

# INTRODUCING Engineering an Innovative Urban Forest Through Arboriculture & Urban Forestry

## 2012 WAA/DNR Annual Conference Program January 29–31, 2012

Hyatt on Main & KI Convention Center, Green Bay, Wisconsin

Business Track  
Sponsored by



Annual Conference & Trade Show



Annual Urban Forestry Conference

Register at [www.waa-isa.org](http://www.waa-isa.org)

### Conference Speakers

**Mike Allen** – Energy Law Wisconsin, Owner

**John Ball** – South Dakota State University, Professor of Forestry

**Jeremy Barrick** – City of New York, Deputy Chief of Forestry,  
Horticulture, & Natural Resources

**Joshua Behounek** – Davey Resource Group, Consulting Urban  
Forester

**Ian Brown** – City of Milwaukee, Technical Services Coordinator

**Donita Bryan** – UW-Platteville, Assistant Professor

**Chris “The Professor” Carlson** – Kent State University at Salem,  
Professor

**Tony Deininger** – Fox Valley Technical College, Natural Resources  
Instructor

**Ronald “Bud” Gayhart** – UW-Whitewater SBDC, Director

**Sean Gere** – Gere Tree Care, Inc., Owner

**Chad Giblin** – University of Minnesota, Scientist

**Rich Hauer** – UW-Stevens Point, Associate Professor

**Laura Jull** – UW-Madison, Associate Professor

**Eileen Connolly-Keesler** – Oshkosh Area Community Foundation,  
President/CEO

**Rebecca Lane** – City of Oak Creek, WI, City Forester

**Peter MacDonagh** – Kestrel Design Group, Inc, Director of Design  
& Science Resources

**Guy Meilleur** – Better Tree Care Associates, Owner

**Bob O’Donnell** – UW-Oshkosh SBDC, Director

**Don Peterson** – Renewable Resource Solutions, LLC, President

**Eric Petersen** – Petersen & Associates, Certified Insurance  
Counselor

**Bryant Scharenbroch** – The Morton Arboretum, Soil Scientist

**Chris Starbuck** – University of Missouri, Associate Professor

**Christina Trombley** – UW-Green Bay, Wisconsin SBDC, Director

**Andrew VanNatta** – UW-Milwaukee, Graduate Research Assistant

**Les Werner** – UW-Stevens Point, Associate Professor

**Linda Williams** – Wisconsin DNR, Forest Health Specialist

**Quinn Williams** – Wisconsin DNR, Staff Attorney

**Laura Wyatt** – Wisconsin DNR, Urban Forestry Council Liaison  
& Partnership Specialist

# Another Year of Growth on the Arborist Knowledge Tree

The WAA and WIDNR Annual Winter Conference is back with something for everyone. The **Introductory Track** has soils, chainsaw safety, bare root tree planting, and proper plant selection to avoid pest problems. The popular **Business Track** is back to learn financing a business, avoiding risk, branding your image, and skill building to enhance your company. The conference starts with three sessions for those studying for the certification exam, others wanting to learn engineer speak, and finally a third session to learn abiotic and soils diagnostics. Later warm up to the sounds of the **Arborators** and **That 70's Sound** from Chris Carlson at the **Welcome Reception**. The reception will include food, drink, and rekindled friendships. The annual **WAA board meeting** is Monday afternoon. Visit the fundraising **FermenTreeEvent** after the Monday evening **Exhibitor Social** to sample wine, beer and breads handcrafted by WAA members! Oh the things we do for research! Hope to see you there! The **Concurrent and General Sessions** will have something for everyone from ways to protect and plant trees, using standards, inventory systems in commercial and municipal settings, and new ways to tackle EAB. New this year is **Research Updates** from the UW system schools demonstrating research findings of **TREEFund** and **WAA Funded Research**. The Missouri Gravel Bed system is coming straight from, you guessed it, Missouri. **See you at the conference!**

## Who Should Attend?

This conference is intended for professional arborists, community foresters, nursery professionals, park and recreation directors and staff, tree care workers, landscape architects, green industry professionals, community administrators, volunteers and students. For additional information on the conference, contact Rich Hauer at 715-346-3642 or [rhauer@uwsp.edu](mailto:rhauer@uwsp.edu).

## Hyatt on Main (formerly Hotel Sierra) & KI Convention Center Information

333 Main Street, Green Bay, Wisconsin  
(corner of Madison and Main Streets in downtown Green Bay)

(920) 432-4555 (local) or 800-236-3330 (toll-free)

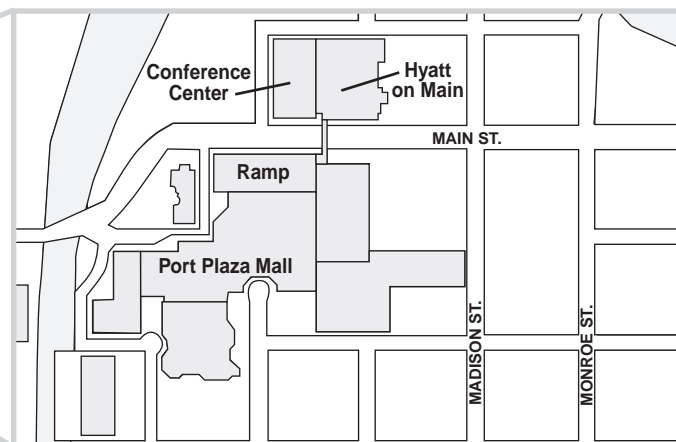
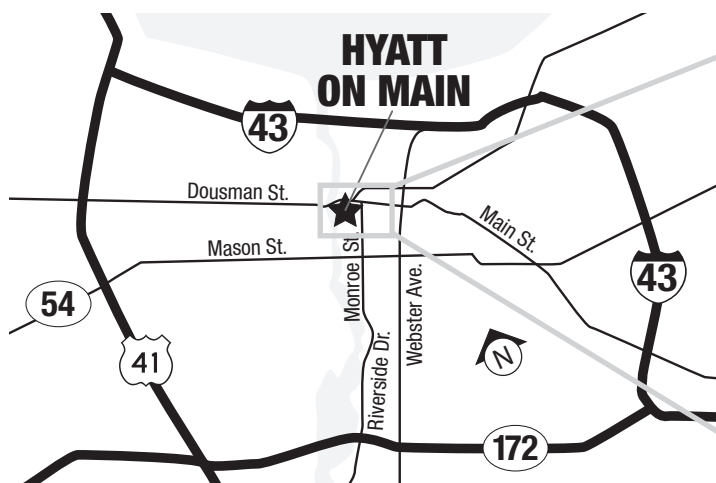
## Directions

**From Milwaukee & Illinois (I-43):** I-43 North to Webster Avenue (Exit #187), turn left on Webster, go to Main Street (3rd set of lights) and turn right, hotel is two blocks on the right.

**From Stevens Point & Wisconsin Rapids (Hwy. 54):** Hwy. 54 into Green Bay (Mason Street), cross the Fox River, take the first exit (downtown exit - Madison Street), stay in right lane and follow to Main Street, hotel is on the corner of Main and Madison Streets.

**From Madison (Hwy. 151, 41):** Hwy. 151 East to Hwy. 41 North (at Fond du Lac) to Hwy. 172 East, exit onto Riverside Drive and turn right (Riverside Drive turns into Monroe), Monroe to Main Street (about 3 miles), turn left on Main Street, hotel is 2 blocks on the right.

**From Minneapolis/Eau Claire/Wausau (Hwy. 29):** Hwy. 29 to Monroe Avenue, turn left and follow to Main Street, turn left on Main, hotel is two blocks on the right.



## Rates

**Conference rate** - \*\$99/night for single/double/triple suite (For conference rate, indicate you are attending the **WAA/DNR Annual Conference**.)

**Please make hotel reservations before January 7, 2012.**  
The hotel will not hold rooms beyond this date.

Guests of Hyatt on Main should park in the hotel parking lot. If this lot is full, park in the ramp across Main Street from the hotel and bring your parking stub to the hotel desk. They will validate it so you will not have to pay for parking. (Note: this applies to overnight guests only.)

\*Includes full breakfast each morning in Hyatt on Main's West Atrium and two hours of complimentary beverages each evening from 5 p.m. to 7 p.m. (21 years of age and older) in the West Atrium. Attendees not staying at the hotel can purchase tickets for the breakfasts.

# Schedule of Events

## Sunday, January 29, 2012

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9:00-11:00 **WAA Board of Directors Meeting** — Meeting Room 6B, Hyatt on Main

11:30- 4:30 **Registration**

### Workshops

1:00- 4:30 **Session A**

**Trees, Trouble, and Diagnostics Volumes I and II – Chris “The Professor” Carlson**

Diagnosing abiotic tree and shrub disorders is complicated enough. Throw in soil diagnostics and life as an arborist becomes even more exciting. Learn to read trees and develop tree prescriptions. Join Chris in a journey through the diagnostic process and learn to take the trouble out of trees through a primer on troubled tree diagnostics.

1:00- 4:30 **Session B**

**Talking Trees to Engineers – Peter MacDonagh**

Arborists are often stuck with the mess and the bill for trees on Public Projects. What do Engineers value? Why is it that the Green Infrastructure part of the project – Urban Trees , is so devalued? Learn how to collaborate with Engineers early in the process of a project. Optimize your tree skills and knowledge, as leverage, so that the role of trees are used to greatest effect.

1:00- 4:30 **Session C**

**Arborist Certification Training – Ian Brown**

This session is open to everyone and provides a review of the ISA certification exam domains including: diagnosis, pruning, tree biology, identification, cabling and bracing, safety, fertilization, and planting in preparation for the certification exam on Monday, January 30, from 4-7 p.m. Pre-registration for the exam is required with the ISA by January 12, 2012. This session can help anyone learn more about the scope of arboriculture.

5:00 **WAA Welcoming Reception/Arborators and Chris Carlson** – Sponsored by the Wisconsin Arborist Association  
• Buffet dinner, soda, beer, cash bar, brass music by the Arborators and sounds from the 70’s by Chris Carlson  
*\*Note – Hotel guests will receive complimentary beverages from 5-7 p.m. as part of this reception.*

5:30 **WAA Past Presidents Meeting**

## Committees

### 2011-2012 Program

Richard Hauer, PhD, *Chair*

Jeff Boeder  
Nicholas Crawford  
David Graham  
Cory Gritzmacher  
August Hoppe  
Don Kissinger

Aaron Lehnert  
Gary Kohler  
Mike Michlig  
Ernie Pearson  
Brian Pelot  
Eric Petersen

Jeff Roe  
Tracy Salisbury  
Aaron Schauer  
Mike Wendt  
Jeff Wilson

### Tree Climbing Championship

Gary Kohler, *Chair*

### Exhibitors

Jeff Boeder

# Monday, January 30, 2012

- 7:30- 3:30 **Registration** – KI Convention Center Lobby South  
7:30- 8:30 **Continental Breakfast with Exhibitors**  
8:30- 9:00 **Welcome with WAA President and ISA TREE Fund Update**

## Morning General Session

- 9:00-10:30 **Protecting Trees throughout the Design & Construction Process – Jeremy Barrick**  
Tree preservation and protection at the lot level is extremely challenging. Success depends upon the communication and understanding of Arborists working with Landscape Architects, Architects, Engineers, and Project Managers to effectively incorporate the existing trees in every stage of the design/construction process. Starting with an Arborist in the Design and Construction Division, New York City Parks has developed a systematic and successful approach to tree preservation throughout the entire capital construction process that is based on the industry standards.
- 10:30-11:00 **Break**
- 11:00-12:00 **Tree Planting Campaigns ... From One to a Million – Jeremy Barrick**  
Slightly ahead of schedule, and half way to the goal of one million, New York City Parks and The New York Restoration Project, together with their partners, have cast a broad net in their Milliontrees NYC campaign. Centered not only on massive tree planting, but including public education, academic research, and experiential job training for underserved youth, the City will plant 60% of the trees in the public right of way and the other 40% will come from homeowners, the business community, and non-profit organizations.
- 12:00- 1:00 **Lunch and Climber Awards**

## Afternoon Breakout Sessions

### Session A

- 1:00- 1:45 **Managing Tree Inventories on Commercial Properties – Joshua Behounek**  
Creating and maintaining an accurate tree inventory for commercial, estate, and larger properties will facilitate better communication, proactive management and professionalism with your clients. This presentation will cover the details of how, why and what to inventory on commercial properties and how to keep that inventory up-to-date.
- 1:45- 2:30 **Think Tough, Think Elm ... Selecting and Forming Urban Forest Structure – Chad Gibling**  
Timely pruning of young trees is critical to their long-term success! Our urban forests are full of newly-planted trees that require judicious maintenance just like their mature neighbors. Proper pruning of fast-growing trees is even more important. Species like Freeman maple, American and hybrid elms, and many others require unique levels of pruning to ensure long life. This seminar will cover the basics of structural pruning from the nursery through the early formative years in the landscape.
- 2:30- 3:00 **Break**
- 3:00- 4:00 **Managing Urban Soils for Tree Health – Bryant Scharenbroch**  
Urban soils pose many challenges for the management and care of trees. Soil treatments are often applied to remediate degraded urban soils. This presentation will discuss soil remediation with common treatments (e.g., inorganic fertilizers, compost, mulch), and also some amendments on the "horizon" in our industry (e.g., biochar, biosolids, compost tea). The presentation will discuss research being conducted by the Morton Arboretum Soil Science laboratory pertaining to remediation of urban soils for tree health.

## Climber's Corner

*This year's Climber's Corner features the return of a demo tree and is focused on aerial safety, equipment safety, and rigging concepts.*

All on the TRADESHOW FLOOR

9-10:30, 11-12, and 1-2:30

Dr. John Ball will discuss the aerial work environment and how this creates high-risk exposure for climbers and lift operators. Incidents that may result in non-fatal injuries on the ground can become fatal when occurring a loft. These climber's corner sessions will cover the hazards of working in tree canopies and how to reduce exposure as well the injuries that do occur, and how crews should respond to aerial incidents. Dr. Ball will also discuss the "4 P's" of marketing and demonstrate how we can better serve our patients (the trees) by communicating with their owners (our customers).

3:00-4:00

If you've ever been confused by the new ropes on the market, don't miss this presentation! Sean Gere will discuss rope design and construction to help arborists understand this critical tool that we use daily.

**WAA would like to thank Wachtel Tree Science and Good Tree Care Company, LLC for the donation of materials and time to build a tree stand and making the demo tree a possibility for this year's expo!**

### Session B

- 1:00- 2:30 **Stretch your budget by planting bare-root trees from a gravel bed – Dr. Chris Starbuck**  
Plant bare-root trees in July? The Missouri Gravel bed is a low-tech system allowing season-long planting of bare-root trees with excellent survival. This session will describe the establishment and management of a gravel bed and discuss how it could be used to facilitate urban tree planting projects on a tight budget.
- 2:30- 3:00 **Break**
- 3:00- 4:00 **Mechanized Harvesting to Reduce EAB Removal Costs in Oak Creek – Don Peterson & Rebecca Lane**  
Logging away the expenses of ash tree removal is on many people's minds. The Oak Creek, WI, pilot project found over a five-day period that a mechanized logging demonstration project removed and processed 500-plus trees from streets, yards, parks and small woodlots for a fraction of the cost of conventional tree felling practices. Project findings highlight the efficiency and effectiveness of mechanized harvesting equipment in the urban forest.

# Monday, January 30, 2012 – continued

## Afternoon Introductory Sessions

- 1:00- 2:00 **Common Insect and Disease Problems Associated with Improper Planting – Linda Williams**  
Trees that are under stress can be an easy target for many insects and diseases. Planting your tree in the wrong spot, with the wrong light conditions, or in an area with the wrong moisture conditions or soil type for that particular species can create significant levels of stress which could be easily preventable. Learn a few of the most common insect and disease pests that can be prevented with a little bit of thought prior to planting.
- 2:00- 2:30 **Break**
- 2:30- 4:00 **Safe Chainsaw Operation – Tony Deininger**  
Learning and applying safe chainsaw operation on the ground or in the air should start the day. Personal protective equipment use and saw maintenance complete the day. Topics covered include tree felling planning, how to fell trees, and bucking and limbing techniques everyone should know.

## Afternoon Business Track Sessions

- 1:00- 2:00 **Ouch! The Financial Pain of an Injury – Eric Petersen**  
Take a look at how an injury affects both the business and individual from a monetary standpoint and learn ways to minimize that impact. Planning ahead of an injury will help lessen the financial pain associated with injuries.
- 2:30- 3:00 **Break**
- 3:00- 4:00 **Building Brand Image – Christina Trombley**  
Understand how your brand relates to your entire organization. Find your message and how to communicate it to your customers with no confusion. Branding is more than just finding the right slogan. Marketing brands touch every part of the organization.



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## Evening Activities

- 4:00- 7:00 **ISA Arborist Certification Exam** – Pre-registration is required with the ISA by January 12, 2012. For more information, call Ian Brown at 414-286-8233.
- 4:20- 5:20 **WAA Annual Business Meeting** – All WAA members should attend this meeting for an opportunity to learn about what is happening in the WAA, ask questions about the organization, provide suggestions, elect members to the board of directors and help conduct the business of the WAA.
- 5:30- 9:00 **Social with Exhibitors** – Buffet dinner with exhibitors, with soda, beer and lotsa raffle stuff! *Note* – Hotel guests will receive complimentary beverages from 5:00 p.m. – 7:00 p.m. as part of this social.
- 8:00-11:00 **WAA Hospitality Reception** – East Atrium
- 8:00-??? **FermenTreEvent** – Fundraising event featuring tastings of home-fermented wines, beers and breads.

# Tuesday, January 31, 2012

- 7:30- 3:30 **Registration** – KI Convention Center Lobby South
- 7:30- 8:30 **Continental Breakfast with Exhibitors**

## Morning General Sessions

- 8:30-10:00 **Got ANSI Standards? The How, Why and When to Use Them – Guy Meilleur**  
We will address why, when, where, and how the ANSI A300 Tree Care Standards are used. A quick review of the A300's scope and methods will be followed by a view of new standards and the ongoing revisions of familiar standards. We will highlight real-life examples of how A300 makes work easier for those writing contract specifications, as well as the arborists who follow them. Finally, we'll explore A300's relevance to residential contracts large and small.
- 10:00-11:00 **Break**
- 11:00-12:00 **Detective Dendro is in Town ...the Chinkapin's Chinks – Guy Meilleur**  
In August 2011, Arborist News' Detective Dendro began the case of the Mutilated Muehlenbergii by applying ANSI A300 Tree Care Standards on Soil Modification, Develoent, and Risk. Get the story behind that story, as we disclose the background, and what really happened that day. We'll analyze additional background, images and details as we continue that case, writing A300-style specifications for the next course of arboricultural treatments that Codit and the crew will do.

## Climber's Corner

All on the TRADESHOW FLOOR

8:30 – 9:30

Sean will discuss and demonstrate basic and advanced rigging concepts.

9:30 – 10:30

If you're new to rigging and trying to understand what your boss keeps explaining to you, come listen to Sean simplify rigging forces and applications in tree removals.

11:00 – 12:00

Sean will discuss basic and more complex applications of pulleys in tree rigging and removal, including how to distribute loads appropriately for different rigging scenarios.

**WAA would like to thank Wachtel Tree Science and Good Tree Care Company, LLC for the donation of materials and time to build a tree stand and making the demo tree a possibility for this year's expo!**

# Tuesday, January 31, 2012 – *continued*

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## Morning Introductory Track

- 8:30-10:00 **The Pros and Cons of Planting Bare-root vs B&B or Container-grown Trees – Dr. Chris Starbuck**  
The cost of planting bare-root trees is lower than for B&B or container plants of comparable size and root systems are often superior. However, using conventional methods, availability of larger bare-root trees may be limited and planting must be done while trees are dormant. This session will discuss conventional handling and planting methods for bare-root trees and how a gravel bed can be used to eliminate some barriers to bare-root planting.
- 10:00-10:30 **Break**
- 10:30-12:00 **Introduction to Urban Soils – Dr. Les Werner**  
An introduction to the unique nature of urban soils and how to effectively manage them. Learn about the physical, biological, and chemical soil world in ways you have never thought of before. A sure primer for those new to soils and others looking for a reminder of this important area.
- 12:00 – 1:30 **Lunch and Awards Program**

## Afternoon Breakout Sessions

- | <b>Session A – Your WAA and TREEFund Research Dollars at Work</b> |   | <b>Session B – Partnering and Policy in Municipal Forestry Municipal</b> |  |
|---|---|--|--|
| 1:30- 2:00  | <b>What’s Up at the UWSP – Urban Soils and the Microbial World, Dr. Les Werner, et al</b><br>Learn the outcomes of an examination of soil microbiology in five urban landscapes.                      | 1:30- 2:30   | <b>Growing \$\$\$UPPORT\$\$ For Tree Planting – Eileen Connolly-Keesler and Laura Wyatt</b><br>All around the nation, communities are raising funds for tree planting. Learn how you can help facilitate greater private support for tree planting in your community.  |
| 2:00- 2:30  | <b>What’s Up at the UWSP – EAB Management Planning, Cost Calculator 1.finally, Dr. Rich Hauer &amp; Andy VanNatta</b><br>See how the EAB reaper can be put to economic rest with the Cost Calculator. | 2:30- 3:30   | <b>Wisconsin Solar/Wind Access Laws: Challenges for Municipal Forestry – Mike Allen</b><br>As solar energy systems proliferate within Wisconsin municipalities, municipalities are beginning to see conflicts between their forestry programs and solar and wind energy system owners. Faced with conflicting claims as to the right to locate trees versus solar and wind energy systems, municipal officials need to understand Wisconsin’s solar and wind access laws and the rights and obligations of the system owner and the municipality. This program will review the applicable Wisconsin laws, how conflicts arise, party rights and potential solutions. |
| 2:30- 3:00  | <b>What’s Up at the UWP – Deep Planting and Trees, Dr. Donita Bryan</b><br>Find out the depth of the problem when experimental trees are subjected to deep planting.                                  |  |  |
| 3:00- 3:30  | <b>What’s Up at the UW – Compost Tea, All That It’s Brewed Up to Be, Dr. Laura Jull</b><br>Apply the knowledge of compost tea and if it can brew a better urban forest.                               |  |  |

## Afternoon Introductory Session

- 1:30- 3:30 **Trees & Legal Issues – Quinn Williams**  
Is your tree bordering on the lot line and one tree conflict away from a property owner dispute? Do you wonder what to do with the risk of trees on public property? Gain knowledge of the statutes that cover trees and vegetation in urban/municipal settings. Learn about common legal terms you may encounter. This presentation will give you the basics on trees and legal issues.

## Afternoon Business Track Sessions

- 1:30- 2:30 **Building Bench Strength in Your Organization – Ronald “Bud” Gayhart**  
Build the skills you need to run your business successfully from within. Employees are a business’s lifeblood and can help move your organization to the next level. Bud Gayhart will help you identify, build and leverage the strength you have in your company.
- 2:30- 3:30 **Financing your Business – Bob O’Donnell**  
Financing a business can be a challenging task, especially in recent economic times. Bob O’Donnell will share resources available for financing and how to position your business for successful access. Financing a business can be done, but you do need to know how to best leverage your resources.



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# Registration

Please PRINT clearly, or if you prefer, register online at [www.waa-isa.org](http://www.waa-isa.org).

**Early-Bird Registration includes:** all educational sessions, Sunday and Monday night receptions, Monday and Tuesday lunches.

**One-day Registration includes:** the educational sessions and meals for that day.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Organization \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Additional Employees:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Which session will you attend on Sunday?  A  B  C

Early Bird Registration: # \_\_\_\_\_ @ \$185 \$ \_\_\_\_\_

Sunday Only Registration: # \_\_\_\_\_ @ \$80 \$ \_\_\_\_\_

Monday Only Registration: # \_\_\_\_\_ @ \$90 \$ \_\_\_\_\_

Tuesday Only Registration: # \_\_\_\_\_ @ \$80 \$ \_\_\_\_\_

Late Registration Fee: # \_\_\_\_\_ @ \$25 \$ \_\_\_\_\_

**(additional cost if postmarked after January 17, 2012)**

Full-time Students – daily rate (includes meals):

# \_\_\_\_\_ @ \$30 \$ \_\_\_\_\_

Full-time Students – full conference (includes meals):

# \_\_\_\_\_ @ \$50 \$ \_\_\_\_\_

Guest *meals only* – daily:

# \_\_\_\_\_ @ \$35 \$ \_\_\_\_\_

Guest *meals only* – full conference:

# \_\_\_\_\_ @ \$95 \$ \_\_\_\_\_

### Vegetarian Meals Needed

Monday Lunch # \_\_\_\_\_

Tuesday Lunch # \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

Enclose a check for the total due, payable to the **Wisconsin Arborist Association**.

*Return this form and payment to:*

**Aaron Lehnert, W156 N7796 Cherry Lane, Menomonee Falls, WI 53051**

NO REFUNDS AFTER JANUARY 17, 2012. ABSOLUTELY NO REFUNDS ON MEALS.

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W156 N7796 Cherry Lane  
Menomonee Falls, WI 53051

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**Hyatt on Main & KI Convention Center, Green Bay, Wisconsin**



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**Annual Conference & Trade Show**



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**Register at [www.waa-isa.org](http://www.waa-isa.org)**

*If you have received a duplicate of this brochure, please pass it along to someone else who may be interested in attending.*