



Proponent Testimony to Ohio Representatives Regarding Creation of the Trees 4 Ohio License Plate

From Dixie Russell, Executive Director
Ohio Chapter International Society of Arboriculture
February 21, 2018

Re: House Bill 474
Sponsor: Rep. Antani

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Dayton, OH

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Columbus, OH

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Webber's Landscaping Co.
Dayton, OH

Ernie Brinker – President
Davey Tree Expert Co.
Woodsfield, OH

**Ohio Chapter International
Society of Arboriculture**
Dixie Russell, CAE, CMP,
Executive Director & Secretary
PO Box 267
Columbus, OH 43105-9998
Phone/Fax (614) 771-7494
Email: dixie@OhioChapterISA.org

Chairman Green, Vice-Chairman Greenspan, Ranking Member Sheehy and Members of the Transportation and Public Safety Committee

Thank you for allowing me to provide proponent testimony on House Bill 474 which would create a TREES 4 OHIO license plate.

My name is Dixie Russell and I am the executive director of the Ohio Chapter International Society of Arboriculture, also referred to as ISA. The Chapter is established in Ohio as a 501(c)3 educational foundation whose mission is to advance responsible tree care practices through research, technology and education, while promoting the benefits of trees.

Trees provide many benefits to people and the communities they live in. Proper long-term care is essential to maximizing those benefits and ISA Certified Arborists, who are professional tree care providers, are individuals who have knowledge and training in the care needed to sustain a tree's life and maximize the long-term benefits.

More and more communities are beginning to recognize the tangible benefits that trees provide in the urban environment. Healthy trees reduce air and noise pollution, provide energy-saving shade and cooling, furnish habitat for wildlife, increase property values, and are an important contributor to a community's image, pride, and quality of life.

The Ohio Chapter ISA is seeking the TREES 4 OHIO specialty license plate to enable us to underwrite more educational programs and support research that directly benefits the trees of Ohio. Funds raised from this program will be used to support education to both members and consumers. The plate displays a healthy tree and directs constituents to a website designed specifically for consumer's looking for everything from proper pruning to how to find and hire a tree care professional.

The Ohio Chapter ISA has nearly 1000 members in Ohio and we believe that we have the necessary support to sustain production of this license plate.

Thank you for your consideration and time. I am happy to answer any questions you may have.