

TREETOPS

treescharlotte.org

Winter 2014

GROWING CANOPY, BUILDING COMMUNITY

A TreesCharlotte Publication

What Charlotte is Saying About Us

Beth Ashford has lived in the Burtonwood neighborhood, in east Charlotte off Monroe Road, for 59 years. She has seen neighbors come and go but says the people are what she loves about her community.

On October 11, she saw activity across from her house and wandered over to see what was happening. There she discovered the NeighborWoods TreeStore, where residents were picking up free trees to plant in their yards. Beth has always loved trees, but she wasn't planning to participate because she couldn't plant a tree herself.

Neighbors gathered to learn how to plant and care for their trees, while Beth watched. As residents began selecting their trees, Dave Molinaro, Burtonwood's Neighborhood Association president, encouraged Beth to pick a tree. She declined, so TreesCharlotte staff offered to plant it for her. Once planted, Beth gently



Burtonwood resident, Beth Ashford and TreesCharlotte Executive Director, Dave Cable

watered her new tree, encouraging its roots to take hold in her yard.

All tree recipients are asked to name their trees after people they love, to assure good care. Beth chose to memorialize Joe, her husband of 66 years, who died in August. The new tree represented beauty and good memories for her. "I hope my tree grows nice and strong like Joe. He was strong in his beliefs about people, community and church. He was a good man," Beth said. "I'm so glad I walked over there."

While other Burtonwood residents commented on the selection, size and health of the trees they received, Beth smiled as she said, "I think this is wonderful and I'm glad I got one."



"Through the partnership among TreesCharlotte, Charlotte Mecklenburg Schools and Project L.I.F.T, we beautified our campus and built relationships with community members and business partners for a lasting legacy."

Alison Harris, Principal, Ranson Middle School



"Partnering with TreesCharlotte enabled AXA to add immeasurably to our strong commitment to environmental sustainability by giving of our time and hands-on effort."

Leslie Burgess, Lead Associate, Client Relations Department, AXA



"It's unbelievably rewarding to work with volunteers all over our city, planting trees that will shade our streets and provide many other benefits for generations to come."

Patrick Anderson, TreeMaster Volunteer, Arborologist, Charlotte NC

Piedmont Natural Gas Gives TreesCharlotte Wheels

The donation of a truck and tool trailer by Piedmont Natural Gas has enhanced efficiency and productivity for TreesCharlotte. The gift streamlines events and offers TreesCharlotte a visual presence on city streets. "Piedmont Natural Gas is delighted to partner with TreesCharlotte. Efforts to expand and care for our tree canopy while reducing emissions in Charlotte are well aligned with our values and goals for a stronger, more livable community," said Tom Skains, President and CEO of Piedmont Natural Gas. "We were pleased to donate a low emission compressed natural gas truck and tool trailer to help scale up the already high impact work of TreesCharlotte." Many thanks to Piedmont Natural Gas for its generous support of TreesCharlotte.



Tim Greenhouse with Piedmont Natural Gas and Dave Cable of TreesCharlotte

Key Goals for 2015

- Plant 10,000 trees, including 6,000 NeighborWoods Trees
- Enhance stewardship program to care for trees and measure tree survival
- Increase tree education for general public and schools
- Create partnerships with developers to further TreesCharlotte's mission


TreesCharlotte
Plant, Preserve & Celebrate!

TreesCharlotte Board of Directors

Johnny Harris – Co-Chair
Lincoln Harris

Marcia Simon – Co-Chair
Paul Simon Women

Philip Blumenthal
Blumenthal Foundation

Ron Carlee
City of Charlotte

David M. Carroll
Wells Fargo

Betty Chafin Rash
Civic Leader

Lori Collins
CLT Joules

Frank Dowd IV
Charlotte Pipe & Foundry Co

Rob Harrington
Robinson, Bradshaw, and Hinson, P.A.

Kathryn Heath
Flynn Heath Holt Leadership

Joan Higginbotham
Lowes Corporate Headquarters

Rolfe Neill
Civic Leader

Tom Nelson
National Gypsum

Tom Skains
Piedmont Natural Gas

Michael Tarwater
Carolinas HealthCare Systems

Tree Plantings in 2014-2015

Schools:

Community House
Croft Community
Druid Hills Academy
Garinger
Highland Mill Montessori
JW Grier
Phillip O. Berry
Ranson
Sugar Creek Charter

Neighborhoods:

Buckleigh
Burtonwood
Oakbrooke
Madison Park at Wallace
Farms & Sinclair Place
Park Ridge
Plaza Midwood
Villa Heights
NoDa

Parks and Other:

Brightwalk Development &
Anita Stroud Park
Hebrew Cemetery
Johnson C. Smith University
Revolution Park
Temple Beth El

Go to treescharlotte.org
to volunteer

Board Spotlight: Michael C. Tarwater



Michael C. Tarwater

Since joining Carolinas HealthCare System (CHS) 33 years ago, Michael C. Tarwater played an important role in the organization becoming one of the leading not-for-profit systems in the country

and the region's largest employer. Michael was named CEO in 2002. He is also chair of the Charlotte Chamber, which adopted "Healthy Charlotte" as its theme for 2014.

Why have you engaged with TreesCharlotte?

I have traveled all over the country and it would be hard to name any other large city that can boast of so many pleasant, tree shaded neighborhoods so close to the urban core. This is what makes Charlotte unique and contributes to an extraordinary quality of life.

What is the value of trees to the city's health and well-being?

Charlotte wouldn't be Charlotte without its tree cover. Visitors invariably comment about the beauty of the tree canopy and its impact on the attractiveness and vitality of our city.

Why is CHS's employee-volunteer relationship with TreesCharlotte so important?

Top-notch medical professionals and facilities are not the only things that contribute to health. Community health also requires clean air, clean water, sustainable energy and abundant recreational opportunities; in other words, it requires an environment that is "green" both literally and figuratively.

How can other community leaders get involved with TreesCharlotte?

Charlotte has a long tradition of people rolling up their sleeves and "doing what it takes to get the job done." TreesCharlotte is a great outlet for those who value civic engagement and want to make a difference for the entire community.

Our Planting Successes

11 Schools
7 Parks

13,000 Trees
4,000+ Volunteers



11 Neighborhoods
4 Affordable Communities

Tree Benefits



- Cleaner Air
- Reduced Stormwater
- Higher Property Values
- Beautiful City
- Cooler Streets and Parking Lots
- Lower Energy Consumption
- Wildlife Habitat
- Healthy Community



A New Leaf

The City of Charlotte recently hired Erin Oliverio as Tree Canopy Programs Manager, exemplifying the city's commitment to growing Charlotte's tree canopy.



Erin Oliverio

"The Tree Canopy Programs Manager position was established to more comprehensively manage Charlotte's urban forest as an extraordinary community asset," said Charlotte City Manager Ron Carlee.

Erin Oliverio brings fifteen years' experience in outreach with local environmental organizations. She has spent the last 10 years with Storm Water Services, managing their public education and involvement programs. Erin jumped right into TreesCharlotte's busy fall planting season, coordinating tree plantings in neighborhoods and at schools.

Carlee added, "We are fortunate to have Erin's skills and energy focused on this role to help advance our partnership with TreesCharlotte and to engage the community in preserving and enhancing our tree canopy."



Tree Technology in Schools

A generous grant from the Knight Foundation provided several Charlotte Mecklenburg schools the opportunity to participate in engaging tree education using i-Tree technology. Students discovered the value and benefits of putting the right tree in the right place. Building on the classroom experience, school communities helped plant trees at W.G. Byers, Thomasboro Academy and West Charlotte.



TreesCharlotte Staff Grows



Tammy Seigel

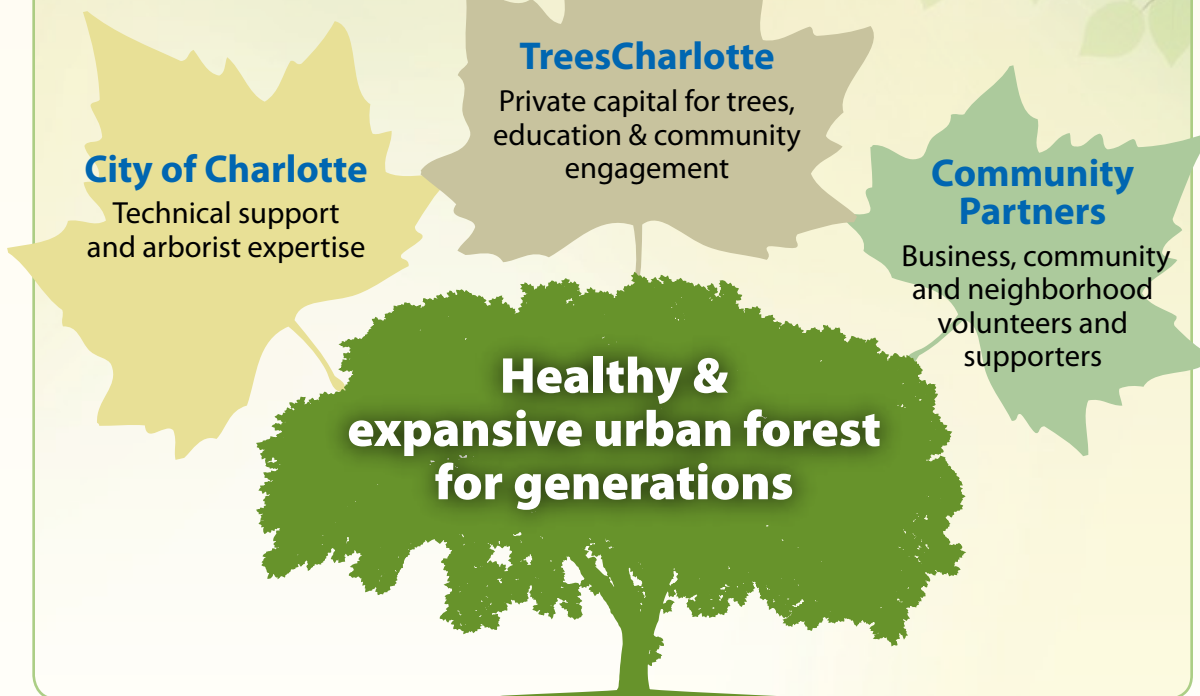
Tammy Seigel has joined TreesCharlotte as the organization's first Programs Director.

This position is new and reflects the growth and success of TreesCharlotte. As Programs Director, she will manage the

organization's NeighborWoods community tree planting, communication and outreach, tree stewardship and educational efforts. Seigel will also act as a liaison with community partners, municipal staff and elected officials, and other key constituencies.

TreesCharlotte Collaborative

Here's how it works!



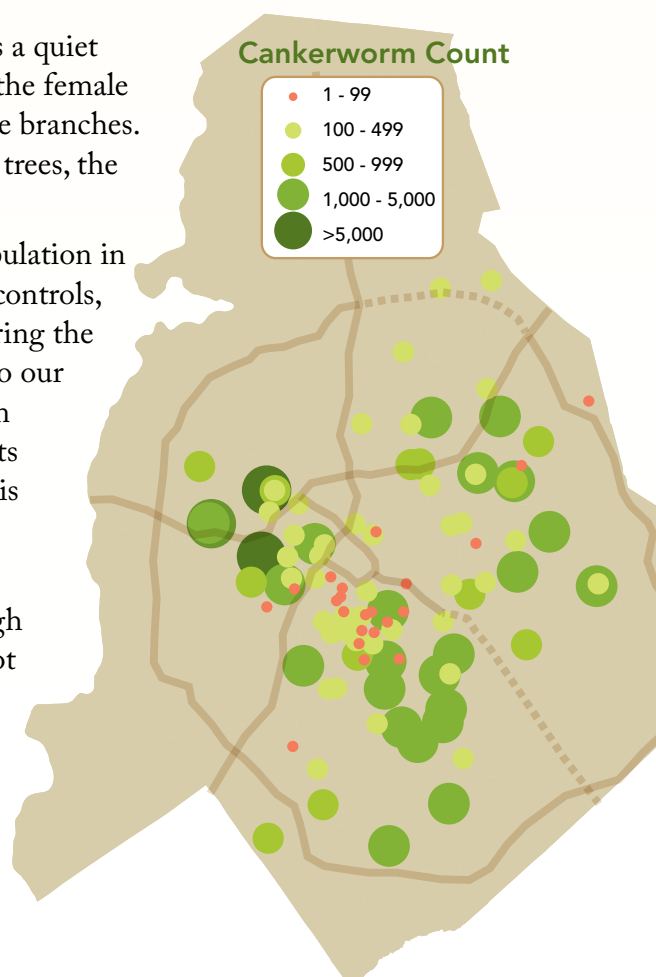
Combat the Cankerworm!

Every December a wingless invader begins a quiet assault on Charlotte's trees. After mating, the female moth crawls up trees to lay her eggs on tree branches. Once spring's warmth brings leaves to our trees, the cankerworm caterpillars begin to feed.

For the past 20 years, the cankerworm population in Charlotte has continued to grow. Natural controls, such as birds, have not been adequate to bring the cankerworms to a level that isn't harmful to our tree canopy. In most cases, the cankerworm does not kill the trees, however, losing all its leaves year after year can weaken a tree. This damage could cause it to die from other stresses, such as age, drought and disease.

Anyone that has been in an area with a high number of cankerworms knows they do not want to experience it again. Banding trees is an easy way help control the cankerworm population and protect Charlotte's trees.

Get out and combat the cankerworm in your neighborhood! Visit cankermorm.charmeck.org for instructions and to find local vendors that stock banding supplies.



TREETOPS

GROWING CANOPY, BUILDING COMMUNITY

A TreesCharlotte Publication • treescharlotte.org



701 Tuckaseegee Road
Charlotte NC 28208

RETURN SERVICE REQUESTED

OUR MISSION

TreesCharlotte is a public/private collaborative dedicated to planting up to 15,000 trees per year and to educating Charlotte's residents on the importance of the canopy and ways to plant and preserve trees.



Living Legacy Campaign

TreesCharlotte launched the Living Legacy Campaign in 2013 to raise initial private funding for the first four years of operations. To date, over \$1.4 million has been committed. Donors who make commitments prior to December 31, 2014 will be recognized as Founding Donors. Donors at the \$5,000 or more level will be permanently recognized on a commemorative plaque in a public space. Benefits also include the opportunity to name one or more trees in honor or memory of individuals. Donations can be made at treescharlotte.org or by sending a check to TreesCharlotte, 701 Tuckaseegee Road, Charlotte, NC 28208. To learn more call Dave Cable at 704-577-2004.

Major Founding Campaign Donors (as of November 11, 2014)

HONORARY CO-CHAIRS (\$10,000+)

Anonymous (3)
Bank of America
The Barry Family Trust
Belk
Blumenthal Foundation
Crandall and Erskine Bowles
Kathy and Peter Browning
Carolinas Healthcare System
Cato Corporation
The Charlotte Observer
Marjorie and Alpo Crane
Crescent Communities
Judy and John Crosland
Crutchfield Family Foundation
Dowd Foundation
Duke Energy Foundation
Foundation For The Carolinas
Sarah Belk Gambrell
George Foundation Inc.
Bill and Patty Gorelick
Family Foundation
Grant Thornton LLP
Beverly and Jim Hance
Deborah and Johnny Harris
Cammie and Barnes Hauptfuhrer
Hendrick Automotive Group
Kathryn Heath and Tom Webb
James Family Foundation
Marie-Claire Marroum-Kardous /
Paul Kardous
William Keenan
John S. and James L. Knight
Foundation
Howard R. Levine Foundation
Fund – Howard and Julie Levine
The Leon Levine Foundation -
Sandra and Leon Levine
Levine-Sklut Family Foundation
Luquire George Andrews
Bob and Esten Mason
Bragg McLeod
Patricia and Thruston Morton
Ann and Rolfe Neill
Christa A. Overcash
Pepsi-Cola Bottling Company
of Charlotte

Piedmont Natural Gas
Sally and Russell Robinson
Rockefeller Foundation
Mary Ann and Jim Rogers
Rotary District 7680
Jane and Nelson Schwab
Marcia and Paul Simon
Sherry and Tom Skains
C.D. Spangler Foundation
Kitty Storrs
Ann and Michael Tarwater
The Turner Foundation
Rita and Bill Vandiver
Wells Fargo & Company, N.A.
Bill and Pat Williamson
Women's Impact Fund

FOREST BUILDERS (\$5,000 - \$9,999)

Allen Tate Companies
Alliance for Community Trees
Anonymous (2)
AXA
Debbie and Sadler Barnhardt
Bragg Financial Advisors
Teresa and David Carroll
Robin Cochran
Lori Collins
Peggy and Bob Culbertson
The Dickson Foundation
Duke Energy
Anne and Peter Gilchrist III
Laura and Michael Grace
Kathy and Bill Grigg
Carol and Watts Hamrick
Sharon and Rob Harrington
Lyttleton and Tom Hollowell
Ginger Kemp
Barbara Laughlin
Alvin Levine
John Lewis
Jane and Hugh McColl
DeeDee and Peter McKay
Susan and Loy McKeithen
The Marsh Foundation
Catherine Maxwell
Piedmont Natural Gas
Foundation

Mary and Bruce Rinehart
Betty Chafin Rash and
Dennis Rash
Katy and Raleigh Shoemaker
Martha Ann and Craig Wardlaw

SAPLING SUPPORTERS (\$1,000 - \$4,999)

Betty and Perrin Anderson
Gloria and Vernon Anderson
Mary Lou and Jim Babb
Harriet and Bill Barnhardt
Jean Batten
BB&T
Katherine McKay Belk
Mary and Charles Bowman
Robin and Bill Branstrom
Frannie and Herb Browne
Mary Irving and Hugh Campbell
Charlotte Uptown Rotary
Cottingham Chalk Hayes
Nancy and Peter Covington
Leslie and John Culbertson
Sarah and Larry Dagenhart
Mr. and Mrs. R.I. Dalton, Jr.
Rufus Dalton
Davey Tree
Deloitte Services LP
Mary Anne Dickson
Ellen and Denmar Dixon
Lisa and Carlos Evans
Andy and Mac Everett
Linda and Bill Farthing
Jill and Smitty Flynn
Force Management
Cindy and Harvey Gantt
Cleora George Charitable Trust
Laura and Charlie Greer
Matt Gromet and Phyllis Schultz
Elisabeth Hair
Beth Jackson
Charlie and Kathy Iazard
Gloria and Harry Lerner
Holly and Hal Levinson
Sallie and Fred Lowrance
Rose and Abe Luski
Sonia and Isaac Luski

Cynthia Blythe Marshall and
Tom Marshall
Joan Martin & Pat Burgess
Mercedes-Benz of South
Charlotte
Valerie Mitchener and
Joseph Pellegrini
Robert Haywood Morrison
Foundation
Northwestern Mutual
Tonje and Olee Joel Olsen
Richard Osborne
Gail and Ed Peacock
Suzie and Robert Pittenger
Clyda and George Rent
Roush Fenway Racing
Sally and Downie Saussy
Ruth and Colin Shaw
Caroline and Bob Sink
Claudia and Wesley Sturges
The Marilyn and Harry Swimmer
Family Foundation
Lillian and Chris Teigland
Nancy and Dick Thigpen
Ann Thomas
Heathy and Ace Walker
Joana and Ferman Wardell
Velva and Tom Woollen
Anja and David Zimmerman
Emily and Sam Zimmern

ROOT BUSTERS (\$500 - \$999)

Judy and Jim Allison
Catherine and Wilton Connor
Aleen F. and David M. Epstein
Flakeboard America Ltd
Vicki and Tom Gabbard
Betty and Richard Heckenbleikner
Kay and George Hodges
LandDesign
Leslie and Michael Marsicano
Debbie and Pat Phillips
Dale and Larry Polsky
Anna and Verner Stanley
Judy and Richard Vinroot
Mrs. Eugenia White
Sarah and Worth Williamson

Thank You

Thank you to Ciel Gallery for hosting a Tree Party, featuring a Giving Tree where donated 6" x 6" artworks were sold and proceeds donated to TreesCharlotte.



Rotarians Invest

The District Rotary and area Rotary Clubs will host the second annual community tree planting event on Saturday February 21, 2015 in celebration of Rotary's birthday. Last February over 200 Rotarians from 17 clubs planted more than 400 trees at MLK Middle School.

Congratulations

This summer Executive Director Dave Cable was honored by NC's Urban Forestry Council. Dave received the Outstanding Individual award by the 2014 NC Urban Forestry Award program.



This newsletter was printed on recycled paper containing 100% post-consumer material made with 100% Certified Renewable Energy and manufactured without the use of chlorine or chlorine derivatives.