

# THE SHADE TREE

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A BI-MONTHLY BULLETIN DEVOTED TO NEW JERSEY'S SHADE TREES

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**Volume 98 — July — August 2025 – Issue 7 & 8**

## *This Issue Presents...*

Registration Open: NJ Shade Tree Federation 100th Annual Conference  
The Transformative Impact of the 3-30-300 Rule on Urban Living  
New Study Confirms Beech Leaf Disease Threatens European Beech  
Trees, Too

Curious People Lead the Way in Catching New Invasive Species  
100 Years of History: Part III "Mr. T, I Have a Tree!"  
Calendar of Events 2025

## **REGISTRATION OPEN: NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE**

Join us for this stellar education and networking opportunity as we celebrate our 100th Annual Conference. Since 1925, the NJ Shade Tree Federation has united our state's communities, professionals, researchers, and governments to help provide tree lined streets for future generations.

**Register by September 15, 2025:** <https://njstf.org/annual-conference>

**Location:** Harrah's Resort Atlantic City, 777 Harrah's Blvd,  
Atlantic City, NJ 08401

**Date:** Thursday, October 16 & Friday, October 17, 2025

### **Sensational speakers for a centennial celebration**

This year promises to impress with keynote speaker Dr. Cecil Konijnendijk flying across the Atlantic to join us! A globally renowned researcher and industry innovator of the 3+30+300 rule of thumb for urban & community forestry, Dr. Konijnendijk joins our finest local and national researchers and professionals exploring themes of diversity, sustainability, and resiliency. With afternoons full of breakout sessions designed to explore the practical implementation and hot topics of municipal urban & community forestry programs and professional tree care operations in our state. Please join us as we use this 100th anniversary to reflect on our past, take stock of where we are now, and look towards the future of our industry.

**Pre-approved for 12 NJUCF CEUs!** Earn 6 CEUs/day at the 2-day conference. SAF Certified Foresters earn up to 12 Category 1 SAF CFEs. All conference sessions have been approved for Certified Public Work Manager credit (1 credit /session, please contact us for the specific CPWM credit categories). Stay tuned online for additional updates as we await our official pre-approval notices

## BULLETIN OF THE NEW JERSEY SHADE TREE FEDERATION

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ISSN # 0037-3133

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# REGISTRATION OPEN: NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

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for: NJ LTEs & LTCOs, ISA Certified Arborists, and NJ DEP Pesticide.

**NJUCF CORE (Community Representative) Training** held Thursday, October 16  
**Read the preliminary program & register online:** <https://njstf.org/annual-conference>

**Attention Municipal Groups Paying By PO:** register your person(s) online and on the Payment Page select “Pay by Check/Purchase Order” option to receive an invoice. **Authorized Purchase Orders/ Vouchers must be received by the Federation Office via mail or email no later than Monday September 15, 2025.**

**Members of the NJ Shade Tree Federation receive 20% off:** Discount Codes for 20% off conference registration were distributed in June to members of the NJ Shade Tree Federation who paid membership dues for 2025. Discount Codes expire Monday, September 15, 2025. If you forgot to pay 2025 membership dues, contact our office [TREES@NJSTF.ORG](mailto:TREES@NJSTF.ORG) (732) 246-3210 to get back into good standing. A late renewal could still add up to significant savings for individuals, groups, and companies.

**Planning to stay overnight?** Our event hotel room block is open for reservations. Secure a significant discount on your Wednesday, Oct 15, and/or Thursday, Oct 16, night accommodations by booking within our NJ Shade Tree Federation event group. Make room reservations with Harrah’s online using our group’s unique booking “passkey” weblink anytime or by calling the Harrah’s reservations call-center (8am-2am EST, 7 days a week) and providing our group code.

**Book Online:** <https://book.passkey.com/go/SH10SH5>

**By Phone:** **888-516-2215**

Group Name: **NJ Shade Tree Federation**

Group Code: **SH10SH5**

\*\*\*All callers will be asked for this code but can also book by saying \*\*\* **Shade Tree Federation**\*\*\*



# THE TRANSFORMATIVE IMPACT OF THE 3-30-300 RULE ON URBAN LIVING

European Platform Urban Greening, February 21, 2024

**In the hustle and bustle of urban life, the role of green spaces in fostering mental health and overall well-being is increasingly recognized. Cecil Konijnendijk's visionary 3-30-300 rule stands as a beacon, guiding cities towards greener, healthier futures. This rule sets forth three essential criteria for optimal well-being: a visual connection with at least three trees, a 30% tree canopy cover in residential areas, and access to a significant green space within 300 meters.**

## Understanding the 3-30-300 Rule

The “3-30-300” rule captures a profound understanding of the symbiotic relationship between urban environments and nature. It advocates for:

**3 Trees from Every Home:** Citizens should see at least three trees from their homes, workplaces, or places of learning. The research underpinning this component highlights the pivotal role of visible greenery in promoting mental health and overall well-being.

**30 Percent Tree Canopy Cover in Every Neighbourhood:** Research establishes a direct link between urban forest canopy cover and benefits such as including cooling effects, improved microclimates, and enhanced mental and physical health. The rule recommends a minimum of 30% tree canopy cover at the neighbourhood level, with an encouragement to strive for even higher.

**300 Meters from the Nearest Park or Green Space:** Proximity and easy access to high-quality green spaces are deemed crucial for recreation and overall well-being. The rule suggests a maximum distance of 300 meters to the nearest green space, aligning with guidelines from the European Regional Office of the World Health Organization.

## Beyond the Presence of Green Space

While the 3-30-300 rule emphasizes the importance of having green spaces nearby, emerging studies suggest that the benefits extend beyond mere proximity. The simplicity and effectiveness of the 3-30-300 rule have gained interest from cities and organizations globally. Beyond being a communication tool, it serves as a benchmark for cities to monitor and progress in their journey towards greener urban environments. The adoption of this rule encourages cities to not only maintain but also expand their local urban forests, promoting health, well-being, and resilience.

## Challenges and Considerations

As urban areas evolve, the 3-30-300 rule provides a flexible yet impactful framework, ensuring that nature is a fundamental part of residents' daily lives. However, its application may pose challenges in different contexts. Each city's uniqueness demands a nuanced approach. The needs of lower-density suburban areas differ from those in denser urban areas, needing thoughtful planning and implementation.



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# THE TRANSFORMATIVE IMPACT OF THE 3-30-300 RULE ON URBAN LIVING

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## The Importance of More Green Spaces

An eye-opening study conducted in Barcelona reveals the reality of limited green spaces in urban areas. Despite the evident positive effects on mental health, only a small percentage of people met the 3-30-300 green space rule. The study highlights the urgent need to provide more green spaces to citizens, advocating for initiatives that transform asphalt-covered areas into vibrant green spaces. This not only improves health but also addresses issues like the heat island effect and contributes to CO2 sequestration. Increasing tree coverage to 30% in European cities could reduce deaths linked to urban heat island effect.

The urban paragraph of the provisional deal on the EU Nature Restoration Law, reads that member states shall achieve an increasing trend in the total national area of urban green space till a satisfactory level is reached. European Landscape Contractors Association is making an orientation on green standards that could help to define the satisfactory level. The 3-30-300 rule is one of these standards. The 3-30-300 rule emerges as a transformative concept, emphasizing the essential role of green spaces in our lives, particularly for mental well-being. Moving forward, it is crucial to consider not only the quantity but also the quality and use of green spaces to maximize their benefits.

The lesson is clear: green spaces are not a luxury but a necessity for creating healthier and happier cities. The 3-30-300 rule serves as a guiding compass, pointing towards a future where urban landscapes are not just concrete jungles but thriving ecosystems, fostering the well-being of all who call them home.

**Note:** Dr. Cecil Konijnendijk, Director of the Nature Based Solutions Institute and innovator of the 3-30-300 principle which was quickly adopted by urban forestry initiatives around the globe is the keynote speaker of the NJ Shade Tree Federation 100th Annual Conference. Dr. Cecil has 2 sessions, Thursday morning at 9:00 AM and Friday morning at 10:30 AM, his session synopses follow below, please read more and register online: <https://njstf.org/annual-conference>

**The 3+30+300 Principle for Greener, Healthier Cities- Experiences from the First 5 Years** - The 3+30+300 principle is an evidence-based guideline that aims to bring provide the climate, health, and other benefits of trees and green space to everybody. The principle, developed in early 2021 by the presenter, calls for at least 3 mature trees visible from every home, workplace, school, or place of care. It also sets a minimum of 30% canopy cover at the neighbourhood level. Moreover, we should all have a high-quality, publicly accessible green space within a 300-metres walk (i.e. just over 300 yards). At the time of the conference, the principle has been around for about five years and municipalities, governments, and various organisations and businesses around the globe have started using it. This talk assesses the current state of 3+30+300 implementation, in the US and elsewhere. It discusses opportunities for using the guideline for the promotion of sound urban forestry, also in New Jersey.

# THE TRANSFORMATIVE IMPACT OF THE 3-30-300 RULE ON URBAN LIVING

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**Municipal and Community Forestry: A Global Perspective of Growing People and Tree Relationships** - Recent years have shown growing interest and activity in municipal and community forestry. In fact, these have now become global movements and fields, supported by a growing body of research, expertise, and involvement of numerous professional and advocacy organisations. In this talk, Cecil will discuss how municipal and community forestry have become truly global. Based on his work in 35 or so countries, he will show some of the latest, most exciting initiatives and developments. He will also shine his light on some of the next steps for municipal and community forestry, in order to enhance their role and impact even further

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## NEW STUDY CONFIRMS BEECH LEAF DISEASE THREATENS EUROPEAN BEECH TREES, TOO

By Holden Forests & Gardens, April 29, 2025

**Researchers at the Holden Arboretum and the USDA-ARS used advanced microscopy to trace how the BLD-causing nematode affects American and European beech**

Kirtland, Ohio - A new study from Holden Forests & Gardens and a team at USDA Agricultural Research Service confirms that beech leaf disease—a fast-spreading disease already devastating American beech across eastern North America—also affects European beech (*Fagus sylvatica*). The research raises concerns that the disease could spread globally, threatening the health of forests across Europe.

European beech is a cornerstone of native forests in Europe as well as a common ornamental species planted across North America. To date, beech leaf disease has not been reported in Europe.

Published in the journal *Plant Pathology*, the study used advanced microscopy to trace how the BLD-causing nematode, *Litylenchus crenatae* subsp. *mccannii*, alters leaf structure and function in European beech, with American beech used as a comparison. Under the microscope, the same signature symptoms—misshapen leaf biology and dense nematode populations in buds—were observed in European beech leaves and buds exposed to the invasive pest.

These findings mark the first time the full disease process has been documented in European beech, from nematode infestation in the buds to visible leaf symptoms and internal tissue damage.

“This is the first in-depth cellular-level evidence that European beech is susceptible to beech leaf disease,” says Mary Pitts, a research specialist in the David Burke Lab at HF&G and lead author of the study. “We found clear signs of infection and structural damage in both the buds and leaves, similar to what we see



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# NEW STUDY CONFIRMS BEECH LEAF DISEASE THREATENS EUROPEAN BEECH TREES, TOO

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in American beech.”

For the study, the team collected buds and leaves from symptomatic European beech and American beech at the Holden Arboretum, as well as asymptomatic European beech from the Dawes Arboretum (Newark, Ohio), where the disease had not yet spread.

After processing the leaves and buds in the lab, the team could peer inside and view the actual nematodes as well as what the damage looks like on a microscopic level. They soaked samples in alcohol to clear out green pigments, then used a magenta stain that highlights the nematode, making them stand out clearly against the leaf tissue. The resulting imagery is striking.

They also examined cross-sections of the leaves to better understand the nematode’s effects at the cellular level. The researchers observed abnormal cell growth, disorganized stomata, and severe changes to internal leaf layers—changes that reduce the tree’s ability to breathe and photosynthesize effectively.

The team’s findings raise new concerns about the disease’s potential spread beyond North America. Researchers hope that these cellular-level insights can help tree health experts better understand how the disease weakens trees from the inside out.

“This study helps us understand how the disease works in different beech species, which is key for understanding the basic biology of this disease and potentially help managing its spread,” says Paulo Vieira, researcher with the USDA-ARS (Beltsville, MD) and senior author on the study. “We’re still amazed by the cellular processes involved in this disease. While it’s highly detrimental to the tree, it is undeniably interesting from a scientific perspective. It’s a reminder that plant diseases don’t respect borders. We need to be vigilant and safeguard our natural forest ecosystems.”

**Note:** Beech Leaf Disease continues to be a major issue in New Jersey, listen to Mark Ware’s update on the progression and impacts of Beech Leaf Disease in our state and our current management and treatment options at the NJ Shade Tree Federation 100th Annual Conference, Friday afternoon at 2:30 PM, please read more and register online: <https://njstf.org/annual-conference>





# CURIOUS PEOPLE LEAD THE WAY IN CATCHING NEW INVASIVE SPECIES

By Amanda Roe, Ph.D., Leigh Greenwood, M.S., and Dave Coyle, Ph.D.

Entomology Today, November 19, 2024

**“Curiouser and curiouser!” cried Alice, as she pulled out her smartphone.**

Invasive species are a critical threat to the ecological and economic stability of our society. Early detection of newly introduced invasive species is a critical factor in the successful eradication and management of these pests and their impacts.

Biosecurity surveillance is rightfully focused on detecting invasive pests early on in the invasion process, when populations are small and more easily managed. This includes the first arrival of a non-native species in a country or continent as well as appearances of distinct populations in new geographic locations therein, such as a nearby county or state. In either case, successful early detection is dependent in part on the number of observations; therefore, engaging more people and more diverse avenues of information gathering will increase the chance of catching something new at its earliest stage.

Detecting these instances of invasive species is like finding a needle in a very large haystack—but, in this case, you may not even know what the needle looks like! Relying only on detection events from people that know what invasive species are, or what a specific one looks like, unnecessarily narrows the pool of people that can recognize these rare but important events. Curious members of the public can play an additional critical role in helping to identify these new invasion occurrences. And, crucially, background knowledge on what an invasive species looks like, or even what invasive species are at all, is not required.

In our new article in *Environmental Entomology*, we highlight the role played by the general public in early detections of the Asian longhorned beetle (*Anoplophora glabripennis*) in North America, both upon its first arrival and through subsequent appearances in new locations. We found that, starting with the first record in 1996, members of the public at large were responsible for over two-thirds of the first detections for this eye-catching invasive beetle pest!

This statistic reflects an important reality: Each time a curious member of the public shares an observation of something in the natural world with a larger community, biosecurity agencies have the potential to gain a first observation event. Further, even though public observations of the Asian longhorned beetle were clearly important before the turn of the century, the development and subsequent widespread availability and use of smartphones, social media, and biodiversity observation platforms like iNaturalist or Observation.org since that time have revolutionized the passive surveillance landscape.

We no longer need to rely solely on dedicated hotlines and reporting apps or highly knowledgeable and motivated observers, which by design have a relatively discrete pool of potential observers. Instead, we can use data-viewing and alert-generating tools like the Biosecurity Alerts System or automated emails built into existing biodiversity observation systems like iNaturalist. Thus, integrating the

# CURIOUS PEOPLE LEAD THE WAY IN CATCHING NEW INVASIVE SPECIES

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observations of the bug-curious public directly into biosecurity surveillance, in complement to existing reporting avenues for the well-informed observer, is an increasingly important and appreciated approach.

One recent example of the strength of integrating passive surveillance into more formal detection and response systems is the use of iNaturalist to augment surveys and outreach for the ongoing range expansion of box tree moth (*Cydalima perspectalis*) in North America. A public observation of this visually distinctive small moth on iNaturalist in Toronto, Ontario, Canada, was the first sighting on the continent. And two U.S. states, Michigan and Ohio, had subsequent observations on iNaturalist turn out to be the first finds in those areas, too, which then sped up and thus improved the state and federal response to box tree moth.

“I get alerts about new observations of invasive insects on community science platforms every day,” says Russ Bulluck, Ph.D., a national operations manager at the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service. “This is a great way to monitor how these pests are spreading and to identify new infestations, especially for visually distinctive pests like the box tree moth. However, USDA must confirm the first suspect detection in a state. We have already started incorporating public reporting into the ways we track invasive species movement. Community science platforms multiply the number of eyes we have in the field, helping us with early detection and improving the efficacy of our work.”

Involvement of the public in invasive species surveillance can take many forms, ranging from volunteer participation in directed surveys to chance encounters in the natural environment. It is fueled by passionate, engaged people who direct their curiosity to observing the natural world. Investment in programs that promote and invest in these forms of passive surveillance can provide significant support to national biosecurity programs. To further the integration and development of public-centered surveillance we suggest the following:

- Mine data from existing biodiversity observations across a range of platforms.
- Establish systems to connect regulatory agencies with crowdsourced observations.
- Follow best practices to protect data sovereignty, quality, sharing, and privacy.
- Support and promote public involvement with biodiversity monitoring.
- Support and promote invasive species education.
- Encourage curiosity and empower public to share what they see.

As more invasive species are introduced over time and existing invasive species spread in sometimes unpredictable ways, the eyes of the curious public become an ever-more valuable asset in our collective biosecurity toolkit. We encourage everyone to engage with the natural world and share the astounding biological diversity that they see. You never know what you might find—and how



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# CURIOUS PEOPLE LEAD THE WAY IN CATCHING NEW INVASIVE SPECIES

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important that might be to protecting the trees, forests, and the whole natural world around you!

**Note:** The Environmental Entomology article described was published November 8, 2024 in the December Volume 53, Issue 6. You can find the article online here: <https://academic.oup.com/ee/article/53/6/881/7885648?login=false>

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## 100 YEARS OF HISTORY: PART III

**Our time warp series continues with a leap 75 years back to 1950, the year of the Federation's Silver Year Anniversary, 25th Annual Conference held at the Hotel Traymore in Atlantic City.** The Shade Tree newsletter is now on its 23rd volume, having established itself as the official hot-line for NJ's Shade Tree Commissions. Hundreds of readers are now relying on the publication for their news, research updates, guidance, and professional recommendations. The Federation's current Editor and Secretary-Treasurer Philip E. Alden is still operating out of the Kearny Municipal Building, but the group is rapidly outgrowing this temporary office space! In the next decade the Federation will partner with Rutgers under Executive Director Edgar Rex. Rex facilitates big changes; we embrace the concept of the tradeshow, modernize The Shade Tree to more closely match the format you're holding today, and eventually acquire our current office on the old Cook Campus inside Blake Hall. But right now, it is 1950, and Mr. T has written in to help remind us of the pleasure we take in serving our communities and the people living in them. Please enjoy his gem of a letter.

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### “MR. T – I HAVE A TREE!”

By Harry E. Turner, Secretary- Forester of the East Orange Shade Tree  
Commission

The Shade Tree Vol. 23. No. 10, October 1950

One of the most important requisites of any city official or department head who comes in contact with the public is that he be a diplomat with an unlimited amount of patience and a sense of humor. In the course of a year we have many unusual requests which come into the office and many of these are very interesting as well as amusing.

Last Spring, I received a call from a very excited woman who wanted me to go to an address and “take her clothes down.” This was an unusual request, so I sent the foreman to the location to help the lady in distress, and the report he handed me gave the following facts: An elderly lady had hung her wash on a line on the roof of a four story apartment house and the wind had blown some of the dainty garments off the line and into a tree in front of the apartment house. By the time the climber had retrieved the apparel they could be used only as dust cloths.

Later that day I received a call from a woman who insisted that I come to her apartment as soon as possible. She gave me her address, I went to the location

and she told me her troubles. Her pet canary had flown out the window and into a large elm tree and she had been calling her “Petey Boy” for over half an hour without results. When I asked her what she wanted me to do about the situation, she suggested I climb the tree with a large mesh crab net on a long handle and see if I could rescue her bird. I didn’t like the idea of playing the part of Frank Buck in “bring ‘em back alive fame” so I hesitated to answer. Just then the phone rang and she excused herself to answer it. While I was waiting and trying to figure out how I could help the lady, “Petey Boy” flew in the window and right into the cage. Without a moments delay, I closed the little wire door. To this day that woman does not know how “Petey Boy” got back into the cage, and I never told her.

Every spring and summer we get at least a dozen calls on bee complaints and I have bagged at least eight swarms of honey bees this year without a single sting. One afternoon, I returned from lunch and found a large gallon jug on my desk with a card fastened to the lid bearing this message, “This is Oscar. Will you tell me if he is harmful to people and trees and what his real name is,” and signed by a resident. One look at Oscar and I recognized him to be a Long Sting or MEGARHYSSA LUNATOR (modern name: Long-tailed giant ichneumon wasp), so I wrote to Mr. X and told him all about Oscar and his habits.

A city forester’s job is very interesting except when he goes home after a busy day in the office or in the field and sits down to a nice hot meal and the phone begins to ring. Ninety-five percent of the calls start with “Mr. T, I have a tree!” Some of the thoughts that flash through my mind at these times aren’t fit to print, but I have to be a gentleman and just listen. Or on a cold winter night have the phone ring in the wee hours of the morning reporting there is a cat in a backyard tree crying and keeping the whole neighborhood awake and won’t I please come down or send a man to get the cat down so people can sleep. These night calls can’t be ignored very well because every man in the department is on twenty-four hour call and it might be the police department reporting a serious condition.

Squirrels are another source of complaint. One woman comes into my office four or five times a year to tell me the troubles she has had with our little four legged friends. One day, when she left the office, a salesman who had been waiting to see me and had heard the story asked me if she wasn’t a bit squirrely herself. Just as he was making the remark, she returned and heard his expression. She thought it was very cute and the next time she called me she started by saying, “This is Mrs. Squirrely.” I found out later that she had told all her neighbors all about her pet name.

Not so long ago, my secretary received a call stating that the tree in front of the man’s house was bleeding and would it be possible for a man to go down and put a tourniquet on the bleeding limb. This was asked in all seriousness and another time a caller told us that his neighbor had told him he had “canker” and that the city forester could tell him what to do for it. Of course, he meant that the condition was on the tree, but he never told us this until we asked.

These are all real problems to real people and each problem is of major importance to the person making the complaint.

The prize of all calls was from Mr. G., who had trouble with the squirrels.

**“MR. T – I HAVE A TREE!”**

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He wanted to know if he could cut some metal disks 12 to 18 inches in diameter and put them on the tree facing his house. He had been over to New York and had seen these shields on large hawser ropes to keep dock rats from boarding the ships, and he was going to use this method on his tree limbs.

Every city has its share of inventors. One woman wanted me to tap a sycamore tree and hang a pail on the trunk so that she could get the sap. Having read or heard that the sap from a sycamore tree added to some secret ingredients made a perfect soap that was wonderful for delicate skin. Then there was a request asking us to save one ton of ripe ginkgo fruit. The man making the request was experimenting and had an idea that this smelly mess would make a wonderful perfume. I have never heard how he made out with his experiments.

I have often thought that it would be interesting to run a contest and get the city officials to send in some of the unusual requests and complaints that come into their offices and offer a prize for the dilly of them all.

## CALENDAR OF EVENTS 2025

September 10th  
September 15th

Tree Talk Zoom, 7:00-8:30 PM  
Conference Registration & Hotel Reservation Deadline  
for the 100th!

October 16-17

NJ Shade Tree Federation 100th Annual Conference,  
Harrah's Atlantic City, NJ

December 10th

Tree Talk Zoom, 7:00-8:30 PM







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