



2017 GARDEN STATE TREE CONFERENCE

MARCH 9-10, 2017

Tropicana Casino and Resort



Atlantic City

New Jersey

Featured Speakers



John Ball is currently a Professor of Forestry at South Dakota State University in Brookings, SD with a split appointment in teaching, extension and research. He also serves as a campus arborist for the University and as the Forest Health Specialist for the South Dakota Department of Agriculture. One of his research interest is tree worker safety. Dr. Ball previously served as manager for Arrowhead Tree, a tree care company in Duluth, Minnesota and the director of technical service at Carpenter-Costin, a large tree care and landscape planning company operating along the North Shore area of Boston. Dr. Ball has Ph.D. and M.S in forestry from Michigan State University and a B.S. in forestry from Michigan Technological University. He currently serves as the Education Chair for the South Dakota Arborist Association and as a representative for the International Society of Arboriculture on the Z133 committee. Dr. Ball is also on the Safety Committee for the Tree Care Industry Association. He has served on the board for the Midwestern Chapter of ISA, once in the 1980s, again in the 1990s and just recently completed his third term. Dr. Ball also teaches Emergency Medical Technician courses in the Health and Wellness Department. Dr. Ball is a Board-Certified Master Arborist, a Certified Tree Care Safety Professional and an EMT.



Lindsey Purcell is in the Department of Forestry and Natural Resources of Purdue University since 2008 and brings a wealth of experience, including eight years with the City of Indianapolis as Forestry Supervisor and City Forester. He was also the Director of Operations for The Nature Conservancy of Indiana, and worked many years for tree care and landscape maintenance firms, and as an adjunct instructor of horticulture technology at Vincennes University. Lindsey is an ISA Certified Arborist with an A.S. from Vincennes University, B.S. from Purdue and M.Ed. from Indiana State. As executive director of the Indiana Arborists Association, his goal was to develop a vibrant extension program that anticipates the needs of the urban forestry community and arboriculture professionals Lindsey works closely with students at Purdue pursuing a minor in Urban Forestry, providing instruction in Arboriculture Practices and Urban Forestry Issues courses in the Forestry and Natural Resources Department.



Graeme McMahon during the last forty years has worked as a climber in the Dandenong Ranges, east of Melbourne in Australia. In addition, he worked as hand faller in the Central Highlands region felling alpine species for high production logging. A steady diet of large tree removals created a focus on the need for the pursuit of excellence in regard to skill acquisition and problem solving. Despite the mechanization for felling trees in logging operations, Graeme is regularly called upon to conduct hand felling when harvesters are unable to operate and for “skyline” operations. As a mature age student Graeme achieved a Bachelor of Education with majors in Recreation and Biomechanics. This practical experience of removing large trees combined with his academic qualifications make Graeme ideal as an expert witness and to present on a range of topics to the tree industry.

Featured Speakers



Richard Harper is an Extension Assistant Professor of Urban & Community Forestry in the Department of Environmental Conservation at the University of Massachusetts, Amherst, MA. Rick administers an applied integrated research and extension program aimed at addressing both emergent and long-term needs of urban forests, and teaches courses in urban forest management and urban plant health care. He is an International Society of Arboriculture (ISA) Board Certified Master Arborist, Connecticut State Licensed Arborist, and serves as the MA State Rep on the ISA New England Chapter Board of Directors.



Martin J. Davis is currently a Principal Safety Consultant for HazTek Inc., a leading provider of comprehensive safety management services. Prior to joining HazTek, Davis was a dedicated safety and health professional with the Federal Government. Over a 28-year career, he was an Occupational Safety and Health Specialist for the Department of Veterans Affairs at the Brooklyn VA Medical Center, and in 1990 transferred to the U. S. Department of Labor Occupational Safety and Health Administration (OSHA), where he served as a field Compliance Officer, an Assistant Area Director, and most recently, as a Compliance Assistant Specialist in Marlton, NJ. Martin began his career as an Inspector for the Inspector General's Office of the New York City Health and Hospital Corporation. Over the years, he has led and participated in many high-profile investigation and emergency response initiatives, such as the World Trade Center 9/11 incident and the aftermath of Hurricane Sandy. A resident of Galloway, N.J., Davis holds Bachelor Degrees from Syracuse University and Thomas Edison State College in Trenton, NJ, where he is currently working on earning a Master's of Science in Project Management.



Lindsay Campbell is a research social scientist with the USDA Forest Service Northern Research Station. She is based at the New York City Urban Field Station, which is a partnership between the Forest Service and the NYC Department of Parks & Recreation. Her current research explores the dynamics of urban politics, natural resource stewardship, and sustainability policymaking. She is joint PI on several long-term, interdisciplinary research projects. These include the Stewardship Mapping and Assessment Project (STEW-MAP), which maps the social networks and spatial turf of civic, government, and private actors working on environmental stewardship in New York City—and has now been replicated in Chicago, Baltimore, Seattle, Philadelphia, Los Angeles, and San Juan. As well, she helps lead the research of the Living Memorials Project, which examines the use and stewardship of open space post-September 11, received the 2007 EDRA/Places Award for Research, and now continues longitudinally to look at community stewardship over time. She is a co-PI of the TKF-foundation funded “Landscapes of Resilience” team examining open spaces and sacred spaces in Joplin, MO and New York City. She jointly leads the Social Assessment of NYC Parks and Natural Areas, a partnership between US Forest Service, NYC Parks, and the Natural Areas Conservancy. She was a member of the NSF-funded ULTRA-EX team examining changes in land cover, ecosystem services, and stewardship in New York City's urban forest. She was also a member of the Million Trees NYC Advisory Committee and Research and Evaluation Subcommittee. She is the author of *City of Forests, City of Farms: Constructing Nature in New York City*, forthcoming from Cornell University Press. In 2015, Dr. Campbell won the Northern Research Station Director's Award recognizing her accomplishments as an Early Career Scientist. In addition to her research, Lindsay helps direct the Science of the Living City program for the Urban Field Station, including fellows, seminars, and artists in residence. Dr. Campbell holds a BA in Public Policy from Princeton University, a Masters in City Planning from MIT, and a PhD in Geography from Rutgers University.

Featured Speakers



Mike Reed is a Regional Sales Representative for SynaTek, a privately held company, specializing in Turf, Ornamental and Ice Melt technologies. His focus is working with companies with a growth potential looking to stand out from the crowded Green Industry. Prior to joining Syn- aTek, Mr. Reed worked as a Sale Representative for 5 years at Holganix a Plant Bio-Nutritional Company and Lesco/John Deere Landscapes for 16 years as a Market Sale Representative. Serving the Green Industry for over 30 years and starting out as a pesticide applicator Mike's classes are taught from common sense approach that applies to the real world. In the past 16 years Mr. Reed, has taught more than 305 Certified Pesticide Training Classes in New Jersey, New York, Georgia, Alabama, Tennessee, Kentucky, Ohio, Maryland, Virginia, Delaware, Pennsylvania, Massachusetts and New Hampshire. Mike holds an Associate's Degree in Business Administration from the County College of Morris, Randolph, New Jersey.



Rex Bastian joined The Care of Trees in 1989 after receiving his Ph.D. from Iowa State University, majoring in Entomology. He is a Regional Technical Advisor with the Davey Tree Expert Co./The Care of Trees, with emphasis on education and training, public relations, and diagnostics. He is an International Society of Arboriculture Board Certified Master Arborist and currently serves on the ISA Board Certified Master Arborist Test Committee.



Hans J. Tielmann arborist and social media marketer from New Jersey. Hans is the owner of Pine Valley Tree Service, PVTs a family run business, that has been owned and operated by his father for over 40 years. Most Recently, he started a second business Bad Media LLC., a digital marketing company assisting clients in creating engaging online content for the tree care industry. His main goal is to help his clients overcome the challenges and misconceptions of "modern market- ing". A tech savvy graduate of Fairleigh Dickinson University, Hans is passionate about trees. He and his crew promote safe and effective techniques in their everyday duties by using modern equipment matched with comprehensive strategy. Ever the tree tactician, Hans's passion carries over into the world of social media. As an industry contributor, he exhibits his love for what he does best. As his Instagram shows, Hans promotes fun and effective educational posts as well as behind the scenes posts for his audience. With the majority of his audience being in the tree care industry, he has a long-term goal of expanding into the consumer market. Hans also strives to improve safety standards without using fear as a motivator. Hans was a winner of the 2015 TCIA Professional Communica- tions Awards for Social Media.



NJ Forestry Utility Group represents the forestry utilities departments of Public Service Electric and Gas, Atlantic City Electric, Rockland Electric Company and First Energy, dba JCPL Company. Together, the companies have informally organized under the banner of the NJ Forestry Utility Group to promoted proper tree care and tree planting under and around public utilities lines and rights-of -way. The Group also promotes safety and proper safe work practices and standards while working in close proximity to electrical lines. Supporting and assisting many of the major tree organization in the state, such as the Shade Tree Federation, the CAA and the NJ Arbor- ists – ISA Chapter, the NJ Forestry Utility Group works to spread the message of Electrical Hazard Awareness and Education.

CEU's and Conference Sponsorship

LOOKING for CEU's

Continuing Educational Unit's will be available

ISA CEU's

TCIA's Certified Tree Safety Professional (CTSP)

NJ and PA Pesticide Applicators Credits

NJ Community Forestry Credits

Conference Supporters



MORBARK®



TOGETHER IN MOTION

2017 Garden State Tree Conference Program

Thursday March 9

- 7:30 **- Havana Tower - 4th Floor – Castanet Room -**
Conference Registration and Continental Breakfast with Exhibitors
- 8:00 **Havana Tower - 4th Floor - Mambo Room**
TREE Fund Silent Auction opens
- 8:30 **Rex Bastian**
“Making Proper (And Sometime Tough) Tree Treatment Decisions”
- 9:30 **Break with Exhibitors (sponsored by Bartlett) – Castanet Room**
- 10:00 **Lindsey Purcell**
“Ethical Arboriculture”
- 11:00 **9 – 11 Memorial Tree Video Presentation**
- 12:00 **Lunch with Exhibitors, NJ A-ISA Elections – Castanet Room - (Sponsored by Stihl)**
- Concurrent Session I - Arborist Track – Bossa Nova Room**
- 1:00 **Dr. John Ball**
“Emergency Response For Arborists”
- 2:00 **Lindsey Purcell**
“Diagnostics, You Get What You Test For”
- 2:50 **Break with Exhibitors (Silent Auction closes) – Castanet Room**
- 3:20 **Graeme McMahon**
“Large Tree Removals in Southeast Australia – A Focus on Teamwork and Skills”
- Concurrent Session II - Management Track – Mambo Room**
- 1:00 **Lindsay Campbell**
“Understanding Stewardship and Engagement with Urban Nature”
- 2:00 **Rex Bastian**
“What is Living In Your Soil and Why Should You Care”
- 2:50 **Break with Exhibitors (Silent Auction closes) Castanet Room**
- 3:20 **Hans Tielmann**
“Branding and Social Media”

4:20 **Adjourn – at the Registration Desk**
ISA CEU's and NJDEP Pesticide Applicator
Credits NJ Community Forestry Program and CTSP Credits

Enjoy the Atlantic City night life with your friends and colleagues

5:00 pm **Social Hour(S) at Chickie's and Pete's Crab House and Sports Bar** – (Supported by Teufelberger)
Join us at an amazing location overlooking the boardwalk and beach. **Free Food and Drink** will be available for our **“Arborists” Social Hour**. Experience Play2 at Chickie's and Pete's newest interactive sports bar. **Have a taste of the world famous “Crab Fries”**. Watch the game on 50 HD TVs. **Come and have a great time with your fellow arborists.**

Voted the #1 sports bar in America by ESPN.



Friday March 10

7:30 **Havana Tower - 4th Floor – Castanet Room**
Conference Registration and Continental Breakfast with Exhibitors

8:00 **Havana Tower - 4th Floor – Mambo Room**
TREE Fund Silent Auction opens

8:30 **Dr. John Ball**
“The Z: Paragraphs to Live”

9:30 **Richard Harper**
“An Update: Conifers, Elm Restoration, And Urban Wood”

10:30 **Break with Exhibitors (sponsored by Stihl) -Castanet Room**

11:00 **Richard Harper**
“Planting To Prevent Pests”

12:00 **Lunch with Exhibitors – Castanet Room - (Sponsored by Morbark)**

Concurrent Session I - Arborist Track Bossa Nova Room

1:00 **Graeme McMahon**
“Trivect - A method used for a high level of control to enable removals in a unique situation”

2:00 **Brian Hartel, Mark Beamish, Matt Simons, Bob Lee**
“What Constitutes A Line Clearance Qualified Contractor”

- 2:50 **Break with Exhibitors (Silent Auction closes) – Castanet Room**
- Concurrent Session II - Management Track – Mambo Room**
- 1:10 **Mike Reed**
 “Pick Your Poison (Pesticide Toxicology)”
- 2:00 **Martin Davis**
 “Developing A Company Safety and Management System”
- 2:50 **Break with Exhibitors (Silent Auction closes) Castanet Room**
- 3:20 **Joint Session - Havana Tower - 4th Floor – Mambo Room**
 “Tree Expert and Tree Care Operators Licensing Act – How Will It Affect You”
- 4:20 **Adjourn - At Registration Desk**
 ISA CEU’s and NJDEP Pesticide Applicator
 Credits NJ Community Forestry Program and CTSP Credits

This Year at the Conference

- ▲ Newly Designed Lunch and Coffee Breaks with Exhibitors
- ▲ Great New Menu Items
- ▲ Same price as the 2016 Conference
- ▲ Free Arborists Social Hour at Chickie’s and Pete’s
- ▲ Outstanding World Renowned Speakers
- ▲ Two Full Day Sessions
- ▲ Door Prizes and 50/50 Raffle
- ▲ Great Silent Auction Items to Bid On

Tree Fund Silent Auction

Support Tree Research and Education –

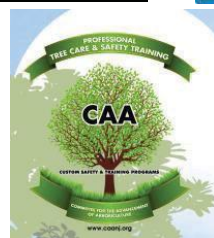
Look and Bid at the TREE FUND Silent Auction

- Both Days – Interesting Items For All -



Exhibitors for 2017 & NJ Arborists ISA Events

Come see the Exhibitors Scheduled to Attend with more on their way...



LOOK FOR THESE MAJOR CHAPTER EVENTS

The New Jersey Arborists – ISA Chapter holds major events throughout the year –

Garden State Tree Conference in MARCH,

Membership Day in MAY, **Tree Climbing Championship** in JUNE, **Golf**

Outing in OCTOBER, and **Work-Day** in DECEMBER –

Follow the **NEW** web-site for details: njarboristsisa.com

2017 Garden State Tree Conference Registration Form

NAME(S): _____

NAME(S): _____

NAME(S): _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

To avoid late fees, your registration must be received by March 3, 2017

	# attending		# attending
Complete (Thurs-Fri)	_____ \$250 Member rate		_____ \$295 Non-member rate
Thursday Only	_____ \$150 Member rate		_____ \$185 Non-member rate
Friday Only	_____ \$150 Member rate		_____ \$185 Non-member rate

Late / Walk-in rate (All registrations after 03/03/2017)

Complete (Thurs-Fri)	_____ \$300 Late / Walk-in rate
Thursday Only	_____ \$200 Late / Walk-in rate
Friday Only	_____ \$200 Late / Walk-in rate

**PLEASE MAKE: Purchase orders and Checks payable to
"NJISA" Federal ID #: 22-3513017**

Credit Cards will be accepted –please fill in the blanks below:

Print Name on Card: _____

Type of Card (circle): Visa Master Card American Express

Card Number: _____

Expiration Date: _____

Credit Card information will be processed and the information shredded immediately.

Mail Registration and payment/P.O./credit card info to:

NJ Arborists - ISA
206 Colorado Trail, Presidential Lakes Browns
Mills, NJ 08015

Registrations and cc form can also be:

Fax (secure office) to **609-283-0040** or
Email to **njarboristsisa@gmail.com**

Registration & Payment must be received prior to March 3, 2017 to avoid late fees!

Tropicana Casino and Resort Hotel Reservations

For Reservations Call Today!
1-800-247-8767 or 1-800-345-8767

IMPORANT: When making the reservation be sure to mention the following code: **HAISA17**
in order to be guaranteed the discounted rate.

OR

Use the web link for room reservations: <http://tropac3.net/offercode/HAISA17>

LOCATION: The Tropicana Casino and Resort is located at 2831
Boardwalk -Brighton and the Boardwalk Atlantic
City, New Jersey 08401

Visit: Tropicana.net to view this wonderful venue and all the amenities it has to offer!

HOTEL RATES:

- Special room rates are available for **Wednesday, March 8, 2017 and for Thursday, March 9, 2017.**
- All guest rooms are spacious, beautifully decorated and contain two queen size beds or one king size bed. FREE Wireless internet access
- \$65.00 per room – per night single or double occupancy, and a 14% state and local taxes and a \$10.00 per room per night resort fee
- There is an additional charge of \$25.00 per person for a third and fourth guest in the room. The maximum occupancy per room is four.
- Complimentary access to the Tropicana Health Club including a beautiful indoor pool!

HOTEL RESERVATION DEADLINE:
*******February 15, 2017*******

CHECK IN AND CHECK OUT TIMES

Check in time is 4:00 pm and check out is 11:00 am

RESERVATION POLICY

Reservations will be held on a guaranteed basis until 10:00 pm on the date of arrival. Reservations can be cancelled up to 48 hours before the date of arrival.

Directions

Tropicana Casino and Resort in Atlantic City information is available online at: tropicana.net

NOTE: - - - “The Quarter Garage” is closest to the meeting rooms

Parking

Tropicana offers both self parking as well as valet for your convenience at \$10.00 per visit with unlimited in and out parking privileges. Guest not requiring overnight accommodations are subject to a \$10.00 self parking fee or a \$15.00 valet parking fee.

Valet is offered at our Brighton Ave entrance in front of the Hotel Lobby. We have two parking garages with over 5,000 parking spaces. Garage A is self parking only and The Quarter Garage offers both valet and self-park.

When exiting parking fees do apply. All prices are subject to change based on high volume events that may increase parking availability (Air Show; Fireworks; Parades, etc.) or any other high-volume event.

Trop Advantage Copper, Gold, Platinum & Black Card Members receive FREE parking. Must show valid ID when using your Trop Advantage card.

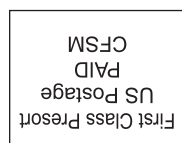
From New York

Take the New Jersey Turnpike to the Garden State Parkway (Exit 11). Proceed south on the Parkway to Exit 38 (Atlantic City Expressway). Take Atlantic City Expressway (East). At the base of the Atlantic City Expressway, take Exit 2 and follow signs to Tropicana Casino and Resort, Home of The Quarter. Continue straight onto Albany Avenue. Turn left onto Atlantic Avenue. Turn right at S. Brighton Avenue.



From Philadelphia

Cross the Benjamin Franklin Bridge or Walt Whitman Bridge and follow the North-South Freeway (Route 42) to the Atlantic City Expressway. Take Atlantic City Expressway (East). At the base of the Atlantic City Expressway, take Exit 2 and follow signs to Tropicana Casino and Resort, Home of The Quarter. Continue straight onto Albany Avenue. Turn left onto Atlantic Avenue. Turn right at S. Brighton Avenue.



NJ Arborists,
Chapter International Society of Arboriculture
206 Colorado Trail
Presidential Lakes
Brown Mills, NJ 08015

