



# TREE FUND Report



Fall 2014

## Viewpoint

By Janet Bornancin, TREE Fund President/CEO



To everything there is a season. At the TREE Fund our seasons revolve around fundraising and grant making, and it's been an exciting year for both.

The Wisconsin Arborist Association (WAA) deserves a round of applause (and a resounding “thank you”) for its raise-the-bar performance as host of the TREE Fund’s summer events at the ISA Conference and Trade Show. Veteran Tour rider Dick Rideout’s team of Wisconsin cyclists produced seven unforgettable days for fans of cycling, scenery and trees during this year’s STIHL Tour des Trees, and Team Wisconsin personally delivered more than \$44,000 of the \$600,000+ raised for research and education.

It was a breakthrough year for volunteer engagement, community outreach and education programs as well. [Professor Elwood Pricklethorn](#) (aka Toronto arborist and Tour rider Warren Hoselton) headlined seven children’s programs during the 2014 Tour. The Professor’s kid-friendly version of Arboriculture 101 has become a staple of the TREE Fund’s educational programming, and earned Warren our Ken Ottman Award for outstanding volunteer service this year. Tree dedications, media interviews, 20-foot banners and a spot in Milwaukee’s famous *GermanFest* parade helped ensure that Wisconsin knew we were there, and why. Read more in our events summary in this issue, and browse our photo gallery at [stihltourdestrees.org](http://stihltourdestrees.org).



Our Raise Your Hand for Research auctions produced lots of happy winners, \$140,000+ in revenues and at least one unforgettable moment. Add in Asplundh’s Golf Outing and the Society of Commercial Arboriculture’s Rakemaster Challenge, and total revenues from our Wisconsin fundraisers top \$750,000! Thank you to Wisconsin Liaisons Laura Wyatt and Adam Alves, and EVERYONE who had a role in that achievement. Congratulations, too, to WAA for surpassing its goal of \$250,000 for the Bob Skiera Memorial

Fund. This group knows how to grow an endowment! You’ll find photos of the celebratory cake cutting and highlights of our Wisconsin events at [treefund.org/auction](http://treefund.org/auction).

Our Spring-cycle grant awards reflect the success of recent fundraisers, with more than \$100,000 awarded for research, scholarships and arboriculture education. Get to know our newest grant and scholarship recipients in this issue; we expect to award a [TREE Fund Fellowship](#) in addition to our [John Z. Duling](#) and [Jack Kimmel International Grants](#) later this year.

You have a chance to help direct the course of future research in the coming weeks, and I hope you'll seize the opportunity to be heard. ISA and the TREE Fund are collaborating to survey our industry to identify research needs and priorities. Telephone interviews begin in September, with an online survey to follow in November. Watch your email for an invitation to participate; a link to the online survey will be posted on our website later this fall.

Finally, it's my pleasure to introduce our newest staff member, Deb Hettinger. Deb's extensive experience in data management made her a standout candidate for the position of Program and Fund Development Associate. She's already proven herself a valuable addition to the TREE Fund team.

A handwritten signature in black ink that reads "Janet". The signature is written in a cursive style with a large, looping initial "J".