

## 2020 IAA Memorial Tree Planting

by April Toney



Last November, the IAA hosted our first ever Memorial Tree Planting Ceremony at Rotary Park in Springfield Illinois. Aaron Schulz of King Tree researched and reserved a memorial ground and Steve Green or Green View, donated the trees. This year's memorial service honored two giants of our industry, Joe Kramer and Jim Schuster.

Joe Kramer was a huge supporter of the IAA for as long as I can remember. He valued education and he was a true giver. He never hesitated to donate or help out, to make the world and the industry a better place. Joe was responsible for the building and sponsoring of the IAA Joseph Kramer Demonstration Area that is at our conference every year. This area provides hands-on instruction in a tree that was erected in the exhibit hall. Joe donated his crews, trucks, and crane to harvest the tree and deliver

it to our conference each year. You can't put a dollar amount on what Joe has donated and how many lives the training he was a part of saved. Joe has also donated to many other events like the Illinois Tree Climbing Competition, Midwest Urban Tree Care Forum, the IAA Golf Outing and much more. Kramer Tree Specialists (KTS) is a huge part of our tree climbing competition, each year. KTS sponsors, volunteers and setups most of the competitions. The Joseph Kramer Demonstration Area provides a platform for arborists to learn about the latest in climbing techniques and innovations in equipment, as well as, it serves to educate the public on why they should hire certified arborists. Overall, we can't say enough about the contributions that Joe and KTS have made which have impacted the industry and helped make the IAA what it is today. Joe's family picked a Swamp White Oak to be planted in memory of Joe.

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Don't forget  
to sign-up for  
the upcoming  
IAA Virtual  
Conferences

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## Illinois Arborist Association

### Mission Statement

*"Foster interest, establish standards, exchange professional ideas and pursue scientific research in Arboriculture"*

## Executive Director Corner

Hello IAA members!

### Adjusting to the ever changing times!

2020 has definitely been a year of changes and it brought with it many difficult decisions. Behind every decision that the IAA board of directors has made, the members safety and well-being has been at the forefront. As I mentioned in my last message to you, we are moving our conference to a virtual format this year. Since it was decided to change the format to deal with the pending pandemic, we here at the IAA office along with some board members have been researching and testing platforms to accommodate a conference of our size, keeping it as close as possible to what we have become accustomed to.

There were many benefits that came along with our decision to do a virtual conference. First and foremost, the cost is approximately half it would be to attend in-person. Second, the session offerings will be designed in a fashion that can allow for more dialog with the instructors as well as the participants. Lastly, it saves you from having to travel to the conference and/or secure a hotel room.

The service we will be using for the conference is called Hopin. Hopin will not only allow you to attend sessions, but also will allow you to visit with our trade show exhibitors. Each exhibitor will have representatives along with videos and presentations to share with those in attendance.

Please reach out to the office with any questions you have regarding how to attend our virtual conference this year.

Stay safe and stay well.

Sincerely,  
*April Toney*

Executive Director

# 2020 Virtual Annual Conference, Trade Show & Career Fair

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*Speakers and topics are subject to change.*

# Monday, November 30 Workshop

*A supplement to the Annual Conference & Trade Show Sessions*

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**Tree Risk in the Urban Forest Environment – 12:00 – 5:30pm**

**AT Urban Forestry Domain**

**\$75.00**

**Instructors:** [Steve Lane & Jon Carlson](#), Great Lakes Urban Forestry Management

This 5.5-hour virtual course will focus on assessing and managing tree risk in the urban environment. Please note that this class is not meant to be a surrogate for the TRAQ course and does not result in a qualification or certification to assess risk. It is a study that is meant to provide an introduction to TRAQ concepts or provide a more thorough understanding of risk assessment concepts.

We will begin by reviewing the TRAQ methodology and terminology, as well as updates that may have occurred in the past several years. From there, we will discuss tree biology and biomechanics, and both standard as well as more exotic means of tree and tree part failure. We will then move into the field to perform some risk assessment activities and work through some sample scenarios. This will be done remotely due to COVID.

We will then return to the classroom, where we will work on creating a viable Risk Assessment report and discuss what a risk management policy should look like for a variety of organizations.

**5.5 ISA CEUs – 5.5 CTSP CEUs**

# 2020 Virtual Trade Show Exhibitor Booths

- [Alexander Equipment Co. Inc.](#)
- [All Access Equipment](#)
- [Arborjet](#)
- [ArboRisk Insurance](#)
- [Davey Resource Group](#)
- [Green Extraction Technologies, LLC](#)
- [IAA](#)
- [ISA](#)
- [Midwest Arborist Supplies](#)
- [Rainbow Treecare Scientific Advancements](#)
- [Russo Power Equipment](#)
- [Spring Grove Nursery](#)
- [Tree Diaper & Steady Spring](#)
- [TREE Fund](#)
- [Trees Forever](#)
- [Wellbuilt Equipment](#)

## **Career Fair Booths:**

[Bartlett Tree Experts](#)

[Green Extraction Technologies, LLC](#)

[Kramer Tree Specialists, Inc.](#)

# Virtual Annual Conference & Trade Show

## Tuesday, December 1, 2020

### Virtual Trade Show & Networking

12:00pm - 1:00pm	Begin your day at the Expo and network with exhibitors, speakers, attendees and others.
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### General Session

12:30pm - 1:00pm	Welcome, Awards, Introduction of new IAA Board Members and an ISA Update by Caitlyn Pollihan
1:00pm – 2:00pm 1.0 ISA CEUs	<p><a href="#"><u>Pruning for Performance and Prevention, Lindsey Purcell, Indiana Arborist Association</u></a></p> <p>How do I remedy poor branching structure? What are my options with these codominant stems? Corrective pruning has many implications which includes tree structure, health, response to damage and practice. Pruning to improve performance and preventing failure should be a major consideration for every arborist. This session will provide details on pruning objectives to help arborists determine the best strategies for promoting sustainable growth consistent with current standards.</p>

### Commercial Session

2:15pm – 3:00pm .75 ISA CEUs	<p><a href="#"><u>Increasing Your Personal and Professional Impact and Influence, Dr. Paul D. Ries, Oregon State University</u></a></p> <p>As arborists and urban foresters, we face many challenges and opportunities to help people understand and connect with the important role trees play in our daily lives. Yet so many people still take trees for granted. This presentation will help attendees with the “non-tree” aspects of moving their arboriculture and urban forestry efforts to the next level through three key contexts: 1) personal effectiveness, 2) organizational growth, and 3) collaborative action. The key messages are that we need to continuously learn and hone our “soft-skills” and strategic thinking abilities, we need to grow our organizations and companies to be both efficient and nimble, and we need to work collaboratively with other to increase our influence and ability to rise above the noise that clamors for people’s attention. Yes, even during a pandemic!</p>
3:15pm – 4:00pm .75 ISA CEUs	<p><a href="#"><u>Hiring &amp; Recruiting for Tree Care Companies, Eric Petersen &amp; Malcolm Jeffris, Arborisk Insurance</u></a></p> <p>Finding and hiring great people for your business is a challenge and must be met with a structured approach. Learn what the best practices for hiring and recruiting are and how you can implement them into your organization.</p>

### Joseph Kramer Arboriculture Area Session

2:15pm – 3:00pm .75 ISA CEUs .75 CTSP CEUs	<p><a href="#"><u>Inspection and Maintenance of DMM Carabiners, Taylor Hamel, DMM International</u></a></p> <p>Learn how to inspect, clean, and lubricate DMM carabiners. We will also discuss the manufacturing process and take a look at the internal parts of the DMM Locksafe gate mechanism.</p>
3:15pm – 4:00pm .75 ISA CEUs .75 CTSP CEUs	<p><a href="#"><u>Arborist Knots and Their Uses, Norm Hall</u></a></p> <p>Common Arborist Knots, How to Tie Them and Their Applications.</p>

# Virtual Annual Conference & Trade Show

## Tuesday, December 1, 2020

### Municipal Session

2:15pm – 3:00pm .75 ISA CEUs	<a href="#"><u>Urban Wood Utilization in Riverside, Michael Collins, Village of Riverside</u></a> Storm damage and tree removals generate a significant amount of wood waste that can go toward lower uses of firewood or wood chips. As a municipal forester, Mr. Collins has been working with various partnerships to better utilize urban wood from forestry operations in Riverside. He would like to share his experiences and few examples of projects that he has been able to facilitate a higher use for urban wood harvested from public lands. Project collaborations such as; timber sales, white oak tables, and other efforts will be discussed. Higher uses of wood utilization in urban areas help combat climate change and preserve our limited natural resources.
3:15pm – 4:00pm .75 ISA CEUs	<a href="#"><u>How to Talk Trees (and How Not to), Paul Ries, Oregon State University</u></a> Our knowledge of trees is important, but we must be able to effectively communicate that knowledge to other people. This presentation covers marketing and communication strategies for arborists and urban foresters, including how to make a great presentation, how to avoid death-by-PowerPoint, and using social media and other communications tools. This talk introduces the “communications triangle” – using key messages and the proper tools to reach a target audience.

### Utility Session

2:15pm – 3:00pm .75 ISA CEUs .75 CTSP CEUs	<a href="#"><u>Managing Risk in High Risk Environment, Ted McAllister, Aerial Solutions</u></a> How Risk Awareness and Mitigation efforts work together to develop Safe Operations based on 40 years of integrating Helicopter Services in the utility industry.
3:15pm – 4:00pm .75 CEUs	<i>Speaker and topic information forthcoming.</i>

### Virtual Trade Show & Networking

4:00pm - 5:00pm	Head over to the Expo Floor and network with exhibitors, speakers, attendees and others.
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# Virtual Annual Conference & Trade Show

## Wednesday, December 2, 2020

### Virtual Trade Show & Networking

12:00pm - 1:00pm Begin your day at the Expo and network with exhibitors, speakers, attendees and others.

### General Session

1:00pm – 2:00pm  
1.0 ISA CEUs

[\*Growing the Industry, Not Just the Trees, Steve Lane, Great Lakes Urban Forestry Management\*](#)

As Arborists, we know we're lucky to work in one of the most exciting and unique fields in the world, with some of the best people, and a quirky and fun culture. But we have some serious issues in our industry, and we don't always help ourselves by how we approach dealing with the public and decision makers in trying to solve those problems. Join Steve as we confront some of these issues head on and discuss how we can all take simple steps in our everyday lives to do a better job of promoting our industry, our businesses, and ourselves. Using some of these simple fixes to common problems in the industry, together we can grow Arboriculture into a more professional, safer, and more profitable profession.

### Commercial Session

2:15pm – 3:00pm  
.75 ISA CEUs

[\*Reducing Pesticides Through a Different Property Management Style, Frances Reidy, Dryad Tree & Shrub Diagnostics, LLC\*](#)

To introduce members to the idea of reducing to eliminate pesticides through a different property management style. I created PHM: Plant Health Management (Monitoring) putting the focus on plant health rather than pest control. All aspects of landscape pest control including wildlife, and unseen beneficial animals, retention rather than release, plant selection, proper install, 3-5 years projections can be sold. It is wanted in all aspects of the industry, now you have to offer it.

3:15pm – 4:00pm  
.75 ISA CEUs

[\*We are ALL in Sales: Are You Doing it Right? Eric Petersen, Arborisk Insurance\*](#)

Learn the dynamics of a sales call and how to properly close a sale in this session. We'll also cover how to expand your sales with the current customers you already have. This is a not-to-miss session for business owners, managers, salespeople, PHC technicians, ground crews, or climbing arborists.

### Joseph Kramer Arboriculture Area Session

2:15pm – 3:00pm  
.75 ISA CEUs

[\*Anatomy of Branch Junctions, Duncan Slater, Myerscough College, England\*](#)

The presence of included bark in the junction of a tree can represent a major weak point in the tree's structure. Research into the causes of included bark and their rate of failure has found that the effect of 'natural bracing in trees teaches a very important lesson for tree assessors and arborists, identifying not only a primary cause of bark inclusions but also providing an explanation of the different gradations of strength one finds in such junctions. The presentation will provide an overview of branch junction anatomy, the categorization of bark inclusion types and tree management options in the light of natural bracing. This is a 'must learn' for all active arborists, as working on trees without a knowledge of a natural bracing can result in pruning practices that leave trees in a more dangerous condition than when the arborist started work: No professional arborist would want that to happen.

# Virtual Annual Conference & Trade Show

## Wednesday, December 2, 2020

### Joseph Kramer Arboriculture Area Session

3:15pm – 4:00pm  
.75 ISA CEUs

[Natural Bracing in Trees, Duncan Slater, Myerscough College, England](#)

Natural bracing is a primary cause of weak junctions in trees. In this second talk by Dr. Slater, natural bracing will be introduced - and he will provide examples of natural bracing in trees and how such trees might be managed to avoid the problem or manage it successfully. An understanding of natural bracing can allow arborists and urban foresters to improve the structure of their trees - and lessen the number of junction failures that occur.

### Municipal Session

2:15pm – 3:00pm  
.75 ISA CEUs

[The Importance of Knowing Your Grower, Jamie & Becky Thomas, Spring Grove Nursery](#)

Do you know your grower and how they grow your trees? It is important to understand the tree growing process so that you can make the best decisions on purchasing, both season and for forecasting. We will show you from start to finish what goes into growing our SGN Trees. Take a tour with us through the nursery to see trees in various production stages highlighting planting, pruning, staking, harvesting, shipping, and everything in between. Learn about how we forecast in the nursery so you can have up to date projections on what is growing in our fields for your future canopy. We will feature some new varieties you need to know about and talk about some of our long-standing favorites that consistently perform well for our municipal customers. So get ready to kick the dirt VIRTUALLY, grab a cup of coffee, sit back, relax, and join us in the field for an inside look at how we grow our SGN Trees!

3:15pm – 4:00pm  
.75 ISA CEUs

[Tree Ordinances: How to Maximize Your Municipal Policies, Emily Okallau, CRTI](#)

The Chicago Region Trees Initiative (CRTI) has worked to assist municipalities throughout the region in developing tree preservation and protection ordinances. But how can we protect a community's tree canopy beyond the limits of these ordinances? In a joint talk, CRTI and the Chicago Metropolitan Agency for Planning (CMAP) will discuss opportunities to improve municipal protection for the urban forest in your community and to support trees as critical infrastructure. Topics include trees and development/redevelopment, green infrastructure, incentives, and resources for various stakeholders.

### Utility Session

2:15pm – 3:00pm  
.75 ISA CEUs  
.75 CTSP CEUs

[Tree Risk Assessment for Utilities, Geoff Kempter, Asplundh](#)

This presentation describes ANSI A300 tree risk assessment standards, the new ISA Utility Tree Risk Assessment BMP Guide, and the ISA TRAQ program, and how these apply in utility settings.

3:15pm – 4:00pm  
.75 ISA CEUs

[ROW Counts! Measure ROW Biodiversity and Ecological Functioning to Add More Value in Responsibility Reporting, Amy Murray & Dan Williams, Davey Resource Group](#)

Redefining ROW as habitat, and ROW vegetation as an asset vs. a liability, is the next generation in UVM. Connecting ROW ecosystem, social, and sustainability values directly to Responsibility Reporting will move the IVM needle faster than focusing on any single species, budget efficiency, or public relations outcome. *Click the heading to view more.*

### Virtual Trade Show & Networking

4:00pm – 5:00pm

Head over to the Expo Floor and network with exhibitors, speakers, attendees and others.

# Virtual Annual Conference & Trade Show

## Thursday, December 3, 2020

### Virtual Trade Show & Networking

12:00pm - 1:00pm	Begin your day at the Expo and network with exhibitors, speakers, attendees and others.
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### Career Fair

11:30pm - 1:00pm	Come out and meet and network with local arborist professionals. Learn about career opportunities with local arborists and speak with arboriculture companies from across the state. Build relationships and start your career in arboriculture! <i>Look for the Career Fair Session located under the Sessions button.</i>
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### General Session

1:00pm – 2:00pm 1.0 ISA CEUs	<u><a href="#">The Changing Face of Arboriculture, Aaron Schauer, Gateway Technical College</a></u> Tree care began its humble roots as a profession of tough people, most of whom were men, who prided themselves on working hard. Having pride in hard work was fitting, as the work WAS hard. It was rare to find an old climber. Those that existed were often cranky and in pain. Times have been changing and our profession is rapidly advancing! With the change, we also have changing attitudes of our new generation, and changing attitudes about how the work should be completed. Bridging the gap between our old views and our new lifestyle is the key to our industries future success!
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### Commercial Session

2:15pm – 3:00pm .75 ISA CEUs	<u><a href="#">Improving the Biology of Soils and the Resiliency of the Trees with Biochar, Mark and Laurie Mann, BioChar</a></u> Urban soils are predominately low in organic matter and cannot promote sustainable urban green spaces, including landscape and trees. Mark and Laurie Mann will discuss a sustainable solution to many of the issues found in urban soils. Included in the discussion will be the interrelationship between plants and the soil, details on soil microbiology, and the basics of activated biochar. In addition, application of biochar and biochar blends will be described, and specific case studies will be shared.
3:15pm – 4:00pm .75 ISA CEUs	<i>Continued... Improving the Biology of Soils and the Resiliency of Trees with Biochar, Mark and Laurie Mann, Biochar</i>

# Virtual Annual Conference & Trade Show

## Thursday, December 3, 2020

### Municipal Session

2:15pm – 3:00pm .75 ISA CEUs	<a href="#"><u><i>Making a Tree Inventory Work for You, Joe Hansen, City of Park Ridge</i></u></a> Tree inventories are much more than just information about species, size, condition and location; they are incredibly powerful tools that help you manage the urban forest. But what does that really mean? During this informative presentation we will look past marketing terms and demonstrate how Park Ridge utilizes tree inventory software to manage nearly all aspects of its operations. Come and take a peek into a typical workday of a local forester taking advantage of technology to streamline workflow processes, resident requests, work orders, budgeting and data management.
3:15pm – 4:00pm .75 ISA CEUs	<a href="#"><u><i>Creating Shared Value: Corporate Sustainability Goals and Urban Forestry Needs, LeeAnn Kruszynski, CRTI</i></u></a> Urban forests are under threat as traditional funding sources become stretched thinner and thinner. At the same time, corporate interest in environmental and social responsibility has never been higher. In this presentation, we'll look at the relationship between corporate sustainability goals and urban forestry needs and how this intersection can create mutually beneficial outcomes.

### Spanish Session

1:00pm – 2:00pm 1.0 ISA/ CTSP CEUs	<a href="#"><u><i>Eduardo Medina, Davey Tree Experts</i></u></a> Forces in Rigging- Fuerzas en el cordaje
2:15pm – 3:00pm .75 ISA/ CTSP CEUs	Equipment and Rigging Techniques -Técnicas de cordaje y equipo
3:15pm – 4:00pm .75 ISA/CTSP CEUs	Equipment and Rigging Techniques, continued -Técnicas de cordaje y equipo continuada

### Utility Session

2:15pm – 3:00pm .75 ISA CEUs	<a href="#"><u><i>UAA Membership &amp; Industry Updates, Philip Charlton, Utility Arborist Association</i></u></a> Phil will discuss the UAA, how it is serving its members and the industry. He will look at trends in the industry and changes the organization is undergoing to accommodate the changes. He will also spend time discussing the Professional Development Program, the new industry credential, and the Qualified Line Clearance Worker Training developed in partnership with P&GE and Butte College. Finally, a brief update on the ROW Stewardship Accreditation program will be provided.
3:15pm - 4:00pm .75 ISA CEUs	<a href="#"><u><i>Technology Solutions to Integrated Habitat Management, Justin Walters &amp; Will Ayersman, Davey Resource Group</i></u></a> This presentation will cover case studies of how UVM and technology can be used in other ways to promote habitat management and environmental sustainability. Topics in this presentation will cover data collection via boots-on-the-ground and remote sensing approaches. Innovative techniques will be discussed as well as new considerations.

### Virtual Trade Show & Networking

4:00pm – 5:00pm	Head over to the Expo Floor and network with exhibitors, speakers, attendees and others.
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# Virtual Annual Conference & Trade Show

## Friday, December 4, 2020

### Virtual Trade Show & Networking

12:00pm - 1:00pm	Begin your day at the Expo and network with exhibitors, speakers, attendees and others.
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### General Session

1:00pm – 2:00pm 1.0 ISA CEUs	<p><a href="#"><u>What is Going On With Our Oak Trees? Examining Possible Factors Responsible For Rapid Oak Decline, Fredric Miller, Joliet Junior College and The Morton Arboretum</u></a></p> <p>This presentation will focus on the decline of oaks and other shade tree and landscape tree species. Emphasis will be placed on proper field diagnostics, the process of tree decline, possible biotic and abiotic factors contributing to tree decline, and practical management practices. The presentation will be concluded with a short pest and disease update (i.e. spotted lanternfly, cankers, and vascular wilt diseases).</p>
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### Commercial Session

2:15pm – 3:00pm .75 ISA CEUs	<p><a href="#"><u>Incorporating Existing Trees into New Landscape Designs, Karl Krogstad</u></a></p> <p>Often arborists are either called in prior to site construction, or else called in after the completion of a project to address issues that could have been prevented with thoughtful planning. The ideal situation is to be involved throughout process to in order to ensure that landscape work does not negatively impact the trees that have been preserved. Areas of potential problems that should involve the input of an arborist include Hardscapes, Landscape Plantings, Utility Services, and the construction process. <i>Read the full presentation description by clicking on the title above.</i></p>
3:15pm - 4:00pm .75 ISA CEUs	<p><a href="#"><u>Mapping the Urban Forest, Maegan Blansett, PlanIt Geo</u></a></p> <p>This presentation will provide an introduction to the various methods for accessing urban tree canopy using geospatial tools and technology such as object-based image analysis (remote sensing) of imagery and elevation data, point-based statistical sampling, and on-the-ground surveying, as well as the data products resulting from each and their possible uses. Techniques for incorporating the derived data into broader planning, policy and management efforts will also be discussed, including case studies local to the Midwest region and elsewhere. Come and learn how states, counties, and cities of all sizes are applying GIS to improve their communities' urban forests!</p>

### Illinois Forestry Association Special Session

2:15pm – 3:00pm .75 ISA CEUs	<p><a href="#"><u>Wildlife Benefits of Native Shrubs, Kevin Rohling, Illinois Extension</u></a></p> <p>Native shrubs provide resources that have significant benefits to native insects and wildlife. This presentation will discuss a number of desirable native shrubs, including information about their characteristics and site preferences and their value to native insects and wildlife. Many unique species make use of native shrubs and several of these will be highlighted in the presentation. This talk advocates for increasing the use of native shrubs in conservation efforts and reducing or eliminating non-native invasive shrubs and other plants that provide little to no wildlife value.</p>
3:15pm – 4:00pm .75 ISA CEUs	<p><a href="#"><u>Woody Plant Control Techniques, Zach DeVillez and Chris Evans, Illinois Extension</u></a></p> <p>Woody invasive plants are a concern in natural, managed, and urban forests. This presentation will review and demonstrate the common techniques and methods used to control woody invasive plants and give control recommendations for the common invaders.</p>

# Virtual Annual Conference & Trade Show

## Friday, December 4, 2020

### Municipal Session

2:15pm – 3:00pm .75 ISA CEUs	<a href="#"><u><i>The ROI of Healthy Urban Trees, Shane Carpani, Consultant at GreenBlue Urban</i></u></a> The fact that mature trees provide a range of benefits to our cities is widely recognized. But at the end of the day, it's putting a dollar value on those benefits that counts. If we can prove that an investment in healthy urban trees pays off, we can change what is so often the uphill battle of trees on urban landscape projects. This presentation examines the cost of best-practice urban tree planting and the return-on-investment provided by the benefits of healthy urban trees.
3:15pm – 4:00pm .75 ISA CEUs	<a href="#"><u><i>Illinois Public Works Mutual Aid Network (IPWMAN), Barb Stiehl, Urbana Public Works</i></u></a> The Illinois Public Works Mutual Aid Network was formed in 2009 to provide assistance to public works agencies when resources are exhausted as a result of an unanticipated incident. This presentation will be a review of the history of IPWMAN, the benefits of the organization, the anatomy of a response, and a brief overview of actual responses.

### Utility Session

2:15pm – 3:00pm .75 ISA CEUs	<a href="#"><u><i>Goats 2.0 – Bringing Sustainability Baaaaack to ComEd, Shannon Peters and Tom Ringhofer, ComEd</i></u></a> In 2019, ComEd brought on a team of more than 200 goats in order to assist in clearing brush and woody vegetation in a transmission right-of-way near Peoria. With lessons learned from that pilot in hand, we brought the goats “baaaaack” in 2020 and had yet another successful year of maintaining our line clearances. This session will highlight not only logistics of how the project was run, but also our approach to public relations and how we got the word out to our customers about our awesome new coworkers. Tom Ringhofer will be joining the Q&A at the end of this session.
3:15pm – 4:00pm .75 ISA CEUs	<a href="#"><u><i>Derecho Storm Event and Response, Derek Sanders, MidAmerican Energy</i></u></a> Overview of MidAmerican Energy and the Vegetation Management Program and Structure. Discuss recent Derecho Storm experience and share some facts. Discuss how we adapted, and lessons learned. Discuss how we manage storm restoration efforts and discuss some future storm restoration improvement opportunities.

### Virtual Trade Show & Networking

4:00pm – 5:00pm	Head over to the Expo Floor and network with exhibitors, speakers, attendees and others.
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# 2020 Virtual Annual Conference & Trade Show

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### Session Sponsors



### Career Sponsors







Jim Schuster has been providing training for the Illinois Arborist Association for as long as I can remember. Jim has an insect and tree disease collection that he has worked on – for most- if not all his career. These insect and disease samples served to educate our members for decades. Jim was incredibly passionate about training and he often spoke at our conference and he always brought his collection to our tradeshow. Jim had a great sense of humor and his training was always captivating. Jim passed his collection along to the IAA so that we can keep Diagnosis Advanced Training classes. Hopefully, we will keep adding to the collection. Overall, we can't say enough about Jim's dedication and passion for informing and educating arborists and beyond about maladies that attack our beloved trees. Jim's family picked a Bald Cypress to be planted in the memory of Jim.



Left to right: Steve Green and Aaron Schulz

# Thank you!





# Canopy and Redlining

by Lindsay Darling

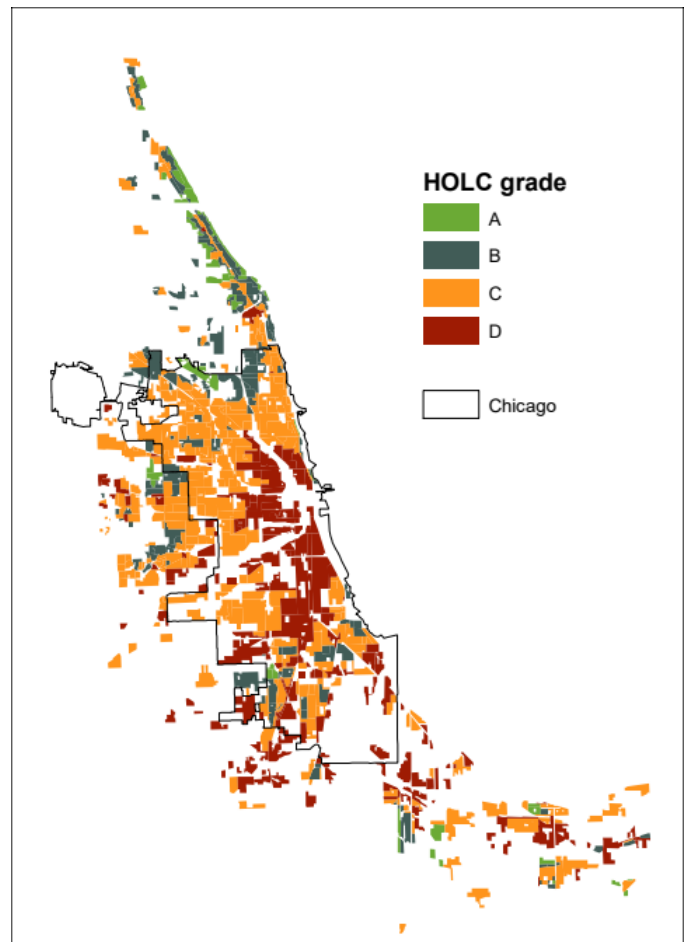
The urban forest is not equitably distributed. Wealthier neighborhoods tend to have more tree canopy and profit from more tree-related ecological and economic benefits than under-resourced areas (Schwarz et al. 2015, Darling et al. 2017, Fan et al. 2019). Trees make cities more pleasant and improve the health and mental wellbeing of residents (Taylor and Kuo 2009, Kardan et al. 2015). They reduce the urban heat island effect (Akbari et al. 2001), improve neighbor relationships (Kuo and Sullivan 2001a), and decrease crime rates (Kuo and Sullivan 2001b). Under-resourced neighborhoods have an especially urgent need for these benefits, but they have less access to them. Organizations like the Chicago Region Trees Initiative and Openlands seek to increase tree canopy and rectify inequities in its distribution. For these initiatives to succeed, planners need to understand how and why the current tree distribution developed.

The United States is the National Housing Act (developed in 1934) shaped the development of US cities. This program provided low-cost loans that encouraged home ownership during the great depression. The Home Owner's Loan Corporation (HOLC) was tasked with rating the risk associated with the loans. They divided neighborhoods into four categories, and race was explicitly used for the rankings:

- A: Safest, predominately white and US born with the newest structures,
- B: Still desirable, slightly older buildings, predominately white,
- C: Declining, some foreign-born people, older buildings,
- D: Hazardous, mostly black and foreign people, oldest housing stock.

The D rated neighborhoods were colored

red on these maps, giving rise to the term “redlining” (Figure 1) These neighborhoods received far fewer subsidized loans. Since redlined communities were by design mostly inhabited by blacks and immigrants, blacks were almost five times less likely to receive a loan than whites (Locke et al. 2020). Even though the practice was ended in the 1960's by the Fair Housing Act, the impacts can still be seen today.



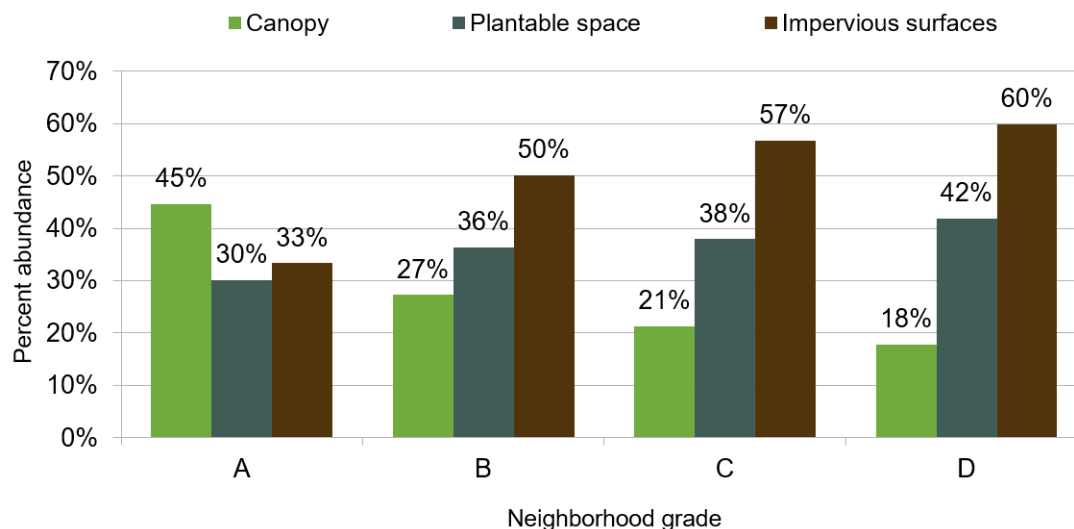
**Figure 1:** HOLC grading of Chicago neighborhoods. The majority of the city was considered to be hazardous or declining, with some higher ranked neighborhoods along the north branch of the Chicago River and near Beverly. Many of the lake-side neighborhoods to the north of the city were also ranked A.

(continued on page 6)

## Canopy and Redlining (cont.) (continued from page 5)

Nation-wide, formerly redlined neighborhoods have lower home values, fewer owner occupied homes, higher temperatures, and almost half as many trees as A graded neighborhoods (Locke et al. 2020). These trends hold true in Chicago. On average, grade A neighborhoods have 27% more canopy and far less impervious surface (Figure 2). On a more positive note, formerly redlined neighborhoods have the most space to expand the canopy (plantable space), meaning there is an opportunity to amend these historic wrongs.

For more information on the subject, check out this NPR article and video on redlining. It has some great links to current research and further delineates redlining's current impacts on cities.



**Figure 2:** Current distribution of canopy, plantable space, and impervious surfaces in previously redlined neighborhoods. “More desirable” neighborhoods tend to have more canopy, less impervious surfaces, and less room to expand the canopy than lower graded neighborhoods.

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## 2020 IAA Awards

2020 was definitely a year we will never forget! With the global pandemic we had to move a majority of our training and events to a virtual platform. People don't want to go to public places, some don't want to wear masks, some people have health restrictions, and then there are company policies that come into play. While we all like to see our award winners receive the well-deserved awards in person, during these times and for your safety we will be presenting them virtually during our Virtual Conference and Trade Show. Please help me congratulate the 2020 award winners by logging into Facebook, Instagram, LinkedIn and commenting on the award posts. If you attend our Virtual Conference & Trade Show, please be sure to send them a chat congratulating them.

### The 2020 Award Winners are the following:

#### Award of Merit: Bryon Doerr

The Award of Merit is the highest honor bestowed by the Chapter. It is given in recognition of outstanding service in advancing the principles, ideals, and practices of arboriculture. The award is granted only to active or senior members of the Chapter that have made material contributions to arboriculture, either through work in the organization, research, field practice, or promotion. The award is limited to one individual annually.



The Illinois Arborist Association Board of Directors is pleased to announce that Bryon Doerr has been nominated to receive the Award of Merit in honor of his unwavering dedication and passion to further the principles of arboriculture, biodiversity and conservation. Bryon's steadfast work ethic and limitless energy is beyond reproach. As well as, his outstanding achievements (too many to list here) and tireless dedication, passion, ethics

and energy are exemplary of the arboriculture profession and should serve as an aspiration to the IAA membership.

#### Honorary Life: Don Roppolo

The Honorary Life Membership Award is granted only to active or senior members of the Chapter, who have substantially contributed to the progress of arboriculture, and who have given unselfishly to their efforts in supporting and promoting the objectives of the Chapter and the International Society of Arboriculture. The award is limited to one individual annually.



The Illinois Arborist Association Board of Directors is pleased to announce that Don Roppolo was nominated to receive the Honorary Life Membership for your selfless contributions to the Illinois Arborist Association, its membership as well as the tree care industry as a whole. To say that Don has given the IAA and its members his all, is an understatement. Somehow, Don manages to give us everything he's got and then find time and energy for twice as much. Don is highly deserving of the Honorary Life Membership Award.

#### Gold Leaf Award: Jean Burrridge

The Gold Leaf Award may be given to more than one individual or organization annually. It was originally intended to recognize outstanding Arbor Day programs or projects, but now has been expanded to include outstanding contributions to environmental protection and conservation.



(continued on page 20)



## 2020 IAA Awards (cont.)

(continued from page 19)

The Illinois Arborist Association Board of Directors is pleased to announce that Jean Burridge has been nominated to receive the International Society of Arboriculture Gold Leaf Award. This award is bestowed to people and organizations who make outstanding contributions to environmental protection and conservation as well as for outstanding Arbor Day activities. Jean's design and illustration of the University Avenue Tree Walk is amazing to say the least and the reason that she has been awarded this prestigious award!

### Gold Leaf Award: The Eiermann's

The Gold Leaf Award may be given to more than one individual or organization annually. It was originally intended to



recognize outstanding Arbor Day programs or projects, but now has been expanded to include outstanding contributions to environmental protection and conservation.

The Illinois Arborist Association Board of Directors is pleased to announce that the Michael and Kendra Eiermann have been nominated to receive the International Society of Arboriculture Gold Leaf Award. This award is bestowed to people and organizations who make outstanding contributions to environmental protection and conservation as well as for outstanding Arbor Day activities. The conservation of the Bur Oak in their back yard is a testimony of their dedication to preserve one of nature's prize possessions – trees!

### Special Recognition Award: Michael Collins

The Special Recognition Award was initiated to honor those individuals whose efforts in support of urban forestry and arboriculture

are worthy of special consideration.

The Illinois Arborist Association Board of Directors is pleased to announce that Michael Collins has been nominated to receive the Special Recognition Award for unselfishly giving his time promoting arboriculture and to the continuing education of arborists throughout Chicagoland as well as internationally. Michael spends a significant amount of time organizing and leading events as a co-chair with the Chicago Region Trees Initiative providing arborists all around Chicago with unique educational experiences that address a wide range of arboricultural issues. Michael's efforts don't go unnoticed.



### Special Recognition Award: Eric Hendrickson

The Special Recognition Award was initiated to honor those individuals whose efforts in support of urban forestry and arboriculture are worthy of special consideration.



The Illinois Arborist Association Board of Directors is pleased to announce that Eric Hendrickson has been nominated to receive the Special Recognition Award for being a mentor and supporter of educating arborists and promoting the arboriculture industry as a whole. Eric's dedication has enhanced arborists skills and benefits the industry.

(continued on page 21)



### **Special Recognition Award: Roger Smith**

The Special Recognition Award was initiated to honor those individuals whose efforts in support of urban forestry and arboriculture are worthy of special consideration.

The Illinois Arborist Association Board of Directors is pleased to announce that Roger Smith has been nominated to receive the Special Recognition Award for dedicated himself to improving arboriculture in the southern Illinois region and for his involvement with Southern Illinois University forestry students, in an attempt to introduce them to professional arboriculture, community forest management and the Illinois Arborist Association. Roger's involvement with the Illinois Forestry Development Council produced not one but two grant submittals to the council to improve timber stand areas and at the same time teach the local community on equipment safety and the improvement practice. He is leading an IAA effort on creating the first of a new video training series for arborists with the idea of developing a library of e-training tools for Illinois Arborists across the state. Above all Roger saw a need in our industry, and he acted on it with an inspiring amount of energy.



### **The William Bolt Jr, Volunteer of the Year Award: Norm Hall**

The Volunteer of the Year Award was created in loving memory of William Bolt Jr. to recognize the selfless dedication and time donated by the volunteers who show a loyal commitment to our organization.

The Illinois Arborist Association Board of Directors is pleased to announce that Norm

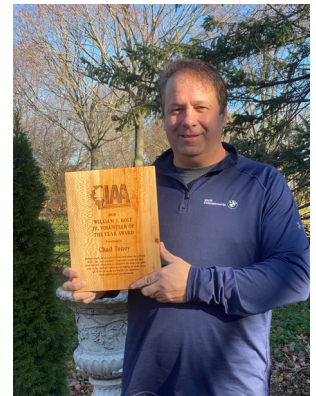
Hall has been nominated to receive the William Bolt, Jr. Volunteer of the Year Award. Norm is a fixture at all IAA events. As a trainer he has touched the careers of a huge number of arborists. Norm volunteers for every Tree Climbing Competition that he can, and his expertise and knowledge in the field of hands-on Arboriculture is unparalleled.



### **The William Bolt Jr, Volunteer of the Year Award: Chad Toney**

The Volunteer of the Year Award was created in loving memory of William Bolt Jr. to recognize the selfless dedication and time donated by the volunteers who show a loyal commitment to our organization.

The Illinois Arborist Association Board of Directors is pleased to announce that Chad Toney has been nominated to receive the William Bolt, Jr. Volunteer of the Year Award. Without his hard work and amazing video and editing skills, this year's Summer Conference would not have been possible. Chad always volunteers his help year after year at the Annual Conference by helping to make sure all of the AV needs are met for our speakers. Chad's efforts don't go unnoticed!



# A Stitch in Time

by April Toney

What is volunteerism? According to Webster's Dictionary, volunteerism is the policy or practice of volunteering one's time or talents for charitable, educational, or other worthwhile activities, especially in one's community. This year, Norm Hall received the William Bolt Jr. Volunteer of the Year Award! Sometimes we see our volunteers on a regular basis and we know that they are the backbone of the Association, but we really don't wrap our mind around how much they really do. A picture is worth a thousand words and as you can see, Norm's wife Kathy created three quilts out of his volunteer shirts that he has collected over the years. WOW, such beautiful quilts and the time that went into making them AND all the time that went into earning each of those shirts is a testament. I see Norm at a lot of events, and not all events give out shirts to the volunteers so I can imagine he would have a lot more quilts had he received a shirt every time he volunteered. Congratulations Norm! This award was well earned.







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# Illinois Trees



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