



Remember to call
Rebecca Fisher at
626/744-4514 no later
than 08/21/02
with your reservation
for the general meeting.

Rebecca Fisher, Secretary
STREET TREE SEMINAR, INC.
P. O. Box 6415
Anaheim, CA 92816-6415

NEXT MEETING:
JULY IS DARK
August 29th, 2002
Rubber Sidewalks
City of Santa Monica
Ken Edwards Center
4th Street
Santa Monica, CA
MEETING SCHEDULE:
10:30 Social 11:00 Program
12:00 Lunch & Meeting
PRICE: \$15.00 per person

2002 MEETING SCHEDULE

August 29th	<i>RUBBER SIDEWALKS</i> Walter Warriner, City of Santa Monica	Ken Edwards Center Santa Monica
September 20th	<i>Luncheon Meeting—in conjunction with... WCISA Regional Meeting</i> Preparing Tree workers for Success	Martin Recreation Center Anaheim
October 24th	<i>GIS Cooperation Programs and Systems</i> SPONSORED BY TRUGREEN	Santa Clarita Activity Center Santa Clarita
November 21st	<i>Air Quality/Trees and Air Pollution</i> Rebecca Fisher—City of Pasadena	Huntington Gardens San Marino
December 19th	<i>Scholarship Awards—New Officer Induction</i> STS HOSTS	TBA

REBECCA FISHER, SECRETARY
STREET TREE SEMINAR, INC.
P. O. BOX 6415
ANAHEIM, CA 92816-6415



Street Tree Seminar, Inc. Monthly Newsletter

AUGUST, 2002

VOLUME VIII, ISSUE 8

VENTURE BEYOND THE CANOPY— ONE ARBORIST'S PERSPECTIVE BY WALT WARRINER

STREET TREE SEMINAR has been instrumental in the development, health, care and management of street trees in Southern California for over 40 years.

STREET TREE SEMINAR is comprised of Street Tree Superintendents, supervising personnel, professional consultants, arborists, individuals and firms whose businesses are related to street tree management.

STREET TREE problems within your own city can be brought to an open forum on a monthly basis to assist you in timely information that could save your city thousands of dollars and salvage beautiful irreplaceable street trees.

In the sixteen years that I have been a member of the ISA, I've seen our membership has doubled throughout the Society. Whether it's at a Chapter level or International level, I believe that membership and involvement with the ISA does help to develop professional Arborists. Over the past 20 years, our profession has matured, and we have gone from being the "tree guys" to becoming a professional field of expertise. The professional Arborist in today's Green Industry has become increasingly involved with other fields and we are called upon by those related fields to render a professional service. Whatever field you choose, commercial, municipal or utility the Arborist of the 21st Century you must present yourself as the consummate professional. In today's market, a well-rounded Arborist is able to read blueprints in order to understand grading, drainage or building plans and offer suggestions for practical, alternative designs in order to effect tree preservation or the planting of new trees. The modern Arborist is not only computer literate but knows how to use a variety of software programs to manage tree inventories, give public presentations at City Council or homeowner association meetings, figure estimates and manage their finances all while successfully maneuvering their way through the corporate environment. Many times an Arborist is not only active in their own community, but is active in Arbor Day programs in several communities.

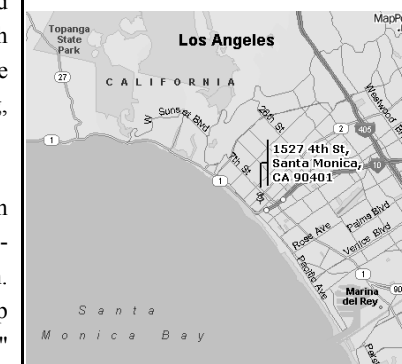
I have often wondered however, why is it that our role as Arborists often go unrecognized by the very communities in which we work or by the related disciplines, which are our clients. How many times has an Arborist met with a new client, whether it's a developer, architect, general contractor or homeowner and they say, "Oh you're the tree guy"? But as they begin to discuss the various aspects of their project with you they become aware of how much they didn't realize about trees and how much the Arborist can contribute to the entire project beyond advice on trees. This is because many times the Arborist needs to be familiar with several different phases of a project, whether it's a proposed building or hardscape design, city planning codes and ordinances that involve trees, demolition, grading, drainage, irrigation or general landscape design.

Yet in spite of an arborist effort to provide expert technical advice and information about proper tree care, the political or other influential power of a developer, engineer, architect, or general contractor often undermines the arborist's position. What begins as an arborist solid solution to a design problem sometimes ends up as a disaster for trees because of an overriding philosophy of the "powers that be" that does not allow for new alternative designs to affect tree preservation or the planting of new trees. Sometimes arborists' suggestions are rejected because of the costs associated with those proposed solutions - or, worse yet, because the arborist's recommendations are not taken seriously. Consequently, the clients often walk away thinking they have "saved" a tree.



UPCOMING MEETING INFO

August 29th, 2002
Rubber Sidewalks
KEN EDWARDS CENTER
1527 4TH STREET
SANTA MONICA, CA
310/458-8300



MEETING SCHEDULE:
10:30 Social 11:00 Program
12:00 Lunch & Meeting

PRICE: \$15.00 per person

Continued on page 2

BIG NEWS FROM MAINTENANCE SUPERINTENDENTS ASSOCIATION

2002 EXECUTIVE BOARD

PRESIDENT

Dan Jensen
U.S. Landscape
18011 Clearwater
Hunt Bch, CA 92648
714.847.0229

PAST PRESIDENT

Walter Warriner
City of Santa Monica
2600 Ocean Park Blvd.
Santa Monica, CA 90405
310.458.8974

VICE PRESIDENT

David Thompson
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Arcadia, CA 91066
626.256.6676

SECRETARY

Rebecca Fisher
City of Pasadena
100 N. Garfield
Pasadena, CA 91109
626/744-4321

TREASURER

Greg Monfette
City of Los Angeles
600 S. Spring St.
Los Angeles, CA 90014
213.485.5675

DIRECTORS

Omar Davis
City of Santa Clarita
25663 Ave. Stanford
Sta Clarita, CA 91355
661.294.2518

Kevin Holman
R.P.W. Services
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Fullerton, CA 92831
714.870.6352

Sergio Hernandez
TruGreen LandCare
1323 W. 130th Street
Gardena, CA 90247
310.354.1382

MEMBERSHIP

Bob Chavez
City of La Mirada
15515 Phoebe
La Mirada, CA 90638
562/902-2374

SCHOLARSHIP

Al Remyn
1410 E. Everett Place
Orange, CA 92867
714/538-3821

MAILING ADDRESS

Street Tree Seminar
P. O. Box 6415
Anaheim, CA 92816

ON THE WEB:

www.streetreeseminar.com

Los Angeles and Orange Area Chapter Maintenance Superintendents Association announces plans for new publication

The LA and Orange Area Chapter of the MSA and Street Tree Seminar are collaborating in a publication project that is sure to become a standard reference in our industry. Tentatively entitled A Professional's Guide for Urban Tree & Hardscape Management, this groundbreaking project is expected to take approximately 12 to 18 months to complete.

We need your thoughts, field proven ideas, and written standards that relate to sustainable management of trees in hardscaped areas within our right of ways.



do you plant this tree? What standards do you use to minimize the concrete or asphalt damage?

To this end, we are asking all MSA members to take a few minutes to read this request form and return information to the addresses listed below.

- 1. Any and all engineering standard drawings for planting trees in residential and commercial zones
2. Any and all Planning Department documents setting standards for tree requirements in residential and commercial zones
3. Any and all written maintenance standards for trees in residential and commercial zones
4. Some maintenance operations may have non-documented historical or anecdotal standards.

Please send responses to: Ken Boyce, 13724 Erwood Ave., Norwalk, Ca. 90650, E-mail: k.boyce2@verizon.net

An Arborist's Perspective—continued from page 1

To make matters worse, when the Arborist submits an invoice for services rendered, the client becomes apoplectic about having to pay for something that was done by "just the tree guy" – not recognizing the fact that they would gladly pay the same amount or more for a service rendered by a landscape architect or an engineer, or to a computer technician to restore their crashed hard drive.

Any arborist knows that trees are not posts screwed into the ground or an afterthought to a project. They are living organisms and, in reality, the most predominant and valuable feature of a land or streetscape setting.

The professional Arborist merits recognition for their knowledge of the care of trees. The professional arborist merits recognition for knowledge of the care of trees. We are professionals who render a valuable service to the design community, to developers and general contractors, and to municipalities and utility corporations.

It is time our contemporaries learned of the modern arborists value and expertise. I encourage all arborists to speak to other trade organizations that regularly interact with our profession and present them not with just information on the importance of proper tree care but also on the value of today's modern arborist.

From now on, when someone asks you if you are the "tree guy," correct them by saying you are an Arborist.

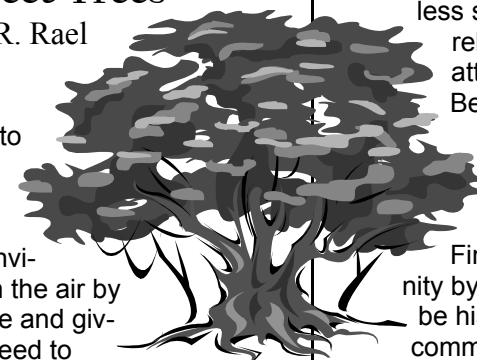


SCHOLARSHIP RECIPIENT ESSAYS—PART 4 OF 6

The Importance of Street Trees

Submitted by Angelic R. Rael

Street trees, despite being taken for granted, are a vital asset to the communities in which they exist. Street trees add environmental, economical, aesthetic and historical value to a community. Environmentally, street trees help clean the air by absorbing gases like carbon dioxide and giving off oxygen all living creatures need to exist.



nature. Tree lined streets make driving more scenic and less stressful. People are more apt to get out and relate with their neighborhood if there are safe attractive places to interact in the community.

Finally, street trees are valuable to a community by acting as geographical land marks that can be historically traced, serving as the time line in a community's evolution. Since many of today's street trees are non-native species, their origin and age can give a more global historical perspective on trade and the evolution of horticultural practices between different countries and ecological areas.

ABOUT THE AUTHOR

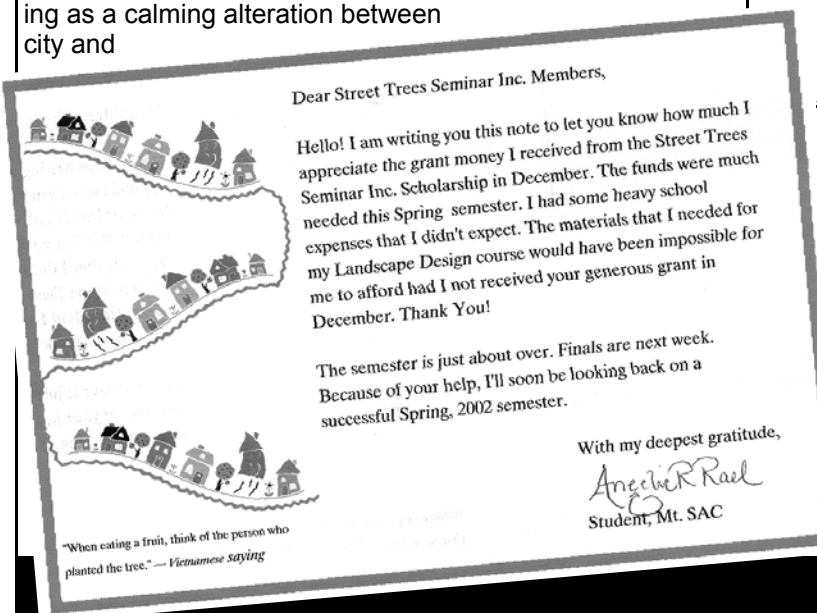
Angelic R. Rael

Angelic is currently attending Mount San Antonio College where she has currently completed 48 units in Ornamental Horticulture. She has a cumulative GPA of 3.8



She is involved with several organizations: Habitat for Humanity, National Marrow Donor Program, and Poll Center. Also is a recipient of a C.A.N. Scholarship and Glendale Chrysanthemum Society.

Angelic said it best when she said: "I am simply grateful to those who make these opportunities possible and I just want to let you all know that your encouragement, monetary or otherwise, is genuinely appreciated."



Upcoming Industry Events

AUGUST 22, 2002

ROOTS VS. INFRASTRUCTURE — WCISA / CUFC JOINT MEETING Santa Monica Civic Auditorium Santa Monica, CA CONTACT: WCISA—530.892.1118

SEPTEMBER 20, 2002

PREPARING YOUR TREE WORKERS FOR SUCCESS WCISA FIELD DAY Martin Recreation Center Anaheim, CA CONTACT: WCISA—530.892.1118

SEPTEMBER 26-28, 2002

COMMUNITY FORESTRY AT IT'S BEST NATIONAL ARBOR DAY FOUNDATION Arbor Day Farm-Lied Conference Center Nebraska City, NE CONTACT: NADF—888.448.7337

OCTOBER 7-8, 2002

BUILDING WITH TREES NATIONAL ARBOR DAY FOUNDATION Arbor Day Farm-Lied Conference Center Nebraska City, NE CONTACT: NADF—888.448.7337

OCTOBER 9-10, 2002

GREEN IS GROWING TURF AND LANDSCAPE EXPO SC TURF GRASS COUNCIL Fairplex—Pomona, CA CONTACT: SCTC—www.turfcouncil.org

OCTOBER 11, 2002

CLIMBING SKILLS WORKSHOP CALIFORNIA ARBORISTS ASSN Brookside Park Pasadena, CA CONTACT: CAA—707.254.8862