

**MONDAY, NOVEMBER 13, 2017**

**Pre-Conference Workshop:**

*(Separate registration/fee required)*

**SMA 53<sup>rd</sup>  
Annual  
International  
Conference and  
Trade Show**

**Tulsa, Oklahoma**

**MONDAY, NOVEMBER 13, 2017**

**Noon – 7:00 pm Registration Open**

**9:30 – Noon Pruning Service Project**

*Bring your arborist skills and help Up With Trees prune young trees for structure and clearance.*

**1:00 – 4:00 pm Pre-Conference Workshop (bus Tour)**

*Learn about the planning, management and unique ecosystems in the Tulsa area.*

**5:00 – 6:00 pm Fun Run, Walk, or Watch** to support the Urban Forest Foundation

**6:00 – 7:00 pm MFI Reunion: McNellie's Side Bar**

**TUESDAY, NOVEMBER 14, 2017**

**7:00 am – 4:00 pm Registration Open**

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

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

**with**

**8:00 – 8:15 am Welcome & Opening Comments**

*Joe Benassini, President, Society of Municipal Arborists*

**8:15 – 9:00 am      Urban Forest Management in Tulsa**

*Dave Zucconi, City Forester, Tulsa, OK  
Mike Perkins, Director of Operations,  
Up With Trees*

*This session will provide an overview of the planning, planting and management of Tulsa's urban forest.*

**9:00 – 9:45 am      Designing Urban Trees into the Landscape**

*Jeremy Bailey, Senior Consultant, GreenBlue Urban, Woodstock, ON*

*Using urban trees as green infrastructure for our cities is arguably the most sustainable stormwater management solution available. This presentation examines the opportunities available for integrating street tree planting with stormwater management systems for truly sustainable urban landscapes.*

**9:45 – 9:50am      Intern/Host City Experience**

**9:50 – 10:20am      Break with Exhibitors**

**10:20 – 10:25am      Intern/Host City Experience**

**10:25 – 11:10      Understand Development, Protect More Trees**

*Keith Mars, City Arborist & Urban Forest Conservation Program Manager,  
Austin, TX*

*Land development in Austin, Texas is political and complex. The city struggles to become a compact, connected, and affordable while protecting its urban forest. This presentation will discuss land development in Austin and the complexity involved in negotiating outcomes that protect and replant the urban forest.*

**11:10 – 11:55      Tree Space Design in Northern Virginia**

*Hugh Whitehead, Urban Forester III, Fairfax County VA  
Stephanie Pankiewicz, Landscape Architect, LandDesign*

*Redevelopment in northern Virginia is occurring along the Metro Corridor, toward Dulles International Airport and beyond. As land use intensity increases, providing viable tree planting spaces becomes a greater challenge. This presentation explores how tree space requirements and materials have evolved in the face of a growing population.*

**11:55 am - 1:30 pm Awards Luncheon**

**1:30 – 1:35 pm Intern/Host City Experience**

**1:35 – 2:05 pm Planning, Priorities, and Partnerships: Urban Forest Canopy Preservation in the Queen City**

*Tim Porter, City Arborist  
Amanda Bynum, Asset Manager  
Department of Engineering & Property Management, Charlotte, North Carolina*

*As one of the most rapidly developing urban areas in the United States, Charlotte meets the challenge of preventing tree canopy loss and protecting natural areas. This presentation will share how the city's Tree Canopy Preservation Program (TCPP) uses voluntary land acquisition, partnership with a local land trust and commercial development fees to help reach Charlotte's goal of 50% tree canopy coverage by 2050.*

**2:05 – 2:35 pm Collaborating Early and Often: Building Multi-department Support for Tree-friendly Streetscape Innovations**

*Rob Davis, City Forester, Denver, CO  
Tina McKeand, Project Manager, Davey Resource Group*

*Hardscape innovations can help support street tree establishment and preservation in high-density areas. Hear key strategies for successful collaboration with multiple departments, real world case studies, and how to develop a Tree Technical Guide that enables streetscape innovation and improvement.*

**2:35 - 3:05 pm Break with Exhibitors**

**3:05 - 3:10 pm Intern/Host City Experience**

**3:10 – 3:40 pm Regional Canopy Planning: How Partnerships Build Urban Forest Planning Synergy**

*Mike Sultan, Project Developer, Davey Resource Group*

*Tulsa's UFMP, which debuted in 2016, was the product of multi-faceted stakeholder engagement and collaboration among government, nonprofit, and business partners across the greater Tulsa area. This plan was*

*embraced by the community as the beginning of a 20 year strategy to increase canopy by planting over 300,000 trees on public and private property. Learn strategies you can use to articulate and achieve your community's urban forest vision.*

**3:40 – 4:10 pm    Continual Improvement Tool: A Review of Austin's Municipal Forest Programs**

*Joshua Rudnow, Ph.D., Conservation Program Coordinator, Community Tree Division, Austin, TX*

*To improve the management and health of its urban forest, Austin implemented an Urban Forest Sustainability and Management Review (UFSMR). Developed by the USDA Forest Service, this process of document review, on-site green asset assessment, and staff surveys helps municipal forest programs benchmark changes in capacity over time and provide program direction. Municipalities both large and small can benefit from this robust program evaluation.*

**4:10 – 4:15 pm    Intern/Host City Experience**

**4:15 – 4:45 pm    Turning Public Interest into Policy & Programs**

*Leigh Martin, Urban Forester  
Ryan Oschner, Green Infrastructure Planner  
City of Edmond, OK*

*This presentation will discuss how urban forest resource assessment and public input implemented by Edmond in the late 1990's translated into ordinances, programs, management practices and advocacy that are in place today. The session will demonstrate that community engagement can create a culture of resident support and a method by which residents become connected to the urban forest and become its' champions.*

**4:45 – 5:15 pm    Street Trees and the Road to Success**

*Ian Buchanan, Manager, Natural Heritage Forestry, Regional Municipality of York, Canada*

*The presentation will review York's Complete Streets Policy and how it integrates street trees into policy, planning, design, construction, maintenance and monitoring of world class transportation infrastructure projects.*

**5:30 – 6:30 pm    Board Meeting**

**5:00 – 8:00 pm    Certified Arborist & Municipal Specialist Exams. *Pre-registration to sit for exam required. Contact ISA to pre-register.***

**6:00 – 7:30 pm**   **Reception with Exhibitors and Other Partner Groups**  
**Silent Auction** (*Bids support Urban Forest Programs*)