



# The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2008 Issue One

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## LAST ISSUE OF COUNCIL QUARTERLY NEWSLETTER

By Sheryle Dell, FUFU President

Do you realize that only 13% of the recipients of the newsletter each quarter **are** dues paying members of the Council? I am sure that there are many who do not realize that they have been receiving the gift of this newsletter for all of this time. Now is the time to check, are you a member? This will be the last issue of *The Council Quarterly* that will be sent to **non** Florida Urban Forestry Council members. Current members will continue to receive the newsletter as usual.

Everyone has been affected in some way or another by budget cuts and inflation. Florida Urban Forestry Council is no exception. On the Federal level the overall allotment of federal funds to Florida has been reduced by about 50% since 2004, and an additional 40% cut has been proposed just for FY 2009. However, the Division of Forestry does recognize the importance of FUFU and has not reduced their share of these funds until recently with 15% reductions for both 2008 and 2009. FUFU runs on a tight budget. This means that there isn't much to cut without targeting projects. Losing \$20,000 over the next two years presents a huge challenge.

The costs associated with the quarterly newsletter total about 35% of the annual budget. Since the inception of *The Council Quarterly* in December 1998, the Council has mailed out between 2,500 to 3,000 newsletters each quarter. FUFU has used the newsletter as a vehicle to educate, inform and promote urban forestry not only to our members, but to representatives from all municipalities and counties statewide, individuals who have requested to be included on the mailing list and those representing allied green industry organizations. Although the newsletters have encouraged new enrollments, membership has not been a requirement.

Unfortunately, this is no longer a luxury that can be afforded. The decision was made to continue to publish *The Council Quarterly* newsletter and send to dues-paying members only. The newsletter will continue to be posted on our website--[www.fufu.org](http://www.fufu.org)--which is up and running, but is in the process of being reconstructed. Current members who are green minded and do not wish to receive the hard copy, simply E-mail Sandy Temple, FUFU Executive Director, at

[fufu@aol.com](mailto:fufu@aol.com) and you will be removed from the mailing list. For those of you who do receive a hard copy, please pass it on to perspective members and others who would benefit by reading it.

We are doing our part to maintain a high-quality educational organization, now we need you. Reducing production and mailing costs is just one small step to make up the loss of revenue. We also need to increase our membership. I challenge you long-time readers and beneficiaries of the newsletter to become members and support FUFU. The value of the newsletter is easily worth the price of the membership. You will not only continue to receive *The Council Quarterly*, but you will be supporting the FUFU.

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Will This Be Your

# LAST ISSUE?



## PRESIDENT'S MESSAGE



*I am honored and humbled to have been elected to serve as the President of this prestigious organization. I have always considered serving on the FUFC board a privilege, one that I have never taken lightly. As a matter of fact, I am quite proud and share the benefits of FUFC membership every chance I get!*

*I see FUFC becoming the “GO TO” organization for Urban and Community Forestry resources in Florida. To accomplish this ambitious goal the Executive Committee will be working on the following:*

- 1. Recruit board members from diverse groups to replace members who have served their terms*
- 2. Improve communication and the dissemination of information*
- 3. Increase membership*
- 4. Become financially sustainable*
- 5. Create partnerships and build collaborations*
- 6. Place more emphasis on Urban and Community Forestry*

*In this issue I am going to address the recruitment of board members.*

*This year eight dedicated Executive Committee members will be completing their terms. It is as much an opportunity as a challenge. The majority of the current board has worked together for a couple of years. A great deal has been accomplished by this group of volunteers. I will miss those who have fulfilled their commitments. I look forward to having new members who will bring with them new ideas, experience and energy.*

*Some of the members are appointed by allied-member organizations, others are voted in. Florida Recreation and Parks Association (FRPA), Florida Department of Transportation (FDOT) and Florida Nursery, Growers and Landscape Association (FNGLA) are all appointments. The positions which will be up for election include the Private Arborist, City Arborist, Tree Advocacy Group representative, and two members-at-large. The remainder of the opportunities will be advisory positions which are presidential appointments.*

*The board needs representatives from a variety of green-minded sectors: non profit organizations, tree advocacy groups, environmentalists, native plant societies, botanical gardens, educators, public works and planning staff, and anyone else who has an interest in promoting urban forestry. The board can always use members with fundraising and marketing experience.*

*Our biggest challenge is to get the message out. If you or someone you know is interested in serving on the board, please contact Sandy Temple, our executive director. The Executive Committee meets every other month and all members are welcome to attend. It is from our membership that the leaders will come and continue the effort to make FUFC the “GO TO” organization.*

A handwritten signature in green ink, appearing to read 'Sheryle Dell'. The signature is fluid and cursive.

Sheryle Dell  
FUFC President

## NEW WEB-BASED SAFETY TOOL FOR TREE CARE COMPANIES

If you have crews performing any kind of tree pruning, removal, etc., you may want to check out OSHA's new web-based assistance tool for workers and employers in the tree care industry. This page was developed as a product of the Alliance Program between OSHA and the Tree Care Industry Association (TCIA) and has information relevant to the tree care industry.

<http://www.osha.gov/SLTC/treecare/index.html>

## 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
- Children's 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 also a way to show off our accomplishments and successes. Articles can be sent to Laura Sanagorski at [LSanagorski@gmail.com](mailto:LSanagorski@gmail.com).

Thanks for contributing!

# TREE PRESERVATION IN CHINA

An interesting example of tree preservation was spotted by Sue Skinner, Tallahassee-area Master Gardener, while on vacation in Hong Kong.

“We were in China on vacation for three weeks and had spent most of our time in mainland China and then at the end in Hong Kong, and we were just walking down the street one day and spotted it and I thought it was a great example of tree protection in a construction site. It looked like they were trying to build a high rise around it. We also saw a lot of great city landscaping and really nice parks in Beijing and Shanghai. They seem to be making sure things look good there for the Olympics this summer!”



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# DEADLY TREE DISEASE PROMPTS REDBAY SEED COLLECTION EFFORT

By Dr. Bud Mayfield, Florida Division of Forestry



Redbay (*Persea borbonia*), an attractive, broadleaved, evergreen tree species found throughout Florida and the Southeastern Coastal Plain, is being devastated by a new disease called laurel wilt. The disease is caused by a fungus that colonizes the sapwood of host trees, restricting water flow and causing the leaves to wilt. The fungus is carried into host trees by a non-native wood-boring insect, the redbay ambrosia beetle. Since the initial discovery of the redbay ambrosia beetle near Savannah, GA in 2002, laurel wilt has caused extensive and severe mortality of redbay in at least 34 counties from Charleston County, SC to Indian River County, FL. Other species in the Laurel family, such as sassafras and avocado, are also susceptible to laurel wilt, although the potential magnitude of impact on these and other species has yet to be fully determined.

The impact of laurel wilt on populations of mature redbays has been so severe that a seed collection program has been initiated. The purpose of the program is to conserve germplasm and genetic variability in redbay populations. Should laurel wilt eventually cause redbay to become rare or extinct, stored seed could potentially be used to reestablish the species. Seed collected through the program is placed in long-term cold storage at the USDA Forest Service National Seed Laboratory in Dry Branch, Georgia.

Participation in the redbay seed collection program by those who can identify and have access to redbay trees is encouraged. Instructions and forms for participating

are available on the main laurel wilt website at [www.fs.fed.us/r8/foresthealth/laurelwilt/](http://www.fs.fed.us/r8/foresthealth/laurelwilt/). Click on the "Management" link, scroll down to "Germplasm conservation," and click "Seed Collection page." Redbay seed typically ripens in September or October, but viable seed may remain on trees into the winter months. Seed from closely related species such as swampbay (*Persea palustris*) and silkbay (*Persea humilis*) may also be collected and submitted.

The distribution of laurel wilt continues to expand in Florida and as of October 2007 was known to occur in Alachua, Baker, Bradford, Brevard, Clay, Duval, Indian River, Putnam, Nassau, St. Johns, and Union Counties. Infected redbays exhibit drooping leaves that become purplish or reddish in color. Gradually the entire crown wilts and turns brown, with leaves commonly remaining on the

*"The fungus is carried into host trees by a non-native wood-boring insect, the redbay ambrosia beetle."*

branches for up to a year or more. Crown damage by laurel wilt is much more extensive than that caused by the black twig borer, which

commonly infests redbay branches but results in mortality of only small diameter twigs (branch flagging). Removal of bark from redbays diseased with laurel wilt typically reveals a dark, blackish

discoloration on the surface of the sapwood that can also be seen in stem cross-section.



The transportation of wood infested with the redbay ambrosia beetle is believed to contribute to the spread of laurel wilt. When camping, please use only local sources of firewood. The following tree removal guidelines may help slow or limit the spread of the laurel wilt:

- Whenever possible, leave dead and dying redbay wood or other host material on site instead of transporting it.
- If the wood must be transported, dispose of it as locally as possible. Avoid transporting redbay wood outside of the county in which it was cut.
- Burying, covering, burning, or chipping host tree material at its original site or a disposal site is preferable to leaving it intact in the open environment. Chipping wood from an infested tree might not destroy all of the ambrosia beetles (due to their extremely small size), but should reduce the suitability of the wood as breeding material and hinder beetle colonization and dispersal.
- Although the disease pathogen has not been documented to spread by any means other than the beetle vector, consider cleaning/sterilizing saws and pruning blades after cutting a tree diseased with laurel wilt and before using them on uninfested host tree species.

More information about laurel wilt is available at [www.fs.fed.us/r8/foresthealth/laurelwilt/](http://www.fs.fed.us/r8/foresthealth/laurelwilt/).



# FLORIDA'S NATIONAL FORESTS - 7.9 BILLION DOLLARS AT STAKE

*Adapted from a news release*

<http://www.environmentflorida.org/newsroom/preservation>

**TALLAHASSEE** – Logging and other threats to Florida's national forests jeopardizes \$7.9 billion per year in Florida business from transportation, lodging, equipment, and licenses for activities such as fishing, hunting, and wildlife watching, according to a new report released today by Environment Florida.

The Environment Florida report on the value of recreation, water and wildlife, "Worth More Wild: The Value of Florida's Roadless National Forests," analyzes data from a national survey done by the United States Fish & Wildlife Service.

## **KEY FINDINGS OF THE REPORT INCLUDE:**

In 2006, 4.6 million Florida residents participated in fishing, hunting, and wildlife watching, and these recreationists spent \$7.9 billion in Florida on transportation, lodging, equipment, licenses, and other related items. The economic strength of this outdoor recreation relies on pristine and intact forestland.

Annually, almost \$300 million worth of freshwater comes from the Southern Forest Service region, which encompasses Florida.

Undeveloped national forests provide critical habitat to Florida's native wildlife, and at least 14 of the state's endangered species would be even more threatened without the protection of roadless areas.

"Pristine forests boost local economies, provide unique outdoor opportunities, preserve wildlife, and protect watersheds, but a major portion of our national forestland is defenseless against drilling, logging, and mining," said Environment Florida Director Mark Ferrulo.

Florida's national forests face road building and logging from the timber industry. Since those who choose to recreate in national forests tend to look for untouched lands, spoiling those lands will send recreationists and their money elsewhere.

Since 2000, Florida residents have submitted 148,095 comments to the Forest Service, with the vast majority supporting complete protection of these wild forestlands.

Environment Florida is calling on members of Florida's congressional delegation to join Representatives Castor (Tampa), Wexler (Boca Raton) and Wasserman Schultz (Pembroke Pines) in protecting these untouched forests by supporting the Roadless Area Conservation Act (H.R. 2516). The bill will protect 50,000 acres of roadless forests in Florida and 58.5 million acres of untouched forests nationally.

"We must preserve the beautiful and pristine parts of our national forests so that they can be shared and appreciated by everyone," concluded Ferrulo. "Florida's congressional delegation should fight to protect Florida's untouched forests and recreational dollars for generations to come."

## **For More Information:**

Contact Mark Ferrulo  
(850) 224-5944

Florida's National Forests - 7.9 Billion Dollars at Stake



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# MUSINGS ON THE ORIGINS OF URBAN FORESTRY IN THE UNITED STATES (PART II OF IV)

By Fred Deneke, Assistant Director, Cooperative Forestry, USDA Forest Service

## A TIME OF CONVERGENCE AND MATURATION

In 1980, Bob Nobles retired and I joined Tony as the national urban and community forestry coordinator on his Cooperative Forestry Staff in the Washington Office. Gene Grey would shortly thereafter become the National Extension Forester for the USDA Extension. It was also about this same time or slightly earlier that Dick Watt was named to be the first urban forestry coordinator for the Forest Service in the Northeastern Area 20-state office in Philadelphia through the initiative of Al Schacht, an Assistant Director in the NA at the time.

Beginning in 1978 there was a Forest Service Urban and Community Forestry Program that had only \$2.7 to 3.0 million dollars in annual funding. This was enough to fund a technical person in each region to assist the states and conduct some pilot and demonstration projects, but did not support expanding these efforts. Forest Service Research had a strong urban forestry program at the time through folks like Elwood “Dick” Shafer at Pennsylvania State University, Rowan Rountree and George Moeller at the Forest Service Research unit at Syracuse University, Ken Cordell at the Research Unit in Athens, and Jack Ward Thomas and Brian Payne at the University of Massachusetts.

## ROWAN ROUNTREE

Rowan Rountree’s vision and dedication essentially created the field of urban ecology. Through his leadership urban ecology emerged from virtual non-existence in the 1970’s to a discipline that continues to pioneer solutions to urban environmental problems in cities around the world. Many of the current Forest Service leaders in urban forest research were brought into the agency by Rountree.

Rountree worked for the Northeastern, North Central and Pacific Southwest Stations coordinating research among them. Using findings from all three stations, Rountree was able to define the concepts, principles and methods in urban forest ecology.

He convinced top academics to devote time and students to researching and teaching urban forest ecology. Rountree attracted graduate students and gave them financial assistance to engage in original research and create and strengthen a program of enormous importance to practitioners. He created a program of such quality that cities and states requested their congressional representatives to make larger funds available for Rountree’s program.

## EDUCATION AND FURTHER PROGRESS

The Syracuse Unit was unique because of its multi-disciplinary approach to urban forestry, forming a faculty and graduate consortium. Courses included urban soils, greenspace, silviculture, urban forestry, urban wildlife, urban climatology, etc, and produced graduates who later became agency leaders in urban forestry. It is at this institution that the concept of urban ecology emerged. Many of the prominent urban forestry researchers and practitioners who would emerge from the Syracuse unit include John Dwyer, Greg McPherson, Dave Nowak, and Ed Macie. John Dwyer would go on to set up a special Forest Service Research on “The Social Dimensions of Urban Forestry” in Chicago, IL. Ed Macie would eventually follow in Larry Biles footsteps as the urban forester for the Southeastern United States.

The University of Massachusetts work unit had an urban wildlife focus along with documenting the economic value of trees in the urban landscape. Jim Lyons,

who would later play a prominent role nationally in Urban and Community Forestry with the Society of American Foresters, the Congress, and the Clinton Administration was a summer student intern at the University of Massachusetts under Jack Ward Thomas (Jack would later be a Chief of the Forest Service, and the one-time student would become his boss, as Under Secretary Jim Lyons of the Clinton Administration).

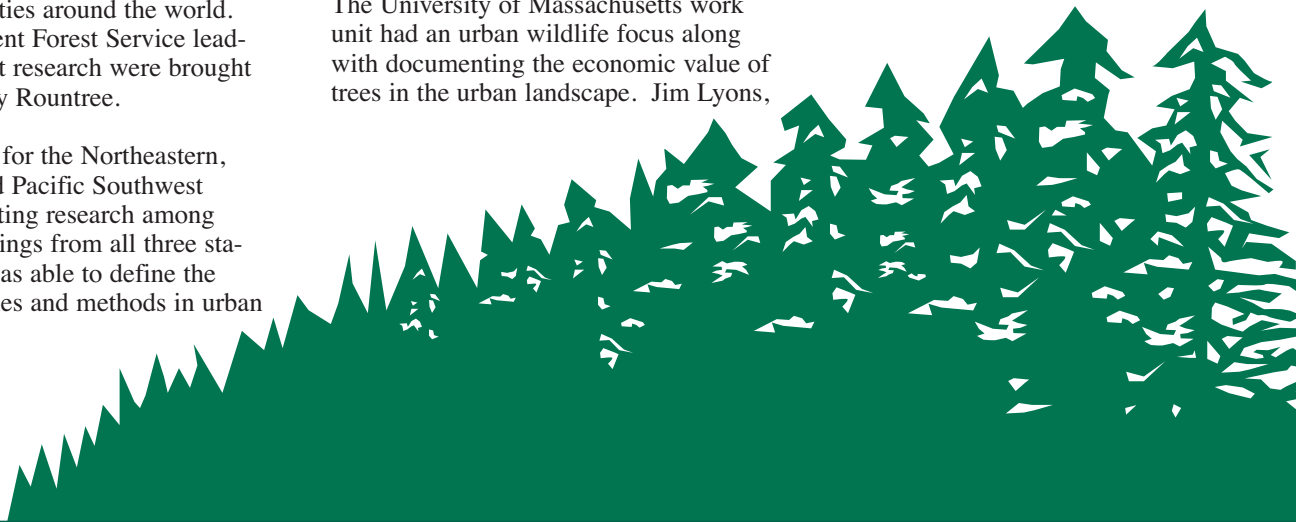
There was also an early internal Forest Service connection. An early mentor of Tony Dorrell was Hank DeBruin. Hank had retired from the Forest Service, his last positions being the Director of Fire and Aviation Management and the Office of Information with the Forest Service. Hank was an early mentor of Tony in his

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*“Courses included urban soils, greenspace, silviculture, urban forestry, urban wildlife, urban climatology, etc, and produced graduates who later became agency leaders in urban forestry.”*

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Forest Service career and was instrumental in educating Tony in the fine art of seizing the initiative and making things happen. Like Hank, Tony was savvy, street-smart, knew how [to] see and seize an opportunity, and how to effect change in a bureaucracy – never ask permission, apologize later if needed! Hank was about 56 years old at the time, had the energy of three people, was a master change agent and motivator, and was extremely well-known. Hank would later become the first Washington Office representative for the National Association of State Foresters and, still later in his working career, revitalize the Maryland Forestry Association.



# HANDLING THE DEMISE OF HISTORIC TREES: A PROBLEM OF PUBLIC RELATIONS

By Richard H. Munson

Not only do we despair the demise of great and significant specimen trees, we must also answer to a general public that rarely understands the necessity for our actions. How well we handle our information campaign has a great deal to do with the overall success of the operation. The Botanic Garden of Smith College, home to many historical, large and significant specimens, is a great example of this success. Until 1993, the campus was home to the largest American elm (*Ulmus americana*) in New England, made even more special because it stood next to the President's House and was known as the President's Elm. The tree predated the college by over 100 years and was already a large specimen at the time of the college's founding in 1871.

It was the most widely known tree on campus, popular with students and alumnae alike. Approximately twenty-five years after the first detection of Dutch elm disease (DED) in the tree, the disease organism was discovered in the

main stem, despite efforts to keep the tree vigorous and slow the progression of disease. With nearly fifty percent of the original crown already removed during previous bouts of DED and with the disease now in the trunk there was little else that could be done other than to completely remove the tree. The course of action was clear, but the difficult task was justifying the removal of the tree to the campus and surrounding community.

In order to avoid the kinds of protests that frequently accompany unpopular decisions on campus and in the broader community, it was decided that a direct approach would be most effective. Besides being troublesome, protesters, most importantly, create serious safety hazards and can increase the expense of the job. In addition, they often create highly unfavorable publicity.

After informing the President of the college of the pending removal, the Botanic Garden began making preparations for both the takedown and the attendant pub-

licity. Because the decision was made during the summer months while students were away from campus, there was time to formulate a plan that would inform both the college and the local communities. Since the tree itself was in the middle of a large lawn that was accessible only by traversing a long gradual slope, it was decided that the take-down could best be done in January during the winter semester break when the ground was frozen and less damage to the lawn would occur. At this time, not coincidentally, few students would be on campus and any potential protesters would, perhaps, be deterred by the cold weather.

The publicity regarding the impending removal was handled by the college's Office of College Relations. A general news release was distributed to explain what was going to happen, when it was to happen, and why it had to happen. Included was a brief chronology of the efforts that had been made over the years

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to save the tree and an explanation of the disease cycle of DED. The Office of College Relations was also involved with local news organizations by providing news releases during the actual takedown and the aftermath of the removal. The initial coverage in the local newspaper was small and relegated to the inner pages; it was, however, effective in informing the general public of the work to be done.

The students and faculty of the college were told of the plans by the President of the College at the opening convocation of the academic year. When the audience learned that the President's Elm was to be removed a groan echoed in the auditorium. The President explained why the tree had to be removed, stating that plans were underway to renovate the entire landscape of the area after the tree was removed. The Botanic Garden staff learned two things during the convocation: the first is that **people do, indeed, care about the trees in their immediate environments, and the second is that,**

**when told beforehand with good, honest explanations, student groups will generally react responsibly.**

Subsequent to the President's remarks, a reporter from the student newspaper interviewed the Director and foreman of the Botanic Garden and wrote an article, which, in essence, reiterated what the President had said. By the middle of September the entire community had had at least three opportunities to learn of the tree's imminent demise. The next stage of the publicity campaign began the day the arborist went to work. Local newspaper coverage was now front-page. Large photos illustrated every step of the complex takedown. Accompanying the pictures was a human-interest article reviewing the nearly 90 years of combined service of two Botanic Garden employees who were

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*“At the time, the idea of a memorial service for a dead tree seemed overly sentimental to some, but the result was favorably received.”*

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involved in the operation. The final act was perhaps the most unusual since it involved a candlelight, on-site, memorial service conducted by the college chaplain at the suggestion of the President. At the time, the idea of a memorial service for a dead tree seemed overly sentimental to some, but the result was favorably received. Newspaper coverage of the songs, poems, and prayers offered in a spirit of thanksgiving was tastefully written and was well-received by the readers. The memorial service became widely known when a major wire service picked up the story.

Anticlimactically, the removal job was completed, with little fanfare, the following spring when the stump was ground out by an arborist. In order to preserve some of the memories of the American elm, a large slice of the largest side branch was submersed in polyethylene glycol (PEG) and subsequently sanded smooth. Because of the tree's sentimental value, there was consideration for selling or otherwise distributing small segments of branches to alumnae and students. However, this idea was abandoned due to concerns with the possible spread of DED. In the end, the remains of the tree were buried in a private landfill. Looking back, the whole process was remarkably free of problems within the college and local communities. The success was due, in no small part, to the extensive publicity provided beforehand by the cooperative efforts of college public relations staff and the local media.

The keys to success appear to be forthright announcements of the necessity of the take down, easily understood, but scientifically-based, explanations detailing why the course of action chosen is the only feasible one, a timetable for the work, and as much media coverage as possible showing professional arborists working safely and efficiently.

Adapted from: “Handling the Demise of Historic Trees: a Problem of Public Relations”, by Dr. Richard Munson, from the *Journal of Arboriculture*, Vol. 19, No. 1, January 1993, for use in “The Council Quarterly.” Copyright International Society of Arboriculture. Used with permission.



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*Paid advertisement submitted by Jeff Farley, Professional Tree Care, Inc.*



**Over 75% of young animals that are “rescued” by well-meaning people do not need help. Often times the parents are close by watching your every move, anxiously waiting for you to leave so they can return to their young.**

What should you do if you find a baby bird on the ground? First, survey the area for any domestic animals that might pose a threat and remove them from the area. Second, patiently observe the young bird to decide if it actually needs your help before you intervene.

Young songbirds should be returned to the nest. There is no need to worry about leaving your scent on the baby. Birds in general have a poor sense of smell and the parents will not reject their offspring simply because it was handled by humans.

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*“Birds in general have a poor sense of smell and the parents will not reject their offspring simply because it was handled by humans.”*

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If you cannot locate the nest, or if it has been destroyed, it is easy to create a substitute. Use a small box, basket or hanging planter and cushion the bottom with natural nestling materials like pine needles, grasses or moss. Securely position the substitute nest well above the ground and in the shade of the same tree, or close to where the baby was found. Place the baby in the nest and watch to make sure the parents return.

Assume that the baby has been abandoned only after 4 to 6 hours have passed with no sign of an adult. If an adult does not return, you can ensure the greatest chance of survival by getting the baby to a licensed wildlife rehabilitator as soon as possible.

If the tree is to be pruned or taken down, do wildlife survey before you start the saw. Listen for peeps and squawks. Survey the tree for nests. Watch for birds in the area. Cavity dwellers like squirrels, owls, woodpeckers, etc., can be very good at camouflaging their entrance

holes, especially previous pruning cuts that have hollowed out and not healed over. Inspect before you saw!

Put a towel over the entire animal. Pick up the entire towel and place the animal in a dark box with air holes with soft materials

for it to grip. Have as little contact with the animal as possible.

Do not feed or give liquids to the bird unless you know what you are doing. A bird’s glottis (which leads to its windpipe) is at the base of its tongue, and it’s easy to interfere with the function of the glottis and drown the bird.

Keep the animal warm. Even on hot days, air conditioning can send them into life-threatening shock. In stressful situations, their temperature quickly plummets.

Orphaned birds of prey—eagles, hawks, falcons, owls, kites, and vultures—need specialized care. If you find a young raptor, call the Center for Birds of Prey at 407-644-0190 for instructions.

The Florida Game and Fresh Water Fish Commission can refer you to the closest rehabilitator, or in the Orlando vicinity, call the Florida Audubon Society.

## **Florida Game and Fresh Water Fish Commission:**

Northwest Region .....	850-265-3676
Northeast Region.....	352-732-1225
North Central Region.....	386-758-0525
South Region.....	561-625-5122
Southwest Region .....	863-648-7200

## **Florida Audubon Society:**

Songbirds .....	407-539-5700
Birds of Prey .....	407-644-0190

*Professional Tree Care, Inc. - Jeff Farley*



# BOOK REVIEW

Submitted by Ruth Hamberg, ASLA AICP



## **The Wild Trees - A Story of Passion and Daring** by Richard Preston, published by Random House, 2007

Most Floridians who love and care for trees have a deep respect and reverence for the oldest trees in our state. These grandfather trees have survived hurricanes, fires, drought, floods, logging, land developers, insects, and disease. Some of us know about the Senator, the 115 foot tall Florida Champion Bald Cypress (*Taxodium distichum*) in Longwood thought to be 3000 years old. But do we know where more of the oldest and largest trees are and how they manage to survive? The book *The Wild Trees* poses this timeless question, but from the perspective of the entire planet.

*The Wild Trees* is about a group of strangely obsessed oddball characters searching, finding and climbing the oldest and tallest trees in the world: the coast Redwoods (*Sequoia sempervirens*) in California and Oregon. The term "wild tree" means a tree that has never been climbed by a human. The book is non-fiction, about real people and real events. The story unfolds by describing young tree canopy explorers on a quest to find the world's tallest "wild" trees. Along the way they learn arborist's climbing techniques that enable them to safely access the heavenly canopies. The searchers discover a number of very tall redwoods and give them mythical names such as Paradox, Kronos, Icarus, the Grove of Titans, and Earendil. A few of the rogue searchers and climbers study to become legitimate botanists, but a couple of them never get beyond a few years of college.

These tree nuts, once they climb up into the trees, find out that there is much more to the tall trees than height: there is an entire ecosystem of

interrelated species living in canopies hundreds of feet up. They discover a lost world of haunting beauty and undiscovered richness of biodiversity. The redwood tree canopies are supporting a wide variety of species of mosses, lichens,

shrubs, insects, arachnids, birds, reptiles, and other organisms, some of which grow no where else. All of this abundant life is found hundreds of feet up, dependent on the tree as a home.

During an aerial interview with one of the climbing scientists, Marie Antoine, the book's author asks "What drives you to climb these trees?" She answered, "When I'm climbing the redwoods, I have a feeling of being one-on-one with the tree... I feel ultimately fulfilled as a person when I'm working in these trees- working to answer questions about them..." "Why is it important to ask questions about redwoods?" "It helps us know how the forests work as a whole and how the trees work as organisms. Then we can help them out if they're having problems - and they are having problems. It occurs to me that I have a fairly cynical outlook on so many things in the world today - this insane world. But as long as we still have these trees there's hope for us."

The shocking fact the book reveals is that the world's tallest trees were undiscovered until very recently. Many of us assume that there are no more new "worlds" to discover. This book challenges that assumption. The world's tallest tree was not discovered until August 26, 2006. That is the day that Hyperion, measuring 379.1 feet tall, was discovered. The actual locations of the world's tallest trees are not revealed in the book unless they are dead. The locations are kept secret to protect the trees from their greatest threat: humans.

*The Wild Trees* is an interesting book for and about 'tree people'- people who are concerned about the environment. The book is about science and the fact that the study of trees is still in its youth. The book ponders the current state of the environment such as pollution, ecosystem fragmentation, climate change and its effect on the world's oldest living organisms, the tall trees. The coast redwoods are nearing extinction. Their ecosystems are just leftover remnants. Some of the

ancient trees are dying off without being studied. Our planet's oldest trees are threatened with extinction each day and yet we still know

so very little about them. Sadly, what is true about the redwoods in California is true about the oldest trees here in Florida.

In another interview, the author quotes tree scientist Steve Sillett: "There is a larger issue... The redwood forests of

California were the most beautiful forests on earth and they're almost totally gone. They were reduced to scraps by us. Our society... all of us as humans - we are homogenizing the earth's biosphere. We don't know what will happen to the biosphere or to the forests. I'm afraid that our work trying to understand the redwood forest might just turn out to be documenting something magnificent before it winks out. This forest gives us a glimpse of what the world was like a very long time ago, before humans came into existence. We are in one of the last great rain forests remaining in the temperate zone. These tiny little pockets are all that is left of it. We can talk about conserving biodiversity, conserving species, but that isn't enough. We could keep the redwood species alive as a bunch of little redwood trees, but this forest and all that it shows us would be gone."

*The Wild Trees* documents an exciting tale of fanatical tree researchers who find that there is much yet to be discovered on our planet, if we look right under our noses... or, as the case may be, look while dangling from a rope way up high in a tree.



## NEWSLETTER ADVERTISING RATES

Annual rates are as follows:

• • •

Business-card size advertisement . . . \$75  
Quarter page advertisement . . . . \$115  
Half-page advertisement . . . . . \$225  
Full page advertisement . . . . . \$450

• • •

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

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*"They discover a lost world of haunting beauty and undiscovered richness of biodiversity."*

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**MEDIA CONTACT:**

Brenda Carter de Treville  
Marketing Image Group  
407.539.5981  
marketingimagegroup@cfl.rr.com

**TREES 4 FLORIDA INFORMS COMMUNITIES ON IMPORTANCE OF PREPARING AND REPLACING TREES DAMAGED BY HURRICANES, STORMS**

**ORLANDO, FL ---** With the recent devastation to trees in Florida by hurricanes, storms and fires, millions of dollars in valuable tree resources have been lost. Jointly, the Florida Urban Forestry Council (FUFC) and the Florida Chapter of the International Society of Arboriculture (ISA) are unveiling the new Trees 4 Florida program focused on making the public more aware of the need to be vigilant in safeguarding our trees and preserving Florida's greatest green resource.

A single urban tree in Florida returns over \$90,000 of direct benefits during the lifetime of that tree to the residents and visitors to the Sunshine State according to the U.S. Forest Service. Direct benefits include the reduction of pollutants, extension of the life of paved surfaces, increased real estate value, increased sociological benefits and improved traffic safety.

"Additionally, trees affect consumer perceptions and behaviors, save energy and improve economic sustainability," says Celeste White, past president of the Florida Urban Forestry Council. "Research shows that trees in a community attract businesses and tourists, people linger and shop longer on tree-lined streets and businesses that lease offices in developments with trees find their workers are more productive and absenteeism is reduced. Thus, it is important to promote the benefits of trees and reverse the negative perception of tree failures resulting from storms and hurricanes."

The Trees 4 Florida campaign is a public service made possible by funding from the USDA Forest Service through the Florida Division of Forestry's Urban and Community Forestry Grant Program to the FUFC and ISA. Included in the campaign are English and Spanish print and broadcast PSAs as well as the Web site *treesarecool.com*.

For the general public, the *treesarecool.com* Web site has information on such areas as what trees grow best in Florida, the right places to plant the right trees, how to prune trees in preparation for hurricanes and other helpful tips to save our tree environment and preserve Florida's greatest green resource. Additionally, there are tips from two of the top experts in the field, Urban Horticulturist and Author Tom MacCubbin and Arborist and Assistant University of Florida Professor Francisco Escobedo.

Media outlets can also access broadcast- and print-quality PSA spots and ads through the *treesarecool.com* site, as well as interviews with MacCubbin and Escobedo.

# TREE DOWN.



Florida lost millions of trees statewide due to hurricanes and our community health and property values have changed.

Research shows that properly planted and maintained trees survive and cause less damage, increase property value and improve community health.

Protect yourself and your investments by maintaining your trees. Call a local Certified Arborist to have your trees inspected.

Together we can create healthy trees for healthy cities. Visit [treesarecool.com](http://treesarecool.com) for more information.

**If You Lost a Tree During the Hurricanes, It's More Than a Nuisance — It's a Loss of Quality of Life and Property Value.**



This print PSA has been produced with funding provided by the USDA Forest Service through the Florida Division of Forestry's Urban and Community Forestry Grant Program.

# ARBOL CAÍDO



Florida perdió millones de árboles por todo el estado por los huracanes y la salud de nuestra comunidad al igual el valor de nuestras propiedades a cambiando.

Estudios enseñan que árboles plantados y cuidados apropiada mente sobreviven y causan menos daño, al igual de mejorar el valor de nuestras propiedades y la salud de la comunidad.

Protégase a usted y sus inversiones manteniendo a sus árboles. Llámale a tu encargado forestal local para tener tus árboles inspeccionados.

Juntos podemos crear árboles sanos para ciudades sanas. Visita [treesarecool.com](http://treesarecool.com) para mas información.

**Si perdiste un árbol durante los huracanes, en mas que una inconveniencia- es una perdida de la calidad de vida y valor de propiedad.**



This print PSA has been produced with funding provided by the USDA Forest Service through the Florida Division of Forestry's Urban and Community Forestry Grant Program.

# REMEMBER THE FEELING.



Florida lost millions of trees statewide due to hurricanes and our community health and property values have changed.

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Protect yourself and your investments by maintaining your trees. Call a local Certified Arborist to have your trees inspected.

Together we can create healthy trees for healthy cities. Visit [treesarecool.com](http://treesarecool.com) for more information.



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# RECUERDA EL SENTIMIENTO



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Clip & Mail Today! 

(Dues are effective for the calendar year of January 1 - December 31)

**Make check or money order payable to FUFC 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 \_\_\_\_\_

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

Area of interest: \_\_\_\_\_

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*Division of Forestry Liaison*

**Sandy Temple**  
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