

PTCA NEWS

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

UPCOMING PTCA GENERAL MEETING Spring Pests and Diseases

In response to popular demand, our February meeting is relocating to North County at Cocina Del Charro!

We are delighted to announce Ricardo Aguilar, the founder of Aguilar Plant Care based in San Marcos, as the distinguished speaker for our upcoming event. Specializing in healthcare services for plants, palms, and trees, Aguilar Plant Care has earned a reputation for excellence, serving San Diego, Orange, Los Angeles, and Riverside counties.

Ricardo Aguilar will share his extensive knowledge and experience in plant healthcare, focusing on common Spring pests and diseases that require vigilance. As we approach the new season, understanding these challenges is crucial for maintaining the health and vitality of our trees and plants. Of particular interest will be Ricardo's insights into the increasing prevalence of

palm fusarium (*Fusarium oxysporum f. sp. palmarum*) on Queens and Fan palms throughout the county. This emerging concern demands our attention, and Ricardo will provide valuable information on identification, prevention, and treatment strategies.

This PTCA meeting is a fantastic opportunity to network with fellow professionals, gain valuable knowledge, and stay updated on industry trends. We encourage all tree care enthusiasts to join us for an engaging and informative evening.

RSVP at your earliest convenience to secure your spot at this exciting event. Members are free if you preregister, members are \$25 (non-members are \$35) at the door. Additionally, first-time invited employees and colleagues are free when added as a guest in your preregistration. We look forward to seeing you there!

INDUSTRY NEWS

Final Call! Request for Proposals for 2023-2024

The Britton Fund is seeking proposals for its 2023-2024 Research Awards Program. Championing research and education initiatives tailored to the interests and needs of WCISA members, The Britton Fund offers financial support for qualified projects, extending up to an approximate limit of \$30,000.

Proposals are required for all projects considered by the Research Committee. Proposals must clearly describe the project and research team. Proposals are limited to five pages. Proposals must be received by the date indicated in the current RFP to be considered for funding in the following year. Awardees are typically determined at the January-February Board meeting, and announced by March 1. Grants are initiated in March. Projects are to be completed within 2 years time.



If the project cannot be completed within that time, grantee will submit a progress report and request for extension. Grant deadlines and initiation dates can be extended by the board when necessary.

The deadline for the submission of pre-proposals has been extended to January 31, 2024. Find detailed guidelines on The Britton Fund's research webpage. Direct questions and inquiries to James Downer, PhD, Chairman, Research Committee at ajdowner@ucanr.edu.



Monthly Meeting Details

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

Address: Cocina Del Charro
890 W Valley Pkwy
Escondido

Cost: Free for Members
Pre-Registration Only
\$25 Members
\$35 for Non-Members

Spring Pests and Diseases
Ricardo Aguilar
Aguilar Plant Care

Register Online

www.ptcaosd.wildapricot.org

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For membership applications
Please make request via e-mail
at ptca@epicentermgmt.us

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 November General Meeting is Hooley's Public House, 5500 Grossmont Center Dr in La Mesa. The cost to attend general meetings is free for members (*who pre-register*), \$35 for members at the door, and \$35 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!

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:
kathleen@epicentermgmt.us

Interested in Advertising?

Please Contact:
heather@epicentermgmt.us

VISIT US ON THE WEB!
www.ptcaosd.wildapricot.org

Membership Information

DID YOU KNOW....

Organizational Membership Bundles

A membership bundle is a collection of members who are linked together and managed by one of their members – the bundle coordinator. The bundle coordinator is responsible for adding new members to the bundle. If your membership class is Commercial, Municipal Organization, Organizational & Professional Affiliate Organization or Vendor, you can add up to 4 additional members to your organizational membership

License & Insurance Information

Commercial members are required to submit CSLB License information and proof of insurance (see below) This is required to be on the referral list. Submit yours today to ptca@epicentermgmt.us

Annual Renewal

PTCA membership dues are renewed annually starting on July 15th. Invoices are sent electronically on July 1st each year. Invoices are due upon receipt. Failure to renew may result in a lapse of membership and forfeiture of membership discounts and other benefits.

MEMBERSHIP CATEGORIES

Commercial *\$125.00 annually*

Commercial members provide tree-related services for municipal, commercial, residential, utility clients, and meet the following requirements: Minimum \$1,000,000.00 public liability and property damage insurance (combined single limit). California State Contractor's License with a classification of C-27 or C-61 (D-49). Worker's Compensation insurance certificate must specify a labor code of 0106 (tree pruning) and include coverage of tree work at heights exceeding twelve feet (12'). Current certificates shall be on file with PTCA annually. Members of this classification shall be entitled to refer to Association membership, including use of the Association logo in advertising and shall be entitled to vote on all matters pertaining to the Association, including changes to the Association's bylaws.

Vendors *\$125.00 annually*

Members who sell, rent or lease products utilized by the tree care industry or perform horticultural spraying, fertilizing, and consulting, etc. and are not involved in pruning or removal. Appropriate current state or ISA licenses or certificates shall be kept on file with the Association. Members of this classification shall be entitled to refer to Association membership, including use of the Association logo in advertising and shall be entitled to vote on all matters pertaining to the Association, including changes to the Association's bylaw.

Municipal – Organization *\$125.00 annually*

The governing body or representatives of government, agencies, and schools. Members of this classification shall be entitled to refer to Association membership, including use of the Association logo in advertising. Members of this classification shall be entitled to reduced admission fees for attendance at workshops and seminars for four representatives. One per entity shall be entitled to vote on all Association matters, except bylaw changes.

Municipal – Individual *\$40.00 annually*

The governing body or representatives of government, agencies, and schools. Members of this classification shall be entitled to refer to Association membership, including use of the Association logo in advertising. Members of this classification shall be entitled to reduced admission fees for attendance at workshops and seminars for four representatives. One per entity shall be entitled to vote on all Association matters, except bylaw changes.

Organizational and Professional Affiliate – Organization *\$125.00 annually*

Representatives of other related horticultural programs. Members of this classification shall be entitled to refer to Association membership, including use of the Association logo in advertising, reduced admission fees for attendance at workshops and seminars for three representatives. One per entity shall be entitled to vote on all Association matters, except bylaw changes

Organizational and Professional Affiliate – Individual *\$40.00 annually*

Representatives of other related horticultural programs. Members of this classification shall be entitled to refer to Association membership, including use of the Association logo in advertising, reduced admission fees for attendance at workshops and seminars for three representatives. One per entity shall be entitled to vote on all Association matters, except bylaw changes.

Student *\$35.00 annually*

Must provide evidence/proof. Members of this classification shall be entitled to attend monthly meetings and reduced admission fees for attendance at PTCA of San Diego workshops and seminars. No processing/late fee charges.

Want to check your member status, category, member listing or add additional team members? Contact Heather Crippen for assistance (ptca@epicentermgmt.us).

PTCA GENERAL MEETING RECAP

FireWatch's Expertise Shared with San Diego Tree Companies



In a recent knowledge-sharing session, FireWatch, the trailblazer in wildfire risk management, opened its doors to San Diego's tree professionals, offering valuable insights and cutting-edge solutions.

Gus Calderon, a source of wealth in knowledge, delved into the organization's meticulous approach, emphasizing the use of planes and drones to map out large areas with precision on an annual basis. This technological prowess forms the backbone of FireWatch's digital early warning system, empowering neighborhoods to proactively assess and mitigate wildfire risks in the region. Noteworthy collaborations with the Navy, Tree San Diego, Legoland, and Mission Trails exemplify FireWatch's commitment to advancing ecosystem structure and function.

With this advanced imaging technology, data can be extracted and compiled into different layers onto a map, each layer rich with different information unseen by the naked eye. It's truly remarkable that FireWatch can identify trees through imaging based on the color they emit, almost like a fingerprint. The capability extends to identifying stressed trees and those under attack by pests such as the Gold Spotted Oak borer and South American Palm weevil.

For San Diego tree professionals, integrating FireWatch's expertise into their services provides a strategic advantage, especially in navigating changing insurance policies and assessing hazardous situations. Gus Calderon's detailed explanation of aerial imaging techniques adds depth to the toolkit available to these professionals, contributing not only to their business growth but also to the safety and well-being of the communities they serve.

Looking ahead, mark your calendars for next month's meeting in Escondido at Cocina del Charro on February 6th, starting at 6 pm with an executive meeting at 5 pm. Our speaker will be Ricardo Aguilar from Aguilar Plant Care, providing insights into current pests and diseases, along with a thorough explanation of the new *Fusarium*. Don't

miss this opportunity to stay informed and connected within the industry.



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PTCA GENERAL MEETING

15th Annual Deciduous Fruit Pruning Seminar Recap

On Saturday, January 13th, 2024, PTCA members, Landscape Professionals and home orchard enthusiasts met at the Stein Family Historic Farm. (1808 F Ave. National City, CA 91950). 33 paid attendees and 1 guest assembled to learn the systems and techniques used to properly prune deciduous fruit in the Genus *Prunus* (Apricot, Cherry, Nectarine, Peach, Plum and interspecific hybrids), Pome fruits (Apple, Pear and Pomegranate), Persimmons and Figs.

The Seminar was led by Certified Arborist Kurt Peacock and assisted by Certified Arborist Matt Smith. Kurt lead a discussion about proper pruning techniques: Branch collar, weak vs. strong branch angles and the different systems used to prune fruit which differ from most shade tree systems. After a brief talk about tools and sanitation, the attendees moved out into the orchard to practice hands-on pruning. The students broke for lunch at 11:45 AM and pruning resumed by 12:30 PM and continued until 1:45 PM.

The last 15 minutes were devoted to Kurt planting a small lemon in the citrus collection and explaining the differences in citrus pruning vs. Stone & Pome fruit. Kurt took questions throughout the day from seminar attendees. Pedro Berry, PTCA Educational Chair, was on hand for Spanish translation and took photos throughout the day.

ISA certified Arborists and Certified Tree Workers received 5 CEU hours for this event. There will be 2 more Fruit classes held in Kurt's "A Year in the Orchard" series to address the full spectrum of orchard tasks necessary for optimal success. The first will likely be held in March (date TBA) and will address fruit thinning, IPM, Mulch and irrigation of fruit trees. The other installment is slated for July (date TBA) to address summer pruning and fruit harvesting. A fruit tasting will be included in this last event. The cost and CEU's for these other 2 installments will be less than for the January seminar. Watch for events and emails for details in the future.

Thanks as always to the staff and volunteers at the Stein Farm.



Attendees gathered around a peach tree, as Kurt explains where and how to make pruning cuts.



Robert Lawson discussing pruning on an apricot tree.



Kurt explaining the importance of fruiting spurs.



Kurt going over safety in front of a full class.

Tree Felling and the Notch

By Dwayne Neustaeter, Arboriculture Canada Training & Education Ltd.

Felling trees is one of the most dangerous activities anyone can perform, and it is with this in mind that every effort to maintain control of a falling tree and ensure safety is necessary.

Too often, techniques and methods for felling trees are based on experiences or techniques you saw someone else use - like a co-worker, parent, sibling, or friend. Many times the method being used is not founded on sound training or education, but rather on tradition and heritage. The problem with this is that the methods can date back to a time where the tools of the day dictated what techniques could be used.

A classic example of this is the conventional method of felling trees, where a 45 degree notch is cut into the tree being felled. This technique dates back to the days where the tools of the trade were a cross-cut saw and axe. A cross cut was made into the tree and then an axe was used to cut the notch. It is curious that an axe most naturally cuts best at a 45 degree angle, and thus forms a 45 degree notch opening; hence the tradition of using a 45 degree notch has been carried forward to modern day.

One significant limitation of the conventional notch is that it only allows the hinge wood to control the falling of the tree half way to the ground (in most cases). Many times tree trunks are standing at roughly 90 degrees to the ground or terrain which means a 45 degree arc only gets the tree halfway to lying on the ground before the hinge wood must break in order for the tree to continue falling. When the hinge breaks control is lost.

A simple way to avoid hinge failure and loss of control when felling trees is to cut a notch opening that allows the hinge to stay working and in control until the tree is on the ground. This requires a notch opening of 70 to 90 degrees. This can be easily cut with a modern day chainsaw.

I do not ask you to take my word for it. Next time try opening your notch up and see if your hinge works longer for you. Rather than cutting a notch that was developed with a cross cut and an axe, cut a notch that is not limited by the tools you have but rather enhanced or improved by them.

This is the first of three articles and in my next article I plan to discuss the back-cut.

The following are simple steps to help you cut a more open-faced notch:

Step 1: Make the top cut first.



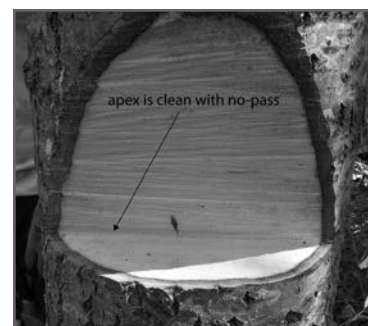
Step 2: Cut downward until the length or width of the cut is 80 percent of the diameter of the tree trunk.



Step 3: Then cut the undercut up to and even with the final position of the top cut, it is important the two cuts meet evenly and cleanly with no by-pass or mis-alignment.



Step 4: Check that the apex of the notch is clean and perpendicular to the grain of the trunk wood, this ensures optimum hinge action.



Step 5: The notch opening angle should be at least 70 degrees or more in order to maximize hinge integrity and control, a notch open more than 90 degrees is acceptable also.



Council of Tree and Landscape Appraisers Outlines Path for New Edition of Guide for Plant Appraisal

The International Society of Arboriculture (ISA) is pleased to announce its renewed commitment to the Council of Tree and Landscape Appraisers (CTLA) and its collaboration on development of an eleventh edition of the Guide for Plant Appraisal.

Founded in 1975 and reaffirmed periodically, the CTLA is a collaboration of organizations that share an interest in developing industry consensus methodologies for tree and landscape plant valuation as published in the Guide for Plant Appraisal editions. First published in 1957 under the title Shade Tree Evaluation, the Guide for Plant Appraisal is the most informative and comprehensive reference on current knowledge of the approaches, processes, and methods of amenity plant valuation.

The seven organizations that make up the CTLA—AmericanHort, American Society of Consulting Arborists, American Society of Landscape Architects, National Association of Landscape Professionals, Association of Consulting Foresters of America, the International Society of Arboriculture, and the Tree Care Industry Association—reaffirmed their working contract in November 2023 to carry their collaboration forward with a new edition of the Guide.

"We are excited to see the historic collaboration of the Council of Tree and Landscape Appraisers being reaffirmed so that we can ensure the Guide for Plant Appraisal is kept current and relevant for the industry," said Caitlyn Pollihan, CEO & Executive Director of the International Society of Arboriculture, the organization that publishes the Guide.

With its renewed mandate, the CTLA has outlined a timeline for development of the eleventh edition of the Guide for Plant Appraisal. The revision process is set to begin in January 2024 with a year-long public comment period to collect feedback on the current, tenth edition, of the Guide. In 2025, the CTLA's Content Review Committee will assess all public comments and outline a direction for the revision.

A draft eleventh edition could be expected as soon as 2027, and will itself be subject to a public comment period prior to any publication. This aims to ensure openness for all parties who are directly and materially interested in providing input on the Guide. The Content Review Committee will again assess the comments and revise the draft as appropriate. The eleventh edition of the Guide

for Plant Appraisal could be published as soon as 2029.

The current edition of the Guide for Plant Appraisal is available in digital and print format through ISA's online web store. Inquiries regarding the Guide for Plant Appraisal or the Council of Tree and Landscape Appraisers can be directed to eps@isa-arbor.com.



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CFPC Southern California Committee Meeting (In-Person & Virtual)



California Forest Pest Council

Join us for the Southern California Committee meeting of the California Forest Pest Council. We will be going over the newest updates and finds on the invasive shot hole borer, white pine blister rust, ghost canker and others, while also discussing forest health issues for individual counties and agencies.

The meeting will take place on February 22 from 8:30 AM - 12:00 PM. The meeting location is LA County Agricultural Commissioner/Weights and Measures HQ, Butterfly room; 12300 Lower Azusa Rd, Arcadia, CA 91006.

AGENDA

- 8:30 – Welcome, Introductions & Agency announcements
- 9:00 – Tree Physiology & Insects/Diseases to watch for
- 9:20 – Overview of common So Cal Forest Pests
- 9:40 – Discussion & break
- 10:00 – White Pine Blister Rust Updates
- 10:20 – Emerald Ash Borer updates
- 10:40 Ghost Canker updates
- 11:00 – Discussion & Break
- 11:30 – Roundtable discussion and report on pests and communication
- 12:30 - Adjourn

**DPR and ISA CEU's have been applied for those who attend in person.*

Fruit Tree Primer

featuring **Jim Downer, Ph.D.,**
Ben Faber Ph.D.



Wednesday, February 7, 2024

11:00 am - 12:30 pm

Registration

\$20.00 - WCISA Member
\$30.00 - Non-Member
wcisa.net/events

1.5 ISA CEU

SAN DIEGO REGIONAL URBAN FORESTS COUNCIL PRESENTS

TREE DRINKS

AN URBAN FORESTRY NETWORKING EVENT

FEBRUARY 9TH 5 - 7 PM

SAVE THE DATE! LOCATION TBD
NORTH COUNTY SAN DIEGO

RSVP WILL BE AVAILABLE AT SDRUFCC.COM




San Diego Urban Forests Council and The Urban Wood Network Presents




A JOURNEY THROUGH THE WOOD OF URBAN FORESTS AND WHERE ITS LEADING US TO

March 6th, 2024

9AM - 1 PM

War Memorial Building, Park Blvd,
San Diego, CA 92101

Andy Trotter will discuss the history of Urban Wood, including Cal Fire advocacy in the 90s, regional developments, and growing consumer demand. He will also explore opportunities for entrepreneurs and how the San Diego region can benefit from the movement.

Seasonal Tree Care: Promote Year-Round Maintenance with Seasonal Promotions

Trees require care and attention throughout the year, and as a tree care company, it's essential to educate your customers about the significance of year-round maintenance. By creating seasonal promotions and discounts, you can incentivize customers to prioritize tree care services during peak times while highlighting the importance of consistent care throughout the year. In this article, we will explore the benefits of offering seasonal promotions and provide tips on how to effectively communicate the importance of tree care to your customers.



1. Highlight Seasonal Needs

Different seasons bring varying challenges and requirements for tree care. Craft your promotions around these seasonal needs to encourage customers to take action during peak times. For example, offer discounts on spring pruning to promote healthy growth, summer tree health assessments to address potential issues, fall fertilization to prepare for winter, and winter tree inspections to detect early signs of disease or damage. By aligning your promotions with seasonal tree care tasks, you create a sense of urgency and emphasize the importance of timely maintenance.

2. Educate Customers on the Benefits

Educating your customers about the year-round benefits of tree care is essential for fostering a deeper understanding. Create informative content on your website, social media platforms, and email newsletters that highlight the advantages of regular tree care. Emphasize the positive impact on tree health, aesthetics, property value, and safety. Showcase case studies, success stories, and before-and-after photos to illustrate the transformative effects of professional tree care. By educating your customers, you help them make informed decisions and appreciate the long-term value of tree care services.

3. Offer Seasonal Discounts and Packages

Create enticing seasonal promotions and discounts to motivate customers to invest in tree care during specific times of the year. Offer discounted rates for bundled services or seasonal packages that encompass multiple maintenance tasks. For example, provide a spring revitalization package that includes pruning, fertilization, and pest control. Ensure your promotions are clear, easily understandable, and prominently featured across your marketing channels. Limited-time offers and exclusive discounts can create a sense of urgency and drive customer engagement.

4. Provide Free Consultations

Offering free consultations during specific seasons can be an effective strategy to engage potential customers. Use this opportunity to assess their tree care needs, provide recommendations, and explain the importance of regular maintenance. By offering a no-obligation consultation, you demonstrate your commitment to customer service and build trust. It also allows you to establish a personal connection and showcase your expertise, increasing the likelihood of converting consultations into service contracts.

5. Utilize Customer Testimonials

Leverage the power of customer testimonials to showcase the value and benefits of your tree care services. Encourage satisfied customers to share their positive experiences and results. Feature their testimonials on your website, social media platforms, and promotional materials. Testimonials provide social proof and instill confidence in potential customers, encouraging them to prioritize tree care and take advantage of your seasonal promotions.

Creating seasonal promotions and discounts for tree care services is an effective way to encourage customers to prioritize their tree care needs during peak times while emphasizing the importance of year-round maintenance. By highlighting seasonal needs, educating customers on the benefits, offering enticing discounts and packages, providing free consultations, and leveraging customer testimonials, you can effectively communicate the significance of tree care throughout the year.

Empower your customers to take action, nurture their trees, and reap the long-term benefits of a healthy and beautiful landscape. Start implementing seasonal promotions today and watch your customer base grow while fostering a culture of proactive tree care.

2024 WCISA Annual Conference & Trade Show Scholarship for Underrepresented Groups

This year, the Western Chapter ISA has been granted funding to support conference attendance and travel for those who identify as being underrepresented within the arboricultural community and seek financial assistance to pursue professional development activities to deepen their knowledge of arboriculture. The scholarship will cover a portion of their travel expenses. Scholarship selection will go through an application process. The recipients will be part of our volunteer group and network with professional arborists, making the most of their time at the conference.

Requirements:

- Applicants must reside in the Western Chapter (California, Arizona, Nevada, and Hawaii) and be a professional in the field of arboriculture.
- Applicants must identify as a member of underrepresented group within the arboricultural industry.

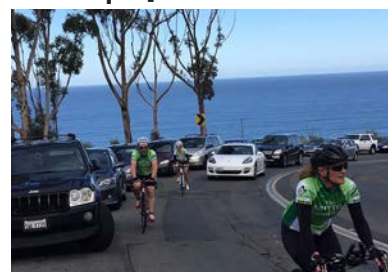
Deadline:

Completed applications must be received by the Western Chapter ISA no later than April 1, 2024, to be considered. You will receive a confirmation email that your application has been received and will also be notified of the results in April 15th.

If you need accommodation with this process, please contact Rose Epperson: repperson@wcisa.net.

17th Annual Britton Fund Ride Mission Bay, California | April 29, 2024

The 17th Annual Britton Fund Ride fundraising event is once again partnering with the Western Chapter of the ISA's Annual Conference and Trade Show,



which will be held in beautiful Mission Bay (San Diego), California. Each cyclist is asked to raise \$750 in pledges. Your generosity will help create an exciting and successful event and support the important work of our tree-care professionals.

It's time to get started. Join us!

You can support our fundraising ride in the following ways:

- **Sign up as a cyclist** through our event fundraising site, Justgiving.com.
- **Donate on behalf of a cyclist** through our event fundraising site, Justgiving.com.
- **Become an event sponsor** and let us recognize your support with your name and logo on our cycling jerseys, marketing literature, and social media. Contact us at infor@thebrittonfund.org.
- **Volunteer to help!** Contact us at info@thebrittonfund.org.

Cultivating Competence WCISA's 90th Annual Conference & Tradeshow

Registration opens early 2024



Hyatt Regency Mission Bay | San Diego, CA
April 29 - May 2, 2024 | wcisaconnect.com

