



STREET TREE SEMINAR, INC.

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

NEXT MEETING:
Thursday, May 15, 2008
ValleyCrest Tree Company
Corporate Headquarters
Calabasas, CA

2008 MEETING SCHEDULE

May 15, 2008	Establishing Relocated Palms Speaker: Dr. John Law	ValleyCrest Tree Company HQ Calabasas, CA
June 19, 2008	Golf Tournament	Anaheim Hills Golf Course Anaheim Hills, CA
August 21, 2008	TBD	TBD
October 16, 2008	Oktoberfest – Hosted by Target & Mauget	Mauget Facility Arcadia, CA

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 JOHNNY AGUILA @ JOHN.AGUILA@SMGOV.NET WITH YOUR RESERVATION



Street Tree Seminar, Inc.

STS NEWSLETTER

MARCH 2008

“Planning for a Greener Future by Saving Water Now” - By John Aguila

The March 20, 2008 educational meeting was held at the lovely Huntington Gardens in San Marino.

Brad Adams was our speaker from The Irrrometer Co. of Riverside, CA.

Since 1951 “Irrrometer” has manufactured soil moisture measurement and control products for optimizing irrigation. By 1965 “Irrrometer” progressed to offering solutions for urban irrigation systems with their switching irrometers. With over 40 years of experience in “Smart” watering, “Irrrometer” has technology that can assist your efforts to curtail the excessive use of urban irrigation water. Unlike timers which water on a set schedule, “Smart” irrigation controllers monitor and use information about environmental conditions for a specific location and landscape – information such as soil moisture, rain, wind, the plant’s evaporation and transpiration rates, and in some cases plant and type – to decide for themselves when to water, and when not to, providing exactly the right amount of water to maintain lush, healthy growing conditions. Save money, save water, save time, minimize runoff, protect groundwater, and grow healthier plants.



Brad Adams, Irrrometer

Soil moisture measurement and control products available are:

- ◇ The Watermark Sensor
- ◇ Waterswitch
- ◇ Watermark Electronic Module (WEM)
- ◇ Watermark Electronic Module (Battery Version)
- ◇ Multiple Hydrozone System (MHS)
- ◇ Watermark Monitor
- ◇ Wireless Monitor
- ◇ Handheld Meter
- ◇ Water Conservation – Financial incentives may be available from your local water authority.

Irrrometer Co., Inc. Riverside, CA
(951) 689-1701
www.irrometer.com
sales@irrometer.com



VOLUME XIV ISSUE 2

UPCOMING MEETING INFORMATION

MAY 15, 2008

RELOCATING PALM TREES
DR. JOHN LAW

LOCATION:
VALLEYCREST CORPORATE HQ
24151 VENTURA BLVD.
CALABASAS

COST:
FULLY SPONSORED BY VALLEY CREST,
SCHOLARSHIP DONATIONS WELCOME

TIME:
9:00 STS BOARD MEETING.
10:00 DR. JOHN LAW PRESENTATION
11:30 ROUND TABLE
12:00 LUNCH
1:00 BUSINESS MEETING



From Orange County/LA Area–
Take the 5N to the 101N
Take Exit30 toward Parkway
Calabasas Turn L at Ventura Blvd

PRESIDENT
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VICE PRESIDENT
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MEMBERSHIP
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714.538.3821

MAILING ADDRESS
Street Tree Seminar, Inc.
P.O. Box 6415
Anaheim, CA 92816-6415
www.streetreeseminar.com

STS Business Meeting— March 20, 2008

Past Presidents in Attendance:
Al Remyn, Kevin Holman

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> **Please see events section for Pub Seminar Info.**

Raffle
Raffle prizes generously donated by: Street Tree Seminar, Valley Crest Tree Company, RPW & JJ Mauget

Raffle Winners: Janessa Cotugno, Dave Hayes, Johnny Aguila, Michael Joya, Ross Montes, Natalie Webb, Bill Candlish, David Thompson, Paul Webb, DH, Deb Daly, Ann Barklow, Nate Dodds, Ralph Villasenor

Next Meeting: May 15 at Valley Crest HQ in Calabasas— Don't miss this one!

Street Tree now accepts Visa, Mastercard AND American Express!

Upcoming Industry Events

May 1-4	WCISA Annual Conference Contact— WCISA 714.639.3610	San Jose, CA
June 4	Selecting, Planting and Maintaining Trees Following, ANSI, ISA and Accepted Industry Standards Contact—Ted Stamen 949/454-2409	Brea, CA
June 6-7	Palm Culture in SW Desert Landscapes Contact— WCISA 714.639.3610	Henderson, NV

STS Golf Tournament June 19th— Sign Up Now!!



Don't miss this opportunity! June is fast approaching, so sign up today! Price is \$85.00 a person and you can go to www.streetreeseminar.com and print your registration form now! Send it in or fax it to 714.639.6746 OR call Heather in the STS office today— 714.639.6516.

QUESTION OF THE MONTH:

Street Tree Seminar, Inc. wants to know.....what's been on your mind?

Dr. John Law will be discussion the relocation of palms at our May meeting, however, Dr. Law is also an expert problem solver....We encourage all members to bring questions and situations that they have dealt with or are dealing with currently for a round table discussion at the meeting.

We hope you will enjoy and benefit from this new segment brought to you by suggestion of Ann Barklow, consulting arborist and STS member...Thanks, Ann!

Reducing Property Risks & Living with Wildfires

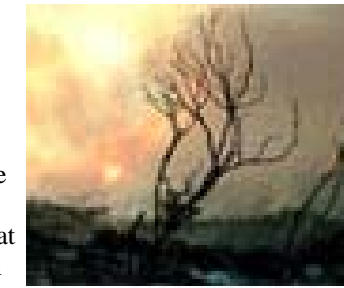
A wildfire education course for business professionals, "Wildfire Education for Professionals: Reducing Property Risks, Habitat Losses, and Cost," will be offered eight times from February 20 to May 21, 2008, by Business and Ecology Consulting. The classes will be held at the San Diego Natural History Museum (1788 El Prado, San Diego) from 1:30 to 5:30 PM on Wednesday, February 20; Wednesday, March 5; Thursday, March 13; Friday, March 28; Friday April 11; Thursday, April 17; Thursday, May 15; and Wednesday, May 21. The tuition is \$80 for an individual and \$60 for two or more attendees from the same organization. Registration information is available online at www.sdnhm.org/education or by calling the Museum's Education Department weekdays from 8:30 AM to 4 PM at 619.255.0203.

The course is designed for professionals who design landscapes and homes, work for home and property owners, and make decisions that affect homeowners and communities. The curriculum, updated to reflect the 2007 wildfires, covers the physics of fire behavior, the ecology of southern California's fire regimes, and how they relate to structure ignition and property losses; local codes for building ignition-resistant structures; and managing defensible space through landscaping and vegetation reduction. Attendees will learn from local expert instructors and will get clear examples of building design, exterior materials, landscaping practices, and quick-low-cost property maintenance and modifications to reduce property risks.

Says organizer, Dr. Anne Fege, "The 2007 wildfires are vivid reminders that we live in a fire-adapted place; that risks of structural losses can be greatly reduced—but not to zero; and that nature is both powerful and fragile." She said further that professionals who advise and work for homeowners can add value for their clients by providing accurate, effective information about the benefits of removing debris and combustible materials, repairing rotting and dried structural elements, maintaining their landscaping, and making other low-cost retrofits that will reduce the risk of embers igniting their house.

Instructors will vary by date and include: Cliff Hunter, Fire Marshal; Mike Scott, Urban Forester, Rancho Santa Fe Fire Protection District; Kay Stewart, Landscape Architect; Rick Halsey, Ecologist, California Chaparral Institute; and Anne Fege, Retired Forest Supervisor, Cleveland National Forest, Partner, Business and Ecology Consulting, and Botany Research Associate, San Diego Natural History Museum. Businesses may also arrange for in-service training classes at their locations, and communities may host these courses on evenings and Saturdays.

Business and Ecology Consulting is an environmental consulting firm based in El Cajon, California, with extensive expertise in wildfire ecology, education, and risk reduction. Further information about the course is available at www.businessandecologyconsulting.com,



then click on "wildfire." Business and Ecology Consulting will record and track Continuing Education Units (CEUs)

- for the following professionals:
- ◇ Certified arborists, through the Western Chapter International Society of Arboriculture;
 - ◇ Certified urban foresters, through the California Urban Forests Council;
 - ◇ Community managers, through the California Association of Community Managers;
 - ◇ Architects, through the American Institute of Architects (self-reporting);
 - ◇ Planners, through the American Planning Association (self-reporting); and
 - ◇ Insurance agents, through the California Department of Insurance (application in progress).

The seminars follow a systems approach to wildfire risk reduction. That is, no one aspect of mitigation protects the structure entirely, but instead works within a larger system of preparation to save the home. For example, it is important for landscapers to understand how plant selection and maintenance contribute to a fire-safe landscape, and also how fire physics and structural designs influence ignition. It is important for insurance professionals to understand the influence of home location, construction, materials and maintenance when they decide whether to issue a policy.

This comprehensive four-hour course was developed after the 2003 wildfires, funded by the Joint Fire Sciences fire research programs (Federal) and produced by the San Diego Natural History Museum, U.S. Fish and Wildlife Service, FireSafe Councils of San Diego, and 30 local experts. The course has been offered eight times since March 2007 and has been attended by homeowners, landscape contractors, architects, planners, real estate professionals, insurance agents, business owners, property managers, FireSafe Council members, and others. Feedback from participants indicated they gained a new understanding of the need to look at fire-wise building and landscape design within the context of the natural environment. Professionals who are in a position to advise homeowners indicated they would use this information to better educate their clients, and design professionals indicated that they received ideas that would help them early in the planning process.

Real estate professionals are encouraged to take the six-credit course, "Rural Home Fire Safety for Real Estate Professionals Course" (accredited by the California Department of Real Estate), offered by the FireSafe Council of San Diego County. More information at <http://www.firesafesdcounty.org/programs/education.html>.

Author: Anne S. Fege, Ph.D., M.B.A., Business and Ecology Consulting and San Diego Natural History Museum, afege@aol.com.