



# STS NEWSLETTER

A bimonthly publication of Street Tree Seminar  
Your Los Angeles/Orange County Regional Forest Council

## ***Make it Easy with Lisa Smith***— by Adrian Sanchez

In response to the COVID 19 pandemic, we continue to hold our meetings online in lieu of in-person meetings.

### **“Creating Connections with Industry Professionals & Landscape Architects”**

In our virtual seminar, Lisa demonstrated how to create a Tree Toolbox and how it is utilized to aid and educate potential clients and professionals. Such Industry Professionals are as follows: Landscape Architects, Landscape Designers, Environmental and Water Engineers, Garden Clubs, Community Colleges, and Urban Planners. We need arborist to be more engaged with the professional community in order to bridge the gap between a tree's best future and the plan/design phase. Los Angeles has a multitude of microclimates, which pose even more challenges when searching for the right trees. Therefore, by engaging and highlighting how Industry Professionals can benefit from an Arborist's expertise, we can avoid a myriad of short comings.

Examples of Architectural tree failings are:

1. Bad species choice for location. “The right tree for the right place”.
2. Bad installation.
3. Bad Nursery selection- Do not rely on the Nurseries to provide you quality specimens.
4. Bad spacing. No forethought given to how much the different parts of trees will grow.
5. Old specifications in plans.
6. Bad staking. A very common bad practice.
7. Bad irrigation.
8. Sunlight, climate, soil conditions, pH, wind, pollution, seeds are also factors that aren't always considered.

Any of the above failings listed are motivation to seek out the opinion of an Arborist. It would save money,

time, grief, and over all disappointment.

As stated by Lisa, in the seminar, “(t)he nursery industry does not care if your tree is a success many years down the road, so you need to learn how to look for quality trees”, thus the Toolbox is the solution.

Items in your Toolbox should be simple and easy (including):

1. Information links.
2. Handouts.
3. Websites to references.
4. Local challenges: insects and diseases.
5. Articles.
6. WIIFM. (What's in it for me) What will be important to your audience client.

It is not necessary to reinvent the wheel. Remember, “good artists borrow, great artists steal,” Lisa reminded us. There are many great web sites and publications you can use in order to obtain items for your Toolbox.

For example, if you are contending with the insects—such as, Shot Hole Borer—and you need a way to explain it to the professional or client—you can now provide a handout regarding the insect. It's

important to use existing articles and guides for pests and diseases. Updated materials may be added as your Toolbox grows. This will assist the Arboricultural professionals and provide practical understanding, as well as provide a way of best explaining common issues to other professionals (this also includes private clients).

Other crucial pieces of information that should be available are handouts on common diseases. Such ailments



Speaker Lisa Smith, *The Tree Resource*  
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## October General Meeting, cont'd

like, Armillaria Root Rot, Sudden Oak Death and Fire Blight are amongst a few that should be in your Toolbox. Although, these are just examples—ideally as many resources as possible should be available.

Keep handouts at the ready for crown reduction, deep soaking, hedge planting, exploratory trenching, planting details and specifications. Always use links to website resources such as the following.

1. ISA website links.
2. Best management practices.
3. The Britton Fund Technical Sheets.
4. SelecTree Website from Cal Poly SanLuis Obispo.
5. IUFUC Tree management program toolbox.

Your Toolbox curriculum should be organized, concise, and to the point. Using industry handouts and



*Put a message in a bottle and send it around the world.*

research ensures your Toolbox and message are following current industry standards and research. The accurate information contained in your Toolbox should follow a logical sequence for ease of understanding. You should have further references or enough examples to reinforce and or make your point clearly. Your Toolbox will help you hone your message and keep it at your disposal. All these subjects will feel familiar to you and help you feel comfortable when you speak about them.

Your engagement with others should seek to find out what other professionals need from Arborists. This dialogue will help you gather information for your Tree Toolbox to share your expertise. This will create connections for clients, the public, as well as create educational opportunities. This is a sure way to become the “go to source” for clients.

## TREES ARE ESSENTIAL CAMPAIGN

The coronavirus crisis has left all Californians, and many within our industry, struggling to stay afloat economically. There is not a segment of the urban and community forestry industry that has not been impacted. California municipalities have, and will continue to, cut budgets as the public health emergency continues. Urban forestry and tree maintenance budgets are being slashed for short-term savings (with greater costs later).

**These cuts impact jobs, public safety, and environmental and public health during this time of crisis** – when the services, values and benefits derived from healthy urban nature and tree canopies are truly essential to well-being. This is a time for more investment – not less.

To protect your community trees it's time for everyone (yes you) to step out & speak up!



Access to urban nature is a public and mental health necessity. Everyone is entitled to all the benefits that nature affords – no matter what their zip code. Time to pivot. Time to redouble efforts. Time to show decision makers that **TREES ARE ESSENTIAL!** Time to speak for the trees, and in doing so, speak for the health of your family, friends, neighbors and communities. Join the campaign! Visit [www.caufc.org](http://www.caufc.org) to get involved.

Happy Holidays



## MEETING SCHEDULE 2021

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<b>February 25</b>	<b>Winter WTMS</b> Online
<b>March 18</b>	<b>STS March General Meeting</b> online
<b>May 20</b>	<b>STS May General Meeting</b> TBD
<b>July 22</b>	<b>*Tentative* WTMS Summer</b> TBD
<b>Aug 20</b>	<b>STS August General Meeting</b> TBD
<b>Oct 21</b>	<b>STS October General Meeting</b> TBD

**2021 WINTER SYMPOSIUM**

**At Home**

*February 25, 2021*  
9:00am - 3:00pm

**Trees in Crisis**

*A web based symposium through Zoom*

**SAVE THE DATE!**

## INDUSTRY EVENTS

Street Tree Seminar, Inc. remains fully operational at this time. We have shifted our team members to working remotely following the guidelines of global health officials, but all association work is continuing. Some of our support services will be operating on reduced hours in order to focus on business continuity and operations. At this time, most face to face events have been cancelled or postponed due to COVID-19 pandemic guidelines. There are many web based options available as well. We will share those as often as possible. Stay connected on our [FaceBook page](#)

<b>Jan 6</b>	<b>What tree is this? Basics of using ID keys</b> www.wcisa.net	<b>Online</b>
<b>Jan 13</b>	<b>TCIA Virtual Summit</b> Summit.tcia.org	<b>Online</b>
<b>Jan 28</b>	<b>Western Tree Failure Database</b> www.wcisa.net	<b>Online</b>

**Various Webinar Providers:**

Western Chapter ISA [www.wcisa.net/events](http://www.wcisa.net/events);  
 TREEFund [www.treefund.org](http://www.treefund.org); Rainbow Treecare [www.treecarescience.com](http://www.treecarescience.com);  
 Urban Forestry Today [www.urbanforestrytoday.org/](http://www.urbanforestrytoday.org/); and Forestry Webinar [www.forestrywebinars.net/](http://www.forestrywebinars.net/)

### MISSION

*“To provide a forum for professionals to share their experience, knowledge and expertise for the benefit of the membership and the enhancement of Southern California’s Urban Forest”.*



**Street Tree Seminar is your Los Angeles / Orange County Regional Forest Council**

### VISION

*“To enhance the health and beauty of Southern California’s Urban Forest”.*