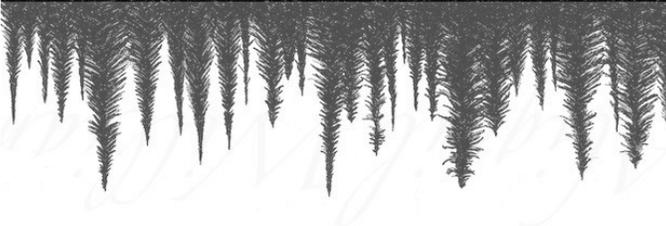




ARBOR DAY

T O O L K I T



PUB FR-626, 2017



Wisconsin Department of Natural Resources
Box 7921
Madison, WI 53707



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HOW TO USE THE TOOLKIT

Executive Summary

This toolkit will help Division of Forestry employees plan and prepare for Arbor Day celebrations and presentations throughout the state. The toolkit was compiled with all staff in mind. Anyone can use this toolkit to help create a wonderful Arbor Day program.

This toolkit is being created through the efforts of the Forestry Education Leadership Team (FELT) and Urban Forestry team to encourage more opportunities for Arbor Day celebrations and ease the efforts of those currently participating in celebrations. The content in this toolkit is being shared for information purposes, the WDNR does not endorse, and makes no representations, expressed, inferred or implied concerning some of these resources.

Survey Results

A survey was completed by 15 members in the Division of Forestry across programs, with a response rate of 83%. The survey found that most employees attend and present at one to two Arbor Day celebrations in a year. If people did not attend a celebration (33.33%) it was because of time commitments and/or scheduling conflicts. Several of the questions in the survey were related to materials used for Arbor Day celebrations. Many of the respondents of the survey suggested that they are looking for materials for both preparation of celebrations and to give to the audience members.

Materials

The list below is a compilation of the most beneficial materials, as determined by those who completed the survey and members of FELT

- General resources
- Presentation templates
- History of Arbor Day
- Benefits of trees
- LEAF curriculum and activities
- Tree City USA information
- Tree planting
- Tree pruning
- After planting care
- Species selection and identification
- Forestry fact sheets

Recommendations

This toolkit should be used at each employee's discretion. The materials in this toolkit can help employees guide, create, or participate, in a presentation for Arbor Day. Education and outreach are major efforts for the Division to connect with communities and spread the message of the economic, ecological and social benefits of forestry. Arbor Day is a wonderful time to contribute to those efforts.

It is recommended that this toolkit be used to help develop presentations. However, not all of the materials and resources in this toolkit need to be used to develop a presentation. Many of the resources can be used as handouts or materials for audience members or municipal leaders. This toolkit can be used for multiple audiences across multiple programs.



GENERAL RESOURCES

Below you will find links to several resources that speak generally about Arbor Day and community trees. These resources can be used to find all-encompassing information. The information in these resources includes everything from benefits to health to hiring an arborist.

Arbor Day Foundation (<https://www.arborday.org/>)

The Arbor Day Foundation is a nonprofit conservation and education organization. A million members, donors, and partners support the programs to make the world greener and healthier. This foundation has created programs for celebrating Arbor Day, Tree City USA, Tree Line USA and Tree Campus USA. Mission statement: *Founded in 1972, the centennial of the first Arbor Day observance in the 19th century, the Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with over one million members, supporters, and valued partners. The impact we make on our world is accomplished through our conservation and education programs.*

International Society of Arboriculture (<http://www.isa-arbor.com/>)

ISA is an organization that offers multiple connections to programs regarding trees and arboriculture. ISA has six strategic goals: research, public awareness, membership, professional development, promoting profession and safety. Mission statement: *Through research, technology, and education, the International Society of Arboriculture promotes the professional practice of arboriculture and fosters a greater worldwide awareness of the benefits of trees.*

Trees Are Good (<http://www.treesaregood.org/treeowner/treeownerinformation.aspx>)

TreesAreGood.org is an educational website providing homeowners and other tree owners with reliable information regarding the benefits of trees and how to properly care for trees in an urban environment. Consumers have a responsibility to care for the trees at their homes and in their communities to ensure environmental sustainability. This website is intended to provide consumers with information on the value of trees, the need for proper tree care, and the benefits of trees to the environment and to help them make informed decisions when hiring tree care providers.

The site is managed by the International Society of Arboriculture (ISA), a professional green industry organization whose mission is to promote the professional practice of arboriculture and create a worldwide awareness of the benefits of trees. ISA certifies arborists, providing the public with a source for recognizing skilled tree care professionals.

TreesAreGood.org offers tips to consumers on tree care; however, ISA recommends always hiring a trained arborist for your tree care needs. Proper long-term tree care results in healthier trees, essential to the sustainability of our urban environment.

Tree Owner's Manual (https://www.na.fs.fed.us/pubs/uf/tom/090202_tom_lr.pdf)

This resource from the United States Department of Agriculture Forest Service, includes information on planting, maintenance, precautions and many other topics. The manual is meant for all tree owners and is a searchable PDF.



PRESENTATIONS

Presentations may not always be necessary, but if you are presenting to groups they may become beneficial to share information to all attending.

General Guide

The following is a general guide to follow when presenting for Arbor Day. This is not a strict guideline; it is important to remain flexible with presentations and cater them to each community and audience. Keep presentations basic, interesting, to the point, but containing engaging information. Presenters should find out from the community who the audience will be, approximate numbers, age/grade, if trees will be planted, if presenter needs to provide demonstration, what is the size of the tree to be planted (if applicable), and be sure they have all the needed supplies and hole(s) are pre-dug.

1. History of Arbor Day (**see Arbor Day History**)
2. Either a quiz, or lead the audience in telling presenter benefits of trees (**see Benefits of Trees**)
3. Discuss Tree City program (**see Tree City USA**)
 - a. Why it began
 - b. How it has grown over the years
 - c. Discuss Growth Award items the community has performed (**talk with community or UF coordinator**)
 - d. Discuss what the community did in relation to tree planting, pruning and removals (**talk with community or UF coordinator**)
4. Provide any messages teachers, community forester or DPW Director or Administrator provides you with (**talk with community**)

DNR template

This PowerPoint presentation is a template presentation that contains backgrounds and layouts that can be customized for a specific audience. The PowerPoint can be filled with any information that may be deemed necessary for the presentation.

USDA Urban and Community Forestry Appreciation

This brief PowerPoint presentation speaks to the issues that policy-makers care most about - making their community a desirable place to live, work, do business and shop. It explains the advantages of community trees in terms of dollars and livability. This presentation was supplied to the DNR as part of an Urban and Community Forestry Appreciation Toolkit from the United States Department of Agriculture Forest Service. If this presentation is used, be sure to give proper credit to the USDA Forest Service.



ARBOR DAY HISTORY

Option #1

Arbor Day began in Nebraska in 1872, when a special day was set aside for planting trees. J. Sterling Morton moved to Nebraska and missed the greenery he had in Detroit.

Morton spread the word about the importance of trees through organizations he lead and a journal he wrote. After the success of the first Arbor Day in 1872, it became a legal holiday and was placed on Morton's birthday April 22. Today on April 22 people celebrate the beauty of trees and all the resources trees provide for us. All around the world people continue to celebrate and promote environmental stewardship. This historic holiday has been celebrated in Wisconsin since 1883.

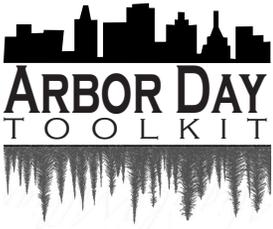
Arbor Day is celebrated in all 50 states of the US and in many other countries, although it may vary by date depending on the best time for tree planting. The celebration may also go by a different name. In Japan it is called Greening Week; Israel, New Year's Day of Trees; Korea, Tree-Loving week; Iceland, National Festival of Tree Planting; and many more. Whatever the special time of the year is called, people share the news that trees are important to everyone, no matter where we live.

Option #2

The idea for Arbor Day came from a man named Julius Sterling Morton, from Nebraska City, Nebraska. Morton and his wife, Caroline, were among the pioneers moving into the Nebraska Territory in 1854. Having lived in Detroit where they were surrounded by trees, they grew up being lovers of nature.

Morton was a journalist and became editor of Nebraska's first newspaper. With writing at his fingertips, he used the newspaper to spread agricultural information and his enthusiasm for trees. Morton promoted tree planting and care and also wrote and spoke about environmental stewardship (taking care of the earth) and the interrelatedness of all life. Through the newspaper and speeches, he encouraged everyone to set aside a specific day to plant trees.

In 1872, the Nebraska State Board of Agriculture accepted his resolution "to set aside one day to plant trees, both forest and fruit." The Board declared April 22, Morton's birthday, as Arbor Day and offered prizes to counties and individuals for their tree planting efforts. With this first tree planting holiday celebration, Morton became known as the Father of Arbor Day. All around the world people continue to celebrate the beauty and resources of trees and promote environmental stewardship. Today, Arbor Day is celebrated in all 50 states and around the world, although it may go by a different name. In Japan it is called Greening Week; Israel, New Year's Day of Trees; Korea, Tree-Loving week; Iceland, National Festival of Tree Planting; and many more. Whatever the special time of the year is called, people celebrate the importance of trees to everyone, no matter where we live.



BENEFITS OF TREES

The benefits listed in this document are geared towards urban forests, but some can be applied more broadly. Most of these benefits are worded for adults, but they can be easily rewritten to younger audiences if necessary. It is also important to understand that there are more benefits than are listed on this document. The benefits urban trees, and trees in general, provide, are uncalculable.

Improved Attention

- Children with ADD function better after playing in green settings. The greener the play area, the less severe the symptoms.
- The effect of walking through a park is equal to the peak effect of two typical ADHD medications.

Forest Products

- We use thousands of renewable products that are made from trees. Some include lumber, paper and packaging, musical instruments, sporting goods, chemicals, and food ingredients.
- Sustainable forest management supports a \$23 billion forest products sector in Wisconsin

Where we live

- Adding natural character to the places we live
- Providing colors and beautiful shapes and forms
- Screening harsh views
- Creating feelings of relaxation and well-being
- Providing privacy and a sense of solitude and security
- Shortening post-operative hospital stays when patients have a view of trees
- Encouraging people to linger and shop longer (customers have proven willing to pay higher prices for good in business areas landscaped with trees)
- Increasing productivity – people working in businesses landscaped with trees and more productive
- Increasing property value – healthy trees increase a parcel's value up to 15 percent, affecting home prices and municipal taxes

Improved Air Quality

- Producing enough oxygen each day on a single acre for 18 people
- Absorbing enough CO₂ on an acre over a year to equal the amount produced when a car is driven 26,000 miles
- Reducing mean summer temperatures 3 to 10 degrees and lessening the need for air conditioning by shading and cooling our homes and urban places
- Storing about 13 pounds of carbon annually, reducing the “greenhouse effect” or global warming

Decreased Asthma & Obesity

- Trees filter airborne pollutants and reduce conditions that cause asthma and other respiratory problems.

Improved Physical & Mental Health

- Visual exposure to settings with trees speeds recovery from stress, as measured by changes in blood pressure and muscle tension.
- Spending time in green spaces with trees reduces stress and brain fatigue.

Reduced Noise

- Tree-and-shrub buffers can reduce 50% of the noise heard by the human ear.

Reduced Violence and Crime

- Presence of trees and natural landscapes in public housing reduces domestic aggression and violence as much as 25%.
- In buildings with trees, residents report a stronger feeling of unity and cohesion with neighbors, feel safer and like where they are living more than residents who have few trees around them.



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Private Forests help public ones

- Protect water quality by filtering sediment and nutrients from runoff and reducing soil erosion
- Provide raw materials for many timber products including those used in homes, offices, furniture, paper, medicines, paints, plastics, and many products people may not realize come from trees
- Provide wildlife habitat
- Provide recreation opportunities
- Reduce the concentration of carbon dioxide in our air

Forest Health

- Diverse forests withstand the impact of severe weather and invasive species better than monocultures or forests dominated by all young or all old trees.

Additional Links

The Arbor Day Foundation

(<https://www.arborday.org/trees/treefacts/>)

The Arbor Day Foundation has several pages on their website, namely this page full of tree facts, that list some of the many benefits of trees

Sava Tree

(<http://www.savatree.com/whytrees.html>)

Sava Tree is a tree, shrub and lawn care business that put together a list of the benefits their customers get from trees.



LEAF LESSON PLANS

LEAF, Wisconsin's K-12 Forestry Education Program, was created in 2001 to help promote forestry education in Wisconsin. Since then, LEAF has provided professional development to thousands of Wisconsin's teachers, curriculum to hundreds of thousands of Wisconsin students, and registered over 27,000 acres of school

forest land. LEAF connects formal and non-formal educators in Wisconsin with quality forestry education materials. These lesson plans can be used for presentations at schools with grades K-8. All the lesson plan books contain materials for activities with students. The lessons contain a confirmation letter to share with teachers, lesson materials and preparation sheet, a lesson introduction, forester activity, teacher activity, lesson conclusion, and worksheets for all the activities. While all the lesson plans include the same types of information, they are catered to the appropriate age groups.

K-1 Activities (http://intranet.dnr.state.wi.us/int/land/forestry/Div_Overview/FR_Services/communications/pdf/K-1ForesterLessons.pdf)

The forester activity in this lesson plan is called "Forester: Friend of the Forest." In this activity students interview the forester and outfit a sock puppet for work in the forest.

Grades 2-3 Activities (http://intranet.dnr.state.wi.us/int/land/forestry/Div_Overview/FR_Services/communications/pdf/2-3ForesterLessons.pdf)

The forester activity in this lesson plan is called "Forestry First Bank." In this activity students learn about forest contributions to our economy by collecting money from the forest and making a deposit at **Forestry First Bank**.

Grade 4 Activities (http://intranet.dnr.state.wi.us/int/land/forestry/Div_Overview/FR_Services/communications/pdf/4ForesterLessons.pdf)

The forester activity in this lesson plan is called "From Overuse to Sustainable Use." In this activity students participate in a simulation to explore the decline and recovery of Wisconsin's forests.

Grades 5-8 Activities (http://intranet.dnr.state.wi.us/int/land/forestry/Div_Overview/FR_Services/communications/pdf/5-8ForesterLessons.pdf)

The forester activity in this lesson plan is called "What Happens Next." In this activity students match forest users' goals with actions to meet the goals.



TREE CITY USA

The Arbor Day Foundation supports a series of programs: Tree City USA, Tree Campus USA, Tree Line USA. Often communities perform Tree City USA celebrations as part of Arbor Day celebrations. Familiarizing yourself with these programs will be beneficial to answer questions and promote the programs.

Tree City USA (<https://www.arborday.org/programs/treecityusa/>)

Tree City USA is greening communities across the country. This program is a great opportunity to celebrate the importance of an urban tree canopy and improve care of these vital city trees. There are several criteria that must be met for a community to be considered into the program. From this website you can find information on the program, applications, or how to strengthen an existing program.

Tree City USA Speaking Points

- Number of years the city/village/town has been a Tree City USA.
- There are a total of 195 Tree City USAs and 29 Growth Awards in Wisconsin.
- To become a Tree City USA a community needs to meet the following 4 standards:
 1. A tree board or forestry department
 2. A tree care ordinance
 3. A community forestry program with an annual budget of at least \$2 per capita
 4. An Arbor Day observance or proclamation (which we are doing now)
- **If applicable:** Number of times that (city name) has received a Growth Award.
- **If applicable:** To receive a Growth Award a community must meet the 4 Tree City USA standards, have a larger budget than the previous year, and complete various activities throughout the year. The goal of this award is to recognize environmental improvement and encourage higher levels of tree management.

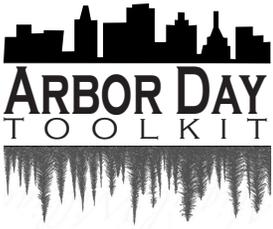
Tree City USA Presentation - fill in the blank

“ _____ (whoever you’re presenting the award to), on behalf of the National Arbor Day Foundation and the Wisconsin Department of Natural Resources, I am honored to present you and the _____ of _____ (city name) with your _____ (year) Tree City USA award. Congratulations! This is the _____ (#) year that the _____ of _____ (city name) has been designated a Tree City USA. Your commitment and dedication to your urban forest is what makes _____ (city name) such a nice place to live.

If applicable: I would also like to present you with your _____ (year) Growth Award. The _____ (city name) earned this award by _____ (reasons). Again, congratulations and keep up the great work!



TREE CITY USA®



TREE CITY USA

The Arbor Day Foundation supports a series of programs: Tree City USA, Tree Campus USA, Tree Line USA. Often communities perform Tree City USA celebrations as part of Arbor Day celebrations. Familiarizing yourself with these programs will be beneficial to answer questions and promote the programs.

Tree Line USA (<https://www.arborday.org/programs/treeLineUSA/>)

Every day in communities all across America, people depend on safe, reliable electric service to power their homes, businesses, and public buildings – all while protecting and enhancing the urban forest. The TreeLine USA program exists to recognize best practices in public and private utility arboriculture, demonstrating how trees and utilities can co-exist for the benefit of communities and citizens. Application information can be found on the website listed above.

Tree Line USA Speaking Points

- Number of years the company has been a Tree Line USA
- To become a Tree Line USA a company must meet 5 requirements:
 1. Quality tree care
 2. Annual worker training
 3. Community tree planting and public education
 4. Tree-based energy conservation program
 5. An Arbor Day observance
- The company is one of 10 Tree Line USAs in Wisconsin

Tree Campus USA (<https://www.arborday.org/programs/treecampususa/index-about.cfm>)

The Tree Campus USA program helps colleges and universities around the country establish and sustain healthy community forests. Two- and four-year accredited colleges and universities must meet five standards developed to promote healthy trees and student involvement. This website provides information about the program, its benefits, how to take action, how to apply, and various stories of successful programs.

Tree Campus USA Speaking Points

- Number of years the college/university has been a Tree Campus USA.
- To become a Tree Campus USA a college/university needs to meet the following 5 standards:
 1. Campus tree advisory committee
 2. Campus tree care plan
 3. Dedicated annual expenditures for the campus tree care program
 4. An Arbor Day observance
 5. Service learning project

WISCONSIN

Tree City USA Summary **2016**



TREE CITY USA®

BY THE NUMBERS

193

Tree City USA communities
4 new



58.79% of WI lives in a Tree City USA community

97.4%

Recertification Rate

Largest

Milwaukee

POPULATION 600,155

Smallest

Village of Egg Harbor

POPULATION 201



Wisconsin's longest-running active Tree City USA community:

Sheboygan

39 YEARS

\$44,923,003.67 spent on urban forestry management



\$13.24

average per capita

Growth Award

27

Growth Award recipients

5

NEW

Growth Award recipients

Longest Active Growth Award

Greenfield · 22 years

Beyond Tree City USA

84.5% of communities completed online applications

7 Wisconsin Tree Campus Schools

2 New Tree Campus Schools

10 Tree Line Utilities

Longest Running Active Tree Line USA Utility:
Wisconsin Public Service (22 years)





PROPER TREE PLANTING

Planting trees is often part of Arbor Day and the celebrations. The resources below are all about proper tree planting. Sharing these materials with people at Arbor Day are important.

New Tree Planting - FR-184 (<http://dnr.wi.gov/topic/forestmanagement/documents/pub/FR-184.pdf>)

This brochure was created by the Division to show the highlights of proper tree planting. It gives step-by-step instructions for new tree planting. Additionally, there is information on caring for your trees once they have been planted. There is also a section in the brochure on selecting trees and the best place to plant trees.

Pocket Guide to Seedling Care and Planting Standards

(<https://research.cnr.ncsu.edu/sites/woodlandstewardseries/wp-content/uploads/sites/15/2015/01/Pocket-GuidetoSeedlingCareandPlantingStandards.pdf>)

This pocket guide was created by the North Carolina Forest Services. This guide is 82 pages and covers everything from the planting of seeds, classifying weather conditions, seedling conditions and standards. This resource is long, but it includes useful information. The table of contents in this guide is very thorough. There are diagrams throughout the guide to explain information you might use.



AFTER PLANTING CARE

The following are resources on caring for your trees after they are planted. Trees need continuous care; they cannot be planted and then forgotten. These resources range from brochures to webpages. Consider bringing these resources to give to audience members.

Proper Tree Pruning - FR-256 (<http://dnr.wi.gov/topic/forestmanagement/documents/pub/FR-256.pdf>)

This brochure was created by the Division. It covers the 3-step cut, the tools needed, or typically used, to prune, and more. This brochure is up-to-date and covers the topics deemed most important by the DNR. This may be a good place to start when you are looking for specific information on pruning, an important part of after tree care.

Storm Recovery (<https://www.arborday.org/media/stormRecovery/>)

The Arbor Day Foundation offers tips and rules for caring for trees after a major storm. With all of the benefits trees provide it is important to keep trees healthy and safe after a storm. This webpage has the steps to take after a tree has been damaged by a storm.

Where to Get Help (<https://www.arborday.org/trees/where2GetHelp.cfm>)

The Arbor Day Foundation created this webpage to highlight all of the resources available to community members. It points at some of their own resources and how to find others. It is important to remember that Wisconsin DNR also has resources, but this webpage is a good alternate resource.

Tree Health Guide (<https://www.arborday.org/trees/health/>)

The Arbor Day Foundation created a tree health guide that is meant to help enhance tree care. The guide talks about current health issues, contacting an arborist, and the top pests to consider. It is important to talk to people about tree health as part of after tree care to prevent against, and control, possibly fatal pests.

Proper Mulching Techniques (<http://www.treesaregood.org/treecare/resources/ProperMulching.pdf>)

This is a flier created by ISA to outline all the benefits and techniques to mulching. Mulching is an important part of tree care after planting, and would be a wonderful additional topic to any Arbor Day presentation. This is one of many fliers that ISA has produced; feel free to check out other fliers they have created.

Mature Tree Care (http://www.treesaregood.org/treecare/resources/Mature_TreeCare.pdf)

This flier, created by ISA, outlines all the needs of a mature tree: tree inspection, mulching, soil management, pruning, and removal. This is a very general flier that covers all of the bases. This flier is part of a series that ISA has created.



SPECIES SELECTION AND IDENTIFICATION

Species selection and identification are important parts of tree planting. Deciding what tree to plant and where to plant it can be difficult decisions. These resources will be valuable for you and your presentation attendees.

State Forest Nursery Seedling Catalog - FR-447 (<http://dnr.wi.gov/topic/forestmanagement/documents/pub/FR-447.pdf>)

This is a Division made catalog that highlights the seedlings offered by the State Forest Nursery. The catalog lists native trees in categories of wood types and shows a photo, as well as a brief description of the tree. This publication is available as a PDF or in hard-copy. This publication should be used as an identification tool and not as an ordering tool as some of the information is out of date.

Forest Trees of Wisconsin - FR-053 (<http://dnr.wi.gov/topic/forestmanagement/documents/pub/FR-053.pdf>)

This booklet is a publication that was created by the Division to showcase native trees of Wisconsin. This publication gives a physical description of several parts of the tree, as well as a photo of the tree. The species are divided into categories that are easily searchable. The publication is offered as a PDF or in hard-copy.

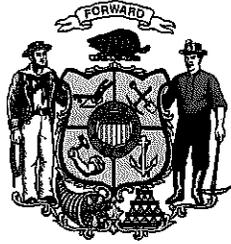
What Tree is That? (<https://www.arborday.org/trees/whatTree/>)

This is a resource provided by the Arbor Day Foundation. The illustrated, step-by-step process makes it easy to identify a tree simply by the leaf type. Begin identifying trees by choosing the appropriate region and then by other filters they provide.

Tree Selection and Placement (http://www.treesaregood.org/treecare/resources/TreeSelection.pdf?_sm_au_=_ijV2FSs5ZWrs7gnr)

ISA has created many useful fliers for various components of tree care. This is a wonderful, printable one-page PDF informational flier that contains information about a tree's function, form and size, and site condition, to name a few. This is a wonderful resource to share information about choosing a good tree planting site.

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; trees are among Wisconsin's most beautiful natural resources because they bestow fine opportunities for aesthetic appreciation and recreation, improvements for our homes and communities, and are indispensable to our ecology as providers of wildlife habitat, erosion control, air filters, and noise inhibitors; and

WHEREAS; the demands on our forest resources necessitate an increased awareness of their economic, social, cultural, and ecological values, as well as an individual commitment to the study and appreciation of trees and forests; and

WHEREAS; April 29, 2016, marks the 144th Anniversary of Arbor Day, and the 133rd year of celebration by Wisconsin school children;

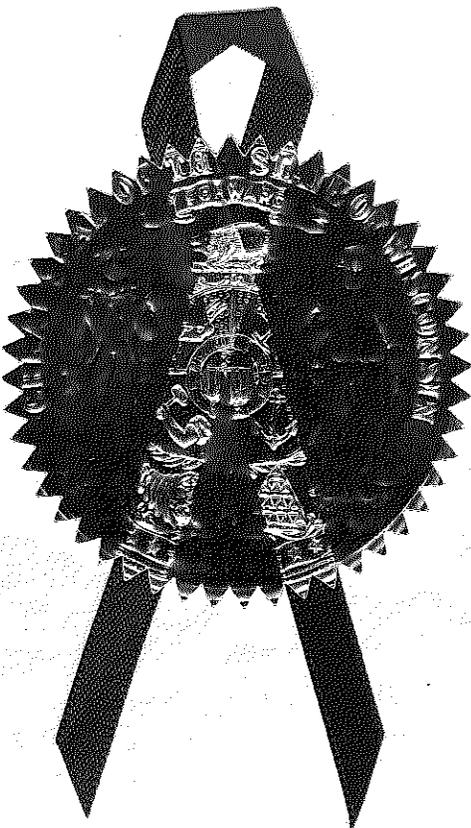
NOW, THEREFORE, I, Scott Walker, Governor of the state of Wisconsin, do hereby proclaim Friday, April 29, 2016 as

ARBOR DAY

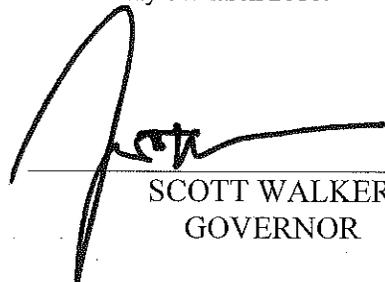
and April 24 – 30, 2016 as

FOREST APPRECIATION WEEK

throughout the state of Wisconsin and I commend these observances to all of our citizens.

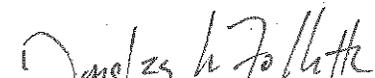


IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the state of Wisconsin to be affixed. Done at the Capitol in the city of Madison this 15th day of March 2016.



SCOTT WALKER
GOVERNOR

By the Governor:



DOUGLAS LA FOLLETTE
Secretary of State