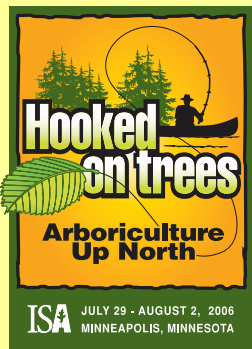


## Branching Throughout Minnesota

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Find out who's a Sponsor?

See page 3 to find out who's donated

# The Arborescence

THE OFFICIAL PUBLICATION OF THE MINNESOTA SOCIETY OF ARBORICULTURE

Special ISA Summer Conference 2006 Edition



**Fundraising was not just about calling...it was creative selling. Ralph Sievert, holding an auctioned off sausage football in Wisconsin and calling everyone was what made this ISA sponsorship program soar**

## Fundraising Efforts Hit All Time Creativity

As the 2006 International Society of Arboriculture's Annual Conference and Trade show approaches, MSA members are actively promoting the big event. While arborists in the metropolitan area of Minnesota may be aware that the conference is coming, those in outlying areas may not. Thus far our pro-

motional activities have taken place in Green Bay, WI, Bismarck, ND and at the Minnesota Shade Tree Short Course.

On February 5<sup>th</sup> a MSA contingent ventured to Green Bay, WI to attend the Wisconsin Arborists Association (WAA) winter confer-

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## President's Message, Paul Buck

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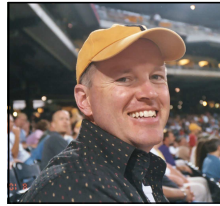
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#### Summer is here, officially!

As we hit, July 4<sup>th</sup>, it appears that it is only too soon, we will have over 2000 arborists hitting our fair state of Minnesota.

We have had a busy spring with the Green Expo, 2 Electrical Hazards Awareness Programs (EHAP), Festival of Trees, Shade Tree short Course and the Tree Climbing Championship. But that hasn't stopped anyone from promoting the upcoming ISA Conference.

In preparation, Loring Park has been "spruced" up for the Field Day and the Tree Climbing Championship. That sure will add some excitement. Everything will be in walking distance and with the nice weather we have promised, we hope everyone is

able to really enjoy the beauty of Minneapolis.

Now, our theme, "Hooked on Trees- Arboriculture up North" is just that. Although we wear a lot of flannel and talk with an accent, you'll also find that our restaurants, sporting events, theatre and music are some of the best in the world. And interesting enough, what you'll find mostly here is "Minnesota Nice". Where everyone tries to answer any questions you have. "So don't you know, you can ask, anything".

Everyone deserves kudos and MSA will celebrate and acknowledge all the extraordinary efforts at our fall conference this year!

**See you soon, Paul**

## ISA Conference Committee

**General Co-Chairs - Don Mueller & Ralph Sievert**

**Commercial Exhibits - Cathy Roth**

**Decorations - Amy Caldwell**

**Educational Exhibits - Sue Burks**

**Entertainment - Paul Buck**

**Field Day Co-Chairs - Paul Domholt & Matt Timinski**

**Fund Raising - Kirk Brown**

**Hospitality - Katie Himanga**

**ITCC - Gary Albig**

**Program Co-Chairs - Gary Johnson & Rich Hauer**

**Publicity - Lara Newberger**

**Spouse/Guest/Youth - Jim Vaughan**

**TREE Fund - Jim Zwack**

**Tree Academy - James Burks**

**Volunteer Coordination Co-Chairs - Dave Hanson**

If you have any questions during the conference, please don't hesitate to ask any one of these people. They're "Minnesota Nice".

# ISA CONFERENCE SPONSORS

## Oak Level-\$1000

East Central Energy

Xcel Energy

Great River

Minneapolis Park and Recreation Board

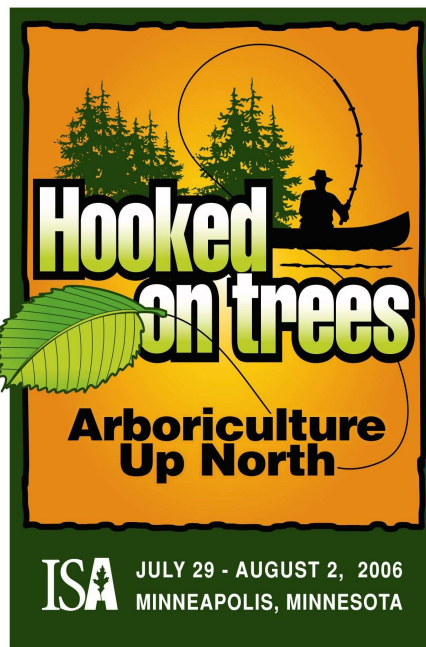
Minnesota Department of Natural Resources

Minnesota Power

S & S Tree and Horticulture Specialists

Summit Brewing Company

Top Notch Treecare, Inc.



## Maple Level-\$500

Living Sculpture Tree and Shrub Care

St. Croix Tree Service

## Spruce Level-\$250

Aerial Equipment

Charles J. Foire Nursery Co.

Dakota Wood Grinding, LLC

Hugo's Tree Care

Klaus Nurseries

M.A Apparel

Majestic Tree Care, Inc.– BioBuzz

Miller Tree & Landscaping

Primeau's Tree Service

## Other Sponsors

JRM Chemical

Linden Hills Neighborhood Council

MSA would like to extend a special thanks to all the companies that have have donated their time, money and personnel to the success of this event.

# 2006 TCC in Minnesota



Rob Juetten-St. Croix Tree Service with unidentified participant-Dog "Gunner" looks on.



Northeast Tree and Rainbow Treecare participants



Judges confer



Nicole Loebner in Work climb-Rainbow Treecare



John Sirbasku-judge at the Aerial Rescue event-notables in background

Phillip Castano-Terra's Canopies



Submitted by Ralph Sievert and Don Mueller, Co-chairs



Over 50 men and women Arborists from nearly 20 different countries will compete in a series of events at the ITCC. The competition will be held on Saturday, July 29<sup>th</sup> and Sunday, July 30<sup>th</sup> in historic Loring Park. There should be quite an audience since nearly 2000 Arborists are expected to attend the conference. Eventually, just five men and women finalists will remain to compete

### Preparing for the ITCC at Loring Park

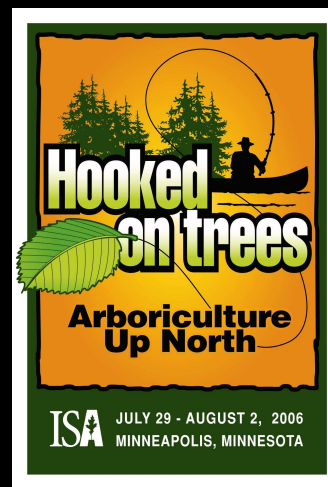
If you did not already know, the 30<sup>th</sup> International Tree Climbing Championship (ITCC) will be held in Minneapolis this month. The big event will be at Loring Park and is a key feature of the 2006 ISA Annual Conference & Trade Show. To prepare for the competition MPRB Forestry crews began pruning all of the trees in the park. Private tree companies, under the watchful eye of Gary Albig, were also on hand to provide much appreciated help. Among those in attendance were: Albig Tree Care, Northeast Tree Service, Eager Beaver Tree Service, Top Notch Tree Care, Northern Arborists and St Croix Tree Care. **[DID I MISS ANY-ONE?]** This work took place for four days.

in the Masters Challenge on Sunday. The winner will become the 2006 International Tree Climbing Champion.

Loring Park is an excellent venue for the ITCC because of its mature trees and close proximity to the host hotels and Minneapolis Convention Center. A thorough mulching of all trees



also took place this spring. If you've never seen an ITCC you won't want to miss this opportunity



Photos taken by Ralph Sievert

Cont. from pg.1

ence. Ryan Rosenow, Jim Naves, Patty Nolt, Rebecca Seibel-Hunt and Ralph Sievert did their best to rally support from our neighboring state. Sometimes it even meant demeaning the Vikings. Over 600 arborists attend this annual event. On Super Bowl night, a sausage football was raffled for a dollar a ticket. This brainstorm of Patty Nolt's resulted in \$100 we didn't expect.

MSA also staffed a booth among other WAA exhibitors. By using a spinning wheel and giving away ISA 2006 "do-dads" it was possible to get the message out. At the conclusion of the conference, two "Hooked on Trees" tee-shirts were raffled as part of WAA's infamous blue light special. A drawing also provided a free conference registration to a lucky WAA member. It looks like there will be quite a few of our Wisconsin neighbors visiting us this summer.

Later in February the Midwestern Chapter of ISA held their annual conference in Bismarck, ND. This chapter reaches across a seven states, three of which border Minnesota. Because Gary Johnson was speaking at this conference, his assistance was solicited and put to use. Professor Johnson helped by distributing literature to attendees and by inviting everyone to Minnesota.

Additional help was provided by Scott Liudahl, City Forester in Fargo. Scott holds membership in both MSA and the Midwestern

Chapter. He was able to make use of assorted promotional materials. As a native Minnesotan, this task could not have been in better hands.

Finally, MSA was front and center at the Minnesota Shade Tree Short Course (MN STSC) which took place in March. This was a valuable opportunity since over 800 arbor related individuals attend the MN STSC. Don Mueller, Paul Buck and Ralph Sievert addressed attendees and invited everyone to attend.

Ryan Rosenow, Chair of the Membership Committee, organized a loyal group of MSA volunteers to staff a booth in the exhibit hall. Attendees were required to fill out a raffle ticket if they wanted to win a prize at the conclusion of the event. This helped maximize exposure for the ISA Conference. It also provided Don Mueller and Paul Buck an opportunity to solicit pledges for their participation as riders in the Tour des Trees, the TREE Fund's annual fund raiser.

The program and registration information are available on line at ISA's website which is [www.isa-arbor.com](http://www.isa-arbor.com). If you've ever thought about attending an International Society of Arboriculture Annual Conference and Trade Show, this is your chance. It really is a once in a lifetime experience that you won't want to miss.

**"Room for Trees" Fall Conference**

**October 26-27, 2006**

**Mankato**

**Hosted by Brian Hagberg.**

"Tree House of Horrors" coordinators would like to solicit new horrifying tree material or digital images with their stories.

**Tentative Fall Conference Program:**

**October 26, 2006**

Registration 12:30 to 1:30 pm

1st Session 2:00 pm **"Landscape Remodeling and Vista Pruning"**

2nd Session 3:00 pm **"Septic Systems and Rain Gardens for Arborists"**

3<sup>rd</sup> Session **4:00 pm Three Concurrent Topics:**

"How to Communicate with homeowners, contractors, landscapers, landscape architects, local politicians, etc."

"So you want to compete in the Tree Climbing Championship"  
"Training for taking Certified Arborist Exam – two topic areas"

**Business Meeting 5:30 pm**

Evening gathering beginning at 6:30 pm

**October 27, 2006**

Friday 7:00 am to 8:30 am Continental breakfast

Featured Conference Speaker 8:30am

1st session **"Top 10 Panel Presentation"** 9:30 am

Top 10 Deciduous Trees and Top 10 Underutilized Deciduous Trees in Minnesota

Top 10 Evergreen Trees and Top 10 Underutilized Evergreen Trees in Minnesota

2<sup>nd</sup> session **"Top 10 Panel Presentation"** 10:45 am

Top 10 Commercially Important Tree Diseases in Minnesota

Top 10 Commercially Important Tree Insects in Minnesota

12 Noon -- Box lunch tour of Mankato with Brian Hagberg –

**Program over**

# Rainbow

# ad here



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## **Plan for 2007 Tour des Trees Announced**

The Board of Directors of the TREE Fund is pleased to announce a plan for Tour des Trees 2007 that we hope will have something for everyone. For those of you who haven't tried the ride and those who haven't done it in a while, this could be your year!

The main Tour will consist of a scenic ride along the coast of California that will give us the largest audience we've had for our message in a long time. For those who choose to transport themselves to Hawaii, Tour des Trees 2007 events will wrap up with a spectacular one-day Tour on Oahu, culminating in the traditional ride into the Field Day at the International Society of Arboriculture conference in Honolulu. Riders will be able to choose a traditional Tour in beautiful and easy-to-reach California, a single-day extravaganza in sunny Hawaii, or the whole package.

The TREE Fund's process for deciding on a venue was a little different this time. The ISA's choice of Hawaii for their conference presented us with unusual challenges that included transportation, lodging and other expenses beyond the norm for both riders and the TREE Fund. The logistical complications of getting dozens of riders and their bikes from island to island safely, quickly and economically were a major concern, as was the possibility we might not attract our usual numbers of riders and sponsors. A serious drop in rider and/or sponsor levels would cripple our ability to provide the grants and scholarships that are at the core of the TREE Fund's mission. We decided to survey past and present riders and the members of the Western Chapter to get their input.

The overwhelmingly consistent response we got in our surveys was that public outreach and education are vital elements of the ride. Adding that to our financial and logistical concerns, we decided to

choose a venue that maximizes public awareness opportunities and

minimizes risks. But we didn't want to miss the opportunity for a Hawaii Tour and the emotional high of riding into the Field Day. So we're planning a one-day event in Oahu that will showcase the full-Tour riders who can make the trip, as well as attract residents, cycling enthusiasts, families and others attending the conference who might not otherwise be able to devote the time and pedal power necessary to ride the Tour. We hope the one-day Tour des Trees will be such a success we'll want to incorporate it into future rides as well.

Realizing that our decision is clearly a compromise that may not please everyone, the Board of Directors is grateful to all the passionate and dedicated people who have put a lot of time and effort into planning for Tour des Trees 2007. Doug Anderson and Kevin Eckert of the Western Chapter have been a tremendous asset to the 2007 Venue Committee, as well as the TREE Fund staff and Board throughout this process. We thank them for their time and thoughtful input. We are grateful to Eric Duchinsky and staff at the ISA for their help in conducting our electronic surveys. And thanks to all of you who participated in those surveys.

The TREE Fund truly values your opinions. We'll be calling on some of you in the near future to help us lay out the California route and plan our events in California and Hawaii for the TREE Fund's Tour des Trees 2007. We're counting on your support and we hope to see you riding with us soon!