

Michigan Arbor Day Alliance

A Year in Review: Accomplishments for 2009

2010

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Introduction

Michigan Arbor Day Alliance (MADA) is a coalition of organizations and agencies dedicated to the promotion and celebration of Arbor Day throughout Michigan. Our dedication comes from our belief in the importance of trees and their role in community health and well-being.

Since 1993, MADA has organized the annual State Arbor Day Celebration. Since its creation, MADA has developed program services to foster the celebration of Arbor Day yearly: State Fifth Grade National Arbor Day Poster Contest, workshops, education materials, seedling giveaways, municipality assistance and much more. Although, Arbor Day is celebrated once a year, MADA provides program services year round to multiple audiences. MADA is housed at Eaton Conservation District in Charlotte.

Arbor Day Celebration 2009

On a warm beautiful Friday, 1,163 second and third graders arrived at Potter Park Zoo in Lansing excited to attend the State Arbor Day Celebration. Buses brought classrooms from Lansing, Woodland, Owosso, Eagle, Dimondale, Saranac, Grand Ledge, Ionia and East Lansing, just to name a few. Smokey the Bear visited with children serving as a reminder to use fire responsibly. Twenty four natural resource activity stations educated children about water quality, soil, trees and wildlife. Classrooms attended the zoo, learning about wildlife from around the globe. After lunch, children, teachers and chaperones attended a tree planting ceremony with Jason Colthorp as the Master of Ceremonies. A juggler captivated children by tossing apples, bowling balls and wooden blocks. Entertainment continued with a cross cut saw race performed by Forestry, Parks and Recreation-City of Lansing and Lansing Board of Water and Light. Every year a class is chosen to help plant the ceremonial tree donated to Potter Park by Ayles Tree Service.

In Michigan, the last Friday in April is designated as Arbor Day. Arbor Day 2009 fell on April 24th. MADA would not be able to provide this event if it was not for our volunteers from Consumers Energy, Michigan Department of Natural Resources, Ingham County Parks, Forestry, Parks and Recreation-City of Lansing and all of the activity station presenters. A huge thank you to all of those involved in this wonderful event.

New this celebration, MADA offered a \$50 bus stipend to participating schools. This greatly increased the number of schools who wanted to



Smokey the Bear posing with child at State Arbor Day Celebration

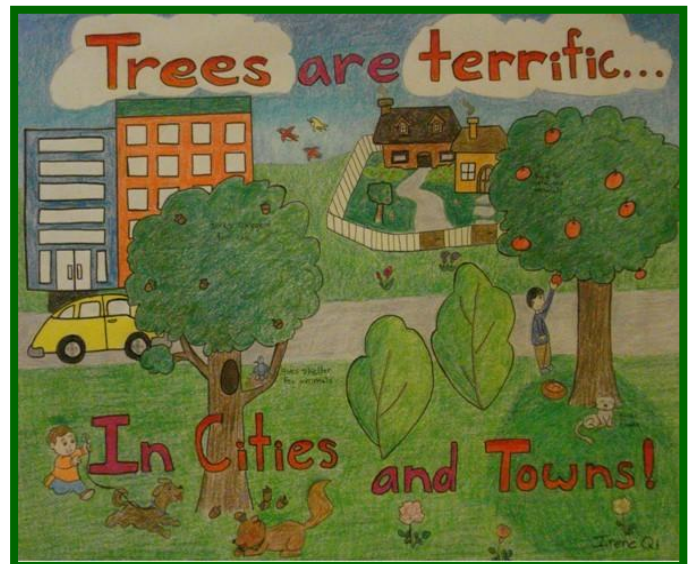
attend the event. Given the feedback, MADA plans to continue the bus stipend in the future with hope of increasing the amount provided.

“It was the best day of my life because we got a tree at the end of the day.” *Student*

“It was a perfect mix of fun and education. The game type activity stations were a lot of fun but the kids also enjoyed examining the trees.” *Teacher*

Poster Contest 2009

Every year Michigan Arbor Day Alliance coordinates the National Arbor Day Foundation Poster Contest for Michigan. Fifth grade students across Michigan are invited to participate in the contest. The chosen winner for the state of Michigan moves on to compete in the National Contest. Each year a theme is chosen for the contest. In 2009 the theme was, “Trees are Terrific In Cities and Towns”. Thirty-four schools and 768 students participated in the contest. The winner, Irene Qi was from Miller Elementary in Canton, MI. Irene received a \$100.00 savings bond, presented with a plaque at the State Arbor Day Celebration and her poster was displayed on billboards in the greater Lansing area courtesy of Adams Outdoor Advertising. Her teacher, Andrea Osbourne, received \$50.00 for school supplies. The second place winner received a \$50.00 savings bond and the teacher received \$25.00 towards school supplies. The third place winner received a book about the environment. All winning schools received a tree to plant on their grounds.



1st Place Poster by: Irene Qi

Program Growth

Membership Launch

This past year was an exciting time for our program! Individuals, organizations and children can now become a member of Michigan Arbor Day Alliance. Individual membership levels range from \$10.00 to \$250.00. Organization memberships are available for \$75.00 and children memberships are available for \$5.00. Membership funds directly support the services we provide for the community: State Arbor Day Celebration, tree planting, educational materials and workshops, poster contest and much more! Each membership involves a gift and a continual partnership with Michigan Arbor Day Alliance. Prospective members can sign up on our website, www.miarbordayalliance.com or by contacting the program directly.

Three businesses became members: Northern Michigan Hardwoods, Michigan State Federal Credit Union and Metropolitan Forestry Consultants.

Our membership has grown slightly, but we would love to see it grow by leaps and bounds in 2010.

A special thank you to our current members. Your commitment to the Michigan Arbor Day Alliance has made a difference!

Downtown Lansing Business Partnership

The following downtown Lansing businesses have teamed up with Michigan Arbor Day Alliance to celebrate Arbor Day: Capitol Convenience, Downtown Subs & Salads/New York Burrito, Soup to Nutz Bistro and Spotted Dog Café.

The businesses chose to provide their customers with Arbor Day education materials, display a Celebration Poster, provide free seedlings on Arbor Day and challenge their customers to donate a dollar in support of Michigan Arbor Day Alliance. This is the first year Michigan Arbor Day Alliance has partnered with local businesses to raise awareness about the environment. Michigan Arbor Day Alliance would like to thank all those who participated for their support.



State Senator, Gretchen Whitmer receives a seedling for Arbor Day at the Spotted Dog Cafe.

Environmental Education Trunks

Michigan Arbor Day Alliance had a goal to create Arbor Day education trunks that schools can rent to supplement existing classroom material. With funding provided by Capital Region Community Foundation, education trunks are available for kindergarten through fifth grade and sixth grade through eighth grade. Educators in Eaton County are able to rent the trunks for a given time period. After evaluating the success of the project, Michigan Arbor Day Alliance will determine how to continue future development. Trunk materials will provide teachers with the opportunity to provide hands on learning opportunities, curriculum ideas, games, art projects and more. In turn, students will benefit from exposure to new and innovative ideas, increasing their understanding of the world around them. This is a service Michigan Arbor Day Alliance feels is greatly needed for the community in order to increase environmental knowledge and understanding.

Goals of the project:

- Provide K-12 schools with environmental education resources
- Expose students to the benefits of trees in their communities
- Create an understanding of ecosystem components and complexity
- Encourage understanding of the environment through art, science, literature and history
- Foster learning through all five senses; sight, sound, taste, touch and smell
- Facilitate the celebration of Arbor Day in K-12 schools through learning about the environment
- Expose teachers and administrators to the availability of the Project Learning Tree curriculum

Example materials found in Education Trunks:

- Learning about fall with children's literature
- Learning from nature, cross curricular activities to foster creative and critical thinking
- Tree ring discovery kit
- How a tree grows kit
- Leaf and seed games
- Eyewitness tree video and book
- Schoolyard ecology
- And more!

***Go Green Challenge: Michigan State University
Federal Credit Union***

Michigan Arbor Day Alliance would like to thank Michigan State Federal Credit Union for committing to tree planting in Michigan!

Together Michigan Arbor Day Alliance and Michigan State Federal Credit Union (MSUFCU) planted 69 trees total in the City of East Lansing, Delta Center Elementary and the City of Grand Ledge. The tree planting was part of an effort by MSUFCU to switch members from paper to E-Statements. MSUFCU had a goal of switching 2,000 members to E-Statements. This goal was exceeded when over 9,000 members switched to E-Statements! MSUFCU then provided Michigan Arbor Day Alliance with \$2,000 to purchase and plant trees.

Over a 50-year lifetime, a tree generates \$31,250 worth



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MSUFCU employees plant trees in East Lansing.

of oxygen, provides \$62,000 worth of air pollution control, recycles \$37,500 worth of water, and controls \$31,250 worth of soil erosion. Studies have shown that trees enhance community economic stability by attracting businesses and tourists people linger and shop longer along tree-lined streets, apartments and offices in wooded areas rent more quickly and have higher occupancy rates, and businesses leasing office spaces in developments with trees find their workers are more productive and absenteeism is reduced. These are just a few of the benefits trees provide to communities.

All of the trees for this project were purchased from a local small business, The Flower Garden in Eaton Rapids. Thank you, Flower Garden for all of your hard work on this project.

In the future Michigan Arbor Day Alliance hopes to continue its tree planting efforts!

Online Auction

Eaton Conservation District is pleased to announce the launch of an online auction. Auction funds will support conservation programs in Eaton County as well as, the Michigan Arbor Day Alliance program. Due to the extreme funding situation of the State of Michigan, all funding has been cut to Conservation Districts. The funds raised by the auction will allow Eaton Conservation District to offset this funding situation and continue providing programs for the residents of Eaton County. Eaton Conservation District has provided residents with wildlife and forestry workshops, a photo contest, river restoration, habitat management, agricultural technical assistance and much more.

Michigan Arbor Day Alliance program is a statewide environmental education initiative housed by Eaton Conservation District. The program focuses on the importance of trees and their role in community health and well-being. Auction funds will allow the Michigan Arbor Day Alliance program to grow by sponsoring Project Learning Tree Workshops (environmental education curriculum for K-12 educators), plant trees, free education materials and much more!

Eaton Conservation District will open the auction for **bidding beginning March 1st, 2010**. The auction will run through the month of March with **bidding closing on March 31st, 2010**. The goal of the auction is to **raise \$10,000!!!**

Items up for bid may include:

- Behind the Scenes WILX News Tour with Jason Colthorp
- Landscape Consultation
- Civil War Reenactment
- Framed and Unframed Wildlife Prints
- 1 Week Stay in Grand Marais
- Gift Basket from Van Atta's Greenhouse and Flower Shop
- Certified Arborist Consultation

- Job Shadow a Veterinarian
- General Motors Plant and Habitat Tour

Once the auction is up and running, Eaton Conservation District will provide the web link for the site. Supporters can receive email announcements regarding the auction. **If you would like to be on the list please send an email to miarborday@gmail.com.**

Currently, Eaton Conservation District is searching for auction items. There is no limit to the amount of items or the type of items. Ideas for items include: gas cards, gift baskets, sports paraphernalia, experiences (tours, tickets to events, cooking lessons, wine tasting, etc.), collectibles, vacation stays and anything you can think of!

Supporters of Eaton Conservation District can log on to the online auction and bid on items, make monetary donations, become an auction sponsor and/or provide items for the auction. If you would like further information about auction involvement please contact **Rachael Wood, Michigan Arbor Day Alliance Coordinator at (517) 543-5848 x5 or miarborday@gmail.com.**

Future Projects

Municipality Outreach

Michigan Arbor Day Alliance would like to provide municipalities with celebration kits for Arbor Day. The kit may contain education materials, pencils, magnets, etc. Currently, municipalities can become members of Michigan Arbor Day Alliance. As a result of membership, municipalities receive an Arbor Day banner and their locality listed on our website. Municipalities becoming members will greatly increase our ability to provide celebration kits. For Arbor Day 2010, we plan to pilot the kits in a couple locations to gauge the success and usefulness.

Arbor Day Celebration

Through new funding sources, Michigan Arbor Day Alliance plans to continue providing bus stipends to schools when attending our Arbor Day Celebration. We would like to increase the amount from \$50 to \$100 per school. As part of the celebration, Michigan Arbor Day Alliance would like to increase the quality of materials found in teacher packets and offer Project Learning Tree training scholarships. Of course, this will depend on the success of grant writing and fundraising. Businesses, organizations and individuals can become sponsors of the Arbor Day Celebration. In 2009, Walmart became a new sponsor of the celebration. As the program grows, we expect to increase the amount of event sponsors. Those interested can become an event sponsor by contacting program coordinator **Rachael Wood at miarborday@gmail.com or (517) 543-5848 x5.**

Upcoming Events

Project Learning Tree Workshops
Dates to be determined

Project Learning Tree is an award-winning environmental education program designed for teachers and other educators, parents and community leaders working with youth from preschool through Grade 12.

Project Learning Tree uses the forest as a "window" into natural and built environments, helping people gain an awareness and knowledge of the world around them, as well as their place within it.











Learn more at www.michiganplt.org

State Arbor Day Celebration
April 30th, 2010
Potter Park Zoo
Lansing, MI
10:00am to 2:00pm

Elementary classrooms are invited to attend from Ingham, Eaton, Shiawassee, Clinton, Ionia and Jackson counties. Students learn about various natural resource topics, interact with Smokey the Bear, visit Potter Park Zoo, attend a noon-time ceremony and enjoy the outdoors!

Community Support

Michigan Arbor Day Alliance would not provide a great program for the community without our sponsors, partners and volunteers. Thank you to everyone who made our 2009 programs a great success!!!

-  Adams Outdoor Advertising
-  Arboriculture Society of Michigan
-  Ayles Tree Service
-  City of Lansing-Department of Forestry, Parks and Rec.
-  DTE Energy
-  Eaton Conservation District
-  Ingham County Parks and Rec.
-  Lancour & Associates
-  Lansing Board of Water and Light
-  Meijer
-  Michigan Department of Natural Resources

- 🌳 Michigan Nursery & Landscape Association
- 🌳 Potter Park Zoo
- 🌳 Consumers Energy
- 🌳 Metropolitan Forestry Consultants
- 🌳 Van Pines Nursery
- 🌳 Woldumar Nature Center
- 🌳 Lenawae Conservation District
- 🌳 Michigan Forest Association
- 🌳 Eaton County Parks and Recreation
- 🌳 Natural Resources Conservation Service
- 🌳 Wolf Lake Fish Hatchery
- 🌳 United States Department of Agriculture-Animal Plant Health Inspection Service
- 🌳 Project Learning Tree
- 🌳 Devries Nature Center
- 🌳 Urban Options
- 🌳 Ionia Conservation District
- 🌳 Oceana Conservation District
- 🌳 Huron Pines Americorp
- 🌳 General Motors Lansing Delta-Habitat Area
- 🌳 Walmart
- 🌳 Michigan State University Credit Union
- 🌳 Northern Michigan Hardwoods
- 🌳 Flower Garden
- 🌳 City of East Lansing-Public Works & Environmental Services
- 🌳 Van Atta's Greenhouse and Flower Shop
- 🌳 Capital Region Community Foundation

Contact Information

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