

## **TWO MINUTES WITH** Janette Monear, Texas Trees Foundation

Planting trees may seem like the weekend activity of a former flower child, but Janette Monear sees it as a business. As executive director of the Dallas-based Texas Trees Foundation, Monear uses marketing experience to run the foundation as a business, advertising the social, psychological, environmental and economic benefits of planting trees and urban forestry. The NFL Environmental Program has partnered with the foundation to mitigate the environmental impact of February's Super Bowl XLV.

### **Q. What is the hardest part about your job?**

**A.** Probably getting people to realize and understand the environmental challenges that we face, and the role that trees play as part of the solution to that challenge.

### **Q. How does your previous experience help you at a nonprofit?**

**A.** My background was really in advertising and promotion. When I moved to urban and community forestry, the thing that field didn't do very well was promote and advertise what they do, their accomplishments and the value of what they do. I brought a corporate perspective in terms of getting them to see the value of marketing the assets they have.

### **Q. What are the main benefits of planting trees?**

**A.** It is putting the right tree in the right place in the right way. You start maximizing the benefits the tree provides. When you plant trees in your yard, you are going to increase your property values, they say, 10 percent to 17 percent.

### **Q. How receptive is the Dallas community?**

**A.** The D-FW area is a little behind the rest of the country. I have seen areas that have had a greater focus on their natural environments, but that is really coming along now. In Texas, when they decide to move forward on something, they get it done. Communities like Portland, Seattle or New York have the million-tree planting initiative.

### **Q. What is your next plan with the Texas Trees Foundation?**

**A.** We've reorganized so we will be reaching out into communities more, mobilizing more volunteers and getting more trees in the ground. Education is going to be a really big focus for us this year.

— Steven M. Thompson

