



# STREET TREE SEMINAR, INC.

Your Los Angeles/Orange Regional Urban Forest Council

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



**NEXT MEETING:**  
**Thursday, December 13th**  
**Scholarship Awards Luncheon**  
**Pomona, CA**

## 2012/13 MEETING SCHEDULE

Dec. 13	Annual Scholarship Awards Officer Installation	Kellogg West @ Cal Poly Pomona, CA
Jan. 18	Western Tree Management Symposium	Fairplex Pomona Conference Center Pomona, CA

Want to host a meeting in 2013? Let us know. Dates available are: Mar 22nd, May 25th, Aug 24th and Oct 25th

### 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 @ [christy@cycarlberg.com](mailto:christy@cycarlberg.com) with your reservation**



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

# STS Newsletter

NOVEMBER/DECEMBER 2012

VOLUME XVIII ISSUE 6

## Direction, Connection... Leading in Your Community

By Robert Sartain

On October 25, 2012 West Coast Arborists hosted the Direction, Connection, Leading in your Community training workshop presented by California Urban Forest Council and Street Tree Seminar (LA/OC Regional Council) in partnership with the Inland Area Regional Council.

The meeting was presented by Nancy Hughes, who is the executive director for the California Urban Forest Council and Connie Gallippi who is a senior Policy Consultant and Urban Forestry lobbyist. The program focused on urban forestry advocacy, and how to develop your role in that capacity, along with interactive training exercises that developed skills and abilities to tell your story. One main example was the hypothetical situation of meeting your mayor in an elevator and what would you say? The goal was to be prepared and have your "elevator" speech ready.

The meeting started with an overview of the California Urban Forestry Council and some of their more significant programs. The California Urban Forestry Council is the oldest in the country and in the state there are seven regional councils. Some of the programs include the Certified Urban Forester program, which they are working along with the Society of Municipal Arborists (SMA), the United Voices for Healthier Communities which aligns with the International Society of Arboriculture (ISA), and the Urban Forestry Management Toolkit, which helps develop a management plan for your urban forestry program.

One of the main focus items for the day was the act of advocacy and how that is an important role in an urban forestry program. The training covered

two parts of advocacy which included your own personal experiences with trees and what that meant to you, meaning your passion, and the actual content of an advocacy program. Both of these were crucial items to consider as you develop your advocacy agenda. The goal of advocacy is to speak about a topic that you are passionate about and to have enough facts and information to persuade your subject, whether it's the mayor or a community group. In general good advocates are good communicators.

Part of successful advocacy is the preparation and planning for your cause, whether it be funding, policy, or another important issue. Then planning is being prepared for the right moment and knowing your topic well enough to speak about it clearly and concisely in a moment's notice. The hypothetical example was the chance occasion that you meet your mayor on the elevator. In a brief moment, you would have an opportunity to give a quick two minute speech or pitch for your passionate cause. Your planning, research and preparation have provided an opportunity to discuss your idea.

Some of the tools discussed to achieve this objective included a basic introduction, a summary of your topic and how that reflected your mayors own goals and a closing statement for a follow up meeting. The overall

plan was to evaluate your objective and to have similar goals like your subject, so that it becomes a win win for both parties. Another aspect was to be considerate and be a good listener so that you can understand the person you are talking to. Some of the obvious attributes were the benefits of trees to the community, which included social, economic and environmental characteristics.

*Continued on page 2*



Attendees shared their "tree" stories as part of workshop

NEXT MEETING!

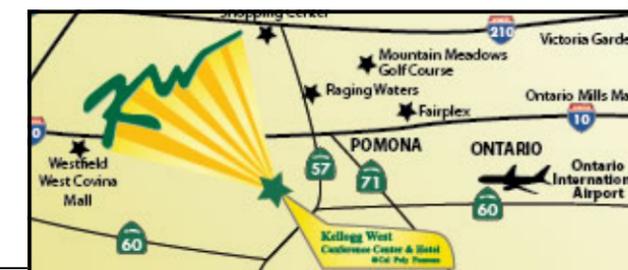
### Join us for our next meeting December 13, 2012 Annual Scholarship Awards/Officer Installation Luncheon

#### LOCATION:

Kellogg West- Cal Poly Pomona  
3801 Temple, Pomona, CA

**TIME:** 10:30AM- 1:00PM

**COST:** \$5.00 DONATION



October 2012 Business Meeting

The STS October 2012 Business Meeting was attended by past presidents Rose Epperson, Wayne Smith, Al Remyn, Dan Jensen & Alan Hudak

Thank you to our generous raffle prize donors: Emina Darakjy, Robert Sartain, Wayne Smith, Street Tree Seminar

The Nominations Committee presented the following Slate of Officers for 2013. Two members, Emilio Blanco and Leon Boroditsky were nonminated as new Directors - an electronic election was scheduled for November 15th - 23th

And Congratulations to our raffle prize winners: Alan Akau, David Banks, Darlene Pickell, Kevin Wilson & Robert Downey

- President - Robert Sartain
- Past President - John Conway
- Vice President - Fred Roth
- Secretary - Christy Cuba
- Treasurer - Dan Jensen
- Directors - Emina Darakjy & Jon Baker

Our next meeting will be December 13th We will be celebrating our Scholarship recipients and installing our officers for 2013. Please join us at Kellogg West - lunch is on us! Make sure to let Christy know you are coming - and don't forget to bring a guest!

PRESIDENT

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714/639-6516

STS 2013 Board Elections

All STS members should have received an electronic ballot by email. If you haven't already, please take a moment to vote for our 2013 Officers - If you would like a paper ballot mailed to you - please call us at 714/639-6516



Monthly meeting highlights - continued from page 1

As part of an exercise we grouped together on different topics and brainstormed on how to present the idea to the major decision maker. The first part of the exercise was to identify an important topic and why it was important to the urban forestry program. The second part was to brainstorm on how to solve the problem and present it to the decision maker. Some of the collaborative exercises included the right tree for the right place, the importance of young tree care, economy and jobs, waste recycling and community enhancement. One interesting story and issue was the City of Pasadena and their problem on what to do with the mulch and by products from all the emergency storm work from last year.



Nancy Hughes, CaUFC

Some of the many decision makers included the Mayor, City Council members, Department Directors, City Departments like Planning, Public Works, Parks Maintenance, the public, homeowners, HOA's landscape maintenance companies, infrastructure agencies like Edison and water companies.

The final training section included an action plan that would put into action the proposed plan and how the advocacy would be implemented and if approved what would happen with your program. The idea was to develop a one page document that would encompass your goals and outline the advantages to the community. The flyer would have details and pictures that would illustrate in a concise

way the goal of your project. One of the final presentations was on the CaUFC "Invest from the Ground Up", which is a program that fosters the interaction with local, state and federal urban forestry programs to create a dialog that will develop and stimulate improved urban forestry practices. Currently CaUFC has generic flyers that can be modified for your community. The flyers describe and explain the benefits of the urban forestry trees and the benefits to the community. For more information check out the California Urban Forestry Council web page.

In summary this was a great training to develop a dialog and to evaluate your urban forestry goals. The many southland communities' represented at the meeting were the City of Los Angeles Recreation and Parks, City of Pasadena, City of Thousand Oaks, City of Orange, City of Santa Clarita, City of Carson as well as other agencies, non-profits and tree advocates.

Update from Robert: Three days after the CaUFC training I came around the hallway corner to catch the elevator, and who was getting in the elevator and holding the door for me? It was our Mayor protem and one of our Council members. That is the honest truth!

STS Needs Your Help!

STS is working hard on the completion of our new book. We need your help! We need good photos of the following tree species. If you happen to have any of these trees in your area, snap a picture and Contact Walt Warriner at [wwca621@aol.com](mailto:wwca621@aol.com)

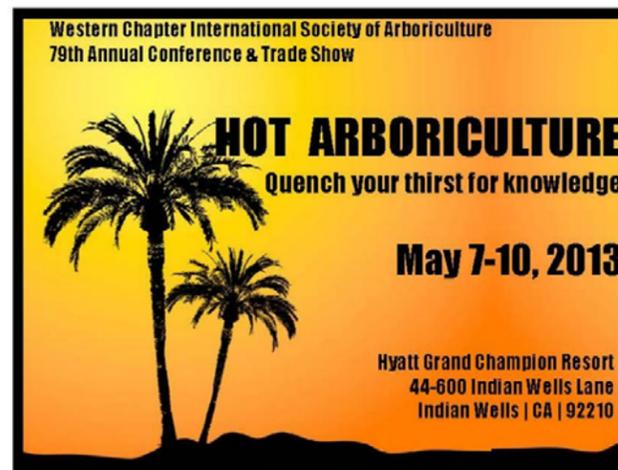
Street Trees Recommended for Southern California Species Photos Needed

- |                          |                              |                            |                           |
|--------------------------|------------------------------|----------------------------|---------------------------|
| Acer paxii               | Cassia excelsa               | Ligustrum confusum         | Pyrus calleryana          |
| Acrocarpus fraxinifolius | Cedrela fissilis             | Markhamia hildebrandti     | Quercus virginiana        |
| Angophora leiocarpa      | Celtis sinensis              | Matenus boaria             | Quillaja saponaria        |
| Agathus robusta          | Cercis canadensis            | Melaleuca linarifolia      | Rhus lancea               |
| Arbutus marina           | Cercis reniformis            | Melaleuca stypheloides     | Sapium sebiferum          |
| Arctostaphylos cuneata   | Corymbia citriodora          | Morus alba                 | Sophora japonica          |
| Bauhinia variegata       | Eucalyptus leucoxylon        | Phoenix rupicola           | Handroanthus avellaneda   |
| Bischofia javanica       | Eucalyptus rudis             | Pinus elderica             | Handroanthus chrysotricha |
| Brachychiton acerifolius | Firmiana simplex             | Pistachia chinensis        | Tristanopsis laurina      |
| Brachychiton discolor    | Fraxinus oxycarpa            | Pittosporum phillyraeoides | Ulmus parvifolia          |
| Brahea brandegeii        | Gleditsia tricanthus inermis | Platanus mexicana          | Xylosma congestum         |
| Callistemon citinus      | Koelreuteria bipinnata       | Platanus X acerifolia      | Zelkova serrata           |
| Callistemon viminalis    | Koelreuteria paniculata      | Podocarpus henkelii        |                           |
| Calodendrum capense      | Laurus nobilis               | Podocarpus macrophyllus    |                           |

These cities have the street tree specimens that can be used in the 3rd Edition of Street Trees Recommended for Southern California

- |                       |                     |                           |
|-----------------------|---------------------|---------------------------|
| City of Agoura Hills  | City of Covina      | City of La Mirada         |
| City of Alhambra      | City of Culver City | City of La Puente         |
| City of Arcadia       | City of Diamond Bar | Los Angeles Rec & Parks . |
| City of Artesia       | City of Downey      | City of Los Angeles       |
| City of Baldwin Park  | City of Duarte      | City of Lakewood          |
| City of Bellflower    | City of Glendale    | City of Laverne           |
| City of Beverly Hills | City of Glendora    | City of Long Beach        |
| City of Calabasas     | City of Inglewood   | City of Monrovia          |
| City of Cerritos      | City of Irwindale   | City of Monterey Park     |
| City of Claremont     | City of LaCanada    | City of Norwalk           |
| City of Commerce      | City of La Habra    | City of Paramount         |

Contact Walt Warriner at [wwca621@aol.com](mailto:wwca621@aol.com) for a list of the tree sites in any of these cities



Street Tree Seminar, Inc. presents:



Managing our Urban Forests for a Greener Tomorrow

January 18, 2013

Fairplex Pomona Conference Center

601 W. McKinley Ave Pomona, CA



Look for the flyer in your mailbox December 1, 2012