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**Jan O. Case\*** ([jcase@jsu.edu](mailto:jcase@jsu.edu)), MCIS Department, Jacksonville State University, 700 Pelham Road North, Jacksonville, AL 36265, and **Scott W. Beckett** ([sbeckett@jsu.edu](mailto:sbeckett@jsu.edu)), Learning Services, Jacksonville State University, Jacksonville, AL 36265. *Could i-Tree Software Have Helped the Lorax?*

In a sleepy little Southern town, not so long ago, a tale played out that was remarkably similar to Dr. Seuss' book, *The Lorax*. In the children's book, first published in 1971, a "mossy, bossy, man-like creature" introduces himself with the phrase, "I am the Lorax. I speak for the trees. I speak for the trees for the trees have no tongues." In Jacksonville, Alabama a most lively confrontation developed over three seventy-year-old pecan trees. The contestants were the Alabama Power Company versus a handful of residents who were determined to speak for the trees. In the ensuing drama over the utility company's desire to fell the trees and the homeowners' desire to keep them standing, many opinions and arguments were voiced through media outlets in the city. One of the most interesting viewpoints was a quantitative approach to determine the value of the trees. Using *i-Tree*, a free, peer-reviewed software suite from the USDA Forest Service that provides urban forestry analysis and benefits assessment tools, data was collected and a cost-benefit analysis was provided. In addition to contributing valuable information to a local controversy, the investigation provided an excellent classroom example of the use of quantitative literacy towards an environmental issue. (Received September 21, 2009)