

# CANOPY

*Canopy, a Palo Alto-based non-profit, advocates for the urban forest and works to educate, inspire and engage the community as stewards of young and mature trees.*

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## Canopy's "Is Your Tree Thirsty?" Campaign

By Sharon Kelly

How often should I water my tree? How much should I water it? What's the best way to water a tree?

Now in its third year, Canopy's "Is Your Tree Thirsty?" Campaign highlights the importance of watering trees during summer drought and provides practical tips on how to water and care for young and mature trees. Increasingly, people are torn between the idea of conserving water and needing it to care for their gardens and homes. "Is Your Tree Thirsty?" provides Bay Area residents with know-how on water conservation and tree protection.

When trees are watered and mulched properly, residents can conserve water, retain soil moisture and provide trees with the moisture they need. Canopy advises a weekly deep watering schedule for young trees that will ensure healthy growth. Established trees require less attention but monthly deep-watering during the dry season can help to avoid disease-causing drought-stress and prevent surface-rooting problems. Do not water native trees near the trunk. See our website for details. Mature trees bring us the most benefits. Once established, the tree's roots and leaves pay back their water debt by:

- Creating cooler temperatures, shading and preventing evaporation from the soil in the summer,
- Capturing storm-water, reducing runoff and recharging groundwater in the winter, and
- Bringing better air quality and better quality of life to residents all year long.

The "Is Your Tree Thirsty?" Campaign uses multiple outreach methods to bring attention to trees. From June through September, our 20+ foot long banner posted at El Camino Field asks passing drivers, "Is Your Tree Thirsty?" and refers them to watering instructions on the Canopy website. We send postcards with watering reminders to all Palo Alto residents with young street trees and during our Young Tree Care Survey community volunteers leave detailed Young Tree Care brochures at residences with personalized notes about their young tree.

By planting drought-tolerant, climate-appropriate landscapes, reducing water usage in other areas of the home and watering and mulching trees appropriately, residents can be good stewards of the environment, conserve precious resources and enjoy the many benefits provided by trees.



# E.O. Wilson: Biodiversity and Our Future, Healing Mother Earth

By Anwyn Hurxthal

Legendary biologist E. O. Wilson wowed an audience of more than 850 people at Canopy's fundraiser for its Trees for Schools and Kids program at the Mother's Day "E. O. Wilson: Biodiversity And Our Future, Healing Mother Earth" lecture-style event.

"Who speaks for trees speaks for all of nature," Wilson once said. A celebrated environmentalist, author and scientist, Dr. Wilson is also a two-time Pulitzer Prize winner who has made a giant contribution to our understanding of the rich spectrum of Earth's biodiversity.

Dr. Wilson shared his insights on the complexity and diversity of natural ecosystems around the world and how they interconnect, calling for increased research and understanding into the fast disappearing species and environments that sustain our planet. "The problem (of disappearing ecosystems) can be solved: the resources, the technology exist and the motivation is clear. The benefits are beyond calculation," he explained.

The event attendees and organizers represented a diverse spectrum of environmentalists, community organizers, politicians, educators and students. Long time friend and colleague of Dr. Wilson, Stanford University Professor Emeritus Donald Kennedy chaired the event. Well known radio host, Michael Krasny, of Bay Area National Public Radio affiliate KQED, added thought-provoking conversation and questions while emceeding the event.

Honored guests included scholars and educators: Brian Fisher, Chair of the Entomology Department at the California Academy of Sciences, Bill Durham of the Stanford Anthropology Department as well as Steve Schneider and Terry Root of the Stanford Woods Institute for the Environment. Peter Drekmeier, Mayor of Palo Alto, Yiaway Yeh and Larry Klein of the Palo Alto City Council joined the gathering.

Event proceeds will support Canopy's Trees for Schools and Kids program engaging students in reforestation projects and tree care activities, and fostering students' appreciation for trees through science workshops and campus tree walks. A portion of event proceeds also enabled two hundred area students and educators to attend the event for free.



Michael Krasny moderates questions from the audience for E. O. Wilson.

"We'll surely find the way to save this magnificent planet and the life it harbors because it's the right thing to do. It's the ennobling task of our species."

E. O. Wilson, Canopy Fundraising Lecture, May, 2009



E.O. Wilson (second from right) receives a warm welcome from Michael and Leslie Krasny, Don Kennedy, Catherine Martineau and Susan Rosenberg.

# New Government Report: Trees, An Important Solution to Global Warming

By Anwyn Hurxthal

Our planet's atmosphere is changing rapidly. Among the myriad of climate problems and potential solutions we face, urban forests stand out as a simple, natural utility that remove greenhouse gases from our atmosphere and lower ambient temperatures. On June 16, the U.S. Government's Subcommittee on Global Change Research released a comprehensive report (The Report on Global Climate Change Impacts In the United States) detailing the impacts of global warming including the ways in which trees counter these effects:

*"Forests provide many services important to the well-being of Americans: air and water quality maintenance, water flow regulation, and watershed protection; wildlife habitat and biodiversity conservation; recreational opportunities and aesthetic and spiritual fulfillment; raw materials for wood and paper products; and climate regulation and carbon storage. A changing climate will alter forests and the services they provide. Most of these changes are likely to be detrimental."*

By taking immediate action right here in our homes, neighborhoods and communities—planting trees and ensuring their long, healthy lives—everyone can make an impact on climate change. Canopy helps our communities do just this. Canopy also teaches kids, residents and city officials about the vital role that urban forests play in counterbalancing our climate, cleaning our air, cooling our streets, filtering our water and adding beauty and serenity to our lives.



*"In the United States, forest growth and long-lived forest products currently offset about 20 percent U.S. fossil fuel carbon emissions. This carbon "sink" is an enormous service provided by forests and its persistence or growth will be important to limiting the atmospheric carbon dioxide concentration. The scale of the challenge of increasing this sink is very large."*

## Mystery Leaf

*Do you recognize this tree?*

This lovely harbinger of spring has been called "a breath of fresh air after a long winter" and no less than "one of our most beautiful native trees" by tree expert Michael Dirr. A little tree that usually grows no taller than 30 feet, it bears showy pink flowers in very early spring, that last for two or three weeks. The leaves also emerge with a reddish color, giving way to a lustrous summer green and finally to a striking fall yellow. Even in winter this tree is pleasant to behold, with its arching limbs and rounded crown. Its size and adaptability make it as welcome in a forest setting as in a home landscape, where it can serve admirably as a specimen tree or in groups.

*(Source: Arbor Day Foundation)*

**Solution on page 4**



## It's A Sure Bet.....

By Susan Rosenberg

*"I was so pleased to see that all but one of the street trees I visited on the Tree Care Survey this year are thriving. That's a huge improvement from my first year surveying street trees back in 2003. We must be doing something right!"*

**Dedra Hauser**  
*Canopy Volunteer*

With several hundred new street trees planted every year in Palo Alto, and most of them receiving little more than overflow water from adjacent lawns, it's not surprising that until 2001 a number of trees became stunted or died from lack of water.

That began to change after Canopy and the City of Palo Alto developed a program to improve the survival rate of young street trees. The Tree Care Survey is now one of Canopy's more successful programs and has the added benefit of helping the City Tree Department manage their workload by keeping young trees healthier.

Each spring, Canopy trains volunteers, many of them students fulfilling community service requirements, to visit and record data on every young street tree planted within the last five years. A Young Tree Care brochure with information on watering and protecting the tree is left on the resident's doorstep. The information collected by our volunteers is compiled by Canopy and handed over to the City Tree Dept. who remove supporting stakes and prune when needed.

It's a sure bet that the collaboration between residents, the City of Palo Alto, and Canopy has strengthened our urban forest. When our young street trees are cared for, our community is a healthier place to live.



*Urban Cummings and a young surveyor sample the soil moisture under a young tree before leaving recommendations for a homeowner.*

## Mystery Leaf Solution

**The California redbud** (*Cercis occidentalis*) is a small, shrub-like tree seldom reaching 20 feet tall and native from southern Utah and Nevada through California to Arizona. It is known for its red-purple flowers, providing nectar for bees, and for notch-tipped leaves. (Grows in hardiness zones 7 to 9.) The redbud is one of 21 National Tree candidates.

Early settlers found the blossoms of the redbud a delicious addition to their salads. Early folk healers used the bark to treat common maladies and sometimes even leukemia. And many Native Americans chose the wood of the California redbud for their bows, and branches for weaving baskets. But the sheer springtime beauty of the redbud may be its greatest hold on the American spirit.

*(Source: Arbor Day Foundation)*



*Illustration by Robert O'Brien*

# Young Tree Care Survey 2009

By Sharon Kelly

Canopy had a great volunteer turnout this year at our Young Tree Care Survey kickoff and training events on July 15 and 18. Volunteers were trained to use soil moisture probes to test whether trees are “thirsty” and to check whether trees need mulch, weeding or other care. Volunteers were instructed to leave brochures with personalized tree care recommendations, asking residents to “pitch in” to regularly water and protect young trees. Pruning and other maintenance needs are noted on survey forms, reported to the city and taken care of by Palo Alto’s Tree Department.

Our volunteer teams this year included a group from Memry Corporation in Menlo Park, several local students, residents and members of Gunn and Palo Alto High School Key Clubs. After the trainings at Mitchell and Hoover Parks, volunteers started off our annual effort with a bang by surveying close to half of the city’s young trees. Surveyors returned to the parks with tired feet and were treated with a snack on Wednesday and a delicious lunch on Saturday.

It looks like we will reach our goal to complete surveying all 1,000 young trees by the end of August. Dedicated volunteers continue to pick up survey routes from the Canopy office and complete them on their own time. We will train one more group from the Volunteers in Asia (VIA) program at Stanford to help us finish up our downtown routes. Then completed surveys will be entered into Canopy’s Tree Database by our summer intern. We’ll analyze the data, compare it to previous years and create our report for the city.

*Thank you to all of our 2009 Young Tree Care Surveyors!*



*Olga assembles the Canopy banner for a tree care event.*

## Intern Supports Summer Work

Canopy has a new summer intern who spent her childhood days in the fields and forests of Russia outside Moscow. Olga Singleton says she was always happiest climbing trees by the river behind her home. Adopted at age ten by her Menlo Park family, Olga developed lasting friendships with classmates at Notre Dame High School in Belmont. As a teenager, she volunteered to help clean up local marshes and bay lands.

Olga now attends Foothill College and will transfer to San Jose State University winter quarter where she plans to major in graphic design and sociology. She says she’d like to make a difference in the world by creating “social movement through art.”

Working at Canopy two days a week, Olga played a major role in preparing the 2009 Young Tree Care Survey. She also works with youth, staff and volunteers to provide tree care along the East Palo Alto sound walls and supports programs in the Canopy office. She really enjoys helping care for trees and sustaining our local urban forest.

## Canopy acknowledges generous grants received recently from:

Katahdin Foundation  
Kiwanis Club of Palo Alto  
Palo Alto Community Foundation  
Patagonia  
PG&E  
Roche  
Rosewood Sand Hill  
The Garden Club of Palo Alto  
The Wildflower Fund



*Volunteers from Memry Corp. completed several survey routes.*

# Volunteer Spotlight— Susan Stansbury & Cédric de la Beaujardière

By Susan Rosenberg

It was late in the year, 1999, when Cédric de la Beaujardière planted his first tree as a volunteer with Canopy. He'd been involved with several local environmental organizations, but what Cédric was looking for was something to really dig into. Cédric found that, and a whole lot more with Canopy. He became a regular at tree plantings and went on to become a Planting Leader.

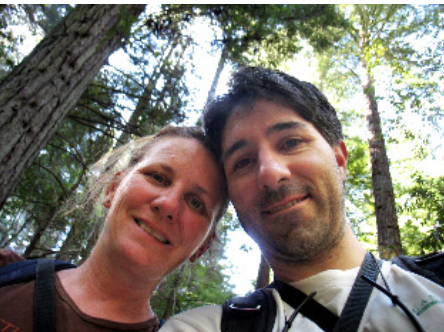
Cédric knew Susan Stansbury and was impressed with the environmental work she was doing, so he asked her to join him for Canopy's summer survey of street trees. They both had a good time, so he asked her to a Canopy planting, and she enjoyed that as well. At that point, I think you could say, they were hooked, on Canopy, and on each other and by October, 2007 they were married.

In lieu of wedding gifts they asked that donations be made to a non-profit organization that plants trees. "We didn't need more things and we love trees," said Cédric. Canopy was the local organization, and

## Canopy Friend Margaret Allen Donates Award Money

Canopy friend and supporter Margaret Allen was recently awarded The American Academy of Physician Assistants' *Humanitarian of the Year Award*. The award honors a physician assistant who has demonstrated an outstanding commitment to human rights and quality health care. Margaret chose to donate half of the \$2,500 award grant to Canopy's urban forestry work. Margaret's outstanding medical work with Ravenswood mobile health clinic in East Palo Alto was also recently spotlighted in a cover page story in the Palo Alto Weekly.

"When the environment is bleak, lives are diminished and deep poverty becomes even grimmer. Trees soften the greyness of an impoverished community. With this donation, I hope Canopy will continue its impressive work with tree planting and care in East Palo Alto," she explained of her generous gift to Canopy.



"Canopy does really valuable work for the community and I think it's great that you've been able to branch out into East Palo Alto. It's a great opportunity for kids to get involved with trees and the environment."

*Cédric and Susan generously support Canopy with their time, talents and "treasure".*

Trees for the Future works in the developing world. "The nice thing about Trees for the Future is that you get ten trees planted for every dollar, which is great leveraging. What's great about Canopy is that we get trees planted right here, in our local community."

In 2006 Cédric received an award for five years of volunteer work. Cédric and Susan continue to participate in Canopy.

Cédric is a software engineer. He also chairs the Palo Alto Bicycle Advisory Committee and co-chairs the Palo Alto Compost Blue Ribbon Task Force. Susan Stansbury is the Executive Director of Conexions, and a garden designer.

If you'd like to save paper and receive this newsletter electronically in the future, email [Anwyn@canopy.org](mailto:Anwyn@canopy.org) to let her know.

# Canopy's Board of Directors Welcomes Three New Members

By Susan Rosenberg

**Matthew Bahls** was previously in Stanford's Office of Government and Community Relations before moving to the Office of Development. He also serves on the boards of the Downtown Streets Team, and InnVision. Matthew and his partner Jessica Weare live in Menlo Park.

**Susan Ellis** is a retired software engineer who worked for Silicon Graphics, Inc. and Amdahl Corp. She currently serves on the Menlo-Atherton High School Landscaping committee. She is part of the team that is rewriting all fourteen of Canopy's Tree Walks. Susan and her husband Mark Linton live in Menlo Park.

**Dena Mossar** served on the Palo Alto City Council for ten years and was Mayor in 2003. She is a longtime envi-



*Susan Ellis Dena Mosser, and Matthew Bahls bring their unique talents to the Canopy Board of Directors.*

ronmental advocate focusing on watershed management and land use planning. Dena serves on the board of the Community Housing Alliance, and the Community Working Group. She and her husband, Paul Goldstein, live in Palo Alto.

## A TREEmendous Idea for a Gift



No matter what the occasion—the birth of a baby, a birthday, an anniversary, the holidays, Mother's Day, Father's Day, graduations, or to honor a favorite teacher or the memory of a dear friend—a Canopy Tree Gift is original and thoughtful. This gift will make it possible for Canopy to plant a new tree in a park or along a street in Palo Alto or East Palo Alto. The recipient will receive a card with your personalized message and your gift will be recognized in the Canopy annual report. You may choose to give one or several Canopy Tree Gifts for \$50 each, or one or several Canopy Tree and Care Gifts for \$100 each. (Note: due to city policies, trees are not individually identified at the planting site.)

To make a Canopy Tree Gift call the office at 650.964.6110 or use the form on this coupon.

Mail this coupon with your check  
and contact information to:



**CANOPY**  
3921 East Bayshore Road  
Palo Alto, CA 94303

I would like to make:

# \_\_\_\_\_ Tree Gifts at \$50 each, # \_\_\_\_\_ Tree & Care Gifts at \$100 each

Enclosed is my check for \$ \_\_\_\_\_

Please check one:\*

\_\_\_\_\_ In honor of \_\_\_\_\_ In memory of

Name: \_\_\_\_\_

Please notify: \_\_\_\_\_

Address: \_\_\_\_\_

\*For more than one recipient please include the information above on a separate sheet of paper and attach it to this coupon. Thank you!

# SUMMER 2009

## coming events

### August 29, 9 AM - Noon

Volunteer Tree Care Work Day  
East Palo Alto Tree Initiative  
*Meet at St. Samuels Church Parking Lot,  
1199 East Bayshore Rd., East Palo Alto*

### September 12

Barron Park Tree Walk with arborist  
Robert Booty.  
*Meet at the intersection of La Donna  
Street and Los Robles Ave in Palo Alto.*

### October 10

Main Library Tree Walk with  
arborist Kevin Kielty.  
*Meet at the entrance to the Main Library  
Parking Lot along Newell Rd in Palo Alto.*

### October 24

Neighborhoods Volunteer Tree  
Planting And Planting Leader  
Training  
*Location TBA*

### November 14

Gamble Garden Fall Color Walk  
with arborist Kevin Raftery.  
*Meet at the Carriage House at 1431  
Waverley Street, Palo Alto.*

**TREE WALKS! 2nd Saturday of every month, 10am to Noon**

## Canopy Leadership

### Board of Directors

Susan Rosenberg, *Chair*  
Susan Ellis, *Vice-Chair*  
James F. Cook, *Treasurer*  
Roy Leggitt, *Secretary*  
Matthew Bahls  
Faye Brown  
Urban K. Cummings  
Marty Deggeller  
Dena Mossar  
Dave Muffly  
Brooks Nelson

### Staff

Catherine Martineau  
*Executive Director*  
Sharon Kelly  
*Program Director*  
Anwyn Hurxthal  
*Development Manager*

### Advisory Committee

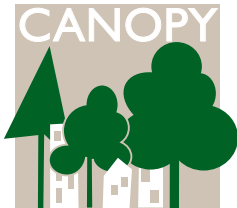
Tony Carrasco  
Anne Draeger  
Patricia Foster  
Carroll Harrington  
Joe Hirsch  
Leannah Hunt  
Carol Jansen  
Jeanne Kennedy  
John McClenahan  
Mary McCullough  
Scott McGilvray  
Nancy Peterson  
Carolyn Reller  
Jane Stocklin  
Lauren Bonar Swezey  
Lanie Wheeler

## Canopy

3921 East Bayshore Road  
Palo Alto, CA 94303

Tax ID: 01-0565752

650 964 6110  
650 964 6173 (fax)  
info@canopy.org  
www.canopy.org



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