



The Council Quarterly

Quarterly Newsletter of the Florida Urban Forestry Council

2011 Issue Three

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Guy Murtonen
FUFC Executive Committee Member

One of the goals of the Florida Urban Forestry Council is to help the Florida Forest Service with the Arbor Day Foundation Tree Campus USA program. To this end, we have been contacting Florida colleges and universities to spread the word about the program and offering assistance in the application process. Mary Widhelm, National Program Coordinator for the Arbor Day Foundation, has written an article for this issue of The Council Quarterly outlining the core principles and requirements of the program. Charlie Marcus, Florida Forest Service, has contributed an article that gives us a more focused look at the program within Florida and highlights the "keys to success" for any school thinking of becoming a Tree Campus USA. Four of the five Florida Tree Campus USA certified colleges/universities have also shared their experiences about the program and give insight into how it has benefited their school.

I cannot think of a better partnership than that between trees and universities. Both create value as they mature and "sink their roots" into the surrounding community. They each give us a sense of stability and impact our lives for decades to come. Both inspire us and fuel the imagination of what can be. Both teach us to look beyond ourselves and help us better understand the world we live in. The Tree Campus USA program provides a bridge between a college or university and its urban forest.

NATIONAL RECOGNITION FOR CAMPUSES NEAR YOU

Mary Widhelm, Program Coordinator - Arbor Day Foundation

Florida Urban Forestry Council members and friends have a new tool to help educate and engage college students and campus communities in planting and caring for trees! Tree Campus USA®, an initiative which sprang from a partnership between the Arbor Day Foundation and Toyota, awards national recognition to colleges and universities across the country that are encouraging best tree management practices and educating and engaging college students in environmental stewardship. Through essential collaboration with state agencies and non-profit organizations, like the Florida Urban Forestry Council, the program furthers the mission of the Arbor Day Foundation to inspire people to plant, nurture and celebrate trees in their own communities.

Using core standards, the Tree Campus USA program furnishes a foundation for any campus to enhance its urban forest and develop a connection with college students to help foster the next generation of tree stewards. The program, modeled after the highly successful Tree City USA program, recognizes that campus community forests require numerous resources to flourish. Its standards of tree care and community engagement were crafted with that in mind.

By implementing the program, campuses can educate students on the benefits of trees, best practices in tree care, and how collaboration between campuses and their surrounding communities results in a healthier--and more sustainable--environment for everyone.

At a time when budgets are frequently stretched to their limits, this program offers

an efficient framework for organizing volunteers to help support campus tree management objectives. The five core standards of the Tree Campus USA certification program include:

1. **Establishing a Campus Tree Advisory Committee**, composed of students, faculty, facilities management, and someone from the surrounding community, which is designed to connect the vast array of tree-minded individuals on campus with their surrounding community.
2. **Creating a Campus Tree Care Plan** that contains clear goals to meet the needs of the institution. Tree protection and preservation policies, desirable practices, and an effective communications plan provide clear and concise direction for all involved in tree care.

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PRESIDENT'S MESSAGE



The summer season has been in full bloom and thankfully we have been receiving some of the well-needed rains. Let's hope we continue to receive them through the remainder of the typical raining season and that our groundwater and surface water levels can recharge back to at least near normal levels. At the same time, let's keep our heads low in hopes that the tropical storm season does not bring us more than the well-needed rain, if you know what I mean.

Reflecting back on the last quarter of the year, the Council has been very active with several different programs. One of these includes the emerging Tree Campus USA program. You will be reading all about this program, its development, implementation, and successes in the following articles in the newsletter. It is truly a program to be appreciated as it brings all the various elements of a college campus together to celebrate and nurture our vital tree canopy.

I had the personal experience of co-presenting the Arbor Day Foundation's Tree Campus USA award to Florida Atlantic University, Jupiter campus, along with Mark Torok of the Florida Forest Service. It was a beautiful, sunny and warm April day when all gathered for the ceremony. It was great to see such a strong involvement of the student body to this worthy cause of recognizing the importance of the urban forest and enhancing the tree canopy on the college campus grounds. The dedication ceremony took place adjacent to a mostly native plant (tree, shrub and groundcover) garden for all to enjoy for generations to come. Congratulations FAU!

Looking ahead, the Council's Annual Workshop will be held October 13, 2011 in the West Palm Beach area. The location of the event is the Palm Beach County Extension office on Military Trail (near Palm Beach International Airport), in the exhibit pavilion. This is a great chance to network with professionals in the urban forestry and related fields, as well as mingle with other like-minded people who have an interest and investment in protecting and enhancing our urban forest.

This year's workshop will provide several presentations on current and relevant urban forestry issues. A panel discussion will focus on "The Making of a Successful Project—Fitting all the Pieces Together" which will include the perspective of a designer, city plan reviewer, landscape contractor, and city landscape inspector. There will also be several case study presentations. A few added items for this year's event include a guided tour of the Mounts Botanical Garden that is located on the same grounds and an update on the new version of i-Tree Software (v4.0). Continuing Education Units (CEU's) are being offered. Also, we are celebrating the Council's 20th anniversary at this event. Additionally, we are organizing a social gathering at a local establishment the night before the workshop for all those attending the workshop, whether you are local or arriving in town the night before. Please keep your eyes open for the forthcoming brochure that will provide all the details of the event and agenda of the panel discussion—a link to the brochure can be found on the Council's web site home page (www.fufc.org). We are anticipating a strong showing as South Florida is the largest represented region of the Council membership.

I personally look forward to seeing you at the Annual Workshop this October. And again, good luck during the remainder of the hurricane season.

*Sincerely,
Jerry Renick
FUFC President*

CORRECTIONS AND CLARIFICATIONS:

Please note a correction to text in Issue Two, Page 3, first column, second paragraph has been made and should read as follows: In 1995, the Florida Legislature significantly reduced the capacity of the Division of Forestry to provide technical urban forestry assistance by eliminating 25 urban forester positions, primarily in South Florida. Chapter 589.28 of the Florida Statutes still authorizes the DOF to provide technical and financial assistance to promote urban forestry. The DOF is able to provide local technical assistance through their network of county foresters, as well as provide financial support for a number of initiatives including partial support for the Florida Urban Forestry Council. The importance of the role of local governments and volunteer groups to provide technical urban forestry assistance to the citizens of Florida increased at that point. Volunteers have played a crucial role in advancing the Council's mission to promote sound urban forestry policies and practices by educating citizens and communities throughout the state of Florida.



- 3. **Administering a Campus Tree Care Program with Dedicated Annual Expenditures** ensures campus commitment to the tree care objectives. The expenditures can cover items such as staff training, educational programs, professional memberships, and arboricultural practices.
- 4. **Celebrating Arbor Day** provides the opportunity to educate and involve the campus and local area as to the benefits of trees on the campus and throughout the community.
- 5. **Instituting a Service Learning Opportunity** to engage the student body in meaningful tree-related projects that enhance the campus and support neighboring communities.

Alaina Bernard, Land Manager for the University of Central Florida, is excited about the possibilities the Tree Campus USA program offers to Florida campuses. From the recognition to the actual structure the program offers, she feels Tree Campus USA helps campuses align themselves with best management practices for campus forestry and sets a standard for student involvement. “Students play an important role in shaping the Tree Campus program through engaged service projects and participation in the committee, which contribute to developing best management practices within the campus forest.”

When asked to describe the benefits of studying at a university with a well-managed campus urban forest, Jason Toedter, University of Central Florida Undergraduate Landscape and Natural Resources Intern, shared

“Without recognition programs like Tree Campus USA, we are vastly denuding our responsibility as good stewards of the earth.”

the following: “Having an intact, healthy urban forest has provided me with many opportunities to study the impacts of urban design and management on our natural systems. Without recognition programs like Tree Campus USA, we are vastly denuding our responsibility as good stewards of the Earth. It is through our understanding of the way our natural world functions that we can better improve our lives and the health of our planet for the good of all.”

In addition to serving as a catalyst for some universities to engage their students in

sustainability initiatives, Tree Campus USA also provides a platform for campuses and surrounding communities to collaborate on achieving mutual urban forestry goals. When Virginia Tech was working on their Campus Tree Care Plan to submit as a part of the Tree Campus USA application process, Blacksburg town forester John Boyer shared with the university some valuable tree management lessons the city had learned throughout the years. He likewise took away from their meeting important components that he hopes to incorporate into the city’s future municipal forestry management plan. Boyer stated, “It is really beneficial to be a member on both boards. Virginia Tech is as much a part of the Blacksburg community as the community is a part of Virginia Tech, so both entities should have similar values and standards when it comes to tree care management.”

When campuses and municipalities are on the same page about urban forestry management, the community-at-large always benefits. There is a uniformity that any visitor to the city or campus can visibly notice and appreciate.

Moving Toward Healthier Community Forests

Consistent with the Florida Urban Forestry Council’s own principles, the Tree Campus USA program views education as a crucial building block of its effectiveness. One of

the program’s goals is to influence the development of young people, cultivating them as tomorrow’s stewards. Through recruiting community volunteers for the tree advisory committee, a campus expands its own resources and extends

channels further into a network of people sharing the same tree management beliefs. “We are not looking to celebrate green islands in the middle of brown cities,” says John Rosenow, Chief Executive of the Arbor Day Foundation. “The Tree Campus USA program is about working together as a community to manage our tree resources. It is about education, but it is also about collaboration and action.”

Interested members of the Florida Urban Forestry Council can directly affect the course of the Tree Campus USA program

by spreading the word among tree-minded colleagues and volunteers alike. The most valuable resource needed today in managing our urban forests is well-educated individuals committed to coordinating efforts both locally and at higher levels. The Tree Campus USA program is a tool that can be utilized by members to reach out to college campuses to help achieve mutually-shared goals related to urban forestry management. Engage your area campuses—and strengthen your network that will help you meet not only today’s goals but tomorrow’s as well.

This year the first ever Tree Campus Summit is being held on November 14, 2011 at the University of Central Florida as part of the Arbor Day Foundation’s annual Partners Conference. Join campus forestry professionals, landscape architects, ground managers, students, and others from across the country to share best practices and learn from professionals in the field about campus-specific tree care and management. You can find more details about the Summit and registration on Page 4 of the newsletter.

For more information about the Tree Campus USA program or the Tree Campus Canopy Summit, visit www.arborday.org/TreeCampusUSA.



Tree Campus Canopy Summit

Monday • November 14, 2011

8:30 a.m. – 4:00 p.m.

College campus grounds managers, landscape architects, facilities directors, students, and nonprofit leaders, join us for the Tree Campus Canopy Summit held at the University of Central Florida. Attendees will hear from experts in the field on topics related to the strategic care and management of trees on college campuses, including:

- Tree Maintenance and Preservation
- Campus Tree Advisory Committees
- Wood Decay and Insect Problems
- Campus/Community Collaboration
- Tree Campus USA National Recognition Program

This one-day conference is a great way to network and learn from national experts and peers from across the country. An optional tour of the University of Central Florida grounds, as well as a pruning demonstration, will be offered during lunch. CEU credits have been applied for through ISA and SGM education credits through PGMS.

Registration

Includes conference materials, coffee and breakfast pastries, lunch, aluminum water bottle, and transportation to/from **Disney's Coronado Springs Resort**

Early Bird – before October 21, 2011

Tree Campus Canopy Summit: \$69/person

After October 21, 2011

Tree Campus Canopy Summit: \$99/person

Register online at arborday.org/PCF

Special rate for PGMS members!
\$29/person. Use "PGMSDISCOUNT" code on the registration homepage.



Photo courtesy of Furum University

In partnership with:

- Arkansas Forestry Commission
- Florida Forest Service
- Florida Urban Forestry Council
- Georgia Forestry Commission
- Georgia Urban Forestry Council
- Professional Grounds Management Society
- Texas Forest Service
- University of Central Florida

Photo courtesy of University of Central Florida



Photo courtesy of University of Central Florida

Presented by



Partners in Community Forestry National Conference 2011 • Register online at arborday.org/PCF

FLORIDA INTERNATIONAL UNIVERSITY - BISCAYNE BAY CAMPUS

FLORIDA'S FIRST CERTIFIED TREE CAMPUS

Julissa Castellanos- Director of Operations for the Office of the Vice Provost – FIU Biscayne Bay Campus

Becoming Florida's first Tree Campus USA university happened quite by accident. As you may expect on any campus today, several of our academic departments and student clubs are actively engaged in organizing hands-on environmental stewardship projects and promoting sustainable living habits. The Office of the Vice Provost at FIU's Biscayne Bay Campus (BBC), mainly through the tireless work of Environmental Coordinator Jennifer Grimm, coordinates efforts both between and among campuses to maximize our resources. The Tree Campus USA application came to our attention from several sources simply suggesting we check out the website.

At first the application process seemed daunting: Did we have a current tree care plan? If yes, who had it? Can we bring all these different parties together even if there are different vested interests? We have service learning, but do we keep the documentation as required? The key was to find those individuals both from the university community and from outside partner organizations that are passionate about trees, which was much easier than expected. Once we connected, everything else fell into place.

With the right people on the committee, it became easy to find and gather the

information required for the application. For each of the criteria, we were already meeting the standards. It was only a matter of documenting and/or tweaking the activity to place even greater emphasis on trees. When we received the news that FIU would be the first in Florida with the certification, we were collectively shocked. While going through the process, we had no idea this was a new program and that others had not applied.

The process has brought us many benefits, but three are of most importance. The first benefit is the many instant partnerships with government organizations and with non-governmental organizations we have cultivated. FIU already had contacts with the County's Department of Environmental Resource Management, but with the certification we extended those contacts to develop joint projects and a program whereby the county fostered the donation of trees to the university. In other cases, our students have benefitted through internships at local organizations. In sum, Tree Campus USA opened many new doors for us and our students in the community.

Second, the Tree Campus USA certification gives our service-learning projects prestige. Several of our service-learning initiatives have included the removal of invasive plant species and the replanting of native plants, most importantly mangroves. Students generally rate these experiences with high regard, but when they have been educated on our status as a Tree Campus USA, there is an added gratification for the labor they put into the service project.

The last and possibly the most important lesson we have learned from certification is the benefit of learning and teaching about trees. The certification has drawn attention to the need for increasing our tree canopy. It has raised awareness from individuals across campus from deans to custodial workers and from academic advisors to veteran faculty about the way we care for our trees. Tree Campus USA has definitely bolstered our endeavors to create a more sustainable living and learning environment.

We want to thank the Arbor Day Foundation, Miami-Dade County's DERM, and the Florida Forest Service in particular for all of their incredible support.



Florida International University students celebrate receiving Tree Campus USA recognition for the second year in a row by collaborating with the City of Sweetwater to help plant trees in the campus community's park.

Looking for a 'Green' Holiday Gift?

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Each set contains 12 cards with four each of three panoramic photographs donated by artist Steve Vaughn. Purchase and use of these unique and beautiful cards supports the Council's efforts and commitment to plant and save Florida's urban forests for future generations.



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Cabbage

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Arbor Day Foundation



**Deadline for
Submission:
November 14, 2011**

CATEGORIES

- OUTSTANDING PROFESSIONAL
- OUTSTANDING TREE ADVOCATE OR TREE ADVOCACY GROUP
- OUTSTANDING PUBLIC EDUCATIONAL PROGRAM
- OUTSTANDING PROJECT
- OUTSTANDING URBAN FORESTRY PROGRAM
Large and Small Communities
- LIFETIME ACHIEVEMENT AWARD

To apply online or for more information about categories, please go to www.fufc.org/awards_information.html

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NAME OF CONTACT PERSON FOR THE ENTRY

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AWARD CATEGORY (please check one):

- Outstanding Professional
- Outstanding Tree Advocate or Tree Advocacy Group
- Outstanding Public Educational Program
- Outstanding Project
- Outstanding Urban Forestry Program / Large Community
- Outstanding Urban Forestry Program / Small Community
- Lifetime Achievement Award

GUIDELINES

- Nominate 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 typewritten 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 three digital photos in order to be considered. Examples include photos of the individual recipient, project logo, etc.
- Deadline for entry is **November 14, 2011**. Submit the original, one full copy and the three digital photos to:

SEND ALL NOMINATIONS TO:

Friends of Our Urban Forest Awards Program
Florida Urban Forestry Council
Post Office Box 547993
Orlando, FL 32854-7993

*All submitted materials become property of the Florida Urban Forestry Council. **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.*

WHERE WE ARE AND HOW WE GOT HERE - KEYS TO SUCCESS FOR TREE CAMPUSES

Charlie Marcus, Urban Forestry Coordinator – Florida Forest Service

It all began back in the latter part of 2007. Our agency had been providing recognition to Florida cities with active tree management programs for 30 years by certifying them as a Tree City USA in cooperation with the Arbor Day Foundation. We had then certified over 140 Florida cities--that number is now up to 160, so we figured our program was moving in the right direction. At the same time, our foresters who work with rural landowners had been using the Forest Stewardship Program for the previous 17 years to promote active management of forest lands and to recognize those who practiced active multiple-use forest management. To date, over 1,000 landowners are participating in that program.

One day, Senior Forester Mike Weston came to me with an idea. Mike covers Lee, Collier and Hendry Counties so he has opportunity to work with both rural landowners and cities. Mike pointed out that there were a number of “urban” areas in the unincorporated portions of counties

that were not eligible to become a Tree City USA. Those areas included college campuses, which often contain significant numbers of both shade trees and wooded acreage.

In response, Mike had come up with a concept for a special program to serve this group. However, just as we were about to implement Mike’s program, I had a conversation with Dan Lambe of the Arbor Day Foundation in April, 2008. Dan told me about the new Tree Campus USA program to be sponsored by Toyota Motors. Since Tree Campus USA would accomplish almost the same thing as our agency program, we decided to redirect our own program’s focus and promote Tree Campus USA instead. We did not publicize Tree Campus USA extensively at first, but little by little the word got out and we

started receiving inquiries from potential participating colleges.

“Since Tree Campus USA would accomplish almost the same thing as our agency program, we decided to redirect our own program’s focus and promote Tree Campus USA instead.”

The first to follow through and submit an application was Florida International University Biscayne Bay Campus. Julissa Castellanos, Director of Operations for the Vice Provost -Biscayne Bay Campus, spearheaded this effort on behalf of FIU. She assembled a Tree Campus Advisory Com-

mittee, oversaw the development of their Tree Care Plan, initiated the other required activities, and compiled the necessary documentation. We reviewed and approved their application in December, 2009, and presented them with the award on February 23, 2010.

Other Florida colleges followed soon afterward. Our next certified Tree Campus

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USA was Florida Gulf Coast University of Fort Myers under the leadership of Vikki McConnell, Physical Plant Assistant Director. Then came the College of Central Florida in Ocala, thanks to the initiative of faculty member Dr. Steve MacKenzie and local urban forestry consultant Phillip Howell. By mid-2010, the Florida Urban Forestry Council had added promotion of the Tree Campus USA program as a part of their strategic plan.

In 2011, the Florida Tree Campus USA family increased to five with the additions of Florida Atlantic University at Jupiter and the University of Central Florida in Orlando. Kudos there goes to Alana Edwards and Alaina Bernard, respectively. This now makes Florida one of the national leaders for the number of participating colleges. Illinois leads the nation with 12 certified colleges, followed by three other states (Nebraska, New York, and Ohio) that have six. Other states that have five certified Tree Campuses include Georgia, Kentucky, North Carolina, and Texas.

It's not difficult to meet the standards or complete the paperwork to become a Tree Campus USA. It could simply involve documenting what the college is already doing, or it may take some additional effort. The certification requirements don't mandate a specific expenditure of funds for the tree program; we are more interested in "outcomes" as opposed to "outputs." When reviewing a college's application for certification or recertification, I especially look for the following items:

- An annual Arbor Day celebration where the words "Arbor Day" are included in the promotional materials or signage, as well as perhaps some mention of Arbor Day significance or history (all available for download on the ADF website). The event should engage the campus population and maybe even involve the local community. City officials, business interests or utility providers make good partners for these celebrations.
- A Service Learning Project that benefits trees either on the college campus or in the local community. Tree planting and care activities, research projects related



to trees or educational programs can all qualify for this purpose.

- The groups represented on the college Tree Campus Advisory Committee and the information in the Tree Care Plan comply with the listed Standards for Certification. We now have great examples from the current Tree Campuses that prospective colleges can use as templates.

I have now had the pleasure of attending two Tree Campus USA dedications plus a Tree Campus Committee meeting at another college. In all cases, the enthusiasm is contagious. It's extremely heartening to see students, faculty, staff, and community residents combining resources and talents to achieve a positive outcome. From what I have observed, these are their keys to their success:

- A "champion" from the faculty, staff or administration who believes in the value of the program enough to sell it to the campus community and coordinate the necessary resources to achieve certification. This gives the college program an "anchor," someone who will work to ensure the continuity of effort. Orlando has been a certified Tree City USA since 1976, and my goal is that someday my successors will celebrate the 35th anniversaries for the current Florida Tree Campuses.
- A student organization or group of students who care enough about trees and the environment that they will devote time and energy to promoting the value and increasing their campus tree canopy. Hopefully, the older students will

continuously mentor the up and coming tree campus student leaders.

- Grounds maintenance staff who are already managing their campus trees to optimize the potential benefits that they provide to the college community, or are willing to broaden their knowledge of campus tree management.
- Tree care professionals who live and work in the local community. Each of the current Tree Campuses has foresters or arborists from either the private or public sectors who participate on their committees. These professionals have also helped the colleges to prepare their Tree Campus Management Plans.
- Local leaders of civic or outdoor-oriented groups can also help to provide volunteers for special Tree Campus events.

I know there are some Seminoles, Gators, Dolphins, Seagulls (Hurricanes), Rattlesnakes, Bulls, and a host of other characters out there who take pride in their colleges and alma maters enough to see them certified as Tree Campus USA. Let's hear from you!

By the way.....Mike Weston's program is called the *Community Forest Designation Program*. It now focuses on golf course communities, homeowners associations, small acreage landowners, and primary or secondary school campuses. Interested parties should either contact Mike (Michael.Weston@freshfromflorida.com) or myself (Charles.Marcus@freshfromflorida.com) for more information. *The Council Quarterly* newsletter will include a full article about the program later this year.

JOHN P. WHITE MEMORIAL SCHOLARSHIP RECIPIENT ANNOUNCED

Congratulations to Mr. Jason Miesbauer as the recipient of the Fall 2011 John P. White Memorial Scholarship offered jointly by the Florida Urban Forestry Council and Florida Chapter ISA. Jason is a third-year

PhD student at the University of Florida. He received his Bachelor of Science degree from the University of Wisconsin - Stevens Point, majoring in Urban Forestry and Business Administration. The focus of his research is on tree canopy architecture and

storm damage susceptibility. He is an ISA Certified Arborist with over six years of field experience as a tree care professional. *Best of luck in your future endeavors, Jason!*



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FLORIDA GULF COAST UNIVERSITY

Vikki McConnell, Physical Plant Department Assistant Director – FGCU



Florida Gulf Coast University is proud to be recognized as a Tree Campus USA. Located in Fort Myers, the campus is the second university in Florida to achieve this recognition. The designation was earned in 2009 as a result of collaboration between students, faculty and staff members.

It all started when Keishla Negrón, a student leader and Environmental Studies major, and Vikki McConnell, an Assistant Director at the university's Physical Plant department, viewed the Arbor Day promotional video and were convinced that FGCU was a perfect match for the Tree Campus USA program. McConnell says the most important element for her is the connection students make with the campus when they physically plant a tree. "The excitement is great at the prospect of alumni coming back to campus to visit 'their' tree or to check up on 'their' tree on our website," McConnell said.

After getting support from the university's administration, Mike Weston, the local forester with the Florida Forest Service, was invited to FGCU to discuss program requirements. Armed with information and enthusiasm, Negrón and McConnell formed an advisory committee and completed the application.



FGCU Physical Plant Ground's Superintendent, George Brown with Vikki McConnell and Megan Barr.

Since then FGCU holds Arbor Day events annually, in conjunction with FGCU Earth Day, to provide opportunities for students to plant trees on campus. Faculty and staff, as well as children from the daycare on campus, have also participated in the annual program and helped plant trees. Negrón put together a video of the Arbor Day event that featured the children's involvement. "Seeing the excitement in their faces when they yelled 'we love trees' was the best," stated Negrón.

The last Arbor Day/FGCU Earth Day event was held on April 14, 2011. Student volunteers planted 100 3-gallon native trees by the Library Lake while the Physical Plant Grounds Department planted 20 25-gallon mahogany trees to provide a shaded sidewalk for students. A total of 520 trees have been planted by students as a result of the Tree Campus USA program.

The Arbor Day Foundation and Toyota recognized FGCU as a Tree Campus USA institution and provided a plaque and a flag to honor the school's designation. FGCU also has hung a banner in the Student Union and designated a fund to collect donations and support

FGCU Student Volunteer



Tree Plantings on FGCU Earth Day Celebration! To the right, Community Representative and Community Forester, Mike Weston.

activities which promote Tree Campus USA. The fund has been used to purchase a lane sponsorship at the annual bowl-a-thon where students made "Bowling for Trees" t-shirts and bowled as a team to raise money for scholarships.

The tree planting enthusiasm has also taken root in the FGCU's student government organization. The FGCU student government has started a Food Forest project on campus that will have hundreds of fruit trees. The Tree Campus Advisory Committee designated funds to provide food for service learning students for two of the work days and committee members rolled up their sleeves to work side by side with students and community volunteers in the garden. Student leaders involved in the Tree Campus USA program hope the excitement and commitment perpetuates throughout the following years.



FGCU Tree Campus USA student representative, Keishla Negrón and Physical Plant Assistant Director, Vikki McConnell posing with the plaque.

COLLEGE OF CENTRAL FLORIDA

Steve MacKenzie, Professor, Environmental Sciences - CF

The College of Central Florida (CF) was established in 1957. The Ocala campus is located in Central Florida between downtown Ocala and I-75. The campus is situated on 140 acres and is one of the few open green spaces located along Highway 200. Since 2005, CF has added over 1,000 trees to our campuses. As part of the college's comprehensive plan, architectural landscape designers designed a tree-filled landscape. The design has moved from planning to a truly green campus. Trees now line all campus roads and walking paths. The campus has a cool, inviting and natural feel for students and visitors. In 2009, CF was recognized as a Tree Campus USA by the Arbor Day Foundation.

To obtain the Tree Campus USA designation, CF had to establish a Campus Tree Committee, develop a tree care plan and provide service opportunities for students, faculty and staff. The service projects are designed to promote the understanding of the benefits of trees and tree care. The Tree Committee was established as part of the college governance, with the recommendations and annual reviews reported directly to the college president.

As part of CF's sustainability effort, significant progress has been made to reduce paper use college-wide. Whenever possible, electronic communication is promoted over paper; in October of 2009, employees were no longer given a pay stub. All employee pay information can be obtained on a secure

college portal. The annual savings by initiating this one practice is \$35,000 per year, plus staff time and likely many trees.

In 2009 and 2010 CF held an Earth and Arbor Day event on the center lawn under one of the finest live oak trees found on campus. The event was set up by the Student Activities Board (SAB). The Sustainability Task Force has designated April as "plant a tree" month. It is one of twelve challenges used to promote campus and community sustainability. As part of the Arbor Day observance and to encourage participation in the monthly sustainability challenges, 100 trees were given out to students, staff, faculty, and the public. Students from SAB discussed planting methods and care of the trees given out during this event. Ten exhibitors set up booths to highlight organizations that promote awareness of environmental issues facing our community. The exhibits that were specifically dedicated to tree care and maintenance were Arbor Plan Consultants and Jan's Nursery. Betty Young, from Arbor Plan Consulting, discussed the many facets of tree care, pruning and trimming as well as watering and fertilizer requirements, with many interested visitors. More than 200 people attended the events.

This school year (2010-11) the campus Tree Committee made an effort to provide students opportunities in the community for service projects. The first project was a collaborative effort between the City of Ocala

and Habitat for Humanity. CF students helped landscape yards and planted trees throughout a new community park. In the spring, 74 CF students went to Silver River State Park to help clean and widen a bike trail. As part of the service project, ranger Keith Aliegenia discussed some of the major ecosystems found in the park and students took a tour of a control burn site. The service project proved to be an excellent learning opportunity for students and a way to experience natural spaces within Ocala. The final service project occurred at the Ocala Arbor Day festival. Twenty-two CF students volunteered to help "man" booths and operate activities found at the festival. The students enjoyed interacting with the public to promote a greener environment.

Working with the Arbor Day Foundation to obtain the Tree Campus USA designation has helped CF become a better steward of the environment. It has pushed us to incorporate nature-based service projects into the curriculum. The learning that occurs when students get involved in service projects delivers hands-on, real-world experience that provides positive change. Real learning requires interaction, time to process, reflection, and assessment. Learning changes people. At CF we have been changed by our experiences. We have a greener campus and community because of our efforts to keep the Tree Campus USA designation. Thank you Arbor Day Foundation!



College of Central Florida student volunteers at the City of Ocala Arbor Day Festival



Charlie Marcus presents the Tree Campus USA award to the Board of Directors of the College of Central Florida in March, 2010, with Phillip Howell and Steve MacKenzie present.

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UNIVERSITY OF CENTRAL FLORIDA CAMPUS URBAN FOREST INITIATIVE

Alaina Bernard, Assistant Director UCF Environmental Initiative and Arboretum and Dr. Patrick Bohlen, Director UCF Arboretum & Landscape and Natural Resources –UCF



The core of UCF is landscaped with trees, which increase the shade, aesthetics and student use of the campus grounds.

The University of Central Florida (UCF) is the second largest university in the nation, situated on an urban campus that consists of approximately 1,500 acres of both natural and manicured landscapes and serving a community of 65,000 students, staff and faculty. The University's landscape operation, through the department of Landscape and Natural Resources (LNR) creates and maintains a beautiful and healthy campus landscape. The department

has established policies, procedures and practices that strive to create an exemplary urban campus environment that promotes outdoor comfort, security, sustainability, and a unique sense of place.

Campus trees improve air quality, promote energy conservation, slow stormwater runoff, and take up atmospheric carbon dioxide; UCF has started several initiatives over the past several years to enhance the provision of these important ecological services. Increasing the campus tree canopy is an important component of the University's Sustainability Plan and Climate Action Commitment. LNR established an Urban Forestry Program in 2004, along with a comprehensive Land Management Plan in 2009, detailing the University's actions to promote ecosystem health and preservation.

Urban forestry advocates the role of trees as a critical part of urban infrastructure. The urban canopy helps decrease the Urban Heat Island, create habitat, beautify, and sequester carbon. Receiving designation as a Tree Campus USA was a further step toward our ongoing goal to maintain a healthy tree community and urban forest.

To receive the Tree Campus USA award, UCF had to meet the Arbor Day Foundation's five core standards for promoting green initiatives that support and promote benefits of the campus tree canopy. The standards are: establishing a campus tree advisory committee; completing a campus tree-care plan; allocating annual

expenditures to the campus tree program; educating the campus community; and completing service-learning projects that engage the student body. A campus tree care plan was established to define the policies, procedures and practices necessary to achieve the desired goals of the Tree Campus USA program.

UCF's journey towards Tree Campus USA designation started through a grant awarded by the Florida Department of Agriculture and Consumer Services for reforestation and tree remediation on campus. The funds awarded were part of the 2010-11 American Recovery and Reinvestment Act (ARRA) Forest Health Improvement Initiative Program and supported the University's long-term landscape goals of having a contiguous, mixed species canopy. The grant project began in September 2010 with the pruning and remediation of 111 young native hardwood trees inside the campus core. The second phase of the project was successfully completed in April 2011 with the planting of 50 native trees including bald cypress, pines, and cabbage palms on the banks of two highly visible campus retention ponds. In addition to the 50 trees planted through the Recovery Act grant, UCF installed 600 young trees and shrubs around campus retention ponds in 2011. The additional tree planting was designed and implemented by students involved in a senior level, service-learning based course taught by Alaina Bernard, Land Manager for LNR. These projects were another step toward creating greater connectivity in the



Jackie Wilson, LNR Supervisor and Arborist, installs new live oak trees on campus.

urban forest canopy, while creating a more scenic water features and promoting use of native trees and shrubs.

While working on these tree planting projects, UCF applied and was awarded the prestigious recognition of Tree Campus USA. This designation contributes to community spirit and campus identity, supports UCF in promoting green initiatives and demonstrates the University's commitment to its environmental goals. The award includes a continual review process based on setting benchmarks and criteria to measure progress toward annual goals.

LNR will continue to promote the importance of our campus trees and urban forest through our educational and outreach programs, research initiatives, and partnerships with other agencies, institutions and community partners. This award, presented by the Arbor Day Foundation, is another step in demonstrating UCF's continued commitment to urban ecosystem health.



Approximately half of the campus is natural lands, offering recreational, research and educational opportunities. UCF has an established land management program to maintain the ecological health of these native communities.



The campus retention ponds were planted by students with native trees and shrubs to create visually beautiful and ecologically sustainable systems.



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MEMBER SPOTLIGHT: DAVE WING — ORANGE COUNTY

Celeste White, Orange County Extension

As I was congratulating Dave Wing on his retirement after 36 years with Orange County, he sent me the following email: “One of my proudest accomplishments with the county was the years I was associated with the county tree program and the Florida Urban Forestry Council. I have learned so much from the seminars I have attended in past year’s annual meetings. And I try not to miss an opportunity to spread that knowledge about.”

“I have also calculated the number of years of tree growth the county program has accumulated, just from the years I was involved with the program. The count of trees planted is now at 17,421 trees and represent over 328,000 years of tree growth. Some of these trees have now been in the ground for over 30 years each. Now I share this accomplishment with many others including county staff, volunteers, and residents alike, however I think that is still pretty impressive. I guess just a few people can make a difference!!”

I realized that I did not know as much about Dave as I thought, so I thought that I would share what I found out about him with other FUFCC members. Dave was born in Maine and moved to Florida in 1956 and to Orlando 1975. He was hired by Orange County Parks and Recreation in 1975 as a Park Ranger II at Moss Park. As the Park Support Supervisor he, along with others in the Orange County Tree Program, managed the planting of over 17,411 trees throughout Orange County. He then became a Construction Project Coordinator in 2001 and managed 60+ projects representing over \$14 million in improvements for Orange County, primarily for Parks and Recreation. Dave has been a member of Florida Urban Forestry Council for 15 years. And although other Orange County member’s dues were paid for by the County, Dave paid his dues with a personal check.

I asked Dave what he was going to do in his retirement, and he said “I am in the process of building a 1940 Ford Woody Wagon--which I will be purchasing the treesarecool.com license plate for, it couldn’t be more appropriate, eh? I also wanted you to know I will continue to support the Florida Urban Forestry Council.”

Congratulations to Dave Wing on his retirement... and thanks for your unwavering support of the Florida Urban Forestry Council.



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- researches and writes *Nature’s Reflections*, a special column in the members’ newsletter developed to educate the community on the flora and fauna of Florida with eco-friendly topics like xeriscaping and conservation.



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See Membership Application on page 15.

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