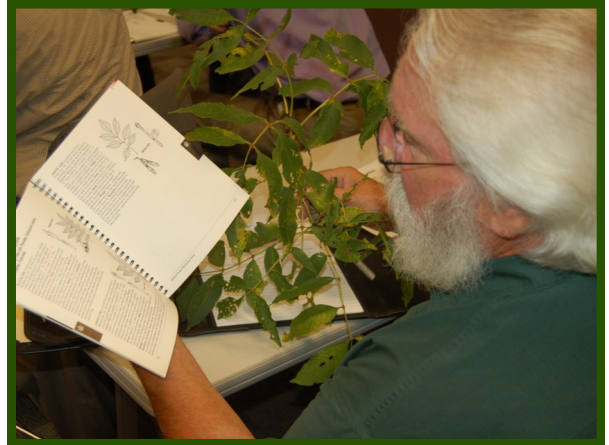


TREE CARE ADVISOR 2011 ANNUAL REPORT



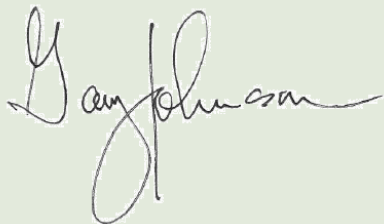
In 1992, the University of Minnesota Extension Service and the Minnesota Department of Natural Resources cooperatively initiated development of an urban forestry training program, targeting individuals who would serve as urban and community forestry project volunteers following training. Funding for a two-year pilot program was provided through a focus funding grant from the USDA Forest Service Northeastern Area, State and Private Forestry. The pilot program proposal specified three training programs would be developed and offered to individuals in urban-centered regions of Minnesota. What has happened since then? A lot.

First, the Tree Care Advisor (TCA) program has emerged as a model of sustainability for urban forestry programs, which is particularly significant since it receives no direct funding assistance from the Forest Service, the Minnesota Department of Natural Resources or the University of Minnesota Extension. Second, the cumulative volunteer hour value of the program through 2011 approached \$1,200,000. This is the value of the reported services that TCA's have contributed to their neighborhoods, communities and state. Third, although over 500 volunteers have completed training, it's still the intimate and personal program family it was originally intended to be. Finally, TCAs are highly respected and sought-after volunteers and leaders in Minnesota's urban forestry community.

2011 was a year of new directions for many Tree Care Advisors. More often than any other time in the past, TCAs are emerging as community outreach volunteers, passing on the best urban forestry practices currently known. TCAs are conducting community classes in emerald ash borer management, best planting practices and tree selection for landscapes and boulevards. TCAs are active in community tree inventories and surveys, as leaders, mentors and on-the-ground inventory volunteers. Communities that would never have been able to afford an inventory and therefore would not have had a good idea of their vulnerability to tree threats such as emerald ash borer now have a working tree inventory which helps them plan for the pest and a recovered future.

The goals for the program and the outcomes are the same as in 1992: serve your neighborhood and community first; provide the best, research-based tree care information that is available; maintain a small, effective and sustainable program; respond to needs assessments whenever possible; remain relevant by continuing to listen, learn and share. Please show your support of the Minnesota Tree Care Advisor program by expressing your gratitude to TCAs whenever you have the pleasure to meet or work with them.

Respectfully yours,

A handwritten signature in cursive script, reading "Gary Johnson".

Gary Johnson
Professor, Urban and Community Forestry
University of Minnesota



Changes in 2012

In an effort to keep the program fresh and invigorated, we are remodeling. We are implementing a three year "term of commitment." That's a generous amount of time for anyone to contribute to their community and this organization. Tree Care Advisors can choose to remain with the program, or leave knowing they have fulfilled their goals and made a difference. If they choose to continue on for another three year commitment, then our job is to make sure they have the best information available to keep this program on top.

Committing to Education

Every three years TCAs will have the option to renew their Tree Care Advisor membership. In order to renew their Tree Care Advisor commitment, they will be asked to go through another 12 hours of education in five key areas. These areas were chosen because they are prone to rapid change. These areas include:

- Plant Health Issues
- Best Planting Practices
- Plant Selection
- Pruning
- Predicting and Preventing Storm Damage

There are two ways TCAs can attain their hours of education:

Either take each of these as five separate classes.

Each of these five classes will be offered approximately three times throughout the year to optimize availability. Each class will cost \$15.

Or attend these sections in the original Core Course.

If they decide to attend the Core Course instead, they only need to attend when the five topics are being covered. We will only be able to accept 10 people completing commitment renewals at each Core Course class and the cost will be \$5 per class. So if they were to complete their full renewal at the core course it will cost a total of \$25.

Current TCAs can choose to renew this year, or next year, but they will be asked to renew by March 2015 if they would like to remain in the program. During these next three years, they are allowed to stagger their education, taking maybe “Plant Health Issues” this year and “Plant Selection” in 2013, but by March 2015 we are requesting all education requirements are fulfilled. Then, every three years after they complete the education requirements TCAs can choose to renew their commitment.

Who are the Tree Care Advisors?

Tree Care Advisors are a united group of informed volunteers, working to better their communities through applied knowledge of urban forests.

Program Mission

TCA Volunteers provide communities with a valuable pool of educated stewards to support and enhance our urban and community forests

"My favorite thing about volunteering is sharing knowledge, and seeing the excitement in others to learn..."

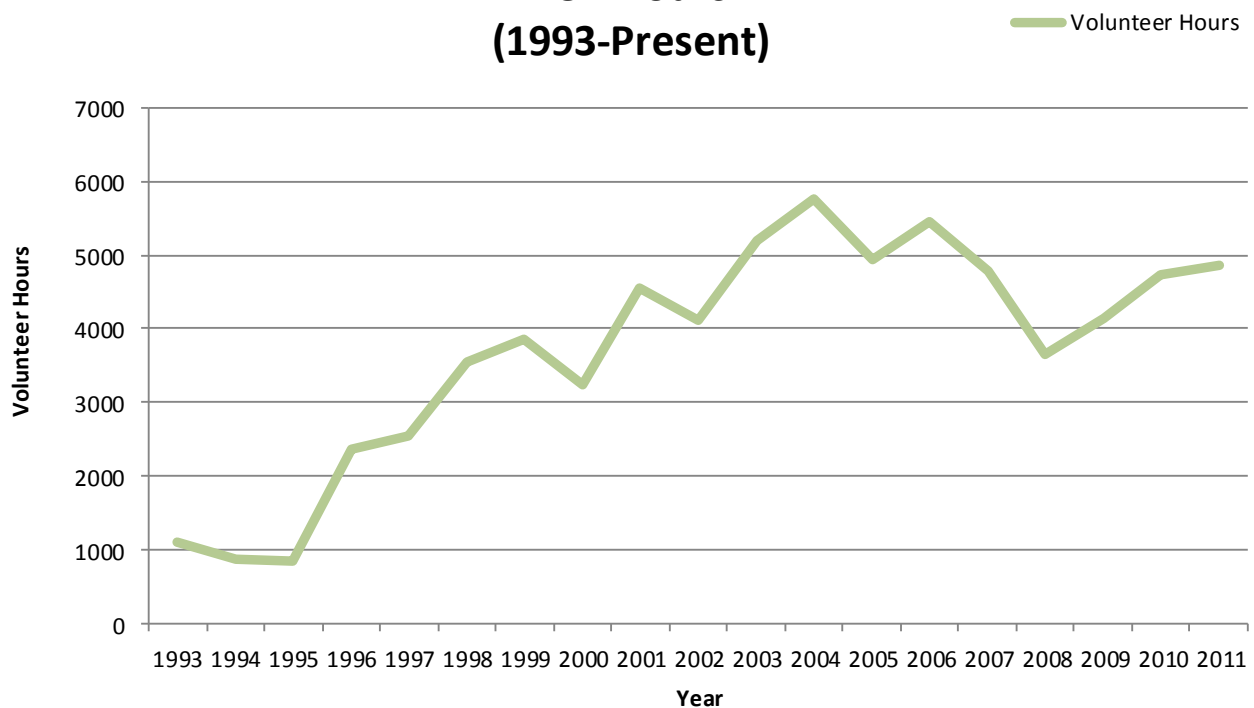
- Carolyn, TCA since 1997

Quick Facts about TCAs

- ♦ The average active TCA volunteered 53.6 hours just this year
- ♦ Over 50 Tree Care Advisors are also First Detectors
- ♦ Over 40 Tree Care Advisors are or have been a Tree Inspector

Over 300 volunteers have walked through the doors of the TCA program since 1993. These volunteers, up to the end of 2011, have put in a total of 70,583.55 volunteer hours. They volunteer for their state, their county, their city and for non-profits who need them. In 2011 alone TCAs volunteered 4,870 hours.

**TCA Hours
(1993-Present)**



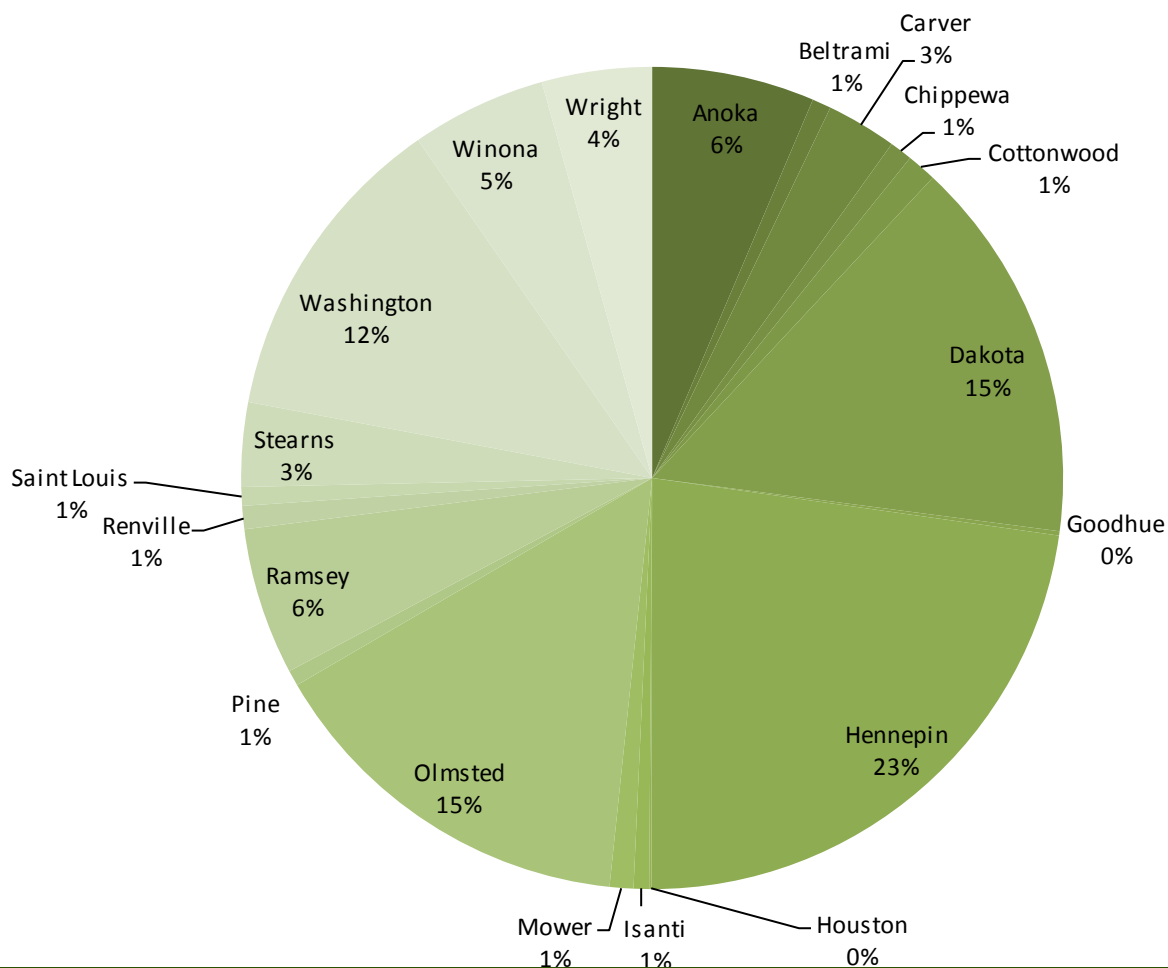
"I also very much enjoy working on the community tree planting events where we bring together neighbors and a lot of families to help leave a lasting legacy and beautify their neighborhoods by planting trees. Volunteering also affords me the opportunity to be further involved in the community by being able to speak to groups about trees and City Council about tree issues."

- Lisa, TCA since 2009



We have active TCAs in 20 counties located throughout Minnesota. Our most active counties include Washington, Dakota, Olmsted and Hennepin County.

Percent of Total Volunteer Hours by County



TCA Financial Contribution from 1993 to Present

Year	Hours	Hourly Rate* (\$ per hour)	Value to MN in \$
1993	1110	12.35	13,708.5
1994	861.5	12.68	10,923.82
1995	847.5	13.05	11,059.875
1996	2368.5	13.47	31,903.695
1997	2539	13.99	35,520.61
1998	3559	14.56	51,819.04
1999	3858	15.09	58,217.22
2000	3248	15.68	50,928.64
2001	4563	16.27	74,240.01
2002	4113	16.74	68,851.62
2003	5205	17.19	89,473.95
2004	5761	17.55	101,105.55
2005	4930.45	18.04	88,945.318
2006	5455.35	18.77	102,396.9195
2007	4777.55	19.51	93,210.0005
2008	3639.85	20.25	73,706.9625
2009	4144.85	20.9	86,627.365
2010	4732.35	20.9	98,906.115
2011	4869.7	20.9	101,776.73
Totals	70,583.6		1,243,321.941

*Hourly rates as reported by www.independentsector.org.

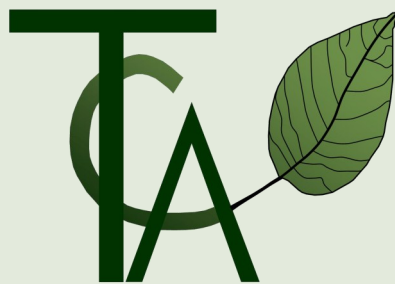
Money Talks: Measuring Volunteers in Dollars

The group, Independent Sector, has calculated an hourly dollar rate for volunteer contributions. This rate has not been updated since 2009, but it still demonstrates the magnitude that volunteers contribute. The hourly rate for 2009 is carried forward in table below to 2010 and 2011. Based on 2009 figures, the hour is \$20.90 an hour resulting in \$101,776.73 for the volunteer work done by TCAs in 2011. In total TCAs volunteer time has grossed over a million dollars. This is money the state, counties, cities and non-profits are saving.



“I love helping people make good choices when it comes to what trees to plant.”

- Lori, TCA since 2006



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