

TREES FLORIDA 2024

Conference and Trade Show

Expanding Our Network



June 3 - 5, 2024

Marriott Harbor Beach Resort and Spa

Fort Lauderdale



CONTACT US

Florida Chapter ISA

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Sam Fougere, Administrative Assistant

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CONFERENCE DATES

JUNE 3-4-5, 2024

MON-TUE-WED

**Marriott Harbor Beach
Resort and Spa
3030 Holiday Drive
Fort Lauderdale, FL 33316**

Conference hotel rate and fees:

\$189/per night

+ \$15 Self-parking per day

+ \$15 Resort Fee per day

Resort Fee includes:

Mandatory resort fee discounted to \$15 per day, includes resort-wide Wi-Fi, one beach chair per hotel registered guest, two welcome beverages per stay, and a \$25 credit on services of 50 minutes or longer at The Spa - (Does not include salon services). Also included per day: one hour rental of non-motorized water sport equipment, one hour rental of beach games, two fitness classes, 60-minute tennis court use (includes racquets and balls).

*The hotel-mandated daily resort fee of \$15 plus tax per night includes the above listed items. This daily resort fee will be automatically added to each individual room reservation. The total retail value of the above listed items is over \$200 - a special cost savings just for Trees Florida attendees!

TREES FLORIDA 2024

Conference and Trade Show

Expanding Our Network

June 3-4-5, 2024 in Fort Lauderdale, FL

Marriott Harbor Beach Resort and Spa

3030 Holiday Drive

Fort Lauderdale, Florida 33316

CEUs available include:

ISA, BCMA and

CTSP, FACE, FDACS, FNGLA, LIAF, SAF and

Landscape Architect (0004488)

PARKING INFO:

- **Staying at Marriott Harbor Beach Resort?**

Discounted garage parking onsite - self-parking rate \$15/day or valet at the daily hotel rate

- **Are you a Day Tripper?** (Staying at another local hotel or making a daily trek to the conference.)

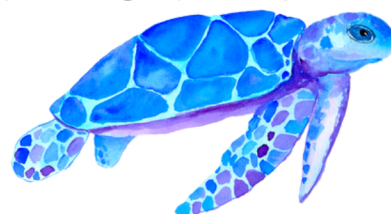
Parking options include:

- Discounted garage parking onsite - self-parking rate \$15/day or valet at the daily hotel rate

- The City of Fort Lauderdale has reserved a special off-sight parking option with a select number of spaces to help ease your commute! Located just north of the hotel and directly on the beach at:

700 Sebreeze Blvd, 33316

Let us know at registration which parking option you choose!



REGISTRATION FEES:

ISA Members can register 3 guests at the member rate.

3-Day Conference Combo:

Non-Member: \$480
ISA Member: \$420
Guest of Member: \$420
Student*: \$235

2-Day Conference Combo:

Non-Member: \$370
ISA Member: \$320
Guest of Member: \$320
Student*: \$160

1-Day:

Non-Member: \$210
ISA Member: \$180
Guest of Member: \$180
Student*: \$85

*Student must be full-time arboriculture or horticulture student & must email Florida Chapter ISA most recent unofficial transcript showing full-time schedule.

LATE OR AT-THE-DOOR FEES:

Late registration fee of \$25 per conference day is applied May 27 through June 2.

At-the-door registration fee of \$40 per conference day is applied June 3 - 5. Does not include t-shirt or bag.

OPTIONAL ITEMS:

Breakfast program: Women in Arboriculture tickets are \$25 each and must be pre-registered. No late or at-the-door registrations.

Additional lunch tickets: Monday \$35/each, Tuesday \$35/each. or Wednesday luncheon \$40.

SPONSORS

CHAMPION TREE and SPECIALTY SPONSORS:



TERRY'S
TREE SERVICE

GRAND TREE SPONSORS:



SEEDS to
TREES, LLC

EXHIBITORS

ALTEC Industries
Arborjet/Ecologel
ArborNote
Arbo Space
ArborSystems, Inc.
Bandit Industries
Chen Moore & Associates
Conceptually Green
CSI - Creative Sales Inc.
Custom Truck One Source
Green Side Up Podcast
Gunnison Company
HLH Aviation
Horticultural Alliance, Inc.
Husqvarna
Jarraff by Prinoth
Legacy Arborist Services
Love Power Equipment
Marshall Tree Farm
Mauget
Morbark, LLC
Nelson Tree Service, Inc.
Rainbow Ecoscience
Schwab Brothers Hydraulics
SingleOps
Tracked Lifts
Vermeer Southeast
WorkHorse Equipment



SPONSORS

HERITAGE TREE SPONSORS:



SIGNATURE TREE SPONSORS:

Boen's Tree Service, Inc.
Shinto Landscaping
Vermeer Southeast

Where To Go?

Caribbean Ballroom 1st Floor, Salons I - IV:



Registration will be alphabetical by last name, Bus Tour will have it's own registration line.

Urban Forestry Bus Tour will board the bus at the hotel's main entrance, after check-in. The bus will promptly leave at 8:15 AM.



FUFC Silent Auction Benefiting the TREE Fund:

Support, bid high, and bid often! Be sure to visit the silent auction and outbid your competitors!

Show off your aim and try your hand at the popular, "Ring Toss for the Trees" for a chance to win your captured prize!

Purchase your TREE Fund Fandana to participate at the Heads or Tails game at Wednesday's luncheon!

All benefiting the TREE Fund for the John P. White Endowment dedicated to funding projects that advance arboriculture and urban forestry.

Caribbean Ballroom 1st Floor, Salons V - VIII:

ISA Certified Arborist Exam Information



CHECK-IN TIME: 8:00 AM
EXAM BEGINS
PROMPTLY AT 8:30 AM

Late entries will not be allowed.
Pre-registration is required.

Monday, June 3

| | |
|---------------------|--|
| 7:00 AM - 4:30 PM | Trees Florida Registration Desk Open |
| 7:00 AM - 4:30 PM | Florida Chapter ISA Bookstore Open |
| 7:30 AM - 6:00 PM | Trade Show Open |
| 7:30 AM - 6:00 PM | FUFC Silent Auction Open |
| 8:00 AM - 12:00 PM | ISA Certified Arborist Exam |
| 8:30 AM - 4:30 PM | Academy 1: Appraisals: How Do I Put a Value On This Tree? |
| 8:30 AM - 4:30 PM | Academy 2: Creating a Culture of Professional Development |
| 8:15 AM - 4:30 PM | Academy 3: FUFC Urban Forestry Bus Tour |
| 10:00 AM - 10:30 AM | Break with Trade Show Exhibitors |
| 12:00 PM - 1:00 PM | Lunch with Trade Show Exhibitors (provided) |
| 2:30 PM - 3:00 PM | Break with Trade Show Exhibitors |
| 5:00 PM - 6:00 PM | Welcome Reception with Trade Show Exhibitors, Sponsors, and Silent Auction |
| 6:30 PM - 11:00 PM | TreesAreCool Pub Crawl |

TREE ACADEMY

Choose one of the three sessions offered

1| Appraisals: How Do I Put a Value On This Tree?

8:30 AM - 4:30 PM Moderator: **Quatisha Oguntoyinbo- Rashad**

Location: Grand Ballroom, 3rd Floor, Salons A - E

ISA CEUs: Arborist (6.5), Municipal (6.5), Climber Specialist (6.5), BCMA (6.5 - Mgmt)

Other CEUs: FACE (TBD), FNGLA (8), LIAF (4), SAF (TBD - cat TBD), LA (TBD)

8:30 AM - 10:00 AM

Sometimes Things Happen: The Theory of Plant Appraisals

Lindsey Purcell - Lp Consulting Group, LLC, Bradenton, FL

10:00 AM - 10:30 AM

Refreshment Break with Trade Show Exhibitors

10:30 AM - 12:00 PM

Defining the Reasons, Purpose, and Concepts

Lindsey Purcell - Lp Consulting Group, LLC, Bradenton, FL

12:00 PM - 1:00 PM

Lunch with Trade Show Exhibitors (provided)

1:00 PM - 2:30 PM

An Alternative Method: Rule Chapter 14-40

Lori Ballard - Florida Chapter ISA, Clearwater, FL

2:30 PM - 3:00 PM

Refreshment Break with Trade Show Exhibitors

3:00 PM - 4:30 PM

You Do the Math: Appraisal Approaches

Lindsey Purcell - Lp Consulting Group, LLC, Bradenton, FL

Lori Ballard - Florida Chapter ISA, Clearwater, FL

Welcome Reception with Exhibitors

MONDAY

5:00 PM - 6:00 PM

Trade Show Exhibitor Area
Caribbean Ballroom
1st Floor Right Salon I - IV



Monday

Dinner is on your own.

Florida Chapter ISA Fundraising Table



President's Giving Tree

Purchase a leaf! Proceeds will go to the charity chosen by our current Florida Chapter President, Dr. Andrew Koeser - Habitat for Humanity - Broward County.

TreesAreCool Pub Crawl



Monday

6:30 PM - 11:00 PM

Continue the fun and join us on our annual TreesAreCool Pub Crawl! Hop on a trolley ride to Las Olas Boulevard and join the crawl along the boulevard, dipping into bars with pre-set food and drink menus for your purchase.

Be sure to mark your registration to reserve your seat with us! Must be 21+ for this ride!

Trolley will pick up and drop off at the hotel's main entrance. Trolley trips will run continuously for the length of the event.

2| Creating a Culture of Professional Development

Location: Grand Ballroom, 3rd Floor, Salons F - K

8:30 AM - 4:30 PM (Indoor Class) Moderator: Wade Collum

ISA CEUs: Arborist (6.5), Municipal (6.5), Climber Specialist (6.5), BCMA (6.5 - Mgmt)

Other CEUs: FACE (TBD), FNGLA (8), LIAF (4), SAF (TBD- cat TBD) LA (TBD)

Speakers: Evan Beck - The Davey Tree Expert Company, Kent, OH
Jeff Inman - Truetimber, Richmond, VA

8:30 AM - 10:00 AM

What is Your Vision for the Future of the Industry?

10:00 AM - 10:30 AM

Refreshment Break with Trade Show Exhibitors

10:30 AM - 12:00 PM

How to Build an Apprenticeship Program

12:00 PM - 1:00 PM

Lunch with Trade Show Exhibitors (provided)

1:00 PM - 2:30 PM

Building a Culture For Success

2:30 PM - 3:00 PM

Refreshment Break with Trade Show Exhibitors

3:00 PM - 4:30 PM

What does it mean to be an "Industrial Athlete"?

3| FUFU Bus Tour: Driving Urban Forestry

Bus will load at the hotel's main entrance, after check-in.

8:15 AM - 4:30 PM

Moderator: Brian Voelker

ISA CEUs: Arborist (7.5), Municipal (7.5), Climber Specialist (7.5), BCMA (7.5 - Mgmt)

Other CEUs: FNGLA (8), LIAF (4)

Check in early, then meet at the CONVENTION ENTRANCE within the Caribbean Ballroom area of the Marriott Harbor Beach Resort at 8:15 AM SHARP to board the FUFU Tour Bus, departing at 8:30 AM SHARP. Come prepared to spend parts of the day walking outdoors. Lunch and bottled water will be provided. Bus returns at 4:30 PM: Adjourn and complete CEUs.
Bus seating is limited so register early!

Stops: Las Olas Oceanside Park, Tunnel Top Park, New River Townhomes, Bayview Drive sidewalk project, 13th Street Streetscape Project, Waverly Park, and Lewis Landing Park

Where To Go?

Caribbean Ballroom, 1st Floor, Salon I - IV:

Registration will be alphabetical by last name.



Climber Education Outdoor Class meet at the Convention Entrance. Located within the Caribbean Ballroom

Sip your complimentary coffee with the Exhibitors starting at 7:30 AM on the Trade Show floor



Caitlyn Pollihan

Executive Director and CEO, ISA Atlanta, GA

TUESDAY
7:00 AM - 7:45 AM
Caribbean Ballroom, 1st Floor, Salons V- VIII



Caitlyn Pollihan has been at the forefront of arboriculture leadership since 2017, taking on the dual role of Executive Director and CEO in 2020. Under her guidance, the ISA has achieved remarkable milestones, including the successful relocation to Atlanta Georgia, the initiation of modernization efforts to streamline ISA systems and operations. Moreover, Caitlyn has tirelessly worked to enhance global connectivity and accessibility within the association.

Tuesday, June 4

| | |
|---------------------|--|
| 7:00 AM - 5:15 PM | Trees Florida Registration Desk Open |
| 7:00 AM - 5:15 PM | Florida Chapter ISA Bookstore Open |
| 7:00 AM - 7:45 AM | Women in Arboriculture Breakfast |
| 7:30 AM - 5:15 PM | Trade Show Open |
| 7:30 AM - 5:15 PM | FUFC Silent Auction Open |
| 8:00 AM - 2:30 PM | General Session |
| 8:30 AM - 4:45 PM | Outdoor Climber/Production Education |
| 10:00 AM - 10:30 AM | Break with Trade Show Exhibitors |
| 12:00 PM - 1:00 PM | Lunch with Trade Show Exhibitors (provided) |
| 2:30 PM - 3:00 PM | Break with Trade Show Exhibitors |
| 3:00 PM - 5:00 PM | Breakout Sessions |
| 5:15 PM - 5:30 PM | FUFC Silent Auction Bidding Ends, Payment Due |
| 5:45 PM - 6:45 PM | Student/Early Career Arborist Networking Event |
| 7:00 PM - 10:00 PM | Tuesday Night Social |

Back by popular demand, Women in Arboriculture Breakfast!

Location: Caribbean Ballroom, 1st Floor, Salons V - VIII

7:00 AM - 7:45 AM

Moderator: Heather Shields

ISA CEUs: Arborist (.75), Municipal (.75), Climber Specialist (.75), BCMA (.75 - Mgmt)

All people are welcome! (Optional item with additional fee, pre-registration required.)

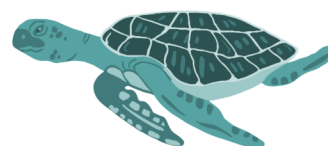
Expanding Our Network for Growth and Innovation

Rise and shine for a breakfast gathering that promises to be worth the early morning wake-up call! Join us for this unique opportunity with our special guest, Caitlyn Pollihan, Executive Director and CEO of the ISA.

We know it's early, but this engagement with Caitlyn is one you won't want to miss! Hear firsthand about her journey, insights, and vision for the future of arboriculture.

This breakfast isn't just about food; it's about fostering connections, gaining inspiration, and sharing experiences as women in the field of arboriculture.

Purchase your ticket for this special event during the conference registration process. Seats are limited.



Join the Florida Chapter ISA!



Membership with the Florida Chapter gives opportunities for personal and professional growth and connects you to other tree professionals.



TreesAreCool Specialty License Plate

You can help preserve a special part of Florida's unique environment - our urban trees. By purchasing a TreesAreCool specialty license plate for your vehicle. Funds help support educational programs and finance grants that directly benefit the trees of Florida.



FUFC Silent Auction Benefiting the TREE Fund:

Support, bid high, and bid often! Be sure to visit the silent auction and outbid your competitors!

Show off your aim and try your hand at the popular, "Ring Toss for the Trees" for a chance to win your captured prize!

Purchase your TREE Fund Fandana to participate at the Heads or Tails game at Wednesday's luncheon!

All benefiting the TREE Fund for the John P. White Endowment dedicated to funding projects that advance arboriculture and urban forestry.

General Session

8:00 AM - 2:30 PM

Location: Grand Ballroom, 3rd Floor

8:00 AM - 2:30 PM

Moderator: Kim Pearson

ISA CEUs: Arborist (4.75), Municipal (4.75), Climber Specialist (4.75), BCMA (4 -Mgmt, .75 - Sci)

Other CEUs: FACE (TBD), FNGLA (8), LIAF (4), SAF (TBD - cat TBD), LA (TBD)

8:00 AM - 8:15 AM

Opening Introductions and Welcome

Andrew Koeser, Florida Chapter President

Justin Freedman, 2024 Trees Florida Conference Chair

Carl Williams, Director of Parks & Recreation, City of Fort Lauderdale

8:15 AM - 9:15 AM

KEYNOTE: ISA@100! - A Look Back

Sharon Lilly - Aesculus, LLC, Acworth, GA

9:15 AM - 10:00 AM

Leveraging ISA's Global Network

Caitlyn Pollihan, ISA, Atlanta, GA

10:00 AM - 10:30 AM - Refreshment Break with Trade Show Exhibitors

10:30 AM - 11:15 AM

Motivations, Barriers, and Opportunities for Increasing Credentialed Commercial Tree Workers

Beau Brodbeck - Auburn University Extension, Fairhope, AL

11:15 AM - 12:00 PM

Knock, Knock, It's OSHA!

Erik Nobs - Thompson Consulting Services, Maitland, FL

12:00 PM - 1:00 PM - Lunch with Trade Show Exhibitors (provided)

1:00 PM - 1:45 PM

Analyzing Tree Failure Profiles

Scott Shultz - Orlando, FL

1:45 PM - 2:30 PM

Tree Risk Assessment - What is Changing with the BMP and TRAQ?

Sharon Lilly - Aesculus, LLC, Acworth, GA

2:30 PM - 3:00 PM - Refreshment Break with Trade Show Exhibitors

Student and Early Career Arborists

NETWORKING EVENT

TUESDAY 5:45 PM - 6:45 PM

Caribbean Ballroom, 1st Floor

Salon V - VIII

Network with fellow up-and-coming arborists.

Tuesday Night Social

TUESDAY NIGHT

7:00 pm - 10:00 PM

Ocean View Terrace



"Shellabration" by the Shore

Join us for an enchanting evening by the shore!

It's turtle nesting season so we'll gather steps away from the sand to ensure our presence remains respectful of their habitat.

Lights out at dusk but don't worry about navigating in the dark—we'll provide turtle-safe flashlights to guide your way!

In addition to enjoying the coastal ambiance, take some time for an educational experience dedicated to the conservation of sea turtles. Our knowledgeable speaker, Doug Young, along with other volunteers from the South Florida Audubon Society, will share insights and tips on how we can all contribute to the protection of these ancient mariners.

Come join us for an evening of networking, learning, appreciation, and solidarity where these incredible creatures call the ocean their home.

Wear your conference badge for admittance, drink tickets, and food!

Breakout Sessions

3:00 PM - 5:00 PM

Choose 1 of the 2 breakouts offered

1 | Trees As Infrastructure

Location: Grand Ballroom, 3rd Floor, Salons A - E

3:00 PM - 5:00 PM

Moderator: Justin Freedman

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA (2 - Mgmt)

Other CEUs: FACE (TBD), SAF (TBD- cat TBD), LA (TBD)

3:00 PM - 3:30 PM

Introduction and Concept: Trees as Infrastructure

Ian Wogan, Treesources, Miami, FL

3:30 PM - 4:30 PM

Case Studies - Landscape Architecture and Urban Planning Perspectives

Aida Curtis, Curtis + Rogers Design Studio, Inc., Miami, FL

Aaron DeMayo, Future Vision Studios, Miami, FL

4:30 PM - 5:00 PM

Panel Discussion and Q&A

Aida Curtis, Aaron DeMayo, and Ian Wogan

2 | What's Up Doc?

Location: Grand Ballroom, 3rd Floor, Salons F - K

3:00 PM - 5:00 PM

Moderator: Wade Collum

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA (.5 - Mgmt, 1- Pract, .5 - Sci)

Other CEUs: FACE (TBD), SAF (TBD- cat TBD), LA (TBD)

3:00 PM - 3:30 PM

Root Regrowth After Retrenching

Dr. Andrew Koeser - University of Florida Gulf Coast Research and Education Center, Wimauma, FL

3:30 PM - 4:00 PM

Tools of the Trade: Utilizing the New Florida Trees Website

Dr. Ryan Klein - University of Florida, Gainesville, FL

4:00 PM - 4:30 PM

What the I/O Ratio Can Tell Us About Palm Health

Dr. Mica McMillian, Ft. Lauderdale Research and Education Center, Davie, FL

4:30 PM - 5:00 PM

Species Traits Predict Water Use

Dr. Grace P. John - University of Florida, Gainesville, FL

FUFC Silent Auction

Bidding Ends/ Payment Due 5:15 PM

Items cannot be stored or shipped

GET TO KNOW OUR SPEAKERS

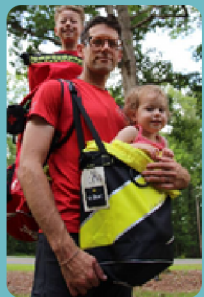
Evan Beck, The Davey Tree Expert Company, Kent, OH



Husband, Father, Tree and Rope Nerd. ISA Certified Arborist, TRAQ, TCIA, CTSP, SPRAT, Level 1 Technician, OSHA 30 HR, NREMT-Paramedic. Evan works as a Skills Trainer with ,

Davey primarily on the Utility Service Line. when not at work, Evan enjoys competing at Tree Climbing Championships, spending time with his family, and working on his home.

Jeff Inman, Truetimber Arborists, Richmond, VA



Jeff Inman is a proud husband and father who finds much joy dancing in the tree tops and keeping his feet off the ground as much as possible. He graduated

from Virginia Tech in 2011 and then began a life in the trees. He's an ISA Certified Arborist, Tree Climber and TRAQ. In his free time he enjoys ringing bells and throwing sticks.

Day Structure:

- Participants will spend a day in an immersive climbing environment. The day builds upon principles discussed in Monday's indoor session.
- Participants will engage in mock proficiency evaluations to reinforce learning. Topics include "building an environment of learning," "performing in-the-field training," and "building accountability through training."

If sitting inside all day Tuesday isn't your thing, join us outside for a continuation of Monday's Academy.

Creating a Culture of Professional Development Continues Outdoors

8:30 AM - 4:30 PM

Location: Attendees will meet at the Convention Entrance, located inside the Caribbean Ballroom, 1st Floor, before a short walk to the site

8:30 AM - 4:30 PM

Moderator: Jessy Havrilesko

ISA CEUs: Arborists (6), Municipal (6), Climber Specialist (6), BCMA (3 - Mgmt, 3 - Prac)

Other CEUs: CTSP (TBD). FNGLA (8), LIAF (4)

Speakers: Jeff Inman - Truetimber, Richmond, VA
Evan Beck -The Davey Tree Expert Company , Kent, OH

8:30 AM - 10:00 AM

Morning Stretch and Gear Check

10:00 AM - 10:30 AM

Refreshment Break with Trade Show Exhibitors

10:30 AM - 12:00 PM

A Guide to Tree Inspections and Work Planning

12:00 PM - 1:00 PM

Lunch with Trade Show Exhibitors (provided)

1:00 PM - 2:30 PM

Lets Climb! Movement Techniques, Work Positioning Strategies

2:30 PM - 3:00 PM

Refreshment Break with Trade Show Exhibitors

3:00 PM - 4:30 PM

Open format! Work on climbing techniques, fitness strategies, apprenticeship program skills, etc.

Participant Requirements:

- Attendance for the outdoor training day is voluntary. Students are not required to perform work aloft but are encouraged to participate.
- Each attendee should bring their own Personal Protective Equipment (PPE) including helmet, safety glasses, work boots, and appropriate clothing.
- Attendees interested in climbing are encouraged to bring their own climbing gear which will be inspection prior to working aloft. Instructors will provide other approved devices for experimentation.

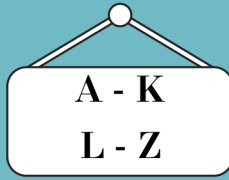
Advisory Information:

- The training will take place in South Florida during the summer, so participants should be prepared for hot weather conditions.
- Proper rest, hydration, nutrition, physical exercise, and stretching are emphasized for optimal performance.
- While participation is voluntary, immersion enhances the learning experience, and instructors will accommodate participants to the best of their ability.

Where To Go?

Caribbean Ballroom, 1st Floor, Right Salon I - IV:

Registration will be alphabetical by last name.



Last chance to stop by the Bookstore to purchase new Florida Chapter swag!



Grand Ballroom, 3rd Floor:

Don't miss the Florida Chapter Awards Luncheon, extra tickets can be purchased at the registration desk.



Don't forget! Take advantage of the morning break to of your hotel room!



Students / Early Career Arborists Lunch Table

Locate the reserved luncheon table for lively discussion with other students or early career arborists!



"Heads and Tails"

TREE Fund "fandanas" can still be purchased for the annual *Heads or Tails* game that is played during the Wednesday luncheon.

Funds raised go to the TREE Fund for the John P. White Endowment.

Wednesday, June 5

| | |
|---------------------|---|
| 7:30 AM - 10:30 AM | Trees Florida Registration Desk Open |
| 7:30 AM - 10:30 AM | Florida Chapter ISA Bookstore Open |
| 8:00 AM - 10:00 AM | Breakout Sessions |
| 10:00 AM - 10:30 AM | Break (Use this time to check-out from the hotel) |
| 10:30 AM - 3:15 PM | General Session, includes Luncheon Speaker and Florida Chapter Awards Ceremony (lunch provided) |
| 3:15 PM | Conference Adjourns |

Breakout Sessions

8:00 AM - 10:00 AM Choose 1 of the 2 breakouts offered

1 | Trees and Technology

Location: Grand Ballroom, 3rd Floor, Salons A - E

8:00 AM - 10:00 AM Moderator: Quatisha Oguntoyinbo- Rashad

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA (2 - Pract)

Other CEUs: FACE (TBD), SAF (TBD - cat TBD), LA (TBD)

8:00 AM - 8:40 AM

Using Artificial Intelligence and Machine Learning in Tree Inventories,
Shirley Vaughn -The Davey Tree Expert Company, Kent, OH

8:40 AM - 9:20 AM

Assessing Tree Decay and Health with Tomograph and Chlorophyll Fluorescence

Simon Stratford - Stratford Tree Surgery, Titusville, FL

9:20 PM - 10:00 AM

Immuno-strips and Electronic Noses: The Future of Decay Detection?
Chelsi Abbott, The Davey Tree Expert Company, Chicago, IL

2 | What's Up Doc?

Location: Grand Ballroom, 3rd Floor Salon F - K

8:00 AM - 10:00 AM

Moderator: Justin Freedman

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA BCMA (.5 - Mgmt, 1- Pract, .5 - Sci)

Other CEUs: FACE (TBD), SAF (TBD - cat TBD), LA (TBD)

8:00 AM - 8:30 AM

Root Regrowth After Retrenching

Dr. Andrew Koeser - University of Florida Gulf Coast Research and Education Center, Wimauma, FL

8:30 AM - 9:00 AM

Tools of the Trade: Utilizing the New Florida Trees Website

Dr. Ryan Klein - University of Florida, Gainesville, FL

9:00 PM - 9:30 AM

What the I/O Ratio Can Tell Us About Palm Health

Dr. Mica McMillian, Ft. Lauderdale Research and Education Center, Davie, FL

9:30 PM - 10:00 AM

Species Traits Predict Water Use

Dr. Grace P. John, University of Florida, Gainesville, FL

Florida Chapter ISA Awards Program



Florida Chapter ISA recognizes outstanding achievements in the arboriculture profession, as well the efforts by individuals who make an impact on the practice of arboriculture.

- EDWARD W. BOK AWARD
- AWARD FOR EXCELLENCE IN EDUCATION
- AWARD OF DISTINCTION
- PRESIDENT'S AWARD

Awards will be presented at the Trees Florida 2024 Wednesday luncheon.

Don't Forget Your CEUs!

Trees Florida provides many continuing education opportunities for many green-industry programs. We are happy to provide CEUs for the following:

- ISA
 - CERTIFIED ARBORIST
 - BCMA
 - MUNICIPAL ARBORIST
 - CLIMBER SPECIALIST
- CTSP
- FACE
- FDACS
- FNGLA
- LA
- LIAF
- SAF

Follow instructions included in your registration packet to receive your CEUs!

General Session

10:30 AM - 3:15 PM

Location: Grand Ballroom, 3rd floor

10:30 AM - 3:15 PM

Moderator: Kim Pearson

ISA CEUs: Arborist (4), Municipal (4), Climber Specialist (4), BCMA (2.5 -Mgmt, 1.5- Pract)

Other CEUs: FACE (TBD), FNGLA (8), LIAF (4), SAF (TBD - cat TBD), LA (TBD)

10:30 AM - 11:15 AM

Preserving Trees During Construction: BMPs and Techniques for Reducing Soil Compaction

Beau Brodbeck - Auburn University, Fairhope, AL

11:15 AM - 12:00 PM

PPQ: Conditions of Concern

Lindsey Purcell - Lp Consulting Group, LLC, Bradenton, FL

12:00 PM - 1:15 PM

Lunch: Connecting with the Forest - Forest Bathing

Chelsi Abbott - The Davey Institute, Chicago, IL

1:15 PM - 2:15 PM

The Florida Chapter: Where We Are and Where We Are Going

Lori Ballard, Florida Chapter ISA, Clearwater, FL

2:15 PM - 3:15 PM

Working Together in the Green Industry

Panel:

Lori Ballard, Florida Chapter ISA, Clearwater, FL

Phil Buck, Florida Nursery, Growers and Landscape Association, Estero, FL

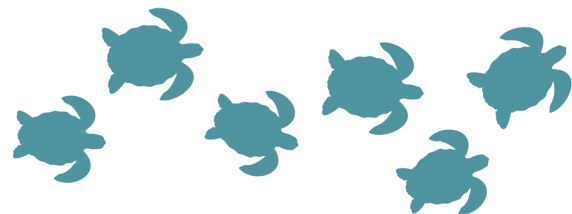
Justin Freedman, Florida Urban Forestry Council, Ft. Lauderdale, FL

Kevin Hunt, LIAF, Davie, FL

Will Liner, Florida Forest Service, Gainesville, FL

Paul Putman, TREE Fund, Naperville, IL

David White, TCIA, Manchester, NH



Thank You

The Florida Chapter ISA is grateful to the Trees Florida Planning Committee for donating their time and energy in planning this event. Their professional commitment is inspiring and we are so thankful!



Justin Freedman,
Conference Chair



Kimberly Pearson,
Local Host

We also extend our sincere thanks

- Andrew Koeser, Education Chair
- Erik Nobs, Sponsorship Chair
- Quatisha Oguntoyinbo- Rashad, Local Host Committee
- Kimberly Pearson, Special Events Chair
- Ali Summersil, Exhibitors Chair
- Laura Tooley, Local Host Committee Member
- Jordan Upcavage, Standing Committee Member

It takes a lot of volunteer hours to plan the annual conference. Thank you to everyone involved for your tireless commitment to the planning process that bring us this annual adventure!

GET TO KNOW OUR SPEAKERS

KEYNOTE: Sharon Lilly, Aesculus LLC, Acworth, GA



Sharon Lilly, consultant with Aesculus, LLC, is the former Director of Education at the International Society of Arboriculture (ISA). She is a past president of ISA and former chair of the ISA Certification Board. She has more than 25 years of experience in the commercial sector as a climber and tree service owner and has also taught arboriculture at the college level. Sharon holds a master's degree in horticulture, and she is a Board Certified Master Arborist (OH-0001B).

Sharon is the author or co-author of several popular books, including the ISA Arborist Certification Study Guide, The Tree Climbers' Guide, The Tree Worker's Manual, and The BCMA Guide for Preparation, as well as several BMPs, articles, and other publications. She has also been instrumental in directing and producing many arborist training materials and videos.

Sharon continues to write and conduct training in many aspects of arboriculture. She is a TRAQ instructor and is currently working with a team on the latest revision of the Tree Risk Assessment BMP and the TRAQ program.

Beau Brodbeck, Auburn University, Fairhope, AL



Beau Brodbeck is both an Assistant Director for Field Operations and an Affiliate Faculty in the College of Forestry, Wildlife and Environment at Auburn University. He holds a PhD in forestry and is an Alabama Registered Forester and ISA Certified Arborist.

Over the past 20 years he has worked in various facets of forest and urban forest management. He began his career as a forestry consultant before transitioning to become an Urban Forestry Specialist at Auburn University managing Alabama's hurricane recovery program.

Over the past few years he developed educational outreach programs and publications to serve the urban forestry communities in Alabama. His research has focused on human dimensions of urban forest management, as well as migrant labor within the forest industry. Beau currently serves in various leadership positions, including National Urban & Community Forestry Advisory Council, Tree Fund and the Society of American Foresters.

Chelsi Abbott, Davey Institute, Chicago, IL



Chelsi Abbott is a scientific advisor and education specialist with the Davey Institute. In her role she provides diagnostic and management support, conducts research, participates in educational outreach and builds educational content and curriculum. She received her master's degree in plant pathology from Purdue University, she is an ISA certified arborist, TRAQ qualified, and a certified forest therapy guide.



CONFERENCE AT-A-GLANCE

Social Events AT-A-GLANCE

Monday

Welcome Reception

Monday

5:00 PM - 6:00 PM

Caribbean Ballroom
1st Floor, Salons I - IV

TreesAreCool Pub Crawl

Monday

6:30 PM - 11:00 PM

Catch the trolley at the hotel's main entrance. The trolley will run continuously throughout the length of the event.

Tuesday

Women in Arboriculture

Breakfast

Tuesday

7:00 AM - 7:45 AM

Caribbean Ballroom,
1st Floor, Salons V - VIII
Pre-registration required

Student and Early Career Arborists Networking Event

Tuesday

5:45 PM - 6:45 PM

Caribbean Ballroom,
1st Floor, Salons V - VIII

Florida Chapter Social

Tuesday

"Shellabration by the Sea"

7:00 PM - 10:00 PM

Ocean View Terrace

Wednesday

Wednesday Florida Chapter Awards Luncheon

12:00 PM - 1:15 PM

Grand Ballroom,
3rd Floor

Monday, June 3

| | |
|---------------------|---|
| 7:00 AM - 4:30 PM | Trees Florida Registration Desk Open |
| 7:00 AM - 4:30 PM | Florida Chapter ISA Bookstore Open |
| 7:30 AM - 6:00 PM | Trade Show Open |
| 7:30 AM - 6:00 PM | FUFC Silent Auction Open |
| 7:30 AM - 12:00 PM | ISA Certified Arborist Exam |
| 8:30 AM - 4:30 PM | Academy 1: Appraisals: How Do I Put a Value On This Tree? |
| 8:30 AM - 4:30 PM | Academy 2: Creating a Culture of Professional Development |
| 8:15 AM - 4:30 PM | Academy 3: FUFC Urban Forestry Bus Tour |
| 10:00 AM - 10:30 AM | Break with Trade Show Exhibitors |
| 12:00 PM - 1:00 PM | Lunch with Trade Show Exhibitors (provided) |
| 2:30 PM - 3:00 PM | Break with Trade Show Exhibitors |
| 5:00 PM - 6:00 PM | Welcome Reception with Trade Show Exhibitors, Sponsors and Silent Auction |
| 6:30 PM - 11:00 PM | TreesAreCool Pub Crawl |

Tuesday, June 4

| | |
|---------------------|--|
| 7:00 AM - 5:15 PM | Trees Florida Registration Desk Open |
| 7:00 AM - 5:15 PM | Florida Chapter ISA Bookstore Open |
| 7:00 AM - 7:45 AM | Women in Arboriculture Breakfast |
| 7:30 AM - 5:15 PM | Trade Show Open |
| 7:30 AM - 5:15 PM | FUFC Silent Auction Open |
| 8:00 AM - 2:30 PM | General Session |
| 8:30 AM - 4:45 PM | Outdoor Climber/Production Education |
| 10:00 AM - 10:30 AM | Break with Trade Show Exhibitors |
| 12:00 PM - 1:00 PM | Lunch with Trade Show Exhibitors (provided) |
| 2:30 PM - 3:00 PM | Break with Trade Show Exhibitors |
| 3:00 PM - 5:00 PM | Breakout Sessions |
| 5:15 PM - 5:30 PM | FUFC Silent Auction Bidding Ends, Payment Due |
| 7:00 PM - 10:00 PM | Student/Early Career Arborist Networking Event Tuesday Night Social |

Wednesday, June 5

| | |
|---------------------|--|
| 7:30 AM - 10:30 AM | Trees Florida Registration Desk Open |
| 7:30 AM - 10:30 AM | Florida Chapter ISA Bookstore Open |
| 8:00 AM - 10:00 AM | Breakout Sessions |
| 10:00 AM - 10:30 AM | Break (Use this time check-out from the hotel) |
| 10:30 AM - 3:15 PM | General Session, including Luncheon during the Speaker and Florida Chapter Awards Ceremony |
| 3:15 PM | Conference Adjourns |