

needed for years prior to the natural disaster, but the timing was not right to gain funding approval until the disaster occurred. With budgets currently becoming even tighter, revenue sources are being closely investigated. Wood from our tree removals is sold and generates several thousand dollars annually. Wood chips may also be marketable in a few years. Each program is being analyzed to see if users should help pay its cost. An example of this, is charging for the tree certificates that help pay for street tree planting. This assures that the certificate will be used, which reduces operating costs while still providing an incentive to tree planting. Any money generated or saved helps reduce the cost of the program, and minimizes the need for taxpayer money.

Finally, a good public relations program is a must. Publicize what you do! Be available to the local news media, and let them know when you have something of interest happening. Be sure to publicize any awards your city receives. Colorado Springs has been a Tree City-USA award winner since 1977, and received awards for best Arbor Day program in 1980 from the Rocky Mountain Chapter of the International Society of Arboriculture and the National Arbor Day Foundation.

Above all, get the city fathers and the public involved! Use Arbor Day as a focal point for involvement, but don't let it stop there. Support the other green industry portions of your department. A good flower bed program in your city helps promote a quality environment, which includes tree care.

Conclusion

By sharing with you the urban forestry program in Colorado Springs, I hope I have generated some new ideas. A municipal urban forestry program is exciting, and each city has unique challenges. By taking advantage of these unique characteristics and funding sources urban tree care will continue to be a high priority in city services. It is the urban forester's job to make sure the benefits and costs of urban forests are brought to the attention of the public, especially to those who determine policy and funding levels. The challenge is there: let's accept that challenge, and improve the quality of our environment and of our lives.

*City Forester
Park and Recreation Department
Colorado Springs, Colorado*

ABSTRACT

CHAPMAN, DOUGLAS. 1981. **Rhododendrons flourish with plantings in acid soil.** Weeds, Trees & Turf 20(3): 30, 32.

Rhododendron is a low maintenance, broad-leaved, evergreen shrub which can provide color from mid-April through July. This color can vary from deep red to clear white, with the most common color being magenta. Selection of the correct species and/or cultivar can result in a shrub 2 to 3 feet in height or one 10 to 15 feet in height. Many cultivars are hardy from Chicago to Michigan to Boston and south. These hardy specimens provide a gene pool for breeding colorful, disease-resistant, and hardy rhododendrons. Some of the hardy species for the northern Midwest and Northeast include *Rhododendron carolinianum*, *R. catawbiense*, *R. fortunei*, *R. x laetivirens*, *R. maximum*, *R. mucronulatum*, and *R. smirnowii*. The real key to growing rhododendrons is to understand their requirements. These requirements include: protection from sun and wind, high humidity, acid soil pH (below 7.0), and high organic soils.