

From: Katherine Jones repperson@wcisa.net
Subject: Quick Break: Your CTFRP E-Newsletter
Date: November 4, 2013 at 11:53 AM
To: repperson@wcisa.net, treefail@mac.com, mary@wcisa.net

Hi Katherine - here's a proof of your email. Do you want the subject line to say something different from last time? -mary

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Quick Break

Your California Tree Failure Report Program E-Newsletter

CTFRP Cooperators and Friends,

Here's how the conversation went:

Me: Wouldn't it be great if all 713 people on our mailing list sent in at least one report every year?

Larry Costello: Yes. Let's launch a "Just One From Everyone" campaign and set a time limit. Be sure everyone has a report form.

Me: That's a great idea and we can give prizes.

So, as of today, the campaign has begun. We'll be counting all the reports for failures that happened in 2013. The reports must be received by me by Jan 5, 2014. Of course, more than one would be great too. We greatly appreciate those of you who send in several year after year. Also, keep in mind that we are not only interested in spectacular failures. Recording how "ordinary" branch failures happen can provide important information about a species.

[Get the report form here](#) (keep one in your jacket pocket - we don't care if it arrives dirty and wrinkled)

...we don't care if it arrives dirty and wrinkled,
and when you encounter a failure fill it out and mail it
or e-mail it to the address below. If you are an ITFD
contributor and haven't entered it in to the ITFD
database, I'll do it for you. If you have, please put the
ITFD number on the form.

Thank you in advance for making the effort! In
November I'll let you know how the campaign is
going.

- Katherine

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