WAA Annual Conference and Trade Show / WDNSR Urban Forestry Conference

SCHEDULE AND LOCATION OF EVENTS

Addendum to Registration Brochure

Sunday, February 16, 2020

9:00-11:00 WAA Board of Directors Meeting
11:00-3:00 WAA Safety Committee Meeting
11:30-4:30 Registration

CONCURRENT WORKSHOP SESSIONS

Session A
1:00-4:30 - Ballroom A1A2
Urban Forest Response and Strategies to Emerald Ash Borer - What Have We Learned Over the Past 12 Years? - Jan Brown, Rhonda dejonge, Rich Hauer, Robert Vennette
CA, MS, MS, BCMAS-M - 3

Session B
1:00-4:30 - Ballroom A3A4
Urban Trees and Stormwater: A Wisconsin Perspective
How Do Trees Actually Reduce Stormwater? - Don Buckler
Stormwater TMDL – Amy Mason, P.E.
Investigating the Stormwater: Quantity and Quality Impacts of Urban Trees – Bill Selig
Leaf Management Event – AMI WELCOME!
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投注
City of Hudson Stormwater Management Plan – Michael Heaven
Stormwater Funding Used for Urban Forestry in the City of Appleton – Pete Neuberger, P.E. & Tom Duffy
Implementation of Urban Greening and Stormwater - Rich Hauer & Ryan Schaderrech
CA, MS, MS, BCMAP - 2

Session C
1:00-4:30 - Grand Ballroom A
Certified Arborist Exam Review – John Wayne Funten & Nathan Schuettpelz
CA - 3, BCMAS - 5, BCMAP - 1, BCMAS - M - 1

EVENING ACTIVITIES

Student and New Member Meet & Greet - Sponsored by the WAA Membership Committee
WAA Safety Committee Meeting

General – Ballroom A
9:00-10:00 Good Health Grows on Trees: The Research Evidence – Kathleen Will

Climber’s Corner – Exhibit Hall C, Meeting Room B2B3
9:00-10:00 The 2133 Safety Standards: You Shall Follow Them? – John Hall

10:00-10:30 Break with Exhibitors

 break with Exhibitors

Breakout Session A
1:00-2:00 – Grand Ballroom A
What Should I Consider in Planning That Tree? – Mike Wendt
CA, US, MS, TWA, BCMAP - 1,5

Breakout Session B
1:00–2:45 – Grand Ballroom A
Film Screening “City of Trees” and Presentation – Jeremy Kane
CA, MS, BCMAS-M - 1,75

Introductory Track
1:00-2:30 – Grand D
Elm Cultivars & Dutch Elm Disease Guidance – Chad Uhl
CA, MS, TWA, BCMAS-M - 5,75

Breakout Session C
1:00-1:45 – Grand Ballroom A
Practical Arborist Solution Sessions: Blood Stoppers – Shelly Wilkerson
CA, TWA, BCMAS-M - 1,5, CTSP - 5

Building a Mechanical Advantage (MA) System – Norm Hall
CA, TWA, BCMAS-M - 1,5, CTSP - 5

Tree Support Systems: What’s Changed? – John Ball
CA, TWA, BCMAS-M - 1,5, CTSP - 5

Ascend Techniques Emphasizing UPM Equipment – Andrew Gollnick & Johanna O’Boyle
CA, TWA, BCMAS-M - 1,5, CTSP - 5

Fertilizing – Les Wexner
CA, TWA, BCMAS-M - 1,5, CTSP - 5

2:30-3:00 Break with Exhibitors

Breakout Session D
1:00-4:00 – Ballroom A
Crime Prevention Through Environmental Design (CPTED) in Urban Natural Areas: Social Dimensions – Kathleen Wol
CA, MS, BCMAS-M - 1

Breakout Session E
1:00-4:00 – Ballroom A
Erasol and the “Profiles” of Decay Fungi – Glen Storzen
CA, TWA, BCMAS-M - 5,75

Introductory Track
1:00-3:00 – Grand D
Why Do People Plant the Plants They Plant? Human Dimensions in Tree Selection – Jay Dampier
CA, MS, BCMAP - 1

Climber’s Corner
1:00-2:30 – Exhibit Hall C, Meeting Room B2B3
Practical Arborist Solution Sessions:
- Blood Stoppers – Shelly Wilkerson
CA, TWA, BCMAS-M - 1,5, CTSP - 5

CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Ascend Techniques Emphasizing UPM Equipment – Andrew Gollnick & Johanna O’Boyle
CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Fertilizing – Les Wexner
CA, TWA, BCMAS-M - 1,5, CTSP - 5

1:45-2:30 Break with Exhibitors

Business Track
1:00-3:00 – Grand D
Getting the Right Person for the Promotion
Jay Maen
CA, MS, BCMAS-M - 1,5

2:30-3:00 Break with Exhibitors

Business Track
1:00-4:00 – Grand C
Gain Customers Without Having to Sell Them: Content Marketing for Arborists – Eric Petersen
CA, MS, BCMAS-M - 1

2:30-3:00 Break with Exhibitors

EVENING ACTIVITIES

WAA Annual Business Meeting – ALL MEMBERS WELCOME! – Your vote counts! Please join us to elect our next Board Members!

Exhibitor Social & Blue Light Special Fundraiser

FertileMindEvent – A Special Research Fundraising Event

WAA Hospitality Reception

Monday, February 17, 2020

9:00-10:00 WAA Board of Directors Meeting
11:00-3:00 WAA Safety Committee Meeting
11:30-4:30 Registration

MOOR NG SESSIONS

General – Ballroom A
9:00-10:00 Good Leadership: The Key Ingredient – Jay Mauer

Climber’s Corner – Exhibit Hall C, Meeting Room B2B3
9:00-10:00 The 2133 Safety Standards: You Shall Follow Them? – John Ball

10:00-10:30 Break with Exhibitors

Breakout Session A
10:30-12:00 General – Ballroom A
Good Leadership: The Key Ingredient – Jay Mauer

Breakout Session B
10:30-10:45 – Grand Ballroom A
What Should I Consider in Planning That Tree? – Mike Wendt
CA, US, MS, TWA, BCMAP - 1,5

10:45-11:00 – Grand Ballroom A
Film Screening “City of Trees” and Presentation – Jeremy Kane
CA, MS, BCMAS-M - 1,75

11:00-11:15 – Grand Ballroom A
Introductory Track
1:00-2:30 – Grand D
Elm Cultivars & Dutch Elm Disease Guidance – Chad Uhl
CA, MS, TWA, BCMAS-M - 5,75

11:15-11:30 – Grand Ballroom A
Practical Arborist Solution Sessions:
- Blood Stoppers – Shelly Wilkerson
CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Building a Mechanical Advantage (MA) System – Norm Hall
CA, TWA, BCMAS-M - 1,5, CTSP - 5

CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Ascend Techniques Emphasizing UPM Equipment – Andrew Gollnick & Johanna O’Boyle
CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Fertilizing – Les Wexner
CA, TWA, BCMAS-M - 1,5, CTSP - 5

11:30-11:45 Break with Exhibitors

11:45-12:00 – Grand Ballroom A
Practical Arborist Solution Sessions: Half-hour rotations. See afternoon sessions for details

See below for CEU information.

AFTERNOON SESSIONS

Breakout Session A
1:00-2:00 – Ballroom A
What Should I Consider in Planning That Tree? – Mike Wendt
CA, US, MS, TWA, BCMAP - 1,5

Breakout Session B
1:00–2:45 – Ballroom A
Film Screening “City of Trees” and Presentation – Jeremy Kane
CA, MS, BCMAS-M - 1,75

Introductory Track
1:00-2:30 – Grand D
Elm Cultivars & Dutch Elm Disease Guidance – Chad Uhl
CA, MS, TWA, BCMAS-M - 5,75

Climber’s Corner
1:00-2:30 – Exhibit Hall C, Meeting Room B2B3
Practical Arborist Solution Sessions:
- Blood Stoppers – Shelly Wilkerson
CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Building a Mechanical Advantage (MA) System – Norm Hall
CA, TWA, BCMAS-M - 1,5, CTSP - 5

CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Ascend Techniques Emphasizing UPM Equipment – Andrew Gollnick & Johanna O’Boyle
CA, TWA, BCMAS-M - 1,5, CTSP - 5

- Fertilizing – Les Wexner
CA, TWA, BCMAS-M - 1,5, CTSP - 5

1:00-2:30 Break with Exhibitors

Business Track
1:00-3:00 – Grand C
Gain Customers Without Having to Sell Them: Content Marketing for Arborists – Eric Petersen
CA, MS, BCMAS-M - 1

2:30-3:00 Break with Exhibitors

Business Track
1:00-4:00 – Grand C
Gain Customers Without Having to Sell Them: Content Marketing for Arborists – Eric Petersen
CA, MS, BCMAS-M - 1

2:30-3:00 Break with Exhibitors

EVENING ACTIVITIES

4:20-5:30 WAA Annual Business Meeting – ALL MEMBERS WELCOME! – Your vote counts! Please join us to elect our next Board Members!

5:30-9:00 WAA Safety Committee Meeting

9:00-9:30 WAA Hospitality Reception

Continuing Education Units (CEUs) available for sessions:

- ISA Certified Arborist
- Certified Tree Care Safety Professional

CEU Key:
- BCMAS-M – BCMAS Management
- BCMAP – BCMAS Practice
- BCMAS-S – BCMAS Science
- CA – Certified Arborist
- CA, MS – Municipal Specialist
- CA, US, BCMAS-M – 1
- CA, US, BCMAS-P – 1,5
- CA, US, BCMAS-M - 1
- TWA – Tree Worker Aerial Lift Specialist
- US – Utility Specialist
- CTSP – Certified Tree Care Safety Professional

Funding support provided by the USDA Forest Service.

New industries are equal opportunity providers.
Tuesday, February 18, 2020

**MORNING SESSIONS**

**General**
8:30–9:30 – Ballroom A1A2
9:30–10:30 – Ballroom A1A2

**Breakout – Session A**
8:30–9:30 – Exhibit Hall C, Meeting Room B3
CA, MS, BCM A-M –1

**Breakout – Session B**
9:30–10:30 – Exhibit Hall C, Meeting Room B3
CA, MS, BCM A-M –1

**Utility Track**
8:30–10:00 – Grand AB
Cost-effective Utilization of Removed Urban Trees
John Kemppainen, Paul Morrison, & John Stephenson
CA, MS, BCM A-M –1.5

**Business Track**
10:30–12:00 – Exhibit Hall C, Meeting Room B3
How to Safely Prepare and Sustain Your Physical Well-being
Scott Golenicz, CA, MS, BCM A-P –1

**Lunch and Awards Program**
12:00–1:30

**AFTERNOON SESSIONS**

**General**
11:00–12:00 – Ballroom A1A2
What Trees Will We Be Sitting Under in 2050?
Chad Giblin
CA, MS, BCM A-P –1

**Breakout**
1:30–2:30 – Ballroom A1A2
Wisconsin’s New and Emerging Insect Trends F1 Luch
CA, BCM A-S –2

**Utility Track**
10:30–11:15 – Grand A B
More Than a Number
Scott Seger
CA, MS, BCM A-M –1.5

**Business Track**
1:30–2:30 – Grand AB
Avoid the 7 Deadly Sins of Work Comp
Eric Petersen
CA, MS, BCM A-M –1.5

**Utility Track**
2:30–3:30 – Grand AB
Introducing the New ISA BM P: Utility Tree Risk Assessment
John Goodfellow
CA, US, MS, BCM A-M –2

**Utility Track**
3:30–4:30 – Grand AB
Improving Public Perception of Utility ROW Corridors
Geoff Kempter
CA, US, BCM A-M –2

**Program Sponsors**

**GOLD SPONSOR**
Conference Sponsor:

**BRONZE SPONSOR**
Registration Welcome Sponsor:

**MIDWEST ARBORIST SUPPLIES**

**KI Convention Center Floor Plans**

**WEST**

**EAST**