



2002 MEETING SCHEDULE

March 28th	REFORESTATION OF PCH HOSTED BY WCA	Sherman Gardens Newport Beach
April 3rd	STS Board Meeting Open to all members interested in getting more involved	Wyndam Hotel Commerce
April 25th	PEST UPDATE—2002	Wyndam Hotel Commerce
May 16th	PALMS, ETC. Susan Sims, Sims Horticultural Services	Sim's Office and Lab Riverside
June 27th	GOLF TOURNAMENT	TBA
July	DARK MONTH	
August 29th	RUBBER SIDEWALKS Walter Warriner, City of Santa Monica	TBA Santa Monica

Remember to call
Rebecca Fisher at
626/744-4514 no later
than 03/15/02
with your reservation
for the general meeting.

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

Next Meeting:
March 28th, 2002
**Reforestation of East
Coast Highway**
Presented by John Bishop

HOSTED BY :
West Coast Arborists, Inc.

SHERMAN GARDENS
2647 EAST PACIFIC COAST HIGHWAY
CORONA DEL MAR, CA 92625
TBM PG 919E2

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



Street Tree Seminar, Inc. Monthly Newsletter

MARCH, 2002

VOLUME VIII, ISSUE 3

STS FEATURES ARBOR DAY CELEBRATIONS AS THE TOPIC FOR OUR FEBRUARY MEETING

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.

The topic in February was Arbor Day, and included several speakers. Speakers were: Deborah Day from the City of Fontana, Gail Church from The Tree Musketeers, and Greg Monfette, from the City of Los Angeles

Deborah Day from the City of Fontana described their Arbor Day Celebration and how they became a Tree City USA.

Cities wishing to become a Tree City USA must have the following:

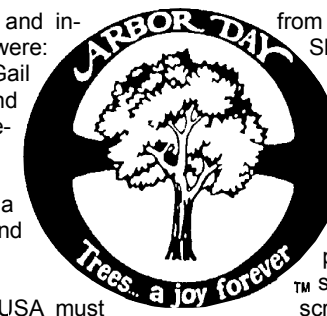
- 1) Tree Board or Department
- 2) Tree Protection Ordinance
- 3) Arbor Day Celebration
- 4) Reasonable budget for tree care.

There is a dollar per capita spending requirement to receive the award. Recipients will be able to post signs in their cities stating they are a Tree City USA, flags and other promotional materials can be purchased through the Arbor Day Foundation as well to celebrate the Tree City USA status.

Fontana has embarked on a huge educational program to encourage residents to plant trees. Their Arbor Day celebration is an opportunity for residents to learn about the benefits and importance of planting trees.

Deborah recommended starting the planning for Arbor Day events early. She provided invitations to city councilmembers and local dignitaries, secure sponsors, and made classroom visits to encourage participation of children. Fontana's Arbor Day focuses on teaching children through 7 learning stations which include planting and recycling information. Children are provided with take home information as well.

Once the event was completed, she submitted and was awarded recognition by the Public Works Association and the Western Chapter of the ISA. She accomplished the event using a budget of \$1,000 plus donations with assistance from West Coast Arborists. She said the events are usually on a weekday to encourage participation



from schools.

She has been working on a regional Arbor Day, occurring on March 7th, at Yucipa Regional Park.

The second speaker was Gail Church from Tree Musketeers, an organization founded by her daughter's Girl Scout Troop and run by kids. Their mission is to "Empower young people to become leaders of environmental and social change in Earth's communities". She described how they promoted and participated in

Arbor Day Events. Their Arbor Day events are planned and presented by kids. The events are promoted through newsletters, letters to the editor, chamber of commerce news articles, writing contests, city newsletters, youth speakers bureaus, corporate volunteer groups and videos.

Their Arbor Day Events provide fun activities for children.

UPCOMING MEETING INFO

March 28th, 2002
**Reforestation of East
Coast Highway**
Presented by John Bishop
HOSTED BY :
West Coast Arborists, Inc.
SHERMAN GARDENS
2647 EAST PACIFIC COAST HIGHWAY
CORONA DEL MAR, CA 92625
TBM PG 919E2



MEETING SCHEDULE:
10:30 Social 11:00 Program
12:00 Lunch & Meeting
PRICE: \$5.00 per person

Tree-athalons, poster contests, pet tree shows, pollution solution contests, and recycling contests are offered to attendees. The Boy Scouts start the day with Flag Ceremonies, the City Council makes proclamations and they give and receive awards. Trees are planted by youth tree planting volunteers who are partnered up with an adult. All trees are named and dedicated in a ceremony. Following the planting they have a BBQ in the park with games and other activities for families.

Tree Musketeers also has been promoting their "Count on Kids – One in a Million Campaign" which encourages two million kids to spend three million hours of service to plant one million groves of trees. There are three levels of participation: (1) Plant a dream grove – participate in planting (2) Be an active citizen – Make your planting into an event, get permission to have a dream grove sign (3) Be a community leader – create an ongoing program in service to youth and your community.

To learn more, Tree Musketeers has a How-to Kit that helps with planning tree planting projects, project management and leadership skills. Contact Tree Musketeers, 136 Main Street, El Segundo, Ca 90245.

WHERE TO CONTACT US:

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
City of Arcadia
11800 Goldring Road
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
2473 E. Orangethorpe
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

Meeting Minutes from February 21, 2002

The Past Presidents in attendance were Al Remyn, Walter Warriner, Andy Trotter, and Bob Meyers. Motion to approve minutes was made by Al Remyn, Bob Meyers seconded, approved unanimously.

Treasurer's Report

General Account
Scholarship Account
Publishing Account

Membership

No new members were present at the meeting.

Scholarship

Al Remyn recommended a \$250 level for student sponsorship

Announcements

Judges needed for the TCC, on April 13th WCISA is holding their annual Tree Climbing Championship at Fairmont Park, Riverside see Andy Trotter if you are interested.

The City of LA is sponsoring an Arbor Day Celebration on Saturday April 27, 2002 from 11:00 am to 3:00 pm at Point Fermin Park in San Pedro—the address is 807 S. Paseo Del Mar.

If you can't make the WCISA annual conference, the Pre-Conference is Sunday April 28, 2002 There is an exciting lineup of speakers, including: Richard Harris , Rob Gross, Nelda Matheny and more.

There is also a practical session—Pruning Young Trees. On Monday, April 29th, they are offering a half day Crewleader Training Program. Geared toward crew level employees, the program will be presented by Bob Ash. Both days will be run in Spanish as well.

Door Prize Donors

RPW, Trugreen Landcare, West Coast Arborists and Street Tree Seminar.

Winners

Dan Rojas, Ken Rokosz, Bill Trotter, Dan Rojas, Al Remyn, and Bob Chavez

Next Meeting – March 28, 2002

West Coast Arborists is hosting the next meeting at Sherman Gardens 2647 East Pacific Coast Highway in Corona del Mar. John Bishop will be addressing the topic of the Reforestation of East PCH. Please call to reserve your spot.

Respectfully Submitted,

Rebecca Fisher, Secretary

**EMPLOYMENT OPPORTUNITY
GENERAL PARK MAINTENANCE SUPERVISOR
CITY OF BEVERLY HILLS**

\$4609-\$5710/monthly on a bi-weekly, 5-step plan

Duties will include organizing, supervising and coordinating the City's maintenance and construction activities for the Parks and Urban Forest Division.

Qualifications include Associate of Arts degree or equivalent units supplemented by specialized course work in park management, tree maintenance landscape, architecture, horticulture or related fields; and five (5) years experience in park operations, maintenance and construction, including three (3) years in a supervisory capacity, or any equivalent combination of education and experience. Possession of a California Department of Food and Agriculture Advisor's License desirable; certified Arborist preferred.

Final Date to File an application: Thursday, May 2, 2002 at 5:00 p.m. **Apply at** 455 North Rexford Drive, Room 210, Beverly Hills, CA 90210 or call 310.285.1067 to request job bulletin and application.

Upcoming Industry Events

MARCH 21-22, 2002

TREES, PEOPLE AND OUR URBAN ENVIRONMENT
USUSB—College of Extended Learning
Richard Nixon Library—Yorba Linda, CA
CONTACT: Beverly Noerr—909.880.5977

APRIL 29 TO MAY 2, 2002

**VENTURING BEYOND THE CANOPY—
WCISA 69TH ANNUAL CONFERENCE**
San Pedro—Catalina Island—Ensenada, BC
CONTACT: WCISA—530.892.1118

THE IMPORTANCE OF STREET TREES—2001 SCHOLARSHIP ESSAYS PART 1 OF 6

Submitted by Kathleen D. Alford



When I think of trees there is a definite image that always comes to my mind. Can I share it with you? It seems kind of sappy, but it is how I really feel about trees.

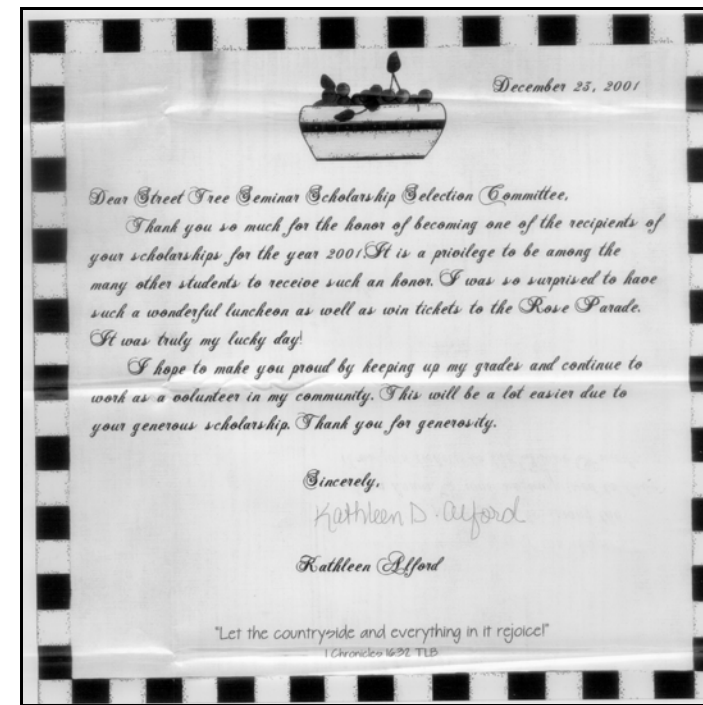
I have lived in California since I was 7 years old. Which is a really long time and makes me feel quite old!!!! Thinking about when you were a kid will do that to you. But some memories are great ones and influence you for the rest of your life....

I remember my grandfather picking my family up from the greyhound bus stop in down town Los Angeles. We had just come from a very hot and muggy Detroit, Michigan, and L.A seemed like a dream!! Grandpa had told us about this place, California. He was right, every thing was so green and beautiful.

Towering palm trees lined the street we turned down. The trees on the avenue swayed in the gentle breeze. It was amazing to me that something that tall and skinny could stay in the ground.... Fruit dangled from rows and rows of citrus waiting to be plucked and eaten. Could anyone eat all they wanted? More Palm trees!!! I never knew God had made so many kinds!!! Did they all have coconuts? Masses of blue flowers drifted to the ground from the Jacarandas.... As we parked the car in front of my grandparent's house in Lakewood, yes, it was truly heaven on earth; I knew I would never leave.

What a great memory those beautiful streets made for me as a child. All these years later and I can see them so clearly in my minds eye. What a shame it would have been if I hadn't seen those trees so many years ago. What a shame it would be if they didn't exist now.

Tonight as I was driving home, trying to think of some clever way to write this essay, that memory of long ago came back to me. I was stopped at a light when I noticed Liquidambars along the street. It was so breath taking. The fall colors had set in and each leaf sang its own song of greens, reds, yellows and oranges. How could any thing be more beautiful? How clever of someone to place all those trees where the afternoon sun could dance between the leaves. How lucky I was to be in this place to see that magnificent sight!!!!!!



I then realized why I was here in the first place and the reason I stay. It is so green and beautiful.... and our trees.... ah! They bring back so much to me.... my past, my present, and my future. I am in a new phase in my life. My son is grown and I am doing something new, going back to school. I have chosen Horticulture as my major which isn't a surprise...all of beautiful trees that have influenced me all of my life.... and given my wonderful memories past and present.

About the Author

Kathleen D. Alford

Kathleen is a Long Beach City College Student. Currently, she has completed 27 units. Her major is Horticulture She has a 4.0 cumulative GPA (based on 4.0 point scale) She always has loved plants and is willing to learn more about horticulture. Her career goal is to attend Cal Poly Pomona next year and earn a Bachelors Degree in Horticulture. After this she would like to take a job in a management position or consulting position working with Street Trees. Her scholarship moneys would be used to offset school expenses.