



TREE FUND Report



Fall 2014

Heritage Oak Society Spotlight: Beth Buchanan



When you first meet Beth Buchanan, you instantly feel at ease with her warm, relaxed and down-to-earth demeanor. Modest to a fault, it takes a little prodding to find that Beth is an extraordinarily accomplished woman with a deep love of nature, an endless pool of energy and a keen knowledge of arboriculture and urban forestry.

Growing up on a tobacco farm in southwest Virginia, Beth has always been surrounded by and interested in plants. She followed her passion and studied Biology with a Botany focus (specifically aquatic plants and algae), culminating in a Ph.D. from Kent State.

Beth began her career in the early 1980's at Davey Environmental Services when Urban Forestry was a brand new concept. Using another new thing – computers - Beth and her colleagues were contracted by cities and parks to inventory their trees. In 1985, Beth left to found and help lead the utility vegetation management consulting firm ACRT. In the late 1990's, Beth returned to Davey to help develop and grow urban forestry and natural resource consulting at their newest division - Davey Resource Group.

Through her work at Davey, Beth became familiar with ISA and the TREE Fund. She saw colleagues advance tree care with Hyland Johns research grants from the TREE Fund. She was also an active member of the ISA Certification Test Committee, authoring the certification tests for arborists and master arborists.

In 2010, Beth volunteered to become the Ohio Chapter TREE Fund Liaison. Always up for a new challenge, she also asked neighbor and coworker, Ward Peterson, to help her train for the 2010 STIHL Tour des Trees. Heeding his first piece of advice, she immediately bought a new bike. Since then, Beth has ridden three more Tours and encouraged others to join her, making Team Ohio one of the powerhouse fundraising teams for the TREE Fund.

Top 7 Reasons to Make a Planned Gift

1. Give back to the industry that has given you so much.
2. Define and activate your legacy.
3. Unlock hidden value in dormant, illiquid or highly appreciated assets.
4. Generate supplemental income for yourself or your beneficiaries.
5. Add a layer of diversification to a concentrated portfolio.
6. Identify potential income, gift and estate tax savings.
7. Receive professional management of assets relied upon for income.

One generation plants the trees; another gets the shade.

~Chinese Proverb

Legacy planning can be a rewarding process for charting your future; a way to provide for your family; a practical approach to reducing tax burdens; and an opportunity to maximize the meaning and impact of your prosperity.

It's easy to make a planned gift; anyone can do it. 90% of all planned gifts come in the form of a bequest, a gift annuity or naming a charity as a beneficiary on an insurance policy or IRA.

The TREE Fund's [Heritage Oak Society](#) includes 28 individuals who have made a bequest to the TREE Fund. For information on how to become a member, contact Janet Bornancin at jbornancin@treefund.org.

Riding the Tour and working closely with the TREE Fund led Beth and her husband, Bob Heath, to decide to become members of the Heritage Oak Society. As Beth puts it, “Like most people, we waited way too long to do our estate planning. But last year we looked to see what nonprofits we wanted to benefit. We made a list of our favorites – the ones we’ve been involved in and believe in – and the TREE Fund was on that list.” Beth believes research is *critical* to the advancement of the arboriculture and urban forestry industries. “With so many challenges for urban trees, we need to find an economically feasible way to keep and maintain healthy trees in our cities and communities,” she explains. Beth would like to see the TREE Fund Endowment grow to \$20 million, making it easier to award more grants. Beth also wants young people to consider arboriculture and urban forestry as a career, and loves that the TREE Fund supports scholarships and educational programs to do this. “There are so many opportunities at so many levels and in so many sectors – municipal, state, federal, utilities – that the possibilities are limitless for a great career,” she says. By becoming Heritage Oak Society members, Beth and Bob know that they are helping make these dreams a reality.

