



## Crowning Achievements

### Green Teens Program Gives Hope to Urban Trees and Teens

Friends of the Urban Forest, a San Francisco nonprofit, strives to promote a larger, healthier urban forest as part of the city's green infrastructure through community planting, tree care, education, and advocacy. Their [Green Teens Program](#) is one way they accomplish this, and an Arboriculture Education Grant from TREE Fund bolstered program success in 2017.

Green Teens provides practical job skills training to high-risk, low-income, high school aged youth, with a focus on tree planting, sidewalk garden installation, care/maintenance, and work readiness.

In 2017, Green Teens helped bring about a dramatic productivity gain in city-wide tree maintenance (structural pruning, hardware adjustment and pest and disease inspection), providing needed care to 981 young trees and planting 367 new trees – the majority



of which were in priority low-income neighborhoods. In addition, participants met and worked with individuals from across the city, and they were exposed to a wide range of speakers on topics from interviewing skills to healthy eating.

Read more about this important program and discover additional TREE Fund-supported education initiatives [here](#).

*“Nature welcomes inquiry. Nature does not hide its work. Just seek, and you will find.”*

- Alex L. Shigo

## In This Issue

- Crowning Achievements
- Leading Thoughts
- New in 2019: Target Topics for Grants
- Lead Donors
- Welcome Maggie Harthorn
- You Can Help Make Urban Trees Thrive
- Volunteer Spotlight
- Word on Webinars

## Leading Thoughts

By J. Eric Smith, TREE Fund President and CEO

Strategic planning is a key governance responsibility for nonprofit boards. The ideal planning process can be broadly viewed as an iterative, two-part undertaking. In the first part of the process, an organization defines a vision for the future that is consonant with its mission. In the second part of the process, the organization then allocates financial, capital and human resources toward achieving this vision. The two parts of the process must be linked with regular feedback mechanisms that allow both vision and resource allocation to evolve, together, to meet emergent opportunities and challenges.



Last year, TREE Fund's Board of Trustees went through such a thorough planning and visioning process that resulted in a Board-approved three-year Strategic Plan that we've been using to guide our activities since January 1, 2018. As we approach the end of the first year of this plan, I'm pleased to note that we're on track with all deliverables, and looking ahead to 2019 with a strong and clear sense of where we want to be, and what we need to do to get there. As a nonprofit executive, I can tell you from first-hand experience that it is a true professional boon to have such a clear and solid plan in place, and to have such strong buy-in from the board for implementing it.

That being said, good strategic planners must recognize a principle most eloquently elucidated by General Dwight D. Eisenhower during planning for the invasion of Normandy: "Plans are nothing; planning is everything." Planning is a dynamic, ongoing enterprise, not an occasional activity resulting in a static, printed plan that is likely to become obsolete soon after it is created. Planning is a process, plans are tools – and no tool should ever be given precedence over the process it supports.

So as we work to wind down our 2018 program year in a position of strength, we need to evaluate what we've done and what we've learned, and revisit our plan through that lens, ideally adding another year to the back end as we call it a wrap on the front-end year. A key part of this process is feedback from our stakeholders, so I invite you all to look at our plan on the [About/Documents](#) page of our website, and let us know if you think we're missing any marks or need to consider different, new or better ways to continue fulfilling our charitable mission and provide excellent service to you, our supporters and customers.

## New in 2019: Target Topics for Grants

To better prioritize and address the most critical research needs in arboriculture and urban forestry, TREE Fund will be assigning a specific area of inquiry to each of its grants in 2019. The areas of inquiry will be defined at our December 2018 Research Workshop at Bartlett Laboratories, where a select group of researchers and trustees will collaborate to identify pressing research needs and find best fits for them within our grant portfolio. Areas of inquiry are likely to change from year to year to address evolving industry needs.

We are excited about this more targeted approach to tree research and are confident it will further TREE Fund's ability to empower research with real, practical benefit to tree care professionals and the communities in which they work.

## Lead Donors

We are grateful to the following people and organizations who contributed \$2,500+ to TREE Fund in October 2018. See the full list of 2018 Lead Donors who make our work possible on the [donor page](#) of our website. Thank you!

- International Society of Arboriculture
- Lewis Tree Service
- Mid-Atlantic Chapter ISA
- Ohio Chapter ISA
- West Coast Arborists

## Welcome, Maggie Harthoorn

Welcome Maggie Harthoorn, TREE Fund's new Community Engagement Associate. Maggie comes to us with



urban forestry and community outreach experience from Arbor Day Foundation and Friends of Grand Rapids Parks, and a passion for growing community excitement and capacity to care for the urban canopy. As a veteran Tour des Trees rider and support team member, she is well-positioned to coordinate the fundraising and event planning side of the Tour des Trees, working with Karen Lindell, Paul Wood, and the committee. Maggie is an alumna of the University of Nebraska and Iowa State University.

## YOU Can Help Make Urban Trees Thrive



It's a simple fact: people need trees. But like anything worth having, the trees we live with require special care – provided by professional arborists, drawing on fact-based, replicable research. This kind of research is empowered by TREE Fund – but only with your help.

YOU can help us award grants that empower tree research.

YOU can support scientific discovery.

YOU can enable today's tree care professionals to better anticipate tomorrow's issues before they detrimentally impact our community trees.

HELP US MAKE A DIFFERENCE NOW AND IN THE FUTURE.

**Give today** to our Year End Appeal at [treefund.org](http://treefund.org).

*Thank you!*

## Volunteer Spotlight: Jacques Brunswick

Please join us in celebrating **Jacques Brunswick** (Jacques Brunswick & Associates, LLC) as our outstanding volunteer this month. Jacques, along with his wife, Louise Desjardins, is a veteran Tour des Trees rider. As he has moved towards the end of his illustrious career as a nonprofit arts professional at renowned venues like the Apollo Theater, Guthrie Theater, and Mystic Seaport Museum, he has become increasingly engaged with TREE Fund as a member of our Audit and Finance Committee and Development Committee. With his vast background in public charities, Jacques brings a unique perspective and valuable nonprofit accounting experience to our organization. Recently he applied to join our Board of Trustees, citing the desire to serve TREE Fund at an even deeper level. We appreciate all the insight, talent, and support you bring to TREE Fund, Jacques. Thank you!



To suggest someone for the Spotlight, contact [Karen Lindell](#).

## The Word on Webinars

Register today for ***Emerald Ash Borer: Strategies for Conserving Ash in the Urban Forest*** a FREE one-hour TREE Fund webinar featuring **Dr. Dan Herms** of The Davey Tree Expert Company.



Learn about the research that provides the scientific basis for emerald ash borer management and conservation of ash in urban environments. If you are a municipal forester, city manager, arborist, consulting arborist, researcher, extension specialist, landscape manager, property owner, or land manager, you don't want to miss this program!

- **November 28** at 12:00 p.m. (Mountain)
- [Pre-registration](#) is highly recommended (translate to your [time zone](#))
- Earn 1.0 CEU from ISA, SAF, or NALP for the live broadcast.

Visit the [webinar page](#) of our website to get more information, see upcoming webinars, and watch past broadcasts.

TREE Fund is a 501(c)3 nonprofit whose mission is to support scientific discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry.

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