

## **Autumn Arbor Care: A Hands-on Approach for Essential Tree Treatments in the Fall Season**

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### **Description of Presentation**

Fall should not be considered to be just another season, but rather a season that can drive additional revenue for your business and also the opportunity to pull services forward to free up time during the succeeding spring season. This conversation aims to guide plant care professionals in seizing fall treatment opportunities, including practical applications of using plant growth regulators emphasizing the importance of proactive measures to ensure healthy tree populations. By understanding the seasonal behaviors and life cycles of common pests, attendees will gain insights into targeted treatment strategies for effective pest management. In these hands-on demonstrations, we will explore integrated pest management techniques, including soil drenches, soil injections, and opportunities for trunk injections when applicable, while promoting environmentally conscious solutions. Attendees will leave equipped with valuable knowledge and practical tools to safeguard trees from potential pest infestations during the following spring season, ultimately preserving and enhancing urban green spaces.

### **Speaker Bio**

Cory McCurry, is an ISA certified arborist (Midwest Arborologist) for Rainbow Ecoscience where he provides plant healthcare protocol training and support for Rainbow's clients nationwide. He has years of practical tree care experience and conducts field research trials throughout the U.S. He holds a B.A. in Biology from Fort Hays State University with a minor in chemistry, along with his pesticide operator's certification in the state of Illinois.