



Letter from the Editor

Who Needs Arboricultural Research and Education Anyway?

I have not recently obtained a master's degree in economics; not even close. But I am familiar with the basic economic principle of supply and demand. While there are many implications that revolve around this economic principle, I would like to discuss one at a very basic level.

In the whole great big wide world of trees over time, the term "arborist" is a fairly new "household" word. Up until the last few decades, we were "treeguys." To briefly summarize this transition: we became arborists when we began to care for trees based on what we were learning. And we were finally learning about trees because research was being conducted.

Hence, it is tree research that provides us with education, and it is education that provides us with job security, and it is job security that allows us to support ourselves and our families.

Goods and services will NOT be in supply if there is no demand. It is not enough for over 500 members of the WAA to attend the annual conference and demand arboricultural education that is based on legitimate research. The demand has to go further to the top of the educational chain – funds for research.

The mission of the TREE Fund is to identify and fund projects and programs that advance knowledge in the field of arboriculture and urban forestry to benefit people, trees and the environment. The TREE Fund currently sponsors four grant programs:

Hyland Johns Grants: funding of longer-term projects, addressing topics that have

the potential of benefiting the everyday work of arborists.

John Duling Grants: seed money for research and technology transfer projects that are expected to be complete within one to three years.

Arborist Safety and Techniques Fund: projects to promote tree worker safety and a better understanding of the forces affecting trees.

Robert Felix Memorial Scholarships: up to four \$3000 scholarships awarded to encourage college students to pursue degrees in arboriculture and/or urban forestry.

There are still over 500 members of the WAA who have not contributed to the TREE Fund this year. In essence, over 500 members of the WAA expect to have jobs, expect to gain knowledge at the annual conference, but have not contributed to funds for research – the very thing that allows us to remain knowledgeable and keep our jobs.

If 500 members donated \$10 to \$20, our Wisconsin contribution could be upwards of \$5000 to \$10,000.

Just because Dick Rideout has completed another Tour des Trees (big thanks, Dick!), the ride is not over. The fundraising journey never ends. Please continue to support tree research. Make a contribution, EVERY YEAR!

If you haven't made yours yet this year, please go to Dick Rideout's Tour des Trees fund raising page at <http://www.active.com/donate/treefund/DRideout> to make a donation or just write a check to the TREE Fund, 711 E. Roosevelt Road, Wheaton, IL 60187.

Sincerely,
Logan Nelson, WAA Editor