

Committee: **Trees and Forests Advisory Committee**

Organization/Sector represented: **A local business association or tree-related business**

Name: **Alex Morrison**

Address:

**607 Maitland St.**

Occupation: **Arborist**

Work experience: **I manage a local tree care service, with 2 ISA certified arborists on staff. The business name is Conservatree and we have been serving the London area for 8 years.**

Education: **I attended Brock University for Honours Business.**

Skills: **I attended a meeting of the committee on February 28th, I saw that there was no representative of the Tree Care industry on the committee. I can offer a first hand understanding of how business owners and homeowners react to the efforts being made by this committee.**

Interest reason: **The Tree Preservation Bylaw and Urban Forest Strategy effects my industry and yet there is no voice present in the guidance of these guidelines being created. I believe that the private Tree Care industry will be the main stewards of the 'Preserve' and 'Maintain Better' pillars of the Urban Forest Strategy. So I believe my involvement will help this committee meet the canopy goals in the City of London by ensuring that the guidelines created are suitable to the realities of our industry.**

Contributions: **I would like to find a way to get the Tree Care Industry more involved as a group. To help create a positive change that involves the excellent group of Arborists here in the Forest City.**

Past contributions: **I have served as Treasurer and as a Team Rep on the Thames Valley Senior Baseball League Board of Directors. We guided and planned league activities and rules. I resigned because my team changed leagues.**

Interpersonal: **I focus on being a good listener, to hear others when they express their views or offer their expertise. I speak when I have something to say, whether it be constructive or to add further information to a conversation. I understand this is a committee focused on guiding positive changes and that will take co-operation amongst the committee members. I am willing to take a stand to defend my views. I am willing to challenge other's views. I am able to make compromises. I believe this committee could teach me a lot.**

Interview interest: **Yes**