

Statements of Intent for 2012 Western Chapter ISA Board and Officer Candidates

Dennis Swartzell for President 2012-2013:



Dennis Swartzell is a resident of Las Vegas, Nevada. He is past Director of Landscape, Grounds and Arboretum at the University of Nevada, Las Vegas where he retired as Director Emeritus in 2002. During his career he helped to develop the ever-expanding campus with an emphasis on tree care. The campus was designated as an arboretum and Swartzell was appointed the first Director. He developed a Xeric Demonstration garden on the campus, created self-guided tours and a web site for the Arboretum, as well as conducting the first inventory of the campus trees.

During this time, Dennis also taught as an adjunct faculty member for the College of Southern Nevada, developing courses that he taught in Arboriculture, Floriculture, Drought Tolerant Plant I.D., and Pests and Diseases. He authored a lab manual for the Plant ID course.

Dennis is a graduate of the University of Georgia with a BS in Agriculture. In 1987 he became the second certified arborist in Nevada and has been working since to assist others in gaining that credential. He helped found the Southern Nevada Arborist Group (SNAG) in 1992 and has participated in numerous seminars, lectures, and arborist exams in Las Vegas and the surrounding region. He is a past president and treasurer of SNAG and past president of the Nevada Shade Tree Council. He earned his designation as a Board-Certified Master Arborist with the ISA in 2005. Dennis is also a member of the American Society of Consulting Arborists and completed the Consulting Academy in 2006.

Dennis has written numerous articles on tree care and horticulture for *Southwest Trees and Turf*, *Western Arborist*, and various regional and local publications. He assisted in the production of the revised booklet, *Trees for Tomorrow- A Guide to Tree Selection in Southern Nevada*, and the *Cleaner Air, Tree by Tree- Shades of Green* publication produced by the Nevada Division of Forestry. Dennis Swartzell is a principal of Horticulture Consultants, Inc. a consulting firm specializing in soil and tissue analysis, trouble shooting, quality control, landscape management, and tree appraisal.

Dennis' goal is to help the Western Chapter increase the membership and participation of arborists from each of the representative states, with a focus on education and the promotion of the ISA brand.

Dana Karcher for President Elect 2012-2013:



Dana Karcher is a Market Manager with the Davey Resource Group. Based in Bakersfield, she assists communities and utilities with the management and care of their trees throughout the Western United States. Dana joined the Davey Resource Group after a successful career as a nonprofit executive for a local tree group and the owner of her own consulting firm. She holds a Bachelors Degree in Political Science from California State University, East Bay.

Currently, Dana serves the Chapter as Vice President of the Board of Directors. She is an active member, supporting a number of committees. She has assisted with the public relations committee, the executive director review committee and worked on the United Voices project. She has attended and assisted on numerous chapter work days and has ridden in three Britton Fund Rides.

She is a member of the Society of Municipal Arborists and the Utility Arborist Association. She is past President of the California Urban Forests Council (CaUFC) where she played an active role in the development of the Memorandum of Understanding between Western Chapter and CaUFC on educational programs for the two organizations. Dana was a founder and a faculty member for the Municipal Forestry Institute and is a frequent speaker on arboriculture both locally and statewide. She was a former advisor to the state urban forester on the California Community Forestry Advisory Board. She consistently advocates through legislative means, and works with appointed officials seeking solutions and visibility for industry issues. She has served on the Governor Schwarzenegger's Transportation Task Force for California's Central Valley. Because of her volunteer work in the industry, California Parks and Recreation Society honored her as their "Champion of the Community" in 2005.

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Dr. James Downer for Vice President 2012-2013:



Jim Downer has over 25 years experience as a horticulture and plant pathology Advisor with the University of California Cooperative extension in Ventura County, California, USA. Dr. Downer's academic training is from Cal Poly, Pomona, (BSc. horticulture & botany; 1981; MSc Biology with an emphasis in plant pathology, 1983; Ph.D. in plant pathology, 1998 from University of California, Riverside Dr. Downer's research is focused on mulch, soil microbiology and disease suppression in mulched soils, palm horticulture in a Mediterranean climate, diseases of shade trees and other landscape plants and cultural practices to maintain landscape plants.

In addition to the Western Chapter, Dr. Downer is a member of the American Society of Horticultural Science, the American Phytopathological Society, the International Society of Arboriculture. Dr. Downer also serves on the Board of the Western Chapter ISA. Dr. Downer has a love of shade trees, tree work, wood working, gardening and horticulture and the general study of plants and plant biology.

Jim's hands-on experience with trees in combination with his research interests will enable him to contribute to setting and accomplishing goals within not just the WCISA but industry-wide.

There are three nominees for one member of the Board of Directors 2012-2016 (This is a four year term-VOTE FOR ONE CANDIDATE)

Peter M. Andreucci: Peter M. Andreucci, Board Certified Master Arborist, CTSP, is Vice President and Western Division Manager for Bartlett Tree Experts and is responsible for 6 offices and field operations in California. Peter will bring 17 years of leadership and executive management experience to the WCISA board.



With an B.S. Degree in Natural Resource Management from The State University of New York College of Environmental Science and Forestry at Syracuse University, he has worked with the USDA Forest Service, and in private industry in the capacity of an environmental educator, logger, consulting forester, business and sales manager and arborist for the past 29 years.

Having been through 5 strategic initiative planning sessions with Bartlett, he understands the process and the vetting of ideas and concepts and the value of charting a course for success. He also will further connect the R.A Bartlett Research Laboratory to the entire Western Chapter to advance research and trials on arboricultural concerns specific to the western United States.

Peter has been a WCISA chapter member for 20 years and has a deep respect for the organization and the many fine members that he has met. He would like to do his part to advance the mission or the WCISA and bring his leadership and experience to the board of directors.

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Lisa Smith: Hello! My name is Lisa Smith, and I've been active in the Arboriculture industry for over 18 years. My way into



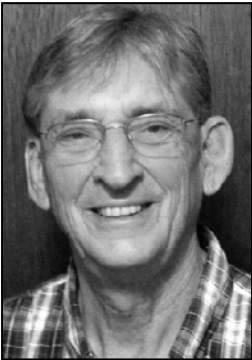
this industry was quite unconventional and I am still amazed everyday my fortune to join the tree industry. My background was in marketing and advertising and I enjoyed the creative aspects that provided. My first experience in the tree industry was as a Business Developer for ValleyCrest's Arbor Care Division. I spent the first 10 years of my career preparing Tree Management Plans and Tree Contracting for hundreds of clients yearly. I have a deep respect for tree workers and owners and the desire to continually improve the level of service provided. This experience allowed me to truly understand the inner workings and day-to-day challenges that all tree contractors face. Also, the understanding of what workers and owners need from their Industry Association. I am now active as a Registered Consulting

Arborist, working with tree contractors, tree workers, municipalities, and many other groups. My membership with the Western Chapter of ISA has been truly a pivotal part of my continued success and growth as an arborist.

The Western Chapter has been the industry leader in the services it provides its members. As technology has advanced, it is imperative that we create an association that provides the most up-to-date education and support to our members. I see opportunities to grow our association membership and to continue to provide value to our members. The support we provide to arborists, tree contractors, educators, and other industry professionals is what makes us the preeminent organization.

I have been honored to currently serve on the western chapter board as the secretary and treasurer, and would be further honored to continue my work as a director. It is truly my endeavor and goal to be a part of the Board of Directors and contribute with my marketing and technology experience, combined with my love and passion for the tree industry.

Garrett Webb: Garrett Webb has over 30 years of experience in the landscape industry in Hawaii. He started his career as a nurseryman, worked as a grounds manager and golf course irrigation specialist, has owned his own business as a landscape contractor, and currently owns and operates a commercial palms nursery on the Big Island of Hawaii. Since becoming a Certified Arborist and joining WCISA in 2004, Garrett has also been working as a consulting arborist.



During his landscape career, Garrett has been actively involved in industry association work. After graduating from the Agricultural Leadership Foundation of Hawaii in 1996, he served as Legislative Chair for the Kona County Farm Bureau. At that time, he successfully introduced legislation that required the Department of Land and Natural Resources (Hawaii) to allow for the sale of Threatened and Endangered species, provided that the plants had been grown from cultivated stock. This has greatly increased the population of these species and their use in commercial landscapes.

Garrett was also instrumental in the revitalization of the Landscape Industry Council of Hawaii (LICH), for which he served as President from 2001 to 2004. With the goal of bringing to Hawaii the PLANET Certified Landscape Technician Program (CLT)--including a training program for Hawaii candidates--he submitted a proposal to the Hawaii State Department of Labor Employment Training Fund. LICH received an \$185,000 grant as a result of his efforts, with which they were then able to implement the training and testing program. The program has been successful, with over 250 CLTs certified in Hawaii since 1999.

Because of his belief that personal and business success is developed and nurtured by one's commitment to giving back to the community through sharing information, networking with other professionals and being active in service, Garrett has made a difference to the landscape industry in Hawaii. As a Director on the WCISA Board, he would play a role in strengthening the relationship between Hawaii and the other states of the Western Chapter – benefiting both the individual states and the organization as a whole. Garrett's enthusiasm, collaborative leadership style and visionary approach would be assets to WCISA.

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**There are two nominees for Chapter Representative to the ISA Council of Representatives 2012-2015
(This is a three year term-VOTE FOR ONE CANDIDATE)**

Robert Phillips: Robert has been involved in the Tree Care Profession for almost thirty years. His career started when he was first employed by Sohner Tree Service in 1974. Robert's grandfather Roger F. Sohner started the family Tree Care business in 1931 in San Anselmo, California.



Robert became a Certified Arborist in 1986. After the family business was sold in 1986 Robert joined the Pacific Slope Tree Care Co-Op Inc. based in Bolinas, California. After being a member of the Co-Op for eighteen years, Robert formed his own company TW Ranch, Inc with his partner Edith Layton. The company provides estate landscape ornamental tree care and is based in Santa Rosa, California.

Robert has participated in the Tree Climbing Championship from 1974 to 2008. He was the Western Chapter overall Champion in 1988 and worked as the Chairman for the TCC in 1998 and 1999.

Robert was nominated to serve on the Western Chapter Board in 1998. He served as the President of the Western Chapter in 2004. Robert has received the Western Chapter's Award of Achievement in 1999 and was also the recipient of the Western Chapter Order of the Garter in 1998.

At present, Robert is serving on the Western Chapter Finance, Historical and Commercial Arborist Committees. He is also working this year as a technical Adviser for the Tree Climbing Championship. Robert has also contributed many days of work for the John Britton Research Fund.

Robert assisted in the development of the ISA/NAA Video series "**Basic Training for Tree Climbers**" a five part video with workbook. He also assisted in the development of the NAA Video series "**Rigging for Removal**" a two part video with a workbook. Robert also assisted in the development of the "Glossary of Arboricultural Terms" with the ISA.

Robert authored a monthly column in Arbor Age magazine for ten years 1991 till 2001. He also provided many articles for the Tree Care Industry Magazine through the years. Robert, for ten years, assisted with demonstrating tree climbing and rigging techniques at the Tree Care Industry Association Annual Trade Expo. He has also been a featured speaker at many ISA Annual Conferences from New Jersey to the Rocky Mountains.

Robert's focus as a WCISA Representative would be to continue to provide the Western Chapter Executive Board with clear and understandable communication with the ISA Board of Directors. Robert would lend his experience to relative issues concerning both the ISA and WCISA. His main endeavor would be to maintain a harmonious relationship with both the Western Chapter and the ISA Board of Directors and would strive to assist the Western Chapter in bringing any concerns the Chapter may have with the main body of the ISA. Robert, as a third generation arborist, believes he can help blend a little of yesterday's knowledge with the ever changing technology of tomorrow.

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James Scheid: James Scheid's professional career includes his current position as an Urban Forester with CAL FIRE (since 2008) and 2 years working as a Forestry Technician for the Pacific Lumber Company in Scotia, CA (2006-2008). Prior to that, he earned his Bachelor of Science Degree in Forest Resources Management from SUNY College of Environmental Science & Forestry in Syracuse, NY (2006). He has been an ISA Certified Arborist since 2009 and a California Registered Professional Forester since 2010. He is a current or past member of the ISA, Western Chapter ISA, Society of American Foresters and the California Licensed Foresters Association.



As the San Francisco Bay Area / North Coast Urban Forester for the California Department of Forestry & Fire Protection (CAL FIRE), I feel humbled on a daily basis to serve in a profession where the people I interact with are as diverse as the urban forests where they live. Serving an 11-county jurisdiction that spans from the Oregon Border to Santa Cruz gives me an extensive outlook on the state of the industry. As a representative from a state agency, and as a member or affiliate of numerous regional, state and national organizations, I strive to bring a comprehensive approach to my profession. It is an approach that enables me to implement best practice, current research and innovation while keeping in mind the unique interests of the particular entities that I am working with.

I feel that when coupled with my wide-ranging natural resource background (in urban forestry, arboriculture, commercial forestry, forest practice, fire prevention & suppression, environmental education, biological sciences), my broad grasp of the fundamental ideals of the ISA will suit the position of Western Chapter Representative to the ISA Council of Representatives.

As someone who routinely advises a number of municipalities, non-profit organizations, councils and working groups, I have the experience needed to collaborate and communicate effectively across all borders.

As someone who administers a myriad of urban forestry projects, while balancing other tasks related to policy/ordinance drafting, arboricultural best management practice recommendations, guidance for municipal inventories & management plans, as well as the effective advocacy for the urban forestry industry, I can be counted on to provide the necessary organizational capacity.

As someone who considers one of their most rewarding roles that of an educator, working with audiences of all ages, sizes and backgrounds, I am quite prepared to advance the goals and principles of the Western Chapter within the region and throughout the ISA.

Perhaps most importantly, as someone possessing the knowledge to make informed decisions and the ambition to learn and develop skills that need refining, I take great pride in further expanding the policies and practices that guide our profession to greater, more visible heights.

If elected to this esteemed position, I can promise the commitment needed to serve sincerely in this role for the duration of the term and look forward to making great strides to serve and grow within the WCISA.