

21st ANNUAL
Texas Tree Conference
& TRADE SHOW



THE ROOTS OF ARBORICULTURE

**October 10-12, 2007 • Waco Convention Center
Waco, Texas**

ARBORISTS • URBAN FORESTERS • TREE ADVOCATES • MUNICIPALITIES • GROWERS

LANDSCAPE CONTRACTORS • LANDSCAPE ARCHITECTS • CONSULTANTS

PARKS AND RECREATION AND PUBLIC WORKS EMPLOYEES • LANDSCAPE INSPECTORS



Texas Chapter
International Society
of Arboriculture

2007 TEXAS TREE CONFERENCE



The best way to stay up-to-date is by attending the 2007 Texas Tree Conference. Network and build relationships to take your business and programs to the next level.

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

KEYNOTE SPEAKERS

Nelda Matheny:

Nelda Matheny is President of HortScience, Inc, in Pleasanton, CA, a horticultural consulting firm that she started in 1983. Nelda has a B.S. degree in plant science and an M.S. degree in horticulture from the University of California at Davis. She and her partner Jim Clark have authored many articles together, and wrote A Photographic Guide to the Evaluation of Hazard Trees in Urban Areas. They also wrote the 3rd and 4th editions of *Arboriculture: Integrated Management of Landscape Trees, Shrubs and Vines* with Richard Harris. Her most recent co-authored publication is *Abiotic Disorders of Landscape Plants: A Diagnostic Guide*. Nelda is an ISA Certified Arborist and ASCA Registered Consulting Arborist.

Dr. Bruce Fraedrich:

Bruce Fraedrich is the Vice President of Research at the F.A. Bartlett Tree Expert Company, the Director of Bartlett Tree Research Laboratories and an Adjunct Professor of Forestry at Clemson University. Dr. Fraedrich is responsible for directing research, technical support and training functions for the Bartlett Company, NC. Research interests include diseases of landscape plants, tree risk management and planting and establishment of landscape plants. He received a Ph.D. in Plant Pathology from Clemson University. He is a member of the American Phytopathological Society, the International Society of Arboriculture (ISA Certified Arborist SO 175). Dr. Fraedrich received the L.C. Chadwick Award for Arboricultural Research from the International Society of Arboriculture in 2005.

Randall Miller:

Randall H. Miller is vice president of the Utility Arborist Association, past chair of the Edison Electric Institute Vegetation Management Task Force and an editorial board member of the *Journal of Arboriculture and Urban Forestry*. He has served on the International Society of Arboriculture's (ISA) Certification Test Committee and is past president of the Oregon Urban and Community Forest Council. Miller joined PacifiCorp in 1993 and has been system forester with them since March 1999. Miller earned his bachelor's degree in horticulture and master's degree in urban forestry. He is an ISA-certified arborist and certified utility specialist. Miller has more than 40 arboriculturally related writing credits and speaks widely on arboricultural, urban forestry and utility forestry-related topics

WEDNESDAY, OCTOBER 10 - TREE ACADEMY

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

1. Municipal Specialist 101: A day with Nelda Matheny

10:00 AM—5:00 PM (5.5 ISA CEU's)

Spend a day with Nelda Matheny. A fascinating session that is a "must attend" for city tree managers who want to grow in their job. Nelda will review the ISA Certified Arborist Municipal Specialist Study Guide that she has just completed. Topics covered will include:

- Benefits of the urban forest
- Planning the urban forest
- Assessing and quantifying the urban forest
- Planting and maintaining the urban forest
- Managing risk in the urban forest
- Protecting the urban forest
- Administrative duties of the municipal arborist

2. Tree Risk Assessment and Management: A day with Dr. Bruce Fraedrich

10:00 AM—5:00 PM (5.5 ISA CEU's)

Spend a day with a national leader in tree risk assessment and management. You WILL be a better arborist after this fast paced and informative workshop.

Topics covered will include:

- Visual tree analysis and evaluation stem and branch defects
- Visual tree analysis and root and soil-related defects
- Documentation, risk tree rating systems and remedial treatment options for managing common defects
- Outdoor lab: this lab will feature visual tree analysis and site analysis for assessing branch, stem, root, and soil failures. Techniques and tools to evaluate wood and root decay will be presented including drilling, Resistograph and air tools. Attendees will be given opportunities to use the various tools that are demonstrated.

OTHER WEDNESDAY EVENTS

Changing Roles for Arborist

1:00 PM to 5:00 PM

There is no doubt about it, landownership patterns in Texas are changing. People are moving to the outlying areas of cities in droves and they need the services that skilled arborist provide. Learn tools for marketing yourself to this new demographic of Urban Interface home and landowner.

Presented by the Texas Forest Service
No cost for attendance

Wednesday Business Meeting, Dinner and Evening Social

6:00 PM to 7:30 PM

Barbeque and Beer
Cameron Park Clubhouse

(Included with full-conference registration)



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THURSDAY, OCTOBER 11

Day at a glance

7:00 AM—5:00 PM	Registration desk/book store open
7:30 AM—5:00 PM	Trade show open
7:30 AM—6:00 PM	Research fund silent auction 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
7:30 PM—11:00 PM	Texas Hold'Em tournament

General Session 8:00 AM—12:00 PM (3.5 CEU's)

- 8:00 Welcome
President Texas Chapter ISA
- 8:15 Tree preservation: how much space is enough?
Nelda Matheny, HortScience
- 9:15 Danger—high voltage!
Randall Miller, PacifiCorp
- 10:15 Break with exhibitors**
- 10:45 Working with contractors to protect trees
Bruce Fraedrich, Bartlett Tree Research Laboratories
- 12:00 Texas Tree Awards Luncheon

THURSDAY AFTERNOON (3.5 CEU's)

Session A

Arboriculture from the bottom up
Moderator: Hans Williams

1:30 pm—2:15

Diagnostic techniques for soil and root disorders
Dr. Bruce Fraedrich, Bartlett Tree Research Laboratories

2:15 pm—3:00

Basic root structure and function
Dr. Hans Williams, Stephen F. Austin State University

3:00 pm—3:30

Break with exhibitors

3:30 pm—4:15

Pathogens on roots of Texas trees
Dr. David Appel, TAMU

4:15 pm—5:00

Soil properties affecting root growth
Dr. Ken Farrish, Stephen F. Austin State University

Session B

Roots of urban forestry
Moderator: Eric Copeland

1:30 pm—2:15

People, the urban in urban forestry
John Campbell, Virginia Department of Forestry

2:15 pm—3:00

Inventories and management plans
Pete Smith, Texas Forest Service

3:00 pm—3:30

Break with exhibitors

3:30 pm—4:15

Tree laws and acts of God
Prof. Buck Abbey, Louisiana State University


4:15 pm—5:00

Urban forestry and climate change
Gene Hyde, City Forester, Chattanooga, TN

**2007 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 21, 2007
Nominations at www.ISATexas.com
Cosponsored by:




CONFERENCE

FRIDAY, OCTOBER 12

Day at a glance

FRIDAY MORNING (3.5 CEU's)

7:00— 7:50 am
Municipal Tree Managers Breakfast
Invitation only, sponsored by Davey Resource Group

General Session
8:00 am—9:00
News from international headquarters
An update on our 20,000 member international organization.

Session A
The bottom line - the business of arboriculture
Moderator: Keith Brown

9:00 am—10:00
ISA Utility Best Management Practices
Randall Miller, PacifiCorp

10:00 am—10:30
Break with exhibitors

10:30 am—11:15
The business of arboriculture: Case capsules
Various speakers
11:15 am—12:00
Finding buried treasure: Roots on your bottom line
Dr. Todd Watson, Texas A&M University

Session B:
The best in Texas (urban track)
Moderator: Eric Copeland

9:00—10:00
Best in Texas—inventories and plans
Victor Cordova, City Forester, Houston
Larry Maginnis, Forester, University of Texas, Austin

10:00 am—10:30
Break with exhibitors

10:30 am—11:00
Best in Texas—citizen foresters
Melinda Adams, City Forester, Fort Worth
11:00 am—11:30
Best in Texas—tree ordinance
Ouina Rutledge, Recycling Manager, City of McAllen
11:30 am—12:00
Best in Texas—tree program
Ron Lee, Addison, Texas

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
8:00 AM—12:00PM Breakout sessions
10:00 AM—3:00PM Tree School
12:30 PM—4:30 PM ISA Certified Arborist exam

TEXAS OUTDOOR TREE SCHOOL

An Introduction to Arboriculture

Friday 10 AM to 3:00 PM
(4.0 ISA CEU's)

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.

Instructors: Guy LeBlanc, Owner, Arbor Vitae Tree Care and Paul Johnson, Regional Urban Forester, Texas Forest Service

This workshop is not part of the main conference and requires separate registration



ISA CERTIFICATION EXAM

Friday, October 12, 12:30 PM—4:30 PM

Separate registration required
Contact ISAT at 512-587-7515

Conference—at-a-glance

Date and Time	Event
<u>Wednesday, Oct. 10</u>	
10:00 AM—5:00 PM	Municipal Specialist 101 workshop
10:00 AM—5:00 PM	Tree risk and management workshop
1:00 PM—5:00 PM	Exhibitor set up
1:00 PM—5:00 PM	Changing roles workshop
6:00 PM—7:30 PM	ISAT business meeting & BBQ social
<u>Thursday, Oct. 11</u>	
7:00 AM—5:00 PM	Registration desk/book store open
7:30 AM—5:00 PM	Trade show open
7:30 AM—6:00 PM	Research fund silent auction 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—6:00 PM	Reception with exhibitors
7:00 PM—11:00 PM	Texas Hold'Em tournament
<u>Friday, Oct. 12</u>	
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 PM	Exhibitor breakdown



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Register online @ www.ISATexas.com

Conference Hotel Reservations



**Space is limited so make
reservations early. Special Texas
Tree Conference rates expire
September 10th
or when the room blocks are full.**

\$109 Single or Double

For Hilton reservations call (254) 754-8484
and for Courtyard reservations call (254) 752-
8686

Hilton Waco
113 South University Parks Drive
Waco, TX 76701-2241

Courtyard by Marriott Waco
101 Washington Avenue
Waco, Texas 76701

Directions from IH-35:

Hilton: Take the University Parks Drive
exit 335 B west. The hotel is located at
the intersection of University Parks
Drive and Franklin Ave.

Courtyard by Marriott: Take the
University Parks Drive exit 225 B west.
Turn right on University Parks Drive.
The hotel is on the corner of University
Parks Drive and Washington Avenue.



2007 Texas Tree Conference and Trade Show

Name _____ ISA Member # _____
 Organization Name _____
 Address _____ City/State/Zip _____
 Phone _____ Fax _____ Email _____

<i>Early Bird registration postmarked by October 1</i>	ISAT- Member	Non- Member	Total
Wednesday, October 10 pre-conference Tree Academy (after Oct. 1 add \$25) includes lunch and breaks Choose one: <input type="checkbox"/> Municipal Specialist 101 review session <input type="checkbox"/> Tree risk assessment and management	\$125	\$150	
<input type="checkbox"/> Full Texas Tree Conference (includes Wednesday evening BBQ social, Thursday awards lunch, Thursday exhibitor reception, Thursday and Friday educational sessions (after Oct. 1 add \$25))	\$150	\$175	
<input type="checkbox"/> Texas Tree School (after Oct. 1 add \$15) includes lunch	\$75	\$95	
<input type="checkbox"/> Awards Luncheon (for guests—one ticket included with each Texas Tree Conference Registration)	\$30	\$30	
<input type="checkbox"/> Student Registration (all venues included) Name of School: _____	\$50	\$50	
<input type="checkbox"/> Changing Roles for Arborists (Please check if you will be attending this Wednesday workshop)	\$0	\$0	
You can also register online at www.ISATexas.com	Scholarship Fund Donation \$10 (optional)		
			Grand Total \$ _____

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 _____

<input type="checkbox"/> Please make your check payable to: ISAT	<input type="checkbox"/> 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.
<input type="checkbox"/> Send completed form with payment/PO# to: ISAT 242 Monkey Road Elgin, Texas 78621	

Texas Chapter ISA
242 Monkey Road
Elgin, Texas 78621

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Presented by the Texas Chapter of the International Society of Arboriculture

Sponsors



A Division of The Davey Tree Expert Company



Register TODAY @ www.ISATexas.com