



Sunday October 3, 2010

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

11:30 am – 4:00 pm

Nursery Practices – Seed to Site

Trees of Corrales Nursery on the Rio Grande, a setting of giant cottonwoods with views of the Sandia Mountains, is the location for this workshop. Learn how the nursery industry is working with municipal foresters to create diversity in our urban forests. We will show how growers are working to meet our planting needs and what it takes to go from seed to site, with a focus on growing timelines, planting demonstrations, and regional standards. Lunch and transportation will be provided.

Sunday October 3, 2010

UFF Run, Walk, or Watch and Climbing Wall
(Separate Registration/Fee Required)

4:00 pm – 5:30 pm

The conference hotel (Hyatt Regency Albuquerque) is the starting point for a great walk along the famous Route 66 to Robinson Park, site of this year's **UFF Run, Walk, or Watch**. Historic buildings, famous sites, and one of the oldest parks in the city will be along your route. Have fun and learn a little New Mexico history. Across from the hotel is Civic Plaza where a climbing wall will be set up (the tower with auto-belays will keep us all safe). Timed climbs, races, and lots of fun will be had by all. Wear the right clothes for running or climbing ... or maybe both!

All proceeds to benefit the Urban Forest Foundation (UFF). T-shirts go to all who register.

SMA 46th Annual Conference and Trade Show
“Tree Economics: A \$mart Investment”
Hyatt Regency
Albuquerque, New Mexico

Sunday, October 3, 2010

11:30 am – 4 pm **Pre-Conference Workshop (see information at left)**
2:00 – 7:00 pm **Registration Open**
4:00 – 5:30 pm **UFF Run, Walk, or Watch & Climbing Wall**
6:00 – 7:30 pm **Opening Reception with Exhibitors**

Monday October 4, 2010

7:30 am – 4:00 pm **Registration Open**

7:30—8:30 am **Breakfast with Exhibitors**

7:30—8:30 am **First-Time Attendees Breakfast with Organization Leaders**

8:30 – 9:00 am

Welcome/Opening Comments

Gene Hyde, President, Society of Municipal Arborists

Ray Powell, Albuquerque native and former NM Commissioner of Public Lands

9:00 – 9:30 am

Team Lorax: Speaking for Trees

Paul Johnson, Regional Urban Forester, Texas Forest Service, San Antonio, TX

This presentation will demonstrate how effective communication helps advance our community forestry programs.

9:30 – 10:00 am

An Urban Forestry Lexicon: Toward a Common Language

Steve Shurtz, Urban Forestry and Landscape Manager, City of Baton Rouge, LA

Urban foresters must interact regularly with a variety of disciplines: architects, landscape architects, engineers, planners, politicians, volunteers, and the like. Many of these have their own professional languages, terms, idioms, and jargon. In order to foster improved effectiveness, it is imperative that the urban forester be capable of direct and effective communication with these "foreign" languages.

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

10:30 – 11:30 am

Living Highways Project

Scott Fogarty, Executive Director, Friends of Trees, Portland, OR

Friends of Trees (FOT) has persuaded Oregon DOT to allow tree planting along the state right-of-way of I-205 which also has a multi-use pedestrian path running parallel to the highway (The Living Highway Project). For the first time in the history of the department, ODOT is considering the trees as public capital assets. FOT then creatively raised over \$600,000 to plant up to 10,000 trees and native plants over 9 miles of highway. FOT hopes to use this as a pilot project to change the way the city and state look at green infrastructure as capital assets and hopefully to convince the federal government that green transportation infrastructure should be part of all federal transportation highway projects.

11:30 am – 12:30 pm Lunch with Exhibitors

12:30 – 2:30 pm

Onsite review of University of New Mexico Arboricultural program

A tour of the UNM grounds led by three ISA Certified Arborists each focusing on topics relevant to managing campus grounds similar to small or medium sized cities. Dr. Gary Smith, ISA Certified Arborist and Associate Director of Environmental Services, will focus on the big picture- budgeting, resource and personnel management of a modern university campus. Gary implemented an extensive IMP program for both buildings and the landscape, and oversees the overall facilities management program. William West, ISA Certified Arborist and manager of Grounds and Landscaping, will focus on the overall grounds care picture, trees, turf, irrigation and the daily landscape maintenance of campus. Bryan Suhr, Supervisor of Arboriculture, BCMA with Utility and Municipal Specialties, will focus on the day to day management of the trees on campus.

2:30 – 3:00 pm Break with Exhibitors

3:00 – 3:30 pm

Measuring San Jose's Community Forest: A Collaborative Effort

Elizabeth Lanham, Arborist Technician, City of San Jose, CA

The presentation focuses on the utilization of volunteers in a large-scale inventory project in San Jose, CA as well as individualized program development to allow for a successful volunteer-based inventory.

3:30 – 4:00 pm

Putting Power Behind Urban Forestry

Lindsey Purcell, Urban Forestry Specialist, Purdue University, West Lafayette, IN

This presentation shows how bringing environmentally-oriented organizations and local utility providers together can augment a municipality's tree planting budget.

4:00 –4:30 pm

Working With Your Local Utility Forester

Anne Beard, System Forester, PNM, Albuquerque, NM

This presentation gives a basic overview of the rules utility foresters live under, explaining what NERC and FERC are, working with your local utility and UAA, and the benefits of working together from a utility point of view.

4:30 – 5:00 pm

USDA Forest Service Urban & Community Forestry Program: Current Status and a Look Ahead

Jan Davis, Assistant Director, Coop Forestry Over Urban & Community Forestry Programs, USDA Forest Service, Washington, DC

Having just been selected for this position and barely settled into her office in DC, Jan Davis joins us to share her thoughts on the state of U&CF today and her perspective on the opportunities and challenges ahead.

5:00 – 8:30 pm

Certified Arborist & Municipal Specialist Exams

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

Tuesday October 5, 2010

7:30 am – 4:00 pm Registration Open

6:00 – 10:00 am

Balloon Fiesta

Take our new regional train to the Balloon Fiesta Park to watch hundreds of hot air balloons ascend into the New Mexico sky, or watch from the comfort of the top floor of the Hyatt Regency Hotel. Watch for balloons every day at sunrise and sunset, an amazing sight!

7:30 – 8:30 am Continental Breakfast

10:00 – 10:30 am

ANSI Updates

Gordon Mann, Consulting Arborist, Auburn, CA

This presentation will update members on the work of with the ASC A300 Standards Writing Committee as well as on Risk Management, Construction Management, and Soils Management standards.

10:30 – 11:30 am

Tree Procurement Contracts

Matthew Stephens, Senior Forester, NYC Parks and Recreation, Flushing, NY

This presentation will identify the long-term benefits of instituting a tree procurement program, including financial, ecological, and socioeconomic benefits using New York City's experience.

11:30 am – noon

Designing with Trees

Darren Green, Landscape Architect, City of Alexandria, LA

This presentation will introduce participants to the basic elements of art and design as they relate to tree selection and arrangement within the urban environment.

Noon – 1:00 pm Lunch with Table Topics

1:00 – 1:30 pm

The Green Seattle Partnership; Sustainability Is In Your Reach Today

Mark Mead, Senior Urban Forester, Dept. of Parks and Recreation, Seattle, WA

Learn how to build your positive goals on input from the community and partners, empower your passionate citizens in real outcomes in your forests, translate goals into clearly deliverable and attainable actions and costs that can be communicated by partners to decisions makers, and message the true value of developing and sticking to monitoring and internal evaluation as part of overall success of the program.

1:30 – 2:00 pm

New Opportunities for Expertise: How to Take Advantage of Future Development Directions

Dan Staley, Owner DCS Consulting Services, Aurora, CO

Identify key opportunities to expand professional practice, learn key strategies and techniques to take advantage of these opportunities, and learn new practices of other professional disciplines that arborists can adopt to expand their practice.

2:00 – 2:45 pm

Plan or Pay: The EAB is Coming

Steve Cothrel, Superintendent of Parks & Forestry, City of Upper Arlington, OH

Using the Emerald Ash Borer experience, this presentation will show you how to review current threat levels from invasive pests, appreciate the economic impacts of various management strategies, and understand the need for planning ahead.

2:45 – 3:15 pm Break

3:15 – 4:15 pm

Modifying Street Tree Plantings to Maximize Canopy

Mark Duntemann, Owner of Natural Path Urban Forestry, Oak Park, IL

Participants will be given the tools to evaluate their planting program and make modifications specific to their community to optimize canopy contribution over generations.

4:15 pm – 5:00 pm

Estimating Tree Canopy Cover

Connie Head, Consulting Urban Forester, Technical Forestry Services, Commerce, GA

The objective of this presentation is to inform municipalities, tree board members, and municipal staff of a user-friendly method of measuring the amount of tree canopy and other land cover in their community, and to inform them on the uses of such a baseline of information.

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 6, 2010

7:30 – 9:00 am Registration Open

7:30 – 8:30 am Continental Breakfast

8:30 – 9:00 am

Finding Value with i-Tree

Scott Maco, Manager of Ecosystem Services, Davey Resource Group, Kirkland, WA

Still not on-board with i-Tree? Discover the tools that are being used in communities of differing size, experience and resources to assess, advocate, and make decisions that impact how their municipal forest is managed. Learn who's using the tools and why, what are the latest offerings and updates, and what new tools you can expect soon—including updates on i-Tree Hydro, Design, Vue, and Pest Detection.

9:00 – 9:45 am

Forestry in the Digital Age

Melanie Kirk, Assistant Professor and Extension Urban Forestry Specialist, Texas AgriLife Extension Service, Dallas, TX

A review of how social media and other Internet tools have increased the opportunities for networking and marketing your events and programs. This presentation will highlight various efforts on Facebook, Twitter, LinkedIn, and other social networking sites to increase collaboration on projects, problem solving, education and outreach.

9:45 – 10:00 am Break

10:00 – 10:45 am

A Tool for All Seasons

Robert Corletta, Lead Urban Forester, District of Columbia Urban Forestry Administration, Washington, D.C.

Through the use of recent case studies, the District of Columbia's Urban Forestry Administration will demonstrate how they have used technology to respond to historic storms (response, work management, and FEMA reporting), managing the reporting requirements of ARRA funds, coordination with utilities, and the leveraging of social media in shared stewardship.

10:45 – 11:45 am

Hurricane Ike's Impact on the Urban Forest of Galveston, TX

Pete Smith, Partnership Coordinator, Texas Forest Service, College Station, TX

Using experiences from Hurricane Ike on Galveston, TX, this presentation will demonstrate impacts of saltwater flooding on the trees, review FEMA standards for tree removal, and help you to better understand the emotional state of citizens so as to appreciate their attachment to community trees.

11:45 – Noon

Closing comments

Doug Still, incoming SMA President