



# TREE PRESS

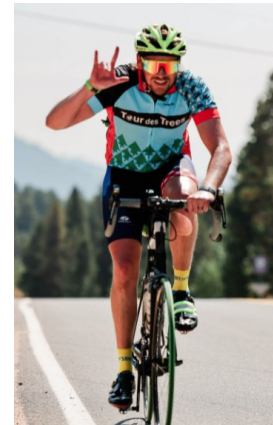
**September 2021**

*The persistent, the common, the various, the adaptable has value in itself. The oak's distinction as its insistence and its flexibility. The tree helps and is helped in turn. It specializes in not specializing.*

--William Bryant Logan, OAK the Frame of Civilization

## **The Tour des Trees Rocked the Rockies!**

The 2021 Tour des Trees tackled the mountains of Colorado this August after a year of riding from home. Thirty-eight riders rode their bikes over 320 miles and traversed approximately 23,500 feet of climbing over five days, starting in Denver and circling around to Boulder, Estes Park, Fort Collins, and back to Boulder and Denver. Thirty-four virtual participants also joined in from their own homes, all helping to support the TREE Fund's mission.



While riding through the state, riders participated in tree plantings at three locations, planting seven trees, helped with a beaver mitigation project on the Sand Creek Greenway, and had a Zoomed presentation from Professor Pricklethorn to the Loveland Public Library. Everyone was also able to enjoy a yoga session and a meditation session during the week.



We met a lot of interesting people along the way, talking to everyone we could about the importance of trees and tree research. We were happy to receive some assistance from several local Lions Clubs, the Colorado chapter of the American Society of Landscape Architects, and other businesses that provided snacks and meals. All this, combined with beautiful accommodations,

several first-class meals with the support of the ISA Rocky Mountain Chapter, The Davey Tree Expert Company, and SaveATree, and a wild Vermeer Olympics night made for a tour that we won't soon forget.

**This year's Tour des Trees is not finished**, though, as our riders are still accepting donations through October 31. You can

donate to a rider or chapter at [www.tourdestrees.org](http://www.tourdestrees.org) and all the donated money goes towards helping the TREE Fund's mission. Keep an eye on the TREE Fund Facebook page for additional giveaways for donors between now and the end of October.



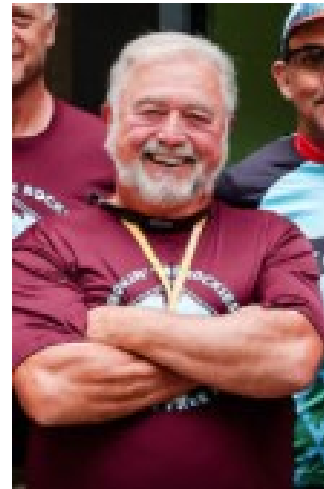
We are looking forward to building off this great momentum and seeing even more of you in Iowa next year at the 2022 Tour des Trees! Keep an eye out for future communications regarding dates and details.

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## Volunteer Spotlight!

This month, we honor Peter Andre of Forestville, Wisconsin.

Peter has been volunteering at the Tour des Trees for many years, but a lot of what he does goes unseen. He was up early with the rest of the support crew, loaded all the equipment and rider luggage into the truck, drove to the next hotel, unloaded all the luggage into a neat and orderly manner, and then did it all again the next day. While everyone else is out enjoying the sites on the ride, he and the luggage truck co-driver Maynard DeGuelle were lifting, stacking, unstacking, carrying, and organizing everyone's gear.



Peter also played a vital role in helping to organize some of the rest stops during this year's Tour by recruiting local Lions Clubs to help and supply snacks to the riders. Not only did he have to educate these clubs on the mission of the TREE Fund and purpose of the Tour des Trees, he also needed to convince them to take time out of their days and support a group of people that they had never met because they were riding for a good cause. For that work and effort, we cannot thank Peter enough.

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## Will Nutter Celebration of Life

The Nutter family has shared with us details for Will Nutter's celebration of life event and asked us to share them with you. Click [here](#) to RSVP or use the email in the photo.

Dress code: your favorite jeans/shorts, a comfortable shirt, and your best flip flops or boots. Bonus points for pink flip flops.

The Nutter family has set up a room block with a discounted rate at the Hampton Inn West Des

Join us in celebrating the life of

## Will Nutter

SUNDAY, OCTOBER 17 AT 1:00-5:00 PM  
COUNTRY LANE LODGE  
29300 PROSPECT CIRCLE | ADEL, IA 50003  
We will gather to share memories and to toast a man who is greatly missed.  
Please RSVP to [nuttermemorial@gmail.com](mailto:nuttermemorial@gmail.com)



Moines Lake Drive for guest rooms for Oct. 17, 2021.

To book a room please use [this link](#) or call the hotel directly at 515-223-4700 and ask for the Will Nutter Celebration of Life block.

The rate is \$89 per night. If anyone is coming in on Saturday just have them refer the same. Shuttle service will be provided from hotel to venue on a schedule of drop off and pick up times.

If you need to be close to the airport for an early morning flight, there is also a room block set up at the:

Hampton Inn Des Moines Airport  
5001 Fleur Drive, Des Moines, IA  
515-287-7300

The room rate is the same as above and listed as Will Nutter Celebration of Life.

You can read the TREE Fund memorial to Will [here](#).

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## Leading Thoughts

*By Russell King, president and CEO*

As we approach the end of my second year with the TREE Fund, it seems a good time to check in with our entire TREE Fund family and let you know how we're doing.

First, it's been a strange (to put it lightly) two years, filled with challenges none of us had ever faced.

Back in late 2019 and early 2020, when I first joined the staff, I hit the ground running and enjoyed getting out to meetings and conferences at which I could meet and get to know more of you. The leadership of both ISA and TCIA welcomed me warmly and provided me with great assistance, for which I am grateful. (Fittingly, I proposed to my wife at a TCIA meeting, and we were married at our local arboretum.)

The 2020 Tour des Trees was scheduled for the Rocky Mountains, and there was great excitement about the chance to ride and connect with old friends and make new friends in an exceptionally beautiful setting. I performed an early analysis of the TREE Fund's strengths and weaknesses in relation to the effort to create an "expanding circle" of support that my illustrious predecessor had begun. I provided that analysis and a plan of action at my first--and last (so far)--in-person TREE Fund Board of Trustees meeting.

Then COVID-19 arrived. Our world changed dramatically and, for most





Americans, life's normal activities came to a halt. Everyone had to adapt, and we had to adapt quickly.

Risks to health and life and restrictions on travel and gatherings made holding the Tour des Trees impossible. They also made it impossible for me to travel to meetings to meet more you (and almost all of the scheduled meetings were cancelled or converted to virtual meetings held via the Internet). The pandemic also shut down the TREE Fund After Hours event at the ISA conference and a host of TREE Fund fundraising events held by ISA chapters and institutional supporters. My plan for getting out on the road to raise awareness of the TREE Fund and seek support from new donors was put on hold for the foreseeable future.

Those events produce the bulk of our operating funds--the indirect costs of our grant, education, and scholarship programs--and without them we were just weeks away from being forced to close our doors.

The TREE Fund adapted, moving to a virtual Tour des Trees and After Hours event, as well as video reports that I created and sent to ISA chapters for their virtual meetings. We nearly doubled the number of free webinars we offered, and tripled our seating capacity for each, responding to the need of certified arborists for CEUs.

We also recognized that we needed to cut our operational budget since the fundraisers that provide our operating funds would either be cancelled or diminished. We slashed the budget by more than 25%. We also created an unprecedented opportunity to reallocate unrestricted funds.

Those internal changes combined with the remarkable generosity of people like you and our corporate partners not only kept our doors open through 2020, they enabled us to retire debt from previous years, pay all of our grants and scholarships, and finish well into black ink. In the meantime, a strategic planning task force met regularly and created a new strategic plan that will increase the efficiency of our stewardship of TREE Fund resources, focus them on our main mission, and set us on course for being able to reach out and expand our circle.

All the while, nonprofits across the nation were closing by the thousands, and we worked at finding our way through an unpredictable and pathless wood, making sure we stayed nimble, open-minded, and creative. I found that keeping spirits high, hopeful, and optimistic among staff, volunteers, and supporters was a vital part of my role as president. What the TREE Fund family accomplished in that tragic year is nothing short of remarkable.

This year--the second of both my tenure at the TREE Fund and the pandemic--opened a small window for greater hope. We were able to hold the Tour des Trees and, as you can see above, it was a rousing statement of resilience and resolve. We had far fewer riders and raised far fewer dollars than we had budgeted for, but the tour more than broke even and--far more importantly--it revived the spirit of camaraderie and courage that is typical of the arboriculture community and drives the heart of the TREE Fund. We created a new grant, paid all of our grants and scholarships, increased our endowed funds by nearly half a million dollars, adopted and began to implement a new strategic plan, and cut our operational budget again by going to a virtual office. We are

projecting that 2021 will again finish in black ink.

In short, despite massive challenges we've never before encountered, the TREE Fund is meeting all of its obligations, growing leaner and more efficient, gaining financial strength, and fulfilling both the spirit and letter of its mission.

The past two years have also, we must acknowledge, brought us the grief of painful loss. We mourn the passings of Will Nutter and Hyland Johns, as well as the friends and loved ones many of us have lost to COVID-19. I'm sure we will keep them in our hearts as we move forward.

I'm proud of what we've done as the TREE Fund family. Thank you for staying with us through such tumultuous times. I'm eager to see what we can do, together, tomorrow.

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## The New Virtual TREE Fund HQ

The pandemic experience has shown that the TREE Fund staff works very well in a virtual environment, so to continue mitigating health risks and to dramatically reduce the indirect costs of grants and scholarships, the TREE Fund headquarters is moving "to the cloud."



The main telephone number remains the same: 630-369-8300. There, you will find a menu of options for reaching individual staff members or leaving a message.

The mailing address is now:  
TREE Fund  
1755 Park Street, Suite 200  
Naperville, IL 60563

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## Lead Donors

We are deeply grateful to the following people and organizations who contributed \$2,500 or more to the TREE Fund in August 2021:

**ACRT Inc.**  
**Altec**  
**Anonymous**  
**ArborMetrics**  
**Florida Chapter ISA**  
**Pamela Hendrickson**  
**ISA Rocky Mountain Chapter**  
**Lewis Tree Service**  
**Mid-Atlantic Chapter ISA**  
**Michael Sepe**  
**Stanley Tree Service**



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

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## TREE Fund Webinar Series 2021

The TREE Fund is proud to partner with the Alabama Cooperative Extension System to bring you free education offerings. We are now able to accommodate up to 3,000 participants! Mark your calendars for these upcoming upcoming free webinars from TREE Fund:

### **Digging into the Science of Tree Planting and Removing Packaging Materials**

Tuesday, October 19, 2021 at 12 p.m. Central

Richard Hauer, PhD, University of Wisconsin - Stevens Point

Andrew Koeser, PhD, University of Florida

Jason Miesbauer, PhD, The Morton Arboretum

[Register here.](#)

### **Growing trees in paved sites**

Tuesday, Nov. 16, 2021, at 12 p.m. Central

Alessio Fini, PhD, University of Milan

The 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. Registration information becomes available on our website approximately one month before each webinar date.

Missed a webinar? Watch it anytime on our [website](#).

### **CEU Credit for Recorded Webinar**

TREE Fund now offers ISA CEU credits for two recorded webinars: "Loading of a Tie-in Point While Climbing" and "Planning for the Next Three Letter Urban Tree Canopy Changer: Lessons Learned with DED, EAB, ETC." If you missed either one of these webinars, you can now watch the live recordings and earn ISA CEU credits by completing a 20 question quiz with 80% accuracy. Learn more on our [website](#).

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## TREE Fund Achieves Highest Rating Again

For the third consecutive year, the 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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[Visit our Website](#)

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## THANK YOU TREE Fund Crown Partners!



### TREE Fund

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(630) 369-8300

[treefund@treefund.org](mailto:treefund@treefund.org)

[www.treefund.org](http://www.treefund.org)

[Donate now](#)

TREE Fund is a 501(C)3 nonprofit with a mission to explore and share the science of trees contributing to the lives of people, communities, economies, and the environment, and of the planning, planting, and sustainability of urban and community trees.