



Remember to call Janessa Butts at (626) 744-7432 or email her at [jbutts@ci.pasadena.ca.us](mailto:jbutts@ci.pasadena.ca.us) with your reservation for general membership meetings.

LARRY E. SMITH, EXEC. DIRECTOR  
STREET TREE SEMINAR, INC.  
P.O. BOX 18498  
ENCINO, CA 91416

**Next Meeting:**  
**AUGUST 19, 2004**  
**IPM for Arboriculture**  
Sheraton Four Points Hotel  
530 West Pico Blvd.  
Santa Monica, CA 90405

**JOINT MEETING WITH WCISA**

**SEE INSERT For Registration Info. And Program Details**

## 2004 MEETING SCHEDULE

July	DARK MONTH—Stay Cool!	
August 19	IPM for Arboriculture JOINT MEETING WITH WCISA <i>All Day Program—PCA Credit have been applied for</i>	Sheraton Four Points 530 Pico Ave.—Santa Monica
September 23	Round Table Discussion	Location TBD
October 21	Topic TBD	Location TBD
November 18	Topic TBD	Location TBD
December 16	Holiday Party	Location TBD

LARRY E. SMITH, EXEC. DIRECTOR  
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**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.

## STREET TREE SEMINAR, INC. Monthly Newsletter



JULY 2004

VOLUME X, ISSUE 7

### STREET TREE SEMINAR PUBLICATION COMMITTEE BEGINS BOOK REVISION

Street Tree Seminar has formed up a Publications Committee to begin the development of the 3rd Edition of the "Street Trees Recommended for Southern California". During this development period the Committee will be reaching out to the STS membership for their input as to what they would like to see changed for this upcoming edition.

This outreach began with an initial survey that was included as an insert in the June Newsletter and that has been included once again in this July Newsletter. The Committee is asking that you indicate yes or no whether each of the species listed should remain as a "recommended" tree in the upcoming new edition of the book.

In addition, this initial survey requests suggestions for new tree species that you, the members, feel, based on your experience, observations and expertise, should be added to the list of recommended trees.

There will be additional surveys over the next nine (9) to 12 months that will be requesting more specific information about each of the tree species on this list. The Committee will also be looking for input on what type of information to include for each of the recommended species, ideas and comments on page, graphic and text layout and formatting, and actual photo selection.

The Committee and the STS Executive Board is also very aware that members are deeply involved on a daily basis with the difficult task of resolving conflicts between street trees and the surrounding engineered infrastructure. Often times these

conflicts exist between tree species *not* recommended for the type of planting space in which they were installed many years before and the adjacent sidewalk, curb and gutter. At the same time, too much of our available planting space along public streets is inadequate for the vast majority of tree species that would otherwise perform very well in an urban environment.

And sometimes the right tree was planted in the right place, but the "place" was changed, thereby beginning the decline of the existing trees (See photo this page).

To the degree possible and appropriate, the Committee would like to see the 3rd Edition also assist those professionals involved in the effort to increase the stature of our street trees across all Southern California communities. Towards that end, it is the Commit-



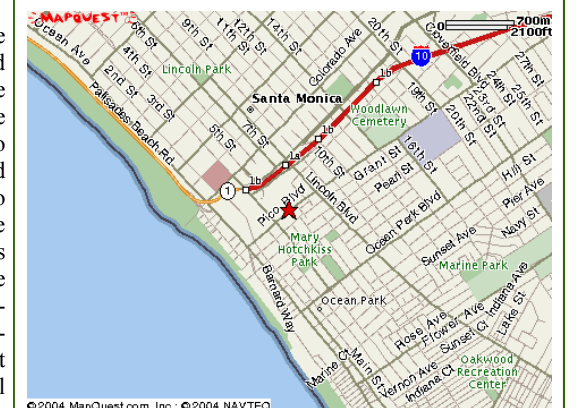
Photo of Camphor trees along street in S. Calif. City—notice that the planting space of the tree in the foreground has been modified to accommodate the driveway for a new development

### UPCOMING MEETING INFO

**AUGUST 19, 2004**

**IPM for Arboriculture**  
Sheraton Four Points Hotel  
530 West Pico Blvd.  
Santa Monica, CA 90405

### JOINT MEETING WITH WCISA



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**SEE INSERT FOR DETAILED MEETING SCHEDULE**

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**ON THE WEB:**

www.streetreeseminar.com

**ANNOUNCEMENTS & REMINDERS**

**S**treet Tree Seminar would like to thank Executive Board Director Bob Chavez for putting together a well attended Golf Tournament at the Los Angeles Royal Vista Golf Course. A good time was had by all!

**STS Mailing Address & Phone No. Change**

PLEASE NOTE THAT THE STS MAILING ADDRESS, PHONE NUMBER, FAX NUMBER AND E-MAIL HAVE CHANGED. The correct contact information is shown on the upper left hand corner of this newsletter.

**Announcements**

As mentioned in our last newsletter, the publications committee has begun meeting for the purpose of preparing the next revision to STS's book, *Recommended Street Tree for Southern California*. PLEASE TAKE SOME TIME TO REVIEW THE STREET TREE SPECIES LIST SURVEY INSERT IN THIS EDITION OF THE NEWSLETTER AND SEND IN YOUR RESPONSE. You can fax the response to Executive Director, Larry Smith at (818)705-1913. Several of you have already done so, and we would like to thank you for that.

This is the first of several surveys that will be going out to the STS Membership to gather your input for the upcoming revision to the book. In addition to the fax you may return the completed Survey to Larry Smith by mail to P.O. Box 18498, Encino, CA 91416.

**Membership Dues**

Membership dues invoices have recently been sent out. Please make every effort to renew your membership as soon as possible. The 2005 Membership Roster will need to go to the printer this fall and you will want to make sure that you are included. More information on this will be announced in the August Newsletter.

**Next Meeting— August 19, 2004**

Our next meeting will be a **Joint Meeting with WCISA** at the Sheraton Four Points Hotel in Santa Monica. This will be an all day program entitled, **"IPM for Arboriculture"**. Please see the insert for the full program schedule and the registration information.

**NOTE: CA Dept. of Pesticide Regulation has authorized 6 PCA CEUs for this meeting.**

Maximum capacity for this meeting is 200 attendees, so make plans now and register early. Register by August 11th to receive early bird discount.

**STS Website Enhancements Planned for Fall**

A number of website enhancements are earmarked for rollout later this Fall. These include electronic registration for the WTMS in January 2005, electronic ordering and payments for the *Recommended Street Trees for Southern California* publication, and an enhanced STS Forums page to name a few. If you have other suggestions, please send them to Larry Smith @ [larry@lesmithconsulting.com](mailto:larry@lesmithconsulting.com).

**INDUSTRY CALENDAR**

**JULY 29, 2004**

**WESTERN CHAPTER ISA CURRENT PESTS AND DISEASES OF SOUTHERN CALIFORNIA URBAN TREES**  
Ramona Hall @ 4580 N. Figueroa St., Los Angeles  
CONTACT: WCISA—530-892-1118

**AUGUST 7-11, 2004**

**80TH ANNUAL ISA CONFERENCE & TRADE SHOW— BRIDGING TECHNOLOGIES FOR TREES OF TOMORROW**  
Pittsburgh, PA  
CONTACT: ISA—330.425.9330

**AUGUST 19, 2004**

**IPM FOR ARBORICULTURE**  
Santa Monica, CA  
CONTACT: WCISA—530-892-1118

**AUGUST 20, 2004**

**WCISA—Preparing for the Certified Tree Worker Test Presented in Spanish**  
Adventure County Park in South Whittier, CA  
CONTACT: WCISA—530-892-1118

**SEPTEMBER 19-21**

**2004 CALIFORNIA URBAN FOREST CONFERENCE— THE CHANGING LANDSCAPE OF URBAN FORESTRY**  
Rohnert Park (Sonoma Wine Country), CA  
CONTACT: CUFC— 707-524-1193 or [dena@caufc.org](mailto:dena@caufc.org)

**SEPTEMBER 29, OCTOBER 6, 13, 20 & 27**

**PALM TREE SHORT COURSE**  
Brea Conference Center—695 E. Madison Way, Brea, CA 92821  
CONTACT: Ted Stamen—949-454-2409

**THE IMPORTANCE OF STREET TREES—CONT. FROM PG. 3**

**About the Author**

Christina is currently attending Bren School, U.C. Santa Barbara. While studying Environmental Science and Management she has maintained a cumulative undergraduate GPA of 3.89 in her major and a 3.62 in general. Previous to attending Bren School, Christina did course work in Calculus and Analytical Geometry, Plant Biology, Wildlife Biology and tropical Ecology at the University of California, Berkeley. Then she received her Bachelor of Arts in International Relations with a minor in History at Stanford University, Stanford.

Christina is a member of Member of WC ISA & Street Tree Seminar, the Deans Academic Council, Bren School, and the National Association of Environmental Professionals. She worked as a Laboratory Research Assistant at U.C. Berkeley from August 2001- May 2002.

Christina was a Wildlife Technician at USDA Forest Service from June 2002- November 2002, and she worked from February 2003- September 2003 as an Urban Forestry Project Manager for the Tree Musketeers.

Christina says this about her future: "I hope to research the causes and effects of land use change, examining natural resource depletion and sustainability. Specifically, I will examine changes in rural and urban forest cover and effects of conversion of wilderness to cultivated and urban land using techniques learned in my GIS and land use planning courses. Thus, I am dedicating my future to becoming an effective manager of earth's natural resources."

The Scholarship money will be used to offset the cost of furthering her education.

**STS BOOK REVISION PROJECT — CONTINUED FROM PAGE 1**

tee's intention that this book, while geared first and foremost to the STS membership, be placed in the hands of public works, engineering, planning and facility maintenance professionals as an outreach and education tool. In this way, we can continue to make progress towards reducing the incidents of conflicts that too often result in avoidable removal or damage to street trees.

It is important to keep in mind that beautiful tree-lined streets are appreciated everywhere as seen in the photos on this page. Though climate and species selection may vary, the competition for space between

trees and other infrastructure remains universal and a constant challenge to those

who manage and maintain both the green and "gray" infrastructure.



Photo courtesy of Larry Smith of residential street in Montreal, Canada



Photo courtesy of Larry Smith of residential street in Beverly Hills, CA

**STS EXPLORES PARTICIPATE IN GROUNDBREAKING PROJECT WITH MAINTENANCE SUPERINTENDENTS ASSOCIATION (MSA)**

**S**treet Tree Seminar will be participating in a joint project with the Maintenance Superintendents Association (MSA) that will culminate in a publication tentatively envisioned to be entitled, *Professionals Guide to Urban Tree & Hardscape*

*Management*. The idea is to provide a guide that can be used jointly by both public works and urban forestry professionals to more effectively and efficiently coordinate installation and maintenance of street trees and adjacent hardscape elements. More on this important project will be announced in future STS newsletters.



Photo courtesy of Larry Smith of residential street in Honolulu, Hawaii

**THE IMPORTANCE OF STREET TREES—2003 SCHOLARSHIP ESSAYS**

**Wanted: Urban Forester to Save the Earth**

*Submitted by Christina Cairns, 2003 Scholarship Recipient*

**Must have experience implementing climate change, cleaning air, purifying water and reducing storm water runoff. Prefer candidate with an ability to predict the weather. Knowledge of community motivation a must.**

Although this job description may sound unrealistic, urban foresters and municipal planners currently face a new set of responsibilities that require them to understand and address a variety of environmental problems. As the connection between human activities and changes in the natural environment becomes clearer, an increasing amount of effort is being made to understand ways to alleviate human-induced stress on the natural world. A consequence of this awareness requires urban environmental professionals, including arborists, to stretch their thinking beyond their urban borders.

Current estimates place 70% of the American population within urban areas. As society moves toward a deeper understanding of ecology and mankind's impact on this planet, it is evident that cities play a large part in urban areas have replaced much of the natural vegetation with pave-

ment, creating a "heat island" effect. This effect causes the atmosphere above the city to warm and rise upward in relation to surrounding air systems, resulting in a shift in weather patterns and changes in precipitation for the city and suburban areas. As urban sprawl becomes an increasingly familiar landscape, these shifts seem to produce exponentially larger effects that can ultimately contribute to global climate change.

Finding a balance between human needs and the survival of species within the natural order is an ongoing challenge that will require a major amount that will require a major amount of interdisciplinary expertise and global effort. However, even the smallest action counts, as witnessed with urban forestry. Just one healthy street tree can reduce the amount of CO2 emitted into the atmosphere by hundreds of cars over its lifetime; it is easy to see that if every person planted just one tree, a significant decrease in air pollution and related environmental problems would result. It is this local-to global way of thinking that urban foresters are now

responsible for promoting in their communities in order to create a healthy urban forest and a healthy planet.

What was once considered to be a field of strictly 'tree professionals' has now grown to encompass the duties of environmental steward, as the beneficial effects of maintaining a healthy urban forest have become better understood. The impetus behind planting trees in urban areas has moved from a traditionally aesthetic to a more functional rationale: Trees are intrinsically beautiful, but more that that they provide essential environmental services to fight air pollution, absorb water runoff, mitigate noise pollution, support endangered wildlife, and improve energy efficiency. The benefits of maintaining our urban forests are thus evidence on an increasingly broad scale. Without an urban forest, such processes may intensify over time and the negative results become overwhelming. It is therefore a primary responsibility of the urban forester to appreciate these benefits through an understanding of their environmental causes and implement effective solutions through strong forest management.

*(Continued on Page 2)*