

# PlantAmnesty

## 2014 Annual Report

### Mission Statement

To end the senseless torture and mutilation of trees and shrubs caused by mal-pruning (and other common forms of plant mismanagement).

### Goals:

1. Raise awareness of the problem.
2. Provide solutions (referral service, education, volunteer pruning and care), and ensure they are readily accessible to the public and green-industry professionals.
3. Engender respect for plants.

### We Affirm that:

- our organization is inclusive, tolerant, and based on grassroots collective action;
- our educational materials are clear, current, and technically accurate; and
- we will maintain a sense of humor and goodwill while being outspoken on the issues.

### Staff

General Manager/  
Volunteer Coordinator

Laura Watson

Office Manager/  
Referral Service Coordinator

Margaret Metz-Holland

### Officers and Board Members

President

Vice President

Secretary

Treasurer

Cass Turnbull

Marianna Clark

Kristin Schultz

Charlotte Moss

Jack Bautsch  
Keith Dekker  
Annette Freeman

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# 2014 - What We Did

Because Seattle experienced an unprecedented surge in development, 2014 was deemed Seattle's Year of Density. PlantAmnesty reacted by becoming more supportive of open space/tree canopy preservation efforts. We also hosted a record number of *free* volunteer pruning events. Our many regularly scheduled education events continued as planned. Whereas tree topping has remained a significant, though no longer overwhelming problem, shrub shearing has continued to be a major plague. We responded as follows.

## Goal 1: Raise Awareness of the Problem of Poor Plant Maintenance



### Media Outreach

PlantAmnesty had 11 media events reaching an estimated 891,000 readers/listeners/watchers. The two best were the *Seattle Times* article, "Fighting for Urban Trees" and the *TCIA Magazine* article, "Exceptions to the Rules: When Is Topping and Heading OK?"

### Display Booth

We staffed eight booths at various events, talking to an estimated 1,000 people with pruning questions and needs. Sixty-six volunteers spent 185 hours setting up and staffing booths. Boothing venues included Northwest Flower & Garden Show, Prune-a-thon at Sky Nursery, Washington Native Plant Society Spring Plant Sale, Seattle Tilth Harvest Fair, Thornton Creek Alliance, Washington Native Plant Society Fall Plant Sale, Molbaks, and Green Gardening Workshop.

### Nasty Letters (actually, Letters of Concern)

At PlantAmnesty seven letters and emails were written and sent—two were atta boys—one was to the UW grounds crew and supervisor and one to the first nation that cares for the only gas station in the region known to not shear its shrubs. Two complaints were sent to ground crews, and one to the owner of an unimaginably mal-pruned Japanese laceleaf maple.

### Take Action Button

The Take Action Button on the PlantAmnesty website moved to the website of our sister organization TreePAC (<http://treepac.org/take-action/>). Through that button 300 emails were sent to Seattle's City Council and Mayor offering advice on tree preservation issues; encouraging municipal Urban Forest funding; and requesting better planning and enforcement for the Urban Forest. TreePAC had its own ups and downs, fundraisers, media events, working on the Save Our Substation project, Seattle's Comprehensive Plan, and the Seattle Tree Ordinance of the future.

## Goal 2: Provide Solutions

### Educational Events

We gave 57 talks, classes, and lectures on pruning to 2,638 students, including eight in Spanish. Talks ranged geographically from Seattle to Yakima, Spokane, Phoenix, and Canada and were presented to Master Gardeners, professionals, school groundskeepers, companies, designers, homeowners, tree advocates, arborists, educators, pesticide applicators, garden clubbers, and church goers.

We provided seven hands-on pruning workshops, two in Spanish with an additional three Spanish classes given independently by our teachers **George Ortiz** and **Gonzalo Yepes**. We graduated 25 Master Pruners—from the PlantAmnesty classes at Magnuson Park, from the Center for Urban Horticulture Series, and from the Snohomish Master Gardener Series. The Urban Forest Symposium of 2014 was our 6th event cosponsored by the University of Washington's Botanical Gardens. The theme, *Climate Change and the Urban Forest*, was well received and topics were well communicated by our expert and entertaining speakers. The diverse audience of 175 people came from Pugetropolis cities and towns, large and small, and they voted it the best one yet

### Printed Word

In 2014, PlantAmnesty published nine original articles, including *Beating Horsetail*, *Corn Futures: Leaf Raking for Pleasure and Profit*, *Tips from the Seasoned Professional*, *Party Eyes*, *West Coast Strata Weeding and Pruning*, *The Two-for-Every-Tree Myth*, *Philomen and Baucis*, *Ladders*, and *Misadventures of a Do-Gooder: Chickens*. We gave away 5,000 Pruning Guides, many in Spanish. We sold \$1,819 worth of pruning literature.



## The Electronic Word

This year we got over 102,000 hits on our new website. We created and posted on our YouTube Channel ten new short pruning videos, including: Hinoki Cypress, Drooping Leucothoe, Deadheading Rhodies, Stransvesia, Pieris, Sasanqua Camellia, and Mature Weeping Cherry Trees. Our YouTube Channel has had 230,622 visits (including nearly 1,000 to our Spanish videos) and has 683 subscribers. This year we had more tweets and even some FaceBook action.

## Referral Service and Pruning Hotline

PlantAmnesty's Good Gardener and Arborist Referral Service made 924 matches in 2014. Staff members, Laura Watson and Margaret Metz-Holland, fielded another 541 inquiries, mostly about pruning, though several were sad tree stories.

## Free Pruning

Our goal is that good pruning not be for the rich or able-bodied alone. In June, a loosely organized group of volunteer arborists and volunteer board members pruned the horticulturally significant plants and heritage tree collection at the intriguing Wallingford property of 82-year-old *Marilyn Bechlem*. The landscape had suffered from deferred maintenance, but all was expertly restored to its former glory. A group of experienced PlantAmnesty volunteers also donated a day of expert gardening in August to Heronswood, the famous garden owned by the *K'lallam Indian tribe*. Well-known horticulturist *Dan Hinkley* guided our endeavors among the maze of rare and unusual plants. During three other workshops, we also contributed our labor and that of the students to the Ryther Child Center, McAuliffe Park in Kirkland, and the Center for Urban Horticulture at the UWBG.

## Goal 3: Engender Respect for Plants

All our activities work to engender respect for plants and appreciation for their contribution to us and the ecology. But some activities do so more than others.

## The Seattle Heritage Tree Program

In 2014 the Heritage Tree Committee evaluated 24 trees. Sixteen were accepted—nine as Best in Neighborhood and five as Best in City. One other was deemed a Heritage Tree, but the Committee is still undecided about whether it is Best in City or Best in Neighborhood.



## Seattle Heritage Trees

We hosted a fine Heritage Tree Dedication of a Giant Sequoia in Wallingford. *Ben Roberts* joined the committee. A large heritage Elm located in the south end of Seattle was severely topped. The incident was covered on the front page of the *Seattle Times* ([http://seattletimes.com/html/localnews/2024305935\\_treecanopyxml.html](http://seattletimes.com/html/localnews/2024305935_treecanopyxml.html)).

## Funding

Most of our funding comes from membership dues and donations from members, including the GiveBIG Fund Drive in May, the Arborist Donated Work Day in December, and the Annual Appeal (i.e., The Begging Letter) in December. We earned money from our fabulous events: Bingo, the Garden Tour, the Sky Nursery Prune-a-thon, and the Urban Forest Symposium. We also received funds from our generous sponsors: *Davey Tree Expert Company*, *Groundswell NW Save Our Substations*, *Molbaks*, *Seattle Tree Preservation*, *Steubers*, *SvR Design Company*, *Thundering Oak*, and *Trees for Life*.

## Other Funding

*Seattle's Office of Sustainability and the Environment*, *the West Seattle Garden Tour*, and *the Washington State Department of Natural Resources & the USDA Forest Service* provided grants to PlantAmnesty.

## Membership Benefits, Awards, and Volunteerism

Our happy members enjoyed the camaraderie and benefits of being a part of PlantAmnesty. They received discounts on events and classes, attended our six fabulous Meetings of Like Minds, and listened to speakers of interest for free. Our members, numbering over 1,000, availed themselves of the 224 adopt-a-plant listings. Those folks who do not live in the immediate area still benefited with access to our super-secret Cyberlibrary and enjoyed reading our emails of interest and the funny and informative, world famous PlantAmnesty Newsletter.

Mostly, they were heartened that work is being done, and change is being made "to end the senseless torture and mutilation of trees and shrubs caused by mal-pruning"—which is proof that it can be done. Be assured that other people in other places have taken up the cause.

## 2014 Major Donors

Bill Ames	Kurt Fickeisen,	Jan Kramer, Kramer	Seattle Office of
Phoebe Andrew	Symbiosis Tree	Tree Specialists	Sustainability and the
aw pottery	Suzan Gallup	Dan Kraus, Champion	Environment
Jim Barborinas, Urban	Georgetown Home and	Tree Care	Seattle Parks
Forestry Services, Inc.	Garden	Pat LaJambe	Department
Jack Bautsch	Brian Gilles	Alan Lamp, Fluent Tree	Seattle Tree
Linda Becker	George Gregory,	Professionals	Preservation
Joanne Bender	Kaleidoscope	Janice Link	Judy Shigo-Smith
Tracey and Edilberto	Landscaping	Carol Lumb	Sky Nursery
Bernal	Judy Griesel	Ian MacCallum, Trees for	Pattye Snyder
Kimberly Berry	Kenneth Gross &	Life	South Seattle
Constance Bollen	Suzanne Armour	Andy Major, Major Tree	Community College
Barbara Bonjour	Faith Hanna	Services	Nursery
Sherida Bornfleth	Christine Hansen	Erik Matteo, Tree	Gretchen Stengel
Lorine Brakken	JoAnne Hardy, Steuber	Stewards	Susan Stoller
Don Brooks	Distributing	Carolyn & Richard	Patrick Storey, Grun
Rodger Brown, Apical	Mark Harmon,	Mattern	Tree Care
Tree Services	Stonehedge Tree	Ethel McCroskey Story	Kathleen Sullivan
David Brunelle	Experts	Molbaks	Thundering Oak Tree
Celestial Dream Gardens	Dana Harper, Legendary	Colin Moseley, Green	Services
Laura Chandler	Tree	Diamond Resource	Claudia Tidball
Wendy Chisholm	Phyllis Harper	Company	Trees for Life
Christianson's Nursery	Helen Hepp	Christine Mustelier	Linda Vane
City Peoples	Mark Herkert, Madison	Sue Nicol	West Seattle Garden
Tina Cohen, Northwest	Park Tree	Leonard O'Connor	Tour
Arborvitae	Martha Holschen	Kathleen Petty	West Seattle Nursery
Nathan Copeland	Harvey Holt	Susanna Pinyuh	Mary Will
Cynthia Creasey	Kathy Holzer, Out-on-a-	Connie Poe	Warren Wilkins
Cultus Bay Nursery	Limb	Jeff Rahlmann	Kathy Wilmering
Davy Tree Services	Gail Hongladarom	Robinwood Nursery	Glen Withey & Charles
Deidre Devlin	John Hushagen, Seattle	Kahlia Root	Prices, Withey-Price
Edmonds Community	Tree Preservation	Linda Ruiz	Landscape Design
College Nursery	Janine Huso	Joseph Saitta & Virginia	Susan & Art Wright
Linda C. Eggiman	JJ Jacobi	Aldrich	Sharon & David
Ann Erickson	Chip Kennaugh	Janet & Michael Schmitt	Yonashiro
Far Reaches Farm	Constance Knudsen	Seattle Garden Club	John Zehren,
Nancy Fasoldt			Renaissance Tree
			Care

## 2014 Financial Report

Gross Profit .....	\$129,800
Total Expense .....	<u>\$150,180</u>
Net Income.....	-\$ 20,380

### Top Five Income Sources

Donations from members like you .....	\$37,427
Foundations and Grants .....	\$25,193
Dues from members like you .....	\$24,816
Education/Outreach.....	\$15,984
Referral Service Fees .....	\$12,809

### Top Five Expenses

Payroll (two part-time staff)	\$48,229
Contract work (newsletter design, accountant, website, and teachers)	\$43,184
Rentals (Office/Storage, CUH, Equipment)	\$14,344
Printing/Copying Services	\$13,183
Supplies	\$ 7,544