



TREE PRESS

February 2020

"The best friend on earth of man is the tree. When we use the tree respectfully and economically, we have one of the greatest resources on the earth."

— Frank Lloyd Wright

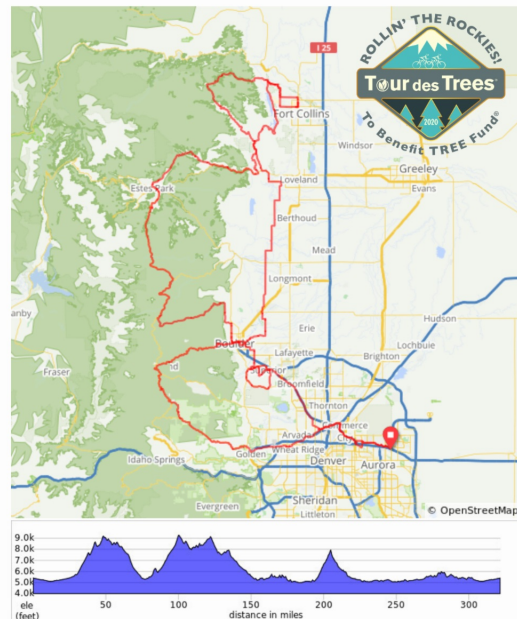
Visit our Website

Tour des Trees update

Join us this fall for five days of cycling and spreading TREE-cheer through the Rocky Mountain Front Range of Colorado, starting and ending in Denver. There are options to ride the entire week, just a portion of the week, or to provide support as a TREE Fund partner.

No matter how you choose to engage, you won't want to miss this year's event! Registration closes on June 15, and slots are filling fast, so make sure to register before it is too late.

Complete details on the 2020 Tour des Trees can be found [here](#).



Already registered? Be sure to follow the discussion and stay involved by joining our [Facebook](#) event and [Strava](#) club!

Crowning achievements

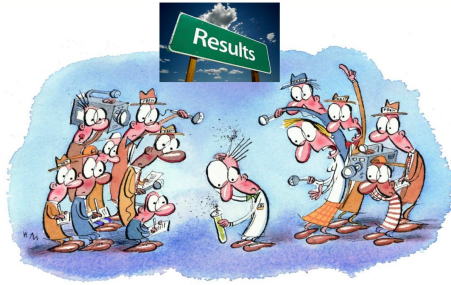
During 2019, TREE Fund-supported research appeared in 16 peer-reviewed publications and was orally presented 25 times. This brings the publication total for the past 16 years to 191.

Lead donors

We are deeply grateful to the following people and organizations who contributed \$2,500 or more to TREE Fund in January 2020:

The publications and presentation by TREE Fund-supported researchers can be found [here](#).

Bandit Industries, Inc.
Bartlett Tree Experts
Steven Geist
Pacific Northwest ISA



See the full list of lead donors who make our vital tree research and education work possible on our [website](#).

Volunteer spotlight

Please join us in congratulating Joe Lentz on becoming the first Tour des Trees rider to hit his minimum fundraising goal of \$3,500! Whether participating as a rider (year after year) or supporting fellow advocates and fundraisers, Joe never misses an opportunity to support tree research and education through TREE Fund. Joe currently holds the title of Tour des Trees 2020 top fundraiser, surpassing his minimum fundraising commitment in only nine days. Joe, we are extremely excited to ride with you this August in Colorado. Thanks again for all that you do to support urban trees and communities!



Research grants and scholarship deadline approaches!

The Hyland R. Johns Grant Program

Supports research that directly affects the work of industry professionals.

Award amount: up to \$25,000 (minimum \$10,000)

100-Word Letters of Inquiry (LOIs) accepted until March 1.

For approved LOIs only, applications accepted until March 15.

Utility Arborist Research Fund Grant Program

Supports work with real importance and benefit to utility tree care professionals.

Award amount: up to \$50,000 (minimum \$10,000)

100-Word Letters of Inquiry (LOIs) accepted until March 1.

For approved LOIs only, applications accepted until March 15.

[Learn more about the grants here.](#)

Ohio Chapter ISA Education Grant Program

Funded by Ohio Chapter ISA to fund arboricultural education programs or projects within Ohio that serve students 16 and older.

Award amount: \$5,000
Applications accepted until March 15.

[Learn more about the Ohio Chapter Education Grant here.](#)

[Learn more about the scholarships here.](#)

TREE Fund free webinars

The recent *free* TREE Fund webinar--Soil Assessment for Urban Trees--attracted nearly 1,000 participants. We hope it was informative and useful. TREE Fund is proud to serve the “tree family” this way, but these and other services do cost money to provide. If you'd like to show your support, please do so [here](#). Thank you!



If you would like to watch the webinar or share it with friends or colleagues, you may see it on YouTube [here](#). Also, we're planning a follow up of this popular webinar. Watch for:

Soil Assessment for Urban Trees: Part 2 Action Plans

September 29, 1 p.m. Central

Bryant C. Scharenbroch, PhD, University of Wisconsin – Stevens Point

[Mark your calendars for these upcoming free webinars from TREE Fund:](#)

Why Do Tree Branches Fail?

Thursday, March 26, 2020, at 12 p.m. Central

Greg Dahle, PhD, West Virginia University

Fighting Microbes with Microbes to Protect Our Native Trees

Tuesday, June 16, 2020, at 1 p.m. Central

Rachael Antwis, PhD, University of Salford

Enhancing Tree Health in Water Sensitive Urban Design: Role of Mycorrhizae

Tuesday, July 14, 2020, at 12 p.m. Central

Brandon Winfrey, PhD, Monash University

Soil Assessment for Urban Trees: Part 2 Action Plans

September 29, 1 p.m. Central

Bryant C. Scharenbroch, PhD, University of Wisconsin – Stevens Point

Measuring Multi-stemmed Trees

Tuesday, Oct. 13, 2020, at 12 p.m. Central

Yasha A. S. Magarik, Yale School of Forestry and Environmental Studies

Lara Roman, PhD, Research Ecologist, USDA Forest Service, Philadelphia Field Station, Northern Research Station

TREE Fund's 1-hour webinars are *free* and offer 1.0 CEU credit from the

International Society of Arboriculture, the Society of American Foresters, the National Association of Landscape Professionals and sometimes the Landscape Architecture Continuing Education System. Registration information becomes available on our [website](#) approximately one month before webinar date. Missed a webinar? Watch it anytime on our [webinar archive page](#)

Finding the information you need

One of the best things TREE Fund does, in addition to making research possible, is making research results available to you. Our website has a great search function that can be a powerful tool in your hands. You're encouraged to take full advantage of this free service!

[Begin your search here](#)

Leading thoughts

by Russell K. King, TREE Fund President and CEO

I've been reading the document history of TREE Fund's founding and find it fascinating. The origins of organizations can give insight into the values, intentions, challenges, hopes, fears, and dreams of the people involved. My intent in reading the thick files of memorandum, notes, letters, faxes, and such was to answer "Why?" Why does TREE Fund exist? The notes identify both the practical and the philosophical answers.



The practical answer boils down to the fact that two tree-care associations (ISA and NAA, which later evolved into TCIA) were both funding research—a duplication of effort that was perceived as wasteful of time, effort, and money, as well as confusing and, perhaps, annoying to donors—and they agreed it would be more efficient and effective to join forces for research under an independent banner. Donors would be asked to give to just one organization, instead of two, and the costs of one board, staff, and headquarters would be less than two. Combined resources could also allow for larger grants.

The philosophical answer is as bold as it is beautiful: "to preserve and enhance the global environments," as was noted in several documents. It seems to me that the founders arrived at this purpose through their own set of "why?" questions and answers.

We're going to raise money to fund "endeavors" (research and education) "of significant environmental, biological, social and economic needs of arboriculture and urban forestry."

Why do that? Because it will "benefit the commercial arborist profession..."

Why do that? Because the commercial arborist profession is engaged in an

“effort to protect and enhance the global environments.”

The notes do not answer the next implied question of “Why protect and enhance the environment?” In my less poetic moments, I might answer that question with “So we live longer and better.” The quality and length of human life depends on the quality of the environment, and the more the environment degrades, the worse it is for us.

So we raise money to support research that helps arborists protect and enhance the environment that sustains us all. That’s a profound “why,” perhaps the biggest and best reason to do what we do, but it’s not the only reason.

The outcomes of the research we fund can be said to help arborists work more safely, effectively, and profitably—all *really* good things. The outcomes of more and healthier trees can also be said to contribute to water and soil preservation, air quality, and real-life community and economic strength, as well as human health and wellness. For many of us, the outcomes also include aesthetic, artistic, literary, and spiritual benefits. The growing body of evidence revealing and underscoring the benefits of trees in our lives is breathtaking in its pace, depth, breadth and potential.

These reasons comprise more than the passionate calling I see when I’m peering through the steam rising from my first cup of coffee. These are also the reasons I’m eager to offer when I seek TREE Fund donations from outside the tree-care industry and I’m asked “Why?”

Few causes are this worthy.

TREE Fund achieves highest rating

TREE Fund has reached Guidestar's highest level of achievement for nonprofit transparency--the platinum award. GuideStar is the world's largest and most authoritative source of information on nonprofit organizations. Major donors tend to look to GuideStar as the “seal of approval” before making donations.



THANK YOU
TREE Fund Crown and
Diamond Partners!



TREE Fund

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