84th Annual WCISA Conference & Trade Show

Old Growth, New Growth

Bridging the Gap

APRIL 23 - 26, 2018

Hyatt Regency Sonoma Wine Country | Santa Rosa, CA

WCISACCONNECT.COM
### Monday, April 23, 2018

- **7:00** 11th Annual Britton Fund Ride
- **8:00** Pre Conference Field Day & Tree Planting at Galvin Park
- **10:00** TREE Fund Golf Outing at Bennett Valley Golf Club
- **3:00** Registration Opens
- **5:30** Opening Ceremony & Reception with Exhibitors

### Tuesday, April 24, 2018

- **7:00** Registration Open, Continental Breakfast with Exhibitors
- **8:00** Welcome, President - Rick Gessner
- **8:30** Keynote - Lynda Mapes, Witness Tree: Seasons of change with a century old oak
- **9:35** James Scheid, The catastrophic fires of 2017: Overview and lessons learned
- **10:05** Morning Stretch with Exhibitors
- **10:30** Dr. Rick Standiford, Overview and status of California’s forest resources
- **11:30** Awards Luncheon
- **1:00** Dr. Greg McPherson, Five most important developments in urban forest research in past 20 years
- **1:30** Dr. Drew Zwart, Trees in a changing climate
- **2:35** Afternoon Stretch with Exhibitors
- **3:00** Dr. Matt Ritter, Ecology of California’s 21 native oak species
- **3:45** Dr. Jim Clark, The most important lessons I have learned about mature tree management
- **4:10** Dr. Erica Spotswood, “Re-Oaking” the Silicon Valley
- **5:00** Happy Hour with Outdoor Exhibits

### Wednesday, April 25, 2018

**Soil & Water Management**

- **8:00** David Kelley, Effect of intense fire on soil and the geomorphology of Bay Area soils
- **8:50** Dr. Igor Lacan, Identifying and mitigating common soil problems
- **9:45** Dr. Larry Costello, Estimating irrigation water needs of trees
- **11:05** Dr. Linda Chalker-Scott, Woody mulch? Or wouldn’t he?

**Urban Forestry**

- **8:00** Michael-Gerold Neumann, Planting of young oak trees: mitigation and restoration practices
- **8:50** Tina McKeand, Tree-friendly streetscape innovations
- **9:45** Dr. Tom Smiley, Soil under pavement: How to get the most tree with a limited soil area
- **11:05** Walter Passmore and Elise Willis, Trees and infrastructure: minimizing conflicts

**Utility Forestry**

- **1:00** Dr. Chris Halle and Dr. Claudia Luke, The Nature!Tech Collaborative: The tale of an industry and academic partnership, and the establishment of the Western United States Vegetation Management Monitoring Network
- **3:00** John Daubenspeck, Rethinking safety within utility vegetation management
- **4:10** Dr. James Zwack, EAB and pest management strategies

**LUNCH WITH EXHIBITORS**

**Pest Management**

- **1:15** Dr. Mark Hoddle, Invasive species in the Western US
- **2:05** Dr. Ted Swiecki, What Arborists need to know about Phytophthora and why
- **3:10** Dr. Steve Seybold, Bark beetle ecology and management
- **4:10** Dr. Jim Downer, Cell phone diagnostics
- **6:00** Annual Banquet & Silent Auction

**Consulting**

- **1:05** James MacNair, Appraising fire damaged trees
- **2:50** Dr. Tom Smiley, Testing TRAQ
- **4:10** Dan Staley, Using drones in Arboriculture

### Thursday, April 26, 2018

**Commercial**

- **7:00** Women in Arboriculture Breakfast (Ticketed event)
- **8:30** David Perkins, Goal setting for business development
- **9:20** Afternoon Stretch with Exhibitors
- **10:05** Morning Stretch
- **10:20** Chad Dykstra, What Customer Services means to your business
- **11:10** Gary Mclver, Why CalOSHA is important to our industry
- **12:00** Annual Banquet & Silent Auction
- **1:00** OPTIONAL FIELD WORKSHOP at Santa Rosa Community College (ticketed event)

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Ample opportunities to connect with friends and colleagues while supporting arboricultural research!

11th Annual Britton Fund Ride: April 23rd

Explore Sonoma County by bike! Get to know the other riders, enjoy the scenery, and test your endurance with support along the way. The fundraising minimum is $650.00, and three routes offered: 30, 60 or 90 miles through breathtaking wine country. Grab some friends and sign up as a team or go solo at www.thebrittonfund.org.

Pre Conference Field Workshop
Join industry professionals Jared Abrojena and Chad Brey as they share their knowledge of climbing and working aloft in trees. Increase your skill level by learning from the best of the best. Explore the latest concepts and equipment on the market today. The all day program is geared toward the tree worker and interested safe tree care practices. The day will begin with a ceremonial Oak tree planting at the Bennett Valley Golf course and include lunch and an opportunity to visit with Jerry Beranek author of the book “Fundamentals of General Tree Work” and several books on the exploration of the Coast Redwoods and a very special guest Judy Shigo-Smith daughter of Dr. Alex L. Shigo. The onsite marketplace will have equipment and arboriculture supply vendors on hand to answer your questions. Take home educational material will be provided to share with your peers.

Post Conference Field Tour
The optional afternoon Field Workshop on Day 3 (April 26) will be held at the beautiful Santa Rosa Community College campus. The campus is very close to the conference hotel and boasts an impressive collection of mature trees that present unique arboricultural challenges. Demonstrations/presentations will include soils assessments, using drones in tree care, and managing old trees. Groups will rotate every hour to each of the 3 stations. The Speakers: Dan Staley of ArborDrone, will demonstrate the use of drones for various applications, such as mapping and surveying, spotting structural defects not visible from the ground, assessing risk along roadways, assessing health, diagnosing pest problems, and placing climbing lines in trees. Denice Britton and Torrey Young, veteran consulting arborists, will discuss the management of old (veteran) trees, including risk assessments, root disease issues, impacts of construction, soil management, and BMPs for pruning. David Kelley, Consulting Soil Scientist will get down and dirty (literally) to discuss the assessment and correction of problematic soils. We plan on finishing the tour with a visit to a local winery to taste wine and socialize. After that it’s back to the hotel.

Spouse/Guest Program
Join us for the best that Wine country has to offer! Tour the renowned Quarry Hill Botanical Gardens. Explore the quaint town of Sebastopol, including the new “maker marketplace” at the Barlow. Tour Florence Avenue to see whimsical sculptures. Enjoy luncheon and wine tasting at a small boutique winery and visit an award winning winery in the Russian River Valley. Explore historic Railroad Square and Luther Burbank Home & Gardens right next to the Conference site.

Exhibitor Information
The opportunities for exposure to and networking with members of the largest chapter of ISA are endless. Contact Suzanne at the Western Chapter office, suzanne@wcisa.net or (866)785-8960 for registration materials or to reserve your booth today! Floor plan available at wcisaconnect.com.

Sponsorship Information
Help support the meeting while gaining exposure and networking opportunities. Four levels of sponsorships are available to suit everyone’s comfort level. Contact Rose Epperson at repperson@wcisa.net to pledge your support today!

Stump the Chump
This fun and challenging quiz tests your arboricultural prowess and knowledge of chapter lore. Stop by our display in the foyer and take the quiz for a chance to win! The $10.00 entry fee benefits The Britton Fund, Inc. and is included in your registration. Quiz is valued at 1.0 continuing education hour.

Silent Auction
With proceeds benefiting The Britton Fund, our Silent Auction is held throughout the conference and will close at the Annual Banquet on April 25th. Fine wines, travel opportunities, tree equipment, art, jewelry, and recycled urban lumber items will be available. All items are donated by WCISA members - don't forget to bring your donation! Contact Rita Franco by email at rita@wcisa.net

TREE Fund Golf Outing: April 23rd

Play a round to benefit the Tree Research and Education Endowment at Bennett Valley Golf Club. Lunch is included in the $125.00 entry fee. There are pro-shop script prizes for first and second place along with longest drive and closest to the holes. Sponsor a hole for only $250.00. Contact Al Epperson by email Aepperson@wcainc.com.

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Accommodations
At the Hyatt Regency Sonoma Wine Country they thought of it all. It’s the perfect mix of business and pleasure. The Tuscan villa style hotel is a short walk from historic Railroad Square and chocked full of amenities for conference attendees. Western Chapter ISA attendees enjoy a great room rate of $189.00 per night.

Transportation
Sonoma County can be reached by direct air service on Alaska Airlines, American Airlines and United Airlines to the Charles Schultz Sonoma County Airport (STS). Other nearby airports include San Francisco (SFO) and Oakland (OAK) are both approximately 75 miles south. Shuttlas are available through Sonoma County Airport Express.

Local Weather
Average temperatures for late April are 71/47 - Meeting rooms can get chilly. We recommend bringing a jacket or sweater and don’t forget your walking shoes!