

Taking Tree Data Beyond the Basics -- Jessika Mitchell

Reliable tree inventory data is crucial for effective forest management at any scale. As arborists and consultants, we work with a variety of clients: from municipalities and utility providers, to commercial property managers and private property owners. Mapping trees and recording field observations is just the beginning of our work. Each client has unique operational goals, budgetary restraints and regulatory requirements. This presentation will explore how specialized inventory solutions can provide your clients with accurate, actionable data that supports their long-term planning and growth.

Presenter Bio –

Jessika Mitchell has over 7 years of experience designing customized tree inventory data specifications to help her clients optimize their urban forestry operations. Jessika's expertise includes street and park tree inventories, invasive species research, risk management plans, and data integrations with third party customer relationship management platforms. Jessika is an ISA Certified Arborist and Tree Risk Assessment Qualified. She serves as the Chair of the WCISA Women in Arboriculture Committee and was the recipient of the Young Professional Award from WCISA in 2021.