



Greetings from the APA President! - November 2020



This newsletter is written to inform APA members of the happenings within our organization over the last four months.

Hello Fellow APA-ers!

I hope that you are all hanging in there through these trying times! We are lucky that we are outside with the trees each day. While others are indoors on their computers, working solo, we are outdoors, hugging trees in lieu of people! Trees can't hug us back, but I think they appreciate the gesture.

The APA board has honed their skills at running Zoom meetings. Since the last newsletter in July we have held one Tree Talk, two CAP Mentoring meetings, two APA Social Hours, one New Professionals meeting, two Education Committee meetings, and our regular monthly board meetings all via Zoom. Using this new platform may open doors for us to preach the gospel to other states and even other countries in the future.

Dick Austin's Tree Talk on The History of the Japanese Garden at Lake Merritt was a big success. We had 43 registrants, which raised us a whopping \$440! Thank you to Dick Austin and Denise Mason for all of their work in putting the talk together. The talk is now available for member viewing on the APA Youtube channel, see the link on the APA member page.

New Professionals meeting with Jocelyn Cohen was very informative for the pruners who joined in. Jocelyn discussed her thoughts on building a pruning business during the pandemic. Thank you Jocelyn! The next New Pros meeting will be in December (date tbd) and is titled "Tool Tips for the New Pro". Guest speakers are: Emily Fronckowiak, Nicole La Plante, Michael Thurman.

The APA Sachiko Umehara Memorial Scholarship is now accepting applications through the Peralta Colleges Foundation website until March 1st, 2021. <https://peraltafoundation.org/scholarships/> Students receiving the scholarship will be awarded \$500 to go toward horticulture and pruning classes at Merritt College. If you would like to donate to the fund there is a link on the APA homepage.

The APA Annual Business meeting- Save the date. Held the last Sunday in January, the annual meeting will be on Sunday January 31st. Please join us to hear news from the board on the organization, as well as reports from the committee chairs. This year our guest speaker will be APA CAP Nicole LaPlante speaking to us from Peru New York. Her talk is titled: "The Rhythm of a NY Gardener's Life". Here is a link to Nicole's website: www.landartfinegardening.com

Positions open for new officers- We will vote in new officers at the annual meeting. Open positions are: President, Vice President, and Board Member at Large #1 and Board Member at Large #3. We will be doing a virtual vote in lieu of our normal in person voting. Please respond to this email if you are interested in running for a position. We will also vote on some Bylaw changes.

Margie Potts Memorial Membership Award- We are seeking nominations for this award. A free APA membership is awarded yearly to someone who actively promotes Aesthetic Pruning in some way, and is not already an APA member. If you know of someone deserving of the award please respond to this email with your nomination. Last year's recipient was Janet Barton who does so much for Shinn Park Japanese Garden in Fremont.

Admin view

News

- New on the APA member page: A Youtube link to Dick Austin's Tree Talk on the History of the Japanese Garden at Lake Merritt and an educational document on "Aesthetic Pruning Concepts and Terms".
- The APA has a new mailing address: 5627 Telegraph Ave. Suite 171 Oakland, CA 9460.
- We have closed the APA yahoo email account. Members are now encouraged to contact the group through the APA forum, available to members once logged into your APA account.
- Members forum- using the APA forum is a benefit of membership and is for active members only. Through the forum you can search for topics and read, post, or reply to any comment or topic. You will need to log into your account on the APA website and go to the forum page. You will want to subscribe to the forum so that you can receive notice of new topics that are discussed. It is very user friendly.
- The board is working with a lawyer to trademark 'APA Certified Aesthetic Pruner'. It will take one year for the whole process and we will keep you updated throughout on the progress.
- The APA Membership app- will allow you to access your APA account on your smartphone. Through the app you can update your profile, sign up for events, access the APA directory, and email fellow members. The app also gives you access to your APA membership card for use in receiving a discount at Hida Tool. The app is called 'Wild Apricot app for Members' and once downloaded to your phone you will enter your email address and APA password in order to log in.
- CAP mentoring group- Eric King and I have started a mentoring group for APA members who are interested in pursuing certification. To join please contact us at apa@aestheticprunersassociation.org
- APA tote bags are for sale. We have received a new shipment. They are \$18 each. Please respond to this email if you are interested.



Committee News

Education Committee- Welcome to our new Ed Com chair Diana Chamberlain!! And a big thank you to Grant Foerster for chairing the committee for many years. The committee has been working on the upcoming December New

Professionals meeting, and organizing upcoming Tree Talks. Members are- Diana Chamberlain-chair, Bar Grant Foerster, Joe Ehrmann, Judy Thomas, Jane Chua-Couzens, Evelyn Borchert.

Admin view

National Growth and Outreach (NGO)- Meets to work on creating chapters in other areas. Members- Maryann Lewis - chair, Jeff Harris, Dierdre Davis Eickhoff, Emily Fronckowiak, Nicole LaPlante, Matt Luks-Jurutka, Grant Foerster, Diana Chamberlain.

Finance Committee- Meets to discuss accounts, chapter growth, trademarking, among other things. Members- Melissa Hyams- chair, Dick Austin, Randall Lee, Dina Blackwell. We have hired a new accountant to help us with our books- Shivawn Layne.

Other committees: Craft Standards, Promotions, Membership.

If you are interested in joining one of these committees please contact Dina.

Welcome New APA Members who've joined since July!

Shirin Cooper- Los Altos, CA

Lucy Davenport- Portland, OR

Steve Kelem- Los Altos Hills, CA

Allison Mangkang- Asheville, NC

Jay van Arsdale- Oakland, CA

In closing, we are seeking any ideas you may have for upcoming Tree Talks. If you know of a speaker or a topic that you would like to see as a Tree Talk subject, please respond to this email.

Also, if you are a New Professional and have an idea for a topic for a New Professional meeting, please respond to this email with your ideas.

And furthermore, if you have any ideas or comments at all about anything APA, please contact me. I would love to hear your feedback!

Thank you,

Dina Blackwell

APA President

FACEBOOK

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