

# Agenda

Presented by Marty Shaw

## 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  
Memphis, TN - Wednesday, April 17, 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** 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

### Professional Engineers

6.5 HSW PDHs

### Architects

6.5 HSW PDHs

6.5 AIA HSW Learning Units

### Landscape Architects

6.5 HSW PDHs

6.5 LA/CES HSW PDHs

### Foresters

4.0 SAF Category 1 CFE Credits

### Arborists

ISA Pending

(see inside for more credit information)



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# 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

## Crowne Plaza Downtown

300 North 2nd Street  
Memphis, TN 38105  
(901) 525-1800

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

## 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](http://www.halfmoonseminars.org).

## How to Register

- Visit us online at [www.halfmoonseminars.org](http://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 or the self-study package. You may also send another person to take your place.

## Continuing Education Credit Information

This seminar is open to the public and offers 6.5 HSW PDHs/continuing education hours to engineers and 6.5 HSW PDHs/continuing education hours to architects and landscape architects in most states, including Tennessee. Educators and courses are not subject to preapproval in Tennessee.

This seminar is approved by the American Institute of Architects 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, Maryland, New Jersey (Approval No. 24GP00000700), New York (NYSED No. 35), North Carolina, and North Dakota. HalfMoon Education is deemed an approved architect and landscape architect continuing education sponsor in New York.

HalfMoon Education has applied to the International Society of Arboriculture for course approvals for its members, which is pending. Email [doug@halfmoonseminars.org](mailto:doug@halfmoonseminars.org) if you want to receive email notification of the course approval.

The Society of American Foresters has approved this event for 4.0 Category 1 CFE credits.

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.

# Additional Learning

## Webinar Series

### 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

### Commercial Solar Peaker Batteries

- **Commercial Solar Peaker Batteries, Part I**  
Wed., March 13, 2019, 11:00 AM - 3:15 PM CDT
- **Commercial Solar Peaker Batteries, Part II**  
Thurs., March 14, 2019, 11:00 AM - 2:15 PM CDT

### Structural Forensic Engineering

- **Introduction to Forensic Engineering Process**  
Wed., March 27, 2019, 11:00 AM - 1:00 PM CDT
- **Causes of Failures and the Forensic Engineering Report**  
Wed., March 27, 2019, 1:30 - 3:30 PM CDT
- **Forensic Examination of Structures and Use in Litigation**  
Thurs., March 28, 2019, 11:00 AM - 1:00 PM CDT

For more information visit:  
[www.halfmoonseminars.org/webinars/](http://www.halfmoonseminars.org/webinars/)

# Registration

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How to Register		Registrant Information
<b>Online:</b> <a href="http://www.halfmoonseminars.org">www.halfmoonseminars.org</a>		Name: _____ Company/Firm: _____ Address: _____ City: _____ State: _____ Zip: _____ Occupation: _____ Email: _____ Phone: _____
<b>Phone:</b> 715-835-5900		<b>Additional Registrants:</b> Name: _____ Occupation: _____ Email: _____ Phone: _____
<b>Fax:</b> 715-835-6066		Name: _____ Occupation: _____ Email: _____ Phone: _____
<b>Mail:</b> HalfMoon Education Inc., PO Box 278, Altoona, WI 54720-0278		Name: _____ Occupation: _____ Email: _____ Phone: _____
<b>Complete the entire form.</b> 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: \_\_\_\_\_