



December 2015



Leading Thoughts

J. Eric Smith, TREE Fund President and CEO

Christmas Eve will mark my four month anniversary as President and Chief Executive Officer of the TREE Fund. The time has passed quickly, enjoyably and productively. I remain honored by the confidence our Board has placed in me, impressed by the work of our excellent staff, and delighted by the people I have met at conferences and other gatherings of the extended tree care community.

As I write this article, we are deep into our year-end annual appeal, celebrating the fact that the TREE Fund's work benefits every member of every community where tree care professionals ply their trades. As we work to secure new funding streams, this message will sit squarely at the heart of our appeals: the benefit of the dollars we raise does not end within our industry, but rather spreads outward economically, environmentally, sociologically and aesthetically. By sharing that story widely, we will expand our circle of supporters.

As I look forward into 2016, my three primary goals are to launch an endowment building campaign, to flexibly adapt our primary community outreach events to efficiently meet the needs of their host markets, and to increase the amount of research funding that we disburse. We will achieve the latter goal not just by offering more grants, but by increasing their individual funding caps. We will also be collaborating with other tree care businesses and associations to fund studies focused on worker safety, to develop stronger pipelines for bringing professionals into the industry, and to launch a series of new initiatives in utility arboriculture.

It is an ambitious growth agenda, and the continued support of our existing friends will be crucial to its success. Unrestricted operating gifts like those made to our year-end annual appeal are particularly important to us, as they give us maximum flexibility at minimum expense. I am grateful to those of you who have already supported us this year, and encourage all who have not yet done so to visit our website and [make your gift now](#). We are poised at the brink of an exciting new chapter of the TREE Fund's history, and we look forward to sharing our successes with you in the months and years ahead.



Your dollars are making a difference!

Attracting bright young professionals to tree care is a high priority for the industry. A John Wright Memorial Scholarship awarded by the TREE Fund is helping **Jamilee Kempton** pursue a business degree with a minor in Tropical Plant Soil Science at the University of Hawaii. Jamilee's already an ISA Certified Arborist, the 2015 ITCC Champion and the current world record holder for the women's 15M footlock, and she believes in giving back to the industry that has supported her career development—she's also a fundraiser for the [TREE Fund's Annual Appeal](#). "With the support of the TREE Fund, I have the opportunity to achieve my educational goals so I can better care for the trees in Hawaii. Your donation to the TREE Fund...helps students like

me who want to pursue careers in the tree care industry." Read more about Jamilee on [our website](#) and support her fundraiser [here](#).

Many thanks to our November 2015 [major contributors](#):
(for contributions of \$2,500 or more to the TREE Fund this month)

- The Davey Tree Expert Company
- Xcel Energy

Thank You!



Holiday shopping? Shop Amazon through [the TREE Fund AmazonSmile link](#), and Amazon will donate 0.5% of your purchase amount to the TREE Fund. What an easy way to support tree research and education! [Get started](#) now.



Mark your calendar - online applications open **January 1** at treefund.org for the following grants and scholarships:

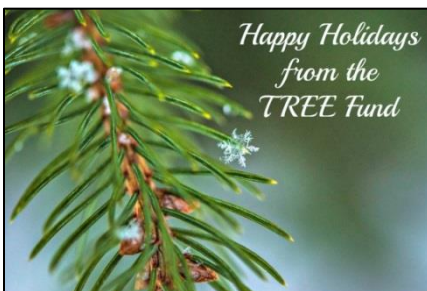
- Hyland R. Johns Research Grant (**NOW up to \$50,000!**)
- TREE Fund Arboriculture Education Grant (up to \$5,000)
- Ohio Chapter ISA Arboriculture Education Grant (up to \$5,000)
- Robert Felix Memorial Scholarship (\$3,000)



Registration for the 2016 STIHL Tour des Trees opens January 12, 2016 at www.stihltourdestrees.org. Explore the Piedmont region of [North and South Carolina](#) from the seat of your bike with other recreational cyclists who share your passion for trees. It's the ride of a lifetime, every year. Don't miss it!



Congratulations to Gamma Tree Experts, Richard's Tree Service and Hunter's Tree Service, proud new owners of a Bandit chipper, Morbark chipper and Reverse-S™ wheel, respectively. **Thank you, Bandit, Morbark and Green Manufacturing**, for donating the proceeds from these sales to support TREE Fund!



Thank you for supporting the TREE Fund in 2015! You're helping to advance the science of tree care and keep its workforce educated and safe. We wish you a happy holiday season and a safe and prosperous new year!

