



# MAC-ISA

Mid-Atlantic Chapter  
International Society of Arboriculture

**"Promoting Safety and Science in Tree Care"**

# 2017 Annual Report

## **Bonnie Appleton Memorial Fund**

In 2017 we continued to raise money for the Bonnie Appleton Memorial Fund (BAMF). The purpose of this Fund is to provide scholarships for students majoring in urban forestry, arboriculture, horticulture, or nursery management with an initial goal for the scholarship endowment of \$100,000. We continued with the Annual Meeting Golf Tournament benefitting the BAMF as well as the Motorcycle Ride for Research. Stihl donated Apron Chaps; the TREE Fund a KASK helmet, and Husqvarna a chainsaw, for raffles with all proceeds going to the BAMF. At our Annual Meeting Nancy Herwig announced the big news that we have met our initial goal of \$100,000! A \$5,000 scholarship in the name of Dr. Bonnie Appleton has been established at the TREE Fund and applications are being accepted starting January 15, 2018. We will continue to fundraise to increase the amount of future scholarships.

## **TREE Fund Support**

Wayne Noll and Doug Petersen put together a wonderful Golf Tournament at the Annual Meeting, which raised \$1,158 for the TREE Fund. This year we had 19 players! Gary Mallow organized another Ride For Research, which raised \$595. Special thanks to Lewis Tree for sponsoring the ride. Our 'safety' raffle of Apron Chaps (donated by Stihl) and a KASK climbing helmet (donated by the TREE Fund) and a second raffle for a Husqvarna chain saw (donated by Husqvarna) collectively raised \$2,698. All in all, our Chapter donated \$10,950 to the TREE Fund in 2017 through our support for our Tour des Trees team, golf tournament, Ride for Research, donations and MAC-ISA's matching funds to the Bonnie Appleton Memorial Fund.

The MAC-ISA Board voted to make the chapter TREE Fund liaison an appointed board member position.

## **Commitment to Safety – MAC-ISA Day of Safety**

The 8th Annual Day of Safety (DOS) was held June 9th at Allegany College of Maryland, in Cumberland, MD. and was a big success. This year it was held on a Friday as requested by comments in previous years. Over 85 people registered (including speakers) representing 40 different companies/organizations and 4 states. The evaluations were very good with lots of ideas for future topics. It was wonderful to see such a commitment to safety! Special thanks to our speakers: Joey Marrow, Chris Hall, Don Blair, Scott Diffenderfer, Stephen Bouch, Dora Parks, Curtis Fasick and Tom Taylor. Also a "Thank You" to the Day of Safety Committee Members; Gary Mallow, Paul Eriksson, Don Blair, Becky Wilson and Candance Teates. Much appreciation to our DOS volunteer extraordinaire and MAC-ISA board member, Doug Petersen, for all his continued support.

We were fortunate to have 2 cash sponsors and numerous speaker sponsors. Planning is underway for the 2018 Day of Safety to be held June 16th in Sterling, VA at the Loudoun County Campus of the Northern Virginia Community College. Other accomplishments with a focus on safety have been dedicated safety articles in *Canopy Coverage*, and a focus on safety at all of our events. The Board continues to apply our adopted safety policy to make sure all safety standards are followed at our hosted events.

## **Tree Climbing Championship (TCC)**

Peter Girardi chaired the 2017 Chapter TCC event, which was hosted at Virginia Tech, in Blacksburg, VA for the first time. Together with Jim Martin, Head Judge, they worked hard to put together a championship of over 45 volunteers, including a dedicated team of judges 15 major sponsors and 4 exhibitors, and 35 competitors (32 men and 3 women) representing 15 different companies. Andrew Dunavant, Truetimber Arborists, and Jocelyn Lohse, Riverside Outfitters, were the



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Chapter Champions. They represented the Chapter at the ITCC at the National Arboretum in Washington, DC in August of 2017, which was hosted by our chapter.

### **MAC-ISA hosts the 2017 ISA Annual Meeting and ITCC**

The MAC-ISA chapter hosted the 2017 ISA Annual Meeting and Arbor Fair, and ITCC held July 28-August 2 at the Gaylord Resort and Conference Center, National Harbor, MD and the U.S. National Arboretum. MAC-ISA had a tremendous amount of work to do to prepare for this meeting and we are proud that our amazing team of volunteers (more than 75!), committee chairs and staff were instrumental in assisting the ISA in putting on a wonderful event. With a total of 1750 registrants at the ISA Annual Conference and thousands attending the International Tree Climbing Championship and Arbor Fair, the consensus was that the meeting was a great success. ISA was very impressed with our chapter stating "We could not have done it without you...and beyond impressed with the charisma of MAC Chapter volunteers!" The ITCC started off with a very soggy and wet day at the U.S National Arboretum, but the weather changed for the better and everyone was able to compete. More than 19 nations were represented and it was the biggest event held at the Arboretum to date. We put a lot of time and effort into the planning of this entire event and were pleased to see that so many people enjoyed our chapter area and so many of our chapter members attended the conference.

### **MAC-ISA on the worldwide web**

MAC-ISA launched its new website in early 2017. It was totally redesigned by Blue Cloud Studio and now has dynamic display capabilities, internal event booking, as well as a "shop" for apparel and publications. We are very proud of the redesign, which has brought a long needed modern face to our webpage.

MAC-ISA continued its social media presence in 2017 with our Facebook page. We continue to post upcoming events and things of interest to the community as it becomes available.

### **GoodTreeCare.com**

The [www.goodtreecare.com](http://www.goodtreecare.com) website, listing the professional services of ISA Certified Arborists who are MAC-ISA members to the general public, has reached a plateau despite our outreach effort. The site is definitely underutilized by our members.

### **2017 Annual Meeting**

Since we hosted the ISA meeting in our chapter this year we shortened our Annual Meeting to one day. We did not have our normal planning committees, tradeshow or field day. Staff worked with Jason Heizer, our annual meeting chair and many volunteers to create the 39<sup>th</sup> Annual Meeting of the MAC-ISA, which was held on October 1-2, 2017 at Sheraton Beach Oceanfront Hotel in Virginia Beach, VA. In partnership with all our sponsors, we provided a program with dynamic speakers and new and exciting topics. Invitations for college students to attend our annual meeting were sent to all universities and colleges in our chapter. We awarded 3 scholarships to attend the conference. Scholarship winners included: *Kelly Suddeth, Chelsey Johnson, and Christy Carroll-Hendricks from Tidewater Community College.*

### **Frank Santamour Scholarships**

We had only one applicant for the Dr. Frank Santamour scholarship and the applicant ended up not needing the funds so declined it. Therefore no scholarship was given out in 2017.

### **Urban & Community Forestry Assistance Program Grant**

MAC-ISA received a grant of \$4,000 from the VDOF and USDA Forest Service U&CF Assistance Program this year for scholarships for professionals to attend certification and TRAQ courses.



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## We Also ...

- Hosted 3 Tree Risk Assessment Qualification courses in Rockville, MD, Jessup, MD, and Gainesville, VA.
- Conducted 3 Arborist Certification Courses in Frederick, MD, Virginia Beach, VA and Charlottesville, VA.
- In 2017 we evaluated 113 different private and public courses, seminars, and events that requested ISA CEU credits. There are plenty of opportunities to obtain CEUs within our Chapter.
- Exhibited, co-sponsored or partnered with numerous organizations at regional events. [Would you want to name a few?]
- Continued with on-line election process where 98% of all votes were cast.
- Continued to offer the *Canopy Coverage* electronically and printed by request.

## Membership

With these accomplishments, we are able to provide you with the following statistics relating to membership and certification as of December 31, 2017:

- Membership stood at 1212 members.
- The Chapter has:
  - 1721 Certified Arborists
  - 60 Board Certified Master Arborists
  - 73 Certified Tree Worker Specialists
  - 40 Municipal Specialists
  - 127 Utility Specialists
  - 321 TRAQ-qualified arborists

## 2017 Gold Leaf Award Recipients

### Virginia

*Outstanding Arbor Day Activities Award*

### **Old Dominion University (ODU) and the City of Norfolk**

Marcus Jones and Chad Peevy from ODU collaborated with Michael Nentwich from the City of Norfolk on the joint celebration with the hope

that both agencies will continue to grow and improve their public education efforts about the benefits of trees. Norfolk celebrated 30 years as a Tree City USA and ODU celebrated 5 as a Tree Campus USA. The event included a learn about a tree program for residents, Tree ID with the City of Norfolk Forester and a Tree Trail Trek with the local Boy Scout group where quiz medals made of wood were given away at the event.

### **Town of Buchanan**

This year the Town of Buchanan celebrated 10 years as a Tree City USA Community. On Friday, April 7th, 2017 the Town celebrated Arbor Day at the Buchanan Town Park. Many town officials attended along with Delegate Terry Austin who spoke on the role trees have played on improving the quality of the adjacent residential neighborhoods and their potential to beautify the Town's entrance corridors as the trees grow. Several trees were planted.

As a very small community with almost 1,200 residents and only 2.2 square miles, the Town of Buchanan has done a significant amount in their community for their trees.

### **Staunton Parks and Recreation**

The city of Staunton has a long history with Arbor Day. The first documented Arbor Day celebration was in the fall of 1889 when citizens helped to plant tree seedlings in Gypsy Hill Park. Some of the trees planted during this celebration are still an integral part of their parks.

Staunton has been recognized as a Tree City USA for 21 years. On April 14, 2017 Staunton Parks & Rec teamed up with the Staunton Landscape Advisory Board for an annual Arbor Day Celebration where approximately 150 children participated in tree walks, bird house building, and learning about tree care equipment. Each participant received a free tree seedling.

### **West Virginia**

*Outstanding Landscape Beautification Award*

### **Marchetta Maupin and the City of Morgantown**



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Marchetta Maupin, Morgantown's urban landscape director works tirelessly to maintain and improve the beauty of the city as well as engage with the community. Last fall a tree planting project at the Public Safety Building was completed. Marchetta worked with the Morgantown Tree Board to design and incorporate trees in the newly redesigned area outside this prominent location in the city. Marchetta then enlisted WVU Arboriculture students to assist in planting the trees. This was a great opportunity to partner the City, University and Tree Board in a project that helped beautify Morgantown and grow the city's urban forest.

**Mark your calendars for the  
2018 MAC-ISA Annual Meeting in  
Frederick, MD, Oct. 8-9.**

## **2017 Chapter Award Recipients**

### Field Arborist of the Year

- Steve McKindley-Ward

### Volunteer of the Year

- Sue Greeley

### Award of Merit

- Kristina Bezanson

### President's Citation

- Toni Woods

## **Board of Directors Retreat**

Members of the MAC-ISA Board of Directors gathered at the Casey Trees Farm in Berryville, VA for their annual retreat on December 8, 2017. The Board celebrated the chapter's accomplishments of 2017 and planned for 2018.