



**Harold Sanderson
'Sande' McNabb
1927 – 2011
Founder of
ISU Shade Tree
Short Course
Thanks for your
leadership and countless
contributions,
Sande!**

OPENING GENERAL SESSION

Wednesday, February 22, 2012 - 9:30 a.m.

Large Trees for the 9/11 Memorial

Now, ten years later, the searing images and painful memory of September 11, 2001 remain with us. In fact, for most Americans, that sunny, cloudless September morning and the smoke enshrouded New York City skyline remains a fresh and somber recollection. But how do we move on from that horrible day? Can there ever be healing? And can we honor and commemorate the memory of those who lost their lives that day in a respectful and hopeful way? The answer of course is yes and not surprisingly the healing process begins with trees.

David Marks, Co-founder and Vice President of Environmental Design (Houston, Texas) has been transplanting large trees for over 30 years and in this presentation he will describe the concept, challenges, and eventual installation of 450, 10- to 12-inch caliper swamp white oaks at the 9/11 Memorial in lower Manhattan. Environmental Design was well equipped to handle this important project thanks to previous successful large tree planting experiences at venues such as Pebble Beach Golf Club in California and The Wynn Resorts Golf Course and Casino in Las Vegas, Nevada.

How to Lead in Lean Times

It's tough out there, no doubt about it. How should we be dealing with the current economic crisis? What do smart business owners need to be doing, and not doing? In this fun and spirited discussion, **Marty Grunder** will show you how to lead in lean times. Mr. Grunder believes there are opportunities everywhere, but we have to know how and where to look, and learn how to lead.

Marty Grunder has been inspiring audiences with his practical advice, creative ideas, and incredible enthusiasm since 1995 and has worked with organizations including Dow AgroSciences, PLANET, Ditch Witch, Lawn and Landscape magazine, and Bayer Environmental Science. Marty also is President and CEO of Grunder Landscaping Co., one of the Midwest's most successful landscaping companies. His strong entrepreneurial spirit and business success have allowed

Marty to motivate, teach, and inspire managers and leaders from all segments of the green industry.

CLOSING GENERAL SESSION

Thursday, February 23, 2012 - 2:30 p.m.

Managing the Urban Tree Canopy

Do you manage trees? If so, you'd better not miss this presentation. **Jason Grabosky**, Associate Professor at Rutgers University and one of the rising stars in the area of urban tree management, will be here to address several issues critically important to all tree managers. But before you come to Ames, here's a homework assignment for you. First, do you have an up-to-date tree inventory for the property you manage? Second, of the trees you plant, how many actually survive? Third, give me an honest assessment of your trees in the 20- to 30-year old range. What do you mean you haven't planted a tree in 20 years! Finally, would you consider your tree population to be over-mature? Don't worry, this homework assignment won't be graded, but Jason will help you organize and interpret this information to efficiently plan and manage the important tree resource under your care.

This is Jason's first appearance at the STSC, but he is no stranger to speaking to large and well-informed audiences. He also is the primary inventor on a U.S. patent for a modified soil that enhances root growth in urban environments. You don't want to miss this enlightening and entertaining presentation.

Session A Workshops

A-1. (D-1 Repeat)

Success with Ornamental Grasses

Limit 100 per session

**Kevin McGowen, Midwest Groundcovers
St. Charles, Illinois**

To be successful with grasses you first need to know where to place them. In this workshop, we'll discuss grasses for irrigated and non-irrigated areas. Success can come by planting *en masse*, but we'll also explore some of the great combinations that can be made to make grasses truly spectacular.

A-2.

New Plants: Promise and Reality

**Ed Lyon, Allen Centennial Gardens
Madison, Wisconsin**

Why doesn't my plant look like it does in the catalog? This is a common complaint and there are many points to consider when purchasing a plant you expect to look as it does from its marketing piece. Ed Lyon will discuss marketing related issues as well as the results of record setting plant releases without adequate trialing. If your plant doesn't look like the photograph in the catalog, it may not be because you did something wrong or were a poor gardener. Come and see why!

Workshops

A-3. (D-4 Repeat)

Tree Injection as an Alternative Method of Insecticide Application*

Limit 50 per session

Joe Doccola, Arborjet, Inc.

Woburn, Massachusetts

With tree injection into roots, trunks, or limbs, the process requires wounding of the tree, which is of importance to the tree's health; however, does the benefit gained from tree injection outweigh the risks associated with wounding? The aim of this workshop is to recommend tree injection as an alternative application method for systemic insecticides to (1) protect trees against destructive insects, (2) minimize potential environmental exposures, and (3) manage tree wound responses.

A-4.

Avoiding the Social Media Time Suck: 21 Practical Tips for Managing Your Time Online More Effectively

Chris Heiler, LandscapeLeadership

Austin, Texas

Building a presence online for your company is essential. Doing so can be an enormously overwhelming challenge. New social networks, weekly changes to Facebook, more friend requests...how are you supposed to keep up with it all while still running your business? In this rapid-fire presentation, Chris will discuss 21 proven and practical tips to better manage your time online and avoid "social-overwhelm."

A-5. (D-3 Repeat)

Diagnosing Health Problems of Woody Plants*

(2 hours) – Limit 30 per session

Laura Jesse, Iowa State University

Ames, Iowa

Erika Saalau, Iowa State University

Ames, Iowa

Mark Vitosh, Iowa DNR District Forester

Iowa City, Iowa

Grizzled veterans Laura Jesse and Mark Vitosh welcome a third member to the team in 2012, Erika (don't call me Nikki) Saalau, and as usual, workshop participants won't be disappointed. Covering the gamut of woody plant health problems, this trio will have you peering through microscopes, slicing and dicing your way through real plant samples, and delving into essential references to solve important plant health mysteries. Sign up early so you won't miss out on this excellent learning opportunity. And don't even think about sneaking in the back door...Nikki, I mean Erika has been known to carry pepper spray!

*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop

A-6.

Management of Japanese Beetles in Ornamentals*

Michael Reding, USDA-ARS-ATRU Hort Insects Lab

Wooster, Ohio

This workshop will include an overview of the biology, ecology, and behavior of Japanese beetles and strategies for managing this pest in ornamental nurseries and landscapes.

A-7.

Make Friends, Make Sales

Marty Grunder, Marty Grunder! Inc.

Miamisburg, Ohio

Marty believes that friends will buy from friends. In this session, Marty Grunder teaches the art of relationship selling and its importance in the development of clients, not customers. He'll also show you how this plan can and will help your bottom line if you cultivate relationships with your clients. Don't miss this session; it will change your entire approach to selling.

Session B Workshops

B-1. (E-6 Repeat)

Emerald Ash Borer Management: A View from the Trenches*

Rex Bastian, The Care of Trees

Wheeling, Illinois

In this workshop, ISU alum Rex Bastian will discuss the history of EAB in the Chicago region as it developed (and is still developing), and will consider the political, social, and scientific aspects of managing this pest. He also will review the different non-chemical and chemical management options available and the advantages and disadvantages of each.

B-2. (E-5 Repeat)

How We Develop New Plant Materials at Johnson's Nursery

Michael Yanny, Johnson's Nursery

Menomonee Falls, Wisconsin

In this session, plant propagator, poet, and avid Green Bay Packers fan Michael Yanny will describe the various processes used to research and develop new plants. Examples of projects in the developmental phase will be used to illustrate how Johnson's Nursery goes about developing and introducing new plants.

B-3. (E-4 Repeat)

Arboriculture at the University of Iowa

Andrew Dahl, University of Iowa Arborist

Iowa City, Iowa

Cloak and dagger, intrigue, and backroom dealings! How in the world did an arborist from the University of Iowa wind up speaking at the ISU Shade Tree Short Course? Attend this session and learn how the University of Iowa's four-person tree crew performs arboricultural practices such as installation,



pruning, removals, and tree protection. Andy, oh excuse me, Andrew also will tell of some of the things he's learned at the U of I including how to get a pig out of a tree and "wire baskets rot, you know." Finally, you'll have to listen to Andrew drone on about how the University of Iowa became the first and currently only "Tree Campus USA" in the state, thus earning bragging rights over all other Iowa colleges and universities (including ISU).

B-4. **How to Use Facebook to Build Brand Enthusiasm and Attract Customers**

Chris Heiler, LandscapeLeadership
Austin, Texas

There is a new marketing battleground. Perhaps you've heard of it...the Internet? And the ultimate battle for consumer attention is currently raging on Facebook. With over 200 million users in the United States, green industry companies are scurrying to join the battle. Creating a Facebook page for your company is only the first small step. Building an active fan base that generates business is the real challenge. Sign up for this workshop and learn about this huge and profitable opportunity!

B-6. **Management of Wood-boring Ambrosia Beetles in Ornamental Nurseries***

Michael Reding, USDA-ARS-ATRU Hort Insects Lab
Wooster, Ohio

This workshop will include an overview of the biology, ecology, and behavior of ambrosia beetles and strategies for managing these pests in ornamental nurseries and in the landscape.

B-7. **Arborist Certification and the Midwestern Chapter – International Society of Arboriculture**

Rick Tagtow, Executive Director,
Midwestern Chapter ISA
Fairbank, Iowa

In this presentation, Rick will provide an overview of the ISA Arborist Certification process including certification benefits, study publications, preparation assistance, and testing procedures. He also will discuss the Midwestern Chapter – ISA and its role in providing professional networking opportunities, arboriculture education and training activities, and urban forest management tools.

Session C Workshops

C-1. (G-1 Repeat)

Are You Ready to Discuss Native Plants With Your Customers?

Limit 100 per session

Kevin McGowen, Midwest Groundcovers
St. Charles, Illinois

Native plants are some of the best plants to attract birds and butterflies to your garden. They can also be very drought tolerant if the correct species/varieties are selected. In this session, participants will learn which selections should/could be in the forefront of your mind and that of your customer.

C-2. (D-2 Repeat)

The Case for Guest Workers

Craig Regelbrugge, American Nursery & Landscape Association
Washington, DC

The aging baby boom generation combined with a shrinking pool of younger people entering the workforce has caused many in the green industry to turn to guest or temporary workers primarily from Spanish-speaking nations. But proposed government rules and regulations could threaten access to this important segment of our work force. According to Craig Regelbrugge, "70 percent of the labor force working in this industry lacks proper immigration status. The idea that we can work without these people is crazy. We're not talking about amnesty or allowing foreigners to take advantage of our welfare system. We're talking about plugging the holes in our borders, and at the same time protecting U.S. farmers and consumers. In fact, we don't think you can succeed at one without the other." Sign up for this workshop to learn more about the on-going illegal immigration crisis.

C-3. (G-5 Repeat)

New Plant Selections from Johnson's Nursery

Michael Yann, Johnson's Nursery
Menomonee Falls, Wisconsin

Some of the truly outstanding plants introduced by Johnson's Nursery will be described in this session. The stories behind the development of Firebird® Crabapple, Technito® Arborvitae, Star Power™ Juniper and others will be covered. And don't let Mike leave the room before he tells you about his super-secret *Carpinus caroliniana* selections.



Workshops

C-4. (D-6 Repeat)

Hands-on Tree Risk Assessment

Limit 15 per session

Grant Jones, Davey Tree Expert Company

West Chicago, Illinois

Brian Jay, Davey Tree Expert Company

Bettendorf, Iowa

Arborists often are asked to assess tree risk for their crews and customers. To accomplish this they either visually identify defects or use advanced techniques to detect internal decay. Workshop participants will visually identify defects and get hands-on experience evaluating internal decay.

C-5.

Tree Identification Level 1

Mark Vitosh, Iowa DNR District Forester

Iowa City, Iowa

Proper tree identification is the foundation for good urban tree management. This workshop will be an introduction for newcomers and a useful review for veterans. Participants will be introduced to key tree characteristics used in the identification process and have the opportunity to see specific identification characteristics for a few common tree species found in Iowa's urban landscapes.

C-6. (F-6 Repeat)

Toomer's Oaks: Past, Present, and Future*

Gary Keever, Auburn University

Auburn, Alabama

The iconic live oaks anchoring the northeast entrance to the Auburn University campus were poisoned with the herbicide tebuthiuron following the Iron Bowl (Auburn vs. Alabama) football game in 2010. This workshop will provide a brief history of the trees, overview of the herbicide in question, and a chronology of the efforts to remediate injury to these landmark trees.

C-7. (G-7 Repeat)

Continuing Instructional Course for Pesticide Applicators**

Limit 50 per session

Mark Shour, Iowa State University,

Ames, Iowa

This workshop is required if you want two hours of approved instructional training credit toward pesticide applicator recertification at the 2012 STSC. The Iowa Department of Agriculture and Land Stewardship has approved the ISU Shade Tree Short Course for continuing instructional credit in categories 2, 3O, 3OT, and 10. State required topics this year are equipment calibration, safe application techniques to reduce drift, and pesticide labels. You also must attend one

additional qualifying workshop (A-3, A-5, A-6, B-1, B-6, C-6, D-3, D-4, D-7, E-1, E-6, F-4, F-6, G-3, and G-4) to receive certification. **NOTE:** Pesticide applicators wishing to recertify will be charged an additional **\$35** (see registration form).

Session D Workshops

D-1.

Success with Ornamental Grasses

(See description A-1)

D-2.

The Case for Guest Workers

(See description C-2)

D-3.

Diagnosing Health Problems of Woody Plants*

(See description A-5)

D-4.

Tree Injection as an Alternative Method of Insecticide Application*

(See description A-3)

D-5. (F-5 Repeat)

Public Gardens, People and Trees: How They Help Each Other

Limit 99 per session

Mark Schneider, Iowa Arboretum

Madrid, Iowa

Public facilities such as arboreta, zoological parks, and public gardens are an important resource that foster love and appreciation of trees and help people see how trees fit into the world around them. This workshop will illustrate the role trees play in public spaces and how trees set the mood, aid traffic flow, and define the spaces people want to visit.

D-6.

Hands-on Tree Risk Assessment

(See description C-4)

D-7.

Plant Growth Regulation in Ornamental Nurseries: Unrealized Opportunities*

Gary Keever, Auburn University

Auburn, Alabama

Plant growth regulators are widely used in greenhouse production of florist crops, but much less so by the nursery industry. This workshop will provide an overview of how PGR's are currently being used in nurseries and suggest potential opportunities for greater use.

*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop

Session E Workshops

E-1. (G-4 Repeat)

The Gypsies Are Here! The Gypsies Are Here!*

Robin Pruisner, IDALS – Entomology and Plant Science Bureau Chief

Ankeny, Iowa

The first large-scale gypsy moth treatment in Iowa occurred in 2011. Here, entomologists used a mating disruption treatment to keep male moths from finding females, thus significantly reducing moments of “insect passion” and substantially reducing the number of ensuing offspring. Come to this workshop and learn about the science behind the treatment and the results. Proposed treatment areas for 2012 also will be discussed.

E-2.

Design Extraordinary Mixed Plantings

Scott Scarfone, Oasis Design Group

Baltimore, Maryland

According to Scott Scarfone (ASLA), the most memorable planting beds are those that provide contrast, variety, textural differences, and color throughout the year. Planting designs that best create this effect are those that intersperse combinations of shrubs with perennials, grasses, bulbs, and groundcovers. A true mixed bed exemplifies teamwork... each plant providing support to its neighbor, covering for weaknesses and supporting strengths. This workshop is a must for all of you “design types” out there.

E-4.

Arboriculture at the University of Iowa

(See description B-3)

E-5.

How We Develop New Plant Materials at Johnson's Nursery

(See description B-2)

E-6.

Emerald Ash Borer Management: A View from the Trenches*

(See description B-1)

E-7.

Understanding Your Home, Farm, and Golf Course Pond

Craig Tracy, ASI Watercare

Ankeny, Iowa

In this session, Craig will discuss understanding the life cycle of ponds, why problems are occurring, and how to treat those problems. He also will cover aeration systems and how and when treatments for bacteria should be used.

Session F Workshops

F-1.

Integrating Trees, Pavement, and Stormwater Management

Jason Grabosky, Rutgers University

New Brunswick, New Jersey

In this session, Jason will discuss how designed soils and modular supporting systems can be used to integrate trees and pavement (via shared spaces) with the added benefit of efficient stormwater management. The need for better landscape planning and vegetation community design will be emphasized.

F-2.

Stuck in the Middle! The Missed Middle Landscape

Ed Lyon, Allen Centennial Gardens

Madison, Wisconsin

Do you have an established garden but feel a sense of incompleteness? Chances are you missed incorporating into your design the “middle layer” of plants... those plants that fall between the large tree canopy and ground layers. Sign up for this session and learn how to integrate those important middle layer plants (small-scale trees and shrubs), many of which lend outstanding seasonal interest to the landscape.

F-3.

Tree Identification Level 2

Mark Vitosh, Iowa DNR District Forester

Iowa City, Iowa

For this session, Mark assumes you know the basics of tree identification (taught in Tree Identification Level 1). So, don't disappoint him! Now, in this advanced tree identification session, participants will focus on identification characteristics of specific species within genera such as *Quercus*, *Acer*, *Fraxinus*, *Pinus*, *Picea*, along with a variety of other common tree species found in Iowa's urban landscapes. So, you think you can identify any tree Mark throws at you? We'll see about that. You know, he did work in Oklahoma for a while!

F-4. (G-3 Repeat)

Avoiding Diseases of Herbaceous Perennials*

Margery Daughtrey, Cornell University

Riverhead, New York

In this session, Margery will discuss recognizing, outwitting, and even avoiding diseases that can afflict herbaceous perennials in the landscape. Participants will learn about common disease problems and which beautiful perennials are only rarely troubled by contagious diseases.

F-5.

Public Gardens, People, and Trees: How They Help Each Other

(See description D-5)

Workshops

F-6.
Toomer's Oaks: Past, Present, and Future*
(See description C-6)

F-7.
Urban Wood Utilization: A Component of Full Circle Urban Forestry
Carrie Tauscher, The Morton Arboretum
Community Trees Program
Lisle, Illinois

Sustainability and the green building movement create potential markets for reclaimed wood from tree care operations. Turning urban trees into useful products requires innovation and cooperation from many different industries, but it begins with arborists. The Illinois EAB Wood Utilization Team along with other organizations nationwide, work to create links between arborists, sawyers, wood products manufacturers, architects, and consumers. This workshop will focus on important projects, partnerships, and proposed standards and certifications for urban forest products.

Session G Workshops

G-1.
Are You Ready to Discuss Native Plants With Your Customers?
(See description C-1)

G-2.
POWER Plantings – Creating Iconic Gardens
Scott Scarfone, Oasis Design Group
Baltimore, Maryland

Power plantings are those plants that when placed either individually or in grouped combinations, stand out from the surrounding landscape because of their striking appearance. In this session, Scott will show you how to place plants strategically, contrast combinations, and consider the entire landscape when planning power plantings. After viewing numerous examples, participants will be capturing people's attention by creating their own power plantings.

G-3.
Avoiding Diseases of Herbaceous Perennials*
(See description F-4)

G-4.
The Gypsies are Here! The Gypsies are Here!*
(See description E-1)

G-5.
New Plant Selections from Johnson's Nursery
(See description C-3)

*Qualifying Pesticide Applicator Workshops

**Required Pesticide Applicator Workshop



G-6.
Urban Wood Utilization: A Component of Full Circle Urban Forestry
(See description F-7)

G-7.
Continuing Instructional Course for Pesticide Applicators**
(See description C-7)

PESTICIDE CONTINUING EDUCATION

The Iowa Pesticide Act provides two options for renewing commercial pesticide applicator certification. Commercial and public applicators may choose to renew their certification by testing once every three years or by attending approved instructional training each year.

Recertification by training requires participation in two hours of approved instructional training each year, in each category in which an applicator is certified. Some programs may be approved for more than one category and simultaneous credit hours are possible. Applicators will not be allowed to make up hours that they missed in a previous year, nor will they be allowed to carry forward excess credit hours.

The Iowa Department of Agriculture and Land Stewardship approved the ISU Shade Tree Short Course/INLA Conference and Trade Show for two hours of recertification credit in categories 2, 3O, 3OT, and 10. To receive recertification credit, an applicator must attend workshop C-7 or G-7, "Continuing Instructional Course for Pesticide Applicators," **and** any one of the following workshops:

"Pest Management" Workshops:

A-3 or D-4	Tree Injection (Docco)
A-5 or D-3	Diagnosing Health Problems of Woody Plants (Jesse, Saalau, and Vitosh)
A-6	Management of Japanese Beetles (Reding)
B-1 or E-6	Emerald Ash Borer Management (Bastian)
B-6	Wood-boring Ambrosia Beetles (Reding)
C-6 or F-6	Toomer's Oaks: Past, Present, and Future (Keever)
D-7	Plant Growth Regulation in Ornamental Nurseries (Keever)
E-1 or G-4	The Gypsies are Here! (Pruisner)
F-4 or G-3	Avoiding Diseases of Herbaceous Perennials (Daughtrey)