

ISTC Western Meeting Emphasizes Public Concern for Natural Beauty

Everyone involved in tree preservation will benefit from stronger educational, financial, and appreciative support of trees, Dr. Katherine K. Muller told delegates at the Western Chapter meeting of the International Shade Tree Conference. Dr. Muller, who is director of the Santa Barbara Botanic Garden, emphasized the importance of the preservation and encouragement of natural beauty and the need for improvement of cities. She cited the recent abundance of White House statements as evidence of the national concern for trees.

Dr. Muller's address, keynote of the June 20-23 convention in Santa Barbara, Calif., concluded with one crucial question. "Why," she asked, "isn't the concept of trees as a community asset so generally accepted that it does not need the constant attention given it by the ISTC?"

Although the four-day conference did not try to arrive at a solution to this question, many of the subsequent programs dealt with this and related problems. For example, Leslie S. Mayne, graduate forester of Burlingame, Calif., presented a paper on "Education and a Licensing Law" in which he rhetorically asked, "Who should be educated?" He answered, "We

should attempt to educate both the tree owner and companies doing tree work. Tree owners should know that there are high and low standards; they should know that we have knowledge and judgment for sale. Therefore, they should not expect free advice and they should know that there can be no comparative bidding on tree care projects without precise specifications."

Mayne added that charging for advice and judgments rendered is the crux of educating tree owners. Customers' attitudes

WTT thanks Walter J. Barrows, past president of the Western Chapter, who submitted the information on which this report is based.

change when they realize they are paying for advice. Tree owners not only pay considerably more attention to the advice, but also have more respect for the tree serviceman. Furthermore, owners will gradually understand that there is a great span in standards of tree care knowledge among those who profess to be tree experts. Mayne believes that this understanding will make tree owners more discriminating and also establish



Walter J. Barrows, past president of the Western Chapter, greets ISTC Executive Director Dr. L. C. Chadwick (right) at Santa Barbara Convention.

higher standards for tree experts. Licensing is one way to achieve these higher standards, but Mayne's conclusion emphasized that it will take diligent work to enact a licensing law for California arborists.

Computerized Planning

Data processing for the identification of plants dominated the dinner meeting of the Commercial Arborists section of the conference. Landscape architect Mike Pahos introduced George Oki of Oki Nursery, Sacramento, who described how data processing can be implemented in a shade tree master plan and operating program.

Thirteen former chief executives of the Western Chapter gathered for the Past Presidents' Breakfast which opened the Tuesday, June 22, activities. Later, Keith L. Davey, president of Davey Tree Surgery Co., San Francisco, and Ed C. Shearer, vice president of Farrens Tree Surgeons, Inc., Jacksonville, Fla., addressed the educational session. Delegates also spent Tuesday on visits to "Lotus Land," horticultural gardens, MacKenzie Park, and Dos Pueblos Ranch.

Wednesday, the final day of the conference, was packed with events which again emphasized the scope and importance of the arborist's work. The educational session spotlighted new developments in chemicals for street and ornamental tree maintenance and commanded enthusiastic audience response. Afterwards, Dr. L. C. Chadwick, executive director of the ISTC and director of horticulture, Ohio State Uni-



A gathering of gavel holders as newest and oldest Western Chapter presidents swap stories. Orval C. Bond (left) headed Chapter in 1964, Maunsell Van Rensselaer in 1963, George K. Freeman in 1937, and Ralph D. Cornell in 1935 and 1936. Nine other former chief executives attended the meeting.

versity, presented his program on the ISTC and the Arboriculture Industry.

Natural Beauty Campaign

Attention shifted again to the emphasis on scenic America as Miss Pearl Chase, former chairman of the Santa Barbara Plans and Planting Committee, presented her program on the White House Conference on Natural Beauty. She quoted President Lyndon Johnson's goal: "We must not only protect the countryside and save it from destruction, we must restore what has been destroyed and salvage the beauty and charm of our cities. Our conservation . . . must be a creative conservation of restoration and innovation."

"The Value of Arboreta to the Trade" continued the theme of the relation of tree workers and the public. Dr. Brian O. Mulligan, director of the University of Washington Arboretum at Seattle, and Dr. William S. Stewart, director of the Los Angeles State and County Arboretum at Arcadia, presented a program in which they outlined the chief purposes of arboreta and botanic gardens: (1) education of the local public; (2) research; and (3) preservation of at least a part of the original native flora.

Mulligan cited growing public interest in arboreta. He enforced his statement with examples of the Brooklyn Botanic Garden, which receives over ten thousand questions annually and the Seattle Arboretum, which gets about 2,400 inquiries a year.

Ed Combatalade of the Sacramento Municipal Utility District concluded the educational program of the convention with a discussion of public relations. He based his talk on three things the successful tree man must do: remember the customer's name, smile, and "be yourself!"

Awards End Conference

The Awards Committee used the final session of the meeting to mete out recognition. Awards of Merit went to Ed Price, Assistant to the President, Davey Tree Surgery Co., San Francisco; Dr. Katherine K. Muller; Maunsell Van Rensselaer, Director,



Ed Price (right), new president of the Western Chapter ISTC, introduces the other executive officers: Brian Fewer (left), editor; C. E. Lee, secretary-treasurer; and Jack Rogers, vice president.

Saratoga Horticultural Foundation; and Miss Pearl Chase.

Awards of Commendation were given to Kenneth Hadland, Superintendent of Parks, Las Vegas; and Brian Fewer, Landscape Architect and Street Trees Supervisor, Department of Public Works, San Francisco.

Dr. Chadwick then installed the incoming officers. Ed Price becomes president, taking the reins from Orval C. Bond, Santa Barbara Park Superintendent, who planned and coordinated this year's conference. Jack

Rogers, Street Trees Supervisor, Department of Public Works, City of Los Angeles, moves into the vice presidency. C. C. Lee, Land Clearance Supervisor, Southern California Edison Co., is now Secretary-Treasurer. Brian Fewer assumes the role of Editor, and Horace Bosworth becomes Director at Large.

Fresno, Calif., was named the 1966 ISTC Western Chapter convention site; San Diego the location for the 1967 convention; Phoenix, Ariz., in 1968, and Portland, Ore., in 1969.



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