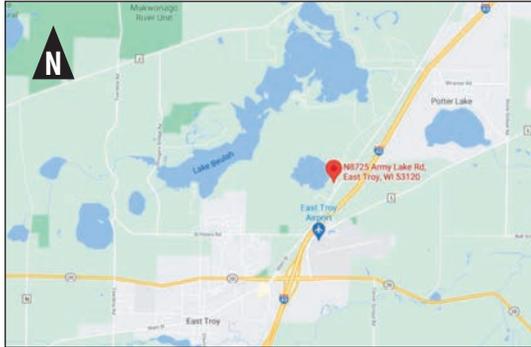


## ARMY LAKE CAMP & RETREAT CENTER

N8725 Army Lake Rd., East Troy, WI 53120



### PARKING

Go past the camp on Army Lake Road and park on the left on the soccer field. It is about a half-mile walk back to the camp. Signs will be posted.

### Seminar Speakers

- Ian Brown** – City Forester, City of Madison  
**Briana Frank** – Owner, Tree Health Management  
**Rich Hauer** – Director of Urban Forestry, Eocene Environmental Group  
**Allison Madison** – Program Manager, WI Salt Wise  
**Jake Miesbauer** – Arboriculture Scientist, The Morton Arboretum  
**Michael Peterson** – Sales Arborist, Wachtel Tree Science  
**Ryan Rodefer** – Lead Arborist Engineer, Arbession  
**Luke Scheberl** – Instructor, Mid-State Technical College  
**Brian Smith** – ATC Safety Liaison, IBEW/Nelson Tree Service

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

### 2025 Wisconsin Arborist Association Program Committee

**Todd Haefke, Chair & Exhibitors Chair**  
**Kyle Babicky & Ryan Rodefer, Co-chairs**  
**Gary Kohler, TCC Chair**

Adam Alves	Anna Healy	Eric Romsos
Mitchell Berge	Fred Hoppe	Tracy Salisbury
Ian Brown	Laura Jull	Aaron Schauer
Laura Buntrock	Abby Krause	Tyler Schiesser
Joseph Crawford	Randy Krouse	Nathan Schuettpehl
Edgar Ezerietis	Jeff Laufenberg	Matt Staudenmaier
Briana Frank	John Menzel	Ryan Swope
Eric Freesmeyer	Vijai Pandian	John Thieme
Ron Gumz	Brian Pelot	Jessica Tomaszewski
Tim Harris II	Samuel Prestidge	Shelly Wollerman
Rich Hauer		

Wisconsin Arborist Association  
PO Box 189  
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# Fall Seminar



## Managing Trees from Above & Below

October 8, 2025

Army Lake Camp & Retreat Center  
in East Troy, WI

### Two Tracks of Education

- Crown Restoration
- BMPs Around Tree Roots
- Salt Impact Reduction
- Tree Risk Assessment
- Tree Tolerance to Moisture Stress
- On-site Soil Assessments
- Sales Ride-along
- Rigging 201 & 202
- Don't Take Chances with Utilities

*A Grab & Go Lunch will be Served with Indoor and Outdoor Seating*



# 2025 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 September 30th:

### Conference Rates:

WAA Members: # \_\_\_\_\_ @ \$140 \_\_\_\_\_

WAA Non-members: # \_\_\_\_\_ @ \$160 \_\_\_\_\_

With one-year membership included # \_\_\_\_\_ @ \$185 \_\_\_\_\_

Student Member: # \_\_\_\_\_ @ \$ 0 \_\_\_\_\_

## Late Registration

(all registrants postmarked after September 30, 2025, 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](http://www.waa-isa.org)

## NO REFUNDS AFTER SEPTEMBER 30, 2025

Substitutions are possible. Refunds will be made if requested on or before September 30, 2025, with a \$20 processing fee. Registration includes: break, lunch, networking and a great opportunity to increase your arboricultural knowledge.

Please join the WAA at our next Fall Seminar in East Troy, WI to learn a lot and earn your much needed CEUs at Army Lake Camp & Retreat Center. We are offering Two Tracks of Education, one indoors and one outdoors, so dress accordingly. We hope to see you at Army Lake!

## Indoor Concurrent Sessions

### Tree Tolerance to Moisture Stress: Tree Tricks Up Their Leaves – Rich Hauer

Trees must tolerate a variety of conditions to survive climatic extremes. Too much water can be one factor trees must cope with or perish. Loss of water is one stress factor that trees need to tolerate. During the growing season, plants rarely have a vacation with ample water day in and day out. Learn the physiological and morphological tricks trees have up their leaves to survive what moisture stresses they face.

### After the Storm: Crown Restoration of Storm Damaged Trees – Jake Miesbauer

Storm damage is a common issue faced by urban tree managers. Sometimes trees are severely damaged and need to be removed. Many more, however, receive moderate levels of damage and can be saved. When tree branches get damaged during storms they typically respond through the production of sprouting branches. Sprouts are a critical component in replacing the tree's photosynthetic capacity. As the new branches grow and develop, restoration pruning becomes an important process to help improve the structural integrity of the tree crown. This presentation will cover the process of managing trees that have been damaged in storms, from first response after the storm, through the crown restoration process.

**BMPs Around Tree Roots** – Ian Brown, Briana Frank  
 Tree roots commonly occupy the same spaces as other infrastructure within urban areas. Accounting for tree needs within the broader conversation of community, transportation, and building goals is necessary for achieving optimal outcomes. Not all trees are worth saving, but those that are should be worth the additional effort. Justified removal and replacement of trees should be accompanied by improving site conditions prior to replanting.

### Reducing Impact of Salt on the Landscape – Allison Madison

The buzz for reducing salt pollution from winter maintenance practices is growing. Coupled with increased expectations for reducing damage on landscapes, hardscapes, metal infrastructure, concrete and building entrances, smart salting practices are a win-win. Learn how organizations of all sizes are infusing Salt Wise practices into their trainings, policies, communications, and outreach. Walk away with action steps for implementation and tools to educate your staff and customers.

## Outdoor Concurrent Sessions

### What Does YOUR Sales Visit Look Like? – Michael Peterson

As a diagnostic and sales arborist, Michael regularly introduces team members from his company to his methods (and madness) for each step of a sales visit by bringing them along for the day. Michael will explain the reasons and background behind the most important pieces during a visit. In a discussion format, he'll give you his opinion on what works and what doesn't, based on 25 years of sales and client service

### Tree Risk Assessment: Look Up, Look Down, Look All Around – Rich Hauer

Do you ever get concerned with missing something in evaluating a tree for risk? Don't worry, you are not alone. This field session will take a look at the tree, breaking it into three main components (roots, trunk, and canopy). Using visual assessment, we will take a tree scavenger hunt to look for the significant seven: Decayed Wood, Cracks, Root Problems, Weak Branch Unions, Cankers, Poor Tree Architecture, and Dead Trees & Tops.

### Remote Rigging – Ryan Rodefer

Setting the rigging point from the ground using various retrievable methods.

### On-site Soil Assessments for Arborists – Luke Scheberl

Urban tree managers must include soil health when managing tree health. We will discuss the importance of several soil parameters, how to quickly measure them in the field, and their role in tree health. By understanding the soil, we can better understand and support the trees that we care for.

### Call the Utility, Don't Take Chances – Brian Smith

This talk is about the risks of working around power lines. Brian will give examples of incidents, plus share the story of his friend/co-worker's fatality. The gist of the presentation is to contact the utility when your tree jobs have electrical hazards.

### Managing Big Wood – Ryan Rodefer

Working through the last stages of rigging utilizing a variety of techniques.

## In-Person Program

7:30-8:15 am Registration

8:15-8:30 am Welcome (outdoors) – Ian Brown, WAA President

### Track 1 – Concurrent Indoor Sessions

8:30-9:30 am *Tree Tolerance to Moisture Stress: Tree Tricks Up Their Leaves* – Rich Hauer

9:30-10:30 am *After the Storm: Crown Restoration of Storm Damaged Trees* – Jake Miesbauer

10:30-11:00 am **Morning Break**

11:00-12:00 pm *BMPs Around Tree Roots* – Ian Brown, Briana Frank

12:00-1:00 pm **Lunch**

1:00-2:00 pm *After the Storm: Crown Restoration of Storm Damaged Trees* – Jake Miesbauer

2:00-3:00 pm *BMPs Around Tree Roots* – Ian Brown, Briana Frank

3:00-4:00 pm *Reducing Impact of Salt on the Landscape* – Allison Madison

### Track 2 – Concurrent Outdoor Sessions

8:30-9:30 am *What Does YOUR Sales Visit Look Like?* – Michael Peterson

9:30-10:30 am *Tree Risk Assessment: Look Up, Look Down, Look All Around* – Rich Hauer

10:30-11:00 am **Morning Break**

11:00-12:00 pm *Remote Rigging* – Ryan Rodefer

12:00-1:00 pm **Lunch**

1:00-2:00 pm *On-site Soil Assessments for Arborists* – Luke Scheberl

2:00-3:00 pm *Call the Utility, Don't Take Chances* – Brian Smith

3:00-4:00 pm *Managing Big Wood* – Ryan Rodefer

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