



**Saturday October 3, 2009**

**Pre-Conference Workshop**  
*(Separate Registration/Fee Required)*

**8:00 am – 4:00 pm i-Tree v3.0 Hands-On Workshop**

This workshop will combine classroom instruction, computer lab sessions, and outdoor data collection to understand how i-Tree Streets and i-Tree Eco can be used to assess and quantify the value of trees. Learn how to set up local projects, interpret data, make management decisions, and lead advocacy efforts with this free tool.

**Sunday October 4, 2009**

**Pre-Conference Fun Run/Walk**

**8:30 am – 10:30 am**

Like to move it, move it? Begin your day with some exercise, see one of Savannah's most famous city parks, and raise money for a good cause. Small fee for participating, larger fee for not participating!

Most Savannahians think of Forsyth Park as the green jewel of the city. Located on the southern end of the Historic District, this picturesque park contains some of Savannah's most famous fountains, monuments, and trees, including the new Forsyth Park Arboretum, showcasing Savannah's flourishing and diverse urban forest. It is within this setting on Sunday morning that the very first Urban Forest Foundation Fun Run will be held. What better way to start your stay in Savannah than with a morning in its most famous park?

All proceeds to benefit the Urban Forest Foundation. T-shirts for all who register.



2009 SMA Conference & Tradeshow Program

**SMA 45<sup>th</sup> Annual Conference and Trade Show**  
**“Tools To Make Your Trees Count”**  
**Hyatt Regency**  
**Savannah, GA**

**Sunday, October 4, 2009**

**2:00 pm – 5:00 pm Savannah Urban Forestry Tour**

Majestic live oaks draped with Spanish moss. Thick tree canopies reaching over centuries-old parks, squares, and boulevards. Come see why trees are forever linked to the impression and experience of Savannah. Join us Sunday October 4, 2009, for a leisurely trolley tour of Savannah’s Historic, Victorian, and Colonial districts. Spend a few hours exploring America’s first Tree City. Along the way, you’ll enjoy beautiful architecture, fascinating history, and real Southern hospitality. Y’all would be crazy to miss this one!

**5:30—7:00 pm Reception with Exhibitors**

**Monday October 5, 2009**

**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 with Organization Leaders**

**8:00 – 8:30 am**

**Welcome/Opening Comments**

Dan Hartman, President, Society of Municipal Arborists

Michael Brown, City Manager, City of Savannah

**8:30 – 9:30 am**

**Urban Natural Resources Stewardship**

Dr. James Reaves, Director, US Forest Service Southern Research Station, Asheville, NC  
The 21st Century is the first in human history where the majority of people live in urban areas. Forest Service Research and Development (R&D) addresses this unprecedented situation with science and technology transfer for the proper care of natural resources and advancement of ecosystem services in urban and urbanizing landscapes. By linking environmental health with community well-being through science, R&D supports the guiding



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principle of urban planning to ensure sustainability; thus, improving the quality of life of more than 80 percent of America's population living in urban areas. As the national leader for the "Urban Natural Resources Stewardship" Growth Platform, Dr. Reaves will describe the mission of this program area.

### **9:30 – 10:00 am      Break with Exhibitors**

#### **10:00 – 10:40 am**

##### **Urban Forestry, Green Collar Jobs, and America's Clean Energy Future**

Phillip Rodbell, Program Manager, Urban and Community Forestry, USDA Forest Service, Newtown Square, PA

Urban areas are at the heart of these initiatives designed to reduce our dependence on foreign oil and fossil fuels, while improving our quality of life, economy, and environment. While not specifically mentioned in early policy documents, urban forestry and the traditional green industry has an important role to play. This presentation will make the case and provide examples of how SMA members and partner organizations are contributing to and benefiting from these new presidential initiatives.

#### **10:40 am – 11:20 am**

##### **Assessing The Market Potential For Urban Forest Carbon Credits**

Neelam Poudyal, Research Associate, Warnell School of Forestry and Natural Resources, University of GA, Athens

Despite the great potential, the role of urban forests in carbon sequestration has been to date largely overlooked. Urban forests in the U.S. have a great potential to sequester and store large amounts of carbon in trees and soils. Recent research indicates that urban forests are capable of storing at least 700 million tons of carbon with economic value potentially reaching several billion dollars. This session explores current research being conducted to assess motivations of municipal governments for supplying carbon offsets generated by urban forests.

#### **11:20 – noon**

##### **Carbon Sequestration – How to Make it Work for Municipalities**

Lori Brockelbank, Urban and Community Forestry Consultant, Forecon, Inc, Falconer, NY

We know trees sequester carbon, but how do we calculate what those numbers mean to a municipality? How can urban foresters utilize this data to further gain support of their program? This session will provide enough insight and know-how for urban foresters to go back to their municipalities and know what their next steps is to be part of this growing field.

### **12:00 noon – 1:00 pm**

### **Lunch with Exhibitors**



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**1:00 – 1:40 pm**

### **Elements of Health – There is More to Trees Than Nitrogen!**

Kim Coder, PhD, Professor of Tree Biology and Health, Warnell School of Forestry, University of GA, Athens

This presentation will highlight the newest research on essential elements in trees including concentrations, forms, and combinations/interactions. As many people use food supplements for human health, so, too, can tree health care providers use essential elements for tree health. Nutritional balance is key to growth, health, and stress management. Knowing the newest elements found to be key to tree sustainability is the center of this talk.

**1:40 – 2:20 pm**

### **Using Lessons Learned To Compose New Pest And Disease Management Strategies**

Joris Voeten, MSc, European Tree Technician, BTL Bomendienst, Apeldoorn, The Netherlands

Our valuable urban forests face challenges from many different pests and diseases with new threats being introduced almost every year. Dutch elm disease has been around for many years and much can be learned from the experiences fighting this deadly fungal disease. This presentation reviews the lessons learned from DED management. The goal is to illustrate successes in both the practical sense, and economical sense, enabling Municipal Arborists to effectively evaluate potential management approaches for their current pest and disease challenges.

**2:20 – 3:00 pm**

### **Laws and Regulations**

Larry Hammack, CN Utility Consulting, Ormond Beach, FL

Do you make things happen or do you wait and let them happen to you? The key is to proactively participate in the process of authoring, reviewing and voting for these potential laws. Many proposed laws do not make it to the final stage of approval. Other laws may change the way we think about trees. As arborists we owe it to our profession to recognize that laws concerning our profession need to be informed by our profession.

**3:00 – 3:30 pm      Break with Exhibitors**

**3:30 – 4:15 pm**

### **Managing The Conflict: Urban Trees And Railroad Safety**

Joris Voeten, MSc, European Tree Technician, BTL Bomendienst, Apeldoorn, The Netherlands

The Netherlands is a densely populated region that relies on its rail system as key infrastructure. Two separate companies operate the trains and manage the tracks and right of way. Past budget cuts led to a backlog of maintenance pruning and the removal of many hazardous trees. For safety reasons, proposals were created to manage risk and the first idea was to remove all vegetation for 30 meters. They realized this was not publicly viable and decided on a Visual Tree Assessment method with varied management zones. This session explains the multi-year plan that was created to satisfy all stakeholders.



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**4:15 – 5:00 pm**

### **Municipal Arboriculture And Landscape Architecture - Finding Common Ground**

Darren Green, Landscape Architect and Urban Forester, City of Alexandria, LA

Landscape Architects and Municipal Arborists both have a strong ethic that is rooted in a love of nature and the desire to make their communities better places to live. They both love trees but have a completely different view of their role in the landscape. These differences which are primarily due to their educational background, knowledge, skills, approach, management style, and work scales are actually complementary. By exploring these differences we can develop a blueprint for building a multidisciplinary team that works together for the greater good.

**5:30 – 7:00 pm      Reception Savannah Style**

Forest may have said, "Life is like a box of chocolates" but that's because he never ate food prepared by one of Georgia's finest barbeque experts, Notch 8 Barbeque! We'll enjoy some of the South's most mouth-watering, slow cooked, wood-fired BBQ. What could be finer than enjoying home-made ribs, chicken, and pulled pork under the stars in Savannah? Just bring your appetites...and some wet naps. Notch 8 will do the rest.

**5:00 – 8:30 pm**

### **Certified Arborist & Municipal Specialist Exams**

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

## **Tuesday October 6, 2009**

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

**7:00—8:00 am      Continental Breakfast with Exhibitors**

**8:00 – 8:45 am**

### **The Next Frontier - Private Property Tree Ordinances**

Ainsley Caldwell, Arboricultural Manager, City of Atlanta, GA

This presentation gives an overview of various aspects of existing private property tree ordinances and why these ordinances have been effective. A case study will be presented on Atlanta's tree ordinance. In addition, guidance on how to develop a tree ordinance for private property trees, viz.: suggested ordinance justification and content; property rights vs. the Public Good; resident, community and legislative partnership building; tree code enforcement; tree replacement fund assessments and collection ideas; and tree replanting strategies.



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**8:45 – 9:15 am**

### **Street Trees Wading Into the Revenue Stream**

Ralph Mize, City Arborist, City of San Jose, CA

We often learn from the experiences of others. This presentation will be an examination of a case study of how one city has used a deteriorating General Fund budget situation to enact significant changes in how street trees are cared for and street tree emergencies are handled in the city. The audience will be introduced to the challenges that are currently being addressed and an alternative option that will hopefully provide the necessary funding for a progressive urban forestry program in the future. Given the tremendous budget pressures that are being forced on cities due to the recession, this will be a timely review of options and opportunities to consider.

**9:15 – 10:00 am**

### **The Tree Report Card**

Mike Galvin, Deputy Director, Casey Trees, Washington, DC

Report Cards are frequently used to assess the performance of environmental, medical, educational, and other programs. Deployment of a Tree Report in a particular community would be an extremely effective tool to make that community's trees count. In April of 2009, Casey Trees issued the first Tree Report Card of Washington, D.C.'s trees, based on the metrics of tree extent; tree condition; tree protection; tree planting; and tree awareness. Grades were based on baseline data from other jurisdictions and from comparison to ideal condition. The premise of the Tree Report Card is transferable and could perform similarly in other cities across the country

**10:00 am – 10:15 am      Break**

**10:15 – 11:00 am**

### **Arboritecture: Building Great Trees!**

Kim Coder, PhD, Professor of Tree Biology and Health, Warnell School of Forestry, University of GA, Athens

The architectural (structure, biology, and aesthetics) design of trees is spread across several professionals impacting natural resources in cities. Understanding how to design trees in forms meeting expectations of professionals and citizens is critical to long-lived trees and sustainable programs. Arboritecture concentrates on the three areas consistently shown to be under examined and holding significant fault problems among professionals. This talk will critically examine past concerns and propose new solution in structurally pruning young and medium aged community trees

**11:00 am – noon**

### **Mapping The Future For Emerald Ash Borer Readiness**

David Sivyer, Forestry Services Manager, City of Milwaukee, WI

Ian Hanou, Senior Project Manager, AMEC Earth & Environmental, Inc. Denver, CO

This project demonstrates replicable "best practice" approaches for urban forest pest management utilizing the most advanced geospatial technology, including high-resolution remote sensed LIDAR-Fused Hyperspectral imagery, in conjunction with GIS analytical



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applications, for improved species mapping, risk assessment, forest health monitoring, rapid early detection, and management of serious urban forest pests such as Emerald Ash Borer (EAB).

**Noon – 1:00 pm    Lunch with Table Topics**

**1:00 – 2:00 pm**

### **Using Trees for Urban Rainwater Management Systems**

James Urban, FASLA, Landscape Architect, Annapolis, MD

This session will present the sphere of alternative ideas to develop tree / rainwater management solutions in urban areas. It will provide the most current data on the effectiveness of these systems. Through the use of case studies in locations across the United States, the session will present multiple ideas to achieve higher levels of ecological services in our streets and plaza spaces. .

**2:00 – 2:30 pm**

### **Getting Our House in Order - DC's Tree Inventory**

Jim Amerault, Information Systems Specialist, District of Columbia, Department of Transportation, Urban Forestry Administration

District IT and field staff will demonstrate how they have implemented their GIS street tree inventory work management system. What sprang from a reactive, customer-initiated service request based system has enabled a proactive management tool that assists with planning for the future of the District's urban forest. The system has informed workflow refinements and the development of standard operating procedures.

**2:30 – 3:00 pm**

### **GIS And The Urban Forest Data Model: A STRATUM Case Study And Beyond**

Paul Graham, Urban Forester, City of Florence, AL

This presentation will dissect a case study of STRATUM data model use within a GIS based tree inventory. This presentation will demonstrate how GPS/GIS are used to document our forest resources and enhance the presentation of a STRATUM analysis. We will identify and evaluate the success of GIS as a presentation tool to decision makers.

**3:00 pm -3:15 pm    Break**

**3:15 – 4:15 pm**

### **Stratum Data - The Knowledge To Act: Case Studies Of Using STRATUM Data For Practical Applications And Creating Innovative Partnerships In The Urban Forest**

Jennifer Gulick, Senior Consulting Urban Forester, Davey Resource Group, Bowling Green, KY; Gene Hyde, Urban Forester, Chattanooga, TN; Nick Kuhn, City Forester, Albuquerque, NM; Don Robertson, Urban Forester, Jacksonville, FL

Learn how the data from this management and cost-benefit tool can be shared and used to leverage action and support for municipal urban forestry programs and make trees count. Using case studies, understand how to use and interpret various structure, function, and



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value data to gain more public support for the value of trees in support of economic development, environmental health, and quality of life issues in the community

**4:15 pm – 4:45 pm**

### **Using i-tree To Advance The City Of Bowling Green's Urban Forestry Program**

David Bienemann, Municipal Arborist, City of Bowling Green, OH

This session describes how the City of Bowling Green city arborist, after learning about i-Tree at the 2008 SMA conference, used this tool to take his program to a new level. An urban forest analysis was created for the City Administration and City Council to quantify the value of the city's trees. After budget reductions in 2009, the i-Tree analysis will be used to justify a budget increase for 2010 and future years.

**4:45 pm – 5:15 pm**

### **Putting A300 Standards To Good Use**

Gordon Mann, Consulting Arborist, Auburn, CA,

SMA's ANSI 300 representative will provide an update and scope of the ANSI A300 tree maintenance standards; provide communities examples of how the A300 standards can support better tree care in a City, Town, County, or State; provide examples how the A300 standards can be used in specification writing and ordinance writing; share the direction the A300 is going towards Construction Protection and Risk Assessment; and answer questions about A300 use.

**5:15 - 6:00 pm SMA Business Meeting**

**7:00 - 7:30 pm Reception and Silent Auction (proceeds to benefit the Municipal Arborist Exchange program)**

**7:30-9:00 pm Awards Banquet**

## **Wednesday, Oct 7, 2009**

**7:00—9:00 am Registration Open**

**7:00—8:00 am Continental Breakfast**

**8:00 – 9:00 am**

### **Sustainable Urban Forest Management Planning Using Criteria and Indicators**

Phillip Van Wassenaer, Chief Consulting Arborist, Urban Forest Innovations, Inc., Ontario, Canada

This presentation examines a successful model for Strategic Urban Forest Management planning based on the application of key criteria and indicators. Through a case study of the Town of Oakville, Ontario, the presentation demonstrates how municipal arborists and urban foresters can apply Criteria and Indicators to evaluate urban forest management in their own



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communities, and use the same to set strategic and operational objectives to optimize management.

**9:00 – 9:45 am**

### **Urban Forestry Meets Emergency Management**

Rachel Barker, Regional Urban Forester, Central Alabama Regional Planning and Development Commission, Montgomery, AL

Dudley Hartel, Center Manager for Urban Forestry South, Athens GA

Learn how to interact with county and state-wide emergency managers to engage in the emergency management process. This session explains the process undertaken to develop a Vegetative Risk Management Plan for Autauga County, AL. One of the end products from this project is a replicable model to indicate high potential for debris locations. Another end product is as a GIS layer that indicates to county emergency managers and professional urban foresters the high, moderate and low risk zones in the County as it relates to tree canopy and potential debris.

**9:45 – 10:00 am**

### **Challenging Municipal Arborists-Leadership in Community Forestry**

Dan Lambe, Vice President of Programs, Arbor Day Foundation, Lincoln, NE

This presentation will offer a challenge to SMA members to seize a leadership role in their communities to build healthy, sustainable community forests by building consensus and partnerships with urban forest allies. The Arbor Day Foundation recognizes the leadership opportunities and role of the Municipal Arborist in fostering strong urban forest management across the nation, and challenges Arborists to accept their role of helping to raise the tide of urban forestry through engaging new and non-traditional partners in their communities.

**10:00 – 10:15 am Break**

**10:15 – 11:00 am**

### **Pest and Disease Detection in Urban Forests**

Anne Buckelew Cumming, Forester, USDA Forest Service, State and Private Forestry, Morgantown, WV

The Community Tree Inventory Pest Detection initiative (IPED) is a U.S. Forest Service led project with the goal of incorporating the detection and identification of pest problems within municipal street tree inventories. This presentation will include an overview of the Community Tree Inventory Pest Detection initiative, feedback and experiences from selected cities that have used the software, and information about future development of the project. By the end of this presentation the audience will understand how this initiative will aid urban forest resource management in three key areas: increased pest awareness, opportunities for remedial or preventative actions, and detecting signs and symptoms of tree pest problems.



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**11:00 – 11:45 am**

**Municipal Tree Workers: Our Most Important "Tool"**

Timothy Walsh, CTSP, Manchester, NH

The presentation will focus on health and safety of municipal tree workers with an emphasis on how managers can improve the overall safety culture by discussing risk factors, how to mitigate these risks, and ways to increase safety and production in municipal tree work.

**11:45 am – 12:00 noon**

Closing comments by Gene Hyde, incoming SMA President