



IAA Annual Conference & Trade Show Registration Guide

November 5 & 6, 2019

2nd Annual Career Fair

Tuesday from 1:00 - 3:00pm, SP5 & SP6



**Safety isn't expensive, it's
priceless.**

Illinois Arborist Association
PO Box 860, Antioch, IL 60002
877-617-8887
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IAA Annual Conference & Trade Show

Tuesday, November 5, 2019

General Session

8:00am - 8:30am **15 Minute IAA Update, Awards & Announcements of new Directors, 15 Minute Presentations from Vendors**

8:30am - 9:15am **Z133 Update - John Ball.** The new Z revision has been out for almost two years and arborists have many questions regarding the numerous changes and how that changes their work. While the Z has a lot of new language, especially Section 4 Electrical Hazards, they were all made to avoid, eliminate or reduce significant hazards in arboricultural operation work environment. This presentation will cover the key changes and the numerous incidents the Z committee hopes can be decreased if careful attention is paid to the Z133-2017.

9:15am - 10:00am **AR Symposium Update - John Ball.** We held our first symposium last spring which was an opportunity for everyone involved in the chain of survival - co-workers, fire/rescue, EMS, ER nurses and physicians - to come together and work on how aerial incidents should be handled to improve patient outcome. This session will cover the highlights, particularly from the standpoint of the professional rescuers and medical teams perspectives.

10:00am - 10:30am **Break with Exhibitors - Sponsored by Arthur Clesen**

10:30am - 11:50am **A Look at the Science and Uses of PGR's for Tree Growth Regulation in Urban Landscapes. Understanding the What, Where and the Why of Tree Growth Regulation - Lee Fredricks**
Plant growth regulators (PGRs) can be a versatile tool for managing trees within the urban/suburban interface. This discussion will be centered on the use of PGR's on urban trees for municipalities and commercial tree care companies. Understand impact of using PGR's on health, aesthetics, condition and longevity of trees on your customer's properties or in your public spaces within your local community. Learn about the six opportunities for using PGR's in addition to regulating growth. Understand the science of how certain PGR's work and all the benefits trees can receive from such a treatment. All aspects regarding the use of PGR's will be shared to include mixing, dosing, application methods and treatment timeframes. You will discover the proven benefits of incorporating the use of PGR's in your service matrix as your service schedules will stretch, your profit margin will increase and trees under your management will look healthier for all to enjoy.

11:50am - 1:00pm **Lunch with Exhibitors - Sponsored by Advanced TreeCare**

Municipal Sessions

1:00pm - 2:00pm **Tough Trees for our Evolving Climate - Guy Sternberg** Focusing on some of the trees that may be successful in our uncertain future. Explore a selection of adaptable landscape trees and see some memorable examples of how well they can adjust to urban conditions, poor drainage, soil problems, and that gorilla-in-the-closet concern for the future: climate destabilization. We will emphasize native species but also touch upon some others to consider, or to avoid.

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Tuesday, November 5, 2019

Municipal Sessions, continued

- 2:00pm - 2:45pm** **GIS Dashboard for Monitoring Public Trees - Tony Dati & Andrew Vitale** The planting and removal of trees is an integral component of urban forest management. For those communities with an active and robust Geographical Information System (GIS) database, keeping this information about your Tree Inventory up to date is critical. But getting information about these plantings and removals into GIS accurately and timely has always been a challenge. This session will examine the need, creation and use of a field app for regular forest management activities, particularly planting. We will also present how dashboards are used by Supervisors and other Village officials to monitor and report planting activities as they occur. The lessons that were learned, pitfalls, best practices and future directions will be highlighted.
- 2:45pm - 3:15pm** **Break with Exhibitors**
- 3:15pm - 4:00pm** **The Pruning of Oaks: Training the Young to Achieve Grandeur - Guy Sternberg** Most trees need a little help to be the best that they can be. Oaks have special characteristics that, if addressed at a young age, can be molded into venerable form and stature that we all think about when the word "oak" is mentioned. Learn the right, and wrong, ways to approach oak pruning during the early years of tree growth. *Originally presented in France for the 2012 Triennial Conference of the International Oak Society.*

Commercial Sessions

- 1:00pm - 2:00pm** **7 Deadly Sins of Worker's Comp - Eric Petersen** Furious about the high cost and frustration of Worker's Compensation? Learn how to reduce the negative impact work comp has on your company by avoiding the 7 Deadly Sins of Work Comp. Attendees will learn how to use the established work comp system to their benefit and gain control of their costs while burying their frustrations. As a bonus, the audience will receive a simple process on how to be better prepared prior to an injury happening. This seminar is geared towards owners and managers who demand a better work comp situation for their company.
- 2:00pm - 2:45pm** **Improving the Biology of Soils and the Resiliency of Trees with Biochar - Mark Mann** The connection between soils and tree health is fundamental. The health of urban trees is measured by their resiliency to varying degrees of stress within their environment. Therefore improving the soil should be as much a part of PHC services as other treatments are. Biochar improves soil characteristics (such as CEC and compaction) and increases soil biology (such as fungi and bacteria). Results of tree's ability to recover from specific urban stresses will be shared.
- 2:45pm - 3:15pm** **Break with Exhibitors**
- 3:15pm - 4:00pm** **Training and Career Development in Tree Care - Cindy Schwab** What is career development and why is it necessary? How can it be implemented for field staff? How does it tie in with training and employee development? Why are career development plans a win-win for employees and employers?

IAA Annual Conference & Trade Show

Tuesday, November 5, 2019

Utility Sessions

- 1:00pm - 2:00pm** **Introducing the new ISA BMP-Utility Tree Risk Assessment - John Goodfellow.** This presentation will review the newly published *ISA Best Management Practices (BMP) - Utility Tree Risk Assessment (UTRA)* focusing on utility-specific applications of the principles of Tree Risk Assessment (TRA). The new UTRA is patterned after the current *ISA BMP - Tree Risk Assessment (Second Edition)* intended for general arboriculture and focuses on practical application of the principles defined in *ANSI A300 Part 9, Tree Risk Assessment* in the context of utility arboriculture. The principal author of new UTRA will highlight differences between the two ISA BMP's, and new material included in the UTRA BMP will be discussed.
- 2:00pm - 2:45pm** **The Business Case for Integrated Vegetation Management - John Goodfellow** This presentation will report findings from a recently completed study that compares the cost of maintaining vegetation on electric transmission rights-of-way (ROW) with and without the use of herbicides. Electric utilities throughout North America maintain vegetation with the ROW by controlling the growth of incompatible tall growing tree species; this is most efficiently accomplished by encouraging the development of compatible, low-growing vegetative cover types. Three case studies were used to compare the cost of Integrated Vegetation Management (IVM) which includes the use of herbicides to control incompatible trees to simply maintaining ROW vegetation by repeated cutting without the use of herbicides. Least cost economic analysis methods were used to determine the present value cost of each vegetation
- 2:45pm - 3:15pm** **Break with Exhibitors**
- 3:15pm - 4:00pm** **Engagement in Safety within the Workforce - Matt Millette** Safety is a cornerstone foundational belief for companies in our industry. We believe that safety is not just a priority, it is a value. Priorities can change, values can not! In this industry, how can we engage our workforce to instill these values, in themselves, on the very first day of their starting with your organization? We will discuss how to fully engage your teams in a comprehensive safety culture and get your workers full buy-in to your safety programs.
- 5:00pm - 6:30pm** **TREE Fund Raffle**
Come have a few drinks, network with the exhibitors and stay for the raffle! Bring some extra cash as raffle tickets will be sold throughout the day on Tuesday. All proceeds will go to support the TREE Fund.

The Tree Research and Education Endowment Fund (TREE Fund) is shaping the future of trees and the arboriculture profession. The TREE Fund provides research grants, scholarships and educational programs to advance knowledge in the field of arboriculture and urban forestry. With this knowledge, arborists and citizens will be better equipped to ensure that healthy, mature trees remain an integral part of the urban and suburban communities of our future.

IAA Annual Conference & Trade Show

Joseph Kramer Arboriculture Demonstration Area Agenda

Tuesday Spanish Sessions - Eduardo Medina

8:40am - 10:15am	Arboriculture in Latin America. La Arboricultura en Latinoamerica
10:15am - 10:45am	Break with Exhibitors
10:45am - 11:50am	Rigging, Rings, Blocks and Pulleys. Cordaje, Aros, cuaderna les y Poleas
11:50am - 1:00pm	Lunch
1:00pm - 2:45pm	Climbing Safe and Efficient. Trepa segura y Eficiente
2:45pm - 3:15pm	Break with Exhibitors
3:15pm - 4:00pm	Blending the Cultures, "How to Work with Someone Who is from a Different Country" Mezcla de culturas "Como trabajar con alguien de diferente pais"

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Joseph Kramer Arboriculture Demonstration Area

8:40am - 10:00am	Modern Arborist Rope Construction and Uses - Norm Hall, Beau Nagan, Cormac Nagan
10:00am - 10:30am	Break with Exhibitors
10:30am - 11:15am	Patient Packaging and How to Prepare the Patient for EMS - Chris Roberts and Jon Valentine, Elevated Safety, Norm Hall
11:15am - 11:50am	First Aid, Controlling Bleeding, and Blunt Force Trauma - Chris Roberts, Jon Valentine, Norm Hall
11:50am - 1:00pm	Lunch
1:00pm - 2:00pm	Work Positioning Strategies and Techniques - Norm Hall, Beau Nagan, Cormac Nagan
2:00pm - 2:45pm	Redirects for MRS/SRS - Norm Hall, Beau Nagan, Cormac Nagan
2:45pm - 3:15pm	Break with Exhibitors
3:15pm - 4:00pm	Pruning Around Energized Lines - Brian Sprinkle and Justin Ranney

Wednesday, November 6, 2019

Joseph Kramer Arboriculture Demonstration Area

8:00am - 10:00am	SRT/SRS Climbing Devices and Practical Applications - Norm Hall, Beau Nagan, Cormac Nagan
10:00am - 10:30am	Break with Exhibitors
10:30am - 12:00pm	SRT/SRS Practical Working Canopy and Basal Anchors - Norm Hall, Beau Nagan, Cormac Nagan
12:00pm - 1:00pm	Lunch
1:00pm - 3:00pm	Rigging Down the Tree - Norm Hall, Beau Nagan, Cormac Nagan

IAA Annual Conference & Trade Show

Wednesday, November 6, 2019

General Session

8:00am - 9:00am

Precision Tree Felling: Tree Species Characteristics & Hinge Wood Mechanics - Jay Hayek. This presentation will focus on tree species characteristics and hinge wood mechanics related to ground-based, precision / directional felling using the open-face, bore cutting technique.

9:00am - 10:00am

Growing Healthy Trees in the Built Environment - Michelle Catania. The built environment is engineered to support infrastructure. Undisturbed, healthy soils are uncommon in this environment. Overcoming the difficulties of growing trees in compacted, urban soils is a challenge without appropriate site preparation. This talk will aim at providing science-based recommendations to ensure healthy, urban trees persist and excel in the built environment.

10:00am - 10:30am

Break with Exhibitors - Sponsored by Midwest Arborist Supplies

10:30am - 11:15am

Biology of Tree Pruning - Jake Miesbauer. Tree pruning is one of the most common practices employed by tree care professionals. Proper pruning can improve tree structure, remove or mitigate defects, and help to enhance tree health and aesthetics. It is important to keep in mind, however, that each pruning cut is an injury that the tree must respond to. This presentation will help the audience better understand tree growth and development, focusing on how proper tree pruning can achieve targeted goals while minimizing tree injuries.

11:15am - 12:00pm

Toxic and Poisonous Plants - Chris Evans. Everyone knows not to roll around in poison ivy, but did you know Illinois has other plants more toxic to the touch and even some deadly poisonous plants? This presentation will cover some of the more common toxic and poisonous plants that you may encounter while conducting tree work and some steps you can do to mitigate any risk.

12:00pm - 1:00pm

Lunch with Exhibitors - Sponsored by Rainbow Tree Care Scientific

Municipal Sessions

1:00pm - 2:00pm

Customer Service - Steve Ludwig. Steve has a very unique perspective on customer service, and how not to lose your edge when it seems like everyone who calls thinks they know more than you. Building upon his presentation from a few years ago, Steve will get deeper in to the weeds on what makes our customers, and us, tick, why it seems like the customers are less and less satisfied, and how we can navigate our challenges successfully without losing our passion.

2:00pm - 3:00pm

Log & Order - Joe Hansen. In some municipal justice systems, tree-based offenses are considered especially heinous. In The City of Park Ridge, the dedicated Conservators of the Peace who investigate these violations are members of an elite squad called the Forestry Division. These are their stories. During this presentation, we will discuss the City's Tree Preservation Ordinance through specific case examples to understand why enforcement is an important component to the management of the urban forest.

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Commercial Sessions

- 1:00pm - 2:00pm** **Lowering Insurance Cost Through Risk Management - Eric Petersen** What insurance companies look at when setting insurance rates and how a tree care company can position themselves to receive the best possible premium.
- 2:00pm - 3:00pm** **Employee Health: A Key to Success - Amanda Carpenter.** Investing in employee's health is one of the best investments a company can make. Chronic disease is on the rise and effecting the productivity and injury risk of our workforce. The employer can be a partner in improving an employee's health, by encouraging healthy behaviors and practices. This talk will discuss how to create a culture of health, similar to that of creating a culture of safety, which can increase morale and productivity, while reducing injury risk.

Utility Sessions

- 1:00pm - 2:00pm** **Recruiting Safely in Utility Arboriculture - Kyle Finke.** Recruiting and retaining top level candidates in utility forestry with outside-the-box thinking and how we can make utility forestry the new dream job.
- 2:00pm - 3:00pm** **Technology and Safety - Jason Brown** We will look at utilizing multiple mobile applications in the field to maximize safety. These mobile applications range from common weather apps to chemical hazard guide apps and all have a way they help keep us safe.

IFA: Illinois Native Trees - Ecology and Utilization

- 1:00pm - 2:00pm** **History of Forest Pest Outbreaks in North America - Ryan Pankau** North America has a history of exotic pests that extirpate individual tree species, with Emerald Ash Borer serving as our modern example. In our current, ever-globalizing society there is significant risk for future outbreak that may impact all of our trees from the urban forest to our woodlands. This presentation will examine past outbreaks on our continent to compare and contrast what we have learned historically with the current issues threatening our native trees.
- 2:00pm - 3:00pm** **Frameworks and Systems in Place to Detect and Prevent Future Forest Outbreaks - Tricia Bethke.** Early detection and rapid response (EDRR) increase the likelihood that potential tree pests and pathogens will be identified, contained and eradicated before they become established and will help minimize the spread and threat to our trees. Learn more about our statewide pest surveys, regulations and reporting protocols used in an effective EDRR management plan. Asian longhorned beetle, spotted lanternfly and Sudden Oak Death, along with other pests and pathogens will be reviewed during this presentation.

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Joseph Kramer Arboriculture Demonstration

IAA 2nd Annual Career Fair Sponsors



Tuesday, 8am-4pm
SPANISH SESSIONS:
Sam Tinley Room

Tuesday, 1pm-3pm
CAREER FAIR:
SP5 & SP6

Wednesday
FORESTRY DEV. COUNCIL MEETING
Pebble Beach Room

Wednesday, 1pm-3pm
IFA SESSIONS
SP5 & SP6

