



*Planting and Promoting a Healthy Community*

**FALL NEWSLETTER**

Volume XII, Issue 1

November 2018

## 25 YEARS OF GREEN

### TREE LAFAYETTE TO PLANT OUR 3000<sup>TH</sup> TREE

Over the past 25 years of planting and promoting a healthy community, Tree Lafayette volunteers have invested thousands of hours into the beautification of Greater Lafayette. You, no doubt, have passed by a Tree Lafayette sign somewhere in our community and probably wondered what this organization is all about. We invite you to find out by visiting [www.TreeLafayette.org](http://www.TreeLafayette.org).



Now, we are about to plant our 3000<sup>th</sup> tree on **November 20th, at 10AM at City Hall.**

The tree will serve as the culmination of our 25<sup>th</sup> year celebration. Mayor Tony Roswarski, along with other city officials, will be in attendance to help plant this tree. Your attendance will be greatly appreciated as we celebrate this momentous event!



*Lafayette City Hall, 20 N 6th St, Lafayette, IN 47901*

### JOIN TREE LAFAYETTE NOV. 14 FOR OUR ANNUAL MEETING

See pg. 3 for more  
information!



Check out our updated  
website at  
[www.TreeLafayette.org](http://www.TreeLafayette.org)



*Contact Us Anytime!*

**Donate:**

**TREE LAFAYETTE  
1915 Scott Street  
Lafayette, IN 47904**

**Email:**

[info@TreeLafayette.org](mailto:info@TreeLafayette.org)

**Or call: 765-490-1464**

TREE LAFAYETTE is a 501(c)3 non-profit organization registered with the Secretary of the State of Indiana. All donations are tax-deductible to the extent of the law.

## 25 Years of TREE LAFAYETTE

Tree Lafayette's *roots* go back to 1993, when a civic minded group of people, including Arlan Stavnheim, Rob Galbraith, Rosie Lerner, Dave Lahr, William Baugh and Joni Heide, formed the Lafayette Tree Fund, Inc. In 1994 the organization obtained 501c3 status.

A lot has happened since 1993, but it is safe to say that twenty five years later we continue to be a thriving non-profit, upholding our mission like a strong, tall oak. We promote "...a healthy community by providing education, leadership and inspiration in planting and caring for trees."

We have always been a volunteer organization, financed solely by donations, grants, and our endowment proceeds. We cannot stress how important the spirit of volunteerism is to the success of our endeavors. Each year Tree Lafayette volunteers contribute hundreds of hours of planting and nurturing community trees, and going into the local elementary school classrooms educating our youth about the value of trees in our urban landscape. Our annual Earth Day and Arbor Day tree plantings bring out our community spirit.

A short list of our accomplishments over the years includes:

- 100 Trees planted along Creasy Lane in 1994, and 184 more in 2009-2010;
- 299 Trees and 73 shrubs planted along Sagamore Parkway from 2000 thru 2005;
- Over 200 trees, on average, planted each year from 2011 through 2018;
- Numerous classroom presentations at local elementary schools (including Tecumseh, Cole, Miami, Edgelea, Miller, Mintonye, Vinton, Murdock, Boswell, Earhart) since 2010, to hundreds of 3<sup>rd</sup> graders, and over 100 school trees planted with the children helping;
- Weekly pruning, watering and mulching of city street and community trees, saving the City of Lafayette significant resources.

And here we are, about to plant our 3000<sup>th</sup> tree! Thank you for being a part of this success.



Bill Arthur, Tree Lafayette Executive Director

### THIS YEAR'S TIMBER RUN WAS ANOTHER FUN EVENT

as **Elina Brobeck** took the race as the **TOP FEMALE OVERALL** and **1<sup>st</sup> PLACE** runner with a time of **21:50.0** and **Brian Snyder** took the **TOP MALE OVERALL** with a time of **21:53.4**. "Thank you" to all the volunteers!



We would like to send a special "Thank You" to Jake Franklin and Franklin Finish for coordinating the race!



READY FOR THE CELEBRATION?

# ANNUAL MEETING

Join us as we celebrate 25 years of service to the  
Greater Lafayette community and honor our charter  
members and supportive donors!

**KEYNOTE ADDRESS: MAYOR TONY ROSWARSKI**

**WEDNESDAY, NOVEMBER 14, 2018**

**11:30 AM**

**LAFAYETTE COUNTRY CLUB**

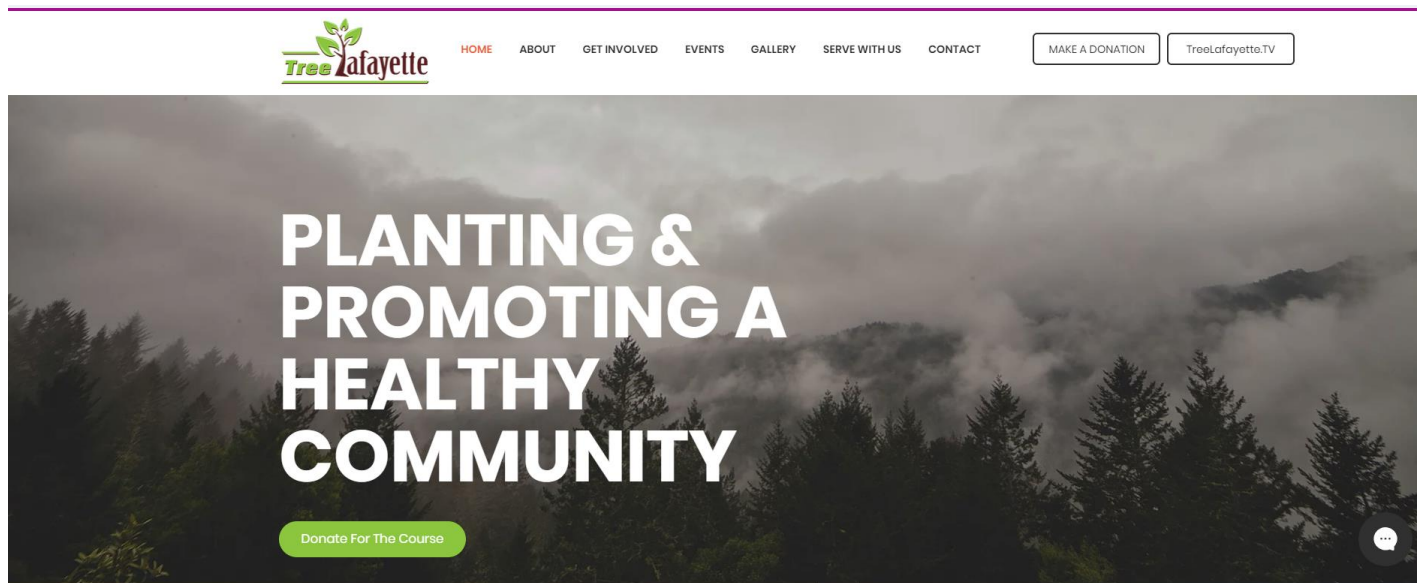
**1500 S 9TH ST, LAFAYETTE, IN 47905**

**DONATION: \$30/PERSON; \$200/TABLE**

RSVP REQUIRED AT [WWW.TREELAFAYETTE.COM](http://WWW.TREELAFAYETTE.COM)  
OR CALL 765.490.1464



## TREE LAFAYETTE GETS NEW WEB PRESENCE



We want to communicate with you more and find out what is on your mind. So, look for our new website and social media presence, making it easier for you to tell us what you think about our efforts and for us to let you know how you can help. Here's to the next 25 years of planting and promoting a healthy community!

### LIKE US ON FACEBOOK

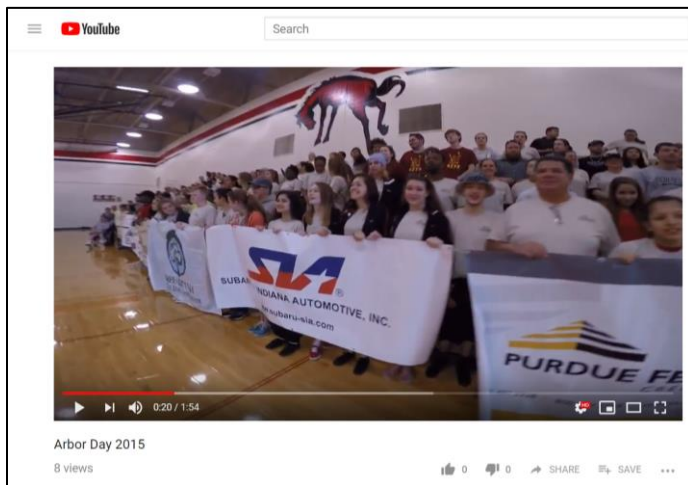
At the time of this publication, Tree Lafayette has 664 followers on Facebook. Can you help us reach 750 by the end of 2018? If you have not already, please "LIKE" our page and share it with a friend. Then you will be updated on all our upcoming events.



### FOLLOW US ON TWITTER



Look for the new Tree Lafayette logo on social media and be sure to hashtag Tree Lafayette (**#TreeLafayette**) when you post at any or all of our local events.



## ANNOUNCING TreeLafayette.TV

Looking for an educational experience for “everything trees”? Then visit our YouTube Channel at **TreeLafayette.TV**.



Youth through adults can find helpful videos that were present on our old website and some new ones, as well.

Don't forget to subscribe to our channel!

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## LaNelle Geddes, a Lasting Legacy

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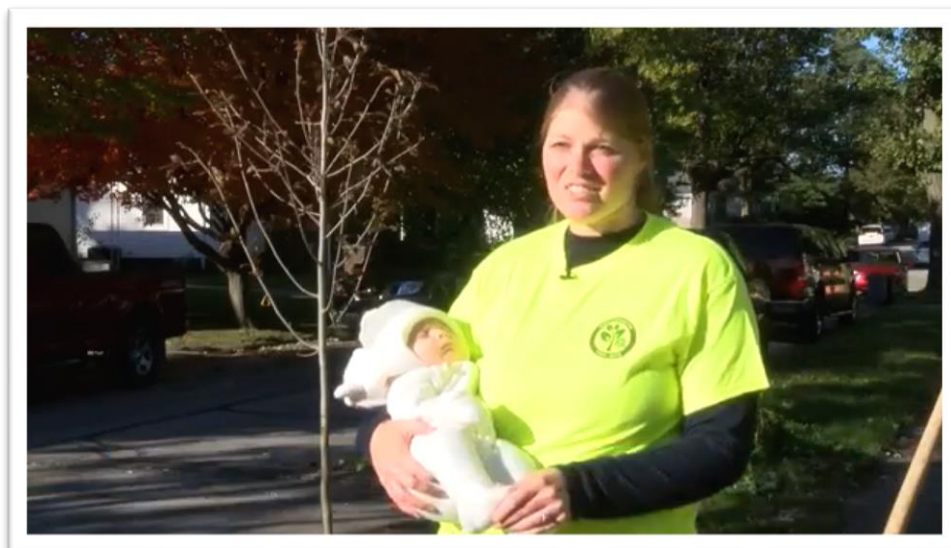
### *Building Our Endowment*

Tree Lafayette has an established endowment with the Community Foundation of Greater Lafayette. We use the annual distribution from this endowment to maintain the trees we plant each year. This maintenance includes pruning, watering, mulching, and, in some cases, replanting trees in sites where the original trees planted have succumbed due to illness or damage.

Late last year the Community Foundation announced the LaNelle Geddes Matching Campaign. Dr. LaNelle E. Geddes was a tireless, outstanding Purdue nursing professor, whose area of focus was pathophysiology. Dr. Geddes died in 2016. As part of her legacy, she left a sizeable gift to the Community Foundation. The matching campaign was the Community Foundation's way of distributing part of her gift and spreading the influence of this community pillar. Gifts made during the campaign were matched 50%, with an available matching pool of \$500,000. The campaign lasted from November 28, 2017, to August 1, 2018.

Donations designated for Tree Lafayette during the campaign totaled \$19,360.05. On October 2nd, at the campaign wrap-up, the Community Foundation announced that, due to some matching funds still being available, an additional 30% would be added to the match, bringing the total match to 80%! As a result, our endowment, titled the Tree Lafayette Endowment in Honor of Larry L. Rose, has increased in value a total of \$34,848.09, which raises our endowment to approximately \$165,000 (at the time of this writing). This is a very significant gift and helps to ensure Tree Lafayette's longevity.

We would like to take this opportunity to thank all our campaign donors and the Community Foundation of Greater Lafayette. Also, we thank and honor the life of a truly inspirational and community-minded visionary, LaNelle E. Geddes.



*Laura Sietsma and newborn Emily enjoy the planting of their "Grow with Me Tree"*

### TREE LAFAYETTE LAUNCHES NEW "GROW WITH ME TREE" PROGRAM



The "Grow with Me Tree" program is about establishing a connection between a child and nature to help sustain a healthy environment for growing up and living in our community. Parents or any relative can arrange to have a tree planted in the City of Lafayette right of way to commemorate the birth of a new child or in honor of a growing child. This way the child and tree can grow up together and take care of each other for a long time.

The first Grow with Me Tree was planted on October 23<sup>rd</sup> to honor David and Laura Sietsma's two-month-old daughter Emily. Laura is the Tree Lafayette Education Chair and a past board member. Trees can be planted near personal property, or at another location in the city. There are currently about 10,000 open spaces for trees in Lafayette.

To receive further information on the "Grow with Me Tree" program please contact Tree Lafayette via phone 765.490.1464 or email [info@TreeLafayette.org](mailto:info@TreeLafayette.org).

**LOOKING FOR A WAY TO GET INVOLVED WITH A COMMUNITY ORGANIZATION** focused on our environment and education? We plant over two hundred trees per year, educate hundreds of elementary school youth about the value of trees in our surroundings, and we have weekly opportunities to get outside and be active in the caring for trees in the Greater Lafayette community.

Opportunities abound in Tree Lafayette for active participation and leadership. We welcome your volunteering with us. To find out more go to [www.TreeLafayette.org](http://www.TreeLafayette.org), take a look at our events calendar, and contact us at [Info@TreeLafayette.org](mailto:Info@TreeLafayette.org).





## TREE LAFAYETTE A PART OF THE NATIONAL "SALUTING BRANCHES" EVENT

Tree Lafayette had 12 representatives of a total of 90 volunteers that helped plant 50 trees honoring the POW/MIA Veterans from Tippecanoe County at the Indiana Veterans Home, in West Lafayette. This memorial planting was part of the national 5<sup>th</sup> Annual Saluting Branches: Arborists United for Veteran Remembrance event, held September 19th.

Tree Lafayette Development Chair, Mickey Penrod (pictured right), joined the fun in serving at the Indiana Veterans Home Saluting Branches event.



## SUPPORT TREE LAFAYETTE BY TRYING OUT OUR NEW TEXT TO DONATE APP!



Wish Tree Lafayette *Happy 25th Birthday* and donate **\$25** (or more) to help us Plant and Promote a Healthy Community!

**In our Annual Report in early 2019, we will recognize all of our faithful donors. Meanwhile, we say *thank you*. Your support makes what we do possible!**

For your convenience, Tree Lafayette has added a new technology to save you time when donating to our cause.

With our new Text to Donate app, now you can experience easy giving right from your mobile phone. **Just text TreeLaf to 41444.**

### IT'S AS SIMPLE AS 1-2-3!

1. Start a new text message to the number 41444
2. In the text message box, text "TREELAF"

## ***Our Vision***

*Tree Lafayette's vision is a green and beautiful urban landscape in our community.*

## ***Our Mission***

*Tree Lafayette promotes a healthy community by providing education, leadership, and inspiration in planting and caring for trees.*

## ***Our Board of Directors:***

*Matt Green* | President

*Gene Kroeschen* | Vice President

*Barry Bruce* | Secretary

*Anna McCoy* | Treasurer

*Ingrid Rounds Hardy* | Marketing Chair

*Earl McCoy* | Governance Chair

*Mickey Penrod* | Development Chair

*Julie Roush* | Director

*Bill Skrobitt* | Director

*Shirley Sterling* | Director

*Eric Summerfield* | Director

## ***Our Committee Chairs:***

*Larry Rose* | Tree Chair

*Laura Sietsma* | Education Chair

## ***Our Advisors:***

*William Arthur* | Executive Director

*Orvin A. Lindell* | CPA

*Tim Detzner* | City Forester and  
Sustainability Coordinator

*"Planting and Promoting a Healthy Community"*

Address Services Requested

**TREE LAFAYETTE**  
1915 Scott Street  
Lafayette, IN 47904