



STREET TREE SEMINAR, INC.

Your Los Angeles/Orange Regional Urban Forest Council

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



SAVE THE DATE:
August 22, 2013
How to prepare for the coming holocaust!
Dr. Jim Downer - Venue TBD

2013 MEETING SCHEDULE

July 19th	Annual Golf Outing	Robinson Ranch Santa Clarita, CA
August 22	How to prepare for the coming holocaust! Dr. Jim Downer	TBD - Ventura area
October 24	A Discussion on Trees with Dr. Matt Ritter	TBD
December	Annual Scholarship Awards and Officer Induction	Kellogg West Pomona, CA
January 23rd	2014 Winter WTMS all day program	Pomona Fairplex Pomona, 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 Christy Cuba at christy@cycarlberg.com with your reservation



STREET TREE SEMINAR, INC. - Your Los Angeles/Orange Regional Urban Forest Council

STS Newsletter

MAY/JUNE 2013

VOLUME XIX ISSUE 3

Highlights from the May Meeting– Wildlife Preservation w/ Susan Sims By Christy Cuba, Secretary

The May general meeting was held at the historic La Casita Del Arroyo in Pasadena. La Casita was built in 1933 as a joint project of the Pasadena Garden Club and the City of Pasadena. It was designed as a community meeting house and its construction provided jobs for the city's unemployed. Truly a community project, the Garden Club raised funds, Myron Hunt donated the architectural design, wood for the roof shakes and stones from the Arroyo were used, along with wood planking from the 1932 Olympic bicycle track. It was named a Cultural Heritage Landmark in 1976. After a disastrous fire in 1985 destroyed the building, the City rebuilt the structure and the Garden Club installed a water-wise, educational garden that highlights native and Mediterranean plants appropriate for the region. After 80 years, La Casita Del Arroyo and its idyllic gardens continue to be a testament to the Arts and Crafts movement and the Pasadena community spirit.

With the sights and sounds of nature all around, Susan Sims began her talk on wildlife awareness for arborists. It is common knowledge that trees provide shelter, food, and nesting sites for wildlife. As arborists, we need to be conscious of the wildlife that use trees in our area, as well as the laws and guidelines put in place to protect them. Birds and cavity-nesting mammals most often come to mind when we think about wildlife in the urban forest. However, amphibians and reptiles use bark crevices, leaf litter, and rotting wood for shelter and foraging. Trees, including palms, provide shelter for a variety of nest types – cup nests, platforms, cavity nests, and adherent nests are some of the most common. Depending on species, some birds overwinter here, pass through, summer here, or are permanent residents.

Federal laws that protect arboreal wildlife include the Migratory Bird Treaty Act (MBTA) and the Endangered Species Act (ESA). The MBTA protects migratory birds, their active nests, eggs and fledglings. Birds and other wildlife species protected by the ESA are protected year-round.

With a very few exceptions, nesting birds and raptors, even non-migratory species, are protected during nesting season. Nesting

season is usually defined from February 15th to August 15th. The nesting season can start or end earlier or later, depending on the bird species and local conditions. Nesting behavior can signal the beginning of the season for some protection agencies and nests are protected as long as they are active. Some birds, such as blue birds and orioles, regularly produce two-to-four broods

of chicks per season. Pruning and tree removals during nesting season can be an issue. Currently, the Fish and Wildlife Service does not actively monitor tree service companies for poor pruning practices or pruning during nesting season. However, there are groups, such as the Audubon Society and the Southern California Bluebird Club, that actively monitor bird nests and the nesting season. These groups, other savvy citizens, and local municipalities and jurisdictions could report improper pruning or tree removals that impact nesting birds or other protected wildlife. Fines up to \$5,000 plus 6 months jail time for

misdemeanor infractions, and up to \$250,000 plus 2 years jail time for felony infractions, are possible. Fines are doubled for organizations as opposed to private citizens. All tree care professionals should be aware of the local, state and federal laws that protect wildlife in their area and they should make their clients aware of the potential consequences. "Wildlife Aware" training is available through the Sims Tree Learning Center. The training focuses on: the laws protecting wildlife and how tree work may be impacted, how to identify possible impacts to protected wildlife, how to be safe when working around wildlife, and ways to minimize or

avoid impacts. Sims Tree Learning Center has teamed with Kidd Biological to develop the program. It stems from practical experience working with various types of contractors in the field for more than a decade, teaching appropriate avoidance measures and developing solution-based strategies for balancing development and conservation. As environmentally conscience arborists, we should all make efforts promote and conserve not only the trees, but the wildlife that use them. By educating ourselves and our clients, we can do both.

After the meeting, lunch was served, networking and friendly chatter prevailed, and the raffle was conducted to the joy of all our winners. A big "thank you!" goes out to the City of Pasadena and the Pasadena Garden Club for donating the special venue, and to Emina Darakjy, STS Board Member, for the delicious coffee, tea, and treats. Ms. Darakjy also made arrangements for the succulent barbecue lunch that was catered by Robin's Barbeque. Thank you again to all our helpers, those that donated raffle prizes, and the members that spent time with us!



Myron Hunt was a noted American architect who designed many southern California landmarks, such as the Huntington Art Gallery, the Ambassador Hotel, Flintridge Sacred Heart Academy, and the Rose Bowl (!!). He also designed many buildings for the California Institute of Technology, Occidental College, and Cal-Poly Pomona

Invest from the Ground Up – East Hollywood Business Forum– CaUFC

Invest from the Ground Up would like to thank Street Tree Seminar for your support and partnership during our recent East Hollywood community campaign! Our goal was to educate business owners on the value of trees to business corridors and your backing helped us get the word out.

Our campaign reached the very diverse and underserved population of East Hollywood, and other partners included Million Trees LA, Los Angeles Beautification Team (LABT), the Hollywood Hotel, East Hollywood BID, Hollywood Chamber of Commerce. Luckily there is a team of very dedicated and impassioned community members who care a lot about East Hollywood!

This local campaign's broad awareness tactics included transit shelter ads, bus bench ads, local print newspaper ads, and presence at Farmers Markets, thanks to STS members Emina Darakjy, Fred Roth, and Leon Boroditsky. We are planning on having more advertising into July including a billboard and lamp post banner ads.

Our Business Improvement Forum featuring speakers Dr. Dick Jackson and Dr. Kathy Wolf was held on June 4th at the Hollywood Hotel. Their outstanding presentations will be added to the Invest from the Ground Up website soon. The audience included business people, public health professionals, urban forestry professionals and two government officials. The Hollywood Hotel provided much in-kind including the venue of their ballroom and a full buffet dinner and beverages! Local businesses and STS donated materials that we used for a raffle to end the evening on a high note.

During the forum, we conducted pre-forum and post-forum surveys to monitor the audience's opinion on trees. The greatest area of growth was in the understanding that "caring for trees improves business"; which increased by 25%. This is significant as it means even within the urban forestry industry this is not as known a fact. Spreading education to arborists on the importance of trees to businesses can then filter down to their customers who are our campaign's target audience of business owners.



There was also a tree planting event hosted by MTLA and LABT the Saturday prior to the event, June 1st, where the remaining 11 trees promised to Vermont Street were planted. Thirty people showed to this event. This brings the total trees donated and planted by MTLA and LABT on Vermont Street in three phases to 101 trees! This will be a greener neighborhood.

In addition, a week after the event, we received an email from Robert Sartain of Santa Clarita who said that he found the information presented by Kathy Wolf to be of immediate use. In Santa Clarita, they have a downtown area that they treed a few years ago and businesses are starting to grumble about their signs and storefronts, etc. He was very excited to

have current and relevant information to share with these businesses. "Some of the engineers' reports and information about how trees benefits this business districts was from 1936."

Before we begin winding down the East Hollywood portion of our campaign, we'd like to encourage you to join your local chamber of commerce and continue to promote the value of trees to businesses. Chambers are great networking organizations and can boost your tree company's presence in the community. Help us keep this campaign alive in Hollywood! We're here to support you – visit www.investfromthegroundup.com to learn more about the campaign and join your local chamber to share your passion in your own community.



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STS Scholarship Essay– The Importance of Street Trees by Chaz Perez

I am not a tree hugger. I am a tree manager. I do not have sappy feelings that I want to share about trees. What I will share are some very obvious logistics about trees that stand out and command our respect and attention as working professionals in the green industry and as members of the community.

First-hand experience tells us that a lunch hour under a shade tree during a stressful work day melts tension away and allows us to pull through the rest of the day and get ready for another. Or that the view of dancing leaves of a healthy tree canopy from the third floor window of the math building has helped many a student take deep mental breaths and make sense of negative logarithms and exponential equations during algebra class. To prove those statements truer, in 2001, Kuo and Sullivan conducted research that found vegetation to be a mitigating factor of negative psychological behavior such as crime, irritability, and impulse behavior. Furthermore, in 1988 Kaplan's research revealed that office workers with views of natural elements received greater job satisfaction and less job pressure than their counterparts without views of natural elements. The list of documented research goes on and on. The point is, the soothing effect of our street trees in our community creates a direct increase in the quality of life of those around them, whether they realize it or not.

With proper planning, trees can not only provide shade but reduce buildings' heating and cooling needs. In Southern California we don't need to be certified arborists to know which side of the house is coolest in the summer due to the trees in our yard, or that our trees can offer protection from harsh winter winds. We also know the monetary benefit of using the air conditioner less because of the shade provided by a mature stand of trees. If



we haven't been blessed to have a well-placed tree in our yard, we have all, at some point, flocked to take cover under the shade of a tree outdoors during midday heat, and conversely, taken cover under a tree from our occasional winter rains. Either way, the shade of a tree is something we cannot put a price on. Shade provides an intangible value to the community and we must protect that.

The fact that we, as a society, are burning high amounts of fossil fuels in undeniable; how much that is contributing to global warming is up for debate and not a matter for this entry. What is not up for debate is that we are definitely increasing the amount of carbon dioxide in the atmosphere and our trees can reduce that. This is based on the established research of Mother Nature's ability to use atmospheric carbon dioxide for tree growth and other biological functions of trees. This would include using carbon dioxide, sun, and water in the photosynthetic process to produce carbohydrates for growth. Beyond that, trees sequester a portion of that carbon dioxide in their wood and store it there until the tree is decomposed or burned. We can help keep carbon dioxide sequestered in wood by proper planning and management of trees to allow them to live to grow to their natural sizes and reach their impressive life expectancies.

Strong feelings are attached to our urban street trees.

There is no doubt that the incorporation of a healthy stand of street trees in our communities is a vital component of our concrete jungle because benefits like soothing the mind, shading our homes, and sequestering carbon dioxide are hard to quantify. Trees are a tremendous asset to our communities, not to be taken for granted, and it is our responsibility to manage them responsibly so we can maximize our symbiotic relationship with Mother Nature and increase the quality of life in our communities.

Minutes from our May 2013 Business Meeting

Our May 2013 meeting was held at the Historic La Casita del Arroyo in Pasadena.

Past Presidents in attendance were: Alan Hudak, Dan Jensen, John Conway, Kevin Holman, Rose Epperson

Drawing prizes were donated by: Carlberg Associates, Rose Epperson, John Conway, Mauget, Alan Hudak, Leon Boroditsky, RPW Services and Robert Sartain

Winning tickets belonged to: Leon Boroditsky, Ana Bailey, Alan Hudak, Becca Criscillis, Darya Barar, Timothy Crothers, Christy Cuba, Dana Karcher, Emina Darakjy, Teresa Prosewicz, and Darnel from the city.

Next Meeting: Please join us on August 22nd for "How to prepare for the coming holocaust!" - Dr. Jim Downer will be our presenter - the venue is still under consideration.

Please remember to RSVP to Christy Cuba so we can prepare.

Street Tree Seminar Inc. Annual Golf Tournament



Robinson Ranch Golf Course
27734 Sand Canyon Road ~ Santa Clarita, CA 91387
Friday July 19, 2013
Registration begins at 8:00am - Tee Times start at 9:00am

Fee is \$75 per player includes; green fees, cart, range balls, on course contest, one raffle ticket, gift bag and lunch. For further information - call: (714) 639-6516.