



TEXAS CHAPTER  
INTERNATIONAL SOCIETY OF ARBORICULTURE



2009

30<sup>TH</sup> TEXAS TREE CONFERENCE  
TREE ACADEMY, AWARDS AND TREE SCHOOL



**“TREES & RISK”**

ROUND ROCK, TEXAS  
SEPTEMBER 30 - OCTOBER 2, 2009  
AUSTIN MARROITT NORTH HOTEL



# 2009 Texas Tree Conference

There has always been a relationship between trees and risk. And fair to say, it isn't always a healthy one. As professionals, we all have a duty to reduce the likelihood of tree risks, and to inform others when a situation exists. During this years conference we hope to bring you an assortment of speakers and information that will help you address this age old issue, and in turn improve your career.

Please join us in Round Rock and be part of the best Texas Tree Conference ever.



**Take advantage of the excellent line up of events at this year's conference:**

- *education program features many international speakers*
- *the latest in tree research and arboriculture*
- *enhance your arboricultural technical skills with hands-on workshops*
- *the latest equipment and technology*
- *ISAT certification exam on Friday*
- *awards luncheon*
- *Silent auction*

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## Keynote Speakers:

**Dr. Edward F. Gilman**, Professor, Environmental Horticulture Department, University of Florida.

Dr. Gilman received his PhD from Rutgers, and has been a professor in the Environmental Horticulture Department at the University of Florida in Gainesville since 1984. Ed wrote the popular "Illustrated Guide to Pruning" in 1997 which is in its second edition. He received the Authors Citation Award in 1999, the Educators Award in 2003, and the research award in 2007 from ISA for sustained excellence in research, publishing and teaching. He has published more than seventy scientific peer reviewed journal articles on roots and pruning trees in his thirty years in academia and industry.

**Dr. Bonnie Lee Appleton**, Professor of Horticulture, Hampton Roads Agricultural Research & Extension Center (HRAREC), Virginia Tech University.

Dr. Appleton received her PhD from Oklahoma State University, and has been a Professor at Virginia Tech since 1985. Bonnie is also currently a Nursery Specialist/Landscape Management Specialist with the Virginia Cooperative Extension. Her list of awards include the ISA Gold Leaf Award for Outstanding Landscape Beautification in 2008, Southern Group of State Foresters Urban Forestry Award for Partnership in 2004, and the Nursery Extension Award from ANLA in 2003. She has authored five books including "Container Nursery Design" in 1986, has written over thirty professional journal articles, and sixty-eight Virginia Cooperative Extension publications in her career.

**Mr. Stephen Cieslewicz**, President and CEO, CN Utility Consulting, Inc. in Sebastopol, California. Mr. Cieslewicz's Company consults internationally with utility companies, vendors, and regulators on all issues related to utility vegetation management (UVM). Stephen was one of the principal UVM investigators for the Joint US/ Canada Task Force investigating the August 14<sup>th</sup> 2003 Northeast Blackout, commissioned by the Federal Energy Regulatory Commission (FERC). He is a member of the NERC UVM Standards drafting committee, and has developed national standards for required clearances between vegetation and transmission lines. In August 2003 he received the Utility Arborist Award at the ISA Conference in Montreal Canada. He is a Past President of the Utility Arborist Association, and has been an ISA Certified Arborist since 1989.

# Wednesday, Sept 30 - Tree Academy

*(The Tree Academy requires a separate registration from the Conference - includes lunch)*

## 1. Municipal Tree Academy

**Roots Workshop with Dr. Bonnie Appleton**  
**“Bare Root to Bare Root - Coming Full Circle”**  
*(Limited to only 25 participants)*

10:00 AM—5:00 PM

Spend a day with Dr. Bonnie Appleton as she discusses and demonstrates in the field how treatments at planting can help solve many of today’s urban tree problems.

Topics covered will include:

- Correct rooting depth
- Soil issues & characteristics
- Damaged & defective roots
- Buried graft unions
- Pros/cons of container, B & B, and bare root stock
- Root washing methods

## 2. Arboriculture Tree Academy

**Tree Workshop with Dr. Ed Gilman**  
**“Producing, Designing, Planting, Pruning, & Restoring Trees in Storm-prone Landscapes”**

10:00 AM—5:00 PM

Join Dr. Ed Gilman as he gives first hand accounts on how to properly manage trees to survive the stormy South.

You will learn:

- How to correctly manage for trees in the urban landscape
- Time-tested methods of proper pruning techniques
- Post-storm restoration techniques
- Numerous other tips & techniques based on years of successful and realistic field research

**Wednesday**  
**Dinner and Evening Social**

6:00 PM to 7:30 PM  
Barbeque, Beer & Live Music

(Included with full-conference registration)



Workshop & Exam - September 29 & 30, 2009  
Contact 1-800-733-2622 or [www.tcia.org](http://www.tcia.org)

Thursday, October 1

Day at a glance

- 7:00 AM—5:00 PM Registration desk/book store open
- 7:30 AM—5:00 PM Trade show open
- 7:00 AM—8:00 AM Breakfast with exhibitors
- 8:00 AM—12:00 PM General session
- 12:00 PM—1:15 PM Awards Luncheon
- 1:15 PM—5:00 PM Breakout session
- 5:00 PM—8:00 PM Reception w/ Exhibitors
- 7:00 PM—11:00 PM Texas Hold'em tournament

### **General Session 8:00 AM—12:00 PM**

- 7:00 Breakfast with Exhibitors
- 8:00 **Welcome**  
*Mayor Alan McGraw, City of Round Rock*
- 8:15 **From Hurricane to Ice: What We've Learned From a Decade of Strong Storms**  
*Dr. Ed Gilman, University of Florida*
- 9:15 **Bare Root to Bare Root—Coming Full Circle**  
*Dr. Bonnie Appleton, Virginia Tech University*
- 10:15 **Break with exhibitors**
- 10:45 **Trees, Power Lines, and the Law: A Look at What's Changed & What Will be Changing Regarding Utility Vegetation Management**  
*Stephen Cieslewicz, CN Utility Consulting Inc.*
- 12:00 **Texas Tree Awards Luncheon**

### **Thursday Afternoon**

#### **Session A—Arboriculture Topics**

##### **Trees & Risk**

1:30 pm-3:00

##### **New Invasive Insects in Texas**

*Dr. Scott Ludwig, Texas Agrilife Extension Service*

3:00 pm-3:30

##### **Break with exhibitors**

3:30 pm-4:15

##### **Horticulture or Hurliculture-Ergonomics for Tree Care**

*Dr. Bonnie Appleton, Virginia Tech University*

4:15 pm-5:00

##### **Old & New Threats to Texas Trees**

*Dr. David Appel, Texas A&M University*

#### **Session B—Urban Forestry Topics**

##### **Trees & Risk**

1:30 pm-2:15

##### **Tree Risk Management Case Study: Barton Springs**

*Walter Passmore, City of Austin, Texas*

2:15 pm-3:00

##### **What's Happening out There in the UVM Industry?: A**

##### **Review of Current Practices Across North America**

*Stephen Cieslewicz, CN Utility Consulting Inc.*

3:00 pm-3:30

##### **Break with exhibitors**

3:30 pm-4:15

##### **Tree Planning & Planting in Dallas**

*Matt Grubisich, Urban Renewal Inc., & Janette Monear, Texas Tree Foundation*

4:15 pm-5:00

##### **Take a Risk, Speak up!—Tips to Tweak Your Talk**

*Susan Henson, City of Grand Prairie & Paul Johnson, Texas Forest Service*


## 2009 Texas Community Forestry and Tree Care Awards Luncheon



Thursday 12:00 —1:15  
Awards will include:  
Arborist of the Year  
Arboricultural Project of the Year  
Gold Leaf Award

Enter your person or project before September 14, 2009  
Nominations at [www.ISATexas.com](http://www.ISATexas.com)  
Cosponsored by:



### Texas Hold'em Tournament

Thursday, 7:00 pm to ?  
Sponsored by Bartlett Tree Experts

### Texas Urban Forestry Council Meeting

Thursday 5:30 pm—6:30

# Conference

Friday, October 2

Day at a glance

7:00 AM—10:30 AM	Registration desk/book store open
7:00 AM—7:50 AM	Municipal Tree Managers Breakfast
7:30 AM—12:00 PM	Trade show open
9:00 AM—12:00PM	Breakout sessions
10:00 AM—3:30PM	Tree School
12:30 PM—4:30 PM	ISA Certified Arborist exam

## Friday Morning

7:00 am— 7:50

### **Municipal Tree Managers Breakfast**

*Invitation only, sponsored by Davey Resource Group*

7:00 am—7:50 **Breakfast with Exhibitors**

### **General Session**

8:00 am—9:00

**ISAT business meeting and update from ISA International Headquarters**

### **Session A: Arboriculture & Business**

9:00 am-10:00

#### **The Fourth Factor—Managing Your Business Culture**

*Linda Ford PhD, Business Consultant*

10:00 am-10:30

**Break with exhibitors**

10:30 am-10:55

#### **Innovations in Pest Management From Bayer Labs**

*Gary Brooks, Bayer Crop Science*

10:55 am-11:15

#### **Safari & Other new Products From Valent**

*Todd Mayhew, Product Development Specialist*

11:15 am-12:00

#### **Storm-related Damage & Your Business**

*Dr. Todd Watson, Texas A&M University*

### **Session B: Urban & Community Forestry**

9:00 am-10:00

#### **Recovery, Urban Forestry on Galveston, Post-Ike**

*Pete Smith & Mickey Merritt, Texas Forest Service*

10:00 am-10:30

**Break with exhibitors**

10:30 am-11:00

#### **Social Marketing On-line**

*Dr. Melanie Kirk, Texas Agrilife Extension Service*

11:00 am-11:30

#### **Vested Rights & Trees**

*Norbert Hart, Deputy City Attorney, City of San Antonio*

11:30 am-12:00

#### **Heritage Tree Campaign**

*Melinda Adams, City of Fort Worth*

## The Texas Tree School

*An Introduction to Arboriculture*

Friday, Oct. 2, 2009

10:00 AM to 3:30 PM

A great review or introduction to basic tree care for tree workers! A stand alone, one-day workshop that will be a combination of classroom and hands-on learning.

Topics will include Basic Tree Biology, Tree Pruning and Chain Saw Operations and Safety.

Instructor: Guy LeBlanc, Owner of Arbor Vitae Tree Care, Austin, TX

***This workshop is not part of the main conference and requires separate registration***  
(lunch is included)



## ISA CERTIFICATION EXAM

Friday, October 2, 12:30 PM—4:30 PM

*Separate registration required  
Contact ISAT at 512-587-7515*



Texas Chapter  
International Society  
of Arboriculture

## 2009 Texas Tree Conference Trees & Risk

### Conference—at-a-glance

Date and Time	Event
<b><u>Wednesday, Sept 30</u></b>	
8:00 AM—5 PM	Registration
10:00 AM—5:00 PM	Municipal Academy
10:00 AM—5:00 PM	Arboriculture Academy
1:00 PM—5:00 PM	Exhibitor set up
6:00 PM—7:30 PM	ISAT BBQ dinner and social
<b><u>Thursday, Oct 1</u></b>	
7:00 AM—5:00 PM	Registration desk/book store open
7:30 AM—5:00 PM	Trade show open
7:00 AM—7:50 AM	Breakfast with exhibitors
8:00 AM—12:00 PM	General session
12:00 PM—1:15 PM	Awards luncheon
1:30 PM—5:00 PM	Breakout sessions
5:00 PM—8:00 PM	Reception w/ Exhibitors
7:00 PM—11:00 PM	Texas Hold'Em tournament
<b><u>Friday, Oct 2</u></b>	
7:00 AM—10:30 AM	Registration desk/book store open
7:15 AM—8:00 AM	Municipal tree managers breakfast
8:00 AM—12:00PM	Breakout sessions
10:00 AM—3:00PM	Texas Tree School
12:30 PM—4:30 PM	ISA Certified Arborist exam
1:00 PM—3:00PM	Exhibitor breakdown

### Conference Hotel Reservations



Austin Marriott North  
Round Rock, TX

Space is Limited so make your  
reservation now.  
Special Texas Tree Conference rate  
expires on:

**September 9, 2009**

Conference Rate:  
\$85-single or \$115-double

For Marriott reservations call:  
(800) 865-0546 or (512) 733-6767

Austin Marriott North Hotel  
2600 La Frontera Blvd.  
Round Rock, TX 78681



# 2009 Texas Tree Conference and Trade Show

Name \_\_\_\_\_ ISA Member # \_\_\_\_\_

Organization Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Conference T-Shirt Size:  Small  Medium  Large  XL  XXL

Commercial Arborist  Utility Arborist  City/County Employee  State/Federal Employee  Consultant  Landscape Architect  Other

<i>Early Bird registration postmarked by September 11, 2009</i>	ISAT-Member	Non-Member	Total
<b>Wednesday, September 30 pre-conference Tree Academy</b> (after Sept 11 add \$25) includes lunch and breaks Choose one: <input type="checkbox"/> Planting Workshop - Dr. Appleton <input type="checkbox"/> Arboriculture Workshop - Dr. Gilman	\$125	\$150	
<input type="checkbox"/> <b>Full Texas Tree Conference</b> (includes Wednesday evening BBQ social, Thursday awards lunch, Thursday exhibitor reception, Thursday and Friday educational sessions (after Sept. 11 add \$25))	\$150	\$175	
<input type="checkbox"/> <b>Texas Tree School</b> (after Sept. 11 add \$15) includes lunch	\$75	\$95	
<input type="checkbox"/> <b>Awards Luncheon</b> (for guests—one ticket included with each Texas Tree Conference Registration)	\$30	\$30	
<input type="checkbox"/> <b>Student Registration</b> (all venues included) Name of School: _____	\$50	\$50	
<b>You can also register online at www.ISATexas.com</b>		<b>Scholarship Fund</b> Donation <b>\$10</b> (optional)	
		<b>Grand Total \$</b> _____	

**Method of Payment**

Check/PO# \_\_\_\_\_

MasterCard  VISA Card Number \_\_\_\_\_ 3 digit code on back \_\_\_\_\_

Exp Date \_\_\_\_\_ Name (as it appears on card) \_\_\_\_\_

Card billing address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

Please make your check payable to:  
**ISAT**

Send completed form with payment/PO# to:  
ISAT  
242 Monkey Road  
Elgin, Texas 78621

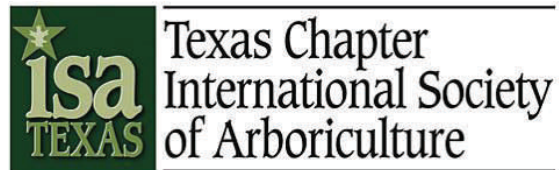
Phone 512/587-7515  
Fax 512/281-3974  
[isat@eccwireless.com](mailto:isat@eccwireless.com)

**Cancellation and refund policy:**

Refund will be made if requested at least two weeks prior to the conference. No requests for refunds will be honored less than two weeks prior to the conference. Substitutions permitted.

Texas Tree Conference 2009  
Texas Chapter ISA  
242 Monkey Road  
Elgin, Texas 78621

## 2009 Texas Tree Conference & Trade Show



**September 30 - October 2, 2009**

### SPONSORS



**Register TODAY @ [www.ISATexas.com](http://www.ISATexas.com)**