

Agenda

Presented by Marty Shaw, RCA, BCMA

Benefits of Trees

Functional benefits

Environmental services	Vegetation control
Wildlife habitat	Buffer noise/wind
Cooling	Light shield
Erosion control	Carbon sequestration
Traffic control	Medical benefits
Social benefits	Economic benefits

Aesthetic benefits

Specimen tree	Seasonal color/persistence
Screening	Barrier
Frame vista	Define public space
Add depth	

Tree Biology, Soils and Tree Health

Tree biology and anatomy
Site/soil characteristics
Water management
Tree health and disease

Tree/Site Selection

Environment	Placement in design
Planting trees	Maintaining trees

Trees and Risk Management

Recognizing tree hazards	Trees and construction
Urban tree policy-cost/benefits	Tree appraisal

Identifying Tree Problems

Diagnostic techniques	Trees and structures
Treatment options	

Current Threats

Emerald ash borer
Southern pine beetle
Crape myrtle scale
Hemlock wooley adelgid
Gypsy moth
Thousand cankers disease
Bacterial leaf scorch
Sudden oak death

The Tree Course
Louisville, KY - Thursday, March 28, 2019



Halfmoon Education Inc.
PO BOX 278
Altoona, WI 54720-0278

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Learning Objectives

You'll be able to:

Identify the many benefits of trees, including erosion control, wildlife habitat, cooling and carbon sequestration.

Discuss tree biology, anatomy, health and disease.

Explore tree placement and discuss tree maintenance.

Learn about urban tree policy and discuss costs and benefits.

Examine the current threats to trees, including emerald ash borer, southern pine beetle and sudden oak death.



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Explore the functional and aesthetic benefits of trees

Examine tree biology and tree health

Investigate best site selections for trees

Recognize tree hazards and discuss risk management

Learn about current threats affecting trees, such as emerald ash borer, gypsy moth and sudden oak death

Continuing Education Credits

Engineers

6.5 HSW CPE Hours/PDHs

Architects

6.5 HSW CPE Hours/CE Hours
6.5 AIA Learning Units

Landscape Architects

6.5 HSW Continuing Ed. Hours
6.5 LA CES HSW PDHs

Arborists

ISA Approval Pending

Foresters

4.0 Category 1 CFE Credits



HalfMoon Education Inc.
WWW.HALFMOONSEMINARS.ORG



Faculty

Marty Shaw, RCA, BCMA Author of "The Professional Amenity Plant Appraisal Handbook"



In the late 1970's and early 1980's, Mr. Shaw grew up in the sleepy little Appalachian town of Bristol, Tennessee, a small city that rests on the boundary between the two states of Tennessee and Virginia. Upon graduation from Bristol Tennessee High School, he enlisted in the United States Navy where he served as ship's baker aboard the USS Shark (a fast attack submarine) for four years. When his enlistment came to an end he took a job selling lawn care service to residential owners in Milwaukee, Wisconsin, and later, moved to Knoxville, Tennessee, where he worked as general manager of a landscape contracting company while attending the University of Tennessee for Ornamental Horticulture and Landscape Design. Eventually, Mr. Shaw took over as president of a wholesale tree care supply business and built the company from \$70,000 in sales to over \$1.2 million in just seven years. During that time, he married his wife Kristin and they had two children together. With encouragement from Kristin he also developed an interest in arboricultural consulting, and on May 11th, 1999, he became the first American Society of Consulting Arborists (ASCA) member in Middle Tennessee. From 1998 to 2003, he also served on the Tennessee Urban Forestry Council. Mr. Shaw has since consulted with private land owners, insurance companies, attorneys, tree companies, cooperative extension service agents, country clubs, state urban forestry organizations, universities, and colleges. He has worked on some of the most challenging, difficult and highest-profile cases across the United States. Mr. Shaw is a registered consulting arborist, a board-certified master arborist and one of only a handful of arborists worldwide who consult full-time. He is a UAS pilot and a real estate appraiser, and he brings a broad range of skills from a variety of scientific and professional disciplines. An autodidact, Mr. Shaw brings a unique perspective and a talent for learning to any project. He has developed authoritative expertise to create a greater understanding in tree-related matters.

Here's what past attendees had to say about the program and presenter Marty Shaw:

"Healthy mix of art and science with a touch of humor." – *Landscape Architect*

"Very good seminar." – *Civil Engineer in Site Design/Land Planning*

"Marty is engaging." -- *Architect*

Seminar Information

Hilton Garden Inn Airport

2735 Crittenden Drive
Louisville, KY 40209
(502) 637-2424

Tuition

\$289 for individual registration
\$269 for three or more registrations.

Each registration includes a complimentary continental breakfast and printed seminar manual.

Receive a reduced tuition rate of \$101 by registering to be our on-site coordinator for the day. For availability and job description, please visit www.halfmoonseminars.org.

How to Register

- Visit us online at www.halfmoonseminars.org
- Mail-in or fax the attached form to 715-835-6066
- Call customer service at 715-835-5900

Cancellations: Cancel at least 48 hours before the start of the seminar, and receive a full tuition refund, minus a \$39 service charge for each registrant. Cancellations within 48 hours will receive a credit toward another seminar. You may also send another person to take your place.

Registration
8:00 - 8:30 am
Morning Session
8:30 am - 12:30 pm
Lunch (on your own)
12:30 - 1:30 pm
Afternoon Session
1:30 - 4:30 pm

Continuing Education Credit Information

This seminar is open to the public and offers 6.5 HSW continuing professional education hours to engineers and architects in Kentucky and all other states. It also offers 6.5 HSW continuing education hours to Kentucky landscape architects. Educators and courses are not subject to preapproval in Kentucky.

This event is approved by the American Institute of Architects Continuing Education System for 6.5 HSW Learning Units (Sponsor No. J885) and the Landscape Architecture Continuing Education System for 6.5 HSW PDHs. Only full attendance can be reported to the AIA/CES and the LA/CES.

HalfMoon Education is an approved continuing education sponsor for engineers in Florida, Indiana (License No. CE21700059), Maryland, New Jersey (Approval No. 24GP00000700), New York (NYSED Sponsor No. 35), North Carolina, and North Dakota. HalfMoon Education is deemed an approved continuing education sponsor for New York architects and landscape architects.

The Society of American Foresters has approved this course for 4.0 Category 1 CFE credits. HalfMoon Education has applied to the International Society of Arboriculture for continuing education approval, which is pending. You may

Additional Learning

Webinar Series

Soil Mechanics and Retaining Wall Design

• **Soil Investigation and Classification**
Wed., Feb. 27, 2019, 11:00 AM - 1:00 PM CST

• **Retaining Walls: What They Do and How They Do It**
Wed., Feb. 27, 2019, 1:30 - 2:30 PM CST

• **Geosynthetics and Retaining Walls**
Thurs., Feb. 28, 2019, 11:00 AM - 1:30 PM CST

• **Retaining Wall Failures and Fixes/Site Layout and Prevention**
Thurs., Feb. 28, 2019, 2:00 - 4:00 PM CST

National Electrical Code

• **National Electrical Code, Part I**
Wed., March 6, 2019, 11:00 AM - 3:30 PM CST

• **National Electrical Code, Part II**
Thurs., March 7, 2019, 11:00 AM - 3:30 PM CST

• **National Electrical Code, Part III**
Fri., March 8, 2019, 11:00 AM - 3:30 PM CST

For more information visit:
www.halfmoonseminars.org/webinars/

email doug@halfmoonseminars.org to receive email notices when approved credits are secured.

This seminar offers a non-credit continuing education opportunity to construction contractors. It is not approved by any state licensing entity for contractor continuing education credit.

Attendance will be monitored and attendance certificates will be available after the seminar for most individuals who complete the entire event. Attendance certificates not available at the seminar will be mailed to participants within fifteen business days.

Registration

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How to Register		Registrant Information
Online: www.halfmoonseminars.org		Name: _____ Company/Firm: _____ Address: _____ City: _____ State: _____ Zip _____ Occupation: _____ Email: _____ Phone: _____
Phone: 715-835-5900		Additional Registrants: Name: _____ Occupation: _____ Email: _____ Phone: _____
Fax: 715-835-6066		
Mail: HalfMoon Education Inc., PO Box 278, Altoona, WI 54720-0278		Name: _____ Occupation: _____ Email: _____ Phone: _____
Complete the entire form. Attach duplicates if necessary.		Email address is required for credit card receipt, program changes, and notification of upcoming seminars and products. Your email will not be sold or transferred.

() I need special accommodations. Please contact me.

Tuition

() **I will be attending the live seminar.** Single Registrant - **\$289.00**. Three or more registrants from the same company registering at the same time - **\$269.00** each.

Checks: Make payable to HalfMoon Education Inc.

Credit Card: *Mastercard, Visa, American Express, or Discover*

Credit Card Number: _____

Expiration Date: _____ CVV2 Code: _____

Cardholder Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

Email: _____