The Society of Municipal Arborists
44th Annual Conference & Trade Show

“The Future of Urban Forestry
It’s More Than Trees”

Hosted by:
The California Urban Forests Council

October 12-15, 2008
Mission Valley Marriott Hotel
San Diego, California
Dear Delegates, Sponsors, Exhibitors, Guests and Friends:

It is with great pleasure that I welcome you to San Diego, California to the Society of Municipal Arborists 44th Annual Conference and Trade Show hosted by the California Urban Forests Council.

The theme of this year’s conference is “The Future of Urban Forestry-It’s More Than Trees”. Anybody who’s worked in urban forestry for any period of time will know how true this statement is and how important it is to fully understand this fact in these changing times.

The Education Committee chaired by Paul Ries did an exceptional job putting together an excellent slate of speakers and presenters. The program is designed to assist you in positioning your urban forestry program as an indispensable municipal service, making this one of the best educational programs we’ve had in years.

The local arrangements committee chaired by Walt Warriner, City Forester of Santa Monica, CA., and staffed by a hard working team of volunteers from the San Diego Regional Urban Forest Council will ensure that we deliver a top quality conference for your enjoyment.

Drew Potocki, Urban Forester of San Diego and Mike Palat, chair of the San Diego Regional Urban Forest Council, put together a great bus tour that will showcase some of the best that San Diego has to offer. The tour will include a visit to the world renowned Balboa Park where you can explore "Palm Canyon" before returning to the conference site.

I look forward to spending time with you enjoying this outstanding Conference in one of this country’s best places to visit and live.

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Message from the President
Brooke Peterson, President– Elect, California Urban Forests Council

Welcome Everyone!

The California Urban Forests Council and San Diego Regional Urban Forest Council are proud to welcome you to America’s Finest City for the Society of Municipal Arborists 44th Annual Conference and Trade Show! This conference promises to be exceptional. The San Diego Regional Urban Forests Council and Local Arrangements Committee have worked hard to provide classic features of past conferences as well as new and exciting elements that promise to improve on those traditions!

What a year and what a time to be involved in a changing need for urban forestry! As the public responds to global warming and state legislation requires us to reduce our greenhouse emissions, trees continue to serve a critical role in our environment!

Whether this is your first SMA or CaUFC conference or you are returning to network and learn from the expertise and many successes of your peers, don’t miss any of the exciting events the Local Arrangements Committee has planned. Besides the incredible conference program, there is the great San Diego tree tour that will display the finest the City has to offer, a wonderful joint SMA-CaUFC Awards banquet, and more. We are glad you have chosen to join us as we explore The Future of Urban Forestry!

I want to personally thank the Local Arrangements Committee for all its hard work in preparing this conference. A conference of this size and scope would not be possible without the hard work of the San Diego Regional Urban Forest Council and all the many volunteers.

Take advantage of this conference to expand your knowledge and have a great time in San Diego!

California Urban Forests Council
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- The San Diego Regional Urban Forests Council
- The Street Tree Seminar
- The Western Chapter of the International Society of Arboriculture
- Society of Municipal Arborists
- National Arbor Day Foundation
- Urban Corps of San Diego
- Maintenance Supt’s Assn. of LA/Orange Area Chapter

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Please join us in extending a special thanks to our generous sponsors and exhibitors!
# Guest and Spouse Program

**Sunday**  
Noon—4:00 pm  Join Bus Tour  
5:30—7:00 pm  Opening Reception with Exhibitors

**Monday**  
7:00—8:00 am  Continental Breakfast with Exhibitors  
9:30am- 4:00 pm  Excursion to Old Town  
5:30—7:00 pm  Reception with Exhibitors

**Tuesday**  
7:00—8:00 am  Continental Breakfast  
7:40 am—1:30 pm  City and Harbor Excursion  
5:30—7:00 pm  Reception and Silent Auction  
7:30—9:00  Awards Banquet

**Wednesday**  
7:00—8:00 am  Continental Breakfast  
8:00—Noon  Free Time at Marriott/Explore on own

## Program Details

**Mon., 10/13**  
We will meet in the lobby @ 9:30 am, continuing on to catch the trolley for a day of shopping and lunch @ an authentic Mexican restaurant in Old Town. We will return to the Marriott via trolley.

**Tues., 10/14**  
We will meet in the lobby @ 7:40 am for pick-up by Grayline San Diego for the "San Diego City Tour with Harbor Excursion". We will return to the Marriott @ 1:30 pm. The tour combines City tour with a harbor cruise.

~ FOR MORE INFORMATION VISIT THE CONFERENCE REGISTRATION TABLE ~

or Call: 310-714-2468

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**THE INTERNATIONAL SOCIETY OF ARBORICULTURE**  
**AND**  
**THE CALIFORNIA CERTIFIED URBAN FORESTER**

**CONTINUING EDUCATION UNITS**  
CAN BE FOUND AT THE BACK OF THIS PROGRAM
8:00 am – 11:45 am

Urban Forest Management

*Walt Warriner, Community Forester, City of Santa Monica, CA*

This session covers the roles and relationships urban foresters have with the various departments and division that they interact with and importance of education and outreach within an agency in order to get buy-in on an urban forest master plan. Coordination and collaboration of cross-divisional responsibilities by incorporating urban forest management by Planning, Public Works, & Parks departments in a city will also be discussed. There will be discussions on key components of an Urban Forest Management Plan, and an in-session analysis of the components of individual plans that will result in a strategy for getting a plan written or revised for your program.

Lunch: 11:45 am – 1:15 pm

1:15 pm – 4:00 pm

Strategic Planning & Components of UF Management Plans

*Walt Warriner, Community Forester, City of Santa Monica, CA*

This session continues from the previous session by covering the components management plan and strategies for getting your plan written. Attendees will study management plans from other agency’s and how they contribute to successful urban forestry programs by furthering the concept of management of trees as a capital asset and an integral part of an infrastructure. Attendees will have a chance to do a practical analysis of what an individual plan needs in order to develop or improve their own management plan. This session will wrap-up the afternoon with a focus on the value of measuring performance and the need for undergoing periodic program evaluations.

At the end of these sessions, participants will have an understanding of:

- Strategic and policy implications of Urban Forest Management Plans, their components and how to introduce each at a planning and policy level
- Visions, missions, goals, objectives, and strategies of urban forest management plans
- How to apply planning principles to the management of trees as a city service
- External appraisals and the value of looking beyond an urban forestry program
- Processes for getting a plan adopted
- Interagency coordination and collaborating on tree management
- Program evaluation
Sunday afternoon October 12, 2008

Pre-Conference Tour

12:30 pm - 4 pm
San Diego Urban Forestry Tour

A City of San Diego Coastal Tour Showcasing the Magnificent Native Torrey Pine Tree

Tour starts at the Mission Valley Marriott and takes the attendees on a breathtaking ride along:

- The cliffs of Del Mar Heights,
- Torrey Pines Highlands, and
- Scenic La Jolla.

Tour includes viewing of Landmark Trees and the Roosevelt Torrey Pines. We will finish our tour in the world-renowned Balboa Park-Central Park West.

Stops along the way include viewing tree preservation efforts undertaken by the City Urban Forestry Program, including:

- Use of root bridge plates,
- Street Reconstruction and redesign, and
- Innovative sidewalk re-alignments.

5:30—7:00 pm  Reception with Exhibitors
The future of urban forestry lies less in what we know about trees and more about how we deal with the changing dynamics of urban spaces and our society. In the keynote session, our speakers will reflect on the changing nature of urbanization, society, economics, the environment, and human interactions and what these changes mean for municipal urban forestry programs.

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
George Gonzalez, President Society of Municipal Arborists
Brooke Peterson, President California Urban Forests Council
Jerry Sanders, Mayor of San Diego
Conference organizers and the City of San Diego will welcome attendees.

8:30 – 9:30 am
The Future of Urban Forestry - Its More than Trees
Ed Barlow, Futurist and Consultant, Creating the Future, St. Joseph, MI.
Futurist Ed Barlow will present information on the social, environmental, and economic trends that affect the urban forestry profession. This session will stimulate your thoughts on how you can position yourself and your urban forestry efforts to meet the challenges that face our industry in the not so distant future.

9:30 – 10:00 am   Break with Exhibitors

10:00 – 11:00 am
The Future of Urban Forestry (continued)
This portion of the presentation involves a panel discussion with SMA members who are MFI graduates and have integrated Ed Barlow’s insights into their own lives and jobs. The panelists will share their thoughts on how they are responding to the insights Ed has shared with them in the past.

11:00 am – 12:00 noon
Innovation, Research and Tools for Addressing the Future of Urban Forestry
David Nowak, PhD, Research Scientist, US Forest Service, Syracuse, NY
The future of urban forestry will require innovation in research, practice, technology, and tools for assessing and addressing urban forest management situations. Dr. Nowak will discuss the direction our profession is headed in light of these topics.

12:00 noon – 1:00 pm   Lunch with Exhibitors
Monday October 13, 2008
Connecting Urban Forestry with Sustainability

One of the current hot topics in natural resource management today is the concept of sustainability. Our speakers will look at various angles of this subject, with an emphasis on how urban forestry is a tool for addressing sustainability, and how we can connect the ecosystem services that trees provide with societal needs and issues.

1:00 – 1:40 pm
Can Urban Forestry Provide Carbon Offset Trading Opportunities?
Ted Dodge, National Carbon Offset Coalition
This presentation is an overview of the science, and focus of the U.S. Department of Energy's current initiatives regarding the development of global based carbon offsets. The speaker will review the existing federally sponsored research into the development of the carbon market, and the Chicago Climate Exchange (CCX) where carbon offsets can be traded. The speaker will cover protocols, standards, data collection methods, development of sequestration estimates, contracting, pricing, and monitoring criteria and procedures for urban forestry projects listed on the CCX. This session will explain why Municipal Foresters should become engaged in these discussions at all levels.

1:40 – 2:20 pm
Urban Forest Carbon Reporting Protocols
Greg McPherson, PhD, US Forest Service Center for Urban Forest Research, Davis, CA
In this session, municipal foresters will learn about the application of new tools developed for the California Climate Action Registry. Dr. McPherson will discuss protocols for tree planting projects aimed at sequestering carbon, saving energy and reducing greenhouse gas emissions. The presentation will discuss accounting and reporting standards that influence how city trees fare in the highly competitive carbon offset market. The presentation will also provide estimates of required budgets to provide optimal levels of service for a five to ten year planning period. Examples will show how budget changes influence tree benefits by linking changes in a pruning cycle to tree condition and ecosystem services provided. This presentation will help municipal foresters to quantify the functional services trees provide and the impacts of funding decisions.

2:20 – 3:00 pm
Linking Trees and Air Quality on the Ground
Dana Karcher, Davey Resource Group
Andy Trotter, West Coast Arborists
This presentation will highlight the "United Voices for Healthier Communities" tree-planting project that took place in Southern California during the fall of 2007. The project involved gaining funding from the Air Quality Management District (AQMD) in a competitive grant process to plant trees with volunteers in a four county region that makes up the district. This unique project focused on air quality, not tree planting, as the vehicle to get the message out about trees. The presentation will focus on how the funding was obtained, the logistics of getting volunteers to plant trees at over 30 sites in one day, dealing with political obstacles, marketing messages and the future of the project.
3:00 – 3:30 pm     Break with Exhibitors

3:30 – 4:15 pm
Environmental Strategies for Municipalities
Nick Kuhn, City Forester, Albuquerque, NM
This presentation shows how the City of Albuquerque, NM created a new ordinance, full time position and program that built an urban forest program with environmental and personal health issues as priorities. The ordinance specifies citywide influence over all departments, and outreach, and coordination with the nursery industry. The speaker will discuss how the Albuquerque City Forester interfaces with the Environmental Health Department in their citywide Sustainability Program, and the Planning Department and their work with contractors, designers, and builders in site and building designs. The presentation will show how the creation of this new program has been the key to moving forward and ensuring the continued growth of the City's urban forestry program.

4:15 – 5:00 pm
Managing Municipal Greenspaces to Produce Environmental Services
Robert Young, PhD, University of Oregon
Dr. Young will discuss the results of a recent SMA member survey regarding the emerging issue of how municipal greenspaces provide environmental services that benefit society.

5:30 – 7:00 pm     Reception with the Exhibitors

5:00 – 8:30 pm
Certified Urban Forester, Certified Arborist, & Municipal Specialist Exams
Pre-registration to sit for exam required. Contact CaUFC or ISA to pre-register.
Tuesday October 14, 2008

Lessons Learned from Natural Disasters

Our responses to the natural processes under which we work as urban foresters can come under the microscope when a disaster strikes. A ‘lessons learned’ approach to analyzing past responses with a goal of learning lessons that result in making improvements for the next occurrence will be the feature of this session.

7:00 am—4:00 pm  Registration Open

7:00—8:00 am  Continental Breakfast

8:00 – 8:30 am
When Trees Attack - The Media Storm After the Wind Storm
Elizabeth Walker, Sound Tree Solutions, Duvall, WA
Sarah Griffith, WA Dept. of Natural Resources
Elizabeth and Sarah will share the lessons learned when in the wake of a major windstorm, urban foresters found themselves having to respond positively to media stories with titles like “When Trees Attack.”

8:30 – 9:00 am
If a Tree Falls in a Storm, Does it Make a Cause?
Owen Croy, City of Surrey Parks Department, Surrey, British Columbia
When storms damage significant, historic, or iconic trees, citizen and media interest often result in public relations or fundraising opportunities that capture the public's attention. Owen will share lessons learned about what happens when individuals, corporations and governments come running to open their wallets to help the cause.

9:00 – 9:30 am
Fire in the Urban Forest
Dana Karcher, Davey Resource Group,
Darla Mills, CA Dept. of Forestry & Fire Protection
The presentation addresses the role of the municipal forester and creating fire safe communities. There will be discussion on ordinances and how they impact tree removal and replacement programs. The session will address the process of fuel load analysis in cities and the wild land urban interface and how that affects the decision making process. There will be a review of the interaction of city departments and citizens in creating a fire safe community. Discussion will include national fire issues and focus on examples from the southern California region examining recent fires that took place in the San Diego and Los Angeles region in 2007.

9:30 – 10:00 am
Panel Discussion – Lessons Learned in the Aftermath of Natural Disasters
A panel of professionals will give their perspectives on how municipal urban foresters can be prepared for and learn from various types of natural disasters.

10:00 – 10:30 am  Break
Advancing Urban Forestry through Collaboration

Most of us attain our greatest accomplishments in partnership with other people and organizations, leveraging time, money, talent, and visibility. This session looks at how we can advance our programs even further through collaboration.

10:30 – 11:15 am
A Perfect Marriage: Non-Profit/Municipal Collaboration
Laura Bauernfeind, Principal Forester, City of Los Angeles Recreation & Parks, Los Angeles, CA
Paige Van Riper, TreePeople, Los Angeles, CA
This session discusses the Million Tree Program initiated by the City of Los Angeles to shape the future of its forest. The speakers will explain the development of a strategic alliance between the City of Los Angeles and the TreePeople in order to implement a grand reforestation program. Discussion includes the project’s community outreach efforts and focus on areas of the city with minimal canopy cover. This partnership is a case study for the successful implementation of a long-range plan to restore lost canopy.

11:15 – 12:00 noon
Advancing Urban Forestry Programs through Non-Profit & Municipal Partnerships
Ruth Williams, TREE Davis, Davis, CA
Rob Cain, Urban Forest Manager, City of Davis, CA
This session presents a case study of the City of Davis, CA to show the potential for municipal & nonprofit partnerships. The speakers will provide a worksheet to help urban foresters identify resources that can be started or exchanged between nonprofits and municipalities in order to develop a community plan. The case study will show how the collaboration enabled the City to install award-winning public art celebrating our urban forest, develop a historic downtown Treewalk, receive funding to collect data about thousands of trees in municipal parks and lobby the City Council to save healthy mature trees slated for removal for road construction.

12:00 – 1:00 Lunch

New Ideas for Advancing Urban Forestry Programs

The speakers in this session will explore new ideas and innovations for moving your urban forestry program forward, raising the profile of your urban forestry efforts, and exploring new opportunities to develop higher performing programs.

1:00 – 2:00 pm
A Tool Kit to Guide the Creation of Local Urban Forest Strategic and Management Plans
Andy Trotter, West Coast Arborists, Inc.
Ted Sweicki, Phytosphere Research
Andy will present the status of a project to produce a turn-key step-by-step system which will assist communities to navigate through the planning steps for gathering information, identifying community specific goals, and creating urban forest management plans to achieve those community goals.
Tuesday October 14, 2008

2:00 – 2:30 pm
Urban Forest Benefits through Canopy Mapping & Environmental Analysis
Ian Hanou, NCDC
This case study from Longmont, CO will demonstrate how a successful partnership between utilities, water resources, open space and city forestry helped to cost-share for valuable planning information and exceed local “greening” goals. The speaker will explain how the partnership enabled the City Forestry to obtain a detailed map layer of all trees within the city and how the GIS data will be used to locate available planting space on residential, commercial and industrial land use types.

2:30 – 3:00 pm
Beyond i-Tree: Using i-Tree Results to Advance Your Program
Scott Maco, PhD, Urban Forester, Davey Resource Group
This presentation addresses how cities across North America are beginning to use the i-Tree tool to assess the state of their urban forest, and the real value using the results to advocate for stronger programs.

3:00 – 3:30 pm    Break

3:30 – 4:00 pm
Integrating Urban Forestry and Municipal Planning
Phillip Rodbell, Program Manager, US Forest Service, Newtown Square, PA
Philip will discuss how urban foresters can better integrate into municipal planning processes to advance their urban forestry efforts.

4:00 – 4:30 pm
Assessing Continuing Education as a Method of Advancing Urban Forestry
Melanie Kirk, Texas AgriLife Extension
Melanie will share the results of some research on assessing continuing education to see if programs are being improved and advanced as a result of attending urban forestry courses.

4:30 – 5:00 pm
Tree Campus: A New Partnership Opportunity
Dan Lambe, Vice President of Programs, National Arbor Day Foundation
Dan will present a new opportunity for municipalities to connect with college campuses to promote urban forestry in their communities.

5:00–6:00 pm    SMA Business Meeting

7:00—7:30 pm     Reception and Silent Auction - Sponsored by Davey Resource Group

7:30-9:00 pm     Awards Banquet – Sponsored by Davey Resource Group
Advocating for the Future of Urban Forestry

As municipal arborists and urban foresters, part of our job is helping people understand the value of urban forestry and cultivating an investment in the future livability of our city. That effort takes more than just education – it takes advocacy. Our speakers in this session will explore how we can help others become more effective urban forestry advocates.

7:00–9:00 am  Registration Open

7:00–8:00 am  Continental Breakfast

8:00 – 9:00 am
Navigating the Political Process --Thoughts for the Next Generation of Tree Managers
Dave Dockter, City of Palo Alto, Planning Dept., Palo Alto, CA
This session will show the many facets of government life, politics and decision-making and where opportunities lie to enhance resource conservation. The speaker will provide insights on how the next generation of tree and city managers, commissioners and community members will be informed on how to use the political process to ensure benefits are relevant and integrated into projects. The session will touch on case capsules that affect political decisions, CIP projects, and zoning ordinance updates.

9:00 – 10:00 am
Looking Beyond Trees - Planting the Seeds of Legislative Advocacy
Martha Ozonoff, Executive Director, California ReLeaf
Andy Trotter, West Coast Arborists, Inc.
This session will provide participants with tools needed to affect positive change in their community and at the state capitol. Attendees will learn about the political process, with special emphasis given to what is and is not permitted by city employee’s volunteers of nonprofit organizations. The presentation will discuss the importance of legislative advocacy is so important and why local efforts need to become more sustainable if urban forestry is to advance. During the session, the presenters will use a combination of lecture, open-discussion and group break-out activities.

10:00 – 10:15 am  Break

10:15 – 11:00 am  
Expanding Boundaries for Urban Forestry
Ed Macie, Southern Region Urban Forestry Group Leader, US Forest Service, Atlanta, GA
Ed will discuss integrated resource management at the landscape scale with a focus on national urban forestry issues and the emerging challenges related to how the boundaries of urban forestry are expanding.

11:00 – 11:45 am
Cultivating a Generation of Urban Forestry Advocates
George Gonzalez, Chief Forester, City of Los Angeles, CA
This final session addresses the need for urban foresters to cultivate a new generation of citizens who can advocate for the quality of life issues that are impacted by our urban forestry efforts.

11:45 am – 12:00 noon
Closing comments by Dan Hartman, incoming SMA President
Ed Barlow is President of Creating the Future, Inc. He is dedicated to enhancing an understanding of the future and the influences which will affect personal, professional, organizational, and community settings. In addition to his extensive speaking and consulting schedule, he is interviewed regularly by the media. He has also testified before Congress on several occasions regarding issues of workforce, transportation, travel and tourism. His advice and counsel is sought regularly by leaders in business, government, and the non-profit sector. No one is more passionate about, nor more actively engaged in assisting people, organizations, and professions anticipate and prepare for the world of tomorrow. Ed's insight and energy have been incorporated into a variety of settings including keynotes, think-tanks, seminars and strategic planning activities. He averages over 120 engagements a year. Ed's professional experience includes executive positions in healthcare, business, higher education, and a Washington D.C. based management consulting firm. He holds a master’s degree in management from the University of Notre Dame.

Laura Bauernfeind is the Principal Forester for the City of Los Angeles Department of Recreation and Parks. Her primary duty is to oversee forestry operations for the Department’s estimated 1 million trees on the City’s 16,000 acres of parkland. Ms. Bauernfeind is a Certified Arborist, member of the Western Chapter of the International Society of Arboriculture, and Society of Municipal Arborists. Ms. Bauernfeind is Recreation and Park’s point person for Mayor Villaraigosa’s Million Tree Program and is working collaboratively with non-profit groups to restore and re-forest Los Angeles’ parks. She comes to her position in the forestry Division with over 20 years experience in park’s ground maintenance operations. Ms. Bauernfeind is a graduate of the Municipal Foresters Institute and holds her BS in Forest Resource Management and minor in Speech Communications from Humboldt State University.

Rob Cain is the Urban Forest Manager for the City of Davis. He graduated from CAL Poly San Luis Obispo with Ornamental Horticulture degree in 1992. He worked for a private California Bay Area tree company as a Tree Trimmer, Foreman, Crew Supervisor and Account Manager in progression from 1992-1997. He learned to properly prune trees and perform species-specific pruning and to manage trees on a multi-year basis, making 5-year tree management plans for business and commercial properties. Rob worked for the Pebble Beach Company as the Forestry Manager from 1997-2004, managing the Del Monte Forest golf course and resort property trees owned by The Pebble Beach Company. He worked on the Pine Pitch Canker epidemic on the Monterey pines and helped balance proper tree care with the golf course design and playability needs. Rob is an ISA Certified Arborist.

Owen Croy has a degree in Forest Science from the University of British Columbia, where he also studied landscape architecture and horticulture. He is an ISA Certified Municipal Specialist. After working as a traditional forester, Owen managed detection and eradication programs for invasive exotic pests in Canada’s Plant Health Services. He presently works for the City of Surrey, where he has over-all responsibility for Surrey’s civic greening efforts in this rapidly growing city of 450,000. Owen has served on the Board of the SMA, on committees of the ISA & SMA, and enjoys sharing his passion and knowledge as a member of the instructional cadre of the Municipal Forester Institute.

Dave Dockter is member of several organizations including American Society of Consulting Arborists, the ISA and American Planning Association. He is appointed as a Managing Arborist in Planning for the City of Palo Alto, and has a unique perspective of the urban forest, community involvement, government regulation and what it takes to keep it all going. He has been instrumental in re-inventing approaches to planning processes, efficient document use and EIR mitigation monitoring measures—areas that are commonly weak within many League of California Cities. Dave has participated in amending several municipal tree ordinances throughout California and is involved with creative enforcement remedies to effect compliance. Dave was involved with the El Camino Real Pilot Design Workgroup, and Architectural Review Board advisory and principal author of the Palo Alto Tree Technical Manual, now in its seventh year of rugged use. (The ISA-APA awarded document is available for purchase or without charge download, copyright-free at http://www.cityofpaloalto.org/planning-community/tree_technical-manual.html).
Ted Dodge is the Project Broker for the National Carbon Offset Coalition (NCOC) and was instrumental in the creation of this organization. He provides staff leadership in the development of all NCOC programs and business activities including Phase I DOE grant-related activities. Previously, he was the Statewide Resource Conservation and Development Coordinator for the U.S. Department of Agriculture in Bozeman, MT, and managed the State Association for eight regional community and resource development organizations, provided staff leadership in development of five new community based regional nonprofits, and created two statewide nonprofit organizations and one nationwide nonprofit organization to address housing and environmental issues. When working for the USDA in Alaska, Mr. Dodge organized the first USDA-approved Resource Conservation and Development Area (RC&D) in Alaska, and worked with a native Alaskan regional council to organize and submit a successful application of the states second RC&D area. In Butte, MT, he managed a regional nonprofit corporation designed to assist local communities and others with community based project development and assisted in the implementation of over 250 community based projects with a wide range of funding strategies. This program became the model for the organization of other regions in Montana. Mr. Dodge has a B.A. in Business Agricultural Production, which he received from Montana State University in 1976.

George Gonzalez has been the Chief Forester for the City of Los Angeles since 1998. As Division Manager for the Urban Forestry Division of the Bureau of Street Services George oversees the maintenance of 700,000 street trees, over 300 acres of landscaped medial islands and is one of the project managers of the Million Trees L.A. (MTLA) initiative. He is licensed by the state of California as a Pest Control Advisor, and is a Certified Arborist and a Certified Municipal Specialist with the International Society of Arboriculture (ISA). He is also a Certified Urban Forester with the California Urban Forest Council. George is currently the President of the Society of Municipal Arborist (SMA) and serves on the American Public Works Associations’ (APWA) Facilities and Grounds Committee. He is a Past-President of Street Tree Seminar Inc. and a former member of the Western Chapter of the International Society of Arboriculture (WCISA) Certification Committee. George is a founding member of the Municipal Forester Institute (MFI). He served on the steering committee that developed the curriculum for MFI and is a member of the Institute’s teaching cadre.

Sarah Griffith is the Urban & Community Forestry Program Manager with the Washington Department of Natural Resources. She holds a Bachelor of Science in Natural Resources from Washington State University. She is an International Society of Arboriculture certified arborist and currently serves as the Public Outreach Director on the PNW-ISA Board of Directors. Sarah spent three years as a utility arborist before joining the Washington Department of Natural Resources Urban and Community Forestry Program in 1999.

Ian Hanou is Vice President of Business Development at NCDC Imaging & Mapping. He graduated from Colorado State University with a B.S. in Forest Management and a minor in Geospatial Information Management Systems. After a short stint in environmental consulting, he spent 3 years at DigitalGlobe, Inc. helping produce, market and sell applications for high-resolution satellite imagery. Since 2004, he has worked on both the analytical and business side of NCDC’s operations, focusing on natural resource, forestry and water resource applications in both urban and rural settings. His professional goal is to promote sustainable land use policy planning using advanced geospatial data and through increased collaboration. He has submitted nearly 40 of Colorado 54 “14ers”, or peaks above 14,000 feet, and lives in Colorado Springs with his wife, daughter and son to-be.

Dana Karcher is a project developer the Davey Resource Group. She assists communities with the development of urban forestry programs including, management plans, inventories, fire safe plans and grant procurement. She also is contracted to municipalities to serve as a project arborist. Ms. Karcher is a Certified Arborist and member of the Western Chapter of the International Society of Arboriculture serving on the board of directors. She sits as an advisor to the state urban forester on the California Community Forestry Advisory Board. Ms. Karcher is a member of the planning and teaching faculty for the Municipal Forester Institute. She is a member of the Society of Municipal Arborists and the Utility Arborist Association. She is past President of the California Urban Forests Council and has served on Governor Schwarzenegger’s Transportation Task Force for California’s Central Valley.
Ms. Karcher joined the Davey Resource Group after a successful career as a non profit executive and the owner of her own consulting firm. She holds a Bachelors Degree from California State University, East Bay.

Melanie Kirk

Melanie R. Kirk is the Extension Program Specialist for the Texas AgriLife Extension Service in College Station, TX. As Extension Program Specialist, Melanie cooperates with colleagues in the Texas AgriLife Extension Service at State, County, and City levels, the Texas Forest Service, Texas AgriLife Experiment Station, and Texas A&M University in planning, conducting, and evaluating education and applied research programs in urban and community forestry. Melanie’s current project focus is centered around offering quality continuing educational opportunities using cutting edge distance education formats.

Melanie is currently a Doctoral Candidate at Texas A&M University in the Department of Agricultural Leadership, Education, and Communication with a specialization in Program Evaluation and Assessment. She received her B.S. in Urban Forestry, Management and her M.S. in Urban Forestry, Policy both from Southern University and A&M College and prior to working with AgriLife Extension Service; Melanie was one of four City Arborists in Dallas, TX. Melanie has served as a Board Member for the Texas Chapter of ISA, President and Board Member of the Texas Urban Forestry Council, Member of the National Urban and Community Forestry Advisory Council, and served on numerous boards, councils and committees on the local, state, regional, and national level. Outside of her passion for education and urban forestry, Melanie spends most of her spare time working to better her community by volunteering through various organizations such as the Brazos Valley Area Alumnae Chapter of Delta Sigma Theta Sorority, Inc. an organization she has been an active member of for over 10 years.

Nick Kuhn holds a BS Forest Resource Mgt from Southern IL Carbondale and has been an ISA Certified Arborist since 1998. He has been a Municipal Specialist since 2006, the same year he graduated from the Municipal Forester Institute. Nick has been working in or on trees since 1992. He worked for the US Forest Service as a wilderness ranger and occasionally worked with the Smokey Bear Hot Shot Crew, Nick was with Davey at the start of their big PG&E contract in Northern CA, was a County Timber and Fire Forester and Area Urban Forester for the State of Arkansas, and was City Forester for McMinnville, TN where he will be remembered for getting a historic tree saved from development and the tree and land donated to the city. Presently, the Nick is the first-ever City Forester for Albuquerque, NM focusing on the use of trees as environmental tools.

Dan Lambe, Vice President of Programs for the Arbor Day Foundation oversees the various innovative programs through which the National Arbor Day Foundation strives to educate, recognize and empower people to plant, nurture and celebrate trees, including Tree City USA, Tree Line USA, Conferences and Seminars and more. Lambe has worked for more than 15 years in non-profit management creating and directing programs to advance environmental and consumer related issues. Lambe joined the Arbor Day Foundation in January of 2005. Lambe currently serves as a member of the National Urban and Community Forestry Advisory Council (NUCFAC).

Ed Macie is the Southern Region Urban Forestry Group Leader for the USDA Forest Service in Atlanta, Georgia. He has over 25 years of experience in Urban Forestry, having served with the Forest Service, as a County Arborist and an Arboricultural Consultant. For the past 18 years, Ed has directed the Southern Regional Urban Forestry Program for the Forest Service, administering grants and educational programs to help states deliver their urban forestry programs, community-based groups plant and maintain trees, and improve the environment where people live work and play. Ed also strongly supports urban forestry research, having established the Center for Urban Forestry Research in Athens, Georgia, and as founder and Team Leader of the Southern Research Station’s Center for Urban Interface Research and Information in Gainesville, Florida. His educational background includes a BS in Environmental Horticulture/Arboriculture from the University of California-Davis and a MS in Urban Forest Ecology from the State University of New York, College of Environmental Science and Forestry at Syracuse University.
Scott Maco is an urban forester with the Davey Institute—Davey Tree Expert Company's center for research and development, technical services, education and training, and environmental compliance. Scott focuses his work on innovative tools and ideas to enhance urban forestry analysis and environmental value. Scott’s experience extends from research and development with the US Forest Service’s Center for Urban Forest Research to municipal forestry work with the City of Seattle to agroforestry work in Senegal with the US Peace Corps. He received a B.S. in Urban Forestry from the University of Washington and an M.S. in Horticulture and Agronomy from UC Davis.

Greg McPherson is Director of the Center for Urban Forest Research located in Davis, CA, a unit of the U.S. Forest Service’s Pacific Southwest Research Station. His project is titled Sustainable Urban Forest Ecosystems, and he works with two other scientists to measure and model urban forest benefits and costs, with particular emphasis on energy, carbon, and water. Dr. McPherson Chairs the International Society of Arboriculture’s Science and Research Committee. In 2000 he received the ISA’s L.C. Chadwick Award for Arboricultural Research. He has a bachelor’s degree from the University of Michigan, Masters in Landscape Architecture from Utah State University, and Ph.D. in urban forestry from the State University of New York, College of Environmental Science and Forestry in Syracuse.

Darla Mills is an Urban Forester with the California Department of Forestry and Fire Protection (CalFire) based in Fresno. She works with communities, special districts, schools, and non-profit organizations throughout the San Joaquin Valley and Central Coast of California to help enhance their urban forests. She does this by administering grant funds for tree planting, tree inventory, management plans, educational, and innovative urban forestry projects. In addition, she serves as a resource to communities and other entities by providing them with processes, methods, and additional educational resources to enhance their urban forest projects and programs. Ms. Mills worked for the US Forest Service where she gained her love for forestry. She started working for CalFire in 1987 and found her niche in the Urban Forestry Program in December 2001. In addition to her urban forestry duties, Ms. Mills holds a position on CalFire Incident Command Team 9 as the Compensation and Claims Unit Leader. Her team position deals with employee injuries and property damage issues during statewide emergencies. These emergencies include wildfires, earthquakes, floods, major pest infestations, and other natural disasters. Ms. Mills has Finance Section training within the Incident Command System and spent three weeks supporting CalFire crews in Montana in the summer of 2003. She is a graduate of the first Municipal Forester Institute in 2006 and 2008 graduate of the Great Valley Center’s IDEAL program. Ms. Mills has a Bachelor of Science in Forestry from Northern Arizona University, Flagstaff, Arizona.

David J. Nowak is a Project Leader with the USDA Forest Service, Northern Research Station in Syracuse, NY. Dr. Nowak received a B.S. and M.S. from SUNY College of Environmental Science and Forestry, and a Ph.D. from the University of California, Berkeley. He has authored over 150 publications and is a recipient of the American Forests’ Urban Forest Medal recognizing outstanding national contributions in urban forest research, the Distinguished Science Award of the Northeastern Research Station, and was a contributing member of the 2007 Nobel Peace Prize winning Intergovernmental Panel on Climate Change. His research investigates urban forest structure, health, and change, and its effect on air quality and greenhouse gases. He also leads teams developing software tools to quantify ecosystem services from urban vegetation (e.g., UFORE and i-Tree programs).

Martha Ozonoff is the executive director of California ReLeaf, a position she has held since June 2000. She is responsible for the overall direction of the organization, including contracting, fundraising, and program administration. Before coming to ReLeaf, she spent seven years working as the executive director of TREE Davis. Martha serves on the board of directors of the Alliance for Community Trees, and the UC Davis Arboretum. Martha has a B.A. in Political Science and an M.S. in Community Development; both degrees are from the University of California, Davis. She lives in Davis, CA with her husband and son.

Phillip Rodbell is program manager for Urban and Community Forestry in the U.S. Forest Service Northeastern Area, located in Newtown Square, Pennsylvania. He joined the 21-state region in 1999 after more than 17 years experience in nonprofit action, state program administration, and local government consulting, including three years of international experience with the Peace Corps in
Honduras, Central America. Currently, he provides leadership in federally funded action to support state and local projects that plant and improve community trees and forests in the Midwest, New England, and Mid-Atlantic regions of the United States. Phillip has a Master of Science degree in Forestry from North Carolina State University and a B.S. in Forest Resources from the University of Washington in Seattle.

**Ted Swiecki** is a principal of Phytosphere Research of Vacaville, CA. Dr. Swiecki received his B.S. in Biology from U.C. Riverside and earned his doctorate in Plant Pathology from U.C. Davis. He and his partner, Dr. Elizabeth Bernhardt conduct research and provide consulting services related to maintaining healthy plants and ecosystems in both natural and urban landscapes. Since founding Phytosphere Research in 1987, they have conducted a number of urban forestry projects. They developed and conducted the first two statewide surveys on California urban forestry programs; produced a CDF publication on developing tree ordinances that was later expanded into a website within the ISA site; developed the City of Rocklin urban forest management plan; and helped develop and edit the Yolo County Oak Woodland Conservation and Enhancement Plan. They have also conducted research on the ecology of California oaks; diseases and insect pests of oaks and other native plants; oak woodland and riparian restoration; and management of natural plant communities. Since 2000, sudden oak death has been one of Dr. Swiecki’s major areas of research. He is currently working on several projects funded by the Forest Service related to the management of sudden oak death in both oaks and tanoaks.

**Andy Trotter** is Vice President, Field Operations Manager with West Coast Arborists. Mr. Trotter has been with West Coast Arborists, Inc. since August of 1982. Prior to that, he had eight years experience in the tree care industry. After working as a Foreman for eight years, Mr. Trotter was promoted to Field Operations Manager in March of 1990. As Field Operations Manager, he supervises all of the field operations as well as managing a wood recycling facility in Irvine. He is an ISA Certified Utility Arborist, a Certified Urban Forester, and a Certified Treecare Safety Professional. Andy is Past President of Street Tree Seminar and past President of the California Urban Forest Council. He is a graduate of the Municipal Forester Institute.

**Paige Van Riper** is the Volunteer and Community Engagement Director for TreePeople, an environmental nonprofit organization located in Los Angeles. She is also TreePeople’s point person for the Million Trees LA initiative and partnership with the Los Angeles Department of Recreation and Parks. Ms. Van Riper has more than 12 years of experience in nonprofit management with an emphasis in volunteer management and marketing and communications. Ms. Van Riper holds a dual degree in International Relations and East Asian Area Studies from the University of Southern California.

**Elizabeth Walker** has a Masters of Forest Resources from the University of Washington specializing in urban forestry/urban horticulture. For thirteen years to 2006, she worked as a government employee, first for Washington State as the community assistance forester, then the first urban forester for the City of Vancouver (Washington) and finally part-time urban forester for the City of Kirkland. She now owns a consulting business out of Duvall, Washington, Sound Tree Solutions, Inc., and has assisted many Washington cities such as Seattle, Bellevue, and Renton as well as several local homeowner associations and other clients with their urban forestry needs. Elizabeth served on the PNW ISA Board for eight years and is a certified arborist.

**Walter Warriner** has a career that spans over twenty years and has worked in every position in the landscape industry from the rake up. Through his career he has been a laborer, an equipment operator, a spray applicator, irrigation technician doing repairs and installations, field supervisor for maintenance and construction projects, contract administrator, designer and contractor. Mr. Warriner has landscaped everything from hotels, parks and hospitals to tract homes.

In 1988 Walter became a Certified Arborist and began to focus his career on Arboriculture as a Consulting Arborist for Charles Abbott Associates a Civil Engineering firm which provides Public Works services for municipalities throughout Southern California. He has held positions as:

- City Forester for Palos Verdes Estates
In 1994 Walter became Vice President of Golden Bear Arborists, Inc. and in 1997 he became the 1st full-time Community Forester for the City of Santa Monica. Walter has a Qualified Applicator Certificate and is Pest Control Advisor, a Certified Arborist, and a Licensed Landscape Contractor. Besides graduating from the School of Hard Knocks and being a lifetime fraternity member of Phi Zappa Krappa, Walter’s formal education includes: Agriculture Technology from Windward Community College, Business Accounting from the University of Hawaii, and Landscape Architecture from UCLA.

Ruth Williams is the Tree Davis Executive Director. She received her Bachelor’s degree in Environmental Horticulture and Urban Forestry from UC Davis. She is an ISA Certified Arborist and has coordinated Tree Davis programs for four years.

Dr. Robert F. Young works in the fields of urban planning, sustainable economic development and urban ecology. At the University of Oregon his research focuses on economic and environmental policy and planning. A practitioner in the public sector, Robert served as Administrator of Philadelphia’s Recycling Office and was appointed by Governor Christine Whitman as Director of the New Jersey Commerce Department’s Office of Sustainability. In the private sector Robert founded two successful composting firms in New Jersey and California. Robert’s most recent publications include a chapter in the book Garden Cities to Green Cities published by Johns Hopkins University and articles in the Journal of Urban Ecosystems.
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- Trees should not be planted within 10 feet of a power pole
- Plant trees at least 6 feet to the side of underground facilities
- Call Underground Service Alert at 811 at least two working days before you plant to have underground utilities located

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Western Chapter ISA Continuing Education Units

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Sign-in Sheets will be available at the end of each session
The Conference Organizing Committee and the Leadership of SMA and CaUFC would like to thank you for joining us for the 2008 conference. We look forward to seeing you again next year!

2009 California Urban Forests Conference  
September 30, 2009  
Marriott Ventura Beach, CA

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