

BIG JOHN is pleased to once again report significant progress toward the creation of the Association of Tree Transplanting Professionals (ATTP). Following related updates in recent newsletters, a number of you have asked for additional information about the purpose and mission of the ATTP and how you can participate in this exciting endeavor. Most seasoned tree transplanters understand that energy conservation and efficiency, water quality, wildlife habitat protection, aesthetic beauty and the well-being of communities are among the many benefits that result from transplanting, rather than destroying, large trees. The ATTP's goal is to serve as a unified voice for the tree transplanting industry so that we can exponentially broaden the awareness of these benefits to expand and enhance our industry in the United States and beyond.

The creation of the ATTP is being undertaken as a means to achieve a number of our shared goals, such as:

- Seeking and developing partnerships to foster business opportunities for professional tree movers;
- Working with other entities with common objectives, such as conservation organizations and homebuilding associations on mutually beneficial projects;
- Deploying the expertise and tools possessed by ATTP members to identify and execute projects and initiatives. For example: using members to address site-specific natural resource challenges such as the Deepwater Horizon oil spill currently affecting the Gulf Coast;
- Coordination with federal, state and local governments to identify and execute projects through existing programs and initiatives.

Efforts to achieve these goals are being undertaken concurrent to the formation of the ATTP. Some of the efforts already initiated include:

- Discussions with members of Congress, the Departments of Agriculture and the Interior and the General Services Administration to educate them about the benefits of transplanting trees to facilitate the inclusion of tree transplanting incentives in the development of policy related to energy, agriculture and natural resources;
- Developing a website for recruiting and educating prospective members and the public: [www.theattp.org](http://www.theattp.org) is coming soon;
- Reaching out to state agencies and industrial developers to undertake demonstration projects tailored to increase awareness about the financial benefits of identifying and saving trees in the path of development projects and relocating them for energy and conservation purposes.

Would you like to work with other tree transplanting professionals to maintain and continue building a positive image for, and awareness of, the tree transplanting industry? To find out how you can be part of this exciting movement E-mail [info@theattp.org](mailto:info@theattp.org) or call Will Humphreys at 1-800-643-8039.



### **A Very Worthwhile Partnership**

Ducote Tree Farm helping to Re-green Baton Rouge

Ducote's Tree Farm partners with Baton Rouge Green to re-green Baton Rouge through the "Win a Live Oak" raffle. By purchasing a \$10 raffle ticket, participants enter a chance to have a beautiful 14-15' live oak tree planted in their yard. An opportunity to win a 5"-6" caliper live oak, planted, mulched and guaranteed for a year!

The purchase of the raffle tickets help Re-Green Baton Rouge in two ways: A beautiful live oak will be planted somewhere in the greater Baton Rouge area and the proceeds from the raffle will help fund Baton Rouge Green's operations and programs. Kurt Ducote, owner of Ducote Tree Farm told BIG JOHN that his partnership with Baton Rouge Green has proven very worthwhile for his community and business.

To learn more about this program visit [www.batonrougegreen.com](http://www.batonrougegreen.com) or [www.ducotestreefarm.com](http://www.ducotestreefarm.com) or call Kurt at 225-627-6720.

### **Due to customer request we are resuming the monthly riddle.**

This month's riddle is: At night they come without being fetched. By day they are lost without being stolen. What are they?  
Be sure to check next month's bulletin for the answer. Of course, if you can't wait give us a call at 1-800-643-8039.  
We would appreciate the opportunity to catch up with you!