

WHAT WORKS FOR TEXAS

TWENTIETH ANNUAL

TEXAS  
TREE  
CONFERENCE

ROUND ROCK  
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# 2006 CONFERENCE AGENDA

October 4 - 6, Marriott North, Round Rock, TX

## Wednesday, October 4

- 12:00-6:00 p.m. Registration - *Foyer*
- 1:00-4:30 p.m. Firewise Workshop - *La Frontera III*
- Session I Bobby Young, Texas Forest Service – Fire History over the past year and your part as the solution to devastating fires
- Session II Judith Leraas-Cook, National Firewise – Firewise Concepts and Defensible Space
- Session III Justice Jones, Texas Forest Service – Marketing Strategies training and Community Programs
- 1:00-5:00 p.m. Texas Tree Ordinances - *McConico Building*
- 4:00-9:00 p.m. ISA Certification Exam - *La Frontera V & VI*
- 6:00-11:00 p.m. After Hours Social - *Atrium*

## Thursday, October 5

- 7:00-9:00 a.m. Registration - *Foyer*
- 7:00-8:00 a.m. Member Breakfast - *La Frontera IV, V & VI*
- 8:00-8:15 a.m. Welcome, Pat Wentworth, ISAT president and Mayor Nyle Maxwell of Round Rock -  
*La Frontera I, II, & III*
- 8:15-9:15 a.m. Marketing 101, Kevin Tuerff, President and Principal, Enviromedia, Inc., the nation's only full-service public relations and advertising agency dedicated solely to improving public health and the environment. - *La Frontera I, II, & III*
- 9:15-10:00 a.m. How to Triple Your Ad Response, Even in a Down Economy. John P. Davis, RENEGADE Marketing Systems. Author of Book "The Tree and Landscape Marketing Bible"- *La Frontera I, II, & III*
- 10:00-10:30 a.m. **Break**
- 10:30-11:30 a.m. How to Diagnose Tree Problems, Pat Wentworth, Austin Tree Specialists, ISAT president. -  
*La Frontera I, II, & III*
- 11:30 -1:00 p.m. **Lunch** (Awards luncheon/Business Meeting) -  
*La Frontera IV, V, & VI*

## Concurrent Sessions

### Track A *La Frontera III*

- 1:00-2:00 p.m. Tree Injection, Jim Zwak, Senior Scientist at Rainbow Treecare Scientific Advancements. Responsible for education and training, he frequently provides educational seminars to arborists around the country.
- 2:00-3:00 p.m. Pesticide: How They Work. How to make Them work for you, Jerry Pulley, Tree Clinic
- 3:00-3:30 p.m. **Break**
- 3:30-5:00 p.m. Bacterial Leaf Scorch, from Grapes to Oaks, Dr. David Appel, Professor & Associate Dept. Head, Plant Pathology & Microbiology, TAMU

### Track B *La Frontera I & II*

- 1:30-2:15 p.m. "Municipal Forestry in the ISA", Jerri LaHaie, Executive Director, Society of Municipal Arborists,
- 2:15-3:00 p.m. "What you need to know about tree inventories", Jeff Melin, ArborPro
- 3:00-3:30 p.m. **Break**
- 3:30 -5:00 p.m. "Developing and implementing an urban forestry policy", Walter Warriner, City Forester, Santa Monica, CA and ISA Vice President

## Thursday Night Social

- 8:00-11:00 p.m. Texas Hold'em Tournament - *La Frontera IV*

## Friday, October 6

- 7:00-9:00 a.m. Registration - *Foyer*
- 7:00-8:00 a.m. Member Breakfast - *La Frontera I, II, & III*
- 8:00-9:00 a.m. Hazard Tree Assessments & Dynamics, Todd Watson, Assistant Professor and Leader of the Urban and Community Forestry Program at Texas A&M University. On the Board of Directors for the Texas Chapter of ISA, and is an ISA Board-Certified Master Arborist. Has served as Vice President of AERA. - *La Frontera I, II, & III*

- 9:00-9:30 a.m. Hazard Trees, Real World, Kerry Kellam, Horton Tree Care. A certified and consulting arborist with Horton Tree Service. He learned to climb in the summer of 1980 when a friend taught him how to trim trees. - *La Frontera I, II, & III*
- 9:30-10:00 a.m. **Break**
- 10:00-11:00 a.m. Cabling/Bracing: ANSI Standards, Kevin Bassett, VP & Arborist, Arborilogical Services, Inc. ISA Certified Arborist, Arboricultural Consulting Academy, ASCA - *La Frontera I, II, & III*
- 11:00 - 12:00 p.m. Lightning Protection, Jan Yoder, Sales and Marketing Manager for Independent Protection Co., Inc. Jan has been employed with IPC for the past seven years Specific to tree care companies, Jan provides technical assistance and answers many general questions about lightning and tree lightning protection systems. - *La Frontera I, II, & III*
- 12:00-1:00 p.m. **Lunch** (provided) - *La Frontera I, II, & III*
- 1:00-1:45 p.m. Causes of Chlorosis, Jim Zwak - *La Frontera I, II, & III*
- 1:45-2:30 p.m. Fertilization, Sam Hill, Sam Hill Tree Care Founder and arborist, provides various consulting and diagnostic services - *La Frontera I, II, & III*
- 2:30-3:00 p.m. **Break**
- 3:00-3:45 p.m. Organic Treecare, John Dromgoole, owner of The Natural Gardener Nursery and Lady Bug Natural Brand, has been deeply involved in the advancement of organic gardening and environmental issues for over thirty years. - *La Frontera I, II, & III*
- 3:30-4:30 p.m. Sales, Jim Houser, Past President of ISAT, Current ISAT Board Member - *La Frontera I, II, & III*
- 4:30-5:00 p.m. ISA Hispanic committee update Mark Duff, Texas Forest Service, Chair of ISA National Hispanic Committee - *La Frontera I, II, & III*