



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2007 Volume Two

FLORIDA URBAN FORESTRY COUNCIL 2006 Annual Report



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PRESIDENT'S MESSAGE



What is the real value of planting a tree? Why should each and every one of us plant trees ourselves and encourage tree planting where we live? The following are some practical statistics that I feel really emphasize just how important trees are to our cities and communities.

- The net cooling effect of a young, healthy tree is equivalent to ten room-size air conditioners operating 20 hours a day. (U.S. Department of Agriculture)
- An acre of trees absorbs enough carbon dioxide over one year to equal the amount produced by driving a car 26,000 miles. (Nowak, 1993)
- If every American family planted just one tree, the amount of carbon dioxide in the atmosphere would be reduced by one billion pounds annually. This is almost 5% of the amount that people pump into the atmosphere each year. (Growing Greener Cities)
- Projections suggest that 100 million additional mature trees in US cities (3 trees for every unshaded single family home) could save over \$2 billion in energy costs per year. (Trust for Public Land)
- One acre of forest absorbs six tons of carbon dioxide and puts out four tons of oxygen. This is enough to meet the annual needs of 18 people. (U.S. Department of Agriculture)
- A row of trees can cut the ambient noise level approximately in half. (The National Arbor Day Foundation)
- At a South Miami residential study site, a 21% existing tree canopy reduces stormwater runoff by 15%. (American Forests)
- Trees enhance community economic stability by attracting businesses and tourists. People linger and shop longer along tree-lined streets. Apartments and offices in wooded areas rent more quickly and have higher occupancy rates. (The National Arbor Day Foundation)
- Trees have the potential to reduce social service budgets, decrease police calls for domestic violence, strengthen urban communities, and decrease the incidence of child abuse according to the study. Chicago officials heard that message last year. The city government spent \$10 million to plant 20,000 trees, a decision influenced by Kuo's and Sullivan's research. (Chicago Tribune)
- In laboratory research, visual exposure to settings with trees has produced significant recovery from stress within five minutes, as indicated by changes in blood pressure and muscle tension. (Texas A&M University)
- Nationally, the 60 million street trees have an average value of \$525 per tree. (Management Information Services)
- There are about 60- to 200-million spaces along our city streets where trees could be planted. This translates to the potential to absorb 33 million more tons of CO2 every year, and saving \$4 billion in energy costs. (National Wildlife Federation)

Trees are on the job 24 hours of every day working for all of us to improve our environment and quality of life. Hire a tree today – it will be your most dependable employee!

Celeste White

Trees Florida



Mark Your Calendar...

Trees Florida 2007
June 9-12
Innisbrook Resort and Golf Club
located at Palm Harbor
For further information visit
www.treesflorida.com

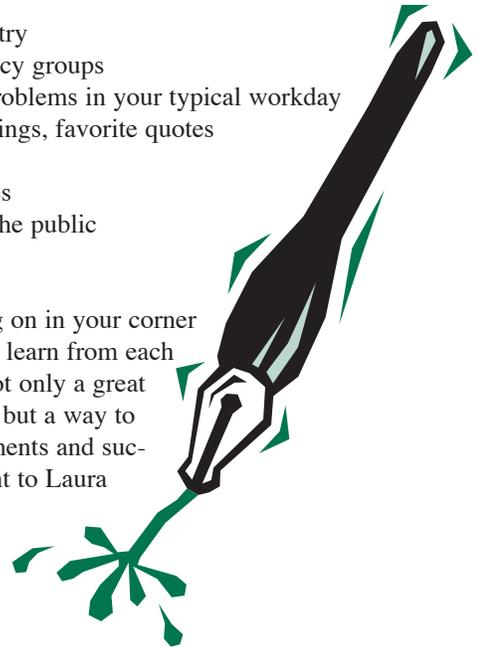
ARTICLES WANTED

The Florida Urban Forestry Council would like to share information on what is going on throughout the state in our newsletters. We would like to receive articles on any aspect of our field. Article ideas may include, but are not limited to, the following:

- New trends in the industry
- News about tree advocacy groups
- Solutions to common problems in your typical workday
- Childrens' poems, drawings, favorite quotes
- Volunteer projects
- Favorite or new websites
- Ideas on working with the public
- City tree programs

Please share what is going on in your corner of the state so that we can learn from each other. Our newsletter is not only a great way to share information, but a way to show off our accomplishments and successes. Articles can be sent to Laura Sanagorski at LSanagorski@deerfield-beach.com.

Thanks for contributing!



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THE STATE OF URBAN FORESTRY IN FLORIDA

By Charlie Marcus, Urban Forestry Coordinator, Florida Division of Forestry

Soon after the 2004 hurricanes had devastated the urban forests in over 180 Florida communities, I met with U.S. Forest Service officials to figure out how we could help these communities replant and rejuvenate their *green infrastructure*. One of the Forest Service officials remarked that “the hurricanes were the worst thing that could have happened to Florida’s urban forests, but maybe the **best** thing that could have happened to Florida’s urban forestry program.” At the time, we were so overwhelmed by the task at hand that we did not appreciate the relevancy of this statement. The more you think about it, however, the more you realize that the man’s remarks were absolutely accurate.

For some time, various urban forestry entities have tried to emphasize some basic principles that would significantly improve urban tree health and reduce management costs for local governments. These include growing and planting trees that meet the Florida Grades and Standards that have been in place since 1955. It also means planting the Right Tree in the Right Place. A tree needs enough room above and below ground to grow properly, and the species needs to be the right one for the site and the climate. The trees need to be placed properly in the ground and receive adequate watering. Once established, the trees need to be periodically pruned in order to develop a sturdy structure. The ANSI pruning standards that have been developed and refined by the University of Florida and other scientists over the years provide the details of how this should be done.

The devastation wrought by these hurricanes proved the wisdom of those who developed the above principles. The majority of trees that failed were either over-mature, had poor branch structure or confined roots, or the species was not the right one for the site or the climate zone. Introduced species failed more than natives, and certain species such as exotic Ficus proved especially vulnerable.

Those of us who were charged with administering the Urban Forestry Hurricane Grant program felt that the situation presented the opportunity to do things the right way. If hurricanes occur in

future decades, we want the trees being planted now to survive these events, rather than simply contributing to the debris load that our successors have to clean up. This has meant investments in educating every possible segment of both the urban forestry profession and the general public. It has also meant adhering to standards that the hurricanes have proven to be justified.

In retrospect, it would have been easier to simply provide a lot of small trees to the public, hire untrained people to just count stems, and brag about our accomplishments. Adhering to standards has brought our grant coordinators into conflicts with nursery growers, landscape installers, arborists, and local officials. On the positive side, these conflicts have resulted in education of municipal officials and additional sectors of the industry. On the negative side, we have occasionally alienated ourselves from cooperators to whom we would like to provide assistance in the future and have sometimes acted overzealously. However, the desired outcome from this program of a healthier urban forest has been more important to us than the output of how many trees were planted.

In summary, Florida can be proud of the urban forestry program in the state as it is practiced by a number of entities. On the other hand, our agency’s experiences in helping communities to reestablish canopy in the hurricane’s aftermath illustrate how much **more** education is needed to maintain a healthy and growing urban forest. Thank you to everyone who has helped us with this effort during the past 2 1/2 years.



NEWSLETTER ADVERTISING RATES

Annual rates are as follows:

• • •

Business-card size advertisement.....	\$55
Quarter page advertisement	\$95
Half-page advertisement.....	\$175
Full page advertisement	\$350

• • •

To place an advertisement in *The Council Quarterly*, please contact Sandy Temple, FUFC Executive Director (407-872-1738).



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2006 - THE YEAR IN REVIEW

By Celeste White, President, Florida Urban Forestry Council

“Don’t be too timid and squeamish about your actions. All life is an experiment. The more experiments you make the better.” *Ralph Waldo Emerson*

The Executive Committee of the Florida Urban Forestry Council holds an annual retreat in February with two purposes in mind: to look at the past and plan for the future. Looking back at the past gives us a chance to celebrate our successes and give ourselves a pat on the back. We also look at what we attempted to do, but weren’t able to accomplish and why. And all that introspection gives us good, basic information for planning the next year ahead.

This year, we met on February 1, 2007. It is amazing to me how much we attempted to do and how much we

“It is amazing to me how much we attempted to do and how much we completed.”

completed. We are very proud of our accomplishments:

- Our 15 year anniversary celebration at the Trees Florida Conference
- Our first ever Annual Report for the year 2005
- The Trail of Trees--our effort to educate youth--the live program reached 6,000 students and the professional videotaping and distribution of a copy of the DVD went to every elementary school in the state of Florida
- Updating of our display for tradeshows and events. We even won an award for our booth at the FNATS show sponsored by the Florida Nursery, Growers and Landscape Association.
- Our newsletter improvements--more articles, ads and interesting items thanks to our committee and its chair Laura Sanagorski
- Revised membership application and effort to contact non-renewing members to find out the reasons that they didn’t renew their membership
- Reprinting of the Right Tree/Right Place poster with sponsorship to help with publication costs
- Providing educational materials at the Division of Forestry grant workshops including a Landscape Installation Inspection checklist

- Membership survey--results available in this newsletter
- Annual Trees Florida Conference and Trade Show--the best in the state (and maybe the Southeast) on the subject of trees
- Trees Florida Awards and the addition of a new awards category--Outstanding Tree Advocacy Group

We tried to be effective with the following:

- Our effort to voice our position against the billboard legislation (it passed)
- We tried to provide trees and education for a Extreme Makeover filmed in Central Florida in March 2006 (we

couldn’t get our foot in the door)

We are looking forward to the following in 2007:

- Revision of the bylaws
- Communicating with our membership by E-mail
- Sponsoring a hurricane workshop at the Society of Municipal Arborists national meeting in September
- Sponsoring the statewide Envirothon--a contest for high school students with an urban forestry component
- Web site improvements
- The conference, awards, newsletters and much more.....

It’s been an exciting year with a diverse list of accomplishments. Stay tuned to see what’s happening next!





HOLLYWOOD
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**43rd Annual
Society of Municipal Arborists
Conference & Trade Show**

September 15 - 19, 2007

**Hollywood Beach Marriott
Resort and Spa
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**Nationally Recognized Speakers:
Dr. Kim Goder, University of Georgia
Dr. Edward Gilman, University of Florida
Dr. Michael Raupp, University of Maryland**

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www.urban-forestry.com**

TREE CITY USA PROGRAM

By Charlie Marcus, Urban Forestry Coordinator, Florida Division of Forestry

The Tree City USA Program is alive and well in Florida! Calendar year 2006 began with 121 Tree City USA's statewide, making Florida #6 among the 50 states. At this writing, most of these entities had submitted their 2006 annual renewals. In addition, four communities have applied for new certifications. Even more notably, several communities who have not participated in the program for several years have applied for re-certification as well. So, by the time the smoke clears, there may be more than 130 total Tree City USA's for 2006.

Calendar year 2007 also started out on a very positive note. The Division of Forestry held a Tree City USA workshop in Bradenton on January 18. Dan Lambe, who coordinates the Tree City USA program nationally for the National Arbor Day Foundation, presented keynote remarks to the 60 people in attendance. Senior Forester Salvador Alemany also assembled an informative agenda of speakers to address technical urban forestry topics.

The following day, Florida's Arbor Day, the City of Miami received their first ever Tree City USA certification. State Forester Mike Long presented Mayor Manny Diaz with their plaque and flag in a ceremony held at the historic Miami High School. As part of the event, 100 shade trees were planted in the surrounding Little Havana neighborhood, and each elementary school in the city

planted a sweetbay tree on their school grounds.

So why has interest in Tree City USA increased lately? Yes, the Division of Forestry does offer extra points when they score Urban Forestry Grant applications. However, I think there's more to it than that. Tree City USA signifies community pride. Community leaders value their trees enough to where they hire knowledgeable professionals to manage them and commit enough funds and resources to optimize their benefits. TCUSA certification also reflects active citizen participation by both youth and adult groups. This involvement is just as evident in towns with populations of less than 1,000 as it is in cities like Tampa and Orlando. The effort and investments that communities have put into replacing trees following the 2004 and 2005 hurricanes provides visible testimony of the dedication of communities to an active urban tree management program.

The Division of Forestry administers

the Tree City USA program in Florida. Information about the program is available on the National Arbor Day Foundation website, www.arborday.org, and the Division of Forestry website,

“Community leaders value their trees enough to where they hire knowledgeable professionals to manage them and commit enough funds and resources to optimize their benefits.”

www.fl-dof.com. City and county governments, as well as federal military bases, are eligible for certification. To qualify, they must have a designated tree board, advocacy group, or department in charge of tree management. They must also have an enforced tree ordinance, a work plan with an

annual budget of at least \$2.00 per capita, and an annual Arbor Day celebration.

For those who go above and beyond the call of duty, there is the Tree City USA Growth Award. Certified entities who spend at least as much as they did the previous year on their urban tree program can qualify. In addition, they must either **initiate new tree management activities, or expand their current activities over the previous year.** In 2006, the number of growth awards in Florida more than doubled from the previous year, to the current total of 38. The Growth Award also qualifies a community to be eligible to receive the Tree City USA of the Year Award, which is presented each June at the annual Trees Florida Conference.



MEMBERSHIP COMMITTEE REPORT

By Sheryle Dell, Membership Committee Chairperson

I want to start off by thanking the 2006 committee members—Gene Dempsey, Mike Insley, John Holzaepfel, Howard Jeffries, Don Goulding, and Earline Luhrman. During the 2006 retreat the group identified projects for the year—a user-friendly display, develop a guidelines document for board members, a 2006 membership survey, and to increase membership from 388 to 425 by December 31, 2006.

The display won an award at the FNATS show and has been taken to several events throughout the state. The Executive Committee members' guidelines were given to all new board members. The membership survey was conducted with results included in this report. Results are also available on our website at www.fufc.org. Membership as of December 31, 2006 was 492—a record high! It is amazing what a group of dedicated volunteers can accomplish!

I'd like to introduce the 2007 membership committee—Ben Bonds, Sheryle Dell,

John Holzaepfel, Mike Insley, Howard Jeffries, Earline Luhrman, and Rocky Randels. They are ready to take over where the 2006 committee left off and move forward.

One of the first projects will be to analyze the data from the membership survey. There are a couple of responses that stood out—40% of our members are a result of referrals from a current member (word of mouth). When asked “*Is FUFCC communicating their goals, accomplishments, strategic plan and projects with the membership?*” 73% responded yes. In 2004, the yes response to the same question was 53%. We have made progress, but are challenged to do a better job.

There is a great amount of diversity in our membership. Looking at the responses, we can better understand who our members are and what other segment of the green industry they are affiliated with. Our membership is also becoming more electronic with 37% selecting communication via E-mail, but a large percentage

still have a preference for the newsletter and direct mail.

“*Would you be interested in becoming an Executive Committee member or serving on a committee?*” A group of individuals indicated their interest in becoming more involved with the Council. Two from this group were appointed to the Executive Committee this year.

I want to thank all of you who took the time to participate in the survey; it is our guide for the future. I would like to challenge each of you to tell your friends and colleagues about FUFCC and bring in at least one member this year. Remember 40% of our members are here because of another member. Keep up the good work!



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- Nelson... A cut above the competition

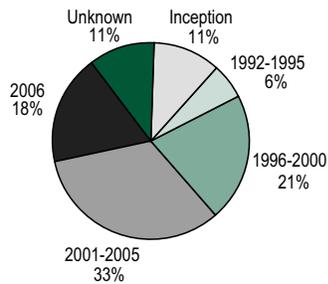
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TREE SERVICE, INC.

Contact the following Nelson representative to discuss your Vegetation Management needs

**Bob Turner, Jr. at
1-908-305-7099**

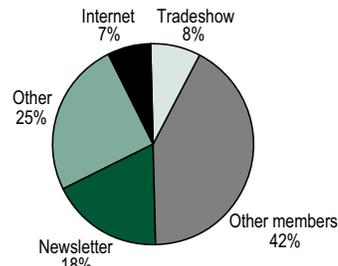
2006 MEMBER SURVEY RESULTS

1. What year did you first become a member of the Florida Urban Forestry Council (FUFC)?



- Inception (13)
- 1992 (3)
- 1993 (2)
- 1994 (2)
- 1995 (0)
- 1996 (3)
- 1997 (4)
- 1998 (2)
- 1999 (3)
- 2000 (12)
- 2001 (4)
- 2002 (3)
- 2003 (6)
- 2004 (9)
- 2005 (16)
- 2006 (20)
- Unknown (12)

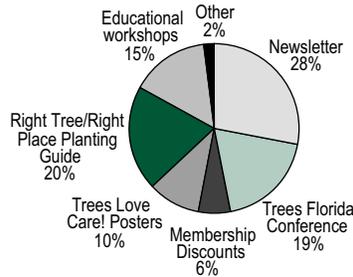
2. How did you hear about the FUFC?



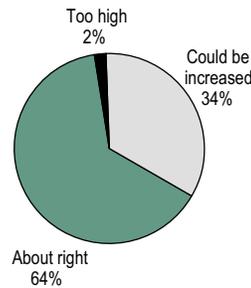
- Tradeshow (11)
 - Internet (10)
 - Other Members (55)
 - Newsletter (24)
 - Other* (34)
- (*Founding members; ASLA; DOF; FCISA; FLOC; FNGLA; FRPA; SAF; employer; other non-profit groups; Trees FL conference; U&CF grant recipient; publications)

3. What benefits do you enjoy?

- Newsletter (126)
 - Trees Florida Conference (86)
 - Membership Discounts (29)
 - Trees Love Care! Posters (45)
 - Right Tree/Right Place Planting Guide (89)
 - Educational Workshops (68)
 - Other (7)
- (Members sharing a common interest and networking; exchange of information and ideas)



4. I feel the current annual membership rate:

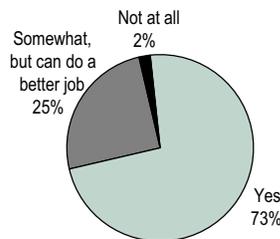


- Could be increased to support services (46)
- Should stay the same (86)
- Is too high - discourages membership (3)

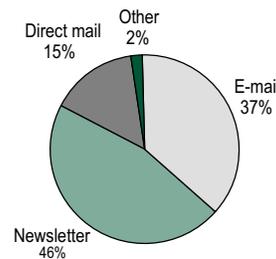
Recommendations:
Should provide budget addressing needs and future plans to determine membership costs

5. Do you feel the Executive Committee of the FUFC is communicating the progress, goals, strategic plan, and projects with its membership?

- Yes (96)
- Somewhat, but can do a better job (33)
- Not at all (2)



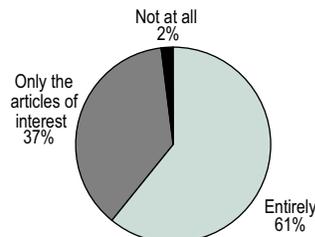
6. How would you like the FUFC to update you?



- E-mail (73)
- Newsletter (93)
- Direct mail (30)
- Other (3)

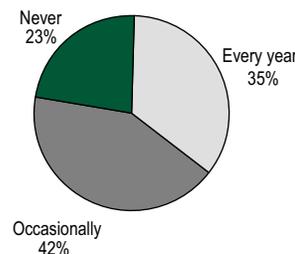
7. Do you read the newsletter?

- Entirely (81)
- Only the articles of interest (49)
- Not at all (2)



Recommendations:
Feature a "tree service" of the month/quarter/year with a bio; need more articles on how to create and maintain a successful program; more articles on the state of Urban Forestry in Florida; more tree care--insect and disease identification

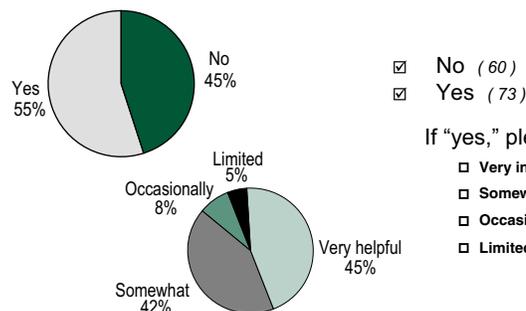
8. Do you attend the Trees Florida Conference?



- Every year (47)
- Occasionally (56)
- Never (30)

If "never," please explain:
Schedule conflicts; other responsibilities take most of time and funds; too many conferences to choose from

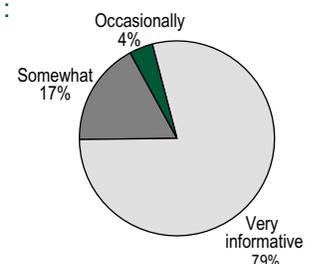
9. Have you visited the FUFC website (www.fufc.org)?



- No (60)
 - Yes (73)
- If "yes," please rate...**
- Very informative (32)
 - Somewhat informative (31)
 - Occasionally informative (6)
 - Limited useful content (4)

10. Rate the Council's publications (newsletter, Trees Love Care! Posters, Right Tree/Right Place Planting Guide):

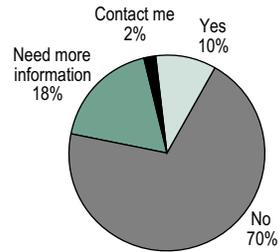
- Very informative (109)
- Somewhat informative (24)
- Occasionally informative (5)
- Limited useful content (0)



Comments:
Posters are great; add cultivars to tree selection list; develop new posters with different teaching points; provide letter-sized publications for easy distribution

11. Would you be interested in becoming an Executive Committee member or serving on a committee?

- Yes (13)
- No (87)
- I need more information (22)
- Please contact me (2)

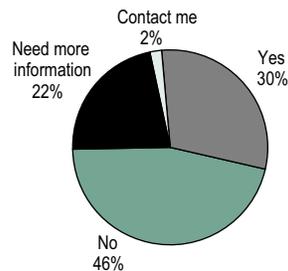


16. What educational opportunities would you like to see UFUC offer?

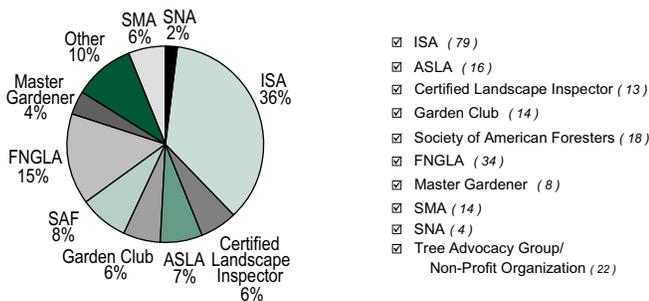
- Offerings of building green and low impact development
- On-line educational opportunities
- Long-range planning for tree replacement in large-scale master planned communities
- How to develop a successful Urban Forestry program
- Short training classes for retail sales staff
- Training in tree protection ordinances--both private and public
- Live proper practice demonstrations; public awareness classes
- On-the-job safety
- Regional workshops
- Tree/vegetation protection during construction
- Specific programs for municipal arborists and employees on tree preservation and measuring tree canopy--every city should know its tree canopy coverage percentage
- Reach homeowners associations
- Presentations to governmental and civic organizations on the value of tree protection ordinances

12. Would you be interested in participating in UFUC volunteer efforts...?

- Yes (41)
- No (61)
- I need more information (30)
- Please contact me (3)



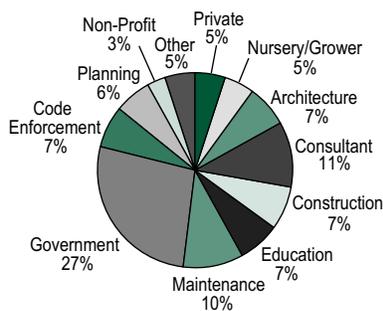
13. Are you affiliated with other "green industry" groups?



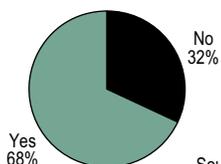
- ISA (79)
- ASLA (16)
- Certified Landscape Inspector (13)
- Garden Club (14)
- Society of American Foresters (18)
- FNGLA (34)
- Master Gardener (8)
- SMA (14)
- SNA (4)
- Tree Advocacy Group/ Non-Profit Organization (22)

14. Which of the following is your profession related to?

- Private Tree Care (12)
- Nursery/Grower (12)
- Landscape Architecture (18)
- Consulting Arborist (26)
- Construction/Landscape Installation (16)
- Education/Teacher (18)
- Landscape Maintenance (23)
- Municipal Arborist/State/County/City Government (62)
- Code Enforcement (18)
- Planning (15)
- Non-Profit/Volunteer Group (8)
- Other (13)

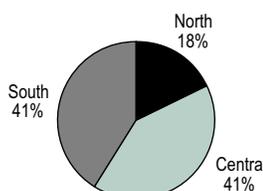


15. Would you be interested in attending regional meetings (informational and/or social)?



- No (41)
- Yes (89)

If "yes," what region?



- North (20)
- Central (44)
- South (44)

17. How can UFUC better serve our membership?

- Continue to promote the importance and value of trees
- Rally all Florida's municipal arborists to amend their permit ordinances to require certified arborists to oversee tree preservation on development projects within their cities
- Engage members in projects that support urban forests; help members advocate for urban trees
- Increase membership with municipalities with a sample mailer to city arborists of non-member cities
- Outreach to elected officials/governments, power companies...more advocacy for trees
- Help membership become more influential in community so programs are supported
- Help develop i-Tree sample cities for Florida that can be used to promote the value of the urban forest to our politicians and public
- Provide more information on what's going on in the industry
- Promote research and development among community planners, utilities, etc., to address future development or re-development with utility conflicts; need more quality trees and less needs for utility easements/ROW's
- Provide clear "how to" information to include in ordinances



**Hardening-off Trees – Improving Quality
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Grower Members

Alturas Native Nursery Alturas/863-326-5639	John Deere Landscapes Parrish/941-737-2305
BE-MAC Farms Odessa/813-920-2247	Keystone Farms Tampa/813-920-0894
Bent Oak Farm Ocala/352-245-5429	Marshall Tree Farm Morrison/800-786-1422
Cannon Trees, Inc. Brooksville/352-279-9709	Nature Coast Tree Corp Bell/386-935-9349
Champion Tree Farm Gainesville/352-375-6001	SMR Farms Bradenton/941-708-3322
D.H. Keen, Inc. Lake Wales/863-692-1009	Skinner Nurseries Bunnell/800-741-2020
Ellenton Nursery Growers Parrish/863-326-5639	Southern Pride Tree Farm Bell/386-935-3636
FMT Farms Brooksville/352-799-0056	Stewart's Tree Service Brooksville/352-796-3426
Fort Drum Growers McAlpin/386-776-2727	The Magnolia Company Barberville/800-880-4662
Huntsman Tree Supplier Brooksville/352-754-5295 Lake City/386-963-2225	Turner Tree & Landscape Bradenton/941-721-3597
	Walsh Brokerage Parrish/863-326-5639

Associate Members

Braun Horticulture	Grass Roots Nurseries
Caretree Systems	Seaworld
Cherokee Manufacturing	Jack Siebenthaler
General Cordage	Sunrise Landscape
Graco Fertilizer Company	Treemart

To Subscribe to the RPG Times Newsletter or to request copies of the Tree Grading and Tree Planting Cue Cards contact an RPG member or visit www.rootsplusgrowers.org

2006 FINANCIAL REPORT

The 2006 Financial Report demonstrates the generosity and support of individuals, governmental agencies, and corporations to help provide the sustainability the Florida Urban Forestry Council needs to continue its mission of planning, promoting, and protecting the urban forest.

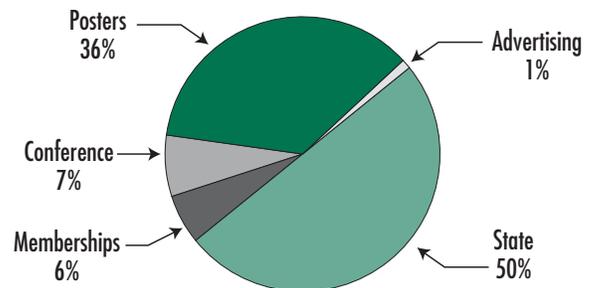
When reviewing the revenue for 2006, the Right Tree, Right Place poster sales increased by 18% from 2005 equaling 36% of the Council's revenue. Membership dues increased 10% from 2005. Memberships in 2006 totaled 492—compared to 388 in 2005—totaling a 27% increase in membership. The Council also receives significant support from the Florida Division of Forestry.

One of the major projects undertaken by the Council in 2006 was the professionally-produced video of the Trail of Trees program and distribution to elementary schools throughout the state reaching over 1,800 schools. This project was accomplished through funding provided in an Urban and Community Forestry grant (\$10,000) and matching funds supplied by the Council. Not only was the DVD and video produced and distributed, but the Council was also able to host live performances presented to almost 6,000 students in the South Florida region. Recognizing the need to increase the knowledge of trees to children, a component of our strategic plan, was a factor in choosing these specific projects.

Revenue received also allowed the Council to recognize and celebrate our 15-year anniversary which highlighted our accomplishments and achievements. Several projects related to the Council's anniversary included the 2005 Annual Report and an updated display and materials which are used at tradeshow and events to further promote the Council and its activities. In addition, due to the demand of the Right Tree, Right Place planting guides, sponsorships and funds supported a reprint of all three versions of the posters.

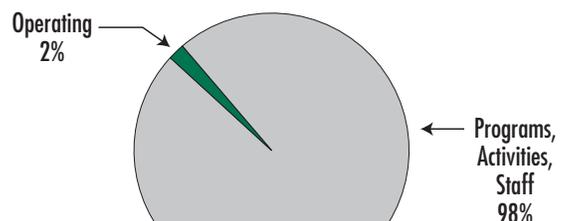
SUPPORT AND REVENUE: \$175,045.75

(Note: Amount does not include balance carried forward from 2005)



SOURCES OF SUPPORT

EXPENDITURES: \$176,683.95



HOW REVENUE IS USED

TREES FLORIDA 2007 AWARDS PROGRAM

TREES FLORIDA 2007 AWARDS PROGRAM

AWARD CATEGORIES

- ◆ **Outstanding Professional** - Recognition of a professional individual for his or her contribution to urban forestry activities and arboricultural practices. Nominees include municipal foresters, private arborists, utility arborists, growers and educators.
- ◆ **Outstanding Individual** - Recognition of an individual instrumental in organizing or motivating urban forestry activities within a community. Nominees include community leaders, elected officials, exceptional volunteers, local non-profit organizers and concerned citizens.
- ◆ **Outstanding Tree Advocacy Group** - Recognition of an organization who has actively encouraged or implemented exceptional landscape beautification, tree planting, maintenance, preservation and/or related public educational programs within their community. Nominees include tree boards, beautification committees, garden clubs, not-for-profit organizations, youth groups and homeowner associations.
- ◆ **Outstanding Urban Forestry Program** - Recognition of a local government or organization providing exemplary leadership and vision to a comprehensive urban forestry program. Activities include beautification, fundraising, partnerships, tree planting, tree preservation, scheduled tree maintenance, tree inventories, public education and memorial tree planting programs. Nominees include local government, not-for-profit organizations, arborists, garden clubs, youth organizations, homeowner associations, beautification committees and tree boards.
- ◆ **Outstanding Project** - Recognition of a residential or commercial project that demonstrates tree preservation, tree planting, tree maintenance or environmentally sound planning or design. Nominees include developers, landscape architects, engineers, architects, planners, businesses, arborists, landscape installation or maintenance contractors.
- ◆ **Edward W. Bok Award** - Recognition of career-long distinguished service and dedication to the advancement of Arboriculture.
- ◆ **Florida Tree City of the Year** - The Florida Tree City of the Year is selected from all the cities recognized as Tree City USA in the state of Florida. A committee from the Florida Division of Forestry recommends up to three cities worthy of this special recognition based upon their efforts during the preceding year. The Awards Committee then selects the recipient. All Tree City USA Florida cities are automatically eligible. *Since nominations come from the Division of Forestry, there is no need to apply for this award.*

ENTRY GUIDELINES

- ◆ Enter your own work, the work of your organization or the work of another.
- ◆ Each application must be typed and presented in a standard three-ring binder (no larger than 1/2 inch capacity). The completed awards entry form must be the first page of the application. Following the entry form should be a summary of not more than three (3)-type-written pages that describe the project's, program's or individual's contribution to urban and community forestry as outlined in the Award Categories.
- ◆ Support documentation such as photographs, press clippings, printed pieces, and letters of commendation are encouraged, but shall be limited to 12 additional pages. All supporting documents must be attached or secured inside the application. Please, no loose documentation such as videotapes. Each application must include at least 3 digital photos in order to be considered. Examples include photos of the individual recipient, project logo, etc. The photos will be used in the Awards Ceremony that will be held on June 12, 2007 at the Innisbrook Resort and Golf Club.
- ◆ **Deadline for entry is May 4, 2007.** Submit the original, one full copy and the 3 digital photos to:
Trees Florida 2007 Awards Program, Post Office Box 547993, Orlando, FL 32854-7993.
(Physical Address - 3104 Harrison Avenue, A-2, Orlando, FL 32804). All submitted materials become property of the Trees Florida 2007 Awards Program. Please note: The Awards Committee reserves the right to reassign the entry to another category if deemed appropriate. For questions or additional entry forms, please contact Sandy Temple, Florida Urban Forestry Council Executive Director at (407) 872-1738.

TREES FLORIDA 2007 AWARDS ENTRY FORM

Name of entry/individual/project _____
Name of contact person for the entry _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____
Nominated by (if different) _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Number of duplicate certificates if needed _____

Award Category (please check one):

- Outstanding Professional Outstanding Individual Outstanding Tree Advocacy Group
 Outstanding Urban Forestry Program Outstanding Project Edward W. Bok Award

DEADLINE FOR SUBMISSION - MAY 4, 2007

Submit to: Trees Florida 2006 Awards Program, Post Office Box 547993, Orlando, FL 32854-7993
(Physical Address) 3104 Harrison Avenue, A-2, Orlando, FL 32804

Trees Florida



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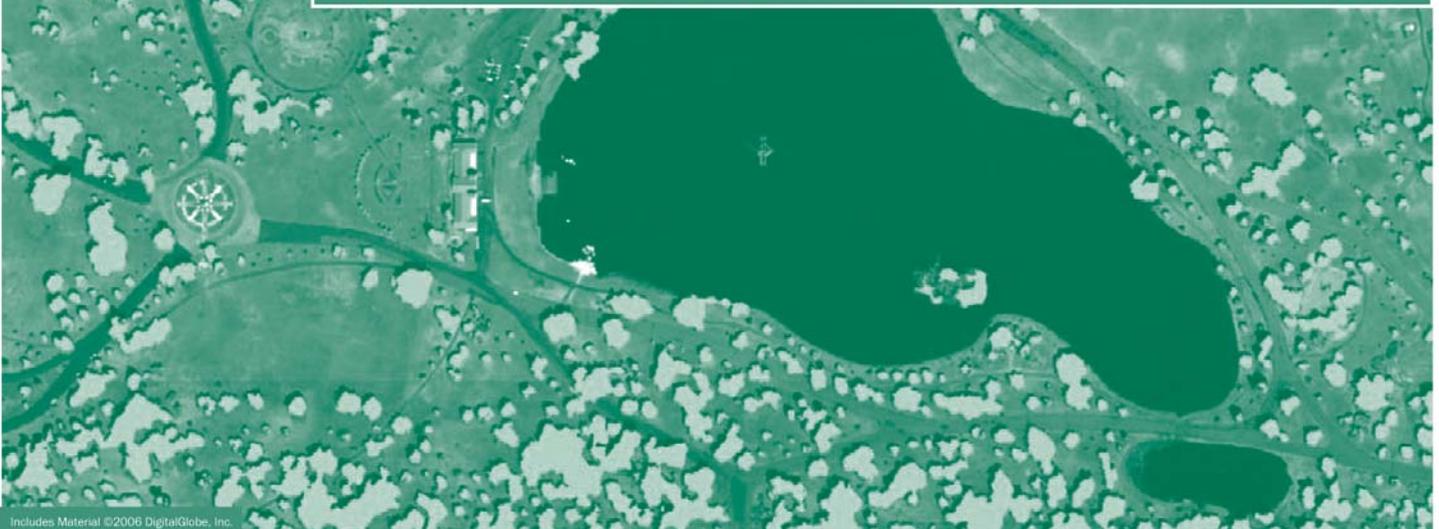


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URBAN AND COMMUNITY FORESTRY GRANTS PROGRAM

By Charlie Marcus, Urban Forestry Coordinator, Florida Division of Forestry

At this writing, the Florida Division of Forestry is holding an enrollment period for our annual Urban and Community Forestry grants. This enrollment period will conclude on Friday, March 30. The purpose of these grants is to help provide Florida communities with the resources they need to either initiate or improve their local urban forestry management programs. Eligible entities include local governments (city and county), non-profit groups, and educational institutions.

Eligible activities include the following:

- hiring temporary staffing
- purchasing urban forestry equipment
- conducting urban forest inventories and/or master plans
- various educational projects

In addition, a small amount of funds are available for demonstration tree planting projects. However, most of these funds will be awarded to small rural communities or underserved neighborhoods in larger cities.

Additional information about these grants is available on the Division of Forestry website, www.fl-dof.com, or by contacting your local County Forester.

Now for the hard part: This may be the final year that we will be able to provide these grants. Beginning in 2008, the US Forest Service is proposing a 38% reduction in the amount of funding allocated as urban forestry pass-through funds to the states (which our agency uses to provide these grants). This comes on top of a 50% reduction over the past three years that we have already endured. Part of the reason for this change is to provide additional funds for the catastrophic wildfires that have occurred during the past several years out west. Also, the Forest Service is evaluating the manner in which they fund cooperative assistance programs with the states.

“This may be the final year that we will be able to provide these grants.”

If you would like to see this funding continue, please make your feelings known with a personalized letter to your local US Representative and Senator. Up to this point, they have not heard from enough beneficiaries of these program funds. This legislation will be included in the Forestry Title of the 2008 Farm Bill.

Also important: The same pool of funds also provides a significant amount of financial support for the Florida Urban Forestry Council. If you appreciate the contributions that the Council makes to the urban forestry program, you may also wish to contact your federal legislator.



MEMBERSHIP APPLICATION

Clip & Mail Today! 

(Dues are effective for the calendar year of January 1 - December 31)
Make check or money order payable to FUFCC and mail to:
Post Office Box 547993, Orlando, FL 32854-7993

CATEGORIES (please check one):

Professional @ \$25.00

(Professional membership is open to anyone who is actively working in the profession of Urban Forestry or any related profession.)

Tree Advocate @ \$20.00

(Tree Advocate membership is granted to those volunteers who are members of a tree board, beautification committee or other Urban Forestry volunteer group.)

Supporting @ \$200.00

(Supporting membership is granted to those individuals, groups or other entities expressing a desire for a strong supportive role in the Council. Membership will be granted for up to five individuals of an organization or business.)

Government/Non-Profit Agency @ \$100.00

(Government/Non-Profit Agency membership is granted to those individuals, groups or other entities actively working in the profession of Urban Forestry or any related profession. Membership will be granted for up to five individuals within the agency.)

Student @ \$10.00

(Student membership is granted to anyone who is actively enrolled as a full-time student and who is considering pursuing a career in Urban Forestry.)

Name _____

Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ FAX (____) _____ E-mail: _____

Amount Enclosed _____ Date _____

Would you be interested in further information regarding serving on a Council subcommittee? _____

Area of interest: _____

2007 FUFU EXECUTIVE COMMITTEE MEMBERS



OFFICERS:



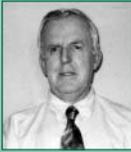
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President
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Sheryle Dell
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Elected Member
Member-at-Large



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