



## Summer 2009

### WORKSHOP: "The Elements Tree of Health"

SEPTEMBER 24



10 a.m. to noon  
Stuckey Auditorium, UGA-Griffin campus  
1109 Experiment Station Rd.  
Griffin, GA 30223

A presentation by Dr. Kim Coder, Professor, Community Forestry and Tree Health, Warnell School of Forestry and Natural Resources, University of GA

This is an awareness building presentation on the essential elements needed for healthy trees. The focus is on health -- not growth -- and the concepts of essentiality. As vitamins and minerals are required by people, a number of elements are required by trees in micro amounts.

\$20, members, \$30 non-members. CEUs will be available.

To register, go to [www.gufc.org](http://www.gufc.org)

## Proper Post-Drought Tree Care – It's important!

By Dr. Kelby Fite, Bartlett Tree Research Laboratories

The drought is over, but...

Even though the area residents have officially heard that "the drought is over," let's not forget that plant material, more specifically trees, don't have ears. The Southeast region has experienced multiple years of below-normal rainfall, and these years have been devastating to landscapes and urban forests. Unfortunately, the tree decline we've seen in landscapes over the past few years may continue for years to come. Plants require water for many primary functions of their existence – photosynthesis, cell expansion, nutrient uptake, chemical reactions, etc – and suffer when water is limiting. However, even when water becomes available, such as it has been so far in 2009, there will be significant signs of the previous years' stress showing up for years to come. Trees have been forced to use precious carbohydrate reserves to stay alive during the dry summers when sugars couldn't be produced through photosynthesis. Doing so year after year places trees in a weakened, more susceptible state. They have less ability to defend themselves against insect and disease organisms that look to take advantage of their fragile condition.

This information is probably not news to you; however, don't think that the problems due to drought aren't going to continue to be present because of recent rainfall. Trees that have been weakened and invaded by pests may not show symptoms immediately because of the vast amount of energy that is stored within the tree. However, these trees may continue to decline even though there may be an abundance of water available currently – we can't forget what these trees have been through. Trees are extremely large organisms that are remarkably resilient; however multiple years of drought stress will manifest itself for many years to come. With this in mind, continue to monitor the health of your trees and provide them with the best possible conditions to recover from the stress they have been under. The best way to do this is through proper irrigation, mulching, soil nutrient management, pruning, and pest management.

## Call for Nominations – GUF C's Urban Forestry Awards

The Georgia Urban Forest Council is now accepting applications for the 19th Annual Georgia Urban Forestry Awards. Annually, as part of its mission to sustain Georgia's green legacy by helping communities grow healthy trees, GUF C enthusiastically rewards individuals, organizations, businesses, municipalities, and counties for outstanding work in protecting and enhancing our community

forests. It is our goal that this awards program continues to give back to those who have been concerned about a healthy urban forest and also raises community awareness of the importance of these projects. Deadline to submit applications is September 15. Grand award recipients of this year's Georgia Urban Forestry Awards will receive a framed, limited edition print of a tree painting commissioned for this

program and will be recognized at GUF C's 2009 Annual Conference Awards Luncheon on November 5 at the Merle Manders Conference Center in Stockbridge, Georgia. For a downloadable application form with guidelines, go to [www.gufc.org](http://www.gufc.org). No application fee required!

## President's Letter



I spend a lot of time in my car. That is pretty normal for Atlanta. But whether you live in Albany or Zebulon, chances are you get behind the steering wheel every day. If you live close to Marta or other source of public transportation, you might see trees zipping by your window on your daily commute. That means much of what passes for nature is speeding by at up to 70 miles per hour. Only a century earlier most of humanity was getting around on foot, hoof or if lucky, rail. Yet considering how much time we spend viewing nature from our mechanized world, we spend precious little time considering the relationship between trees and transportation.

As you head out for an errand or off to work, take a few minutes to notice the urban forest around you. Do you see street trees and, if so, how close are they to the street? Are the trees too close for comfort or too far apart to make adequate shade? Can you find a shady spot in the parking lot or is your car toasty when you return? Do your emotions change as you move from heavily treed areas to the proverbial concrete jungle? Why?

This fall, the **Georgia Urban Forest Council** is dedicating our annual conference to the topic of trees and transportation. With the theme, "Trees and Transportation: The Urban Forest's Role in the Safety, Health, and Quality of Life along Georgia's Roadways," the **19th Annual GUFCA Conference and Awards Program** will be held **November 4 and 5** at the Merle Manders Conference Center in Stockbridge, Georgia (see page 6). We hope to see you at the conference, and if you can carpool, not only will you be reducing your carbon footprint, but you can share your 70 mph views. Check [www.gufc.org](http://www.gufc.org) for upcoming details and registration information on this informative conference.

### Eric King

*Funds for this project were provided by the Urban and Community Forestry Assistance Program administered by the Georgia Forestry Commission. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-A, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410.*

## From the Executive Director

If you are reading this newsletter, I know that you keep up with folks doing great things for our community forest. Nominate them for an award! GUFCA is currently accepting nominations for its **2009 Georgia Urban Forestry Awards**. The deadline is September 15, and this year, there is no application fee! One Grand Award, a framed limited edition print of a tree painting commissioned solely for this program, will be awarded to individuals, organizations, businesses, and others in fourteen categories: Marketing, Streetscape Revitalization, Greenspace Plan, New Development, New Initiative, Business, Media, Civic Organization, Community, Elected/Appointed Official, Education, Individual Achievement, Student, and Urban Arboriculture. You will be helping GUFCA fulfill its mission of sustaining Georgia's green legacy by submitting a nomination because these awards raise awareness for the need to cultivate and maintain a healthy urban forest and also give back to those that do good work for our trees. You can download a brochure with application form at [www.gufc.org](http://www.gufc.org).

Do you have questions about developing or revising a tree ordinance? GUFCA can help. Join us on August 19 for **The Good, the Bad, and the Ugly of Tree Ordinances: Achieving Your Community Forest Vision** at the Chattahoochees Nature Center in Roswell. We've heard from individuals in the past who've wanted a hands-on workshop to help them with the details of their tree ordinance, and this workshop is programmed with that need in mind. Consulting Arborist/Forester Connie Head will take us through the tools and techniques needed for developing or revising a tree ordinance, and knowledgeable foresters and arborists will be stationed at roundtables to answer specific questions (as will Connie). Special guest Mayor Jere Wood of Roswell will speak on the benefits of a good tree ordinance and greenspace to his city. Participants are free to forward their tree ordinance to GUFCA by August 1 so that roundtable leaders can familiarize themselves with it. Don't miss out on this great workshop! Go to [www.gufc.org](http://www.gufc.org) to register.

Did you know that Twitter-users increased 900% in 2008, and there are more than 175 million active Facebook users? GUFCA recently jumped on board, because the power of social media technology is phenomenal and growing every day. Follow GUFCA on Twitter at [www.twitter.com/GaUrbanForest](http://www.twitter.com/GaUrbanForest) and become a fan of the Georgia Urban Forest Council at [www.facebook.com](http://www.facebook.com). It's a great way to keep up with our programs and activities, and give us feedback at the same time. The Grove, the GFC-GUFCA online tree planting community at [www.georgiagrove.org](http://www.georgiagrove.org), is a great place to showcase your own tree plantings and life memories and connect with others who are doing the same. With each posting, there is a feature available that allows participants to send a comment and make a new friend. While there, Grove community members and visitors can shop at the Grove store and even make a donation to GUFCA's Tree Legacy Grant program. Plans are to continue to upgrade and make even more features available for participants on The Grove.

### Mary Lynne Beckley



## The Good, the Bad and the Ugly of Tree Ordinances: Achieving Your Community Forest Vision

GUFC's Third Quarterly Program

**August 19, 10:00 a.m. to 2:00 p.m.**

Location: The Chattahoochee Nature Center  
9135 Willeo Road, Roswell, GA 30075

**Developing or revising a tree ordinance?  
GUFC can help!**

At this program, Consulting Arborist Connie Head, of Technical Forestry Services, will lead us through the tools and techniques for tree ordinance development and revision, including:

- The importance of developing a community forest vision, and then using this information in the development or revision of a tree ordinance;
- The importance of knowing the value of your street tree population and the amount of tree canopy cover that you have;
- A process for assessing current developments and evaluating the outcomes of your ordinance.

After lunch, knowledgeable **arborists and foresters** will be stationed at roundtables to answer specific questions about your tree ordinance. *Participants are welcomed to forward a copy of their tree ordinance to GUFC (marylynne@gufc.org) by August 1 so that roundtable leaders may familiarize themselves with the ordinance beforehand.*

Also participating in this program will be special guest **Roswell Mayor Jere Wood**, who will describe the benefits of a good tree ordinance and importance of greenspace for his city.

\$30 members, \$40 non-members Lunch included. 2 ISA Arborist CEUs, 1.5 SAF hours. Certificates of attendance for other CEU programs will be available. \$10 off each ticket for groups of 5 or more. To register a group, call 800-994-4832.

### REGISTRATION

- To register with a credit card, please go to **www.gufc.org**, click the "Register Now" tab under the GUFC Headline for this program, and follow the instructions.
- If you are paying by check, please go to **www.gufc.org**, click the "Register Now" tab under the GUFC Headline for this program, click on "show other payment options," then click "pay offline."

Questions? Call Mary Lynne Beckley at 800-994-4832 or 404-377-0404 or email her at marylynne@gufc.org.

## GUFC Joins the Partnership for a Sustainable Georgia

We are pleased to announce that Georgia Urban Forest Council has joined the Partnership for a Sustainable Georgia. As a Champion, our goal is to help companies across the state discover a new way of doing business – one that's good for the environment and good for the bottom line. We have made a commitment to help the Pollution Prevention Assistance Division (P2AD) of the Georgia Department of Natural Resources promote this voluntary Partnership. The P2AD staff is available to help businesses and organizations find ways to operate more efficiently and, at the same time, protect Georgia's natural resources.



If you have questions about the Partnership for a Sustainable Georgia or our role in encouraging participation in the Program, please contact us at 800-994-4832 or at [gufc@gufc.org](mailto:gufc@gufc.org).

## Kevin Caldwell Elected to National Board of Tree Care Industry Association

LONDONDERRY, NH – The Tree Care Industry Association (TCIA), the leading national trade association for commercial and utility tree care companies, announced the election of Kevin Caldwell, President of Caldwell Tree Care in Roswell, Ga., to the TCIA Board of Directors. Caldwell was installed to a three-year term at the annual TCIA Winter Management Conference in The Bahamas. TCIA's Board is elected by the members to set policy and the strategic direction of the association.

"TCIA is fortunate to be able to attract volunteer leadership of the caliber that Kevin represents. He is our first Grassroots Champion Award recipient, understanding the critical need of associations to have a voice for their industry. Operating a very successful company, Kevin's leadership, entrepreneurship, and service through multiple industry associations is just the addition to our strategic board that we needed."

A native of Marietta, Ga., Caldwell graduated from the University of Georgia in December 1987 with a degree in political science. Always an entrepreneur; he created several businesses during college, including lawn maintenance and sprinkler system installation enterprises. His initial career goal was not the green industry, however; but his dream of becoming a pilot for the United States Air Force was not to be realized. He was honorably discharged after serving three years in the Air Force ROTC program.

After graduation, Caldwell took a sales and marketing job with TruGreen, moving quickly from telemarketing manager to commercial sales. In April 1991, he moved into arboriculture when he went to work for Arboguard Tree Specialists. In September 1993, he founded Caldwell Landscape Company, which became Caldwell Tree Care in 1997.

Caldwell's mission for his company – to provide professional and customer-centered work – demands a heavy emphasis on employee

training and education. An ISA certified arborist himself since 1992, he believes ongoing education is a must to keep employees current with today's standards. The company has Certified Treecare Safety Professionals (CTSP), Certified Pesticide Applicators and ISA Certified Arborists on staff. In 2007, Caldwell Tree Care became Accredited by TCIA, the nation's only program to help consumers find tree care companies that have been inspected and accredited based on: adherence to industry standards for quality and safety; maintenance of trained, professional staff; and dedication to ethics and quality in business practices.

During his last 20 plus years in the green industry, Caldwell has served on the board of directors of Metro Atlanta Landscape and Turf Association (MALTA), Georgia Urban Forest Council (GUFC), and Georgia Turfgrass Association (GTA). In April 2002, Kevin was appointed to the Roswell Design Review Board, a local board that oversees development in the city.

The Tree Care Industry Association (TCIA), founded in 1938 as the National Arborist Association, is a 71-year-old public and professional resource on trees and arboriculture. It has more than 2,000 member companies who recognize stringent safety and performance standards and who are required to carry liability insurance. TCIA has the nation's only Accreditation program which helps consumers find tree care companies that have been inspected and accredited based on: adherence to industry standards for quality and safety; maintenance of trained, professional staff; and dedication to ethics and quality in business practices.

## Steve Smith Retires from the Georgia Forestry Commission



Dale Higdon and Steve Smith hike the Appalachian Trail.

Community Forester Steve Smith recently retired from the Georgia Forestry Commission, after a 31-year career with the state agency. Steve was located at the GFC office in Columbus and has worked diligently throughout the years with citizens, nonprofits, counties, and others in maintaining a healthy urban forest for the area. Tree Talks asked friend and colleague Dale Higdon to reflect upon Steve's years with the Georgia Forestry Commission. He said, "Steve worked for 2 years as a vocational agriculture teacher at a Paulding County high school, then came on with GFC in 1978. He has a very good level of experience in both traditional forest management and urban forestry, having worked several rural counties for land management as well as being the urban forester for the Columbus area." Is there a key to Steve's successful career in community forestry? Dale says, "The one skill that I think stands out for Steve is his communication ability, both written and spoken, as he has given many presentations to various groups during his career and as you know, did an excellent job with the PSA project on tree care. He has become the expert on forestry, urban and rural in the Columbus area and is well respected by the community." Best wishes to Steve in his many adventures ahead!



## Michael B. Manning Receives Award from Georgia Forestry Commission

At the Georgia Urban Forest Council's Fall Conference in Augusta, the Georgia Forestry Commission presented Michael B. Manning of Manning Selvage & Lee PR firm an award for "Outstanding Contributions to Urban Forestry in Georgia."

The Georgia Forestry Commission (GFC) began working with Michael Manning in 2002 when Communications Chief, Sharon Dolliver recognized the need to establish contacts with Atlanta media outlets, promote awareness of GFC and the GUFC, and to acknowledge the successful accomplishments of many Urban & Community Forestry (U&CF) Grant recipients across the state.

Mike Manning, who called himself "a forester at heart, but a PR man nonetheless" was the ideal candidate to carry out a first-time contract with GFC based on previous PR experience in which he conducted Georgia's widely used forest markets survey.

With a focus on urban forestry, GFC's first project with Mike started off with summarizing the Urban Resources Partnership (URP) Grant Program, which became a model of how diverse collaboration and U&CF funding can make things happen – a model we still use today. Mike constantly reminds us of how the public will respond to stories about U&CF program successes.

Through the past 7 years, a long-standing relationship has been developed with Manning, Selvage & Lee, a very professional, experienced and creative firm specializing in worldwide communications for several well-known brands including Best Buy, The Home Depot, Coca-Cola, General Mills and Philips. The team, led by Mike, has given generously of their time and resources to Georgia's forestry programs.

Since working with Mike Manning and Manning, Selvage & Lee (MS&L), GFC stories and message points have been pitched to major media markets and remained in the public eye through the Atlanta Journal-Constitution (AJC), Georgia Trend, Atlanta Woman Magazine, 11 Alive, WSB, The Weather Channel and NPR, to name a few.

Many internal programs have been influenced by Mike's ideas as well, including a GFC branding strategy, web site design, Arbor Day Legislative Seedling Program, Arbor Day statewide theme, Georgia Urban Tree Safety program, Certified Arborist and Tree Ordinance talking points, tree canopy loss study, Five-Year plan messaging, Greenspace importance, budget messages, the naming of the bio-energy corridor, and numerous urgent crises that have required his expertise. Mike fully prepared the GFC staff and helped us reach out to the media, and now it's second nature. In addition, Mike raised our awareness of the importance of consistent communication with urban audiences across the state and the region. His talent and experience, and that of his staff members, have been recognized by the Southern Group of State Foresters who have also worked with Mike on a "Regional Communications and Social Marketing Plan for Urban & Community Forestry" adopted in 2008. Most recently, Mike and his team designed and developed The Grove, the GFC-GUFC online community site for tree planting.

## Neil Norton is new Membership Coordinator at GUFC

Have you gotten a call recently asking you to renew your membership? The urban forest enthusiast behind the lively voice is Neil Norton, who now handles membership coordination and website technicalities for GUFC. Neil works 9 hours a week in the office with Mary Lynne, but is always networking for the good of the urban forest. Neil says thank you to all who renewed their membership – "your membership dollars are the backbone of our organization!"



To Join/Renew, go to [www.gufc.org](http://www.gufc.org)

**Mark Your Calendars Now for GUFC's Fall Conference**

**TREES AND TRANSPORTATION:**  
*The Urban Forest's Role in the Safety, Health, and Quality of Life along Georgia's Roadways*

When: **November 4 and 5, 2009**

Where: The Merle Manders Conference Center  
 Stockbridge, GA

Featuring:

Keynote Speakers

- **Kathleen Wolf**, Ph.D., Research Social Scientist, College of Forest Resources, University of Washington
- **Eric Dumbaugh**, Ph.D., Assistant Professor; Program Coordinator; Graduate Certificate Program in Transportation Planning Department of Landscape Architecture & Urban Planning, Texas A & M University

Educational sessions :

- Your Street Trees & The Georgia DOT
- Community Panel: How Street Trees have Improved the Safety, Health, and Quality of Life in Our Community
- Roads, Utilities, & Trees: How They Can All Work Safely Together
- The Atlanta Beltline: Linking Urban Greenspace through a Trail and Transit system
- Trees & Air Quality
- Designing Streets for Trees, Cars, Bikes, & Pedestrians
- The Silva Cell: Allowing our Street Trees to Grow and Thrive
- Tree Board Roundtable

And more!

Also: The 2009 Georgia Urban Forestry Annual Awards Luncheon and outstanding exhibitors with products and services for the urban forest. Continuing Education Units will be available.

Registration details forthcoming at [www.gufc.org](http://www.gufc.org)



The Merle Manders Conference Center, Stockbridge, GA

**GEORGIA URBAN FOREST COUNCIL 2009**

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