



# 56<sup>th</sup> Annual International Conference

*Thursday, November 19, 2020*

Link for joining will be sent upon registration  
ISA CEUs Approved for: 4.5 hours

# INDUSTRY LEADING EXPERTS AND TECHNOLOGY AT YOUR SERVICE

**We're constantly sharpening our skills** to build the safest, most efficient and most capable workforce in the industry, featuring advanced **SafeProduction** training protocols and technology, including:

- **Industry-Leading Apprenticeship Program**
- **Trained Professionals for Every Aspect of Tree Care, Management and Planning**
- **Paperless Mobile Tree Map and Inventory Solutions (GIS)**
- **Industry-Leading Pollinator Habitat Management (IVM/IRVM)**

**ASPLUNDH.COM** ▪ 1-800-248-TREE

**ASPLUNDH**<sup>®</sup>

A BETTER WAY



## MANN MADE RESOURCES

### TREE CONSERVATION PRODUCTS

**Tree Root Deflectors** – 100 foot rolls, depths from 6 to 48 inches

**Mulch Collars** – Stop killing trees with mulch volcanoes and soil; guide mulch depths with an expandable collar as the tree grows.

**Terrewalks** - Recycled modular and permeable sidewalk panels  
Visit <https://terreplastics.com/> ; view at google maps street view, 315 velarde St, Mountain View CA, 10 trees since 2011

**Other Products** - Tree Check, TreeDiapers, Mitogrow  
Products are field tested before we will sell them

**Tree Consulting Services** – with sales, and for specific projects through California Tree and Landscape Consulting, Inc. (CalTLC)

*We want to help you grow better trees*

Auburn, CA ~ Phone 650-740-3461 ~ [www.mannandtrees.com](http://www.mannandtrees.com)  
Email: [gordon@mannandtrees.com](mailto:gordon@mannandtrees.com)

Please view our ad in CityTrees, SMA's Magazine



## GreenWell™

ASK FOR YOUR FREE SAMPLE DURING THE CONFERENCE



Greenwell is an ingenious Australian water saving invention, fast gaining favor in North America over traditional tree watering bags. Greenwell is manufactured in Ohio out of recycled materials. Greenwells themselves can be reused on multiple installations. Experts agree that effective tree watering in the establishment phase is critical to a plant's survival. By eliminating water run off and evaporation through fast deep penetration Greenwell saves water and makes the most of every watering cycle.



### PRODUCT FEATURES...

- ✓ Zip join enables easy placement around new or existing trees
- ✓ Protects the tree from mowers and trimmers
- ✓ Holds mulch and fertilizer in place
- ✓ Keeps grass from growing over the tree base
- ✓ Greenwell stays in place year round, no need for winter removal
- ✓ 10-year lifespan; product can be removed after 2-3 years or once the tree is established
- ✓ Made in USA from recycled UV plastic and can be reused multiple times.

- SIZES**
- 17" diameter - base capacity 7 Gallons
  - 26" diameter - base capacity 13 Gallons

For samples and pricing, please email

> Trevor Countryman  
trevorc@plantbest.com  
780 242 3082

> Alex Marconi  
alexm@plantbest.com  
405 745 6997

[www.greenwellwatersavers.com](http://www.greenwellwatersavers.com)



GREENWELL PROUDLY SUPPORTING THE SMA & NON PROFIT TREE ORGANIZATIONS

# Schedule for Thursday, November 19

all times CST

11:00 – 11:30 am

## **SMA Annual Business Meeting**

11:30 am – 12:15 pm

## **Virtual Lunch – Awards, Tree of the Year, Passing of the Gavel**

Grab your lunch and join us for some of SMA's favorite traditions. It's sure to be a great show!

12:15 – 12:30 pm

## **Sponsor Introductions**

With much appreciation, we proudly present our conference sponsors so that you can virtually meet them.

12:30 – 1:15 pm

## **Tree Equity—Filling in the Gaps**

*Carlos Campero, Director of Conservation Programs at Los Angeles Conservation Corps, Los Angeles, CA*

This presentation discusses strategies to bring the urban forest to underserved communities. Exposing underserved communities to job opportunities in urban forestry helps to develop work force diversity and increases participants' awareness of the value of tree canopy. Methods urban foresters have used to successfully engage their constituents will be highlighted.

1:15 – 2:00 pm

## **Closing the Green Gap: Making Equitable Investments in Portland's Urban Forest**

*Jennifer Karpis, Integrated Solutions Coordinator, City of Portland, Bureau of Environmental Services*

For the past twelve years, Portland's Environmental Services Tree Program (ESTP) has worked to reduce this "green gap" through both an extensive and intensive equity focus in service provisioning. Strategic outreach in low-tree-canopy, low-income, racially diverse communities has resulted in more than 75% of services provided in these "equity geographies," and working with numerous partners helps vulnerable, historically underserved communities get involved in meaningful ways. Attend this presentation to learn about the vision, accomplishments, and challenges of this work through data and storytelling.

2:00 – 2:45 pm

## **A Tale of Two Cities: Tree Planting during Redlining Compared to Equity-based Delivery of Tree Planting**

*David Jahn, City Forester, Des Moines, IA*

*Leslie Berckes, Director of Programs, Tree Forever*

Des Moines is investing in occupational- and life-training for youth in under-represented demographics to redress inequities in the urban canopy caused by decades of redlining policies. This presentation details the mechanics of the vital partnering between a municipal government and a non-profit to achieve common tree equity goals in the Des Moines urban forest.

2:45 – 3:30 pm

## **Investing in Trees for Health, Safety, and Equity: Creating the First Urban Forestry Master Plan for Columbus**

*Rosalie Hendon, Environmental Planner, Columbus, OH*

The City of Columbus, Ohio leveraged existing data; community and industry stakeholders; and a consultant team to create the first Columbus Urban Forestry Master Plan (UFMP). UFMP Project manager Rosalie Hendon will detail challenges, opportunities, and early wins that Columbus used to build a successful plan. A critical component of the UFMP is social equity. Using data modeling and stakeholder input, a priority planting tool now exists to guide future tree plantings on both public and private lands. This tool includes a social equity index based on nine factors spanning health, crime, demographics, and socioeconomic data that were selected by a stakeholder committee.

3:30 – 4:15 pm

## **Data and Beyond: Building Equitable Urban Forestry Programs**

*Emily Okallau, Chicago Region Trees Initiative Community Coordinator, Morton Arboretum, Lisle, IL*

The Chicago Region Trees Initiative (CRTI) has been using data to identify how the region could benefit from a more equitable distribution of its urban forest. How do we ensure that we are inclusive and partnering with organizations that represent the demographic of the entire region? And what do we need to know about equity in order to work equitably in urban forestry? This presentation will examine the work that CRTI does through an equity lens so that all people have equal access to healthy livelihoods. We do this with data that is available to us, but our work beyond the data is as—or more—important.

4:15 – 4:45 pm

## **Panel Discussion with Speakers**

Our conference speakers join us for a panel discussion about environmental equity. This is your chance to ask these knowledgeable and experienced folks your environmental equity questions!

4:45 – 5:00 pm

## **CEUs, Announcements, and Farewell**

## Speakers

**Leslie Berckes** works at Trees Forever, a non-profit that is highly active in starting, implementing, and sustaining community projects. In her role at Trees Forever, Leslie directs all Trees Forever programs and supervises the entire program staff across Iowa and Illinois, and founded the Trees Forever Growing Futures teen employment and tree care program in 2018. Leslie enjoys helping communities take advantage of opportunities to make their communities vibrant places to live. Leslie earned an M.A. in Public Policy, with an emphasis on environmental policy, and a B.A. in Marketing from the University of Northern Iowa.

**Carlos Campero** is a certified Arborist with 25+ years working in the field of Urban Forestry and Conservation. Carlos is also a member of the California Urban Forestry Advisory Committee which reports to Cal Fire. Carlos is also a graduate of the Municipal Forestry Institute. Carlos has a love for working with youth and helping them develop their skillset and self-confidence while learning to be accountable for themselves and to themselves. He has a passion for the Urban forest and a drive to bring increased tree canopy to those communities who need it and do not know they have access to it. He is a Husband and a father of 3, Deacon and lay preacher at his church.

**Rosalie Hendon** is the project manager of Columbus' first Urban Forestry Master Plan. An environmental planner for the Columbus Recreation and Parks Department, she manages natural resource projects on city parkland—everything from forests to prairies. Hendon holds two master degrees from the Ohio State University in both public administration and natural resources. An advocate of data-driven approaches to conservation work, Hendon is frequently surveying species in Columbus parks to determine the effects of habitat restoration. She believes local government has a critical role to play in environmental policy and is proud to lead Ohio's capital in its first long-term, strategic plan for the city's urban forest.

**David Jahn** David Jahn has been the City Forester in Des Moines, IA, for the last 9 years, and previously served in the same capacity in Pittsburgh, PA for 6 years. His staff of 15 maintain the inventory of 49,000 street and park trees. David has just released the City's first-ever Urban Forest Master Plan. He serves on the SMA Board, the SMA Membership Working Group, the Iowa Urban Tree Council, and the Advisory Committee for Growing Futures, an equity tree planting program you'll be hearing about today. David has degrees in Landscape Horticulture and Religion.

**Jennifer Karps** holds an M.S. in biogeography, is an ISA-certified arborist and municipal specialist, and has over 20 years' academic and practical experience in plant ecology, environmental science, and forest dynamics with a focus on urban environments. She implements partnership-based, green stormwater solutions that complement traditional pipe projects and improve community livability and teaches geography courses at Portland State University.

**Emily Okallau** is the Community Outreach Coordinator for the Chicago Region Trees Initiative, where she works to ensure that staff of public entities have adequate access to resources, training, and outreach to support them as they manage their urban forests. She has a Master's in International Conservation and Development with a focus on the agroecology of smallholder farming systems. This background in community conservation, and experience working with farmers, guides Emily's approach of augmenting and supporting a community's existing ideas, work, and goals.



Manage *more* with  
*less*... with Soil Moist™



**Nothing helps stretch budgets like Soil Moist Water Management Polymers and Mycorrhizal Products:** to reduce water maintenance and plant stress, increase growth rates, improve soil porosity and do more with less... beautifully.

Available in the forms, formulas and customer blends you need, eco-safe Soil Moist granules, disks, tabs and spikes absorb water, then release it gradually as soil dries. So each watering lasts up to 50% longer, for 3-5 years.

Whether it's original Soil Moist, Soil Moist Mycorrhizal for strong root development, or Soil Moist Plus nutrient blends, there's never been a better time to call for technical data and expert advice.



The Best Way To Grow On Earth™  
**Soil Moist™**  
JRM Chemical, Inc.  
4881 NEO Parkway, Cleveland, OH 44128  
1-800-926-4010 • 216-475-8488  
fax: 216-475-6517 [www.soilmoist.com](http://www.soilmoist.com)

**ARBORMETRICS® hopes everyone enjoys the Society of Municipal Arborists 56th Annual International Urban Forestry Conference from the comfort of your home or office!**

**“PEOPLE ARE OUR POWER”**  
IS MORE THAN JUST WORDS.  
*Investing in our people is at our very core.*  
*And powering efficient, effective urban forestry is our mission.*

[www.ARBORMETRICS.com](http://www.ARBORMETRICS.com) 1.866.685.1880 toll free

# SMA 2020 Sponsors



**Rainbow Treecare Scientific Advancements™**  
partners with cities across the country  
and we help them integrate solutions into  
their invasive species management programs  
(*EAB, HWA, SLF, and others*)

Go To:  
[www.treecarescience.com/eabguide](http://www.treecarescience.com/eabguide)

**TreeDiaper®** & **SteadySpring®** Patented & Made in the USA  
info@treediaper.com 540-300-1465

- catch & slowly release rain/snow
- stabilize soil moisture
- greatly boost field capacity & plant available water
- promote healthy root growth
- suppress weed growth
- mitigate road salt damage
- prevent vandalism

Field Proven Since 2013



**Mann Made Resources**  
Tree Conservation Products



# THANK YOU!