

**Monday, November 3, 2014**

**Pre-Conference Research Workshop at Bartlett Tree  
Laboratory**  
*(Separate Registration/Fee Required)*

**1:00 – 4:00 pm** – *Buses will leave hotel at 12:30*

This workshop will provide research information specific to municipal forest managers. Selected studies will highlight the following three main areas of need in growing, managing, and enjoying an urban forest, and the lead researchers for each area will be on hand to explain procedures, results, and discuss findings with participants.

**Urban Plaza and Sidewalk Research Area** – *Dr. Tom Smiley*

From a study published in 2006, a test of how well trees fare in five different types of growing media with the same volume was continued. The trees are monitored and tracked from year to year to measure their branch extensions, height, diameter at breast height (DBH), leaf count, and more.

**Elm Cultivars and Pruning Maintenance** – *Dr. Bruce Fraedrich and Greg Paige*

Many defects in mature trees can be avoided by pruning at a young age. Structural pruning of young, developing trees provides a desirable and stable form at maturity. Elm Cultivars are becoming used more and all municipal managers should be aware of what cultivars and their limitations are available.

**Rootball Disturbance Research** – *Dr. Kelby Fite and Elden LeBrun*

Many root issues facing trees in the landscape result from deformation due to container production. We will demonstrate techniques to correct these defects at planting.

**SMA 50<sup>th</sup> Annual International Conference and Trade Show**  
**Charlotte, North Carolina**

*“Milestones in Urban Forestry – 50 Years of Growth”*

**Monday, November 3, 2014**

**Noon – 7:00 pm**    **Registration Open**

1:00 – 4:00 pm      **Pre-Conference Workshop**  
5:00 – 6:00 pm      **Fun Run Walk Watch to support the Urban Forest Foundation**  
6:00 – 7:30 pm      **MFI Reunion—The 3rd Annual Gumby Gathering**

## **Tuesday, November 4, 2014**

7:00a – 4:00p      **Registration Open**

7:00 – 8:00      **Breakfast with Exhibitors**

7:00 – 8:00      **First-Time Attendees Breakfast with Organization Leaders**

8:00 – 8:15      **Welcome/Opening Comments**

*Rachel Barker, President, Society of Municipal Arborists  
Local Dignitary*

8:15 – 9:00  
**Engineers**      **Creating a Municipal Partnership Between Arborists and**

*David Meachum, Engineering Services Manager, City of Charlotte*  
This presentation will focus on the unique and effective partnerships and processes the City of Charlotte has developed through its arborists and engineers working as a team.

9:00 – 9:45      **Improving the Standards of Tree Care in Your Community**

*Nolan Rundquist, City Forester, City of Seattle*  
The improvement of tree care is a difficult task for an urban forester or concerned citizen group to undertake. Maintenance providers and the general public both must be educated, and the use of nationally recognized materials, such as the ANSI A300 standards for tree care can provide the means to get the right message delivered.

9:45 – 10:15      **Break with Exhibitors**

10:15 – 10:45      **TRAQ and Its Application for Municipal Foresters**

*Skip Kincaid, Senior Urban Forester, Davey Resource Group*  
Should you add Tree Risk Assessment Qualification to your skill set? While the qualification has been out for a while now, many urban forest managers wonder if they should invest in the training and testing. Find out why the credential's popularity has exceeded expectations and how it is being utilized in many municipal programs.

- 10:45 – 11:15**      **Mutually Beneficial Partnerships with the Help of Project Management Tools and Techniques**  
*Stan Veraat, Owner, Grow with Trees*  
If you have heard of "project scope", a "WBS" (Work Breakdown Structure,) or a "Gantt chart", you are among a growing number of arborists exposed to project management terminology. Some of us may even work with a PMP (Project Manager Professional) or are required to submit project plans. Let's explore in what capacity Municipal Arborists benefit from the Project Management profession -- is it possible to learn these same ins-and-outs... from a tree?
- 11:15 – Noon**      **Improving Street Tree Performance, York Region Experience**  
*James Lane, Urban Forestry Program Manager, Regional Municipality of York, Canada*  
A look at how continuous improvement can be implemented to achieve desired performance objectives for recently planted street trees, as well as some lessons learned in addressing poor performance of street trees.
- Noon – 1:00 pm**      **Lunch with Exhibitors**
- 1:00 – 1:45**      **i-Tree Landscape: Identifying Urban Forest Priority Areas**  
*Sataoshi Hirabayashi, Environmental Modeler, Davey Institute*  
*Dave Nowak, USFS Research Director, Northern Research Station*  
*Allison Bodine, Research Forester, Davey Tree Expert Company*  
Attendees can strategically identify priority planting and protection areas based on human and tree populations, environmental hazards mitigated by trees, and ecosystem services provided by trees. This prioritization will minimize the budget and effort for urban tree management, while maximizing the value and effect of urban trees.
- 1:45 – 2:30**      **Citizen Stewardship of Portland's Trees: Private Responsibility for Public Assets**  
*Jennifer Cairo, City Nature Manager, City of Portland, OR*  
A look at the opportunities and challenges of several volunteer programs that have significantly shaped the management of Portland's urban forest, as well as some program models for evaluation and consideration by other municipalities.
- 2:30 – 3:00**      **i-Tree update – Version 2014 is here!**  
*Scott Maco, Director of Research and Development, Davey Institute*  
*Dave Nowak, USFS Research Director, Northern Research Station*

The new 2014 release of the i-Tree tools greatly expands the capabilities of two of the most widely used applications: i-Tree Design and i-Tree Canopy. In addition, i-Tree Hydro has also been redesigned with many new features.

**3:00 – 3:30**

**Break with Exhibitors**

**3:30 – 4:00**

**Volunteer Impacts on the Urban Forestry Industry**

*Emily Hamilton, Davey Resource Group*

*Andy Hillman, Urban Forester – Davey Resource Group*

Case studies, such as Fall River, MA, Ithaca, NY and Upper Merion, PA will be used to demonstrate how professional staff support, budgeting, scheduling, training, and other aspects give the municipality a structure in which to assess their projects. Municipal employees, professional staff, non-profit and non-governmental organizations, and volunteers each contribute to successful tree programs and when everyone works together great things happen.

**4:00 – 4:15**

**Summer Vacation? No Way! The SMA Intern Experience**

Our interns will share some of the highlights of their 10 week internships.

**4:15 – 5:00**

**Step-by-Step Guide for Municipalities and Urban Forest Managers to Assess Resources, Enhance Programs, and Monitor Progress Toward Long-Term Sustainability**

*Dr. Michael Leff, Research Urban Forester, USFS and The Davey Institute*

This guide, newly released by the USDA Forest Service and The Davey Institute, is intended to help municipal managers and others who oversee the urban forest to assess the state of the forest, identify weak points, and chart a path forward, step by step, toward long-term sustainability.

**5:00 – 6:00**

**SMA Annual Business Meeting**

**5:00 – 8:00**

**Certified Arborist & Municipal Specialist Exams**

*Pre-registration to sit for exam required. Contact ISA to pre-register.*

**6:00 – 7:30**

**Reception with Exhibitors and Other Partner Groups  
Silent Auction—Bids support Urban Forest Programs**

**7:30 – 9:00**

**Society of Municipal Arborists Awards Dinner**