



# TREE FUND Report



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## Viewpoint

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Autumn in the western suburbs of Chicago means long lines at the entrance gates to The Morton Arboretum, where trees take center stage and people pay to spend time among them. Anyone with even a passing interest in arboriculture knows that trees deserve marquee treatment every day of the year. But we also know that usually it requires a bit of a splash—a sugar maple in October—to get people's attention.

The STIHL Tour des Trees recently completed its 585-mile trek through upstate New York and southern Ontario, raising \$585,000 for the TREE Fund and making a splash on behalf of urban trees and tree care. Professor Pricklethorn had his young audience members ooh-ing and aah-ing over arboriculture, local tree care pros strutted their stuff with bucket trucks, banners and volunteers at every stop, and the Tour and the TREE Fund were regularly featured in local media. The Tour put arboriculture and arborists in the spotlight for a week, but the real work goes on year-round. And this work requires research to continually improve how we care for the trees in our communities.

If you are passionate about arboriculture and want to make a difference, invest in the TREE Fund. Did you know that the TREE Fund's mission includes helping our donors and sponsors meet their philanthropic goals and fulfill *their* missions? To that end, we administer the Ohio Chapter of ISA's arboriculture education grant. We also manage the Jack Kimmel International Grant program on behalf of the Canadian TREE Fund, and the John Wright Memorial Scholarship for Wright Tree Service. Named Funds and scholarships are a meaningful way to honor a loved one, friend or colleague. For example, MAC-ISA and Trees Virginia recently teamed up to create a program at the TREE Fund honoring Dr. Bonnie Appleton, and the utility arboriculture industry established the Utility Arborist Research Fund at the TREE Fund to ensure that its research agenda is implemented.

We also can help your organization meet its research objectives with management of research grants and scholarships. Our expertise lies in managing the details of research, education and scholarship awards, both large and small. This resource is available to everyone with an interest in the future of arboriculture and a willingness to take an active role in shaping that future. I encourage you to view management of your organization's philanthropic goals in the same light as management of your tax, accounting and legal responsibilities. Partner with an expert, and stop sweating the details.

In this issue of the TREE Fund Report, you'll read about some remarkable outcomes resulting from partnering with the TREE Fund, including updates from researchers Yvonne Boldt and Mike Arnold. You'll also find a unique opportunity to purchase a tree with a literary pedigree from Trustee Brian Sayers, with 100% of the proceeds going to the TREE Fund. Enjoy, and thank you for your support of the work that we do.