knew he would be fair. Gene once told me he was most proud of the work that he and his best friend Dr. James Feucht completed in getting Ground Sterilants off of the market from homeowners and into the hands of professional applicators. He did once complain that he won-

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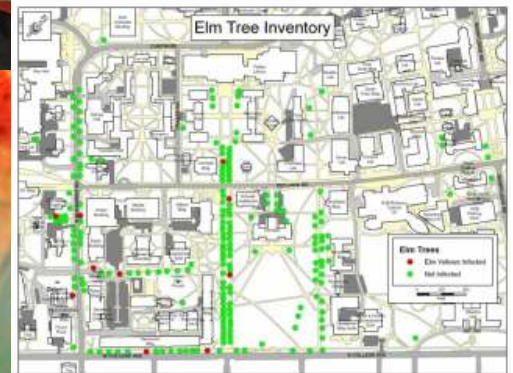
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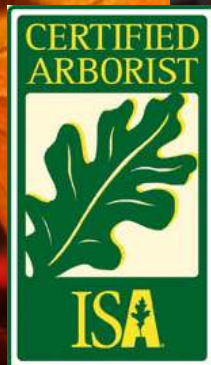
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EDITORIAL POLICY

Articles: Rocky Mountain Arborist is published quarterly by and for the International Society of Arboriculture-Rocky Mountain Chapter, consisting of Colorado, Montana, New Mexico, and Wyoming. You are cordially invited to submit articles concerning arborists and arboriculture; the study, use and care of trees. Articles dealing with subjects of broad interest to arborists and green industry professionals. Articles need not be based on primary research. Articles in the Rocky Mountain Arborist are not copyrighted; however, permission for reprinting should be obtained from the author with Rocky Mountain Arborist cited as the source. All articles are reviewed for publication. The ISA-RMC does not pay for this publication. Articles should be between 1-4 single spaced pages, may also be longer pieces considered but may be published in two consecutive newsletter issues. Information sent electronically or submitted on disk is highly appreciated but not necessary.

Photographs: Photographs, prints or high-quality digital imagery (jpeg), may be submitted for inclusion within the newsletter. Pictures dealing with all aspects of trees and tree care will be considered. Work should be labeled with name, address, and phone number. Include description of work and location. Pictures will be returned after publication upon request.

Letters To The Editor: Letters must address the content of articles or raise legitimate concerns about current arboricultural issues. Letters should never be used as a vehicle for personal attack. Legitimate disagreements are acceptable, but must be addressed appropriately. Please send all articles to the Editor, Michael Swanson (michael.swanson@denvergov.org)

Subscription is by membership in the ISA-RMC. Dues are \$52 per year. Combined International and Chapter membership is \$177 per year.

THE ISA-RMC MISSION STATEMENT

Through outreach and education, foster an appreciation for trees in the Rocky Mountain Region and support the practice, technology and research of arboriculture.

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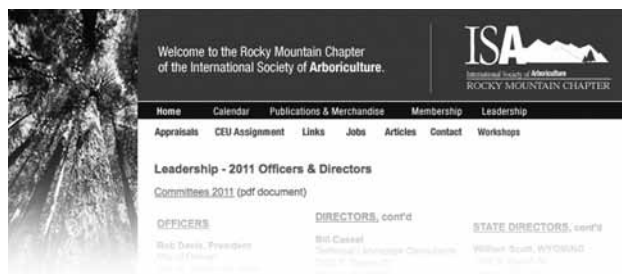
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2011 ROCKY MOUNTAIN CHAPTER OFFICER, DIRECTORS, STATE COORDINATORS AND COMMITTEE MEMBERS

Please visit our website for the list of board & committee members.



www.isarmc.org/pro/leadership.htm

PRESIDENT'S MESSAGE

Rob Davis

April, 2011



The seasonal transition between winter and spring always reminds me how I ended up working in the field that I do. I suppose it is this simple enjoyment of being outside that moved me to study forestry and then take a job with a nursery to start my career. Each progressive step in my career has led me to positions requiring more time in a building, and less time actually working with trees. I would like to take this opportunity to thank spring for again recharging my internal drive to work to improve and protect our natural environment. There is a freedom to working outdoors with nature, and it's easy to begin to miss that feeling when you spend too much time behind the keyboard dealing with problems.

Lately, the state of the economy has been heavy on my mind, and the changes that are happening within the field of urban forestry and public tree care. Today there are few budget line items that are not being targeted for reductions. Funding for tree care continues to remain tight, and in many cases it continues to be cut. Staffing is reduced and maintenance responsibility continues to grow. The focus of public tree care is shifting away from aesthetics to risk management and resource protection. As the maintenance ability of our community forestry programs is constrained, tree planting and young tree care is looking to fall through the cracks.

It is so important to remember that tree replacement and structural pruning are crucial to urban forestry resource preservation and protection. Many cities have had to adjust to financial limitations, and seek new innovative ideas to help continue their young tree maintenance. Tree planting programs funded through donations from corporate sponsors or private donors may be the next step to sustainability. Businesses looking for team building exercises not only can bring in money for trees, but they also bring in free labor that is quite often excited to dig holes for the morning. These projects not only assist in accomplishing maintenance needs, but more importantly they build new connections between people and trees.

The importance of volunteer stewardship programs is going to continue to grow, and developing a skilled training program can have lasting benefits. Well prepared instruction in tree planting can lead to a skilled weekend workforce that is ready to help plant for Arbor Day. An intensive hands-on training for structural pruning can lead to more of those desperately needed cuts on trees that are less than five inches in diameter. Public appreciation for trees is common, and taking advantage of those willing to give their time is critical. When the economy falters we must take advantage of the people looking for an opportunity to give back to the beauty and care of our cities.

Connecting the public to our city trees is so very important. People want healthy, well maintained trees in their parks and in their yards. Hopefully, this need to draw people out to support our public tree programs will help them develop their own connection to nature and the outdoors. And maybe this connection will follow them back to their yards where they will look at their own landscape in a new light. The more people we have within our communities connected to trees, the more support we'll find for the tree care industry.

Good luck gearing up for the busy season, and please contact me if you have any questions, thoughts or comments.

robert.davis@denvergov.org

LETTER FROM THE EDITOR

I find more and more that there is no time, and I am constantly creating time between this meeting and this task so I can wrap up this report with this database so I can spend time with staff, just in time for myself to get home and spend more time with my family.

With the passing of Eugene Eyerly a few months ago, I found myself stealing time to think back and reflect on what little I knew of Gene, outside of his work with Dr. Feucht, and their work with herbicides in the landscape.

I had met Gene only once, very briefly, while working alongside one of my mentors, while we uncovered a dangerous situation between a newly constructed playground and over-mature cottonwoods. He seemed an unassuming man, as he quietly walked on site and looked things over, but I could sense an air of confidence about him, (I heard later that he was indeed quite feisty on occasion). At the time, I knew of his work with the use of herbicides in the seventies and knew of his importance to our industry.

He acknowledged my mentor immediately, nodded at me, and then spoke to his employers (the group who created the situation). After some discussion, he came over to my mentor and looked over our measurements.

And this is where my memory of that brief meeting, fades...

I do recall the situation, but I do not recall the agreement between my mentor, Gene and Gene's clients. I just remember seeing someone who I believed, at that time and even now, to be a mentor for our entire industry. A pioneer who's constant love of learning benefitted us all.

Now Gene, the old fence rider, has passed, and as I have found time to reflect on his passing, I am aware of the knowledge he passed on to industry, and his students, now leaders among us.

And, I am reminded of one of the lessons taught to me by my mentors; to pass along your knowledge so the greenhorns in this time may be the leaders of our industry in the future...and all the while, the knowledge you shared and passed on to them is remembered and utilized in an ever fading light of time.

ISA-RMC & INDUSTRY CALENDAR OF EVENTS

ISA Annual Conference & Trade Show

July 23-27, 2011
Sydney, Australia
www.isa-arbor.com; 888-472-8733

Society of Municipal Arborists Conference

September 25-28, 2011
Hyatt Regency, Milwaukee, WI
www.urban-forestry.com
706-769-7412; urbanforestry@prodigy.net

ISA-Rocky Mountain Chapter 2011 Annual Conference

September 29-30, 2011
Marriott Denver South at Park Meadows, Lone Tree, CO
www.isarmc.org; 303-756-1815

ISA-Rocky Mountain Chapter Tree Climbing Competition

October 1, 2011
Denver Metro Area, CO
www.isarmc.org; 303-756-1815

ASLA 2011 Annual Meeting and EXPO

October 30 – November 2, 2011
San Diego Convention Center, California
<http://www.aslacolorado.org/annual-meeting/>; 303-830-6616

2011 Society of American Foresters National Convention

November 2-6, 2011
Hilton Hawaiian Village Resort, Honolulu, HI
www.safnet.org
888-897-8720

TCI Expo

November 3-5, 2011
Harford Marriott Downtown, Connecticut
http://www.treecareindustry.org/public/meetings_tci_expo.htm;
800-733-2622

ISA-RMC Pesticide Applicator's Workshop

November 2011
Denver Metro Area, Colorado
www.isarmc.org; 303-756-1815

ASCA 2011 Annual Conference

November 30 – December 3, 2011
Hyatt Regency Lake Tahoe Resort, Nevada
<http://www.asca-consultants.org/edprograms/conference.cfm>;
775-832-1234

NOTE: When information on an event is incomplete, please watch the chapter website (www.isarmc.org) for more complete information as it becomes available. Click on Calendar. Or, call the ISA-RMC Office: (303) 756-1815

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dered why he was pushing this as a large part of his practice was determining the value of landscape plants damaged or destroyed by mis-application.

As a mentor to many of us in the Green Industry, Gene was a walking encyclopedia. If he didn't know the answer right away, he knew someone, somewhere that he could ask. He treated everyone the same was, whether it was a master gardener, a first year college student, or Dr. Alex Shigo.

If you were fortunate to get close enough to Gene, you were able to determine the difference between his smile and his grin, by the twinkle in his eye. When Gene first moved into his senior apartment, he used to tell me "you know, there's a lot of old people living here." I always responded that "old" is in the mind, and I promised not to tell anyone that his first tree appraisal was performed on a cherry tree for George Washington's father. He always responded with a grin and his favorite four letter response.

He is preceded in death by his spouse, Doris Annabelle White-Eyerly. He is survived by two daughters Pamela McCulloch and Judith Cramer. Grandchildren Scott McCulloch, Tani Cramer and Randy Cramer. Great-grandchildren McKenzie, Timothy and Kyra Cramer. 🌱



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WHILE ON A WARM EARLY SPRING DAY...

By Mike Swanson

Recently, I have spent a few days after work loading my Jeep Liberty with chipper chip; plastic laid down in back to the carpet and back seat from getting dirty. Mulching is a seasonal activity, a necessity even, for me; once in the spring and a refresher inch or two in the late autumn, before the snow flies.

I mulch primarily to conserve moisture in the soil, to moderate the temperature of the soil and to begin slowly building the amount of organic matter in the dirt, to create a more sustainable soil. That is my bottom-line, and I do not have flights of fancy about other so-called benefits of mulch to our urban forest. Though at the job, mulch rings are said to keep mowers and weed whips away from the stems of trees, and it is said that it serves as a weed preventer.

Mulching is Nature's way of protecting the soil surface; leaves gradually fall, accumulate and layer to help hold the moisture, prevent runoff in severe storms and keep the soil surface from compacting. This natural mulch also prevents excessive changes in soil temperature and as it decays, furnishes valuable plant nutrients. Mulching is broadly a good thing, but with all good things moderation must be observed.

We have all seen the misapplied mulch volcanoes; we may have also seen mulch so thick around the base of a tree that once you rake the mulch away there are numerous woody and fibrous roots growing in the mulch and not the mineral soil. If you are truly a mulch-freak, like I am, you may have even experienced or seen when mulch begins to break down, it can cause a nitrogen deficiency in the plant because the mulch is using nitrogen in the soil.

We all take the good with the misapplied, and we move happily along with our tree-focused lives. Until ProGreen 2011....

ProGreen 2011...while I was back at the job doing the good work of urban forestry and arboriculture, many from my staff attended ProGreen on the day that Ed Gilman had the stage. While there, they were horrified with what Dr. Gilman had suggested to the Rocky Mountain audience. The next day, while filling me in on their experience at this year's ProGreen, they told me that Dr. Ed Gilman had said (and I am paraphrasing) that "there is no evidence that mulch is good for our trees and that no mulch, in fact, is more beneficial for the health of trees."

Beads of perspiration began to form on my forehead and my left eye developed a bit of a twitch (which lasted the rest of the day, gradually ending as I got home and was able to look at the mulch I had in my landscape). At first I nervously chuckled, and knew that what they had told me was a fabrication of someone who wasn't listening very well; yet as the first staff member told me, more joined in to confirm such a thought, such a paradigm shift, such sacrilege....



When I got my wits about me and a cooler head prevailed, I knew that there had to be more to this cabal than just a renowned Professor of Environmental Horticulture pooh-poohing the use and benefits of mulch.

So, I emailed him...and in return he sent me the introduction and the literature search for a submitted, yet unpublished paper titled, *Mulch Impact on Water Loss from Recently Planted Root Balls in a Simulated Landscape*. I did not receive permission to reprint the excerpt, but will provide a bit of a synopsis for you.

Basically Dr. Gilman states that there is little data describing the impact of mulch on moisture relations in the root ball and on water relations of planted landscape trees. He sites works that organic-based mulch aids in the establishment of young trees and seedling trees, especially on adverse sites, saline soils are mentioned; he mentions studies completed on how mulch results in fewer weeds around trees compared to trees un-mulched, yet mulch does not eliminate weeds. And among other things he mentions studies completed (Green and Watson 1989, Zone 5), (Fraedrich and Ham 1982) and (Watson 1982) which found that applying mulch to establish trees also resulted in more shoot growth and root density.

Yet, Dr. Gilman points out that it is not clear whether growth response in the mentioned studies were due to the presence of mulch, exclusion of turf, reduced compaction or a combination of these and other factors. "Previous studies often have had inadequate description of the bare ground treatment, making it difficult to decipher cause of growth response," Dr. Gilman writes.

Dr. Gilman singles out a recent paper, 2006, *Mulch and Planting Depth Affect Live Oak (Quercus virginiana Mill)*, *Journal of Arboriculture*, 30:311-317, which bears the observation that "trees grew better surrounded by bare ground than turf, but no better with mulched plots than bare ground plots." This and a few other studies mentioned, Dr. Gilman suggests that the benefits of mulch application to survival and growth are questionable.

His unpublished paper explores the impacts of mulch specifically on evaporation from large-container and field-grown root

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ball surfaces. His hypothesis: that mulch placed on the root ball surface had negligible impact on evaporative water loss.

After further searching, I found a University of Florida Extension sheet titled, revised July 2, 2003, Specifications for Planting Trees and Shrubs in the Southeastern U.S., written by Edward F. Gilman. Within the article, Dr. Gilman writes:

Apply a 3-inch thick layer of mulch around the plant to help discourage weed. An area two feet in diameter for each inch of tree trunk diameter should be maintained during the establishment period. If you wish to place mulch over the root ball, apply only a thin layer over the outer half of the root ball.

Dr. Gilman goes on to write:

Mulch on the root ball has little impact on water lost from the tree since most of the moisture that leaves the root ball does so by transpiration, not evaporation. Only a small amount (<10%) leaves the rootball by evaporation from the surface of the root ball.

So, a cooler head prevailed after further observation, but further questions arise. What are the “true” benefits of mulch for our landscape trees? Is misapplication and misrepresentation of mulch and its benefits the culprit here? Can our naturally growing trees within the forest show us the truth in application of mulch...as leaves fall, do they cover the rootball of younger trees; is there a negative impact?

Well whatever we find truthful about mulch and its function, I for one will continue mulching, and if I need to tweak my application for the benefit of the trees I maintain, so be it. Because the truth of the matter is, we as practitioners, as arborists, should do what is in the best interest of the trees.

That is the bottom-line...while on a warm early Spring day. 🌱

Literature Search for the unpublished paper, Mulch Impact on Water Loss from Recently Planted Root Balls in a Simulated Landscape, by Ed F. Gilman, Richard C. Beeson, and Dustin Meador, University of Florida:

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Professor, Environmental Horticulture Department egilman@ufl.edu

Associate professor, Mid-Florida Research and Education Center,

University of Florida, and Graduate research assistant, Environmental Horticulture Department.

CHAMPION TREE CLASSIC TOUR DE POUDRE

On June 26th the Colorado Tree Coalition (CTC) will host the 12th annual Tour de Poudre bike ride. Proceeds benefit CTC community forestry activities and research through the TREE Fund.

This year's ride will once again take place in northern Colorado with a short route (Fort Collins to Windsor) and long route (Fort Collins to Greeley) along the Poudre River Trail.

T-shirts, refreshments, and support provided. Teams of 3 or more get discounted registration.

The New Belgium Brewing Company in Fort Collins will help sponsor the ride again this year with the circuit routes starting and ending at that location. For more information and to register go to www.coloradotrees.org.



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EXPOSE YOUR MARKETING TO THE PREDICTABILITY OF HUMAN NATURE

Written by: Melanie Goetz, ISA-RMC Executive

At INVESCO Stadium (Denver, CO), the fan “wave” is a football institution. Perhaps you’ve experienced it yourself. Sitting in the thunderous, emotionally-charged bleachers, it’s that point of energy that evokes an instantaneous, physical reaction. As dedicated fans, we anticipate its arrival and never question the moment. As the wave arrives, we proudly throw up our hands and jump from our seat as if we had practiced the timing before. What’s even more fascinating is just one person has the power to set off a chain reaction of thousands.

What occurs with the human “wave,” is the same phenomenon of action and reaction of which mirror marketing is based. Whether we recognize it or not, this type of marketing takes place all the time, both in our personal and professional lives. It’s that point where behavioral science shook hands with advertising with an end result of increased sales. And for the arborist that knows how to tap into its power, it’s a marketing tool that offers predictable results.

The year was 1977 and it was the beginning of the end for traditional advertising. The Internet didn’t exist, personal computers were in their infant stage, and emails weren’t even on the horizon. We didn’t have fax machines, overnight air, or (small drum roll) cell phones. “Aaagh,” you gasp if you are under the age of 40. But, there’s more.

Yes, communication was in person or by land-locked telephones. Written messages took days to receive. Today’s instantaneous text and send technology, not to speak of an entire world of self-appointed journalists who blog everything and anything their hearts desire, has spawned a new business world. It’s dramatically changed the way in which we all do business. Even for the arborist.

But, can you name the one thing that hasn’t changed the basic nature of marketing? If you answered anything other than human nature, you would be ill advised to skip this article. That’s because when behaviorists shake hands with advertising, the results are indeed powerful – and often predictable.

Not a new phenomenon, neuroscientist Giacomo Rizzolatti, theorized back in the early 1990s that human actions are affected in the brain by mirror neurons. Basically it means we like to mimic each other. Have you ever yawned because the person you’re with is yawning? Of course you have. Just like with the wave, we have a physical reaction to what we watch. The predictability of mimicking each other and its relationship to sales has been providing advertisers predictable results for years.

Take for example Ray-Ban sunglasses. At a time when Ray-Ban’s sales were diving and traditional advertising wasn’t performing, something new had to be done. The marketing challenge was to make Ray-Ban desirable again. Enter the movie *Top Gun* where Tom Cruise portrays an elite U.S. Navy fighter pilot. It became the breakthrough movie of the year. At the same time it was an eye-opener to the clever marketers and certainly to the sunglass manufacturer.

Throughout the film, Cruise flashed his signature smile while slowly removing his Ray-Ban aviator sunglasses. The sunglasses gave him a larger than life persona. He was the hot guy who got the hot girl. Within weeks, sales of Ray-Ban’s aviator sunglasses rose by over 40 percent! It was also noted that Navy recruitment increased by a whopping 500 percent.

Here’s what happened. The subconscious processing that takes place in our brains actually fires off a message that says, “get the Ray-Ban aviator glasses and you get to be that guy!” So when Tom Cruise looks cool and the glasses are a big part of that, most males, over the age of puberty, wanted to be “that guy.”

Want to know how to integrate “mirroring” into your marketing efforts? Begin by reviewing the marketing tools you’re already using. Perhaps you give community talks, have a website, or attend shows. All excellent. But if you want to know the secret of making them powerful it’s this: ALWAYS write, talk, and show the importance of your message as if you are connecting with ONE person. The paradox about this kind of marketing is it actually is more effective for groups of people – even though it is directed at one. Think of it this way. When you do the “wave,” the physical reaction is a personal one, yet you are actually influenced by the entire group.

Take for example, a neighborhood talk. Rather than start with the usual opening, maybe you have a bushel of mouth-watering, can’t resist, cherries sitting on a table next to you. You say nothing. The talk starts with a smile and a deep breath. You carefully pluck a cherry ever so slowly from the bushel. Easily pinching its stem you raise its taste-bud exciting goodness up to your anticipating mouth. Your viewers will watch as you lean slightly forward as it drips escaping juices onto the table below. To which you exclaim, “WOW!” If you do this right, your audience will have actual physical reactions to your display. They will mimic your enjoyment. Be sure to have extras so others can enjoy. Want to sell fruit trees? Then show us the benefits of their fruit. In this case – by eating them.

Now it’s your turn. Open up your website, read your literature, photograph your trade-show booth, check out your equipment, and certainly watch what you are demonstrating to your audience. Does it all give the same message? Most importantly, what are you showing people? Remember if you want a reaction out of people - show them what you want them to mirror. It works – no matter what business you’re in. Even arboriculture. 🌳

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NEWS FROM THE TCD FRONT...GENERAL FODDER, POIGNANT CORRESPONDENCES

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From: David.T.Kaplan@aphis.usda.gov Sent: Tuesday,
March 01, 2011 12:56 PM
Subject: Letter from APHIS PPQ Deputy Administrator Re-
becca Bech regarding Thousand Canker Disease

Dear Stakeholders:

Over the past few years, an important disease of walnut called thousand cankers disease (TCD) has been detected in eight western States and several counties in Tennessee. These infestations are thought to have been present for some 10 to 20 years. Concerned parties approached the Animal and Plant Health Inspection Service (APHIS), Plant Protection and Quarantine (PPQ) to raise our awareness of TCD and asked us to establish a Federal quarantine to protect walnut tree resources from TCD in the United States. APHIS shares these concerns regarding the threat that TCD poses to the Nation's walnut resources.

Currently, APHIS has regulations in place that address some of the known TCD pathways, including requirements for the importation of solid wood packaging and propagative material. APHIS also has other ongoing efforts to mitigate forest pest threats from the interstate movement of firewood, which is another pathway for the spread of TCD.

To determine whether a Federal regulatory framework for TCD would be effective, APHIS reviewed the geographic distribution of the known TCD affected areas, considered its potential to become established throughout the United States, and assessed the effectiveness of available regulatory tools. We concluded that such a regulatory framework would have little long-term impact on TCD spread. This is due to the challenges of regulating the long-distance movement of an array of products and shippers, poor detection capability, and the apparent broad geographic distribution of TCD in the United States.

APHIS plans to support State TCD programs by making investments towards developing improved survey, detection, and mitigation methods (e.g., traps and lures, treatments, etc.). In fiscal year 2010, APHIS provided, through Farm Bill funding, about \$160,000 for trap and lure development and \$6,250 for TCD surveys. APHIS continues to work closely with the U.S. Forest Service to coordinate survey, detection, and reporting guidance for our respective State counterparts. We hope to provide support for methods development and assistance to States for survey this fiscal year.

APHIS recognizes the importance of America's forests and will continue to identify ways to enhance their protection. Our partnership with States, Federal agencies, tribes, and affected stakeholders will enhance our understanding of TCD, and we hope that our efforts will result in limiting losses to America's walnut resources due to TCD.

Sincerely, Rebecca A. Bech
Deputy Administrator, Plant Protection and Quarantine

...and five days later

From: Whitney Cranshaw [mailto:bugbooksdirect@yahoo.com]
Sent: Sunday, March 06, 2011 5:00 PM
Subject: Rebecca Bech Letter regarding Thousand Canker Disease

Rebecca,

I am so very disappointed at the decision of APHIS to remain withdrawn from any agency role that could provide the leadership needed to help in the containment of thousand cankers disease within the US. I think it is a mistake and perhaps one that was arrived at without fully understanding of the nature of this threat to the United States forest industries. Also it may be that there is under appreciation of the value an aggressive role by APHIS could have on improving this unfortunate situation.

There is most definitely a role for a centralized approach to this national threat. Although the disease is present over a wide geographic area, it almost entirely involves the western states where black walnut and other susceptible Juglans are not native or uncommon. Infested wood from this region will always be threat for expanding the distribution of thousand cankers infestations, but eastward movement of walnut wood from this area is a very minor pathway. Furthermore, it likely largely involves woodworkers - the primary pathway for spread of this disease, I suspect - which is a group that can be relatively easily reached through educational programs.

The discovery of the sole location of the disease within the native range of black walnut - the Knoxville, TN area - is a devastating finding and clearly showed the ability of this disease to kill walnut trees every bit as easily as it has where Juglans nigra is non-native. And I agree that the extent of infestation in Knoxville does suggest that this has been an infestation of long duration, based on the geographic area already known to be affected and the tree losses that have occurred, undiagnosed, in recent years. (Undoubtedly the infestation will be found to be a bit wider now that this disease is receiving serious survey attention, but I think that at the end of 2011 it will still encompass a minute part of the area that supports the extensive US black walnut resource.)

However, this infestation does still exist considerable distance from the primary growing areas of the black walnut (e.g., Missouri, Indiana) that makes up the bulk of this extremely valuable (billion dollar annually?) US industry. And, unassisted by human movement of TCD-infested material, I would also suspect that the walnut twig beetle vector would spread rather slowly through the forested eastern US, probably less than 2 miles a year. Furthermore, the prevailing winds may further work to retard spread of Geosmithia morbida-infected walnut twig beetles into black walnut production areas.

Although ultimately I suspect that thousand cankers will prove to be as thoroughly devastating to black walnut as have been several previous pest threats that jumped hosts and affected native

continued on pg. 11

News from the TCD Continued from pg. 10

trees (e.g., Dutch elm disease, emerald ash borer, chestnut blight) the course of its destruction will likely take a slower course - if human assisted spread is curbed. Therefore a strong effort at containment would provide very valuable time that could allow this country to better deal with this problem - potentially delaying its movement through primary production areas by decades.

Such a delay in the spread of thousand cankers would have immeasurable value to the US economy and the black walnut industry. For one, it would slow the marketing of prematurely cut black walnut resulting from TCD mortality, which, when it does progress through major production areas, will wreak havoc with black walnut wood market prices. Also, it will provide time to more thoroughly investigate controls and management strategies. And, if we can delay the spread a few decades, then I suspect that development of TCD-resistant black walnut cultivars may become a reality.

The following are some areas where I think APHIS efforts could be most constructively employed to best manage the threat of thousand cankers:

1. Develop a quarantine strategy for walnut material that supports the development of walnut twig beetles. This quarantine would make it illegal to move potentially infested material from areas of TCD infection to non-infested areas. Presumably it could be based on such programs as exist for Asian longhorned beetle, emerald ash borer and other invasive species that presently occur in multiple locations within the continental US for which further spread is actively discouraged by internal quarantine.

Certainly there would be huge problems with enforcement, as there are for all such quarantines. However, the greatest value of a quarantine would be the strong statement it makes as to the severity of the situation while greatly empowering local agencies to better handle infectious walnut wood products. For example, for years many TCD-affected municipalities in Colorado wanted to take action on restricting movement of walnut wood from TCD-affected trees but could cite no regulations that prevented any transfers of TCD-affected material to uninfested areas. When Missouri enacted a state quarantine that greatly supported their efforts and, now, when 6-10 states have or will have quarantines, the forestry community can tell wood owners that it is illegal to move the wood to those states. This situation would be immensely improved with a coordinated national response.

Furthermore, it seems like such a national strategy for containment will also soon be necessary to support export sales of walnut products. I would be very surprised if within a few years many export partners did not require some sort of certification that was based on a credible national program.

2. Support survey efforts to continuously define the distribution of thousand cankers disease within North America. Money for such efforts is probably best applied to determine edges of infestations. Such survey focus will define the distribution of the disease for quarantine needs and may also be useful for efforts at slowing the spread. It is possible that aggressive management of TCD at edges of infestations may be useful in slowing spread,

since the numbers of infective walnut twig beetles explode in dying and recently TCD-killed trees.

Such survey work will have to largely be based on trying to locate TCD-symptomatic trees, along the lines of currently promoted detection protocols. Such surveys can only catch the presence of the disease after it is well established, similar to almost all emerald ash borer detection, but will still have great value in delimiting infestations.

These surveys will require considerable financial support to be done properly. I suggest that in the future you do not promote a \$6000 contribution as being meaningful in any way. (Such an amount covers less than 1/3 of the cost of a single year survey in the eastern half of Colorado.)

3. Continue to support the development of alternative detection methods. It would be very useful to have trapping methods to detect walnut twig beetle. There are pheromones of the walnut twig beetle that have been demonstrated and the progress of this research should be well supported to develop this tool. I hope that this research will lead to development of traps that are sufficiently powerful to confidently establish whether sites are or are not infested with walnut twig beetle.

(I suspect that very powerful lures do not exist for this species and we will ultimately have a trap that is on the order of the EAB trap for effectiveness. I hope I am wrong in this regard and that ultimately a highly effective trap can be found for this species.)

4. Support development of methods that can reliably and permanently disinfest walnut material of live walnut twig beetles. There is tremendous interest in this subject and the establishment of disinfestation techniques will be critical for allowing the movement of walnut material in commerce.

Somewhat related, there is also interest in the ability of walnut twig beetle to be moved in nursery stock. I am sure that there is some lower limit of tree size that would support beetles, but this is unknown. This knowledge gap is an impediment to movement of walnut nursery material.

There are a great many other critical research needs related to this situation. Perhaps these can be supported in the future from some source. However, the above four points are areas that seem to fall within the purview of normal APHIS activity.

I hope that this is of some help in your deliberations. I would be happy to discuss it further and, if you wished, I could even meet in person. I am planning on visiting Washington, DC some time in April for personal reasons and would be more than willing to take some time out from this visit to meet with you or others with interests in the TCD issue, if that would be of value.

Sincerely,
Whitney Cranshaw
Professor/Extension Specialist, Entomology
Colorado State University

A TREE NAMED JUNE

Keith Worley, Wildfire Mitigation Specialist

Recently on one of my fire mitigation projects, I had to condemn a bushy, full-grown juniper due its location along a community evacuation route. It was full of the usual storm damage and in a location where, if ignited, it would throw flames completely across the evacuation route. The arborist doing the mitigation work, community leader, and myself had agreed it needed to go. We also consider Rocky Mountain Junipers as living cans of gasoline which made the decision easier.

Several days passed before I needed to re-inspect the project. Upon my arrival, I found the tree still in place, but heavily pruned with all the old storm damaged branches removed. It turned out the arborist, Mick Rule of Rampart

Landscape and Arbor Service, had fallen in love with the tree and didn't have the heart to cut it down. A field conference was reconvened by the tree. Mick was going to have to let his wife Susan cut it down since he couldn't. Plus, she thought he was acting strangely over a tree that is not usually one of his favorites.

Fortunately, I recently attended a tree training session on "Tree Whispering" in Tucson last spring. So, I suggested I try "whispering" to see if I could find out what was going on. I approached the tree in the proper manner (asked permission, centered myself, placing of hands, listening, feeling, etc.) and learned the tree's name was June. She was terribly frightened of being cut down and wondered what she had done to deserve a death sentence. She also was insulted that Mick said she was very old. Actually, she wasn't; she was just in a great location along the borrow ditch and was large for her age. We (June and I) chatted for a while, and I agreed that she could remain if we did additional mitigation around her to reduce her chances of torching. Her sigh of relief was powerful.

I returned to the team and reported my discussion with June. I let Mick know that even though she appreciated his efforts to save her, she was still insulted at being called old. Learning her name was June also clarified why Mick was so enamored with her (and explained Susan's jealousy). The final item to report was June's puzzling question to me: "Does this pruning job make my butt look fat?" Being married for over 31 years, I knew how to respond, "No, June. Not at all."

To learn about Tree Whispering, go to www.TheTreeWhisperer.com.

"Does this pruning job make my butt look fat?" Being married for over 31 years, I knew how to respond, "No, June. Not at all."





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ARBOR BUCKS

Do you want to get an ISA book for FREE? Or maybe you'd like a discount to attend an ISA workshop for FREE? It's true. The ISA-RMC membership committee is pleased to announce the 2011 ISA-RMC New Members Reward Program. You can receive reward bucks towards any ISA-RMC conference, book, or workshop. Here's how it works.

For every person you recruit that joins the Chapter, you get \$10 worth of bucks that can be used towards any product or educational program that the Chapter offers. And here's the really good news - there's no limit to the amount you can earn. Let's say you bring in 10 members, that gets you \$100 worth of bucks. The Chapter grows, you get FREE stuff, and the new member has access to the benefits of the Chapter. Everyone wins.

Here's the fine print: The recruited person cannot have been a Chapter member in the year 2009. You must indicate on the membership application form that you recruited them or in some way let us know prior to them joining the Chapter. The new recruit must pay their 2010 dues for the bucks to be awarded. Bucks have no

cash value, cannot be transferred, are only valid for ISA-RMC publications, conferences, and workshops, are valid for up to 12 months from the time they are awarded, and can only be awarded to a current Chapter member.

If you have any questions about the Rewards Program, call us 303-756-1815.

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Arbor Bucks must be redeemed by December 31, 2011 and must be present to receive your discount. Arbor Bucks are non-transferrable and cannot be redeemed for cash. For questions or additional information, please contact the Chapter office at 303-756-1815.

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Don't miss out on this great networking opportunity! Become a fan today!!



NEWS FROM COLORADO*Keith Worley, Colorado State Director*

Busy, busy, busy. Lots of conferences and trainings going on around the State. Here is just a sampling:

- ProGreen Expo 2011 - Held at the Colorado Convention Center in February 8-11th with lots of arborist tracks. Special thanks to Jim Klett for keeping a strong tree care program in the largest green industry event in Colorado.
- Eastern Colorado Community Forestry Conference, Windsor, Colorado on March 12th.
- Tree Risk Management Seminars at the Front Range Urban Forestry Council meeting, Brighton, CO, on March 10th.

Here are some tree tidbits from Keith Woods for the Colorado Tree Coalition (CTC) and Colorado State Forest Service:

- 94 Communities renewed their Tree City/USA designations.
- Tree Board University, a new online training program, was unveiled at the recent Partners in Community Forestry National Conference. This unique training was designed specifically for members of local planning commissions, parks boards, beautification committees, urban forestry commissions, or other local advisory committees that deal with tree issues. While Tree Board U is designed specifically for the more than 21,000 citizens currently serving on a tree advisory committee somewhere in the US, it is open to anyone. Info available at www.treeboardu.org.
- The 2010 Report on the Health of Colorado's Forests is now out for review. Links can be found at the CSFS or CTC websites.
- This year 34 grant requests were received by the CTC Grant's Committee requesting over \$168,000! Thanks to additional funding from Xcel Energy and the Mile High Million, 24 statewide projects totaling \$122,675 should receive funding this year.
- The Arbor Day Foundation has historically sponsored the Arbor Day Poster Contest, but decided to stop hosting the contest following the 2010 event. In 2011, the Colorado Tree Coalition (CTC), working with community partners like the cities of Lone Tree, Denver, and Erie, has decided to keep the poster contest going. The theme for this year's contest is "Celebrate Trees in Our Community."

The current climatic pattern bodes ill for our trees and forests. I was recently advised by USFS District Ranger that 1,000 hour fuels (measured as 1, 10, 100 and 1,000 fuels) are now drier than 2002, the year of the historic Hayman Fire. Of course, this can all change overnight with one major tree smashing spring storm. Great reports of snowpack in the high country could lead people to think we are not in a drought here on the Front Range. Be prepared to deal with lots of drought related tree issues this year. Even if this winter's drought is temporarily broken, lingering impacts will haunt us for the whole season.

A final tidbit: The name "Keith" is Gaelic for "man of the woods". Our very own Keith Wood's mother must have foreseen her son's calling. 🌲

NEWS FROM WYOMING*William Scott, Wyoming State Director*

A short film documenting the goals, methods, people, and accomplishments of restoring the Clear Creek riparian system around Buffalo, WY has been released and is available through the community Forestry office of the Wyoming State Forestry Division.

Forty-one Wyoming communities renewed their Tree City status for 2011. The Town of Sinclair, WY also added their name to the Tree City USA ranks by earning this designation for the first time.

The Newcastle Tree Board recently completed the Newcastle Walking Tree Guide to compliment a historical walking tour guide that is available for the town. The tree guide includes 32 different species of trees.

The City of Green River is undertaking a massive riparian restoration project along the Green River to remove Russian olive and saltcedar from the river banks and re-establish native cottonwood and buffaloberry. Al Wilson, Director of Parks and Recreation, said in a recent interview, "Russian olive and saltcedar are crowding-out native plants, including cottonwoods." He also said, "These unwanted invasive weeds are probably consuming in the neighborhood of 150,000 gallons of water from the river per day." The City Council recently voted unanimously to apply for a \$60,000 grant from the Wyoming Wildlife and Natural Resource Trust to assist with the project.

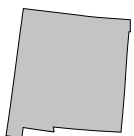
In Cheyenne, the Union Pacific Railroad, Laramie County Community College's Horticulture Club and Cheyenne Urban Forestry partnered for the first annual "Steaming for Green" Earth Day at the entrance to Union Pacific's railroad yard. This once barren landscape was an eyesore for many years until local Union Pacific management decided it was time to clean up the area and transform it into a focal point for community. They installed an irrigation system, brought in "clean" soil and planted grass, shrubs and trees. Their goal is to plant additional shrubs and trees and also to locate one or two train engines at the site during the 2nd and 3rd annual "Steaming for Green" events in 2011 and 2012. The landscape design, plant selection and organization for the Earth Day planting were done by the Cheyenne Urban Forestry Division.

In a prairie state like Wyoming, trees have to be tough to survive. The semi-arid climate and short growing season doesn't allow trees to grow as big as those in the southern region of the United States. But that doesn't mean there aren't big trees in Wyoming.

The Wyoming Champion Tree Program recognizes the largest living specimens of all native and most common tree species in the state. It also highlights the role trees play in providing beauty, protection, products, and wildlife habitats to sustain "the good life" in Wyoming. The beauty and strength of Wyoming is represented by its trees, including the massive Rocky Mountain Juniper at the Army National Guard's Camp Guernsey, and the landmark European birch which stands at the entrance to the Bog Horn County Courthouse.

As the new state coordinator of Wyoming's Champion Tree Program, Mark Ellison says one of the highlights is "meeting very interesting and dedicated people around the state and hearing stories about how they found these big trees." Wyoming's largest Bur oak tree has a unique story of its own. In 1904, the then-young tree was transported in a bucket from Illinois to what is now the city of Cody. There, it stands as a historic fixture in the community, providing a pastoral background for photos of the many events, from reunions to weddings that take place under its branches.

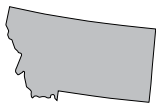
Ellison is very optimistic about the program's future and says, "By continuing to promote the program... our list of champion trees will grow, [and] so will the knowledge of trees and their value to the citizens of Wyoming." To view the Wyoming Champion Tree Register and learn more about the program, visit <http://self-web.state.wy.us/forestry/champtree.aspx> 🍂



NEWS FROM NEW MEXICO

Eric Bishop, New Mexico State Director

Please see next quarter for any news, or updates. 🍂



NEWS FROM MONTANA

Dudley Marburger, Montana State Director

Be Where You Are

Technology in many ways is good for business and society as a whole. Information has never been so readily available. Today we have the ability to access the internet, e-mail, Google, Face Book, Twitter and text, but there is a down side to any new technique. For those of you in the tree industry, the knots that followed the Taut Line Hitch are a good example. The first time I used the Blake Hitch was working on a big Aleppo Pine at the University of Arizona campus after recently attending a conference where one of the things I learned was this "new" hitch. When I was up about forty feet, I leaned into my ropes and the lean never stopped. Of course it was up in a tree testing a new technique against all the rules. I do not use this knot today, although it is one of a few I teach my new climbers. The options are there and what might not work for me very well could work for them.

This is much like the flood of new technology that will make both our personal and professional lives better. I remember a young lady walking under an absolutely gorgeous Maple in its majestic display of fall color, texting with her head buried in the screen. It is common to see professionals with phones attached to their heads, halting at abstract moments to be instantly available to who ever is on the other end of the communication. A daughter of a friend of mine had a thousand minutes of texts on her phone in one month, and she is struggling in school. Need I bring up drivers, cell phones, texts and the plethora of bills country wide being considered to control this ability to communicate.

Obviously I am not a technocrat. Switching from a broom to a blower was a major step professionally. The day I had my first cell phone, one call saved my company enough money to pay the cell phone bill for a year. Technology is a no brainer, but I am suggesting that you control it and not vice versa. I turn my work cell phone on when I get into my truck in the morning, I pull over when I have more than a quick message, I leave it in the truck when I am dealing with a client giving them 100% of my attention, I turn it off when I get out of the truck in the evening. Does this affect my business? Maybe. Does this affect the people that need a response 'right away'? Maybe. Do I get more accomplished more effectively and with more focus? Yes, I do. As with any tool, technology should be picked up and used effectively, then put away when you are done using this tool.

Some where in my dim memories comes a quote, "Do one thing, do it well, then move on." I would suggest that you be where you are.

The snow is beginning to melt here in Northwest Montana, or at least I haven't had to shovel the driveway for a week now. The days' lengths are gaining three minutes a day. The phone is beginning to ring with people that want me to sell them stuff rather than selling to me. March begins our active sales season with client contact and the Flathead Home Builders Spring Show where we have a booth. Nestled amongst all the features that build homes and fill them with the necessities of life, we are displaying the often over looked but critical outdoor feature known as the landscape. This year we have been asked to give a seminar on "Landscaping with a Purpose". Of course, a huge component of the landscapes are trees. The number one area potential clients are requesting for Home Shows is options for the outdoors. Be the one that discusses those options for your industry. 🍂

NEW MEMBERS

INTERNATIONAL & ROCKY MOUNTAIN CHAPTER

Benjamin Canady – CO
Benjamin Carson – MT
Michael Durand – CO
Michael Earl – CO
Matthew Emmons – CO
Jeanne Evans – NM
Steve Hendley – NM
Joel Holzman – CO
Arthur Lee – CO
Robert Lewis – NM
Andrew Miller – CO
Jason Newsome – WY
Anthony Olsen – CO
Michael Sullivan – CO
Jeffrey Williams, Jr. – CO
Robert Wood – NM
Kevin Zirker – CO

ROCKY MT. CHAPTER

Matt Armbruster – CO
Joseph Cancellare – TX
Carole Dewolfe – CO
Bryan English – WY
Brian Faubion – CO
Phillip Gillmore – WY
Richard Hathaway – MT
Kevin Kelley – CO
Ryan Land – CO
H. Dean Lindsey – CO
Jeremy Mora – CO
Padraic Moriarty – MT
Monika Nevergold – CO
Amy Root – CO
James Smallwood – CO
Sean Timmermann – CO
Brad Tucker – CO

ACCOUNTABILITY CANNOT COERCE COMPETENCE

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For over a quarter of a century, Robert Samuelson has written a column on economic affairs for Newsweek. Yet this award-winning journalist has made it clear that he has absolutely no desire to be a manager. Indeed, he once wrote, “it baffles me why people want to be managers.”

Managers, wrote Samuelson, are “supposed to get results—to maximize profits, improve test scores, or whatever. Everyone must ‘perform’ these days and be ‘accountable’ (which means being fired, demoted or chewed out if the desired results aren’t forthcoming).” All that managers get, he wrote, “is resentment from below; pressure from above; loud criticism of failures; silence over successes.”

So who becomes a manager? Often, the top professional. For example, the fire department’s best fire fighter eventually gets promoted to be the fire chief. Then, what does he or she do? How long does it take this person to understand that he or she is no longer supposed to fight fires?

The new chief has a different job: to ensure that everyone else in the department does an excellent job at fire fighting. If the chief is doing the job right, he or she would never even have to show up at a fire (except to provide pithy quotes for journalists). If the new fire chief is doing the job right, he or she will have developed in the department’s management team the operational capacity to fight fires.

Of course, the fire department could have planned ahead. Someone could have recognized the leadership potential of this future fire chief. Thus, thinking about the future, the city could have sent this budding talent off to the National Fire Academy in Emmitsburg, Maryland for a six-day course in “Management Strategies for Success,” or a ten-day course in “Effective Leadership Skills for Fire and EMS Organizations.”

Unlike the private sector, however, government is reluctant to invest in the development of even its most potentially valuable talent. Who wants to be criticized by a crusading journalist or political opponent for sending a government employee off for a vacation in Emmitsburg?

Maybe, however, government does not really need to make an explicit effort to develop their employees managerial or leadership competences. Maybe it can motivate accountability— with “loud criticisms of failures.”

In the British Royal Navy, motivational accountability involved more than criticisms of failures. In 1756, when Admiral John Byng failed to prevent the French from capturing Port Mahon, he

was court martialled and executed by firing squad. In *Candide*, Voltaire explained the Admiralty’s approach to accountability and motivation: “In this country, it is wise to kill an admiral from time to time to encourage the others.”

Today, motivational accountability is more civilized. Still, as Samuelson notes, this pressure is supposed to ensure that managers “get results” —for example, “improve test scores.”

Richard Elmore of Harvard’s Graduate School of Education is skeptical that this accountability pressure will—all by its magical self—produce better test scores. He notes the common belief that “school performance” will increase to the degree that schools and school systems “implement” accountability policy—that “delivering clear information to schools and their communities about their performance will have a galvanizing effect on the people who work in them, and will cause them to do something they would not otherwise have done to improve teaching and student performance.” How, Elmore wonders, will this happen?

So Elmore suggests a Gedankenexperiment: “Imagine” he says, a school, “in which teachers have systematically squirreled away in their classroom closets all their best and most powerful instructional ideas and practices, saving them for the day when the accountability system smacks them on the head. Then, magically, the good ideas come out of the closet and school performance, just as magically, increases.”

Actually, Elmore argues, “people in schools are working pretty reliably at the limit of their existing knowledge and skill.”

For education, Elmore’s lesson is obvious: If we want to improve the learning that happens in our schools, we had better improve the knowledge and skills of the teachers. Indeed, for any organization, his lesson is equally obvious: If we want to improve results, we had better improve the knowledge and skills of the people who produce these results.

W. Edwards Deming was the father of total quality management, the person who, after World War II, taught the Japanese how to be Japanese. Yet, Deming observed, “I have yet to see a quota that includes any trace of a system by which to help anyone to do a better job.” And, don’t forget, Deming was talking not about government but about the private sector.

Government jurisdictions that seek to produce results cannot use accountability pressure to coerce competence. If they want better performance, they need to develop the operational capacity to produce it.

If public agencies are to produce real, significant results, they need real, operational competence. Imposing the pressure of accountability isn’t enough. Like any organization, public agencies need to develop their people through training and mentoring.

To subscribe go to www.ksg.harvard.edu/TheBehnReport. It’s free!

Robert D. Behn is a lecturer at Harvard University’s John F. Kennedy School of Government where he chairs the executive-education program “Driving Government Performance: Leadership Strategies that Produce Results.” His publications include: *Performance Leadership: 11 Better Practices That Can Ratchet Up Performance*.

CERTIFICATION NEWS

The Rocky Mountain Chapter held Certified Arborist and Specialist exams in each of our four states in early 2011. We have 35 new Certified Arborists and Municipal Specialists as a result of these exams. We will schedule another round of exams in late spring and early summer. Please contact me or the Chapter off if you want to take an exam. You can also take exams at a time of your choosing at multiple computer testing locations. More than 1000 testers took computer based ISA exams 2010.

A total of 146 CEUs have been available at 37 different events in our chapter in the first 3 months of 2011. Most of our CEUs are available during the winter months when conferences, workshops and seminars usually take place. CEUs are always available for Arborists News online quizzes. To qualify for CEUs, a program topic must have direct correlation to a Certification Domain identified within the certification application booklet for the appropriate Certification program. If you have attended an event that you feel qualifies for CEUs you can submit a CEU

Post Approval form directly to the ISA. These forms are available on the ISA website.

The ISA's updated website (www.isa-arbor.com) has everything you would ever want to know about certification applications, testing and Continuing Education Units (CEUs). The Certification page menu allows you to check your current CEU total, check your CEU history, find upcoming CEU opportunities in your area (listed under "Public CEU events"), take online Arborist News CEU quizzes and find upcoming certification tests. ISA certification is an internationally recognized credential that demonstrates an individual's tree care knowledge, experience and professionalism. Please send me any certification suggestions, complaints or questions at dflaig@littletongov.org

David Flaig/ ISA-RMC Certification Liaison. 🐾

INTERNATIONAL SOCIETY OF ARBORICULTURE COUNCIL OF REPRESENTATIVES REPORT

James E. Klett – Rocky Mountain Chapter Representative

The Council of Representatives recently elected three new representatives from the current Council to the ISA Board of Directors. Newly elected Board members include: Geoff Kempter, Asplundh Tree Expert Company, Grand Rapids, Michigan; Frank Rinn, Rinntech, Heidelberg, Germany; and Mark Roberts, Thoughtplanters, Ltd., Dunedin, New Zealand. The Nominating and Elections Committee is preparing a slate of candidates from the general membership of ISA to forward to the Board of Directors for approval on March 7. After that date, electronic ballots will be sent to the general membership. The general membership will vote to fill two board seats, and each serve a three year term.

The nomination deadline for the 2011 True Professionals of Arboriculture award is March 31, 2011 and ISA International requests nominations from Chapters. This is an opportunity to recognize a colleague who goes above and beyond in their efforts to educate the public, their employees, and/or their peers about the profession of arboriculture. To nominate, visit the following link: <http://www.isa-arbor.com/events/awardsPrograms/index.aspx>

Additional Awards of Distinction nominations are being accepted until March 31, 2011. Some of these include: Honorary Membership, Honorary Life Membership, Award of Achievement, Award of Merit and numerous other awards. Nomination forms can also be found on the ISA website at the link above.

The annual conference is scheduled for Sydney, Australia from July 23-27, 2011. See you 'Down Under'.



Mortensen Tree Service, Inc.

Mark Mortensen,
Manufacturer
Representative

Phone
303-734-9320

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MEMBERSHIP REPORT

As of March 8, 2011

STATE	REGULAR MEMBERS	CHAPTER ONLY MEMBERS	TOTAL MEMBERS
COLORADO	280	97	377
MONTANA	23	7	30
NEW MEXICO	48	4	52
WYOMING	64	12	76
OTHER	22	1	23
TOTAL	437	121	558

NFPA TO SPONSOR 4TH BACKYARDS AND BEYOND WILDLAND FIRE CONFERENCE

Wildland Fire Operations Division seeks speakers on wildfire safety and mitigation

March 14, 2011 – The Wildland Fire Operations Division (WFOD) of the National Fire Protection Association www.nfpa.org/index.asp (NFPA) is looking for presenters to speak on wildfire-related issues for its 4th Backyards and Beyond wildland fire conference www.nfpa.org/itemDetail.asp?categoryID=2152&itemID=50360&URL=Training/Backyards%20and%20Beyond, October 27-29, 2011, in Denver, CO. The deadline for presentation proposals is April 18. Currently, 667 active communities are involved in NFPA's Firewise www.firewise.org/index.php program in an effort to protect people and property from the risk of wildfire.

The conference offers a unique opportunity to build relationships and bring together some of the nation's leading wildfire experts with community leaders and residents to explore key issues in preparing homes and neighborhoods to cope with brush, grass and forest fires.

Presentations will last approximately one hour and serve as part of the educational sessions. This year's themes include:

- Firewise Neighborhoods & Developments
- Research (Physical & Social)
- Environment/Ecology/Landscaping

- Technology, Policy & Communications
- Fire & Emergency Management

For more detailed information and to download a presentation proposal form, please visit, <http://www.nfpa.org/itemDetail.asp?categoryID=2152&itemID=50360&URL=Training/Backyards%20and%20Beyond>.

About Firewise

The National Fire Protection Association's Firewise Communities Program <http://www.firewise.org/> encourages local solutions for wildfire safety by involving homeowners, community leaders, planners, developers, firefighters, and others in the effort to protect people and property from the risk of wildfire. The program is co-sponsored by the USDA Forest Service, the US Department of the Interior, and the National Association of State Foresters.

About the National Fire Protection Association (NFPA)

NFPA is a worldwide leader in fire, electrical, building, and life safety. The mission of the international nonprofit organization founded in 1896 is to reduce the worldwide burden of fire and other hazards on the quality of life by providing and advocating consensus codes and standards, research, training, and education. Visit NFPA's website at www.nfpa.org <http://www.nfpa.org/> for more information.

Subscribe to NFPA RSS News feeds <http://www.nfpa.org/itemDetail.asp?categoryID=1421&itemID=33586>



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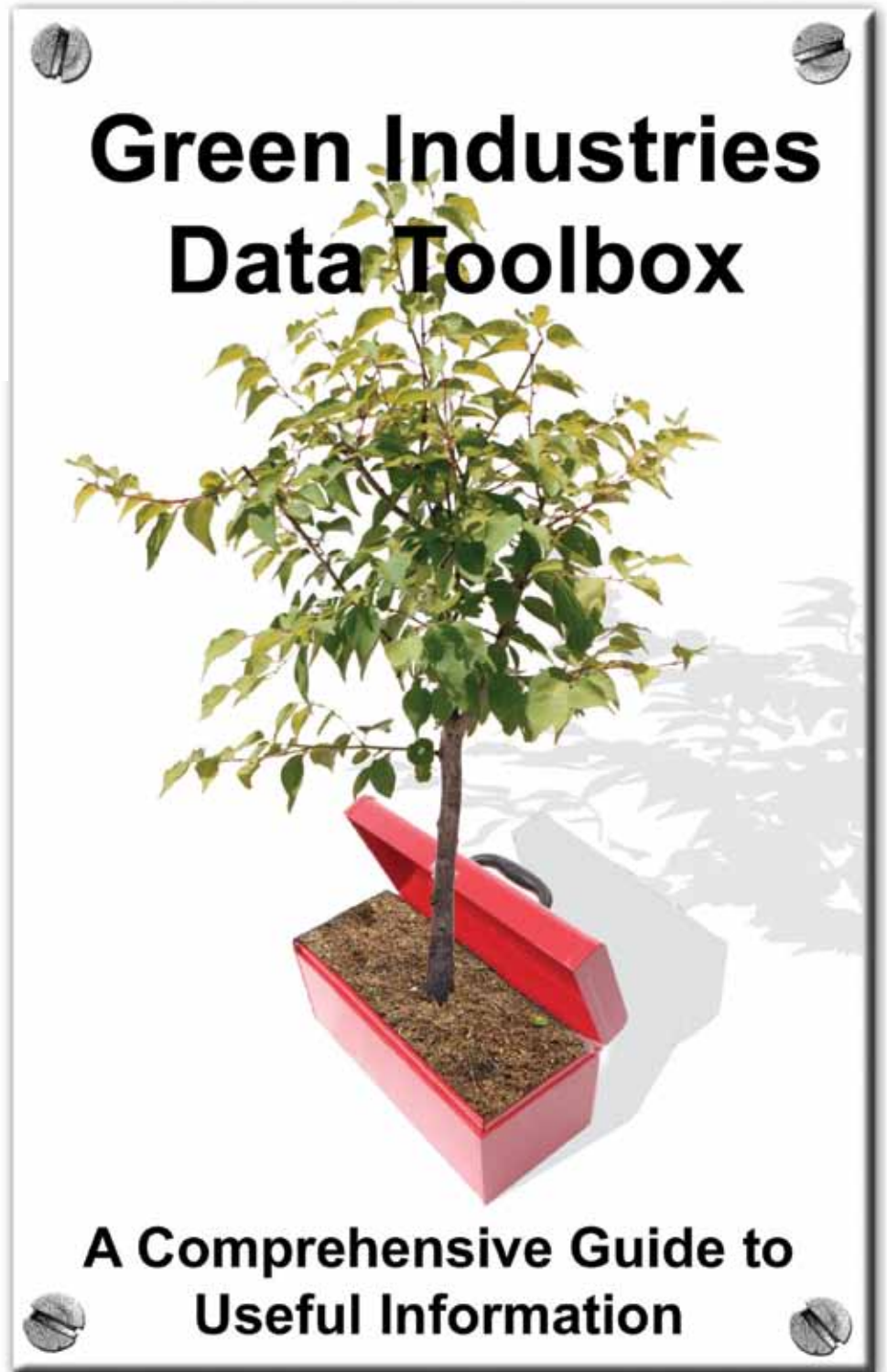


DATA TOOLBOX AVAILABLE

The most useful guide to information needed daily in the Green Industries is now all available in one tabbed manual with 12 sections. The NEW book is being edited/produced by Donald H. Godi, FASLA, RCA#444 and Zachary Johnson, RLA, CLP, CLT with GreenCO Foundation as the sole distributor. The prototype was available at ProGreen Expo for viewing and will be available in April. Pre-orders are being taken at the reduced price of \$34.95 (once available price will be \$39.95) plus shipping & handling. Once the book is available, you will be notified and your credit card info taken.

The 12 sections include Calculations & Conversions, Soils, Irrigation & Hydrology, Site Inventory & Analysis, Electrical Systems, Construction, Arboriculture, Planting & Nursery, Masonry & Concrete, Site Planning & Design, Lumber & Timber, and Appendices.

This 5 1/2 X 8 1/2 tabbed book should prove to be a valuable resource for years to come for students, designers, consultants & contractors. Order your copy today by calling 303 850-7587.



**Green Industries
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**A Comprehensive Guide to
Useful Information**





International Society of **Arboriculture**

ROCKY MOUNTAIN CHAPTER

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June 13, 2011

(Articles & Advertisements)



Save The Date!

**ISA - Rocky Mountain Chapter
2011 Annual Conference**

September 29th & 30th, 2011
Marriott Denver South at Park Meadows

Tapping the Roots of Knowledge
Know When to Hold'em
& Know When to Fold'em

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For more information, please visit us at www.isarmc.org
or contact the ISA-RMC office at 303-756-1815