



TREE FUND Report



Winter 2014

Viewpoint

By Janet Bornancin, TREE Fund President/CEO



It's a new year, and we're ready to seize the day. 2013 was a success, now we're looking toward 2014's opportunities. If there's one thing we're sure of in 2014, it's that last year's model won't see us through. In science (and fundraising, too) change is constant, compelling and essential. New ideas and new knowledge propel us forward, so we must always be prepared to consider new possibilities.

The TREE Fund is dedicated to the support of innovative ideas which hold promise for smarter, safer and more efficient tree care. As such we're a catalyst for change, always with an eye toward keeping it relevant to the work that you do.

TREE Fund research results are delivered to you at conference classes, climber's corners, in professional journals and trade magazines. Maybe you saw Rich Hauer and Andrew VanNatta's report in Arborist News on [the economics of EAB management](#)? As you incorporate new knowledge into your practice you become an agent for change as well, and a leader in the advancement of your industry.

Tree care in 2014 presents challenges we've only begun to solve. But there's no backing down. As Bryant Scharenbroch points out in this issue, if we don't solve urban forestry's problems they may remain unsolved. It falls to you, the professional whose livelihood depends on progress, and the TREE Fund, whose mission is to facilitate progress, to create the future of tree care.

We have twice as many research proposals as we can fund, unless we enlist twice as many donors to fund them. You can help. Let TREE Fund Chairman Jim Zwack's example inspire you to be a change agent; your gift of any amount moves us closer to discovering new answers in arboriculture. Donate now at www.treefund.org or www.stihltourdestrees.org and challenge a colleague to do the same. Change, if it comes, will come from you; there is no backup plan. It's up to us who know and care, to act and act now. 2014's questions won't wait.

