

# Agenda

Presented by Marty Shaw

## Benefits of Trees

### Functional benefits

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

### Aesthetic benefits

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

## Tree Biology, Soils and Tree Health

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

## Tree/Site Selection

- Environment
- Planting trees
- Placement in design
- Maintaining trees

## Trees and Risk Management

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

## Identifying Tree Problems

- Diagnostic techniques
- Treatment options
- Trees and structures

## 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**  
Springfield, IL - Thursday, January 30, 2020

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HalfMoon Education Inc.  
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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# The Tree Course

Springfield, IL - Thursday, January 30, 2020



**Explore** the functional and aesthetic benefits of trees

**Examine** tree biology, characteristics, and health

**Discuss** best site selections for trees

**Identify** tree hazards and discuss risk management

**Learn** about current threats affecting trees, such as emerald ash borer, bacterial leaf scorch, and sudden oak death

**Learn** about current threats affecting trees, such as emerald ash borer, bacterial leaf scorch, and sudden oak death

## Continuing Education Credits

### Professional Engineers

6.5 PDHs

### Certified Arborists

6.5 ISA CEUs (more credits inside)

### Landscape Architects

6.5 HSW Continuing Ed. Hours  
6.5 LA/CES HSW PDHs

### Architects

6.5 HSW Contact Hours  
6.5 AIA LU|HSW



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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 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

**HOTEL ADDRESS**  
Springfield, IL 00000  
(000) 0000-000000000

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. You may also send another person to take your place.

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.

## Continuing Education Credit Information

This seminar is open to the public and offers 6.5 PDHs to professional engineers, 6.5 HSW contact hours to architects, and 6.5 HSW continuing education hours to landscape architects in most states, including Illinois. Educators and courses are not subject to pre-approval in Illinois.

This seminar 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. Only full attendance is reportable to the AIA/CES and the LA/CES. Visit [www.halfmoonseminars.org](http://www.halfmoonseminars.org) for complete AIA/CES information under this course listing. Engineers and architects seeking continuing education credit in all other states will be able to apply the hours earned at this seminar in most cases. Landscape architects seeking continuing education credit in other states will be able to apply the hours earned at this seminar in most cases. Refer to specific state rules to determine eligibility.

HalfMoon Education is an approved continuing education sponsor for engineers in Florida, Indiana, Maryland, New Jersey (Approval No. 24GP0000700), North Carolina, and North Dakota. HalfMoon Education is deemed an approved continuing education sponsor for New York engineers, architects and landscape architects. The International Society of Arboriculture has approved this event for the following credits: 6.5 CEUs for Certified Arborist and Municipal Specialist, 5.5 CEUs for Utility Special, Aerial Lift and Climber Specialist, 2.25 CEUs for Practice, 2.2 BCMA Science, and 2.0 Management.

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

### Pavement Design

- **Principles of Pavement Design**  
Wed., Feb. 12, 2020, 11:00 AM - 12:00 PM CST
- **Flexible Pavement Design**  
Wed., Feb. 12, 2020, 12:30 - 2:30 PM CST
- **Rigid Pavement Design**  
Thurs., Feb. 13, 2020, 11:00 AM - 1:00 PM CST
- **Maintenance, Rehabilitation and Sustainability of Pavements**  
Thurs., Feb. 13, 2020, 1:30 - 3:30 PM CST

### Ethical Issues for Engineers

- **Resolving Disputes and Handling Ethical Issues in Government Projects**  
Fri., Jan. 31, 2020, 12:00 - 1:00 PM CST
- **Complying with Rules of Professional Conduct**  
Fri., Feb. 14, 2020, 12:00 - 1:00 PM CST

For more information and other online learning opportunities 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: _____	
<b>Phone:</b> 715-835-5900		Company/Firm: _____	
<b>Fax:</b> 715-835-6066		Address: _____	
<b>Code:</b>		City: _____ State: _____ Zip _____	
<b>Mail:</b> HalfMoon Education Inc., PO Box 278, Altoona, WI 54720-0278		Occupation: _____	
<b>Complete the entire form.</b> Attach duplicates if necessary.		Email: _____	
		Phone: _____	
		<b>Additional Registrants:</b>	
		Name: _____	
		Occupation: _____	
		Email: _____	
		Phone: _____	
		Name: _____	
		Occupation: _____	
		Email: _____	
		Phone: _____	
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.			

<b>Tuition</b>
( ) <b>I will be attending the live seminar.</b> Single Registrant - <b>\$299.00</b> . Three or more registrants from the same company registering at the same time - <b>\$279.00</b> each.
( ) <b>I am not attending.</b> Please send me the self-study package:
<input type="checkbox"/> Downloadable MP3 Audio/PDF Manual for <b>\$279.00</b> .
<input type="checkbox"/> CD/Manual Package for <b>\$299.00</b> . <input type="checkbox"/> USB/Manual Package <b>\$299.00</b> . (S&H included. Please allow five weeks from seminar date for delivery)
<b>Checks:</b> Make payable to HalfMoon Education Inc.
<b>Credit Card:</b> <i>Mastercard, Visa, American Express, or Discover</i>
Credit Card Number: _____
Expiration Date: _____ CVV2 Code: _____
Cardholder Name: _____
Billing Address: _____
City: _____ State: _____ Zip: _____
Signature: _____
Email: _____