Presents the

37th Annual Texas Tree Conference

GROWING TEXAS TREES

September 27-29, 2017

Waco Convention Center
100 Washington Ave. - Waco, Texas 76701
Join us in Waco September 27-29, 2017, for what has become a premier event in the tree care industry. This year’s theme is ‘Growing Texas Trees’. We anticipate over 1,000 attendees as we help you to grow your knowledge, skills and network. At this conference we will also continue our history of providing outstanding education programs featuring nationally and internationally known speakers, the latest in tree research and arboriculture, an awards luncheon, a reception with exhibitors and numerous networking opportunities.

**Featured Speakers**

**Dr. John Ball, Professor, South Dakota State University**
John Ball is a Professor of Forestry at South Dakota State University where he instructs courses in arboriculture and forestry. He also serves as the campus arborist. Dr. Ball has conducted research in a wide range of arboricultural subjects including tree worker performance and safety. Prior to SDSU he managed tree care companies in the East and Midwest.

**Dr. Jason Vargo, Professor, University of Wisconsin, Madison**
Jason Vargo is an assistant scientist with the Nelson Institute Center for Sustainability and the Global Environment and the Global Health Institute at UW-Madison, studies the future of urbanization and the idea that, with the right planning, moving into cities could be a strategy toward a more sustainable future.

**Dr. Jason Miesbauer, Arboriculture Scientist, The Morton Arboretum, Lisle, Illinois**
Jason Miesbauer’s role at The Morton Arboretum is to establish a research program in biomechanics, the architecture of trees, and applied arboriculture, which focuses on the growth, maintenance, and function of urban landscape trees. He is working with Gary Watson, Head of Research at The Morton Arboretum, to establish this new program.

**Dr. Jason Gordon, Associate Extension Professor Community Forestry, Mississippi State University**
Jason Gordon works with undergraduate and graduate students, homeowners, foresters, tree workers, municipalities, utility workers, and others to implement appropriate urban natural resources management. He is a Certified Arborist and Tree Risk Assessment Qualified by the International Society of Arboriculture.

**Dr. William F. Elmendorf, Associate Professor Community and Urban Forestry, Penn State University**
Bill Elmendorf’s teaching and research focus on community forest management, land-use planning, open space conservation, volunteerism, and arboriculture. Elmendorf’s research is widely disseminated in peer reviewed journals that address these topics.

**Dr. David Appel, Professor, Dept. of Plant Pathology and Microbiology, TAMU, College Station**
Since coming to Texas A&M in 1981, Dr. Appel’s research program has focused on the epidemiology, diagnosis, and control of forest and shade trees, with an emphasis on the devastating oak wilt epidemic in central Texas.

**Eric Kuehler, Science Delivery/Technology Specialist, USDA Forest Service, Athens, Georgia**
Eric Kuehler’s responsibilities include providing technical assistance regarding urban forestry issues and technologies to the 13 Southeastern states. Eric holds a Master of Science degree in Plant Physiology from Texas A&M University and has been an ISA Certified Arborist since 2002.

**Dr. Gretchen V. Pettis, Entomologist, Bartlett Tree Research Lab, Charlotte, North Carolina**
Dr. Pettis specializes in entomology research and extension with emphasis on arthropod and vertebrate pests of shade trees and landscapes incorporating arboriculture, pesticides, biological control, and integrated pest management.

**Nathan Morrison, Co-owner, Arborscapes, Pineville, North Carolina**
Nathan Morrison has a Bachelors degree in Urban Forestry and is a Certified Arborist. Since 2000, he and his partner have grown their business from a truck and a trailer to owning 22 vehicles as well as employing 45 full-time employees.

**Guy Meilleur, Better Tree Care Associates, New Hill, North Carolina**
Guy Meilleur is an ISA Board-Certified Master Arborist, and a Municipal, Tree Climbing, and Utility Specialist. He is a former staff arborist at University of North Carolina, Instructor at Duke University, and sometimes writes as Detective Dendro. Historic Tree Care provides diagnosis, soil improvement, pruning, support and lightning systems, report writing and community education services.

**Jim Cruser, Region Supervisor, American Electric Power Transmission, Corpus Christi**
Jim Cruser supervises the transmission vegetation management program in the AEP West region which has +20,000 miles of transmission lines (69 kv - 345 kv) in a four state territory including Oklahoma, Arkansas, Louisiana, and Texas. Jim has a team of 7 AEP Transmission Foresters working across the region. Jim has been with AEP for over 24 years and with the Forestry team for over 17 years.

Register online @ www.ISATexas.com
Texas Tree Academy 10:00 am - 5:00 pm

Session A: What’s Up Doc? Tree Diagnosis Workshop

Dr. David Appel, Professor & Associate Department Head, Department of Plant Pathology & Microbiology, Texas A&M University

Dr. Todd Watson, Plant Health Care Consultant and Adjunct Professor, Texas A&M University

Sheila McBride, Extension Program Specialist, Department of Plant Pathology & Microbiology, Texas A&M University

Bill Ree, Extension Program Specialist II-IPM, Statewide Pecan IPM Programming, Texas A&M University

How many times are you asked, what’s wrong with this tree? This can be both your favorite question and your hardest question. We have designed a full day of discussions to comprehensively address the topic of tree and landscape diagnosis from four different perspectives. These are clinical approaches to plant disease diagnosis, the science behind tree response to pathogens and symptom development, diagnosis in the field for the commercial arborist, and an entomologist’s view of identifying insect issues. The four areas will be covered in concurrent sessions so that there will be the opportunity for interactions with the experts.

Texas Tree Academy 10:00 am - 5:00 pm

Session B: Improving Connections & Resilience in Texas Cities

Dr. A.E. Luloff, Professor Emeritus of Rural Sociology, Penn State University

Dr. Jason S. Gordon, Associate Extension Professor Community Forestry, Mississippi State University

Dr. William F. Elmendorf, Associate Professor Community and Urban Forestry, Penn State University

The sustainability of an urban forest's biological, economic, and social systems is in the purview of many professions like urban planning, landscape architecture, urban forestry, and arboriculture. How familiar are you with these topics? This academy will provide information and resources for the professional to increase their sphere of influence. The 'Urban Forestry Learning Pyramid' will be explained and examples provided. As well, the academy will address approaches for working with community groups and creating resilience-focused urban forest management plans.
Day At-a-Glance

Thursday, September 28

7:00 am - 5:00 pm  |  Registration Desk and Bookstore open
7:00 am - 5:00 pm  |  Trade Show open
7:00 am - 7:50 am  |  Breakfast with Exhibitors
8:00 am - 11:45 am |  General Session
12:00 pm - 1:15 pm |  Awards Luncheon
1:30 pm - 5:00 pm  |  Breakout Sessions
5:00 pm - 7:00 pm  |  Reception with Exhibitors

General Session 8:00 am - 11:45 am

8:00 - 8:15
Welcome by City of Waco Representative

8:15 - 9:15
Emerald Ash Borer - Tree Strength and Climber Safety
Dr. John Ball, Professor South Dakota State University

9:15 - 10:15
A 9-week Review of Global Tree Care
Guy Meilleur, Aerial Specialist and Consulting Arborist, Better Tree Care Associates

10:15 - 10:45
Break with Exhibitors

10:45 - 11:45
Safety and the Corporate, Regulatory and Customer Commitment
Jim Cruser, Region Supervisor, AEP Transmission, Texas

Track A - Municipal

1:30 - 2:15 pm
Utilizing Trees as an Urban Heat Island Mitigation Strategy for the City of Dallas
Matt Grubisich, Operations Director, Texas Tree Foundation, Dallas

2:15 - 3:00 pm
Trees, Health, and the Impact of Urbanization
Dr. Jason Vargo, Professor, University of Wisconsin

3:00 - 3:30 p.m.
Break with Exhibitors

3:30 - 4:15 pm
Panel: What is Your Urban Forest Management Philosophy?
Dr. Jason S. Gordon, Associate Extension Professor Community Forestry, Mississippi State University, Dr. A.E. Luloff, Professor Emeritus of Rural Sociology, Penn State University, Dr. William F. Elmdorf, Associate Professor Community and Urban Forestry, Penn State University

4:15 - 5:00 pm
Trees and Storm Water – Tools for Assessment and Management
Eric Kuehler, US Forest Service – Urban Forestry South, Athens, Georgia

Track B - Commercial

1:30 - 2:15 pm
Starting and Growing a Successful Business
Nathan Morrison, Co-owner, Arborscapes Tree and Landscape Specialists, Pineville, North Carolina

2:15 - 3:00 pm
EAB – Assessment, Management, Removal
Dr. Gretchen Pettis, Entomologist, Bartlett Tree Research Lab, Charlotte, North Carolina

3:00 - 3:30 pm
Break with Exhibitors

3:30 - 4:15 pm
Internet Marketing 101
Faith Warren, Director of Interactive & Digital Media, Quicklight Media, Austin

4:15 - 5:00 pm
Restoration Pruning and Sprout Management of Storm Damaged Trees
Jake Miesbauer, Arboriculture Scientist at The Morton Arboretum - Lisle, IL

Track C - Utility

1:30 - 2:15 pm
Three Solid Ways to Improve Your Utility Tree Management Program
Steven Hoover, Distribution Vegetation Management Supervisor, Entergy Services Inc., Laplace, Louisiana

2:15 - 3:00 pm
FEMA Lessons Learned from Major Emergencies
Casey Acker, Vegetation Management Manager, Bluebonnet Electric Cooperative, Brenham

3:00 - 3:30 pm
Break with Exhibitors

3:30 – 4:15 pm
What’s Important About a Danger Tree Program
Bill Townley, Construction Manager, Sam Houston Electric Cooperative, Inc., Livingston

4:15 – 5:00 pm
How Have NERC Rules Changed the Growth of the Industry? What’s Next?
Keith Chucci, Senior Forester, Oncor Electric Delivery, Mansfield

Register online @ www.ISATexas.com
Day At-a-Glance

Friday, September 29

<table>
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<td>Breakout Sessions</td>
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<tr>
<td>9:30 am - 3:30 pm</td>
<td>Texas Tree Schools</td>
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<tr>
<td>12:30 pm - 4:30 pm</td>
<td>ISA Certified Arborist Exam</td>
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The Texas Tree Schools

9:30 am to 3:30 pm
5.0 CEUs

Track 1 - An Introduction to Arboriculture (New!)
A great review or introduction to basic tree care for tree workers. This newly redesigned, stand-alone one day workshop that will be a combination of classroom and field demonstrations. Topics covered will include basic tree biology, tree pruning, climbing techniques including advanced ascent techniques (SRT), tree hazard assessment and job site safety. Master instructors are Guy LeBlanc, Arbor Vitae Tree Care and Brad Hamel, Texas A&M Forest Service.

Pista 2 - Jornadas para Trabajadores de Arboles
A Spanish language workshop covering tree biology, soil science, tree selection, installation & establishment, pruning, and diagnosis & plant disorders. The class will be led by Mark Duff, Consulting Arborist, Adolfo Sanchez, FOS Tree Care, Guadalajara, Mexico and Bill Green, Texas A&M Forest Service.

These workshops are not part of the main conference and require separate registration (lunch is included)

General Session - 8:00 am - 9:00 am
ISAT Business Meeting and Election Results - Update from ISA International

Track A - Municipal
9:00 - 10:00 am
Where are they now? – Restoration of the Galveston Urban Forest Twelve Years After Hurricane Rita
Priscilla Files, Senior Arborist and Executive Director of the Galveston Island Tree Conservancy

10:00 - 10:30 am
Break with Exhibitors

10:30 - 12:00 pm
Panel: Tree Inventory Lessons Learned – Using Data To Enhance Management
Jim Carse, Campus Arborist, University of Texas at Austin
Kelly Eby, Urban Forester, San Marcos
Matthew Simmons, Parks Contract Compliance Supervisor, City of Plano

Track B - Commercial
9:00 - 10:00 am
Introducing the Texas Wildfire Risk Reduction Qualification- Expanding Your Market
Paul Johnson, Urban Forestry Program Coordinator, Texas A&M Forest Service, Austin

10:00 - 10:30 am
Break with Exhibitors

10:30 - 11:15 am
Client Communication and Effective Professional Report Writing Strategies
Guy Meilleur, Arborist, Better Tree Care Associates, New Hill, North Carolina

11:15 am - 12:00 pm
TDA Licensing for Chemical Applicators
Dr. Michael McLellan, County Extension Agent, Texas A&M AgriLife Extension, Waco (TDL 1 L&R)

Track C - Utility
9:00 - 10:00 am
Dealing With the Public about Power Line Vegetation Management
Jeff Quinters, Program Manager - Forester, Oncor/ Vegetation Management

10:00 - 10:30 am
Break with Exhibitors

10:30 - 11:15 am
Planning for Emerald Ash Borer Invasion
Richard Bewely, Vegetation Operations Manager, Oklahoma Gas and Electric

11:15 am - 12:00 pm
Utility Vegetation Management Research Projects
Eric Smith, President and Chief Executive Officer, TREE Fund, Naperville, Illinois

Register online @ www.ISATexas.com
## Conference At-a-Glance

### Wednesday, September 27
- 8:00 am - 5:00 pm: Registration open
- 10:00 am - 5:00 pm: Tree Academy—Sessions A & B
- 1:00 pm - 5:00 pm: Exhibitor set up
- 6:00 pm - 7:30 pm: ISAT Dinner and Social

### Thursday, September 28
- 7:00 am - 5:00 pm: Registration Desk and Bookstore open
- 7:00 am - 5:00 pm: Trade Show open
- 7:00 am - 7:50 am: Breakfast with Exhibitors
- 8:00 am - 11:45 am: General Session
- 12:00 pm - 1:15 pm: Awards Luncheon
- 1:30 pm - 5:00 pm: Breakout Sessions
- 5:00 pm - 7:00 pm: Reception with Exhibitors & Silent Auction

### Friday, September 29
- 7:00 am - 10:30 am: Registration Desk and Bookstore open
- 7:00 am - 10:30 am: Trade Show Open
- 7:00 am - 7:50 am: Breakfast with Exhibitors
- 8:00 am - 9:00 am: ISAT Annual Meeting
- 9:00 am - 12:00 pm: Breakout Sessions
- 12:30 pm - 3:30 pm: Texas Tree Schools
- 10:30 am: Silent Auction Closes
- 12:30 pm - 4:30 pm: ISA Certified Arborist Exam

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**ISAT Bookstore**

Open All Day Thursday Friday until 10:30 am

ISA & ISAT Apparel and Merchandise Books, CEU Materials & Study Guides, Conference Speakers’ Books Discounted Member Rates!

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**Silent Auction**

All Day Thursday Friday until 10:30 am

Contact April Rose at april@rosewoodarbor.com to donate items

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**ISA CERTIFICATION EXAM**

Friday, September 29

Check in 12:30 pm—Test 1:00 to 4:30 pm

*Separate Registration Required*

Visit www.isa-arbor.com to register

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**Volunteers Needed**

Want to volunteer to help out at the conference?

Contact Micah Pace, 2017 Texas Tree Conference Chair at (866) 649-TREE

Register online @ www.ISATexas.com
# Growing Texas Trees

## 2017 Texas Tree Conference, Academy, Tree Schools and Trade Show Registration

Name ____________________________________________ Organization Name _________________________________________
Address __________________________________________ City/State/Zip ________________________________________
Phone ____________________________________________ Fax ________________________________________ Email ____________________________

**Early Bird registration postmarked by September 1, 2017**

<table>
<thead>
<tr>
<th>Event</th>
<th>ISAT Member</th>
<th>Non-Member**</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday Tree Academy: Session A—What’s Up Doc? Tree Diagnosis Workshop <em>(after September 1 add $50)</em> includes lunch and breaks</td>
<td>$145</td>
<td>$195</td>
<td></td>
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<tr>
<td>Wednesday Tree Academy: Session B—Improving Connections &amp; Resilience in Texas Cities <em>(after September 1 add $50)</em> includes lunch and breaks</td>
<td>$145</td>
<td>$195</td>
<td></td>
</tr>
<tr>
<td>Texas Tree Conference <em>(includes Wednesday evening BBQ social, Thursday awards lunch, Thursday exhibitor reception, Thursday and Friday educational sessions (after September 1 add $50)</em></td>
<td>$195</td>
<td>$240</td>
<td></td>
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<tr>
<td>Friday Texas Tree Schools <em>(after September 1 add $25)</em> includes lunch Select one: Introduction to Arboriculture or Spanish language</td>
<td>$95</td>
<td>$140</td>
<td></td>
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<tr>
<td>Awards Luncheon <em>(for guests - one ticket included with each Texas Tree Conference Registration)</em></td>
<td>$30</td>
<td>$30</td>
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<tr>
<td>Student Registration <em>(all venues included)</em> Name of School: <em>(Scholarships are available for students—contact Zaina Gates at (936) 239-9034—<a href="mailto:zgates@tfs.tamu.edu">zgates@tfs.tamu.edu</a>)</em></td>
<td>$50</td>
<td>$50</td>
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</tbody>
</table>

Register online at www.ISATexas.com *(** ISAT membership included in the non-member registration)*

Method of Payment

| Check # ___________________ Credit Card: Card Number ___________________ CVV code ___________ Exp. Date (MM/YY) ___________ Name (as it appears on card) ___________________ Card billing address ___________________ City/State/Zip ___________________ |

Please make your check payable to ISAT and send this completed form with payment to:

ISAT Tree Conference  
2013 Oakwood Trail  
College Station, Texas 77845

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 are permitted.

### Conference Hotels—Space is limited so make your reservations early

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Address</th>
<th>Room Rates</th>
<th>Reservations Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waco Hilton</td>
<td>113 South University Parks Dr. Waco, TX 76701</td>
<td>$129 King &amp; $135 Double</td>
<td>(254) 754-8484</td>
</tr>
<tr>
<td>Courtyard by Marriott</td>
<td>101 Washington Ave. Waco, TX 76701</td>
<td>$119 King &amp; $119 Double</td>
<td>(254) 752-8686</td>
</tr>
</tbody>
</table>

Conference rates expire when room blocks are full or September 5, 2017  
Mention the Group Code “Texas Tree Conference” to receive your room discount

For more information, contact John Giedraitis  
Phone: (979) 324-1929  Fax: (979) 680-9420 - email JPG@ISATexas.com

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