



July 2016



Leading Thoughts

J. Eric Smith, TREE Fund President and CEO

A year ago this month, the TREE Fund's Board of Trustees extended me the privilege of serving as the organization's President and CEO. I've logged a lot of miles and met a lot of people since then, and the experience has been wonderful on all fronts. I remain grateful for the Board's confidence, and honored to serve on behalf of our amazing tree care professionals and the communities in which they live and work.

When I'm invited to speak at conferences, I've been delivering a "three takeaways in three minutes" message about our top priorities looking forward. In a nutshell, I ask people to remember these points, and to hold me accountable for delivering them:

1. We need to get more funding out the door.
2. We need to value "friendraising" as much as we value fundraising.
3. We have to "open the circle" to new funding sources.

So how are we doing so far? At the midpoint of 2016, we're on track to issue more grants, larger grants, and new grants this year, with a goal of increasing our outlay by 50% over the prior year's budget. We've retooled our event at the ISA International Conference to make it more inclusive, and worked hard to focus on community engagement wherever we travel. And we are landing gifts from new sources, most recently a generous \$100,000 contribution to the Utility Arborist Research Fund from Berkshire Hathaway Energy Foundation, responding to Pacific Gas and Electric Company's visionary \$250,000 matching gift program.

Looking further ahead, the Trustees recently approved an endowment building campaign, and we will soon be entering into the feasibility study phase of this long-term process. If successful, we will be able to triple our annual spend on grants, more fully living our mission as a result.

I am excited to have the opportunity to lead that process, and grateful for your continued support and encouragement. Thank you!

Apply today for research and education grants at treefund.org:

- [Ohio Chapter ISA Arboriculture Education Grant \(up to \\$5,000\)](#) - Letter of intent due **August 1**
- [Research Fellowship Grant Program \(up to \\$100,000\)](#) – Application due **September 1**
- [John Z. Duling Grant \(now up to \\$25,000!\)](#) – Application due **October 1**
- [Jack Kimmel International Grant \(up to \\$10,000\)](#) – Application due **October 1**





Your donations are making a difference!

Tree health and regeneration has been deteriorating in urban forests throughout the southeastern U.S. In this study, partially funded by a Jack Kimmel International Grant, Dr. Travis Marsico of Arkansas State University determined that this is a consequence of stream channelization (changing water flow) producing unfavorable conditions for native trees, thus inviting an invasion of damaging Chinese privet. Dr. Marsico's research highlights the importance of dynamic restoration, where habitats are managed for native tree species that will succeed in the altered environment, rather than restoration to a past state. His work can help guide such restorations in river cities throughout the world. Read more on [our website](#).



The TREE Fund is pleased to announce a \$100,000 gift from the Berkshire Hathaway Energy Foundation to the Utility Arborist Research Fund. The contribution is an important step in helping us meet Pacific Gas and Electric Company's matching challenge - thank you! Read more and make your donation at <http://www.treefund.org/utilityarboristresearchfund>.

Thank you to our June 2016 lead donors:
(for contributions of \$2,500 or more to the TREE Fund this month)

- Berkshire Hathaway Energy Foundation
- Tree Care Industry Association



The 2016 Tour is on a roll!

Registration has closed for the 2016 STIHL Tour des Trees, with 104 riders slated to "Cruise the Carolinas" in support of tree research and education! In addition to meeting our rider participation goal, we are happy to report that all costs for the 2016 Tour have been covered, thanks to our generous Corporate Partners. We're looking forward to a great ride in October! **#STIHLtDT**



Congratulations to Jim and Annie Barborinas of Anacortes, WA, winners of the 2016 STIHL Tour des Trees Summer Promotion. Jim and Annie donated to rider Phil Graham, and their name was drawn to win a \$500 STIHL merchandise certificate. Many thanks to all who participated in this campaign, and to [STIHL](#) for donating a prize that helped raise over \$26,500 for the TREE Fund. You can continue to support your favorite rider or team through December 31 at stihltourdestrees.org.



You're invited to TREE Fund After Hours! (Sponsored by ISA Texas)

Who: All ISA Conference registrants

When: Monday, August 15, 2016

5:30 – 6:00 pm Arborist App Share | 6:00 - 7:00 pm TREE Fund After Hours

Where: Aisle 500 Food and Beverage Area, FWCC

What: Socializing, games of chance, mini-auction, and FUN! Find out what the TREE Fund is all about. Proceeds support tree research and education.

Cost: FREE. Light appetizers included; cash bar available.

Round up your friends for the fun:

- **Arborist App Share** – See how your smartphone can make your job easier! Featuring Brandon Gallagher Watson of Rainbow Treecare Scientific Advancements.
- **Golden Ticket Raffle** – \$100 buys a chance to win the auction package of your choice! Only 75 tickets available; buy yours at booth #518 or at TREE Fund After Hours.
- **Mini-Auction** – Trips and treasures for every budget:
Puget Sound Escape • Kevin Bassett woodturning • KY Bourbon • Teufelberger Arborist Climbing Kit • Vermont Cabin Getaway • Holland America Cruise • Napa Wine Weekender • and more!
- **Raise Your Hand for Research** – Help fund an additional tree research grant in 2016-17.
- **Aggies vs. Longhorns Heads or Tails Game** – Buy a maroon or orange bandana to play. Last one standing wins a fabulous prize!

See you there!

Be sure to connect with the TREE Fund in Fort Worth:

Asplundh Golf Outing to benefit the TREE Fund

Sunday, August 14, 8:00 am (Transportation departs from Omni Ft. Worth at 7:15 am)
The Golf Club Fossil Creek

[Register today](#) for this four-person scramble. Includes 18 holes plus transportation, breakfast, lunch, prize opportunities, and the good feeling you get from supporting research that advances our industry!

“Make an Offer” Quadwheel® Show Special from Green Manufacturing

Sunday, August 14, 7:30 pm – 9:30 pm; Monday, August 15, 11:00 am – 3:30 pm (Submit offers by 3:00 pm)
Booth #518 or #428, FWCC

Name the price you’re willing to pay (minimum must be met). Person with highest offer purchases the Quadwheel® for that amount. New owner announced at TREE Fund After Hours. Supports tree research and education!

Golden Ticket Raffle

Sunday, August 14, 7:30 pm – 9:30 pm; Monday, August 15, 11:00 am – 3:30 pm
Booth #518 FWCC or at TREE Fund After Hours

\$100 buys a chance to win the auction package of your choice (only 75 tickets available)! Winner drawn at TREE Fund After Hours.

TREE Fund After Hours - **NEW!!**

Monday, August 15, 5:30 pm -7:00 pm
Aisle 500 Food and Beverage Area, FWCC
Free admission! See above or get details on [our website](#).

Meet the Author and Book Signing – James Urban, FASLA

Tuesday, August 16, 12:00 pm -1:00 pm
Booth #518 FWCC

Meet and chat with author James Urban, FASLA. His masterwork, Up by Roots, is available onsite at ISA Central.



Like what you’ve read? Help us do more!

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