

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

Madison, WI - Thursday, March 26, 2020



HalfMoon Education Inc.
PO Box 278
Altoona, WI 54720-0278

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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, 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

Discuss best site selections for trees

Continuing Education Credits

Architects &

Landscape Architects

6.5 HSW Continuing Ed. Hours

6.5 AIA LU|HSW

6.5 LA/CES HSW PDHs

Professional Engineers

6.5 PDHs

Certified Arborists

6.5 CEUs (more CEUs inside)



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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. Mr. Shaw is an internationally recognized author and speaker.

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

Doubletree by Hilton Madison

525 West Johnson Street
Madison, WI 53703
(608) 251-5511

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

\$299 for individual registration
\$279 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 and landscape architects in most states, including Wisconsin. Educators and courses are not subject to preapproval in Wisconsin.

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. Visit www.halfmoonseminars.org for complete AIA/CES course information under this seminar listing. Only full attendance is reportable to the AIA/CES and LA/CES.

HalfMoon Education is an approved continuing education sponsor for engineers in Florida, Indiana (License No. CE21700059), Maryland, New Jersey (Approval No. 24GP00000700), 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 course for the following CEUs: 6.5 Certified Arborist, Municipal Specialist; 5.5 Climber Specialist, Utility Specialist, Aerial Lift; 2.25 BCMA Practice; 2.2 BCMA Science; 2.0 BCMA Management.

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

Additional Learning

Webinar Series

Soil Mechanics and Slope Stability

- **Soil Investigation and Classification**
Tues., Feb. 25, 2020, 11:00 AM - 1:00 PM CST

- **Reviewing Hydraulic and Mechanical Properties of Soils**

Tues., Feb. 25, 2020, 1:30 - 3:00 PM CST

- **Determining and Increasing Bearing Capacity**

Wed., Feb. 26, 2020, 11:00 AM - 1:00 PM CST

- **Determining and Increasing Slope Stability**

Wed., Feb. 26, 2020, 1:30 - 3:00 PM CST

Designing for Climate Resilience

- **Current and Anticipated Climate Effects on Structures and Communities**

Thurs., Feb. 27, 2020, 11:00 AM - 12:30 PM CST

- **Assessing the Impact of Sea Level Rise, Changing Temperature and Changing Weather Patterns**

Thurs., Feb. 27, 2020, 1:00 - 3:00 PM CST

- **Studying the Impact of Extreme Weather**

- **Events on Structures and Communities**

Fri., Feb. 28, 2020, 11:00 AM - 12:30 PM CST

- **Adapting Sites, Outdoor Spaces, New Construction and Existing Buildings to Withstand Extreme Weather Events**

Fri., Feb. 28, 2020, 1:00 - 3:00 PM CST

For more information and other online learning opportunities 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	Code:	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 - **\$299.00**. Three or more registrants from the same company registering at the same time - **\$279.00** 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: _____