

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 woolly adelgid
Gypsy moth
Thousand cankers disease
Bacterial leaf scorch
Sudden oak death

The Tree Course
New Orleans, LA - Thursday, December 12, 2019

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PO Box 278
Altoona, WI 54720-0278



Learning Objectives

You'll be able to:

Identify the many functions and benefits of trees, including environmental services, vegetation control, wildlife habitat, cooling, erosion control, carbon sequestration and aesthetic, social and medical benefits.

Discuss tree biology and anatomy, preferred site and soil characteristics, and water management considerations.

Select appropriate and preferred trees for particular development sites.

Place trees in site designs, understand planting techniques, and explain tree maintenance to owners.

Identify current threats to trees, including emerald ash borer, southern pine beetle, crape myrtle scale, gypsy moth 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 PDHs

Architects &

Landscape Architects

6.5 HSW CEHS

6.5 AIA LU|HSW

6.5 LA/CES HSW PDHs

Certified Arborist

6.5 ISA CEUs (more CEUs inside)

Contractors

Non-Credit Continuing Ed.



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AIA
Continuing
Education
Provider

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 ships 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 Arborist (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 is an internationally recognized author and speaker. Mr. Shaw has worked on some of the most challenging, difficult and highest profile cases across the United States. He is a registered consulting arborist, a board-certified master arborist and one of only a handful of arborists worldwide who consult full-time. Mr. Shaw 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, he brings a unique perspective and a talent for learning to any project. Mr. Shaw 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

Pan American Conference and Media Center

601 Poydras Street, 11th Floor
New Orleans, LA 70130
(504) 200-5730

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.

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.

Continuing Education Credit Information

This seminar is open to the public and offers 6.5 PDHs to professional engineers and 6.5 HSW continuing education hours to architects in all states. Educators and courses are not subject to preapproval in Louisiana.

This seminar offers 6.5 HSW CEHs to Louisiana landscape architects. Educators and courses are not subject to preapproval

This course is approved by the American Institute of Architects Continuing Education System for 6.5 LU|HSW (Sponsor No. J885) and the Landscape Architecture Continuing Education System for 6.5 HSW PDHs. The Louisiana State Board of Architectural Examiners accepts programs approved by the American Institute of Architects. Only full attendance can be reported to the AIA/CES and LA/CES. Visit www.halfmoonseminars.org for complete AIA/CES information under this course listing.

The International Association of Arboriculture has approved this course for these CEUs: 6.5 Certified Arborist, 6.5 Municipal Specialist, 5.5 Utility Specialist, Climber Specialist, Ariel Lift, 2.25 BCMA Practice, 2.2 BCMA Science, and 2.0 BCMA Management.

This course offers a non-credit continuing education opportunity for construction contractors. It is not approved in any state with a contractor continuing education requirement.

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

Distributed Batteries for Solar PV Systems

- **Distributed Batteries for Solar PV Systems, Part I**
Wed., November 6, 2019, 11:00 AM - 2:15 PM CST
- **Distributed Batteries for Solar PV Systems, Part II**
Thurs., November 7, 2019, 11:00 AM - 2:15 PM CST

Complying with ADA Standards for Accessible Design

- **Complying with State & Federal Accessibility Requirements**
Thurs., November 7, 2019, 11:00 AM - 1:30 PM CST
- **Applying the 2010 & A117.1 Accessibility Standards**
Fri., November 8, 2019, 11:00 AM - 1:30 PM CST

Fire Protection and Building Codes

- **Fire Protection and Life Safety Design**
Tues., November 12, 2019, 11:00 AM - 12:00 PM CST
- **Occupancy Classifications**
Tues., November 12, 2019, 12:30 - 2:30 PM CST
- **Means of Egress**
Tues., November 19, 2019, 11:00 AM - 1:00 PM CST
- **Fire Protection Features and Equipment**
Tues., November 19, 2019, 1:30 - 3:00 PM CST

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

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		Name: _____ Occupation: _____ Email: _____ Phone: _____
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: _____