

Sustaining Urban Forests to Ensure a Healthy Future

2020 WAA/DNR Annual Conference Program February 16–18, 2020

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



**Annual Conference
& Trade Show**



**Annual Urban Forestry
Conference**



Funding support provided by the USDA Forest Service

These institutions are equal opportunity providers.

Register at www.waa-isa.org

Conference Speakers

Paul Ahlen – Crew Foreman, Davey Tree Expert Company

John Ball – Professor, South Dakota State University

Ian Brown – Urban Forestry District Manager, City of Milwaukee

Dan Buckler – Urban Forest Assessment Specialist, WI DNR

Linda Chalker Scott – Associate Professor/Extension Urban Horticulture Specialist, Washington State University

Jay Dampier – Statewide Horticulture Outreach Program Manager, UW-Madison Extension

Rhoda deJonge – Technical Manager–Urban Forestry, Lallemand Plant Care/BioForest

Chris DeRemer – Special Agent in Charge/Director, Wisconsin DOJ, Division of Criminal Investigation

Tom Duffey – Horticulturist, City of Appleton

Todd Ernster – City Forester, City of Stevens Point

John Wayne Farber – South Metro Operations Manager, Hoppe Tree Service

Andrew Fedor – Crew Leader, Gollnick & Sons Tree Service

Richard Gessner – Owner/Consultant, Monarch Consulting Arborists LLC

Chad Giblin – Instructor & Research Fellow, University of Minnesota, Dept. of Forest Resources

Andrew Gollnick – Crew Leader, Gollnick & Sons Tree Service

John Goodfellow – Principal Consultant, BioCompliance Consulting, Inc.

Norm Hall – Certified Arborist, AllGear, Inc.

Richard Hauer – Professor of Urban Forestry, UW-Stevens Point

Brian Hudelson – Director of the Plant Disease Diagnostics Clinic, UW-Madison

Jeremy Kane – Director, Urban Tree Alliance

John Kemppainen – City Forester, City of Stoughton

Goeff Kempter – Technical Services Manager, Asplundh Tree Experts, LLC

Gary Kohler – Owner, GJ Kohler Trees & More

PJ Liesch – Extension Entomologist, UW-Madison

Cameron Lundin – Owner, Lundin Tree Care

Jay Maier – Owner, Green Collar Consultants

Randy Miller – Director of Research & Development, CNUC

Amy Minser, P.E. – Stormwater Engineer, WI DNR

Paul Morrison – Owner, The Wood Cycle

Michael Mroz – Director of Public Works, City of Hudson

Pete Neuberger, P.E. – DPW Project Engineer, City of Appleton

Johanna O'Boyle – Crew Leader, Wachtel Tree Science Inc.

Scott Oleniczak – Occupational Therapist, Bellin Health

Eric Petersen – President, ArboRisk Insurance

Bryant Scharenbroch – Assistant Professor of Soil Science, UW-Stevens Point

Dave Scharfenberger – President, Wachtel Tree Science Inc.

Nathan Schuettelpelz – Consulting Department Manager, Wachtel Tree Science Inc.

Tom Schumacher – Certified Arborist, Lundin Tree Care

Bill Selbig – Research Hydrologist, USGS, Upper Midwest Water Science Center

Scott Singler – Project Manager, Northern Clearing/Zielies Tree Service

Glen Stanosz – Professor of Tree and Forest Health, UW-Madison

John Stephenson – Owner, Stephenson Tree Care, Inc.

Robert Venette – Research Biologist, USDA Forest Service

Mike Wendt – Retired Arboriculture Instructor, MATC

Les Werner – Professor of Forestry, UW-Stevens Point

Kathleen Wolf – Research Social Scientist, University of Washington, School of Environmental & Forest Sciences

Shelly Wollerman – Certified Arborist

Welcome back to Green Bay for the WAA/WDNR Annual Winter Conference!

We have a spectacular line-up again this year.

Sunday afternoon kicks off with three education sessions: a discussion on what we've learned about EAB over the last twelve years; a session on storm-water and the urban forest; and a program for those studying for the arborist certification exam. The Welcome Reception on Sunday night is the perfect time to enjoy good food, good drink and good networking while rekindling old friendships.

Monday is a full canopy of learning opportunities. The morning starts with the general sessions, with presentations on the human health benefits of having trees nearby, and the key to being a good leader. After lunch, the Conference really gets shaking with breakout sessions on specific tree pruning, crime prevention using landscaping, and a fungi talk by a fun guy; the afternoon will also see a screening of "City of Trees." Running concurrently will be the famous introductory track with a DED update, tree selection discussion and more. The Utility and Business tracks also leaf out on Monday afternoon with plenty of interesting topics. The WAA gets down to the root of business matters with its annual meeting on Monday evening, followed by the

Exhibitor Social with the famous blue-light special—come one, come all to see Jeff Boeder's last tour 'round the exhibit hall.

Tuesday morning's general sessions consist of talks on infrastructure conflicts, what future tree canopies may look like and the ethics of non-native plantings. The introductory track covers everything from urban wood to wacky weather. The Utility and Business tracks are back for a second day of growth with another slate of great topics, including: worker retention; are you a leader or boss; and utility tree risk assessment. The afternoon's breakout sessions are presentations worth staying for, including talks on new diseases, and emerging insect trends.

Once again, Climbers' Corner will be a huge draw as it spreads its branches in the exhibit hall. Between Monday morning and lunch on Tuesday, many of the presentations will be standing room only. Get there early to get a front-row seat for talks and demonstrations about the Z133, SWRP ascent techniques and tree rigging, among others.

Hope to 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 Randy Krouse at 414-286-8499 or randy.krouse@milwaukee.gov.

2019–2020 Program Committee

Randy Krouse, *Chair*

Adam Alves
Larry Axlen, Jr.
Jeff Boeder
Briana Frank
David Graham
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Rich Hauer

Anna Healy
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Scott Schilling
Nathan Schuettpeiz

Kim Sebastian
Matt Staudenmaier
John Thieme

Tree Climbing Championship
Gary Kohler, *Chair*

Exhibitor Chair
Todd Haefke

Additional Information

The Wisconsin Arborist Association invites conference attendees to the Opening Reception and food extravaganza on Sunday evening beginning at 5:00 p.m. upstairs in Grand EFGH. Stay to play and test your arboricultural knowledge during Arbor-Master Trivia at 6:30 p.m., brought to you by the WAA and the Urban Forestry Council. Bragging rights and prizes will be awarded, just like last year!

New this year! On Sunday evening before trivia, come celebrate Women in Arboriculture at our networking event that will take place. Enjoy the networking and camaraderie of other women who share a passion for trees. All conference attendees—women and men—are welcome!

Similar to last year, starting Monday morning, the Program Committee is offering 'Practical Arborist Solution Sessions' (similar to 'Ask the Experts for Practical Arborists' from last year) in and around Climbers' Corner and the Exhibit Hall. There will be booths on rigging/removals, blood stoppers, tree support systems, ascent techniques using SRWP equipment, and fertilizing. Come and learn from the best in a smaller group setting!

On Monday evening, be sure to attend the **Exhibitor Social** starting at 5:30 p.m. in the Exhibit Hall. An indoor dinner

smorgasbord buffet will be accessible for your eating pleasure. The famous **Blue Light Special** fundraiser of items donated by the exhibitors will take place following the foraging feast. Proceeds from the raffle help support the WAA's Student Scholarship Fund.

After the Monday evening social, everyone is welcome to the fundraising **FermenTreEvent** to sample wine, beer and breads handcrafted by WAA members. Proceeds from this event help support arboriculture research through the Bob Skiera Memorial Fund.

Even larger than past years, we encourage you to take your breaks during the conference in the Exhibit Hall to browse the displays and visit with the exhibitors. Many products, from arborist gear to nursery equipment to tree inventory systems, will be on display.

Continuing Education Unit (CEU) credits are available for the ISA Certified Arborist for presentations given throughout the entire conference. Also, Certified Treecare Safety Professional (CTSP) credits will be available for qualifying presentations.

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Schedule of Events

Sunday, February 16, 2020

9:00–11:00 **WAA Board of Directors Meeting** – Grand A, KI Convention Center

11:30– 4:30 **Registration** – KI Convention Center Lobby South

Workshop Sessions

1:00– 4:30 **Session A**

Urban Forest Response and Strategies to Emerald Ash Borer: What Have We Learned Over the Past 12 Years? – Ian Brown, Rhoda deJonge, Rich Hauer, Robert Venette – Emerald ash borer was first discovered twelve years ago in Wisconsin. Where are we now? If you drive the highway corridors in SE Wisconsin, the evidence is easy to spot—dead ash along roads and in woodlands. However, what is the story of EAB as it relates to weather, active management, and budgets? Dr. Robert Venette joins us again to expand upon his excellent presentation style on whether EAB will survive or perish under weather extremes. His biological insight and excellent ways to communicate the ever-building science to you will further help with deciding on how best to weather the EAB storm. Learn from a case study of nearly 30,000 trees under an active management program in Milwaukee as told by second-generation urban forester, Ian Brown. Rhoda deJonge from Lallemand Plant Care will provide insight into creating an effective ash monitoring and injection program that limits environmental impacts. Rich Hauer will provide insight with the economic ramifications of EAB and how economics is an important part of decision making. Like it or not, EAB will cost you money, and using strategies from today's session will help keep the piggy-bank from going bust, and better yet, put you on an active track to manage tree canopy for the next generation in Wisconsin.

Session B

Urban Trees and Stormwater: A Wisconsin Perspective – We've heard about the stormwater benefits of urban and community forests, but do you ever wonder what an MS4 permit is? How about those TMDLs? And where the heck do trees fit in? Join us for this afternoon session to learn the basics of stormwater, municipal permitting, and how communities can obtain credits for reducing phosphorus through proper leaf management. You'll also gain insights on Wisconsin-based research looking at the effects of street trees on stormwater quality and quantity, hear how varying sized communities use stormwater fees and intra-city department collaboration to support their urban and community forestry activities, and learn tree installation design tips to mitigate stormwater runoff in your own community

1. **How Do Trees Actually Reduce Stormwater?** – Dan Buckler

This short presentation will establish a baseline of how trees actually impact stormwater. Through a series of visual demonstrations, Dan will explain the theoretical science behind stormwater and erosion reduction through tree structure.

2. **Stormwater 101** – Amy Minser, P.E.

This presentation covers the basics of urban stormwater and municipal stormwater permitting with a focus on its relevance to urban forestry.

3. **Investigating the Stormwater: Quantity and Quality Impacts of Urban Trees** – Bill Selbig

This presentation will highlight two ongoing research projects that will help environmental managers assess the stormwater volume reduction potential of urban trees as well as understand how municipal leaf collection and street-cleaning programs can limit the amount of nutrients in stormwater runoff.

4. **Leaf Management Guidance** – Amy Minser, P.E.

This section focuses on how municipalities can get credit for reducing phosphorus in storm water through fall leaf management programs.

5. **Community Success Stories – Learn from colleagues across the state how they are collaborating with their stormwater utility departments to gain support and funding for urban forestry activities.**

City of Stevens Point Stormwater Utility Funding – Todd Ernster

City of Hudson Stormwater Management Plan – Michael Mroz

Stormwater Funding Used for Urban Forestry in the City of Appleton – Pete Neuberger, P.E. & Tom Duffey

6. **Implementation of Urban Greening and Stormwater** – Rich Hauer & Bryant Scharenbroch

To retain or not to retain and drain water off site? There are way too many creative ways to retain water from storms on location rather than sending downstream. Learn from the many ways used throughout the world to integrate sustainable urban greening practices and stormwater retention through effective and efficient designs.

Session C

Certified Arborist Exam Review – John Wayne Farber and Nathan Schuettelpz

An enchanting evening hosted by two zany arborists, who will guide you through a journey of learning and review of all things arboriculture. Take this opportunity to review for the Certified Arborist Exam, learn something new, or re-engage with topics long forgotten. Anyone can attend, not just exam takers.

The certification exam is on Monday, February 17, 12:30–4:00 pm (check-in begins at 12:00 pm). Pre-registration for the exam is required through the ISA by January 30, 2020 (see <https://www.isa-arbor.com/Credentials/Exam-Information> for more information). Pre-registration is not necessary to attend this session, only the exam. This session will help anyone learn more about the scope of arboriculture. Attend as a study session or as a review and earn some CEUs. Everyone is welcome!

4:30– 5:00 **Student and New Member Meet & Greet** – Sponsored by the WAA Membership Committee

We would like to welcome you to the WAA and the 2020 Annual Conference. What can the WAA do for you? Stop by to meet other members and learn more! ALL ARE WELCOME!

4:30– 5:30 **Wisconsin Urban Wood Networking Event**

5:00– 8:00 **WAA Welcome Reception and Networking Program** – Sponsored by the Wisconsin Arborist Association

- Buffet dinner, soda, beer, cash bar
- Networking with new and old friends

5:00 **Women's Networking Event** – Enjoy the camaraderie of other women who share a passion for trees. All conference attendees – women and men – are welcome! Meet our special guest, Caitlyn Pollihan, ISA Executive Director.

5:00 **Tree Climbing Committee Meeting**

5:30 **WAA Past Presidents Meeting**

6:30– 8:00 **Arbor-Master Trivia** during the Sunday night reception. Create a team and test your knowledge. Prizes for 1st, 2nd, 3rd and best team name. Sponsored by the Wisconsin Arborist Association and the Wisconsin Urban Forestry Council.

Monday, February 17, 2020

7:30– 3:30 **Registration** – KI Convention Center Lobby South
7:30– 8:30 **Continental Breakfast with Exhibitors**
8:30– 9:00 **WAA President Welcome** – Briana Frank
WI DNR Representative – TBD
Urban Forestry Council Update – August Hoppe
TREE Fund Update – Nathan Schuettpeiz
ISA Update – Caitlyn Pollihan
Meet the WAA Board Members

Morning General Sessions

9:00–10:00 **Good Health Grows on Trees: The Research Evidence** – Kathleen Wolf
Many people intuitively feel better when they have trees nearby. But stories and feelings are not enough to compel local decision-makers to dedicate adequate resources for urban forestry planning and management. In recent decades a prolific community of science has revealed the evidence of urban greening and human health response. The benefits and numbers command attention. Dr. Wolf will review the latest science and programs about city trees and human health.

10:00–10:30 **Break with Exhibitors**

10:30–12:00 **Good Leadership: The Key Ingredient** – Jay Maier
The responsibilities of leading a tree care company are heavy. Business objectives can take priority over everything else in your life. But balance can be achieved through good leadership. Good leadership requires practice and study, just like being a good arborist and you can do it. This is a high-level and inspirational talk on the power of good leadership that can impact your effectiveness as a leader.

Climbers' Corner – Exhibit Hall C

9:00–10:00 **The Z133 Safety Standards: You Shall Follow Them!** – John Ball
The ANSI for Arboricultural Operations – Safety Requirement, commonly referred to as the Z, is the means for tree workers to safely work in our hazardous environment. This presentation will cover the critical standards that must be followed and the incidents that occur when they are not!

10:00–10:30 **Break with Exhibitors**

10:30–12:00 **Practical Arborist Solution Sessions** –
Half-hour rotations will include a short presentation followed by a question-and-answer session. CEUs will be provided. See page 7 for details.

Certification Exam

12:00 – 4:00 **Certification Exam** – Must be pre-registered with ISA. Registrants can begin checking in at 12:00pm. Exam starts at 12:30 pm. – Meeting Room 7

Lunch and TCC Awards Program

12:00 – 1:00 Join us for lunch and offer this year's TCC champions congratulations. The WAA TCC Chair will hand out awards to our 2019 TCC Champions.

Afternoon Breakout Sessions

Session A

1:00– 2:30 **What Should I Consider in Pruning THAT Tree?** – Mike Wendt
Not all trees and tree cultivars have the same pruning needs. Mike will discuss specific pruning suggestions for a wide variety of trees and tree cultivars to enhance or maintain features, improve health, and reduce future maintenance.

2:30– 3:00 **Break with Exhibitors**

3:00– 4:00 **Crime Prevention Through Environmental Design (CPTED) in Urban Natural Areas: Social Dimensions** – Kathleen Wolf
The design concepts of CPTED were developed decades ago. The early ideas focused on structural changes, such as removing obstacles to sightlines through public spaces. Later, second-generation CPTED emerged, having a focus on the social interactions that encourage positive behaviors and discourage negative behaviors within public spaces. Dr. Wolf will introduce the principles of CPTED, with an emphasis on how natural areas management can encourage the social engagement that prevents crime.

1:00– 2:45

Session B

Film Screening "City of Trees" and Presentation – Jeremy Kane
Since 1990, nonprofit Washington Parks & People has tried to reduce poverty and violence in Washington, D.C., neighborhoods by improving parks. At the height of the recession, the organization received a stimulus grant to create a "green" job-training program in communities hardest hit. They had two years to help unemployed people find jobs and care for parks in their neighborhoods. What sounds like a simple goal—putting people back to work by planting trees—becomes complicated by community tensions and a fast-approaching deadline before the grant money runs out. "City of Trees" explores this inspiring but messy world of job training and the paradoxes faced when combining social justice with urban forestry.

Urban forestry not-for-profits have opportunities to operate in the service gaps left between public municipal forestry operations and private, market-driven arborist practices. Jeremy's presentation and follow-up discussion presents the work of the Urban Tree Alliance within these not-for-profit niches, with particular attention to the Madison Canopy Project, a six-year old neighborhood-based tree planting program targeting low canopy areas within the city.

2:45– 3:00 **Break with Exhibitors**

3:00– 4:00 **Mushroom, Conks, and the "Profiles" of Decay Fungi** – Glen Stanosz
Fungal fruiting bodies (mushrooms and conks) are positive indicators of decay. But while our tree risk assessment procedures include consideration of "tree profile," relatively less consideration is given to "fungal profile." Decay fungi vary in their modes of action and implications for tree failure. Learn how to identify some of the most common and important tree decay fungi, and the implications for arborists of their differing "profiles."

Monday, February 17, 2020 – cont.

Afternoon Introductory Track Sessions

- 1:00– 2:30 **Elm Cultivars & Dutch Elm Disease Update – Chad Giblin**
Wisconsin is home to three outstanding native elm species: American, red, and rock. All three are the focus of a selection and disease screening program at the University of Minnesota. This presentation will discuss the characteristics of these trees and specimens of interest currently under evaluation. Also included is a discussion of other commercially available elm varieties and an update on elm research and Dutch elm disease resistance screening at the University of Minnesota.
- 2:30– 3:00 **Break with Exhibitors**
- 3:00– 4:00 **Why Do People Plant the Plants They Plant? Human Dimensions in Tree Selection – Jay Dampier**
In this presentation we will explore various factors consumers consider when choosing ornamental plant material. We'll discuss why some consumers look to the environmental benefits trees provide in their selection process. Other selection factors are related to anticipated on-going plant care maintenance. Finally, we'll explore host plant resistance through the lens of consumer preference. Will consumers make purchase decisions based on the tree requiring less spray treatments?

Afternoon Utility Track Sessions

- 1:00– 1:45 **Danger > Hazard > Risk: A Review of Terminology – Geoff Kempter**
Many words have been used to represent the threat posed by trees. In forestry, "danger tree" generally refers to threats to workers, and in arboriculture "hazard tree" generally refers to threats to surrounding targets. The use of the term "risk" has recently gained favor. This presentation reviews the current and past literature, identifies trends, and provides recommendations on usage for current practitioners.
- 1:45– 2:30 **Tree Biology and Pruning for Clearance – Randy Miller**
Attendees will be able to:
- Make clear how trees compartmentalize decay
 - Convey how branches are attached to parent stems
 - Articulate where basic pruning cuts are made
 - Understand different classifications of pruning, including pruning for clearance (utility pruning)
- 2:30– 3:00 **Break with Exhibitors**
- 3:00– 4:00 **The Business Case of IVM – John Goodfellow**
An earlier project established a preliminary business case for IVM on electric transmission ROW, applying least-cost economic analysis methods which focus exclusively on the direct cost to the utility. Findings from a new project that included the development of an enhanced least-cost analysis model and consideration of the benefits of IVM on electric and gas utility ROW. It establishes IVM as the least-costly and most beneficial ROW vegetation management strategy from a longer-term perspective of sustainability.

Afternoon Business Track Sessions

- 1:00– 2:30 **Being the Right Person for the Promotion – Jay Maier**
There is so much written about finding the right people for companies. What if we flipped script? What if we starting teaching and evaluating someone's ability to work FOR someone and be the best person for the next promotion? Could this better impact our industry? This is a critical message for all of us in the landscape workforce. If we want a career path instead of a job, we have the ability to make that happen by being the right person for the promotion.
- 2:30– 3:00 **Break with Exhibitors**
- 3:00– 4:00 **Gain Customers Without Having to Sell Them: Content Marketing for Arborists – Eric Petersen**
Gone are the days where consumers purchase a product or service solely based on the salesperson's ability to convince them to buy. Today, the vast majority of the sales process is done by the consumer before they even reach out to you. Control the message that is delivered to your potential customers through Content Marketing. This presentation will walk you through what Content Marketing is and how to implement a strategy in your business.



Monday, February 17, 2020 – cont.

Special Trade Show Events in the Exhibit Hall on Monday Afternoon!

Climbers' Corner – Exhibit Hall C

1:00– 2:30

Practical Arborist Solution Sessions –

Half-hour rotations will include a short presentation followed by a question-and-answer session. CEUs will be provided.

- **Blood Stoppers – Shelly Wollerman**

Blood Stoppers have become an important addition that many climbers carry on their harness. However, many climbers are not aware of the different blood stoppers on the market or how to apply them one handed in the case of an emergency. Shelly will discuss the different options and will assist attendees in learning how blood stoppers are and should be applied.

- **Rigging/Removals – Norm Hall**

Norm will go over the use of a marl and marline hitch and describe the advantages and limitations of each.

- **Tree Support Systems: What's Changed? – John Ball**

Tree support systems have been around for more than a century but just as we no longer fill cavities or install drain tubes, we do not cable and brace the same either. This interactive session will cover the dos and don'ts as well as the newer technology for support.

- **Ascent Techniques Emphasizing SRWP Equipment – Andrew Gollnick & Johanna O'Boyle**

Join the winners of the 2019 WAA TCC at Climbers' Corner to discuss ascent techniques with an emphasis on mechanical climbing systems.

- **Fertilizing – Les Werner**

Adding fertilizer may often be considered a simple task. Read the label, follow the instructions, and apply. However, often the site or tree needs are not taken into account before application. This presentation will discuss a process for determining site needs and when fertilizer applications should be considered.

2:30– 3:00

Break with Exhibitors

3:00– 4:00

Aerial Rescue Injured Climber Handling – Gary Kohler, Cameron Lundin, Thomas Schumacher

This presentation will look at victim assessment and evaluation from ground to victim and will include treatment, handling, and care in various situations. Open dialogue to ask questions.



Evening Activities

4:20– 5:30

Annual Business Meeting – ALL MEMBERS WELCOME! – Ballroom A3,4 ★
★ Your vote counts! Please join us to elect our next Board Members!

5:30– 9:00

Exhibitor Social & Blue Light Special Fundraiser – Exhibit Hall C

8:00–11:00

FermenTreEvent – A Special Research Fundraising Event – Breakout Lobby

9:00–11:00

WAA Hospitality Reception – West Atrium

Tuesday, February 18, 2020

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

Morning General Sessions

8:30– 9:30 **Is it Environmentally Ethical to Plant Non-Native Trees and Shrubs?** – Linda Chalker Scott
Native plants are perceived as requiring fewer inputs, especially in terms of pesticides, fertilizers, and water. Introduced woody species are increasingly perceived as undesirable, primarily because they are lumped together with their invasive counterparts. How does provenance really affect the ability of plants to provide food and habitat to our beneficial wildlife? This presentation will present a more informed and successful approach to plant selection than simply looking at place of origin.

9:30–10:30 **Infrastructure Conflicts: Trees, Roots, and Engineering Considerations** – Richard Gessner
Identifying conflicts and gaps in communication between planners, engineers and arborists to resolve built and green infrastructure issues. Examples of good and bad situations and the future of tree preservation from new plantings to retaining existing trees in the built environment.

10:30–11:00 **Break with Exhibitors**

11:00–12:00 **What Trees Will We Be Sitting Under in 2050?** – Chad Giblin
Selecting trees for the urban forest offers a complex and constantly changing challenge. As emerald ash borer eliminates ash from many forests, we are confronted with filling those spaces with attractive, resilient, and productive young trees. The threat of Asian long-horned beetle further limits the species that can be used as ash replacements. This presentation will discuss the opportunities for urban forest diversification and the challenges that we will face over the next 30 years.

Morning Introductory Track

8:30–10:00 **Cost-effective Utilization of Removed Urban Trees** – John Kempainen, Paul Morrison, & John Stephenson
Urban forests can be sustainably managed from ‘seed to sawdust’ by capturing valuable urban forest products from urban trees that need to be removed. Wisconsin Urban Wood has been promoting urban wood utilization across the state since 2014. This presentation will discuss those efforts and highlight different models of full circle urban forest stewardship used to cost effectively reclaim urban forest products from those felled trees, and what strategies have been employed to support the reclamation of those urban forest products. Attendees will hear from a municipal forester, a private tree care company owner and an urban wood maker who have been leading utilization efforts in southeast Wisconsin.

10:00–10:30 **Break with Exhibitors**

10:30–12:00 **Wacky Weather and Tree Health** – Glen Stanosz
In recent years, weather seems to be very strongly influencing incidence and severity of tree and shrub injury and disease. Too cold, too hot, too wet, too dry...climate appears to be changing, or at least weather extremes are occurring outside of historical norms. Both direct and indirect effects of weather on woody plant health and measures to mitigate effects of weather extremes will be discussed.

Lunch and Awards Program

12:00 – 1:30 Join us for lunch and support this year’s award winners. The Wisconsin Arborist Association and the Wisconsin Urban Forestry Council will reward the significant people, programs, and communities that make the urban forests in Wisconsin a better place for everyone.

Climbers’ Corner – Exhibit Hall C

8:30– 9:30 **Aerial Rescue – Norm Hall**
We will go over what the arborist can do, to and for the patient, to expedite the process for EMS (first-aid, patient packaging). An aerial rescue ‘flow chart’ will be available for a handout. Several rescue scenarios will be presented.

9:30–10:30 **Tree Rigging and Removal – Norm Hall, with assistance from Andrew Fedor & Andrew Gollnick**
We will go over the forces rigging can generate while removing limbs. We’ll set a dynamometer at various rigging points while lowering a limb. We will also go over setting re-directs in the tree to distribute the forces according to the tree’s structure. We will go over the different knots and hitches used during rigging operations and which are best for the task at hand.

10:30–11:00 **Break with Exhibitors**

11:00–12:00 **Tree Rigging and Removal, continued – Norm Hall, with assistance from Andrew Fedor & Andrew Gollnick**
Continuing from the previous talk, we will go over the forces rigging can generate while removing limbs. We’ll set a dynamometer at various rigging points while lowering a limb. We will also go over setting re-directs in the tree to distribute the forces according to the tree’s structure. We will go over the different knots and hitches used during rigging operations and which are best for the task at hand.

Morning Utility Track Sessions

8:30–10:00 **Are You a Leader or a Boss?** – Randy Miller
Attendees will be able to:

- Differentiate between a leader and a boss
- Understand how the human performance principal applies to leadership
- Clarify how errors occur
- Characterize how prominent leadership philosophies dovetail with one another

10:00–10:30 **Break with Exhibitors**

10:30–11:15 **More Than a Number – Scott Singler**
Keys to success for EMPLOYEE RETENTION drawn upon from personal experiences, relationships and training over the last 16 years with Northern Clearing/Zielies Tree Service. It’s a two-way street, from the bottom to the top, this presentation will provide at least one perspective of the many different layers and dynamics involved in maintaining healthy, long term, successful relationships.

11:15–12:00 **Introducing the New ISA BMP: Utility Tree Risk Assessment** – John Goodfellow
This presentation will review the newly published *ISA Best Management Practices (BMP) – Utility Tree Risk Assessment (UTRA)* focusing on utility-specific applications of the principles of Tree Risk Assessment (TRA). The new UTRA is patterned after the current *ISA BMP – Tree Risk Assessment* (second edition) intended for general arboriculture and focuses on practical application of the principles defined in ANSI A300 Part 9, Tree Risk Assessment in the context of utility arboriculture. The principal author of new UTRA will highlight differences between the two ISA BMPs, and new material included in the UTRA BMP will be discussed.

Tuesday, February 18, 2020 – cont.

Afternoon Breakout Sessions

Session A

- 1:30– 2:30 **New and Emerging Tree and Shrub Diseases – Brian Hudelson**
Learn about new diseases that are (or may in the future) negatively impacting woody ornamentals in Wisconsin. This talk will include information on diseases such as (but not limited to) sudden oak death, boxwood blight and bur oak blight.
- 2:30– 3:30 **Wisconsin's New and Emerging Insect Trends – PJ Liesch**
Every year is different in terms of weather, insects, and plant diseases. This talk will take a closer look at the recent insect trends in Wisconsin landscape trees and shrubs and how those trends may play out in 2020.

Session B

- 1:30– 2:30 **Sustainable Landscaping: Easier on Your Back, Your Wallet, and the Environment – Linda Chalker Scott**
This seminar will explore why so many ornamental landscapes fail. Three of the proposed reasons are (1) improper soil management, (2) poor quality roots, and (3) inadequate root preparation. We will explore how – and if – we should use soil amendments, discuss how to properly prepare and install trees and shrubs, and finally how to care for them over the long term.
- 2:30– 3:30 **How to Safely Prepare and Sustain Your Physical Well-being – Scott Oleniczak**
The presentation will touch on the ergonomic risk factors that can impact one's safe physical performance during work, play, and leisure activities. Such ergonomic risk factors include the amount of time spent working, push/pull force, weight being lifted, working postures, repetition, speed of movement, etc. Muscle activation, stretching, and muscle strengthening have been used in a variety of industries to help mitigate such risk factors. This session will be interactive—be prepared to get up and move!

Afternoon Introductory Track Sessions

- 1:30– 2:30 **Construction Management and Tree Protection: Case Studies, Ordinances, and BMPs – Richard Gessner**
This presentation will display tree protection and construction management requirements while walking through all six phases of development and the arborist's role during each phase. Real-world project examples will be presented. The presentation will discuss how the new ANSI A300 Part 5 is used and implemented through the BMPs.
- 2:30– 3:30 **Limitations of Root Removal (Construction or Municipal Purposes) – Richard Gessner**
This presentation will focus on the ISA Best Management Practices for Root Management and Site Development and how they are applied. The focus will be a review of current publications and the limitations presented. Examples of real world scenarios and applied Best Management Practices will be discussed.



Afternoon Business Track Sessions

- 1:30– 2:30 **Avoid the 7 Deadly Sins of Work Comp – Eric Petersen**
Furious about the high cost and frustration of Worker's Compensation? Learn how to reduce the negative impact work comp has on your company by avoiding the 7 Deadly Sins of Work Comp. Attendees will learn how to use the established work comp system to their benefit and gain control of their costs while burying their frustrations. As a bonus, the audience will receive a simple process on how to be better prepared prior to an injury happening.
- 2:30– 3:30 **Frustrated by Losing Employees? Ideas to Change and Build a Great Company Culture! – Dave Scharfenberger**
Are you losing long-term employees? Retention not what you want? Dave has some ideas on steps you can take to not only retain employees, but also to build a culture that will improve your work place and even make your company safer. It may just make work more enjoyable for you too! There will be time for questions and feedback.

Afternoon Utility Track Sessions

- 1:30– 2:30 **Introduction to WSSIC and SAR Reporting – Chris DeRemer**
An introduction to the Wisconsin Statewide Intelligence Center, suspicious activity, and how to report it.
- 2:30– 3:30 **Improving Public Perception of Utility ROW Corridors – Geoff Kempter**
Given the ubiquity of ROW corridors, it is important to assure the public that a nearby ROW need not be a liability. Research has demonstrated that corridors can serve as attractive open space, recreational land, and valuable habitat. Subtle management changes can change the environmental attributes of ROW. This presentation reviews existing research and shows examples of projects that have succeeded in changing public perception.

Hyatt on Main & KI Convention Center Information

333 Main St., Green Bay, WI • (402) 592-6464 (local) or **(888) 421-1442** (toll-free)
(corner of Madison and Main Streets – downtown Green Bay)

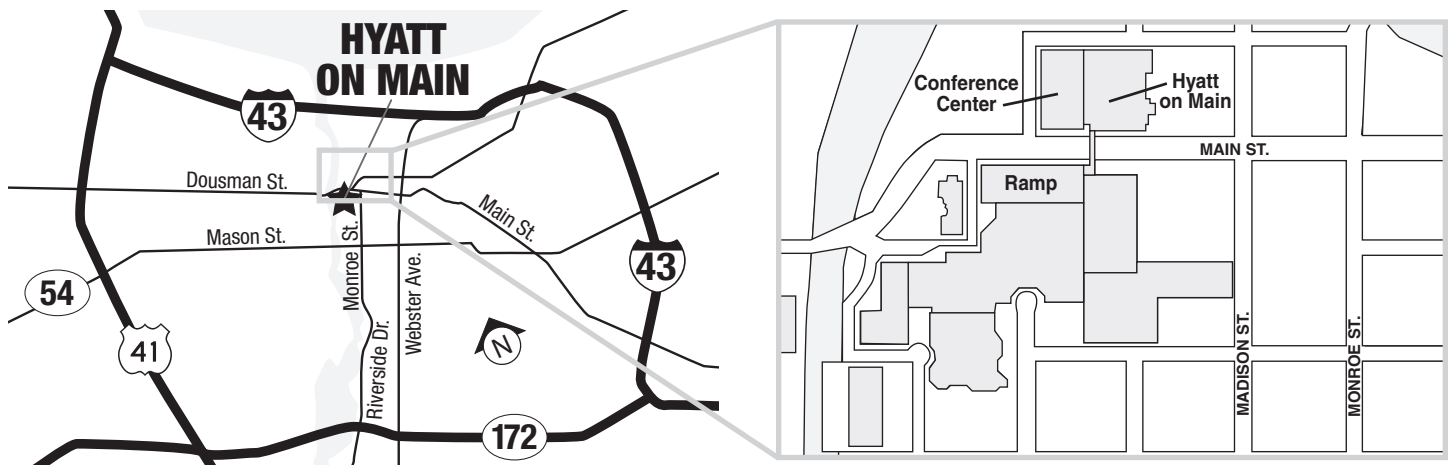
Directions

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 rates: \$112/night for single/double or \$132/night for triple occupancy or \$152 for quad occupancy. For the conference rate, indicate you are attending the WAA/DNR Annual Conference or go to <https://www.hyatt.com/en-US/group-booking/GRBRG/G-WA20>.

Please make hotel reservations before January 27, 2020.

The hotel will not hold rooms beyond this date.

Alternative Hotels with Room Blocks This Year:

Hampton Inn – (201 Main St., attached to KI Convention Center) – conference rate is \$119/night for double queen. For the conference rate, please call 800-457-2929 or 920-437-5900 and indicate you are with the Arborist Group Block. Please make hotel reservations before January 26, 2020.

Hotel Northland – (302 N. Adams St., 1 block from KI Convention Center) – conference rate is \$109/night for standard king or \$129/night for double queen. For the conference rate, please call (855) 999-0104 or (920) 393-7499 and indicate you are part of the WI Arborist Association Room Block or use this link: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1573249862717&key=GRP&app=resvlink>. Please make hotel reservations before January 22, 2020.

Alternative Hotels:

Quality Inn – (0.6 miles from KI Convention Center) 321 S. Washington St., 920-437-8771

St. Brendan's Inn – (0.6 miles from KI Convention Center) 234 S. Washington St., 920-884-8484

Hawthorn Suites – (2.7 miles from KI Convention Center) 335 W. Joseph St., 920-435-222

Registration

Please PRINT clearly, or if you prefer, register by credit card online at www.waa-isa.org.

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

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

Name _____	<input type="checkbox"/> I am a WAA member	Early Bird Registration: # _____ @ \$245 \$ _____
Address _____		Sunday Only Registration: # _____ @ \$105 \$ _____
City _____		Monday Only Registration: # _____ @ \$115 \$ _____
State _____ Zip _____		Tuesday Only Registration: # _____ @ \$105 \$ _____
Organization _____		Late Registration Fee: # _____ @ \$40 \$ _____
Telephone _____		
E-mail _____		

(additional cost if postmarked after January 29, 2020)

Additional Employees:	<input type="checkbox"/> I am a WAA member	Full-time Students – daily rate (includes meals): # _____ @ \$40 \$ _____
Attendee #1 _____*	<input type="checkbox"/>	Full-time Students – full conference (includes meals): # _____ @ \$65 \$ _____
Email _____**		Guest <u>meals only</u> – daily: # _____ @ \$60 \$ _____
Attendee #2 _____	<input type="checkbox"/>	Guest <u>meals only</u> – full conference: # _____ @ \$120 \$ _____
Email _____		
Attendee #3 _____	<input type="checkbox"/>	
Email _____		
Attendee #4 _____	<input type="checkbox"/>	
Email _____		
Attendee #5 _____	<input type="checkbox"/>	
Email _____		

Vegetarian Meals Needed

<input type="checkbox"/> Monday Lunch	# _____
<input type="checkbox"/> Tuesday Lunch	# _____

Attending Women's Networking Event: # _____

TOTAL: \$ _____

(Use additional paper if necessary)

*Required field needed for name tags/badges

**Required for conference app

Enclose a check for the total due, payable to the **Wisconsin Arborist Association**
or go to www.waa-isa.org to pay by credit card.

Return this form and payment to:

Wisconsin Arborist Association, PO Box 189, Eagle, WI 53119-0189

NO REFUNDS AFTER JANUARY 29, 2020. ABSOLUTELY NO REFUNDS ON MEALS.

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Sustaining Urban Forests to Ensure a Healthy Future

2020 WAA/DNR Annual Conference Program February 16-18, 2020

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



**Annual Conference
& Trade Show**



**Annual Urban Forestry
Conference**



Funding support provided by the USDA Forest Service

These institutions are equal opportunity providers.

Register at 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.