



IAA Annual Conference and Trade Show

**Tinley Park, Illinois
October 17 & 18, 2017**

Registration Guide

For more information or online registration, please visit:
<http://illinoisarborist.org/conference/>

IAA Annual Conference and Trade Show

Holiday Inn Tinley Park Convention Center
October 17 & 18, 2017

Hotel Reservations

Attendees will enjoy a conference rate of \$125/night for a standard double room.

Rooms are limited, please make reservations prior to **September 25, 2017.**

Make reservations directly:

The Holiday Inn Select
18501 South Harlem Avenue
Tinley Park, IL 60477
Phone: 708-444-1100

Be sure to mention you're with the IAA to receive the discounted rate.

IAA 2017 is the only conference where you'll hear informed debate and focused discussion on current issues and trends facing the Illinois Urban Forest. With an opportunity to learn more from national experts and your Illinois peers, IAA is your meeting place for Illinois Urban Forestry Professionals.

Why Attend? Your profession continues to evolve at a rapid pace. Yesterday's answers may not be the best solutions to today's problems. The IAA conference is designed to provide the latest tools, resources and research findings to help you best manage the urban forest.

Network

Strategize with your peers around the state and some of the top professionals around the country.

Education

Educational tracks for Commercial, Municipal, Utility, Demonstration Tree, IFA: Catching Fire: The Role and Practice of Prescribed Burning in Oak Forest Restoration and Spanish. Additional short sessions to cover hot topics.

Equipment and Supplies

Visit over 30 tree care suppliers and see the latest products and equipment.

2017 Annual Conference Registration

Advanced Registration MUST be postmarked by September 25, 2017.

Registration Fees: (Includes a free raffle ticket)

Full Conference

Advanced Member	\$265.00
Advanced Non-Member	\$305.00
At-Door Member	\$285.00
At-Door Non-Member	\$325.00

Daily

Monday Session (choose at right)	\$100.00
Advanced Member	\$195.00
Advanced Non-Member	\$215.00
At-Door Member	\$205.00
At-Door Non-Member	\$225.00

Full Time Student (must show ID)

Full Conference	\$ 75.00
Daily	\$ 60.00

Membership to the Illinois Arborist Association is required for the member rates. Annual dues for the IAA are \$45 which may be paid at the time of registration to receive member rates.

Send payments to: PO Box 860, Antioch, IL 60002, email monica@illinoisarborist.org or jeannie@illinoisarborist.org or fax 262-857-6677.

*** Speakers & topics subject to change.**

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Allergy/Dietary Restriction: _____

*Plated lunch will be served.

Current Member? YES NO

New Member Dues - add \$45 to registration to receive member rate? YES NO

Please select one type of registration:

Full Conference _____ Tuesday Only _____

Wednesday Only _____ Spanish Session _____

*Monday Sessions: (Choose One) *Additional Fee*

Aerial Rescue _____ Legislative _____ Management _____

Please select method of payment:

Check Enclosed: \$ _____

Purchase Order #: _____ **\$** _____

Credit Card: VISA MasterCard

Card #: _____

Exp. Date: _____ Amount: _____

Name on Card: _____

Signature: _____

IAA Annual Conference & Trade Show
Monday, October 16, 2017
Cost: \$100 per session

Aerial Rescue - John Ball, South Dakota State University - 8:00am - 12:00pm

4 CEUs, 4 CTSPs

Aerial rescue is a practice we need to train for and hope we never use. Unfortunately, these rescues occur almost every week in this country and range from a worker just needing a little assistance to reach the ground, to chain saw lacerations where quick and appropriate first aid is required, to the complex rescues involving a worker trapped and pinned in a tree. The basic requirement for an aerial rescue is an understanding of first aid and our workshop will include the most common medical conditions encountered during tree work and how co-workers should respond. We will then cover first aid kits, what is required to be carried by OSHA, and what climbers and aerial lift operators may want to consider carrying with them. Next, we will progress into the different types of aerial rescues for climbers and lift operators, from those that require an immediate descent to those that require the injured worker to be stabilized before the descent. We will also cover how tree crews can, and should, work with emergency medical services to facilitate effective rescues from trees and lifts.

Advanced Training Workshops - (NEW) Urban Forestry Domain

Urban Forestry Management Planning, Steve Lane & Beth Corrigan - 8:00am - 5:00pm

7 CEUs

*Learning Objectives: 1. To assess your organizations needs in creating an Urban Forestry Management Plan
2. To be competent about resources available to create an Urban Forestry Management Plan*

This Advanced Training class will focus on the creation and implementation of an Urban Forestry Management Plan (UFMP) for public and private entities, or Tree Managers of any kind. Specifically, we will focus on the following topics:

- Creating a Needs Assessment for your organization
- Standards and BMPs that should be referenced by the UFMP
- Reviewing existing UFMPs for forward-thinking policies
- Drafting an outline of the management plan and its objectives
- Holding a comment period for the public or other stakeholders
- Final creation of the Plan, including goals and penalties for noncompliance
- Drafting supporting ordinances or bylaws to support the goals of the UFMP

The class will be predominantly classroom based, and will rely upon a combination of lecture and group exercises. Materials utilized will include review of existing Urban Forestry Management Plans, as well as several Municipal Codes and other similar organizational supporting language concerning trees. A broad range of tree-related topics will be covered including tree planting, trimming and removal, risk related policies, chemical treatments, budget projections, equipment and personnel capacity, and preparation of bid specifications, among other topics. Students will be assessed based on a written exam for their comprehension of the subject matter.

Tree Regulations and Legislative Concerns, Jim Semelka & Rob Sproule - 8:00am - 5:00pm

7 CEUs

This Advanced Training class will focus on the existing Local, State, and Federal laws regarding trees, and how to maintain compliance with those regulatory agencies, both from a public and private point of view. We will also explore many of the organizations which are active in tree-related legislation in Illinois and abroad, such as the Illinois Forestry Development Council, Illinois Green Industry Association, Tree Care Industry Association, as well as the Illinois Arborist Association, among others. Additionally, we will examine the legislative process on a scale from municipality all the way to federal, and show some examples of how concepts become law at each level, and how you as a practitioner can reasonably become involved with the process. We will also explore the topics of avoidance of conflict of interest in being an advocate for legislation. The class will be in a lecture and group-exercise format, and students will be assessed based on a written exam for their comprehension of the subject matter.

IAA Annual Conference & Trade Show

Demonstration Tree

Tuesday, October 17, 2017

The Demonstration Tree Instructors will be conducting two days of hands-on instruction in Climbing and Chainsaw Maintenance on a real tree that will be erected in the center of the exhibit hall. Take advantage of this opportunity to experience the excitement of live demonstrations.

Demonstration Tree

8:40 - 10:00am	Ergonomics & Tree Felling Essentials (1.25 CEUs/CTSPs)
10:00 - 10:30am	Break with Exhibitors
10:30 - 11:15am	Ergonomics & Tree Felling Essentials, continued (.75 CEUs/CTSPs)
11:15 - 11:50am	The Value of Tree Climbing Championships & What it Takes to Compete (.50 CEUs/CTSPs)
11:50 - 1:00pm	Plated Lunch
1:00 - 2:00pm	Utility Arboriculture Demonstration (1 CEUs/CTSPs)
2:00 - 2:45pm	Aerial Rescue and Emergency Response (.75 CEUs/CTSPs)
2:45 - 3:15pm	Break with Exhibitors
3:15 - 4:00pm	Aerial Rescue and Emergency Response, continued (.75 CEUs/CTSPs)

Wednesday, October 18, 2017

Demonstration Tree

8:00 - 10:00am	Rigging Equipment Exploration and Applications (2 CEUs/CTSPs)
10:00 - 10:30am	Break with Exhibitors
10:30 - 12:00pm	Friction and Forces in Climbing and Rigging (1.5 CEUs/CTSPs)
12:00 - 1:00pm	Plated Lunch
1:00 - 3:00pm	Rigging Demonstrations, Rigging the Tree Down (2 CEUs/CTSPs)

Demonstration Tree Instructors:

Don Roppolo, Davey Tree Expert Co., Todd Kramer, Kramer Tree Specialists, Inc., Tim Walsh, Davey Tree Expert Co., Brian Sprinkle, CN Utility Co., Norm Hall, Kinnucan

Spanish Sessions

Tuesday, October 17, 2017

Spanish Sessions - Eduardo Medina, Davey Tree Expert Co.

8:40 - 10:15am	Tecnicas de poda - Pruning Techniques (1.50 CEUs & .50 CTSPs)
10:15 - 10:45am	Break with Exhibitors
10:45 - 11:50am	El cuidado de la cuerda - Rope Care (1 CEU & .75 CTSPs)
11:50 - 1:00pm	Plated Lunch
1:00 - 2:45pm	Seguridad con la motosierra - Chainsaw Safety (1.75 CEUs/CTSPs)
2:45 - 3:15pm	Break with Exhibitors
3:15 - 4:00pm	Alternativas de Cordaje - Rigging Alternatives (.75 CEUs/CTSPs)

IAA Annual Conference & Trade Show
At-a-Glance Agenda
Tuesday, October 17, 2017

General Sessions

8:00 - 8:30am	15-Minute ISA Update, 15-Minute Presentations from Vendors
8:30 - 9:15am	Introduction to Tree Decay Fungi. Chelsi Abbott, Davey Tree Experts
9:15 - 10:00am	Pruning Less is More. Scott Carlson, Scott Carlson Certified Arborists
10:00 - 10:30am	Break with Exhibitors
10:30 - 11:50am	Trees are Good Moms. John Ball, South Dakota State University
11:50 - 1:00pm	Plated Lunch - Awards, Announce New Board Members, State of the Chapter

Municipal Sessions

1:00 - 2:00pm	Volunteers in Municipal Forestry: Treasure or Trouble? Lee Mueller, Davey Resource Group
2:00 - 2:45pm	The Forest for the Trees: The Value of Community Forest Master Planning. Lee Mueller, Davey Resource Group
2:45 - 3:15pm	Break with Exhibitors
3:15 - 4:00pm	Financially Defendable Forestry, Steve Ludwig, Village of Algonquin

Commercial Sessions

1:00 - 2:00pm	Leadership of the Arborist Industry. Todd Kramer, Kramer Tree Specialists, Inc.
2:00 - 2:45pm	Show me the Money. John Ball, South Dakota State University
2:45 - 3:15pm	Break with Exhibitors
3:15 - 4:00pm	Tree Worker Incidents. John Ball, South Dakota State University

Utility Sessions

1:00 - 2:00pm	Integrated Vegetation Management. Randy Miller, CN Utility Co.
2:00 - 2:45pm	Challenges of UVM in Alaska. Alex Olesen, Golden Valley Electric Association
2:45 - 3:15pm	Break with Exhibitors
3:15 - 4:00pm	Eagles and Hawks. Illinois Raptor Center

TREE Fund Raffle 4:00pm - 6:00pm

Everyone will receive a complimentary raffle ticket with their registration. (Must be present to win.) To increase your chances of winning any of the great prizes, raffle tickets will be sold throughout the show. Bring along some extra cash as all proceeds will go to support the TREE Fund. Stay for a few beers and use this time to network with local arborists and exhibitors.

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

Tuesday, October 17, 2017

General Sessions

8:00 - 8:30am	15-Minute ISA Update, 15-Minute Presentations from Vendors
8:30 - 9:15am	<i>Introduction to Tree Decay Fungi, Chelsi Abbott, Davey Tree Experts</i> (.75 CEU) Pathogenic fungi can cause many issues with trees including leaf spots, wilts, cankers, wood rots and more. These issues can range from aesthetic to lethal, mostly affecting the tree alone. However, wood rots are fungal pathogens that can also have a negative effect on humans as well as trees. When wood decay fungi attack, the infection can compromise the stability of a tree. This results in a potentially hazardous tree that can be dangerous to those working on or near it. Since there are many wood decay fungi of varying virulence, proper identification is necessary to understanding the risk to the tree and worker. This presentation aims to help diagnose wood decay fungi and recognize the potential dangers associated with each.
9:15 - 10:00am	<i>Pruning Less is More, Scott Carlson, Scott Carlson Certified Arborists</i> (.75 CEU) The temptation to reduce, rather than remove an entire lateral to eliminate a conflict is often irresistible. Delaying the removal of an entire lateral to the branch protection zone (BPZ) because it is invasive ensures that we will be forced to make a much more invasive cut later. Better early than late, but better late than too late. Explaining this to a client is very cumbersome, but it's our job. As professionals, we must stop pretending reduction cuts work. They don't. They sometimes delay, but always compound the impact we try to mitigate in the first place.
10:00 - 10:30am	Break with Exhibitors
10:30 - 11:50am	<i>Trees are Good Moms, John Ball, South Dakota State University</i> (1.25 CEUs) One of the most fascinating facts of the new millennium is the finding that trees in forests truly do function as a community. Not only do they share resources within members of their own species but will also share among different species. However, mom does know her kids and will maintain a special sharing relationship with them. This session will highlight how trees adapted to operate as a community and discuss what we can do to assist trees in urban plantings to overcome the challenges of isolation.
11:50 - 1:00pm	Plated Lunch - Awards Presentation, Announcement of New Board Members, State of the Chapter

Municipal Sessions

1:00 - 2:00pm	<i>Volunteers in Municipal Forestry: Treasure or Trouble? Lee Mueller, Davey</i> (1 CEU) <i>Resource Group</i> For many cities, volunteers have become an increasingly critical part of urban forestry programs. However, volunteers can require significant amounts of time and resources to manage. Luckily, if assigned the right projects and provided the right leadership, volunteers can add significant value to your forestry program. This presentation will provide an overview of the value volunteers can provide, choosing effective volunteer projects, and recruiting volunteers. Participants will walk away with an understanding of how to appeal to volunteers, the challenges to volunteer approaches, and unique ways to keep volunteers engaged and supporting your community's work.
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IAA Annual Conference & Trade Show

Tuesday, October 17, 2017

Municipal Sessions, continued

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| 2:00 - 2:45pm | <p><i>The Forest for the Trees: The Value of Community Forest Master Planning.</i> Lee Mueller, Davey Resource Group (.75 CEU)</p> <p>Increasingly, we have come to expect many benefits from our community trees -- from storm water to carbon sequestration to energy use reduction. Yet, challenges like invasive pests, development pressures and changing leadership can take their toll on city's tree population. Luckily, many communities have numerous partners -- from non-profits to neighbors -- ready and willing to help. Using real-world examples and cutting-edge methodologies, this talk will explore the process of developing a Community Forest Master Plan that can help solidify community vision, identify new opportunities, and marshal diverse partnerships towards accomplishing both short and long-term community forestry goals.</p> |
| 2:45 - 3:15pm | Break with Exhibitors |
| 3:15 - 4:00pm | <p><i>Financially Defendable Forestry,</i> Steve Ludwig, Village of Algonquin (.75 CEU)</p> <p>Municipalities are utilizing asset management software and GIS systems to manage their work and costs. Steve will show how the Village of Algonquin's system is utilized to schedule, manage, and process work digitally, while maintaining accurate costs and reporting of the financials of the work. In a day and age when every elected official wants to know, "Is it worth what we are paying?", these systems support the great teams that create great communities.</p> |

Commercial Sessions

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| 1:00 - 2:00pm | <p><i>Leadership of the Arborist Industry.</i> Todd Kramer, Kramer Tree Specialists (1 CEU/CTSP)</p> <p>Training in the arboriculture industry is very important. We work in a very dynamic environment where every day has new and unique challenges. Throughout the years, training has become more and more available usually with a focus on hard skills like climbing, rigging, chainsaw and felling along with many other hard skills that are necessary to be successful in our unique industry. This talk will focus on the importance of leadership and how it can make or break a company, a department and of course a field crew. Often in the green industry, people are put into leadership roles because of a skill set to complete a given task, not because of the skill to lead. This talk will help develop skills to become a more successful leader that will help develop safer, quality orientated and productive staff members.</p> |
| 2:00 - 2:45pm | <p><i>Show me the Money.</i> John Ball, South Dakota State University (.75 CEU)</p> <p>While we work on trees, we only do when people pay us! This session will highlight how we should be marketing our tree care services.</p> |
| 2:45 - 3:15pm | Break with Exhibitors |
| 3:15 - 4:00pm | <p><i>Tree Worker Incidents.</i> John Ball, South Dakota State University (.75 CEU/CTSP)</p> <p>Every year brings new challenges and risks to tree workers. This session will discuss the changing risks to workers.</p> |

IAA Annual Conference & Trade Show

Tuesday, October 17, 2017

Utility Sessions

- 1:00 - 2:00pm *Integrated Vegetation Management. Randy Miller, CN Utility Co. (1 CEU)*
- 2:00 - 2:45pm *Challenges of UVM in Alaska. Alex Olesen, Golden Valley Electric Association (.75 CEU)*
I work for Golden Valley Electric Association which is a Generation, Transmission and Distribution Co-op in Fairbanks Alaska. I have worked 12 years as a Line Clearance Tree Trimmer and Foreman and I am now the Superintendent of Right of Way Maintenance (ROWM). We are an in-house operation of 14 IBEW Line Clearance Tree Trimmer's to cover 3200 miles of transportation and distribution. GVEA's service area includes Denali National Park and Alaska Range and is primarily a boreal forest. We work a seven month season, mostly because of darkness and snow load hampering us from November to March and have a temperature cutoff of -20 Fahrenheit. Swamps, lakes and waterway's limit our access in the summer and act as bridges in the winter. I hope my perspective and experience in these circumstances are of interest to my peers and expect to find much in common with my fellow conference attendees.
- 2:45 - 3:15pm Break with Exhibitors
- 3:15 - 4:00pm *Eagles and Hawks. Illinois Raptor Center (.75 CEU)*
"Nestcue" program which is putting baby birds of prey back into nests or building them new nests. We will also talk a bit on nest box installation.

TREE Fund Raffle - 4:00pm - 6:00pm

Everyone will receive a complimentary raffle ticket with their registration. (Must be present to win.) To increase your chances of winning any of the great prizes, raffle tickets will be sold throughout the show. Bring along some extra cash as all proceeds will go to support the TREE Fund. Stay for a few beers and use this time to network with local arborists and exhibitors.

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.

Tree Fund Sponsored by



Thank you Show Sponsors!



IAA Annual Conference & Trade Show
At-a-Glance Agenda
Wednesday, October 18, 2017

General Sessions

8:00 - 9:00am	How Plants Respond to Pruning. George Brenn , Four Seasons Landscaping Nursery, Valparaiso, IN (1 CEU/CTSP)
9:00 - 10:00am	The Fundamental Requirements of an Effective Safety Culture. Joe Engberg, Davey Tree Experts (1 CEU/CTSP)
10:00 - 10:30am	Break with Exhibitors
10:30 - 11:15am	The New Z133: What are the Changes? Tim Walsh, Davey Tree Experts (.75 CEU/CTSP)
11:15 - 12:00pm	The Art and Science of Tree Injection: Discussion of ISA's New Best Practices. Chris Haugen, Rainbow Treecare (.75 CEU)
12:00 - 1:00pm	Plated Lunch

Municipal Sessions

1:00 - 2:00pm	Community Tree Risk Assessment: What's Missing from your Management Plan? Tricia Bethke, The Morton Arboretum (1 CEU)
2:00 - 3:00pm	Diversifying the Urban Forest. Ken Doty, Doty Nurseries, LLC (1 CEU)

Commercial Sessions

1:00 - 2:00pm	Tree Defect: Recognition and Remedy. Jake Miesbauer, The Morton Arboretum (1 CEU)
2:00 - 3:00pm	Urban Forest Products Industry: Where We Are Headed. Bruce Horigan, Horigan Urban Forest Products, Inc. (1 CEU)

Utility Sessions

1:00 - 2:00pm	What is UVM? Brian Sprinkle, CN Utility Co. (1 CEU)
2:00 - 3:00pm	Owls & More. Illinois Raptor Center (1 CEU)

IFA: Catching Fire: The Role and Practice of Prescribed Burning in Oak Forest Restoration

1:00 - 2:00pm	Understanding the Role of Fire in Maintaining Oak Woodlands and Forests. Dr. Charles Ruffner, Southern Illinois University (1 CEU)
2:00 - 3:00pm	Mechanics of Conducting a Burn, From Planning to successful Execution. Doug Bauer, DJM Ecological Services, Inc. (1 CEU)

IAA Annual Conference & Trade Show

Wednesday, October 18, 2017

General Session

8:00 - 9:00am	<p><i>How Plants Respond to Pruning. George Brenn, Four Seasons Landscape Nursery, Valparaiso, IN (1 CEU)</i></p> <p>In this presentation, my aim is to enlighten the audience on the following topics:</p> <ul style="list-style-type: none">* Pruning is NOT a substitute for proper plant selection.* Most people suffer from "Pruniphobia" because they fail to understand how a plant responds to being pruned* Why and When pruning should be done.* Discussion on various pruning techniques: What to prune and How to do it.* Understanding the importance of Apical Dominance in plant growth. Why intelligent horticulturists learn to "make fewer cuts."
9:00 - 10:00am	<p><i>The Fundamental Requirements of an Effective Safety Culture. Joe Engberg, Davey Tree Experts (1 CEU)</i></p> <p>A conversation about the fundamental requirements for an effective Organizational Safety Culture. The information presented is based on the five Principles of Human Performance identified in the Department of Energy Human Performance Improvement Handbook: 1. People are fallible, and even the best people make mistakes. 2. Error-likely situations are predictable, manageable and preventable. 3. Individual behavior is influenced by organizational processes and values. 4. People achieve high levels of performance because of the encouragement and reinforcement received from leaders, peers and subordinates. 5. Events can be avoided through an understanding of the reasons mistakes occur and application of the lessons learned from past events (or errors).</p>
10:00 - 10:30am	Break with Exhibitors
10:30 - 11:15am	<p><i>The New Z133: What are the Changes? Tim Walsh, Davey Tree Experts (.75 CEU)</i></p> <p>The new Z will be out this fall and there are a number of important changes to how we should (or shall) do our work. This session will cover these changes, why they were needed, and how to incorporate them into your daily work.</p>
11:15 - 12:00pm	<p><i>The Art and Science of Tree Injection: Discussion of ISA's New Best Practices: Chris Haugen, Rainbow Treecare (.75 CEU)</i></p> <p>Until recently, there have not been industry standards that provide arborists with consistent recommendations on how to perform tree injection applications. A team of university scientists and industry experts collaborated with the International Society of Arboriculture (ISA) to create and publish Best Management Practices - Tree Injection. This BMP is a consensus document intended to serve as a guide for arborists to create common standards for tree injection in the green industry.</p>
12:00 - 1:00pm	Plated Lunch

Municipal Sessions

1:00 - 2:00pm	<p><i>Community Tree Risk Assessment: What's Missing from your Management Plan? Tricia Bethke, The Morton Arboretum (1 CEU)</i></p> <p>Explore how the Chicago Region Trees Initiative (CRTI) is using tree inventory data to develop a Pest Risk and Tree Host Susceptibility Analysis to identify high risk sites. This presentation will review forest pest threats, explore how to integrate GIS data in land management plans to identify and prepare for potential high risk pest invasions and examine how targeted education can build public awareness.</p>
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IAA Annual Conference & Trade Show
Wednesday, October 18, 2017

Municipal Sessions, continued

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| Continued | Learning Outcomes: Participants will: 1) learn how tree inventories can build better management plans to reduce risk and create opportunities for proactive planning; 2) learn how to integrate GIS data into land management to monitor tree health, and minimize risk for pest invasions; 3) learn about potential new invaders and current pest threats to the trees of Illinois. |
| 2:00 - 3:00pm | <i>The Push for Diversity in the Urban Forest. Ken Doty, Doty Nurseries, LLC</i> (1 CEU)
A discussion about what is working today in the urban forest and why. Educate yourself on the needs, uses and availability of the trees that are populating our increasingly diverse urban landscape. Learn how to incorporate this knowledge into your future plans. |

Commercial Sessions

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| 1:00 - 2:00pm | <i>Recognizing and Mitigating Tree Defects. Jake Miesbauer, The Morton Arboretum</i> (1 CEU)
There is no such thing as a "defect free" tree. Many defects pose negligible risk to the surrounding environment or to the tree itself, especially when trees are young. On the other end of the spectrum, severe defects can lead to catastrophic failure. While many of defects such as large cavities or broken branches are easy to recognize, others can be more subtle. This presentation will discuss a range of tree defects, as well as strategies to mitigate potential risks that could occur. |
| 2:00 - 3:00pm | <i>Urban Forest Products Industry: Where We Are Headed. Bruce Horigan, Horigan Urban Forest Products, Inc.</i> (1 CEU)
With more than 10 years in the Urban Forest Products Industry, Bruce Horigan will discuss his view of where the industry is and where it is going. |

Utility Sessions

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| 1:00 - 2:00pm | <i>What is UVM? Brian Sprinkle, CN Utility Co.</i> (1 CEU)
Who has influence over the things we do, and how we as an industry need to invest more into educating those influencers. |
| 2:00 - 3:00pm | <i>Owls & More. Illinois Raptor Center</i> (1 CEU) |

IFA: Catching Fire: The Role and Practice of Prescribed Burning in Oak Forest Restoration

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|---------------|---|
| 1:00 - 2:00pm | <i>Understanding the Role of Fire in Maintaining Oak Woodlands and Forests. Dr. Charles Ruffner, Southern Illinois University</i> |
| 2:00 - 3:00pm | <i>Mechanics of Conducting a Burn, From Planning to successful Execution. Doug Bauer, DJM Ecological Services, Inc.</i> |

Join the Illinois Forestry Association for this special session focused on the history and use of fire in perpetuating oak forest ecosystems. Leading expert Charles Ruffner will explain how periodic controlled burning gives oak trees the competitive advantage they need to continue dominating Illinois forests. Seasoned practitioner Doug Barnes will walk us through the mechanics of conducting a burn, from planning to successful execution.

Learn what years of research, practice, and observation have revealed about the effects of fire on the forested landscape. What conditions are necessary, what clothing, tools, precautions, training, and workforce are needed to carry out these burns? Find the answers to all of your burning questions during this special OAKtober presentation.

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Holiday Inn Tinley Park Convention Center
October 17 & 18, 2017

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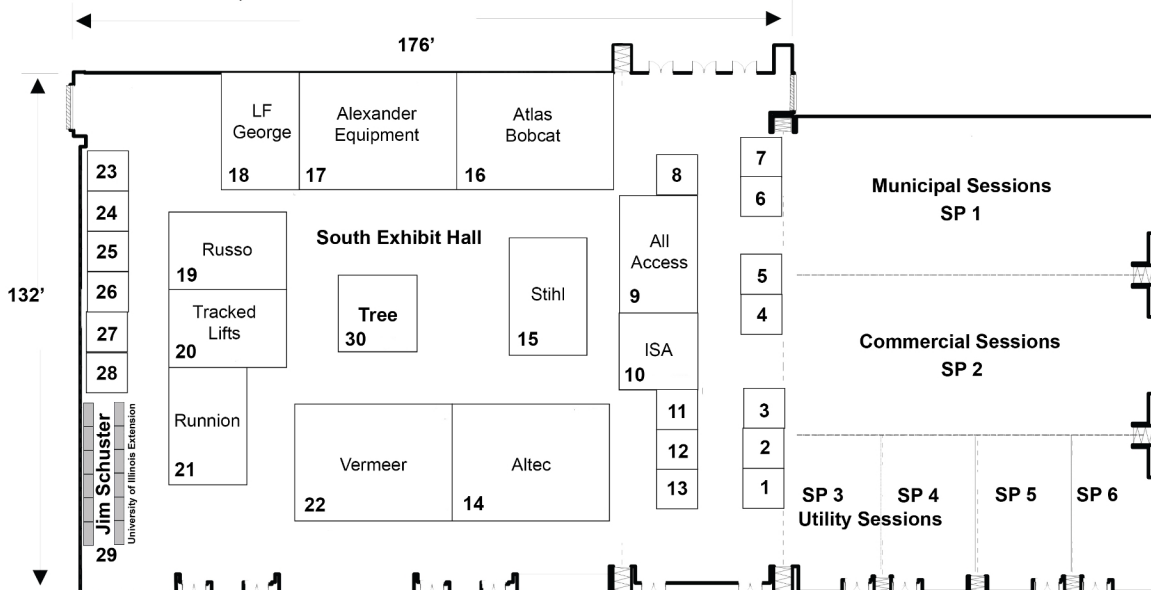


Cookie Break Sponsors



IAA 2017

Tinley Park Convention Center
October 17-18, 2017



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| 1. Ameren | 6. Goodmark | 11. Open | 16. Atlas Bobcat | 21. Runnion | 26. Midwest Arborist |
| 2. ILCA | 7. IFA | 12. Arborisk | 17. Alexander Equip. | 22. Vermeer | 27. National Seed |
| 3. Graf Tree Care | 8. Open | 13. Arthur Clesen | 18. LF George | 23. TCIA | 28. Rainbow Tree Care |
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| 5. OGA | 10. ISA | 15. Stihl | 20. Tracked Lifts | 25. Kankakee Nursery | |