



TREE FUND Report



Winter 2014

Wisconsin's Ready to Rock the Tree Care World



Wisconsin is rolling out the green carpet for the TREE Fund this summer, preparing a welcome that showcases the state's best features from trees to cheese, plus beer, of course. (Beer served by nuns, no less.)

Wisconsin Arborist Association (WAA) president Eric Petersen says his Chapter is gearing up for a landmark [STIHL Tour des Trees](#) July 27 through August 2. "A statewide event that showcases trees and their importance to our communities is an invaluable opportunity," Petersen says. "With EAB in our trees and in the

headlines, the Tour's arrival couldn't be timelier. This is our chance to promote science-based tree care, done right by the professionals of WAA. We're looking forward to being at the center of the tree care world this summer!"



Wisconsin Tour veterans Dick Rideout, Thom Kraak and Doug Drysdale had the 2014 Tour route mapped before Thanksgiving. Not long afterward, WAA committed to Partner-level support of the TREE Fund (valued at \$25,000) for 2014, and Wisconsin arborists, cyclists, volunteers and sponsors began queuing up to get involved. "Wisconsin's well-kept roads make it a Midwestern mecca for cyclists and, with 191 Tree Cities USA, for urban foresters as well," says Rideout. "A week isn't nearly enough time to see it all, so this year's Tour comes with an open invitation to come back and ride with us again."

Rideout promises life-list experiences for fans of cycling, scenery and trees. Milwaukee and Madison's laid-back urban vibe give way to the dramatic palisades of the Wisconsin River en route to the University of Wisconsin's Stevens Point (UW-SP) campus, alma mater to many tree care pros. UW-SP researcher and TREE Fund grant recipient Dr. Rich Hauer will speak at dinner on Tuesday, and Wednesday's dinner at Lambeau Field has Packers fans salivating. Some of the most beautiful scenery in the state is showcased later in the week in Door County, at Whitefish Dunes State Park and along Lake Michigan's sparkling shoreline.

Riders will dedicate more than 20 new trees and [Professor Elwood Pricklethorn](#) headlines five children's education programs (including the Wisconsin State Fair) during the week. Local libraries and young attendees at the professor's events will receive three different books about trees: *I Can Name 50 Trees Today!* (a Cat in the Hat Learning Library book), *Why Would Anyone Cut a Tree Down?* and *If Trees Could Talk*, a collection of stories about significant Wisconsin trees. The book donations are supported by Bartlett Tree Experts, WAA and the WI DNR. The ride finishes August 2 with an attention-grabbing entrance to Mount Mary University and closing ceremonies



honoring its participants, top fundraisers and sponsors. Register to ride or support a rider with a donation at www.stihltourdestrees.org. Contact Mary DiCarlo to learn more, host a Wisconsin Tour event or enroll as a Tour sponsor.



Asplundh's golf outing to benefit the TREE Fund is an annual highlight for arboriculture's ardent golfers. Swing a club for the cause on Sunday, August 1, at The Bog in Saukville, WI, a Golf Digest Top Ten course designed by Arnold Palmer. Watch for details at www.treefund.org.



Expectations are running high for the TREE Fund's 2014 Raise Your Hand for Research Auctions in Milwaukee. The silent auction opens with the ISA Trade Show on Sunday evening for a limited engagement; bidding is open to all conference registrants but closes promptly at 3:30 p.m. on Monday. Don't miss your chance to bid on artisanal woodwork, artwork, jewelry, equipment, books and collectibles carefully chosen for tree enthusiasts. Check-in opens for the live auction at 5:30 p.m. Monday evening at the Hyatt Regency Milwaukee with a "Meet the Researchers" reception, cocktails and a Wisconsin-themed beer tasting. The auction excitement begins at 6:30 with the popular Golden Ticket raffle, a chance to win any live auction package for just \$100. This year's catalog features guilt-free vacations for sportsmen, foodies, photographers and beach babies, plus handmade furniture, industry perks and affordable indulgences. Find auction information and donation forms at <http://www.treefund.org/auction>; contact Karen Lindell to volunteer.

The success of our special events each year is a tribute to our sponsors, donors, volunteers and supporters. Save time for some fun for a good cause in Wisconsin this summer. We'll be saving a spot for you.

