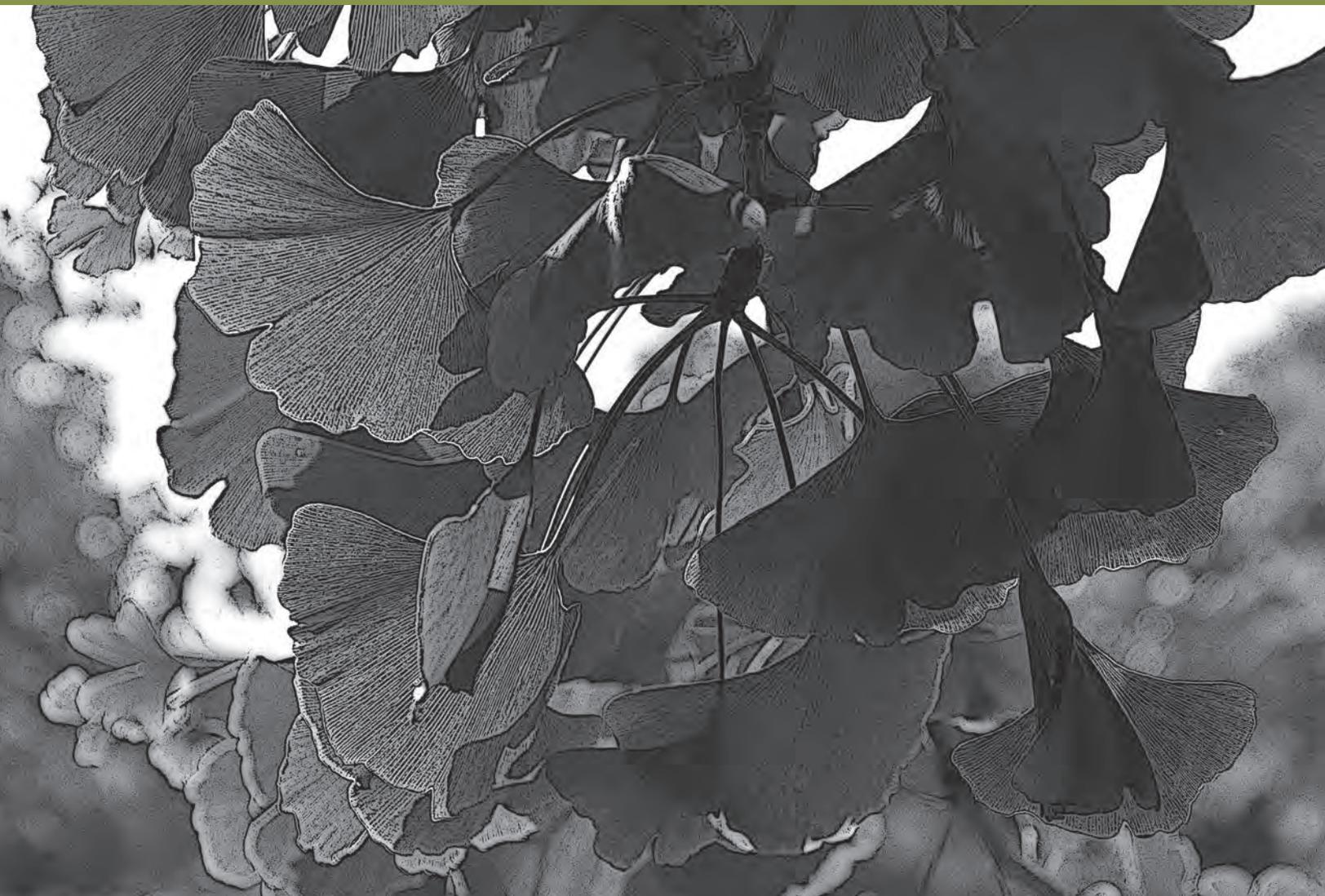


Arboriculture Has Center Stage... **Let's Make the Most of it!**



61st Annual Iowa State University Shade Tree Short Course

FEBRUARY 21-23, 2017

Scheman Continuing Education Building • Iowa State University • Ames, Iowa

Sponsored by Iowa State University Extension and Outreach, Iowa Nursery & Landscape Association and Iowa Arborist Association

IOWA STATE UNIVERSITY
Extension and Outreach



CONFERENCE at a GLANCE



TUESDAY, February 21, 2017 (Scheman Building)

Iowa Nursery & Landscape Association Events (Room 275 and 299 Scheman Building)

The Iowa Nursery & Landscape Association will host an entire day specifically designed for INLA members. The day will feature Iowa Certified Nursery Professional (ICNP) certification testing and a continuing education program for current ICNP's.

- 1:00 – 4:00 p.m. Iowa Certified Nursery Professional (ICNP) Testing – Room 275
- 1:00 – 4:00 p.m. ICNP Continuing Education – Room 299
- 10:00 a.m. – 4:00 p.m. Trade Show Set-up
- 4:00 – 5:00 p.m. Trade Show Preview and Exhibitor Reception

Become an ISA Certified Arborist (Room 250-252 Scheman Building)

Once again in 2017, the ISU Shade Tree Short Course will host an International Society of Arboriculture Certified Arborist exam. STSC participants wishing to take the exam should register online with the ISA (<http://www.isa-arbor.com/certification/index.aspx>) or call the ISA at 888-472-8733.

- 1:00 – 4:00 p.m. ISA Certified Arborist Exam – Room 250-252

WEDNESDAY, February 22, 2017 (Scheman Building)

- 7:30 – 9:15 a.m. Registration, Refreshments, and Visit Trade Show (First floor lobby, Scheman Building)
- 9:15 – 10:00 a.m. Opening General Session (C.Y. Stephens Auditorium)
Welcome, Announcements, Special Presentations, **Donald Lewis**, Iowa State University
- 10:00 – 11:30 a.m. ***The Psychology of Attraction***
Michael Angelo Caruso, Royal Oak, Michigan
- 11:30 a.m. – 1 p.m. Lunch, Visit Trade Show, INLA Business Meeting, and IAA Business Meeting
- 1:00 – 2:00 p.m. Workshop Session A
- 2:15 – 3:15 p.m. Workshop Session B
- 3:15 – 4:00 p.m. Break and Visit Trade Show
- 4:00 – 5:00 p.m. Workshop Session C
- 5:00 – 7:00 p.m. INLA Hospitality Reception (Open to all attendees) – Reiman Gardens
- 7:00 – 8:00 p.m. Scholarship Auction/Awards Program – Reiman Gardens

THURSDAY, February 23, 2017 (Scheman Building)

- 7:30 – 8:30 a.m. Refreshments and Visit Trade Show
- 8:30 – 9:30 a.m. Workshop Session D
- 9:45 – 10:45 a.m. Workshop Session E
- 11:00 – 12:00 (Noon) Workshop Session F
- 12:00 (Noon) – 1:15 p.m. Lunch (optional/Scheman Building) or on your own
Trade Show Open for Final Time!
- 1:15 – 2:15 p.m. Workshop Session G
- 2:30 – 3:30 p.m. Concluding General Session (Benton Auditorium)
Hold'em or Fold'em!
Mark Vitosh, Iowa DNR District Forester, Iowa City, Iowa
Jeff Iles, Department of Horticulture, Iowa State University
- 3:30 – 3:45 p.m. Evaluation
Adjourn



OPENING GENERAL SESSION

Wednesday, February 22, 2017 - 10:00 a.m.

The Psychology of Attraction

In 2017 we are very pleased to bring **Michael Angelo Caruso** to the stage at CY Stephens to enlighten and educate us on the fine art of distinguishing our service and ourselves from the competition. Regardless of our jobs and positions within any organization, all of us can improve the ways we communicate, build our brand, and build trust with coworkers and clients. And Michael is just the man for the job! A veteran keynote speaker with 20 years of experience, Michael's relaxed, conversational style of speaking is both entertaining and educational and I guarantee you'll come away from his presentation with loads of ideas for creating a positive and compelling organizational culture. Make sure you're in your seat and on time for this one!

CLOSING GENERAL SESSION

Thursday, February 23, 2017 - 2:30 p.m.

Hold'em or Fold'em!

The world and our segment of the agricultural economy is continually changing. Just think of all of the past nursery/ arboriculture practices and beliefs that we no longer accept as fact today. And so it goes with plant material recommendations. Twenty years ago it would be perfectly acceptable to recommend and use plants like Norway maple, Amur maple, Callery pear, barberry, etc., but now these plants, along with many others, have become *planta non grata* because of their aggressive/invasive potential. In this presentation Iowa DNR District Forester, **Mark Vitosh**, and ISU Horticulture Professor, **Jeff Iles**, will critically examine some of the woody plants we commonly use in managed landscapes and in all instances, recommend suitable replacements for those who've worn out their welcome. As always, Mark and Jeff will welcome your involvement and participation in what promises to be a rollicking and fast-paced conclusion to the 2017 ISU Shade Tree Short Course.

Session A Workshops

A-1. (C-1 Repeat)

Breeding Blight and Root-rot Resistant American Chestnut Trees*

Paul Sisco, The American Chestnut Foundation
Asheville, NC

The American Chestnut Foundation has been working for 30 years to develop American chestnuts resistant to chestnut blight. Additional work is now being done to breed in resistance to root rot caused by *Phytophthora cinnamomi*. Sign up for this workshop and learn about methods used and the current status of this important program.

A-2.

In Defense of Trees

Josh Behounek, Davey Resource Group
Columbia, MO

As arborists, it is our responsibility to defend the world's most beneficial asset – The Tree. And if we believe trees have benefits then we must do everything in our power to save them. This presentation will teach defendants (tree people) how to defend our clients (the trees) against prosecutors. By setting the stage as a courtroom and putting a tree on trial, we will be able to use expert witnesses to communicate the risks and benefits of trees.

A-3. (E-3 Repeat)

Creating Two Elite Urban Forestry Programs in Ohio: Bowling Green and Hamilton

David Bienemann, Municipal Arborist
Hamilton, OH

In this presentation Dave will discuss how he has created one of the most creative and proactive urban forestry programs in the country while fighting emerald ash borer, gypsy moth, oak wilt, and planning for emerging threats such as Asian long-horned beetle. He also will describe how you can use infra-red aerial and tree inventories to manage your important community tree resource.

A-4. (E-4 Repeat)

Iowa's Largest and Tallest Trees

Mark Rouw, Science Center of Iowa
Des Moines, IA

In this workshop Mark will share stories and experiences from his 40 years documenting the largest trees in Iowa. Since 1978, he has been a volunteer for the Iowa Big Tree Program sponsored by the Forestry Bureau of the Iowa DNR. Sign up for this workshop and learn basic tree measuring techniques, how to avoid common pitfalls of tree measuring, and enjoy photographs of some of Iowa's largest and tallest trees.

*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop

A-5. (D-5 Repeat)

Diagnosing Health Problems of Woody Plants*

(2 hours) – Limit 30 per session

Laura Jesse and Lina Rodriguez-Salamanca, Iowa State University, Ames, IA

Mark Vitosh, Iowa DNR District Forester

Iowa City, IA

The Three Amigos...The Three Tenors...Bacon, Lettuce, and Tomato...all famous teams of three, but none hold a candle to our trilogy of tree truth-seekers, Laura, Lina, and Mark. Representing the disciplines of entomology, plant pathology, and the school of “hard knocks”, these three expert diagnosticians will help workshop participants understand the intricacies of biotic and abiotic stresses and practice their plant pest sleuthing skills. Seating for this workshop is limited so sign up early!

A-6. (D-7 Repeat)

A Calendar Guide to Turfgrass Management for Iowa (Category 30T)*

Adam Thoms, Iowa State University
Ames, IA

This workshop will provide a monthly guide to turfgrass management for Iowa. The Iowa Department of Agriculture and Land Stewardship requires commercial pesticide applicators to receive instruction specific to each category in which they are certified in order to recertify by training. To receive recertification credit in Category 30T (Ornamentals & Turf) at the ISU Shade Tree Short Course, an applicator must attend Workshop C-7 or G-7 (*Continuing Instructional Course for Pesticide Applicators*) PLUS Workshop A-6 or D-7 (*A Calendar Guide to Turfgrass Management for Iowa*) PLUS one additional pest-management approved workshop as designated by an asterisk (*).

A-7. (E-7 Repeat)

Causes and Consequences of a Host Range Expansion by Emerald Ash Borer*

Don Cipollini, Wright State University
Dayton, OH

After 12 years of study, there were no reports of emerald ash borer developing in any non-ash host in the field in North America...until 2014. In this workshop, Don will describe how emerald ash borer was found attacking and completing its development in white fringetree (*Chionanthus virginicus*), a woody plant species native to the southeastern United States, but used ornamentally over a much broader range. Come to this workshop and learn more about what risks EAB poses to this species, how to protect it, and which other hosts might be in the crosshairs of emerald ash borer.



A-8. (D-8 Repeat)

Trees, People, and the Law

(3½ hours) – Limit 75 per session

Jim Flott, Community Forestry Consultants, Inc.
Spokane, WA

Tom Miller, Conlin, Maloney, and Miller
Spokane, WA

Trees provide shade, purify the air, enhance quality of life, and inspire poetry, but they also may inspire lawsuits. In this workshop Jim and Tom will provide participants with a framework to analyze any given situation and help you decide if you are qualified to handle tree law cases. Topics to be covered include trees and adjoining landowners, trees and roadways, and rights and responsibilities of landowners including duty of care, negligence, and damages.

Session B Workshops

B-1.

Selling More, Better, Faster

Michael Angelo Caruso, Edison House
Royal Oak, MI

In his encore performance at the 2017 ISU Shade Tree Short Course, Michael will discuss ways to better read customers and prospects, deal with price objections, how to sell more online, how to increase your sales by 10% by asking one question, and why you shouldn't read books on how to sell! So, if selling is an important part of your business, then you can't afford to miss out on this important workshop.

B-2.

Creating the Edible Landscape

Samantha Peckham, Morton Arboretum
Lisle, IL

In this presentation, horticulturist Samantha Peckham will discuss various ways to transform your existing garden into a place where herbs, fruits, and vegetables will thrive among hardy perennials, shrubs, and trees. Along with being both delicious and good for you, edible plants are beautiful and easy to grow making them perfect additions to any garden space.

B-3.

Ethics in Arboriculture

Lindsey Purcell, Purdue University
West Lafayette, IN

Over the years, arboriculture has evolved into an applied science and basic principles have forged the way for our industry and continue to influence practice and philosophy. In this workshop participants will learn how to build an ethical practice based on the tenets of the medical profession and create a sustainable environment for our businesses, employees, and customers.

*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop



B-4. (G-4 Repeat) **Why Do Trees Die?***

Rex Bastian, The Care of Trees/Davey Tree Expert Co.
Wheeling, IL

As arborists, we recognize all trees eventually die. Our clients, however, commonly expect their trees to live long and trouble-free lives. But when they don't, clients understandably become perplexed and they come looking to us for answers. Providing explanations to complicated problems is possible only when we have knowledge of how trees respond to the day-to-day rigors they face in the managed landscape. Attend this workshop and learn how we can extend the life of trees we manage.

B-6. (E-1 Repeat) **Managing Veteran Trees**

Christopher Roddick, Brooklyn Botanic Garden
Brooklyn, NY

In this session Christopher will discuss how treatment of veteran trees differs from that prescribed for juvenile trees and how tree care should be modified depending on age and condition of the tree. He will also cover specialty soil treatments, retrenchment pruning, returning dead wood and trees back to the landscape, and other practices designed to maintain structural and biological health of veteran trees.

B-7. **The Trial Process: Introducing New Plants with Bailey Nurseries, Inc.**

BreAnne Nott, Bailey Nurseries, Inc.
St. Paul, MN

Ever wonder how new plants are brought to market and the trial process each plant must undergo before introduction? Join BreAnne for this informative presentation to learn how Bailey Nurseries has tested and brought some of the most popular plants to market.

Session C Workshops

C-1. **Breeding Blight and Root-rot Resistant American Chestnut Trees***

(See description A-1)

C-2. (E-2 Repeat) **Can Landscapers Help Restore One of the World's Most Endangered Ecosystems?**

Russ Benedict, Central College
Pella, IA

Tallgrass prairie used to blanket most of central North America from Texas to Canada. But this beautiful, diverse community has been reduced by over 96%, making it one of the most endangered ecosystems on earth. In this workshop, participants will learn about the biology and complexity of tallgrass prairie and the history of its demise. You'll also examine important concepts in planting prairie grasses and flowers from the perspective of prairie conservation. Lastly Russ will discuss ways to make prairie plantings more attractive to landowners.

C-3. **Updating Your Tree Inventory**

Josh Behounek, Davey Resource Group
Columbia, MO

Proactive and responsive tree management programs must keep up with the times so that your decisions and actions are data-driven and defensible. Toward that end, this presentation will demonstrate how updating an existing inventory can reveal powerful information about your urban forest. Refreshed and refined inventory data can be used to understand growth rates, species performance, forecast budgets, and identify management needs.

C-4. (F-4 Repeat) **Bur Oak Blight: An IPM Perspective***

Kent Honl, Rainbow Treecare
Minnetonka, MN

Bur oak blight is a challenging fungal condition for arborists in Iowa and nearby states. In this workshop, Kent will look at the identification and diagnosis of BOB through the lens of the IPM disease triangle. Participants will learn about the limitations of what is currently available to treat bur oak blight and about how best to apply treatments.

C-5. (D-4 Repeat) **The Reality of 3D Landscape Design**

Paddy Conway, Consultant – Unilock Chicago
Aurora, IL

By popular demand, Paddy Conway is back to share his wealth of experience in estimating, sales, and design. But he also has a confession to make. Paddy has reluctantly succumbed to the modern era of computerized reality, because to enter the home of a client without the benefit of 3D design software in your toolbox is simply unacceptable and potentially a large and serious mistake. In this workshop Paddy will show you in his unique style how to master, present, and sell with confidence using 3D landscape design.

C-6. Putting Research Behind Tree Risk Assessment

Andrew Koeser, University of Florida Gulf Coast
Research and Education Center
Tampa, FL

How accurate is risk assessment? Are the results reproducible from arborist to arborist? Does high tech equipment lead to better results? The recent development of the ISA Tree Risk Assessment BMP and Tree Risk Assessment Qualification has brought greater attention to how arborists gauge the relative safety of trees in the landscape. This workshop highlights findings from several recent research projects which attempt to tease out source of bias and excess variability in commonly used risk assessment methods.

C-7. (G-7 Repeat) Continuing Instructional Course for Pesticide Applicators**

Limit 50 per session

Mark Shour, Iowa State University,
Ames, Iowa

This workshop is required if you want two hours of approved instructional training credit toward pesticide applicator recertification at the 2017 STSC. The Iowa Department of Agriculture and Land Stewardship has approved the ISU Shade Tree Short Course for continuing instructional credit in categories 2, 3O or 3OT, and 10. Specific information will be presented on pesticide laws and regulations, safe handling and storage of pesticides, and personal protective equipment. You also **must** attend one additional qualifying workshop (A-1, A-5, A-6, A-7, B-4, C-1, C-4, D-1, D-5, D-7, E-7, F-1, F-4, G-4) to receive certification. If you are recertifying for category 3OT, you **also must** attend the turfgrass management workshop (A-6 and D-7). **NOTE:** Pesticide applicators wishing to recertify will be charged an additional **\$35** (see registration form).

Session D Workshops

D-1. The Tree Decline Disease Concept*

Glen Stanosz, University of Wisconsin
Madison, WI

The tree “decline disease” concept provides an explanation for the gradual, progressive deterioration in tree health that often ends in death. Decline diseases are viewed as the result of multiple, interacting and interchangeable factors. These predisposing, inciting, and contributing factors sequentially alter trees, and result in recognizable symptoms that intensify over many years. Learn how the tree “decline disease” concept can be used to explain (and prevent) the demise of trees.



D-2. Garden Design for Plantaholics

Samantha Peckham, Morton Arboretum
Lisle, IL

When you drive by a nursery do you find it painful not to go in? And then, do you find it utterly impossible not to buy a plant or two, or maybe ten? Do you then wonder how you are going to squeeze all of your plants into the garden of your dreams? Join horticulturist and garden designer Samantha Peckham for a candid discussion about how you can design a beautiful, functional space that will reflect your personality while showcasing ALL of your treasured plants.

D-3. (G-5 Repeat) Tree Planting: What Matters and What Doesn't?

Lindsey Purcell, Purdue University
West Lafayette, IN

How can we get trees to stand up better and live longer? Believe it or not, we are finding that production and planting protocol is having a major impact on this question. Attend this workshop and learn what really matters in the tree planting process and what really doesn't matter according to current arboricultural research.

D-4. The Reality of 3D Landscape Design

(See description C-5)

D-5. Diagnosing Health Problems of Woody Plants*

(See description A-5)

D-6. (F-5 Repeat) Remove or Retain? Thoughts on Wire Baskets and Balled-and-Burlapped Nursery Trees

Andrew Koeser, University of Florida Gulf Coast
Research and Education Center
Tampa, FL

Wire basket removal is a somewhat contentious practice steeped in anecdote and mythology. This workshop offers a thorough investigation into the evolution of wire baskets and the controversy surrounding their removal or retention in the landscape. Results from a recent experiment will help shed light on the impacts of wire baskets on tree health, survival, and stability.

D-7. A Calendar Guide to Turfgrass Management for Iowa (Category 3OT)*

(See description A-6)

D-8. Trees, People, and the Law

(See description A-8)



Session E Workshops

E-1.

Managing Veteran Trees

(See description B-1)

E-2.

Can Landscapers Help to Restore One of the World's Most Endangered Ecosystems?

(See description C-2)

E-3.

Creating Two Elite Urban Forestry Programs in Ohio: Bowling Green and Hamilton

(See description A-3)

E-4.

Iowa's Largest and Tallest Trees

(See description A-4)

E-6. (G-6 Repeat)

Landscape Design for Energy Efficiency

Mark Dwyer, Rotary Botanical Gardens

Janesville, WI

Properly selected and positioned landscape plants will not only make the home or business look good but also can help reduce both summer cooling and winter heating costs. This directly affects "human thermal comfort" and saves money! In this workshop Mark will discuss the proper selection and ideal placement for hardy, aesthetically-pleasing trees, shrubs, and other landscape materials with the intent of maximizing energy efficiency of the adjacent structure.

E-7.

Causes and Consequences of a Host Range Expansion by Emerald Ash Borer*

(See description A-7)

Session F Workshops

F-1.

R-E-P-E-A-T: Strategies and Tactics for Winning the War Against Tree Diseases*

Glen Stanosz, University of Wisconsin

Madison, WI

In fighting tree and shrub diseases we are hoping to deter a very well equipped (or perhaps well evolved) and agile enemy! But we can be successful if we select the appropriate strategy and implement effective tactics. The ways in which resistance, exclusion, protection, eradication, avoidance, and therapy can be used in tree and shrub disease management will be demonstrated in a presentation loaded with entertaining visual aids and one courageous volunteer.

F-2. (G-2 Repeat)

Are Drones Right for Your Business?

Dan Staley, Analemma Resources, LLC

Aurora, CO

This workshop will cover and describe background, uses, benefits, costs, and hazards of aircraft appropriate for drone arboriculture. Attendees will learn about new laws, privacy, training, what to expect in the field when using drones, and whether hiring third-party pilots is a viable option for your business.

F-3. (G-3 Repeat)

Hardscaping by the Hour

Paddy Conway, Consultant – Unilock Chicago

Aurora, IL

Paddy offers more than 32 years of experience owning and operating a landscape/hardscape business and in this workshop he will help you learn how to win bids with deserved profits by producing accurate estimates based on your company's structure and employees. Don't fall into the trap of following rumored square foot pricing within the landscape industry.

F-4.

Bur Oak Blight: An IPM Perspective*

(See description C-4)

F-5.

Remove or Retain? Thoughts on Wire Baskets and Balled-and-Burlapped Nursery Trees

(See description D-6)

F-6.

Fun Shrubs for Form & Function

Mark Dwyer, Rotary Botanical Gardens

Janesville, WI

Shrubs are vital in the landscape as their value is undisputed along the foundation of our structures, in our mixed plantings, and in a wide range of other situations. Many shrubs also have an interesting form that should be considered when selecting and placing these plants. In this workshop Mark will discuss a wide range of shrubbery options that focus on form but also cover some selections that benefit from severe annual pruning to reestablish form.

F-7.

Landscaping with Native Plants

Judy Nauseef, Landscape Designer

Iowa City, IA

With increasing availability of native plants from growers, wholesalers, and garden centers, it is time for landscape designers and landscape contractors to start adding native plants to their projects and offering sustainable designs to our clients. Native plants will help conserve water, reduce

*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop



the amount of water entering our waterways, and create habitat for birds and butterflies. Come to this workshop and learn how to use basic design principles to incorporate native plants into your projects.

Session G Workshops

G-1.

Changing the Culture of Your Company

Anne Mino, Redbud Landscaping

Ankeny, IA

Vanessa Mueller, Johnson's Nursery

Menomonee Falls, WI

Recent surveys have found that 68% of workers are not engaged or are actively disengaged at work. Disengagement is impacting your bottom line and customer service negatively. In this workshop Anne and Vanessa will define the nature of that impact and suggest affordable ways to make positive changes in the culture of your organization thus creating a better company culture from within.

G-2.

Are Drones Right for Your Business?

(See description F-2)

G-3.

Hardscaping by the Hour

(See description F-3)

G-4.

Why Do Trees Die?*

(See description B-4)

G-5.

Tree Planting: What Matters and What Doesn't?

(See description D-3)

G-6.

Landscape Design for Energy Efficiency

(See description E-6)

G-7.

Continuing Instructional Course for Pesticide Applicators**

(See description C-7)

*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop

PESTICIDE CONTINUING EDUCATION

The Iowa Pesticide Act provides two options for renewing commercial pesticide applicator certification. Commercial and public applicators may choose to renew their certification by testing once every three years or by attending approved instructional training each year.

Recertification by training requires participation in two hours of approved instructional training each year, in each category in which an applicator is certified. Some programs may be approved for more than one category and simultaneous credit hours are possible. Applicators will not be allowed to make up hours that they missed in a previous year, nor will they be allowed to carry forward excess credit hours.

To Recertify in Category	Applicator Must Attend
2 or 30 and 10	Workshop C-7 or G-7 PLUS One other "Pest Management" workshop
2 or 30T and 10	Workshop C-7 or G-7 PLUS Workshop A-6 or D-7 ("Turfgrass Management") PLUS One other "Pest Management" workshop

"Pest Management" Workshops:

A-1 or C-1	Breeding Blight and Root-rot Resistant American Chestnut Trees (<i>Sisco</i>)
A-5 or D-5	Diagnosing Health Problems of Woody Plants (<i>Jesse, Rodriguez-Salamanca, and Vitosh</i>)
A-6 or D-7	A Calendar Guide to Turfgrass Management for Iowa (<i>Thoms</i>)
A-7 or E-7	Causes and Consequences of a Host Range Expansion by Emerald Ash Borer (<i>Cipollini</i>)
B-4 or G-4	Why Do Trees Die? (<i>Bastian</i>)
C-4 or F-4	Bur Oak Blight: An IPM Perspective (<i>Honl</i>)
D-1	The Tree Decline Disease Concept (<i>Stanosz</i>)
F-1	R-E-P-E-A-T: Strategies and Tactics for Winning the War Against Tree Diseases (<i>Stanosz</i>)

61st Annual Iowa State University Shade Tree Short Course

February 21-23, 2017

Scheman Building • Iowa State University • Ames, Iowa



Participant Information

NAME FIRST MIDDLE INITIAL LAST

E-MAIL

PHONE DAYTIME EVENING FAX

COMPANY/AFFILIATION

ADDRESS

CITY/STATE/ZIP IOWA COUNTY

Special Needs (dietary or mobility?) Please list below:

Business Classification (check only one)

- Design professional
- Nursery and landscape professional
- Arborist
- Master Gardener
- Educator/student
- State/municipal employee

Professional Classification (all that apply)

- Iowa Arborist Association
- Iowa Nursery & Landscape Association
- Iowa Golf Course Superintendents Association
- Iowa Professional Lawn Care Association
- Iowa Sports Turf Managers Association
- American Society of Landscape Architects
- Association of Professional Landscape Designers

It's Easy to Register!

Online

www.cpm.iastate.edu/shadetree

Mail

Conference Planning & Management
1601 Golden Aspen Drive
Suite 110
Ames, IA 50010

Fax

(515) 232-6716

REGISTER EARLY!

Advanced registration is required due to the multiple workshop format of the Shade Tree Short Course. One and two-hour workshops are offered as well as the ICPI workshop.

Registration Options

Registration fee* _____ \$170
Full time academic student or ISU staff* _____ \$85
Optional ISU CEU _____ \$25
Optional lunch, February 23 _____ \$16
Pesticide Applicator Recertification _____ \$35

on or before Feb. 10

after Feb. 10

_____ \$220
_____ \$110
_____ \$25
_____ \$16
_____ \$35

INLA Day Event Rates, February 21

ICNP Certification Exam** _____ \$75
ICNP Certification Exam Retest** _____ \$40
ICNP Continuing Education Program _____ \$15

Member

Non-member

_____ \$150
_____ \$80
_____ \$15

TOTAL \$ _____

*includes lunch on February 22

** INLA will contact you with test preparation details.

No refunds after February 17

Method of Payment

- Check – Make checks payable to Iowa State University
- Visa Mastercard Discover

CARDHOLDER NAME SIGNATURE CARD NUMBER EXP. DATE

Purchase Order (please attach a copy)

P.O. #

BILLING ADDRESS ORGANIZATION IN CARE OF / ATTENTION

ADDRESS

CITY/STATE/ZIP IOWA COUNTY

Select your workshop choices on the other side of this form!

For each session A through G, rank your choices 1 to 7 in the spaces provided. Remember, some workshops run two hours or longer. We will attempt to place you in your first choice, although some of the workshops have limited enrollment.

Arboriculture Has Center Stage...Let's Make the Most of It!

For every workshop session A through G, mark your first (1) through seventh (7) choice in the spaces provided.

Wednesday, February 22, 2017

Session A Workshops, 1:00-2:00 p.m.

- A-1.** Breeding Blight and Root-rot Resistant American Chestnut Trees*
- A-2.** In Defense of Trees
- A-3.** Creating Two Elite Urban Forestry Programs in Ohio: Bowling Green and Hamilton
- A-4.** Iowa's Largest and Tallest Trees
- A-5.** Diagnosing Health Problems of Woody Plants*
(two-hour session, do not select in session B) – Limit 30
- A-6.** A Calendar Guide to Turfgrass Management for Iowa (Category 3OT)*
- A-7.** Causes and Consequences of a Host Range Expansion by Emerald Ash Borer*
- A-8.** Trees, People, and the Law
(three and a half-hour session, do not select in session B and C) – Limit 75

Session B Workshops, 2:15-3:15 p.m.

- B-1.** Selling More, Better, Faster
- B-2.** Creating the Edible Landscape
- B-3.** Ethics in Arboriculture
- B-4.** Why Do Trees Die?*
- B-6.** Managing Veteran Trees
- B-7.** The Trial Process: Introducing New Plants with Bailey Nurseries, Inc.

Session C Workshops, 4:00-5:00 p.m.

- C-1.** Breeding Blight and Root-rot Resistant American Chestnut Trees*
- C-2.** Can Landscapers Help Restore One of the World's Most Endangered Ecosystems?
- C-3.** Updating Your Tree Inventory
- C-4.** Bur Oak Blight: An IPM Perspective*
- C-5.** The Reality of 3D Landscape Design
- C-6.** Putting Research Behind Tree Risk Assessment
- C-7.** Continuing Instructional Course for Pesticide Applicators** – **Limit 50**



Thursday, February 23, 2017

Session D Workshops, 8:30-9:30 a.m.

- D-1.** The Tree Decline Disease Concept*
- D-2.** Garden Design for Plantaholics
- D-3.** Tree Planting: What Matters and What Doesn't?
- D-4.** The Reality of 3D Landscape Design
- D-5.** Diagnosing Health Problems of Woody Plants*
(two-hour session, do not select in session E) – Limit 30
- D-6.** Remove or Retain? Thoughts on Wire Baskets and Balled-and-Burlapped Nursery Trees
- D-7.** A Calendar Guide to Turfgrass Management for Iowa (Category 3OT)*
- D-8.** Trees, People, and the Law
(three and a half-hour session, do not select in session E and F) – Limit 75

Session E Workshops, 9:45-10:45 a.m.

- E-1.** Managing Veteran Trees
- E-2.** Can Landscapers Help Restore One of the World's Most Endangered Ecosystems?
- E-3.** Creating Two Elite Urban Forestry Programs in Ohio: Bowling Green and Hamilton
- E-4.** Iowa's Largest and Tallest Trees
- E-6.** Landscape Design for Energy Efficiency
- E-7.** Causes and Consequences of a Host Range Expansion by Emerald Ash Borer*

Session F Workshops, 11:00-12:00 p.m. (Noon)

- F-1.** R-E-P-E-A-T: Strategies and Tactics for Winning the War Against Tree Diseases*
- F-2.** Are Drones Right for Your Business?
- F-3.** Hardscaping by the Hour
- F-4.** Bur Oak Blight: An IPM Perspective*
- F-5.** Remove or Retain? Thoughts on Wire Baskets and Balled-and-Burlapped Nursery Trees
- F-6.** Fun Shrubs for Form & Function
- F-7.** Landscaping with Native Plants

Session G Workshops, 1:15-2:15 p.m.

- G-1.** Changing the Culture of Your Company
- G-2.** Are Drones Right for Your Business?
- G-3.** Hardscaping by the Hour
- G-4.** Why Do Trees Die?*
- G-5.** Tree Planting: What Matters and What Doesn't?
- G-6.** Landscape Design for Energy Efficiency
- G-7.** Continuing Instructional Course for Pesticide Applicators** – **Limit 50**

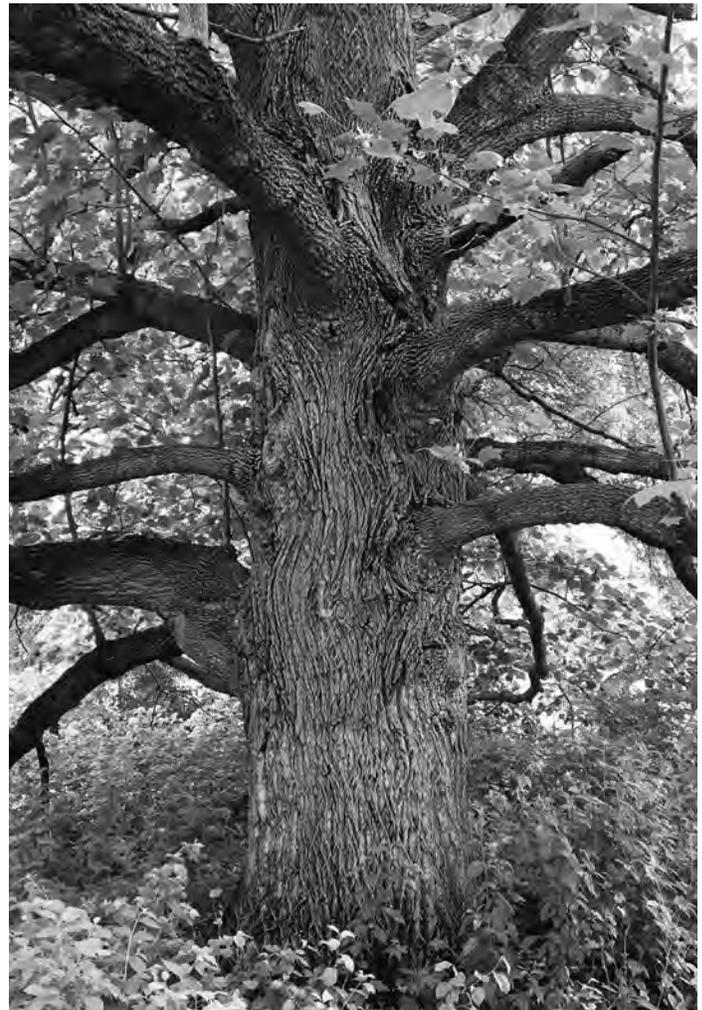
*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop

Lodging in Ames

Please make your own lodging arrangements. Accommodations are listed in miles from the Iowa State Center.

Gateway Hotel and Conference Center	(1.5)	(800) 367-2637
Best Western University Park	(1.5)	(515) 296-2500
Holiday Inn Ames Conference Center	(1.6)	(515) 268-8808
The Days Inn	(1.6)	(800) 422-5250
Sleep Inn	(2.9)	(515) 337-1171
Hilton Garden Inn	(3.0)	(515) 233-8000
Holiday Inn Express	(4.0)	(515) 232-2300
Quality Inn and Suites	(4.0)	(515) 232-9260
Microtel Inn and Suites	(4.5)	(515) 233-4444
Comfort Inn	(4.5)	(800) 228-5150
Fairfield Inn	(4.6)	(515) 232-4000
Super 8 Motel	(4.6)	(800) 800-8000
Econo Lodge	(4.6)	(515) 233-6060
AmericInn	(4.6)	(515) 233-1005
Country Inn and Suites	(4.7)	(515) 233-3935
Hampton Inn	(4.7)	(800) 426-7866



It's Easy to Register

Select from these registration options: register online at www.cpm.iastate.edu/shadetree, mail, or fax.

Change in Plans

If you cannot attend the Short Course you may send a substitute (please let us know in advance who will be substituting). If you cancel your registration on or before February 17, 2017, your registration fee will be refunded less a \$20 processing charge. No refunds will be made after February 17, 2017.

Continuing Education Credit

Upon completion of the Short Course, you will qualify for 1.1 CEUs (Continuing Education Units). The fee for ISU CEUs is \$25 (see registration form).

Travel

Centrally located in the Midwest, Ames is easily accessible by transcontinental U.S. Highways 30 and 69, as well as Interstate 35. The Des Moines International Airport is located 40 minutes south of Ames and is served by major airlines. Major car rental agencies maintain offices in the airport.

Directions and Parking

The Scheman Building is located in the Iowa State Center on the Iowa State University campus. From Interstate 35, take U.S. Highway 30 west into Ames. Take the University Boulevard exit and go north past Jack Trice Stadium. The Scheman Building is located between Hilton Coliseum and C.Y. Stephens Auditorium. Free parking is available adjacent to the Scheman Building.

Further Information

For questions about program content, call Jeff Iles (515) 294-3718. For registration questions, contact Registration Services at (515) 294-6222 or email registrations@iastate.edu

Tax Deduction

The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Contact your accountant for details.



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Arboriculture Has Center Stage... **Let's Make the Most of it!**

61st Annual Iowa State University Shade Tree Short Course
February 21-23, 2017

