

**2022 MAC-ISA Annual Meeting & Trade Show  
October 2-4, 2022**

**General Information**

**Hotel Accommodations:** Virginia Crossings Hotel and Conference Center(1000 Virginia Center Pkwy, Glen Allen, VA ) will host our full conference. Room reservations are available [online](#) or call 804-727-1400 ( and mention the code **MAC-ISA** to receive the group rate of \$119 ++ taxes. Limited rooms are available - book early!

**Registration:** Register by September 15th for the best rate. Member rate is \$290 full registration or \$150 per day. Registration includes breakfast, lunch, breaks, educational sessions, trade show and door prizes. You must select your Monday sessions when you register, first come first serve and space is limited. Register on our website: <https://www.mac-isa.org/events/annual-meeting>.

**Continuing Education Credits (CEUs):** All sessions will receive ISA credits. MD Licensed Tree Experts and TCIA Certified Tree Safety Professional credits will be available for some sessions.

**Exhibit Show:** Check out our annual trade show and make time to visit our exhibitors! Exhibits will be placed indoors and out. Save \$ on shipping and buy directly from the suppliers! Interested in Exhibiting, register [online](#) or email [admin@macisa.org](mailto:admin@macisa.org).

**MAC-ISA Welcome Reception** – Please attend our welcome reception on Sunday, October 2<sup>nd</sup> 4-6pm at the hotel. Mingle with old friends, meet new ones, and visit with our exhibitors. Join us for light fare and a free drink on us! A cash bar will be also available. See you there!

**Silent Auction** –Sales revenue from the silent auction is used to fund scholarships for college students to attend the Annual Meeting. Plan on bidding on some great items we have this year! Cash, checks, and credit cards will be accepted.

**Silent Auction Donations** - We need your donations! Email [exdirector@macisa.org](mailto:exdirector@macisa.org) to let us know what you would like to donate.

**Scholarships** – MAC-ISA members are eligible for full and partial **student** scholarships. Visit [www.mac-isa.org](http://www.mac-isa.org) to download an application or call 703-753-0499 for more information. The deadline to apply is September 9th.

***Optional Sunday Fee Activities***

**MAC-ISA TREE Fund Golf Tournament** – The golf tournament will be held at The Crossings Golf Course. The \$90 fee covers green fees, lunch, and prizes. Net profits benefit the TREE Fund. Tournament check-in and lunch is at Noon.

**Ride (Motorcycle or Sports Car) for Research** – TREE Fund Ride for Research begins at the hotel at 10am. Bring your own motorcycle or sports car and ride over 100 miles with a stop for a meal along the way. The cost to participate is \$50 per-person and all proceeds are donated to the TREE Fund.

Become a valued sponsor of the golf tournament or ride. Email [exdirector@macisa.org](mailto:exdirector@macisa.org) if you are interested in sponsoring this important cause.

**Maymont Tour** – Maymont’s one hundred acres are populated with thousands of stunning trees and shrubs. Enjoy a Horticulturist-led tree tour for 1.5-hours. Meet at the park at 1pm on Sunday. \$20 per person. Limited space. 1.5 ISA CEUs

## Agenda (subject to change)

### Sunday, October 2nd Pre-Conference Events (separate fee) and Welcome Reception

10:00 AM	Motorcycle/Sports Car Ride (10am)
12:00 PM	TREE Fund Gold Tournament
1:00 PM	Maymont Garden Tours – 1.5 ISA CEUs
4:00-6:00 PM	Check-in and <b>Welcome Reception with Exhibitors</b>

### Monday, October 3<sup>rd</sup> - Indoor and Outdoor Educational Sessions & Trade Show – 7 ISA CEUs

7:00-7:50 AM	Check-In, Breakfast, Trade Show, and Silent Auction
7:50-8:00 AM	Welcoming Remarks
8:00-9:00 AM	<b>Our Health is Linked to the Health of our Trees and Forests</b> , Rob Farrell, VDOF (1AMUTBm)
9:00-10:00 AM	<b>The Past, Present, and Future of our Urban Forests</b> – Zach St. George (1AMUTBm)
10:00-10:30 AM	Break with Exhibitors
10:30 – 12:30 PM	<b>Morning Session Block I - Select one session. Preregistration required.</b>
12:30-1:30 PM	Lunch
1:30-3:30 PM	<b>Afternoon Session Block II - Select one session - Preregistration required.</b>
3:30-3:45 PM	Break with Exhibitors
3:45-4:45 PM	Banter with the Best (1AMUTBm)

### Tuesday, October 4<sup>th</sup> – Indoor Educational Sessions and Trade Show - 5 ISA CEUs

7:00-7:55 AM	Check-in, Breakfast, Silent Auction, and Trade Show Open
7:55-8:00 AM	Opening Remarks
8:00-9:00 AM	<b>Restoring Ecosystem Services and Creating Economic Opportunities on Former Surface Mines</b> , Michael French, Green Forest Works (1AMTBm)
9:00-10:00 AM	<b>Trends in Recruiting, Hiring, and Retention</b> - Brigitte Orrick, Davey Tree (1AMUTBm)
10:00-10:30 AM	Break with Exhibitors
10:30-11:30 AM	Concurrent Sessions: <b>Managing for Urban Forest Resilience in the 21st Century</b> – David Sivyer, US Forest Service (1AMUTBm) <b>Trees &amp; Stormwater Management</b> , David Hirschman, Hirschman Water and Environment (1AMBm) <b>Why Culture is Everything</b> – Jeff Inman, Truetimber Arborists (1AMUTBm)
11:30-1:00 PM	Annual Meeting and Awards Luncheon
1:00-1:15 PM	Break with Exhibitors
1:15-2:15 PM	Concurrent Sessions: <b>Planting for the Future: Developing Climate Conscious Collections</b> , Brian Trader, Lewis Ginter Botanical Gardens (1AMUTBp) <b>Working With Young People in Green Spaces</b> , Rob Jones, Ground Works RVA (1AMBm) <b>Cleaning Contaminated Sites with Microbe-Inoculated Trees</b> , Kristen Bousquet, Arbor Day Foundation (1AMUTBp)
2:15-2:30 PM	Break
2:30-3:30 PM	<b>The Healing Power of Nature</b> , Charles Smith (1AMUTBm)

## Monday, Oct. 3 Concurrent Session Descriptions

Attend one program per session, ISA CEU numbers are in the ( )

### **Morning Session Block I**

**A: Insect/Pest Walk**, Eric Day and Alejandro Del-Pozo, Virginia Tech **Outdoors**

A walk around the grounds as we look at pest problems and discuss potential insect and mite pests on trees. Each pest will have a discussion on severity and control needed. Bring a hand lens and comfortable walking shoes. (2AMUTBs)

**B: Documenting Champion and Legacy Trees**, Eric Wiseman and Grace Steger, Virginia Tech **Indoors and Out**

Trees are cherished and revered for many reasons. Join us as we discuss methods of measuring trees for the Virginia Big Tree Register and learn about documenting Legacy Trees on the Virginia Tech Campus. (2AMUTBp)

**C: Rediscover Structural Pruning**, Jake Hendee, Smithsonian Institution **Indoors and Out**

Structural pruning is a valuable pruning practice that measurably and markedly improves tree longevity, resilience, strength, safety, and compatibility. Pruning for structure has been a well-developed and a well-established part of the ANSI A300 industry standard for pruning for 14 years, but its 2008 entry into the industry standard also makes it a relative newcomer to arboriculture. This session will review concepts in structural pruning, introduce the latest science, and explore strategies to incorporate structural pruning in your tree care or urban forestry program.

(2AMUTBp)

**D: Women in Arboriculture**, Anna Copplestone, Roots Arbor Care Tree Service, Cindy Musick, REC, and Peggy Singlemann, RVA Gardener **Outdoors**

The role of women in arboriculture is a vast topic. We hope to engage our participants in processing just a few of the challenges presented to women in the tree care industry, as well as build connections and share resources. This session is not exclusively for women; we need the participation of all our colleagues to elevate professionalism across the industry. Join us!

(2AMUTBm)

**E: Equipment Transitions for Safety and Sustainability**, Don Blair, Blair's Arborist Equipment and Justin Revland, Husqvarna Group **Outdoors**

Review, discuss and demonstrate the current state-of-the-art advances in the evolution of cordless electric outdoor power equipment. This presentation will cover the general use and application of professional battery powered equipment in the green industry. We will review the benefits of utilizing battery tools versus traditional petrol products. In addition, we will discuss the challenges that come with this switch, and ways to incorporate these tools with minimal disruption in day-to-day operations.

(2AMUTBp)

**F: Devastating Tree Decay and Tomography**, Christine Balk and Chris Fields-Johnston, Davey Resource Group **Outdoors**

Tree decay concerns all who live and work with trees. We will look at types and causes of tree decay and several ways of evaluating the risks it creates. After looking at examples with basic visual inspection methods, we will walk through a sonic tomography scan and how to incorporate it into a full advanced tree risk assessment. (2AMUTBs)

**G: The Geography of Climate Change Inequity**, Jeremy Hoffman, Science Museum of VA **Indoors**  
Cities don't happen by accident; they're planned. This mostly hidden history has recently come to light, connecting present-day climate inequality to decisions made decades and centuries ago. This highlights how equitable approaches to climate change adaptation today can secure community resilience for centuries to come. **And**

**Tree Equity: Optimizing Urban Forests for Climate and Public Health**, Ian Leahy, American Forests **Indoors**

Urban and community forestry has finally broken into the spotlight as a life-saving infrastructure on the frontlines of the most pressing climate and public health issues of our time. This session will guide participants through a proven change model that includes a suite of free tools, guides, supports and finance mechanisms any municipality can use to make sure its urban forest is generating the most revenue, protecting the most lives, storing the most carbon and engaging stakeholders most effectively. (2AMBm)

### **Afternoon Session Block II Session Descriptions:**

**A: Insect /Pest Walk**, Eric Day and Alejandro Del-Pozo, Virginia Tech – **REPEAT**  
See description under Block I

**B: Devasting Tree Decay /Tomography**, Christine Balk and Chris Fields-Johnson, **REPEAT**  
See description under Block I

### **C: Trees and Human Health – 2 presentations**

**Urban Tree Canopy and Human Health**, Michelle Kondo, USFS **Indoors**

An overview of the state of research on how human exposure to urban green space, specifically parks and tree canopy, impacts human health. Review results from a Health Impact Assessment of Philadelphia's 2025 tree canopy cover goal of 30% cover throughout all neighborhoods of the city. The speaker will also share results from some experimental work that she has done on vacant land management (cleaning and greening), and its impact on mental health and crime in Philadelphia and other cities.

**Putting a Number on the Health Benefits of Nature**, Ian Hanou, PlanitGeo and Jared Hanley, Nature Quant

How can you quantify the physical and mental health benefits of being near nature? Better yet, how can you quantify it in a simple, actionable form so planners and policymakers can use it? These are questions PlanIT Geo and NatureQuant are taking on. This presentation will explore how NatureQuant is using innovative tech, machine learning, and big data to quantify nature exposure and potential health benefits, the tools they've created to share this data, and how this information will be incorporated into PlanIT Geo's software and services. (2AMBm)

**D: Aerial Lift Safety**, Trenton Thomas, and Phil Slaymaker, Slaymaker Rental and Supply, **Outdoors**  
This is an informative lesson on how to set up, maintain, and operate the functions of spider lift. Open to questions to help people understand the machine and its safety features. (2AMUTBp)

**E: Urban Wood Use – 3 presentations. Indoors and Out**

**Biochar Production**, Chris Fields-Johnson, Davey Resource Group

Biochar can be produced by burning any biomass material under low oxygen conditions and has a wide variety of uses including carbon sequestration and the improvement of soil physical characteristics. We will discuss common biochar production methods, review biochar quality standards, and show examples of biochar field applications.

**Surviving Ashmegeeddon** - Jeremy Harold, City of Harrisonburg

Harrisonburg Urban Wood Program was established in 2018 with the arrival of Emerald Ash Borer. Unfortunately, the city's park system was comprised of 14% ash. City staff have removed over 1500 ash trees on public property. The mission of this program is to recover trees at the end of their useful life so that the wood can be reused in creative ways and kept out of landfills.

**Urban Wood, Everything but the Trunk**, Sean Hawkins, Derpy Dragon Studios

Learn about using "found" wood, sawmill leftovers, driftwood, and twig pieces to craft one-of-a-kind woodwork. (2AMUTBm)

**F: Integrated Vegetation Management/Post Construction Restoration**, Dan Williams and Michael Smith, Davey Resource Group **Indoors and Out with an offsite drive**

Insights into the development and implementation of enhanced standards and methods for planting and managing ROW as an asset opportunity, not a compliance challenge, along energy transportation corridors. Meet permit requirements, address O&M requirements via sustainability and business-minded approach to IVM following restoration. (2AMUBm)

**G: Tree Preservation During Construction and Working with Conflicts**, Keith O'Herrin, Union County, and Craig Havenner, Christopher Companies **Indoors**

From large subdivisions to flipping single-family houses, trees are put at risk during construction and development. Learn the ordinance requirements, including construction means and methods you need to successfully preserve trees. (2AMUTBm)

**Questions? Call MAC-ISA at 703-753-0499 or email [admin@macisa.org](mailto:admin@macisa.org)**