



STREET TREE SEMINAR, INC.

P.O. Box 6415
Anaheim, CA 92816-6415

NEXT MEETING:

Thursday, October 25, 2007
Sherman Gardens
Corona del Mar, CA

2007/08 MEETING SCHEDULE

October 25	Rubber Sidewalks and Garden Tour, Sherman Gardens - Newport Beach
December 13	Officer Installation/Awards
January 17, 2008	WTMS - Growing Green, Nursery Standards for the Future - Los Angeles Arboretum, Arcadia
March 20, 2008	TBA
May 15, 2008	TBA
June 19, 2008	Golf Tournament

MISSION STATEMENT

"To promote the advancement of urban forestry and provide a forum for tree care professionals to share their experiences, knowledge, and expertise for the benefit of the membership and the enhancement of Southern California's community forests."

VISION STATEMENT

"To enhance the health and beauty of Southern California cities by improving the quality of our community forests."

REMEMBER TO EMAIL DAVE TEUSCHLER @ DTEUSCHLER@VCTREE.COM WITH YOUR RESERVATION



Street Tree Seminar, Inc.

STS NEWSLETTER

SEPTEMBER 2007

VOLUME XIII ISSUE 7

The Future of Arboriculture In The Urban Forest



Our August meeting was a joint meeting with the Los Angeles/Orange County Regional Urban Forest Council and was held at the Los Angeles River Center and Gardens. This meeting was very well attended with over 80 attendees. The speakers did an excellent job and the lunch was delicious. If you have never visited the Los Angeles River Center, it is well worth the short drive.

newal of the Los Angeles River, and a prime location for community gatherings, educational conferences, and special events.

The Los Angeles River Visitor Center at the River Center is an exhibit hall that celebrates the eleven miles of natural river where reeds, willows, mulefat, and native riparian plants have returned. The self-guided exhibit describes the history of the Los Angeles River, its current status, and a vision for the River's future.

The Los Angeles River Center and Gardens is located at the former site of the Lawry's California Center, near the confluence of the Los Angeles River and the Arroyo Seco, close to Elysian Park and downtown Los Angeles. Its beautiful mission-style grounds and conference facilities serve as a focal point for the re-



The Visitor Center is located in the California Building and is open Monday through Friday, from 9 a.m. to 5 p.m. However, the exhibit may be closed to the public for private events.

In Memoriam

It is with great sadness that we report the passing of two industry pioneers. Our thoughts go out to their families and all those touched by these men's greatness.

Stuart Sperber

Stuart Sperber, co founder (with brother Burton) of Valley Crest Tree Companies, lost his battle with throat cancer. Stuart was one of the first to grow boxed trees and move large trees back in the 1960's. He was 70 years old.

John Boething

John Boething, who founded Boething Treeland in 1952, was a self-taught man who inspired many to get into the nursery business. He was 89 years old.

UPCOMING MEETING INFORMATION

OCTOBER 25, 2007
RUBBER SIDEWALKS AND GARDEN TOUR

LOCATION:

SHERMAN GARDENS
2647 E PACIFIC COAST HWY
CORONA DEL MAR

COST:

\$10 INCLUDES LUNCH

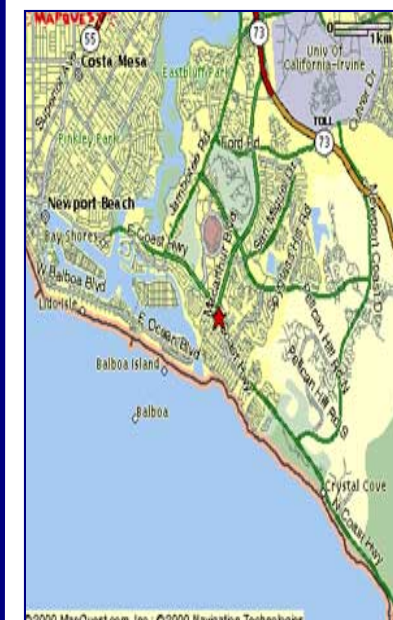
LUNCH UNDERWRITTEN BY VCA

TIME:

10 AM—1 PM

GETTING THERE:

From the 405 take MacArthur South to Pacific Coast Highway. Go Left on Pacific Coast Highway and Right on Dahlia.



STS Business Meeting— August 16, 2007

Past Presidents in Attendance:

Al Remyn, Art Murphy, Rose Epperson

Publications Report:

The publications committee is continuing to go through the process of adding and deleting trees for in the next addition of *Street Trees Recommended for Southern California*. Any feedback from the membership is greatly appreciated.

The committee is now seeking pictures for possible entry into the next STS book. Please take a moment to check out the new website and register to submit photos. <http://www.streetreeseminar.com/bookupload.asp>

Raffle

Raffle prizes generously donated by: R.P.W., Valley Crest, WCA, STS, Davey, Target, Bishop Co, City of Oceanside & EpiCenter Management

Raffle Winners: Jean Nagy, Tim Downey, John Keith, Dana Karcher, Nick Araya, Rob Thompson, Delia Cabo, Al Remyn, Wayne Smith, Laura Scott Sellers, Theresa Rossoff, Art Murphy, David Sims, Mary Mahoney & Heather Crippen

Next Meeting: October 25, 2007

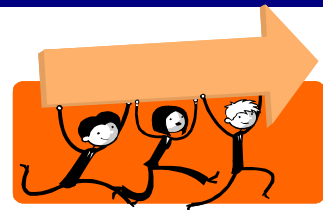
Join STS at Sherman Gardens in Corona del Mar. Topic: Rubber Sidewalks.

STS now accepts Visa, Mastercard & AmEx

Upcoming Industry Events

SD Regional Urban Forest Council Contact: Adrienne.mccrumb@energycenter.org	Oct. 3	San Diego, CA
The Write Stuff Contact: WCISA- 714-639-3610	Oct. 23	San Diego, CA
Recognizing Tree Diseases Contact: WCISA- 714-639-3610	Oct. 26	Carmichael, CA
CaUFC and CalReleaf Annual Meeting "The Professions, Cultures and Communities that Shape Our Urban Forests" Visit www.caufc.org to review the conference program and speakers.	Nov 1-3	San Francisco, CA
Meeting in the Middle - Utility/Muni Partnerships Contact: WCISA- 714-639-3610	Nov. 15-16	San Luis Obispo, CA
A Day in the Palms - Inland Empire CaUFC Contact: Deborah Day 951-682-5893 dday@ci.san-dimas.ca.us	Dec 7	Riverside, CA

Are YOU An Active Member?



Are you an active member?

The kind that would be missed

Or are you just contented

That your name is on the list.

Do you attend the meetings

And mingle with the flock?

Or do you stay at home

And criticize and knock.

Do you take an active part

To help the work along?

Or are you satisfied to be

The kind that just belong.

Do you push the cause along

And make things sort of click?

Or leave the work to just a few

And talk about the clique.

There's quite a program scheduled

That you must have heard about.

And we'll appreciate if you

Will come and help us out.

So come to meetings often

And help with hand and heart.

Don't just be a member

But take an active part.

Think this over, all my friends

You know the right from wrong.

Are you an active member

Or do you just belong????

Adapted from Arthur I. Fischer

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2006 Scholarship Recipient Essay - Part 4 of 4

Street Tree Essay

By Noe Cardenas

Our lives are surrounded by trees, and I am proud to say that I am a tree man. I live and breathe trees, literally, how about you? Believe you me; I will drag as many Tree Trimmers into the arboriculture light as I can. Due to my horticultural knowledge and experience that I have obtained in the last four and a half years, I can say that one day soon I will become a supervisor in the Public Sector.

I am glad to see that grandfathering into a supervising position is becoming a thing of the past. This fact will allow opportunities for qualified candidates. My main focus is the esthetics that trees bring to an urban environment. The beautification of our Street Trees is very important. I believe that your surrounding can set a relaxing mode. Beautiful trees can establish a sense of pride in residents, business owners and visitors.

Just think how harsh our environment would be if there were no street trees. Driving or walking down a street would be like being in a concrete jungle. In the summer what would filter our dusty air, give us shade to park under, and deflect radiant sunlight from buildings? This is something I think not too many people consider in their day to day living. I know the importance of trees and because of that I will introduce good specimen trees into our urban environment, and properly maintain the existing trees. Say no to Hat Racking; Protect our Trees. Remember it's a living beautification process.

I would like to say thanks to my professors Dave Lannom, Brian Scott, and Tom Visosky. Thanks to my classmate Michael Murphy, and my wife Nilar for having our baby Esabella Cardenas. Look out Street Tree Seminar, here I come!

Noe is a student at Mt. San Antonio College studying Horticulture. He is very active in the industry and volunteers and numerous industry events. He is an ISA certified arborist. Noe is married and has a baby daughter, Esabella.

A Call for Arborists!

The Western Chapter ISA, a partner in United Voices for Healthier Communities, is looking for arborists who are interested in participating in The Great Clean Air Tree Planting Project. As an initiative of the South Coast Air Quality Management District, this project aims to plant 3,000 – 5,000 trees in the largest single-day urban tree planting effort in the history of the South Coast Air Basin. This unique event is being kicked off with tree plantings on April 21st in Anaheim and 28th in Fontana. The main event being held in conjunction with Make a Difference Day on October 27, 2007.

We are looking for arborists who would like to share their tree-planting skills and knowledge with community volunteers in Orange, Riverside, Los Angeles and San Bernardino Counties. For more information, please visit www.unitedvoices.org, or contact Mary at Epicenter Management : (714) 639-6516.



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