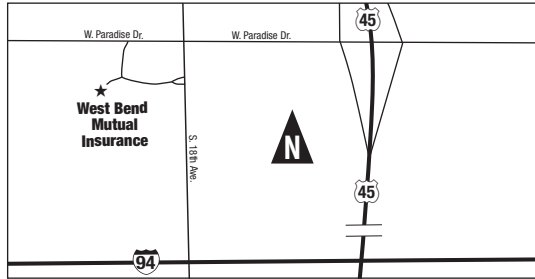


**WEST BEND MUTUAL INSURANCE
PRAIRIE CAMPUS**

1900 South 18th Avenue, West Bend, WI 53095
A smoke-free campus



DIRECTIONS – From US Highway 45, take the Paradise Drive exit. Go west to South 18th Ave. Turn left (south) on 18th Avenue to the second entrance to West Bend Mutual Insurance Company. Turn right (west) onto Vista Drive. Turn left onto Prairie Way and follow to the Prairie Center Guest Parking Lot. Overflow parking will be available in the parking ramp.

**2023 Wisconsin Arborist Association
Program Committee**

Fred Hoppe and Ian Brown, Co-chairs
Gary Kohler, TCC Chair **Todd Haefke, Exhibitor Chair**

- | | | |
|-----------------|-----------------|---------------------|
| Adam Alves | Rich Hauer | Ryan Rodefer |
| Laura Buntrock | Anna Healy | Tracy Salisbury |
| Joseph Crawford | Dave Johnson | Aaron Schauer |
| Matt Duffy | Kris Johnson | Scott Schilling |
| Jeff Edgar | Laura Jull | Nathan Schuettpelz |
| Edgar Ezerietis | Abby Krause | Matt Staudenmaier |
| Briana Frank | Randy Krouse | Ryan Swope |
| Eric Freesmeyer | Jeff Laufenberg | John Thieme |
| David Graham | John Menzel | Jessica Tomaszewski |
| Ron Gumz | Vijai Pandian | Jay Weiss |
| Tim Harris II | Brian Pelot | |

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



Presorted
First-Class
U.S. POSTAGE
PAID
Milwaukee, WI
Permit No. 5654



Fall Seminar
Below-Ground Safety
and PHC in Arboriculture
October 17, 2023 • West Bend Mutual

Two Tracks of Education

- Learn All About Root Systems
- Managing Roots of Container-Grown Trees
- Iron Chlorosis
- Using GIS in Your Business
- Planting Trees Bareroot vs. B&B vs. Container
- Root Collar Examinations
- Fall Tree Treatments

A Buffet-style Lunch will be Served

photo courtesy of Tina Johnson



2023 Fall Seminar Registration Form

Name _____
WAA Member? Yes No Student
Address _____
City _____
State _____ Zip _____
Organization _____
Telephone _____
E-mail _____

Additional Employees:

Name _____
WAA Member? Yes No Student
Name _____
WAA Member? Yes No Student
Name _____
WAA Member? Yes No Student

Prices, if sent BEFORE October 3rd:

Conference Rates:
WAA Members: # _____ @ \$125 _____
WAA Non-members: # _____ @ \$135 _____
With one-year membership included # _____ @ \$170 _____
Student Member: # _____ @ \$ 0 _____

Delayed Registration

(all registrants postmarked after 10/3/23, except students) # _____ @ \$ 25 _____

Vegetarian Meals Needed # _____

TOTAL PAYMENT ENCLOSED: \$ _____

Enclose a check for the total due, payable to the Wisconsin Arborist Association. Return this form and payment to Wisconsin Arborist Association, PO Box 189, Eagle, WI 53119-0189.

On-line registration available at
www.waa-isa.org

NO REFUNDS AFTER OCTOBER 3, 2023

Registration includes: break, lunch, networking and a great opportunity to increase your arboricultural knowledge.

Seminar Questions: Contact Tina Johnson
(262) 899-0060 or admin@waa-isa.org

Please join the WAA for the 2023 Fall Seminar at West Bend Mutual Insurance in West Bend, WI. The Program Committee has outdone itself again by offering another amazing lineup for this event! We are offering two concurrent Education Tracks, indoors and outdoors; each concurrent session will run twice, once in the morning and once in the afternoon (so you won't miss a thing!). Enjoy catching up with colleagues, while feasting on a buffet lunch. We look forward to seeing you in West Bend!

Plenary Session – Tree Root Systems: The Misunderstood and Forgotten 50% – Gary Johnson

Wait a minute...weren't we taught that roots are only 20-25% of a tree's biomass? Turns out that's only part of the story. A tree's root SYSTEM includes the vast fungal network that balances out the above- and below-ground parts. Root origins, spreads, depths, lifespans, hydraulic lift, and their reliance on that fungal network are only part of this session.

Indoor Concurrent Sessions

Quit Going in Circles: Managing Roots of Container-Grown Trees – Bert Cregg

Arborists and landscapers are often concerned about the long-term impacts of root defects, especially circling roots, associated with container-grown trees. In this presentation, Dr. Bert Cregg will discuss research that his lab has conducted over the past decade on approaches to dealing with circling roots including shaving, teasing, and bare-rooting. Dr. Cregg will discuss which approaches are most likely to improve root egress into backfill and which species can be sensitive to root manipulation at planting.

A Preventative and Curative Approach to Treating Iron Chlorosis – Lee Fredericks

Chlorosis is a serious condition impacting a tree's ability to manufacture chlorophyll. This can cause long-term stress due to the reduced energy made available. Healthy leaves require healthy roots to extract nutrients from the soil. Without one, the other languishes and the tree will be stuck in a spiral of decline. This discussion will cover:

- What chlorosis is and the causes of it and understanding the plant's response to it.
- Several methods available for treating iron deficiency.
- The importance of cultural control options.
- The susceptibility of different plants to iron deficiency.

Attendees will learn the key distinctions of treatment options along with practical solutions for managing chlorotic trees.

GIS to Improve Your TCO! Layman's Terms: Computers Improve Your Tree Care Operations – Nathan Schuettelpelz

Understanding of geographic information systems (GIS) and how to implement them into your company right now! GIS will improve your communication with clients, provide efficiency to your team, and possibly help you attract employees from the younger "tech-savvy" generation.

Outdoor Concurrent Sessions

Root Collar Exams as a Diagnostic Tactic and a Treatment Tool – Gary Johnson

Weather permitting, this will be an outdoor session where we will demonstrate the use of a high-pressure air tool (aka, Air Spade or Air Knife) to non-destructively examine tree root zones-of-rapid-taper, amend construction impacted rhizospheres, and avoid root damage while installing other infrastructure (e.g., conduit, pipes).

Autumn Arbor Care: A Hands-On Approach for Essential Tree Treatments in the Fall Season – Cory McCurry

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.

Putting Trees in Holes – Adam Alves, Zac Eckberg, Theresa Williams

Zac, Theresa, and Adam will discuss and demonstrate strategies for planting B&B, container, and bareroot trees.

Program

7:30-8:15 am Registration
8:15-8:30 am Welcome – Todd Haefke, WAA President
8:30-9:30 am *Tree Root Systems: The Misunderstood and Forgotten 50%* – Gary Johnson

Track 1 – Concurrent Indoor Sessions

9:35-10:35 am *Quit Going in Circles: Managing Roots of Container-Grown Trees* – Bert Cregg
10:35-11:00 am *Morning Break*
11:00-12:00 pm *A Preventative and Curative Approach to Treating Iron Chlorosis for Landscape Trees* – Lee Fredericks
12:00-1:00 pm *Lunch*
1:00-2:00 pm *Quit Going in Circles: Managing Roots of Container-Grown Trees* – Bert Cregg
2:05-3:05 pm *A Preventative and Curative Approach to Treating Iron Chlorosis for Landscape Trees* – Lee Fredericks
3:10-4:10 pm *GIS to Improve Your TCO! Layman's Terms: Computers Improve Your Tree Care Operations* – Nathan Schuettelpelz

Track 2 – Concurrent Outdoor Sessions

9:35-10:35 am *Planting Bare Root vs. B&B vs. Container-Grown Trees* – Adam Alves, Zac Eckberg, Theresa Williams
10:35-11:00 am *Morning Break*
11:00-12:00 pm *Autumn Arbor Care: A Hands-On Approach for Essential Tree Treatments in the Fall Season* – Cory McCurry
12:00-1:00 pm *Lunch*
1:00-2:00 pm *Planting Bare Root vs. B&B vs. Container-Grown Trees* – Adam Alves, Zac Eckberg, Theresa Williams
2:05-3:05 pm *Autumn Arbor Care: A Hands-On Approach for Essential Tree Treatments in the Fall Season* – Cory McCurry
3:10-4:10 pm *Root Collar Exams as a Diagnostic Tactic and a Treatment Tool* – Gary Johnson

Conference Speakers

Adam Alves – Instructor, Madison College
Bert Cregg – Professor, Michigan State University
Zac Eckberg – Instructor, Madison College

Lee Fredericks – Western Great Lakes Territory Manager, Rainbow Ecoscience
Gary Johnson – Professor Emeritus of Urban and Community Forestry, University of Minnesota

Cory McCurry – Midwest Arborologist, Rainbow Ecoscience
Nathan Schuettelpelz – Consulting Department Manager, Wachtel Tree Science
Theresa Williams – Instructor, Madison College

Conference Sponsors:



Conference Sponsor



Registration Welcome Sponsor

CEUs are available. ISA Arborist Certification and Certified Treecare Professional credits will be provided for all qualifying conference sessions.