

PTCA NEWS

Improving San Diego's quality of life through proper tree care.

PTCA GENERAL MEETING

"Pests and Diseases of Deciduous Fruit Trees" with Kurt Peacock

Please join us for our first meeting of 2023 at Marie Callender's starting at 6pm. The date has been changed to January 10th to better accommodate the New Years' celebrations or recoveries

PTCA member, Kurt Peacock, will review the pest and disease "triangle". The session will begin with signs, symptoms, and treatment options on common diseases such as Peach Leaf Curl and Shothole Fungus, Brown Rot, Powdery Mildew. Kurt will move on to cover diseases of branches and twigs such as Bacterial Cankers and Xylella leaf Scorch (a new threat). The second part of the hour will be spent on insects and pests. We'll start with the history, identification and treatment of Glassy Winged

Sharpshooter, then move on to Peach Twig Borers and Pacific Flathead Borer and close with Brown Marmorated Stink Bug, Black Fig Fly, and Western Flower Thrip. DPR hours have been requested.

About the Speaker: Kurt Peacock. Peacock Consulting. Kurt is an Agricultural Scientist and ISA Certified Arborist (WE- 7748A) He has been a teacher and consultant for more than 20 years with both public and private entities. His passion for plants, trees and people who nurture them only continues to grow each and every day. Sharing this knowledge and experience with others is his life's mission and making people more aware of the environment and its care is paramount to his work.

PTCA LEADERS AND MEMBERS RETREAT SUMMARY

Meeting of the Minds: Dec. 3rd, WCA offices in La Mesa

Sixteen members of the PTCA devoted ½ a Saturday to attend a PTCA Leadership Retreat. The cumulative life experience being invested was easily several centuries of years. Input like this is valuable.

Introductions may seem like a time-consuming action to some, but it is important for a group with a common goal to know who they each are and what their history is. This explains why they are here and it is important to create a spirit of unity and mutual respect toward those shared goals. One theme seems we once were young and in search of a career or at least economic stability for our future. We were willing to invest ourselves in what we deemed to be worthy. Time is the most common coin we have to give. We find time or make time to do what we see as a priority to our future. As founders see value in their efforts to

create those who follow need to know why it's all so important. And it comes back to the future sought. There is no future but that which one creates!

The agenda focused on 4 items – Chuck Morgan (BoD chair) led meeting. Danny Simpson facilitated discussion and made notes on the flip chart to capture ideas and thoughts. Isaiah Standing Warrior (Secretary) recorded action items for the monthly agenda and Rose Epperson, as our Executive Director provided sound counsel and coaching.



PRESIDENT'S MESSAGE

Looking Forward...

As we go into the new year I look forward to the new adventures coming in 2023. Hoping all of you and yours have a great holiday season! See you all next year!

Tina Stout, PTCA President



Monthly Meeting Details

Date: Tuesday, January 10
5:00: Executive Meeting
All Members Welcome
6:00: General Meeting

Location: Marie Callender's
6950 Alvarado Road
La Mesa

Cost: Free for Members
(Pre-Registration Only)
\$25 for Members
\$30 for Non-Members

Pests & Diseases of Fruit Trees
Kurt Peacock

Register Online
www.ptcaosd.wildapricot.org

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Please make request via e-mail
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OUR MISSION is to improve our community's quality of life by making our urban forest safer and more beautiful through education and proper tree care.



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EDUCATIONAL MEETINGS are held on the first Tuesday of each month. The new meeting site beginning with the September General Meeting is Marie Callendar's, located at 6950 Alvarado Road, La Mesa. The cost to attend general meetings is free for members (*who pre-register*), \$25 for members at the door, and \$30 for non-members.

During the summer months, arboricultural tours ("Tree Walks") are featured throughout San Diego County. These are free to members and 25.00 to non members.

Information and registration for upcoming meetings is available at our website at www.ptcaosd.wildapricot.org.

CEUs are available!

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PTCA ANNUAL SEMINAR & FIELD DAY is

held every August, featuring industry experts bringing the latest research and information to San Diego's historic Balboa Park.

Cosponsored by the Professional Tree Care Association of San Diego and City of San Diego Parks and Recreation Department, this is your best local opportunity to get information or training in your field of tree care.

.....
Have an event for our calendar?

Submit it to:
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Tree of the Month: The Christmas Tree

Dan Simpson

Well, This month's tree should be no surprise with Xmas still in the room. Many folks want a tree to decorate as part of their celebrations. Some holiday trees are inside and some are outside. The style of decorations applied varies by location and setting. I have seen some displayed in compressed spaces with artificial trees even being suspended upside down from the ceiling. That would certainly keep the cat out of the tree! Each individual does the best they can with what they have to work with. It truly is the thought that counts. But consider this, your seasonal tree is a symbol of connections with nature. What origins are associated with trees of this season? The northern Boreal Forests give us several species that we use for our holidays.

Many of us see the symbolic icon of the holidays as a tree all trimmed and decorated. If it looks too lit, hide the keys! Your tree of the month may be living in a container or purchased as a harvested tree and delivered to a local display lot or maybe it is even an artificial tree that has become a beloved family symbol. Whichever type of tree you decorate as part of your holiday celebration, remember it is an enduring symbol of the importance of trees. In the United States, there are 15,000 tree farms managing over 250,000 acres where more than 15 million trees are harvested. Revenue from sales of Christmas trees is over 350 million dollars annually. Most of the Christmas trees grown in the United States require 6 – 10 years to grow to harvest size. There is also a national grading system for the quality of growth. Everything has a standard. This grade is influenced by the proper application of pruning and shearing practices that result in uniform shapes. Late summer is the general time frame for these manual shearing and shaping treatments. As arborists, we can certainly appreciate the seasonal scheduling and also the eye of experience that guides the large sharp knives used by the tree shapers. These stainless- steel razor-edged blades are over 16 inches long on a 5.5 inch long wooden handle. These knives are also used for shearing new growth on hedges in some parts of the world. Check out YouTube for some action videos of skilled Christmas tree shaping. It appears there is more speed and less strain with the knives than using the manual hedge shears. Of course, they do try to avoid lopsided trees but it does take several years to correct shape defects. Tree spacing for sunlight is also important as well as mowing between trees to reduce unwanted vegetation that competes with the crop trees for resources.

In Southern California there are several popular holiday trees offered. The most common holiday tree is the Douglas Fir, *Psuedotsuga* sp., which grows along the California coast zones. There are several different species and it is worth exploring their biology online. Since these trees grow in high moisture environments they will need



their water reservoir checked often and refilled several times during the holiday maybe more if there are thirsty pets in the house. Nordmann Fir, *Abies nordmanniana*, hails from the country of Georgia, but is well adapted to conditions here. This species also does not lose as much water due to a waxy cuticle on the needles. The Noble Fir, *Abies procera*, is another popular species with a bit more open structure and sturdy branches to hold lots of decoration. It is also referred to as the King of the Christmas trees with its strong woody scent, not for its higher price.

Hopefully, you are aware of the significance and history of the evergreen Christmas tree. Originating from olden times in Germany it was considered to represent the lush garden of Eden and the early decorations were apples and sweet baked items. When trees were scarce, the tree was constructed of wood in a triangular pyramid that was adorned with a variety of items. Over the years, these holiday observances migrated to America with early German soldiers and eventually became a widespread icon for the season. Other versions farther back in time had the evergreen symbol as a refuge for woodland entities during the seasons of snow and sparse resources.

Many folks want a tree to decorate as part of their celebrations. Some Trees are inside and some are outside. The style of decorations varies by location. I have seen some displayed in compressed spaces being suspended from the ceiling. Each individual does the best they can with what they got. It truly is the thought that counts. But consider this your seasonal tree is a symbol of connections with nature. What origins are associated with trees of this season? The northern Boreal Forests give us several species that we use for our holidays. Many countries and cultures around the world use trees as part of their celebrations although not all celebrate Christmas as we do. Regardless of the species you choose, as with any tree rooted in the ground, you will need to monitor its water needs and also keep it away from flame sources. Remember dry trees are flammable. Please celebrate wisely with your holiday tree. Real or artificial they are an icon.

Year in Review — 2022

Dan Simpson

This listing serves to summarize our last year of monthly meetings. We have hopefully emerged from the COVID cloud and have moved forward. YAY! It has been an eventful year. There is much to remember and celebrate. Consider this bit of movie wisdom, "Yesterday is history, Tomorrow is a mystery, but Today is a gift. That is why it is called the present." – Master Oogway from Kung Fu Panda

Please remember that the PTCA newsletter communicates information about pending events, operational awareness monthly meeting summaries, and local information such as workshops and a Tree of the Month. Past issues can be reviewed on the PTCA website by accessing the upper right corner lines for the News Tab. Please consider sending in items to Rose and team for posting.

PTCA January 2022

- Meeting Topic - Fruit Tree History in San Diego County – Dan Simpson
- Upcoming PTCA Events and local connections – Fruit Tree Workshop
- TotM: The Novel Navel Orange by Dan Simpson
- How Tree Professionals Should Combat Cold Stress on Worksites
- The Whys Of Winter Pruning & More

PTCA February 2022

- Meeting Topic – PERP and Compliance/ Equipment and Chipper budget planning – Gabe Jarvis
- Upcoming Industry Events and local connections
- TotM: The Apple of My Eye by Dan Simpson
- Tree-Care Risk Control: Improving Safety Through Hazard Assessment
- Keeping Workers Safe in the Field

PTCA March 2022

- Meeting Topic - Certification Credentials and value for career advancement – Rose Epperson, Ron Matranga and Dan Simpson.
- Upcoming Industry Events

- TotM: Appealing Pear by Dan Simpson
- Crane Safety for Arborists
- Surviving Lean Times

PTCA April 2022

- Meeting Topic – Current Standards of Tree Installation – Kurt Peacock and Chuck Morgan
- 2022 PTCA Arbor Day Work Day
- Update On San Diego Urban Forest -Brian Widener
- TotM: Flowering Trees of SD – Dan Simpson
- Tips and Tools for Landscape Pros
- Fire Blight of Ornamental Pears – Sheila McBride / Dave Appel

PTCA May 2022

- Meeting Topic - Snake Hazard Response and Heat Safety Planning – Dan Simpson
- Building a Professional Library / Library Legacy Project - Dan Simpson / Dave Ephron
- Updates on Training – Urban Corps Training for Tree and Landscape industry; Utility Arboriculture Training at City College
- 2022 PTCA Cuyamaca College Scholarship Recipients
- TotM: Canary Island Pine by Dan Simpson
- Tree Selection For Wind, Salt & Fire Risks

PTCA June 2022

- June Tree Walk – The Big Fig in Balboa Park w/ Magen Shaw – Park Horticulturist
- TotM: The Fantabulous Fig By Dan Simpson
- PTCA Booth at the SD Fair – Organized by Stan Baczynski
- SDGE Partners with San Diego Community College District to Address Wildfire Prevention
- Solutions for Labor Shortages in the Tree Service Industry

PTCA July 2022

- Tree Walk – Rancho Guajome Adobe Historic State Park – Alden Pedersen/ Ranger / Docents
- TotM: A Multi-Color Wonder

- (Corymbia ficifolia) – Dan Simpson
- Library Project Update
- Regular Tree Climbing Gear Inspections & Arborist Safety

PTCA August 2022

- Tree Walk – Oaks of the Haunted Trail – w/Mike Marika / Ranger Beck/Danny
- TotM: Coast Live Oak (Quercus agrifolia)
- Legacy Project - Book Sales Update
- How to Market Your Tree Service Business Like an Expert

August 2022 Seminar and Field Day – Very successful - Summary TB presented by Seminar committee

PTCA September 2022

- Meeting Topic – Australian landscape / Trees – Monica Bockman
- TotM: Pearl Acacia (Acacia podalyrifolia) – By Dan Simpson
- Insurance Needs for Tree Companies
- Upcoming Industry Events

PTCA October 2022

- Meeting Topic – local Erythrina species by Dan Simpson
- TotM: Golden Medallion (Cassia leptophylla)
- October General Meeting Recap
- Managing Post Storm Recovery
- Upcoming Industry Events

PTCA November 2022

- Meeting Topic – Tree Risk Assessment in Hawaii – Raj Brow
- PTCA Leadership Retreat & Updates
- ToM: Golden Medallion (Cassia leptophylla) by Dan Simpson
- Using Urban & Community Wood
- Southern California Pest Update

PTCA December 2022

- Leadership Retreat Overview
- TotM – Christmas Tree
- Recap meeting summary
- SDRUFC Awards
- New Arborists List
- Fast Growing Trees
- Workers Comp Insurance

Congratulations to our members, friends and neighbors who earned their ISA Credential and/or Qualification during 2022

Board Certified Master Arborist

Ian R. Campbell, La Jolla
Robert Mazalewski, La Mesa

Certified Arborist

Sean Adams, Lemon Grove
Kevin Akers, Santee
Daniel Aldag, San Diego
Tim Beliveau, San Diego
Steven Bleeke, San Diego
Billy Bright, La Jolla
Matthew Cochrane, Imperial Beach
Scott Cohen, Rancho Santa Fe
Longino R Cordoba, San Diego
Dean Harold Deese, Escondido
Timothy M Fraher, National City
Anthony Gurnoe, Cardiff
Benjamin Hadley, Oceanside
Andrew Heredia, Ramona
Olivia Hirst, Carlsbad
Kyle Janes, Cardiff by the Sea
Matthew Kruse, Ramona
Kellen LeBlanc, Valley Center
Anthony Joseph Lujan, San Diego
Garrett Lutz, San Diego
Alec Macauley, Carlsbad

Kyle David Mullane, San Diego

Amanda L Orr, Alpine
Adam Ross, San Diego
Annabel Rossi, San Diego
David Sanchez, Valley Center
Brian Sandland, Encinitas
Patrick Michael Smith, San Diego
Isaiah Standing Warrior, Poway
Evan Stone, San Diego
Madeleine Sachiko Vilas, La Jolla
Cassidy Jane Walker, La Mesa

Utility Specialist

Summer Erin Cuadra, Santee
Devon Geissler, San Diego

Municipal Specialist

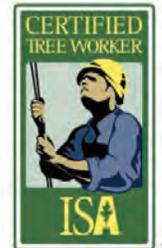
Nicholas Lacovara, San Diego

Certified Tree Climber Specialist

David Casas, Vista
Kellen LeBlanc, Valley Center
Dewell Quintanilla, Spring Valley

Tree Risk Assessment Qualification

Jean-Luc Brullot, El Cajon
Ian R. Campbell, La Jolla
Richard R. Cortez, Chula Vista
Brianna Lee Czaja, San Diego
Jared Davis, Encinitas
Daniel Gregory DeFelice, San Diego
Edward Phillip Drobnicki, Escondido
Aaron Gabel, San Diego
Tyler Evan Grande, Vista
Patrick Kruse, Ramona
Dario Lombardo, San Diego
Eric J. Meyer, Lakeside
Travis Maston Nelson, Encinitas
Ynez Ryan Nevarez, San Diego
David Eduardo Nuñez-Birrueta, San Diego
Ana Rose Pfleeger, Vista
Michael Ramirez, Poway
Ismael Sanchez, Escondido
Steven Thielking, San Diego
Corey Vonder Reith, San Diego
Brian Wanamaker, Ramona
Bret A. Weinrich, Solana Beach
Trevor James Withrow, Chula Vista



Monday, January 23, 2023

WCISA presents Structural Pruning

w/ Dr. Ed Gilman, Brian Kempf and

Mark Chisholm

San Diego Botanical Gardens,
Encinitas, CA



Register at www.wcisa.net/events

Why Should Arborists Maintain Fast Growing Trees?

Tom Doherty



Fast-growing trees like sycamores, sorrels and red oaks can be a real hassle for tree maintenance and utility professionals. When they overgrow, they become power-outage and safety risks for entire neighborhoods. Tree-related issues are a leading nationwide cause of such outages, according to the Tree Care Industry Association.)

On the other hand, homeowners often want the trees on their properties to be left alone as much as possible. Here's how to strike a reasonable balance between essential maintenance and preservation (and look out for the safety of tree professionals and homeowners alike):

Determine Frequency and Time of Past Pruning

After front-yard shade trees are first planted, they should ideally be pruned on a regular basis for the first few years of their life. As noted by the Arbor Day Foundation, this tree trimming practice helps encourage healthy growth for the foreseeable future. Also, according to the University of Missouri's Department of Horticulture, mid- to late spring is the best time of year for pruning young and established or mature shade trees. (Frequency of trimming declines with the tree's age, but never becomes entirely unnecessary.)

But when you encounter a particular tree, there's no guarantee that either the house's owner or a previous tree services provider dealt with this routinely. Take the time to learn as much as possible before you get started on any pruning of your own. (The only reasonable exception would be hazardous situations requiring immediate action as defined by the Utility Arborists Association – e.g., an

overgrowth or loose limb that's caused a critical power failure or is about to.)

If the tree has been properly pruned in years past at proper intervals and times of year, it'll most likely be a straightforward trimming job. You'll also have a better chance of walking that tightrope between safe utility function and homeowner satisfaction.

Eliminate Key Hazards

Trimming priorities vary by age, per UM's Horticulture Department:

- New trees: Cut branches with narrow-angle crotches as soon as possible, unless they're at one-third of the tree's height or lower, in which case they can remain for one to two years. (Narrow-angle branches are always weaker, but early on, all branches contribute to trunk strength.)
- Young trees: Prioritize removal of all dead, dying, weak or narrow-crotch branches, as these can most easily jeopardize power lines (and the safety of residential pedestrians).
- Mature trees: To minimize trunk damage, prune only one area of the tree's top each year unless absolutely necessary. Additionally, coating the trunk area where a large limb was just removed with light water-based paint may be wise to prevent sunscald that kills tree bark.

Avoid Topping at All Costs

Many tree care business associations strongly discourage topping: The UAA states as much in its utility tree pruning brochure, while the TCIA considers it “unacceptable” in its A300 standard for tree maintenance. Nevertheless, it has become somewhat common in some areas of the business, perhaps because it represents a “shotgun approach” of eliminating all possible problem areas on a mature tree: All smaller branches are severed, and even the major branches are severely trimmed.

Topping definitely gets rid of branches causing severe power-line damage – but its advantages stop there. It’s absolutely appalling to look at, as almost any homeowner will tell you. Moreover, it exposes the tree to insect infestation, blight and storm damage, while also making it a safety risk. Topping is so broadly discouraged by experts that the TCIA states outright removal may be both safer and less aesthetically unpleasant. Proper pruning on a regular basis will help prevent topping from even being floated as an option.

Ensuring safety

When your tree service company hears about fast-growing trees jeopardizing power lines, it goes without saying that the risk factor your firm must undertake is higher. DIY pruning is a huge risk for homeowners in this circumstance and you should inform your customers to not attempt to clear lines without hiring a professional. Even certified arborists who haven’t undergone a TCIA-administered Electrical Hazards Awareness Program shouldn’t come within less than 10 feet of lines, and collaboration with the local power company will be essential to ensure proper management of the situation.

By properly maintaining fast growing trees near utility lines, arborists can help prevent a number of incidents from happening. Regular pruning of trees is crucial to keeping power lines from being downed during major storms, such as hurricanes, and will help make recovery efforts more manageable should any trees be severely damaged. Additionally, regularly pruning fast growing trees can help prevent major disasters such as wildfires. For instance in July 2019, an

audit found California’s Pacific Gas & Electric Co. responsible for more than 1,500 wildfires due to 3,280 high-risk trees that PG&E’s contractors did not properly maintain.

About Tom Doherty

Tom serves as the Senior Vice President of Specialty Programs for NIP Group with over 12 years of experience in the insurance industry, specializing in the business development and client growth sectors. Tom earned his degree in History & Economic at Monmouth University.



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14TH Annual Fruit Tree Pruning Workshop

Saturday January 14, 2023 - 8:00AM to 2:00PM



Come join us at The Stein Family Farm in National City for this hands-on demonstration and in the field practice to increase your skills and knowledge of deciduous fruit tree pruning. This workshop requires your participation in pruning these trees.

- We will meet at 8AM for coffee and light refreshments
- Status and needs of deciduous fruit at the Stein Farm
- A brief overview of the “must do” tasks and timing to insure best care for and results from your fruiting trees and shrubs. Included are fertilization, insect and disease identification and IPM
- Hands on pruning of the trees at the farm until 2 PM

What to bring: Hand Pruners, Loppers, Handsaws and gloves. Field attire & shoes

Cost: \$100.00

Registration includes Lunch, refreshments, handouts and CEU hours arborist & tree worker. Please indicate if you are a vegetarian for lunch preference

Location: Stein Family Farm 1808 F Ave. National City, CA 91950 street parking

QUESTIONS?

CALL OR EMAIL Kurt Peacock 619-992-8508 or kpeacock1963@gmail.com

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San Diego Regional Forest Council honors locals with their annual awards



Photo: (from left) Pedro Berry, Rising Urban Forestry Star; San Diego Parks Foundation, Innovative Urban Forest Related Climate Action Program; and Urban Corps / Tree San Diego, Innovative Urban Forest Education Program represented by Chuck Morgan & Kurt Peacock.

Congratulations to San Diego Regional Urban Forests Council Award Recipients for 2022

On December 7th, the San Diego Regional Urban Forests Council presented their annual awards to a fine collection of PTCA members. The event took place at Pacific Island Beer Company in Santee – Congratulations to Pedro Berry, San Diego Parks Foundation and Project Treejectory + (Urban Corps and Tree San Diego) for the well-deserved recognition.

Our Rising Urban Forestry Star winner is Pedro Berry.

Pedro is an accomplished and enthusiastic young arborist and aspiring instructor who owns his own business, is a paid Lab Technician at Cuyamaca Community College and enthusiastically volunteers his time for many arboriculture causes. He can often be found recruiting both High School students and adults into the arboriculture industry and the Horticulture and Arboriculture certificate and degree programs at Cuyamaca Community College. Pedro is finishing his last class at Cuyamaca with multiple degrees, including Arboriculture, Landscape Technology, Irrigation Technology and Sustainable Urban Landscape. He is a member of the PTCA, Cuyamaca College Ornamental Horticulture Advisory Board and the Cuyamaca College Botanical Society. In just the last few months he has volunteered at three events to promote careers in horticulture and he also participates in community planting events.

Our Innovative Urban Forest Related Climate Action Program is the San Diego Parks Foundation.

This foundation has teamed up with the City of San Diego Parks and Recreation Department, and in Spring 2022 they funded the planting of 26 new trees at Linda Vista

Community Park. This November, 21 trees are scheduled to be funded and planted at Howard Lane Park in San Ysidro. This initiative helps the City of San Diego get new trees in the ground and inches the City closer to its Tree Canopy goals as laid out in the Climate Action Plan. In addition, The San Diego Parks foundation is providing access to their Tree Plotter layer, allowing Parks and Recreation Staff to create an inventory of park trees at no cost to the City.

Our Innovative Urban Forest Education Program winner is Project Treejectory + with Urban Corps and Tree San Diego.

The programs goals are to provide career interest and readiness, career and in-field training and connection to mentorship and jobs to Urban Corps Corpsmembers. This project works with several partners in the community. Tree Corps/Treejectory+ just completed their first graduation Tuesday September 27th of 10 Corpsmembers. Another workforce partner is the San Diego Community College District and their Utility Line Arborist Training where 10 Corpsmembers completed a 200 hour 5-week full time training in August and received job offers the same day. The National Conflict Resolution Center also partnered on this program to provide soft skill classes like conflict resolution and communication. Lastly, Tree Corps has an Industry Advisory Board to help advice and support Tree Corps and its efforts. It is made up of several employer partners (West Coast Arborists, Atlas Tree Service and Davey Resources), local college Urban Forestry programs (Cuyamaca College), Arborists and other community partners like the Professional Tree Care Association and the Western Chapter of ISA.

Notes From the Leadership Discussion on December 3, 2022

Compiled by Anne Fege, Isaish Standing Warrior and Danny Simpson

1.) Merge of the B.o.D. and the Exec. Committee

- Discussion on origin and history of the two groups and confusion on roles and responsibilities.
- General consensus is that merger of the exec team with the Board of Directors will be a positive move and provide backup when there is a vacant position. The January meeting will have this issue as an agenda item.
- There is a need for an onboarding process of new people into the leadership team positions.
- The decision process will be faster by merging the groups. As Anne mentioned, Form dictates Function.
- Oversight is always a concern but with the merger a reporting process should provide that oversight.
- Treasurer and CFO will be discussed for combining to one position. Bank procedures still need some action with Brad Brown resignation as Treasurer. Involved parties will need to establish procedural processes with bank. Rose will have the check book in the future. And debit card will be obtained and issued to President for incidentals like meeting expenses, etc.

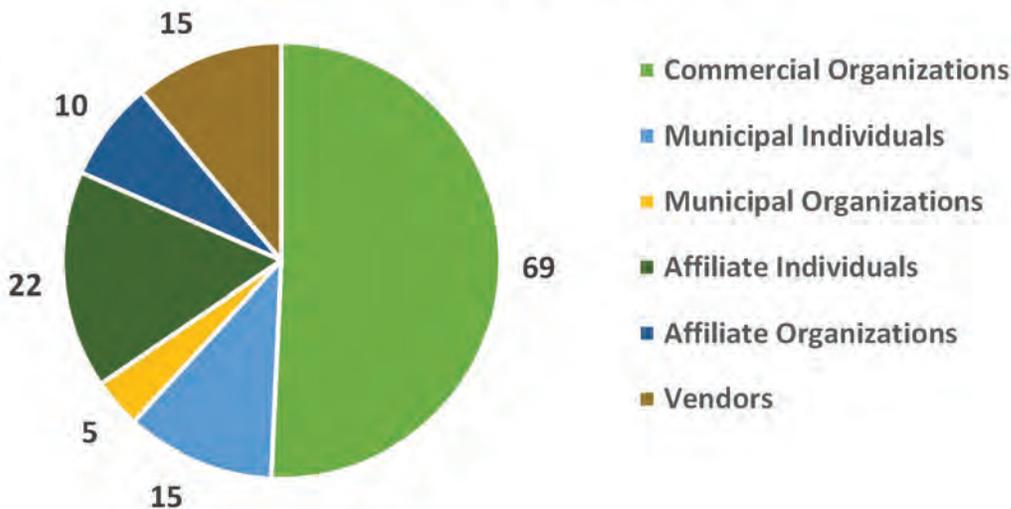
2.) Membership Growth and Increase

- Identify personal benefits for service besides padding resume
- Pedro Berry from Cuyamaca College is an industry curriculum advisor and Teaching Asst. He mentioned results of one of their meetings, motivations for volunteer service include making a difference, perhaps we can explore how to highlight that in our recruitment efforts
- Geographical location offerings to increase North County participation RB area, Lunch vs Dinner. Maybe a Saturday.
- Website advisory for membership to learn about what it takes to run a tree service
- Company Videos online?
- Improve connections to local Colleges – Career Days.
- Member recognition? Plaques for past service members (Alden), Commemorative Coins (Danny)? Newsletter?
- Recognition of Newly Certified – consult WCISA and ISA lists of new San Diego Members
- Youth Outreach – Paid Interns? At events?
- Poll New members for their servicing interests
- Establish subgroups of task forces rather than formal committees
- Arbor Day (2022) service event; 6 companies, 28 people at SD Botanic Garden (Brian Bishop)
- National Service to Branches day at Ft. Rosecrans, 6 companies w 28 people
- Pedro suggest that people connect better with Video of more than pruning, people are more interested in tree loss / tree death, Whys?
- Promote more awareness of the newsletter and website, maybe Pedro can do a presentation at a future meeting. Members can benefit if they understand how to access.
- Challenge is that many owner-operators are busy doing tree work and are not interested in devoting time to promoting
- There is a perception that PTCA is an elitist group of big companies and not easy to approach. WTH? Small companies feel left out?
- Membership - 69 Commercial, 5 Municipal, 16 vendors, 9 affiliates/individual members.

3.) Long Term Direction of PTCA

- No time length set. Review direction in 5 yrs / 10 yrs?
- General planning on Goals consistent with Mission Statement
- Growth – depends on attracting new members, this ties to membership topics.
- Maintain the educational events like Seminar and Field Day, perhaps looks at specific CEU needs of subject hours for DPR and BCMA
- Increase exposure of PTCA on Facebook as Rose said no one sends her anything to post on website. From what I have seen most people who post do so on their own FB pages.
- Establish Nomination Committee to maintain a list of members interested in positions
- Establish term limits for positions and a schedule for replacement one at a time
- Rather than formal committees, Anne suggests that individual task force groups be set up as needed with status reporting scheduled to Exec team.
- Consider expanding workshops so members can explore alternatives to standard tree services of prune or remove. Tasks like Tree Planting, Plant Health Care, Diagnosis. Insurance needs
- Video training online for reference, aspects focused on Tree Services or Client info
- Mike asked about the referral service for members. Epicenter reports maybe 1-3 calls a month but more often zero calls from the public for referral of a tree service. Many people do not get a call back. Perhaps a class on customer service.
- Social media as a connection to the public? Task Force on this. My personal feeling is that we need to move forward more into the digital age. Pedro Berry has more ideas on social media and may be willing to lead a taskforce on the subject. It would only cost \$10 to boost outreach and reach 300 people.
- Anne said she has Google workspace for nonprofits
- Miguel Sibrian suggested some online options for future meetings. Zoom style?
- More Connections with Cuyamaca College since it is the

Membership as of 12/20/2022



- 4.) Succession Planning – There is some overlap with item #2 Membership growth
- Announce and have a formal officer shift/transfer at Seminar on stage for who is outgoing and incoming, with brief bio on them and a description of position and duties as well as term limits.
 - Past officers to serve as a mentor to new officers and transfer knowledge for handling duties
 - Recruitment process with training and coaching plus better explanations on position duties
 - Personal benefits and

- reasons for a member to serve as officer
- Consider best practices for retaining servicing officers / members after they serve.
- Joy of Service / Tithe back for benefits received

one in the county that offers a degree in Arboriculture (rare)

- More fruit tree videos from class
- United Tree Climbers Association expand connections
- Schedule regular events for aerial rescue and CPR/First Aid training for tree worker exam
- Lack of insurance restricts participation.
- More competitive tree events

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