



# TREE PRESS

May 2020

*“To exist as a nation, to prosper as a state,  
to live as a people, we must have trees.”*  
– Theodore Roosevelt

[Visit our Website](#)

## Crowning achievements

A Three-Pronged Approach to Understanding the Defensive Mechanisms in Green Ash (*Fraxinus. pennsylvanica*) resistant to Emerald Ash Borer (*Agilus planipennis*), by Jeanne Romero-Severson, PhD.

Imagine a tree that protects streambanks, shelters farms from wind and blowing snow, grows rapidly, thrives in urban settings, lives for more than 100 years, tolerates cold, heat and salt, has few diseases or insect pests, and displays a beautifully shaped canopy with handsome foliage. These are the ash trees native to America and they are disappearing because of emerald ash borer (EAB), an insect accidentally imported from Asia. EAB is spreading rapidly across the United States, killing 98-100% of the ash trees it infests. Dead tree removal and insecticide treatments cost rural and urban communities over 1.7 billion dollars in 2011 alone and the cost continues to increase.



The good news is that a few green and white ash trees (<1%) survive for years after all other local ash trees have died. Scientists working for United States Forest Service and the University of Notre Dame have confirmed that most of these survivors have the ability to fight EAB attack and different trees use different defensive strategies. The grant provided by TREE Fund has enabled this team of scientists to identify groups of chemical compounds that fight off EAB in individual trees and the genes that produce these compounds. This work allows them to take an important step in identifying the best offspring that will be able to kill the beetle and survive in our forests and towns.

The effect of this research will be the return of American ash trees to the landscapes where they once grew, shading our rivers, beautifying our

neighborhoods and lifting our hearts with the sight of their beautiful green foliage.

Dr. Romero-Severson reports: “This funding has been vital for the success of this project. The funds arrived during the government shutdown, when other potential funds were tied up, and allowed for the proper continuation of this project. These funds allowed us to get the data necessary to apply for larger awards, to continue and expand this research. Without the support of the TREE Fund, this project would not be where it is today.”

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## Tour des Trees promotion extended!

Great news: We have decided to extend the most exciting fundraising promotion of the year! Have you heard of **That Tree**: a photo compilation of a year in the life of a Bur oak tree by Mark Hirsch? Through May 15, every **donation** of \$50 or greater enters the donor and their rider into a drawing to each win a copy of That Tree, signed by (and donated by) Mark Hirsch himself. Thank you, Mark Hirsch, for this generous contribution!



Registration for the 2020 Tour des Trees in Colorado closes on June 15.

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

Already registered? Be sure to follow the discussion and stay involved by joining our [Facebook](#) event and [Strava](#) club! Don't forget to check your monthly Ride Guide emails to stay up-to-date on the latest fundraising promotions and opportunities.

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## Tour des Trees partners needed

**Important:** Tour des Trees cannot happen without the generous support of our partners. **Partnership commitments** are due by the end of May for your logo to be included on the 2020 Tour des Trees jersey, signage, and other printed materials. Please **contact us** with inquiries, we are excited to work with you!



## Volunteer spotlight

This month's Volunteer Spotlight shines brightly on all of TREE Fund's webinar presenters and especially on Adam Berland, PhD, Assistant Professor of Geography at Ball State University. With an onset of stay-at-home orders across the country and cancelled or postponed conferences, TREE Fund answered the need for more educational opportunities by expanding its webinar series.



Dr. Berland answered our request to present his research at a TREE Fund webinar with much enthusiasm. Even with a short promotional timeline, Dr. Berland's April 21 webinar, focused on volunteer support to create community tree inventories, welcomed about 600 attendees.

Dr. Berland's presentation received a great response and encouraged attendees to consider using volunteers and Google maps and working from home to help create or update community tree inventories.

We are grateful to Dr. Berland for preparing and presenting such a meaningful presentation on a very short timeline and for answering many questions following the webinar.

You may watch Dr. Berland's webinar and all of our past webinars on the [Webinar Archive](#) section of our website. For those looking for ISA and SAF CEU credits, please join us for live broadcast of any of our [upcoming webinars](#).

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## TREE Fund expands free webinar series

TREE Fund is proud to partner with the [Alabama Cooperative Extension System](#) to bring you these free education offerings. We are grateful to the [ISA Southern Chapter](#) for cosponsoring the webinars "Sidewalks, Urban Plazas, and Tree Roots" and "The Calm Before: Tree Adjustments to Wind & Ice Storm Loads."



Mark your calendars for these upcoming free webinars from TREE Fund:

Sidewalks, Urban Plazas and Tree Roots  
Tom Smiley, PhD, Bartlett Tree Research Lab  
Tuesday, May 12 at 12 p.m. Central

The Calm Before: Tree Adjustments to Wind & Ice Storm Loads  
Kim Coder, PhD, Warnell School of Forestry and Natural Resources,  
University of Georgia  
Tuesday, June 2, at 12 p.m. Central

Fighting Microbes with Microbes to Protect Our Native Trees  
Tuesday, June 16, 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 at 12 p.m. Central

### 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 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 for live broadcasts 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](#)

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## Leading thoughts

*by Russell K. King, TREE Fund President and CEO*

One of my goals at TREE Fund is to raise awareness of what we do among people who love trees but are not members of the tree care industry. The primary tool for this, as we start, is social media. I'm going to need your help.



One reason to do this is that there is a lot of interest in planting trees, but little general knowledge about how to plant and grow them. TREE Fund can help. Another reason is that the importance of trees in our lives and our communities is poorly understood. TREE Fund can help. A third reason is that the more people who learn about TREE Fund's role in supporting tree-related scientific research and education, the more potential donors we will have. They can help TREE Fund.

TREE Fund has no products or memberships to sell. It's a philanthropic foundation entirely dependent on donations. From its start TREE Fund has been funded almost entirely by people, companies, and associations in the tree care industry. My long-term goal is that the research that enables and empowers people in tree care will be paid for by the people who benefit from trees (i.e., all of us).

Social media is a powerful way to plant and nurture new relationships. The *Harvard Business Review* reported that "75% of B2B buyers and 84% of executives use social media to make purchasing decisions, according to IDC. And LinkedIn's 2018 State of Sales report found that 89% of top salespeople consider networking platforms to be critical to closing deals." If businesses are harnessing the power of social media, so can a nonprofit like TREE Fund. How can you help?



**Share.** If you're following TREE Fund on any of our primary social media platforms (Facebook, Instagram, Twitter and LinkedIn), you've seen posts by Maggie, Monika, and me. Indicating that you "like" the post is helpful, but the best thing you can do with them is share them. When you share TREE Fund posts, they will show on your social media, where your online network are more likely to see them. Even better, when you share TREE Fund posts, add an introductory note or comment that asks your online friends to also share it.

Of course, if you're not yet following TREE Fund on social media, please do! (Scroll to the bottom of this newsletter to find links to our pages.)

**Hashtags.** Including hashtags in your posts means taking part and being more visible in a conversation happening on that social media platform. On Instagram and LinkedIn, users can follow hashtags as well as other users, so using a few popular hashtags can be another way to help new users find TREE Fund. This can lead to greater engagement, boosting TREE Fund's social media engagement through likes, shares, comments, and new followers.

Both you and your company also create a branded hashtag that also shows your connection to TREE Fund. For example, the Canadian telecommunications company uses the branded hashtag #BellLetsTalk to promote its favored cause, mental health awareness.

The pound symbol on your keyboard was initially used to mark numbers, but it's now used to mark keywords in social media. Think of hashtags as a way to connect social media content to a specific topic, event, theme or conversation. They also make it easier to discover posts around those specific topics, because hashtags aggregate all social media content with that same hashtag.

We'll look at more ways to use social media in the coming months, but for now the keys are following TREE Fund on social media and sharing TREE Fund posts.

For this and all you do to advance TREE Fund's mission: Thank you!

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## ISA conference rescheduled

The 2020 ISA Annual International Conference and Trade Show in Albuquerque, New Mexico has been rescheduled for 15-17 December 2020, and, for the first time ever, ISA will host a virtual experience along with the live conference in Albuquerque. More information [here](#).

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## 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.



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# 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.