

Palindrome Dates 2022 & 22222: Looking Forward, Not Backwards, to Our Days in Arboriculture!

2022 WAA/WIDNR Annual Conference Program February 20–22, 2022

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

Scott Altenhoff – Urban Forestry Management Analyst, City of Eugene Parks & Open Space

Adam Alves – Instructor, Madison College

Andy Bartell – GIS/Project Specialist, City of Sheboygan

Beth Brantley – Technical Support Specialist, Bartlett Tree Experts

Timothy Bull – City Forester, City of Sheboygan

Michelle Catania – Research Coordinator, The Morton Arboretum

Olivia Conklin – Policy Analyst, Department of Workforce Development–Bureau of Apprenticeship Standards

Zac Eckberg – Instructor, Madison College

John Wayne Farber – Manager, Hoppe Tree Service

Art Fonk – Environmental Enforcement Specialist, DATCP

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

Anna Healy – Urban Forester & Naturalist, City of Fitchburg

Michael Hillstrom – Forest Health Specialist, WIDNR

August Hoppe – President, Hoppe Tree Service

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

Lisa Humenik – Executive Director, Waunakee Neighborhood Connection

Alex Julius – Employee Development and Safety Training Specialist, Davey Tree Expert Company

John Kempainen – City Forester, City of Stoughton

Matt Koepnick – City Forester, City of Racine

Daniel Lindner – Research Plant Pathologist, USDA Forest Service

Gordon Mann – Consulting Arborist, California Tree and Landscape Consulting, Inc. & Mann Made Resources

Eduardo Medina – Instructor, Davey Tree Expert Company

Paul Morrison – Owner, The Wood Cycle of Wisconsin

Tiffany Mrotek – Senior Manager of Career Pathways, American Forests

Jeanne Mueller – Owner/Lead Guide, Red Knows LLC

Lee Mueller – Market Manager, Davey Resource Group, Inc.

Jamie Nack – Extension Senior Wildlife Outreach Specialist, Division of Extension and Department of Forest & Wildlife Ecology, UW–Madison

Eric Petersen – President, ArboRisk Insurance

Chad Rigsby – Research Scientist and Technical Support Specialist, Bartlett Tree Experts

Don Roppolo – Director of Arboriculture Training, Davey Tree Expert Company

Mike Rushmer – Forestry and Grounds Superintendent, City of West Allis

Allyson Salisbury – Freelance Urban Forestry Researcher

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

Casey Selner – Owner, ArbSession, Inc.

John Stephenson – Owner, Owner, Stephenson Tree Care, Inc.

Chris Tall – WI Champion Tree Program Coordinator, WIDNR

Les Werner – Professor, UW–Stevens Point

Kevin Westphal – City Forester, City of Cedarburg

Olivia Witthun – Urban Forestry Coordinator, WIDNR

Welcome Back to Titledown!

After a two-year hiatus, we are ecstatic to be back in person in Green Bay for the **WAA and WIDNR Annual Winter Conference!** We have another fabulous line-up this year. See all the details listed in this brochure. Sunday kicks off with **Three Educational Sessions** followed by a full-service buffet. Enjoy networking and rekindling friendships during the **WAA Welcome Reception** and **Arbor-Master Trivia**, brought to you by the Urban Forestry Council. Bragging rights and prizes will be awarded to the winners! We will once again celebrate Women in Arboriculture at our networking event Sunday evening. Enjoy the networking and camaraderie of other women who share a passion for trees. All are welcome!

Monday and Tuesday bring two full days of education to include **general and concurrent sessions, Climbers' Corner** in the Exhibit Hall, an **Introductory Track**, and the **Business Track**. Take some time to visit the

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.

'**Practical Arborist Solution Sessions**' in the Exhibit Hall to be enlightened and ask questions in a smaller setting during Monday's Climbers' Corner. The annual **WAA business meeting** will be held Monday evening, followed by the **Exhibitor Social** with the famous blue-light special, with proceeds supporting the WAA's Student Scholarship Fund.

We will have exhibitors again this year! We encourage you to take your breaks during the conference in the Exhibit Hall to visit with them. The latest and greatest innovations in arboricultural technology 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.

For additional information or help on conference registration, contact Tina Johnson at 262-899-0060 or admin@waa-isa.org.

Questions or concerns? Please contact WAA President Nathan Schuettpelez at president@waa-isa.org.

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Virtual Option

The 2022 WAA/WDNR VIRTUAL Annual Conference will be available for viewing on the Pheedloop Platform March 1-31, 2022. This will be a professionally recorded conference and will offer an improved experience over last year's virtual offering. This is a repeat performance of our In-Person Conference from February 20-22, 2022.

Watch the sessions at your own pace! The platform will be available for a full four weeks. This seminar will include around 30 hours of virtual learning and engagement with approximately 30 CEUs available through online quizzes. You must pass the quiz with an 80% (16 of 20 correct for a one-hour session) to attain CEU's. Results will be given upon completion of each quiz, as the quiz may be taken as

often as necessary to pass. WAA will submit the passing results to ISA for you to receive your CEUs.

Each person must provide their own email address and Certification number (even if one person is registering multiple people) if they want CEUs. Participants will receive an email invite to the Pheedloop Platform the day before the event starts. Login details will be included.

To learn more about Pheedloop before the conference, go to <https://pheedloop.com/more/virtual-attendee-training> for "training, tips and tricks to get the most out of your virtual event experience."

Health and Safety Measures (*in-person event*)

The WAA takes the health and safety of its membership, conference attendees, and exhibitors seriously. We will be adhering to all current CDC guidelines along with following Hyatt/KI Convention Center guidelines. We will have hand sanitizing stations and masks available. Event spaces will be professionally disinfected each evening. The KI Convention Center utilizes a PureChem System in meeting rooms and guestrooms, effectively eliminating 99.997% of bacteria, virus, algae, mold, and fungus on treated surfaces. Seating will be arranged to encourage social distancing. In addition, food will be served in accordance with CDC guidelines, i.e., individually packaged or served by professional food staff. Please check the website for updated guidelines, as information may change frequently.

A negative COVID test will be required of all in-person attendees regardless of vaccination status. All conference attendees are required to show documentation of a negative viral test result taken within 72 hours of arrival to the

conference. If you recently recovered from COVID-19, you may instead travel with documentation of recovery from COVID-19 (i.e., your positive COVID-19 viral test result on a sample taken no more than 90 days before the conference and a letter from a licensed healthcare provider or a public health official stating that you were cleared to attend). A COVID symptom and contact health screening will also be required to attend the conference.

Facemasks will be required in all areas of the Hyatt and the KI Convention Center. We will have limited capacity at the KI Convention Center with the maximum number of registrants set at 462 attendees (not including exhibitors). Once capacity is met, registration will close. **We will NOT be accepting any walk-up registrations. The WAA will not have the capacity to police or enforce any safety protocols. All participants will depend solely on the goodwill and professionalism of our membership to follow safety protocol and protect one another.**

Cancellation and Refund Policy

- Refunds will be made if requested on or before January 28, 2022, with a \$20 processing fee. Substitutions are permitted. Contact Tina Johnson through the Contact Us page on our website.
- If you are feeling sick the day of the conference, please do **NOT** attend the conference. Please let Tina Johnson

know via email at admin@waa-isa.org the morning of the conference before it begins. Your registration will then be applied to the Virtual Event. **NO REFUNDS WILL BE GIVEN IN THIS SITUATION!** Nor will refunds be given if you contact the WAA after the event.

All Access Pass

- Want to attend both Annual Conference versions to earn the maximum number of CEUs possible and still network with everyone? Purchase the ALL ACCESS PASS to attend

the in-person conference AND have access to the virtual event which allows you to view all sessions!

Schedule of Events*

Sunday, February 20, 2022

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**

Protecting Trees Around Construction – Gordon Mann

Tree protection is an interesting process. Trees can usually tolerate more root pruning and encroachment than the dripline. Only needing a tape measure to decide where to protect trees during construction, reduces the need for arborists. How can we make successful tree preservation decisions? Growing trees where people live takes trees out of their natural environment and space. We will discuss the kinds of decisions and designs we can utilize to make trees more successful growing in human spaces.

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

Should I put a tree here? Soil and Site Evaluation for Tree Planting

Participants will be able to apply their knowledge of soils, trees, and site conditions to identify potential problems with tree planting sites and to recommend solutions for those issues.

Part 1 – An Introduction to Urban Soils and Site Assessment – Michelle Catania, Allyson Salisbury

Participants will become familiar with key soil and site characteristics relevant to tree planting.

- Soil science fundamentals such as soil pH, organic matter, bulk density
- Above and below ground considerations for selecting tree planting sites
- Introduction to additional resources and tools to learn more, e.g. RUSI, Ohio Urban Site Index, Ontario Tree Planting Guide

Part 2 – Tree Planting Site Assessment Surveys – Michelle Catania, Allyson Salisbury

Participants will practice using their knowledge of soil and site characteristics to evaluate potential problems for planting sites presented as a set of case studies. Four case studies/scenarios will be provided. Small groups will be formed and each small group will be assigned a particular case study. Depending on attendance, multiple small groups may evaluate the same case study. There will also be an opportunity to try out a soil station to practice evaluating soil properties.

Part 3 – Tree Planting and Tricky Sites Panel – Anna Healy, Matt Koepnick, Mike Rushmer

How to creatively handle problems with planting sites. Includes three short presentations from local municipal professionals about challenging planting sites and projects, followed by Q & A.

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

Certified Arborist Exam Review – John Wayne Farber and Nathan Schuettpelz

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. This session's goal is to review the exam subjects, reinforce what you already know, learn some interesting memory aids, and have some fun.

The certification exam is on Monday, February 21st from 12:30 – 4:00 pm (check-in begins at 12:00 pm). Pre-registration for the exam is required through the ISA by February 3, 2022 (see <http://www.isa-arbor.com/certification/> 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 2022 Annual Conference. Plan to attend to get more information on conference activities and learn what the WAA can do for you. ALL ARE WELCOME!

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 **Tree Climbing Committee Meeting**

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!

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 21, 2022

- 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 – Nathan Schuettpehl**
WIDNR Representative – Heather Berklund
Urban Forestry Council Update – Shahla Werner
TREE Fund Update – Theresa Williams
Meet the WAA Board Members

Morning General Sessions

- 9:00-10:00 **Planning for the Next Three-Letter Urban Tree Canopy Changer: Lessons Learned with DED, EAB, ETC.** – Rich Hauer
All aboard the WAA train ride back to what we have learned this past century with some important urban tree canopy game changers. Our first stop is a lesson in biology and an interdisciplinary economic journey using lessons learned from DED and EAB. See how science has led to reliable predictors with a planned stop at preventing tree loss and the currency of canopy. The future journey continues to see how we can get derailed by ETC.
- 10:00-10:30 **Break with Exhibitors**
- 10:30-11:30 **National Models to Grow an Inclusive Workforce** – Tiffany Mrotek
American Forests' Tree Equity: Career Pathways Initiative supports the recruitment and retention of socioeconomically disadvantaged populations into urban and community forestry jobs. In partnership with industry leaders, American Forests created standard national guidance for Arboriculture Pre-apprenticeship programs, as well as a direct-placement model to fill entry-level tree care positions. Join this session to learn more about national efforts to grow a more inclusive urban forestry field.
- 11:30-12:00 **Grow Your Workforce/Talent Pipeline Through Apprenticeship** – August Hoppe & Olivia Conklin
Panel presentation on Apprenticeship with focus on Youth Apprenticeship, Registered Apprenticeship and Pre-Apprenticeship and how they can be a successful training model for companies and municipalities.

Certification Exam

- 12:00 – 4:00 **Certification Exam** – Must be pre-registered with ISA. Registrants can begin checking in at 12:00 pm. Exam starts at 12:30 pm. – Location: Riverview 2

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 2021 TCC Champions.

Afternoon Breakout Sessions

Session A

- 1:00- 2:30 **Growing Healthy Trees in the Built Environment: A Review of Expert Remediation Techniques & Engineering Solutions** – Michelle Catania
The built environment is engineered to support infrastructure. Undisturbed, healthy soils are uncommon in this environment. Overcoming the difficulties of growing healthy trees in compacted, urban soils is a challenge without appropriate site preparation. This talk will aim at providing science-based recommendations to ensure healthy urban trees persist.
- 2:30- 3:00 **Break with Exhibitors**
- 3:00- 4:00 **Growing the Trees Where People Live: How to Sustainably Approach Community Tree Design and Management** – Gordon Mann
Growing trees where people live is a necessary function for human health and quality of life. We too often move trees from a natural area, place them in conflicting sites, and try to grow them for human pleasures. There is a process to manage trees sustainably, receive a positive return on investment, and improve the quality and longevity of the trees where we live, work and play. This presentation will help us think differently about trees.

Session B

- 1:00- 2:45 **Film Screening "Call of the Forest: The Forgotten Wisdom of Trees"** – Moderated by Tracy Salisbury
In this documentary, we follow biochemist, botanist, conservationist and author, Diana Beresford-Kroeger, on her journey to the most beautiful forests of the northern hemisphere. From the sacred cedar forests of Japan, the ancient Raheen Wood of Ireland, the walnut and redwood trees of America, to the great boreal forest of Canada, Beresford-Kroeger tells us the amazing stories behind the history and legacy of these ancient forests while also explaining the science of trees and the irreplaceable roles they play in protecting and feeding the planet.
- 2:45- 3:00 **Break with Exhibitors**
- 3:00- 4:00 **The Ins and Outs of Online Tree Selector Tools** – Allyson Salisbury
Online tree and plant selectors can be a valuable tool for identifying the right trees for a planting site, but with so many options it can be hard to know where to start. In this class, you'll learn about different tree selector tools available online and how to use them.

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

Climbers' Corner – Exhibit Hall C

- 9:00-10:00 **What Can Go Wrong During Felling and Removals** – Don Roppolo
There are many things that can quickly and drastically change our day in a bad way when felling and removing trees. Being aware of some of the common problems and understanding how to avoid them can be truly life changing.
- 10:00-10:30 **Break with Exhibitors**
- 10:30-12:00 **Practical Arborist Solution Sessions** – See page 7 for details.
- 1:00- 2:30 **Practical Arborist Solution Sessions** – See page 7 for details.
- 2:30- 3:00 **Break with Exhibitors**
- 3:00- 4:00 **Examining Fungal Decay in Trees: A Safety Consideration When Climbing** – Daniel Lindner
An introduction to some of the external signs of decay in trees, with examples of common fungi that cause decay in Wisconsin. Although some fungi produce small or obscure fruiting bodies (or none at all), they can significantly weaken trees and create a hazard for climbers. In particular, brown-rot fungi can cause structural weakness even at very early stages of decay. Knowing the signs of decay in trees is important for assessing the likelihood that you are dealing with a hazard tree.

Afternoon Introductory Track Sessions

- 1:00– 2:00 **Tree Planting and Establishment/Post Planting Care – Adam Alves, Zac Eckberg**
Adam and Zac will discuss the BMP and real-world implications for putting trees in holes, and what care is needed to ensure success for the trees we plant.
- 2:00– 3:00 **Break with Exhibitors**
- 3:00– 4:00 **Forestry Partnerships with Evolving GIS Tools – Tim Bull, Andrew Bartell**
Municipal forestry is enhanced when we embrace evolving technologies. Web-based GIS tools are designed for immediate access to tree inventories and are critical to planning out daily, monthly, and annual forestry operations. Consultants and software designers have made multiple GIS options available in the urban forestry arena. These solutions are designed to be easy to access and headache-free. They can also be expensive.
What about municipalities that want to tackle this challenge on their own? There is something to be said for the satisfaction of confronting something new that we are not accustomed to, and succeeding. In this presentation, staff members from the City of Sheboygan will discuss how they approached building a forestry tool within the existing City GIS to meet their management needs. Multiple professionals from different City operations came together to build this tool from scratch. In doing so, employee relations were strengthened and an intimate knowledge of how GIS programs work was achieved.
Are you interested in tackling your own GIS forestry problems? Come join us as we share our experiences, hurdles, and eventual success to get the City of Sheboygan forestry department moving in the right direction!

Afternoon Business Track Sessions

- 1:00– 2:00 **Onboarding New Employees for Mutual Success – Lisa Humenik**
Taking the time to welcome and onboard new employees in a thoughtful and comprehensive manner will contribute to both their success as a member of the team and to yours as a supervisor. We'll explore the why, what, how, when, and who of an onboarding process that will set everyone up to have a positive impact on your organization.
- 2:30– 3:00 **Break with Exhibitors**
- 3:00– 4:00 **Leading from the Middle – Lisa Humenik**
Those who excel at leading from the middle recognize that it sometimes requires being out in front, other times it involves pushing from behind, and most often calls for coming alongside your team to lead by example and coach them toward success. We'll look at what it takes to build trust and create favorable conditions where everyone is using their strengths, working as a team, and moving the organization forward.



2022–2023 WAA Program Committee

Randy Krouse & Anna Healy, *Co-chairs*

Adam Alves
Larry Axlen, Jr.
Jay Dampier
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Briana Frank
David Graham
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Scott Schilling

Nathan Schuettepelz
Kim Sebastian
Matt Staudemaier
John Thieme

Tree Climbing Championship
Gary Kohler, *Chair*

Exhibitor Chair
Todd Haefke

Monday, February 21, 2022 – cont.

Special Trade Show Events in the Exhibit Hall on Monday!

Climbers' Corner – Exhibit Hall C

10:30-12:00 and
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!

- **Rules and Regulations for Applying Pesticides in Wisconsin** – Art Fonk

Review certification, licensing and the administrative record keeping requirements for commercially applying pesticides in the State of Wisconsin.

- **Mark It Up** – Alex Julius

You have a new helmet and you need to remember the day you put it into service. How do you mark it? And where do you mark it? Let's talk about appropriate marking that doesn't compromise the integrity of your equipment.

- **Identifying Common Conks in Wisconsin** – Daniel Lindner

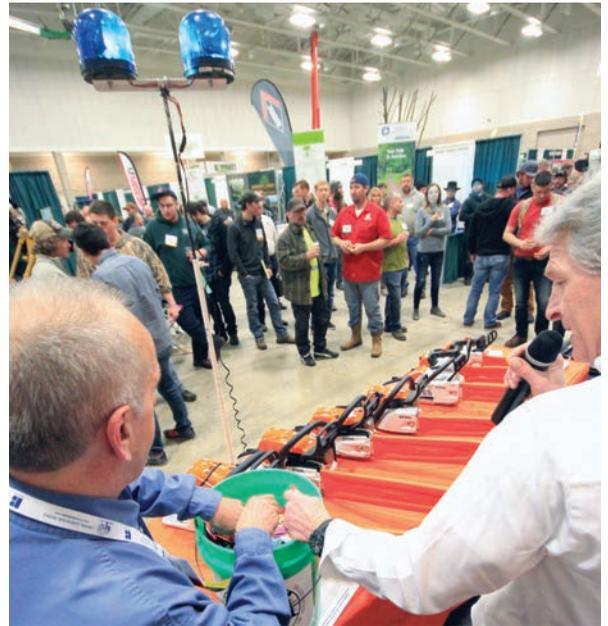
Present about five species of conks commonly found in Wisconsin that are indicators of hazard trees.

- **New Gear Show & Tell** – Casey Selner

Showing new gear to the arborist industry.

- **Tree Biology** – Les Werner

Examination of branch attachment, roots vs. stem tissues, or wound response (CODIT).



Tuesday, February 22, 2022

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 **The Multiple Dimensions of Tree Defense to Insects – Chad Rigsby**
This presentation will provide a broad overview of woody plant-herbivorous insect interactions. We will discuss antibiosis- and antixenosis-type plant defenses, the difference between tolerance and resistance and why each is important, the role of abiotic stress in these interactions, insect counter-adaptations to the defenses of their host plants, and the role of insecticides in managing woody plants.

9:30-10:30 **As the Climate Warms, Trees Feel the Heat – Beth Brantley**
Changing climate, warmer temperatures, longer growing seasons, extreme weather, increases in precipitation... what does this mean for our trees? We will explore current conditions, pests and pathogens, tree responses and discuss opportunities for new tree species on our landscapes.

10:30-11:00 **Break with Exhibitors**

11:00-12:00 **Storm Preparedness – Scott Altenhoff**
This one-hour presentation will explore how arborists and UF professionals can take proactive measures to protect the trees under their care from the ravages of extreme weather events and to expedite post-storm recovery efforts. Practical tips and BMPs for both commercial and municipal arborists will be discussed as we explore a variety of case studies from Eugene, OR. Attendees will leave the session with an enhanced understanding of what is required to increase storm resilience at both the individual tree and community levels.

Morning Introductory Track

8:30-10:00 **Trees and Construction – Scott Altenhoff**
This 1½-hour presentation (including a Q & A session) will explore the many considerations involved with properly selecting and protecting trees before, during, and after construction/development projects occur. Practical tips and BMPs for both commercial and municipal arborists will be discussed as we explore a variety of case studies from Eugene, OR. Attendees will leave the session with an enhanced understanding of what it takes to ensure that trees on or near development sites (whether planted or retained) can survive and thrive.

10:00-10:30 **Break with Exhibitors**

10:30-12:00 **Planning for Community Trees: Tools and Approaches – Lee Mueller**
Many communities have adopted tree planting objectives or set urban tree canopy targets. Yet, urban tree canopy continues to decline. To understand why and develop local strategies that best meet community objectives, we need planning tools that help coordinate the activities of multiple agencies and partners towards the entire community's vision. This discussion explores the differences between canopy assessments, management plans, ordinances, and master plans to help advance urban forestry and local goals.

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 Forest 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 **Fake Out – Alex Julius**
Do you buy or use climbing equipment? With so much equipment on the market these days, it's challenging to know what to buy and from where to buy it. And how can we be certain that what we ordered is what we think it is? How can we be responsible consumers? Learn how to interpret the nuances of climbing equipment and ensure that what you are buying is safe for use in tree care.

9:30-10:30 **Growing Arboriculture in Hard to Reach Areas and the Unique Trees You Find – Eduardo Medina**
Early in my career visiting Mexico, in 1989, I got invited to help in a climbing, rigging program for the fire department. The department was required to care for storm damage. I had thought this unfair since they have many other duties, and began to seek out who cared for the trees in the city. Answer? It was landscapers who were not knowledgeable or trained in tree care, rather learning only from those before them who had cut trees without any education or training. Throughout Latin America, this was the case. The government had money to care for trees, but didn't know what to do and hired who they could find. So began my quest to find those who were interested in learning about trees to correctly care for them. Over time, the interest has been growing, and with certifications, such as ISA Tree Worker, gaps are slowly being bridged. This presentation will discuss the journey and process of developing arboriculture where none was previously present, and along the way, the finding of many amazing and unique trees in Mexico, and how these trees were important to the communities.

10:30-11:00 **Break with Exhibitors**

11:00-12:00 **Tree Work Forces and Fun/Demo Tree Rigging and Removal – Eduardo Medina, Don Roppolo**
Eduardo and Don will talk through different rigging scenarios as they rig the demonstration tree down. They will discuss the forces involved with each and the associated advantages and limitations of each technique/type of equipment.



Tuesday, February 22, 2022 – cont.

Afternoon Breakout Sessions

Session A

- 1:30- 2:30 **Dr. Death's Tree Disease Predictions for 2022 – Brian Hudelson**
Learn about Brian Hudelson's predictions of what tree diseases will be prevalent and of importance in 2022. Keep in mind however, that if Brian were actually able to predict accurately, he would not be giving this talk, but would be relaxing on a beach somewhere, drink in hand, having made millions playing the stock market.
- 2:30- 3:30 **Trending Tree Insect Issues – Michael Hillstrom**
2021 brought us a resurgence of gypsy moths, continued expansion of ash dieback and mortality from emerald ash borer, more white oak mortality and lots of media about ticks, cicadas and spotted lanternfly. We'll dissect these topics and highlight the best management options.

Session B

- 1:30- 2:30 **Community Trees: Risk or Reward – Lee Mueller**
Trees are often ignored and expected to care for themselves. However, research has established that regular care helps trees live longer, provides more benefits, and costs less to maintain. Join us for a discussion of tree costs and benefits, maintenance scenarios, and maximizing the net benefits provided by community trees.
- 2:30- 3:30 **Managing Urban Areas for Wildlife – Jamie Nack**
Protecting and restoring wildlife habitat in our cities and suburbs is a vital component of wildlife conservation. Well-planned urban habitat can provide critical connectivity within the landscape for wildlife and important "stopover" sites for migratory birds. In return, urban wildlife provides important connections to nature for urbanites and improves human health and wellbeing. This presentation will focus on ways to provide habitat for urban wildlife as well as resources and tips for living with wildlife.

Afternoon Introductory Track Sessions

- 1:30- 2:30 **More Than a Municipal Object: Tree Advocates Talk for Trees – Jeanne Mueller, Kevin Westphal, Olivia Witthun**
Funded by a grant from the Wisconsin DNR, Cedarburg Green launched a multi-faceted campaign focused on advocating for the city's urban trees. Join us on a journey through 2020 (and 2021) to learn how a very small group of advocates educated decision makers, residents, and children, AND achieved its goal of a 2021 city budget which included \$30K for tree planting, \$50K for site prep, and more funding for forestry operations.
- 2:30- 3:30 **Wisconsin's Champion Trees Program – Chris Tall**
The Champion Tree program recognizes and celebrates the state's largest trees. The Wisconsin Department of Natural Resources began documenting these trees in 1941, inspired by a national program managed by American Forests. This presentation will review the history of the program, current status of the program, goals and how to get involved in finding and nominating the largest trees in Wisconsin.



Afternoon Business Track Sessions

- 1:30- 2:30 **We Are ALL in Sales – Eric Petersen**
Everyone within your organization plays a part in selling your services/products. Learn not only the dynamics of a sales call and how to properly close a sale in this session, but also how each team member can contribute to selling the right type of work for your company and how to expand your sales with the current customers you already have. This is a not-to-miss session for business owners, managers, sales people, PHC technicians, ground crews, or climbing arborists.
- 2:30- 3:30 **Urban Wood Utilization for Municipalities and Private Tree Service Providers: Historical, Present, and Future Opportunities – John Kempainen, Paul Morrison, John Stephenson**
This session will cover progress made on the urban wood utilization front in recent years, starting with a brief historical look at the past ten years, then we will share both current activities and future direction of the now nationwide Urban Wood Network. Our discussion will both provide guidance on how to produce usable logs and materials from removed trees and will seek input on how the Urban Wood Network can better serve arborist members.



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)

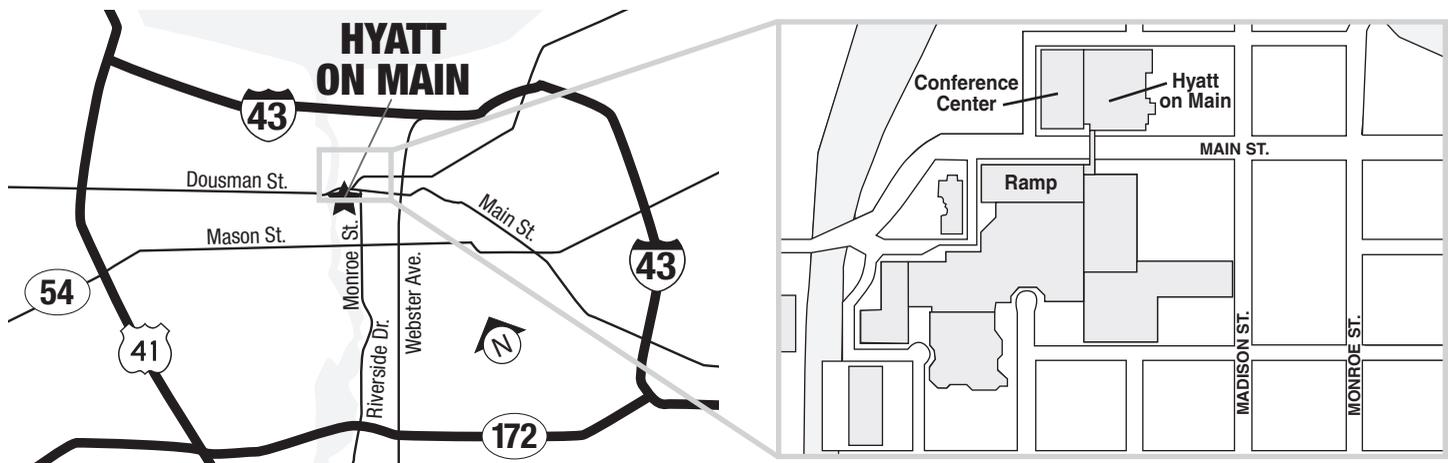
Directions

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: \$116/night for single/double or \$136/night for triple occupancy or \$156 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-AA22>.

Please make hotel reservations before January 29, 2022.
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 \$129/night for double queen or standard king. 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 20, 2022.

Hotel Northland - (302 N. Adams St., one block from KI Convention Center) - conference rate is \$115/night for standard king or \$135/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=1626290052878&key=GRP&app=resvlink>. Please make hotel reservations before January 20, 2022.

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., 920-435-2222

In-Person Registration *(Virtual registration is online!)*

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

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

No One-day Registrations are available and NO WALKUPS WILL BE AVAILABLE this year due to COVID restrictions.

ALL ACCESS PASS includes: in-person conference registration and virtual conference registration.

I am a WAA member

Name _____
Address _____
City _____
State _____ Zip _____
Organization _____
Telephone _____
E-mail _____

Early Bird Registration:

WAA Member: # _____ @ \$260 \$ _____

Non-member: # _____ @ \$275 \$ _____

All Access Pass: (must provide email address for each individual)

Member: # _____ @ \$350 \$ _____

Non-member: # _____ @ \$365 \$ _____

Late Registration Fee: # _____ @ \$40 \$ _____

(add late registration fee if postmarked after January 28, 2022)

Full-time Students: # _____ @ \$65 \$ _____

Additional Employees:

Attendee #1 _____ *

Email _____ **

Attendee #2 _____

Email _____

Attendee #3 _____

Email _____

Attendee #4 _____

Email _____

Attendee #5 _____

Email _____

(Use additional paper if necessary)

*Required field needed for name tags/badges

**Required for All Access Pass

Vegetarian Meals Needed

Monday Lunch # _____

Tuesday Lunch # _____

**Attending Women's
Networking Event:**

TOTAL: \$ _____

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 28, 2022. ABSOLUTELY NO REFUNDS ON MEALS.

WISCONSIN ARBORIST
ASSOCIATION INC.
PO Box 189
Eagle, WI 53119-0189

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**Palindrome Dates 22022 & 22222:
Looking Forward, Not Backwards, to Our Days in Arboriculture!**

2022 WAA/WIDNR Annual Conference Program February 20-22, 2022

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.