

**JUNE 7-10**

**Innisbrook Resort and Golf Club  
PALM HARBOR, FL**



# **TREES FLORIDA 2014**

*Conference and Trade Show*



**Celebrating Our Roots**



Offering CEUs for:  
ISA, FNGLA, LIAF, SAF, FACE and  
LA (provider #0004488)

# Pre-Conference



SATURDAY

3:00 PM - 6:00 PM

For all green industry professionals in the Tampa Bay area, Trees Florida attendees, ISA members, arborists and family members. Conference registration is not required to attend the BBQ but **you will need to RSVP!**

Non-conference individuals:  
RSVP on [www.floridaisa.org](http://www.floridaisa.org)

Trees Florida conference attendees: RSVP during your conference registration

Space is limited - RSVP early!

Dinner is served at 4:00 PM.

## Innisbrook...

...offers some Saturday activities you can enjoy right on-site:

- At dusk watch *The Lorax* at "Dive-In Movie Night" at the Loch Ness Pool
- 7 PM - 10 PM Live music at the Osprey Sports Bar.



## WELCOME

Trees Florida 2014 begins with our optional Sunday Tree Academy; choose one of two outstanding all-day sessions, each dedicated to a single topic. Whether you choose the indoor Tree Preservation session or the outdoor Urban Forestry Field Study Tour session, we are confident that one of them will pique your industry interest and meet your educational needs.



TREE FUND

## Trees Florida Silent Auction Benefiting the TREE Fund

SUNDAY HOURS

5:00 PM - 6:30 PM

The funds raised go to the TREE Fund for the John P. White Endowment Fund

# Saturday, June 7

3:00 PM - 6:00 PM Past Presidents' BBQ

## Let the Festivities Begin! Anderson Park Picnic Shelter #3

Plan to arrive at Innisbrook the day before the conference gets into full swing and join us for this tasty and fun family-oriented event. The Florida Chapter extends an invitation to all green industry professionals in the Tampa Bay area, Trees Florida attendees, ISA members, arborists and family members to join us for networking with the Florida Chapter "family"! RSVP for this complimentary event early (see info in left margin) because space is limited. No alcohol please. Dinner served at 4:00 PM.

# Sunday, June 8

7:30 AM - 12:00 PM	ISA Certified Arborist Exam
7:30 AM - 12:00 PM	TREE Fund Benefit Golf Outing
7:30 AM - 4:30 PM	Registration Desk/Bookstore Open
8:30 AM - 4:30 PM	Tree Academy 1 or 2
5:00 PM - 6:30 PM	Trade Show Open
5:00 PM - 6:30 PM	TREE Fund Silent Auction Open
5:00 PM - 6:30 PM	Evening Reception with Exhibitors and Sponsors
6:30 PM - 10:30 PM	TreesAreCool Pub Crawl
SUN AM - TUE AM	Family Fishing Derby benefiting the TREE Fund

## ISA CERTIFIED ARBORIST EXAM (separate registration required) 7:30 AM - 12:00 PM

Register separately with ISA (Champaign, IL) at 888-472-8733 at least 12 business days prior to the exam date.

## TREE ACADEMY

Choose 1 of 2 sessions offered

### 1 | Urban Forestry Field Study Tour Session: Celebrating Our Roots in Pinellas County

9:00 AM - 4:00 PM

ISA CEUs: 7-Arborist, 7-Municipal, 7-Tree Worker  
BCMA (3-Mgmt, 4-Practice)

Other CEUs: 4-FNGLA, 4-LIAF

**Meet in the front of Inverness Hall at 8:45 AM SHARP** to board the bus and **depart at 9:00 AM SHARP**. Come prepared to spend parts of the day outdoors with hats, sunglasses and sunscreen; binoculars or cameras are optional.

This field study will stop at a variety of locations to discuss aspects of urban forest management.

Stops will include:

- Dunedin Tree Arboretum - Alan Mayberry
- Hammock Park, Dunedin - Ron Litts
- Safety Harbor Library, Safety Harbor (Baranoff Oak) - Joe Samnik
- Brooker Creek Preserve, Tarpon Springs - Dr. Craig Huegel
- Upper Tampa Bay Regional Park, Tampa - Sheryl Bowman

Lunch and beverages will be provided.

**Limited seating, register early!**

2 | Register online at [www.TreesFlorida.com](http://www.TreesFlorida.com)

## 2 | Tree Preservation: Connecting Our Past to the Future

8:30 AM - 4:30 PM

**ISA CEUs:** 7-Arborist, 7-Municipal, 7-Tree Worker  
BCMA (3-Mgmt, 3-Practice, 1-Science)

**Other CEUs:** 4-FNGLA, 4-LIAF

8:30 AM - 10:00 AM

### **Preservation: How It Works and Making It Happen**

Joe Samnik, Samnik & Ballard Expert Tree Consultants, LLC

10:00 AM - 11:00 AM

### **Preservation Demonstrations**

(outdoor) Pruning deadwood, air knife demo, soil backfill  
Lori Ballard, Samnik & Ballard Expert Tree Consultants, LLC  
Dr. Ed Gilman, UF - Environmental Horticulture

11:00 AM - 12:00 PM

### **Physiology of Trees and How They React to Change**

Dr. Andrew Koeser, UF - Gulf Coast Research and Education Center

12:00 PM - 1:00 PM

Lunch

1:00 PM - 2:00 PM

### **Structural Pruning and Tree Preservation**

Dr. Ed Gilman, UF - Environmental Horticulture

2:00 PM - 3:30 PM

### **Pruning and Protection Demonstrations**

(outdoor) Structural pruning, lightning protection installation demo  
Dr. Ed Gilman, UF - Environmental Horticulture  
Lauren Lanphear, Forest City Tree Protection, South Euclid, OH

3:30 PM - 4:30 PM

### **The Business Side of Lightning Protection and Cabling/Bracing**

Lauren Lanphear, Forest City Tree Protection, South Euclid, OH

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## WELCOME RECEPTION WITH EXHIBITORS AND SPONSORS

5:00 PM - 6:30 PM

Plan to join your friends and make new ones! Everyone is invited to the Sunday Welcome Reception at the Trade Show at Inverness Hall. Join us for hors d'oeuvres and drinks with exhibitors, attending sponsors and friends. One drink ticket per registration will be provided.

Dinner is on your own, or join the Pub Crawl for "pub grub" with friends!

## TREE Fund Golf Outing

SUNDAY

Tee Off at 7:30 AM - 8:00 AM

### Show off your golf skills!

The golf outing net proceeds will benefit the TREE Fund. Join a foursome at the Osprey North Course with lunch following at the Market Salamander Grill.

\$125 per player

Read all the details on  
[www.treesflorida.com](http://www.treesflorida.com)

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## 3-Day Fishing Derby

SUNDAY thru TUESDAY AM

Submit photos by Tues 9 AM

### This big one won't get away...

Fun for the whole family and benefiting the TREE Fund too! Fish Lake Innisbrook, then measure and submit photos of your big catches. Bring your own gear, or borrow Innisbrook equipment from their Sports Center (complimentary to Innisbrook guests). No fishing license is required on-site.

\$20 per adult angler

\$10 per child angler, 14 and under

Read all the details on  
[www.treesflorida.com](http://www.treesflorida.com)

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## TreesAreCool Pub Crawl

SUNDAY

6:30 PM - 10:30 PM



### Come CRAWL with us!

Directly following the Welcome Reception, join friends and colleagues for the TreesAreCool Pub Crawl! Depart Inverness Hall on resort buses that will provide complimentary transportation to pre-determined Innisbrook venues. Stops are scheduled at the Osprey Sports Bar and the Turnberry Pub. Travel back to your on-site lodging via resort buses.

**FOOD/BEVERAGE ON YOUR OWN.** See you there!

## MONDAY

Dinner is on your own.

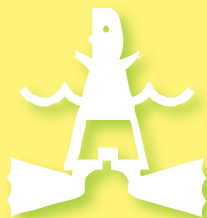
## Monday Night

### Social

MONDAY

8:00 PM - 10:00 PM

**SPLISH!  
SPLASH!**  
We're having  
a bash!



Wear your swim trunks and grab a towel - it's a pool party! Bring your family and join your friends at the Trees Florida 2014 Monday Night Social at the Innisbrook Copperhead pool. See you there!

Complimentary hors d'oeuvres and 2 drink tickets provided.



TREE FUND

## Trees Florida Silent Auction

Benefiting the TREE Fund

MONDAY HOURS

7:30 AM - 5:15 PM

The funds raised go to the TREE Fund for the John P. White Endowment Fund

# Monday, June 9

7:00 AM - 5:15 PM	Registration Desk/Bookstore Open
7:30 AM - 5:15 PM	TREE Fund Silent Auction Open
7:30 AM - 5:15 PM	Trade Show Open
8:00 AM - 2:30 PM	General Session
10:15 AM - 10:45 AM	Break with Exhibitors
12:00 PM - 1:00 PM	Lunch
2:30 PM - 3:00 PM	Break with Exhibitors
3:00 PM - 5:00 PM	Breakout Sessions
8:00 PM - 10:00 PM	Monday Night Social

## GENERAL SESSION

8:00 AM - 2:30 PM

**ISA CEUs:** 5-Arborist, 5-Municipal  
BCMA (4-Mgmt, 1-Science)

**Other CEUs:** 4-LA (course #0009516), 4-FNGLA, 4-LIAF, 4-FACE, 4-SAF

**8:00 AM - 8:15 AM**  
**Opening Introductions and Welcome**

**8:15 AM - 9:15 AM KEYNOTE ADDRESS**  
**A World of Arboriculture**  
Lauren Lanphear, Forest City Tree Protection, South Euclid, OH

**9:15 AM - 10:15 AM**  
**The Future of Nursery Business**  
Timothee Sallin, Cherry Lake Tree Farm

**10:15 AM - 10:30 AM**  
**Refreshment Break with Exhibitors**

**10:30 AM - 11:15 AM**  
**Explaining the Species Rating List**  
Lori Ballard, Samnik & Ballard Expert Tree Consultants, LLC

**11:15 AM - 12:00 PM**  
**Palm Biology and Implications for Landscape Management**  
Don Hodel, University of California Cooperative Extension, Los Angeles, CA

**12:00 PM - 1:00 PM**  
**Lunch**

**1:00 PM - 1:45 PM**  
**Social Media Marketing**  
Lauren Lanphear, Forest City Tree Protection, South Euclid, OH

**1:45 PM - 2:30 PM**  
**Arboriculture Around the World: How Others Do It**  
Jim Skiera, International Society of Arboriculture, Champaign, IL

**2:30 PM - 3:00 PM**  
**Refreshment Break with Exhibitors**

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## BREAKOUT SESSIONS

Choose 1 of 2 sessions offered

3:00 PM - 5:00 PM

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### 1 | What's Up Doc?

**ISA CEUs:** 2-Arborist, 2-Municipal, BCMA (2-Science)

**Other CEUs:** 2-LA (course #0009517), 2-FACE, 2-SAF

**3:00 PM - 3:30 PM**

#### Florida Urban Tree Disease Update

Dr. Jason Smith, UF - School of Forest Resources and Conservation

**3:30 PM - 4:00 PM**

#### Tree Risk Assessment:

#### Current Practice, Past Findings, and Persisting Research Gaps

Dr. Andrew Koeser, UF - Gulf Coast Research and Education Center

**4:00 PM - 5:00 PM**

#### How to Identify Palms

Don Hodel, University of California Cooperative Extension, Los Angeles, CA

### 2 | Utility/Municipal Arboriculture:

#### It's a High Tension World

**ISA CEUs:** 2-Arborist, 2-Municipal, 1.5-Utility, BCMA (2-Mgmt)

**Other CEUs:** 1.5-LA (course #0009518), 1.5-FACE, 1.5-SAF

**3:00 PM - 3:30 PM**

#### New Regulations Impacting Vegetation Management for Utilities

Wayne Zimmerman, Orlando Utilities Commission

**3:30 PM - 4:00 PM**

#### Customer Expectations of a Utility Arborist

Ken Lacasse, SECO Energy

**4:00 PM - 5:00 PM**

#### Utility and Municipal Arborists: Two Industries, Same Objective

Mark Roberts, ThoughtPlanters, Auckland, New Zealand

# WELCOME TO PALM HARBOR

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### Innisbrook Resort and Golf Club

offers lots to do right on-site. Along with their Saturday night activities try the free putt putt golf, board-walk nature trail, bike rentals and lots more. For more summer fun, try these local attractions:

**For Family Fun** chose from several area parks including -

- Anderson Park (5 minute drive)
  - Wall Springs Park (8 minute drive)
- is connected to the Fred Marquis Pinellas Pedestrian/Bike Trail.
- Fred Howard Park (20 minute drive) offers a white sandy beach with a swimming area and showers.

### Historic downtown Tarpon Springs

(12 minute drive) offers visitors a varied collection of antique shops, artisans, art galleries, shops and restaurants. History buffs might enjoy the Victorian Safford House Museum.

### Get your GREEK on in Tarpon

**Springs** (14 minute drive) where you won't run out of options to eat along the Sponge Dock area with its many Greek restaurants and bakeries. Stroll the sponge docks and local shops, take a sponge diving tour or visit the aquarium.

**Gulf Beaches** are within a short drive from Innisbrook. Clearwater Beach (30 minute drive) has a well-deserved reputation as one of America's finest beaches. Hop on the ferry at Honeymoon Island (15 minute drive) to get to secluded and beautiful Caladesi Island (20 minute boat ride). Other local beaches include: Indian Rocks Beach, St. Petersburg Beach, Madeira Beach and Treasure Island.

**Clearwater Marine Aquarium** (25 minute drive) is a non-profit working animal hospital whose mission is to rescue, rehabilitate and release sick/injured marine animals and is home to "Winter", the famous dolphin without a tail who has inspired people around the world.

**Busch Gardens** (50 minute drive) Walk on the wild side at this popular Tampa theme park. There are thrills for the entire family with roller coasters, rides, attractions, shows, animal encounters and dining!

# Florida Chapter Awards Program



The Florida Chapter ISA recognizes outstanding achievements in the arboriculture profession, as well as the efforts by individuals to make an impact on the practice of arboriculture.

- EDWARD W. BOK AWARD
- AWARD FOR EXCELLENCE IN EDUCATION
- AWARD OF DISTINCTION
- LOREN WESTENBERGER AWARD

Nominate someone you know! Nominations for 2014 are due by May 15th.

Awards will be presented at the Trees Florida 2014 Tuesday luncheon.

Award application is at [www.floridaisa.org](http://www.floridaisa.org)



TREE FUND

## Trees Florida Silent Auction Benefiting the TREE Fund

TUESDAY HOURS

7:30 AM - 10:30 AM

Bidding ends at 10:30 AM

10:30 AM - 10:45 AM

Pay for and pick up your items! Packing material will be available. Items cannot be held for later pick-up.

The funds raised go to the TREE Fund for the John P. White Endowment Fund

## Tuesday, June 10

7:30 AM - 2:30 PM	Registration Desk Open
7:30 AM - 10:30 AM	Bookstore Open
7:30 AM - 10:30 AM	TREE Fund Silent Auction Open
7:30 AM - 10:45 AM	Trade Show Open
8:00 AM - 10:00 AM	Breakout Sessions
10:00 AM - 10:45 AM	Break with Exhibitors
10:45 AM - 3:15 PM	General Session, includes lunch
3:15 PM	Conference Adjourns

### BREAKOUT SESSIONS

Choose 1 of 2 sessions offered

8:00 AM - 10:00 AM

#### 1 | What's Up Doc?

**ISA CEUs:** 2-Arborist, 2-Municipal, BCMA (2-Science)

**Other CEUs:** 2-LA (course #0009517), 2-FACE, 2-SAF

**8:00 AM - 8:30 AM**

#### Florida Urban Tree Disease Update

Dr. Jason Smith, UF - School of Forest Resources and Conservation

**8:30 AM - 9:00 AM**

#### Tree Risk Assessment:

#### Current Practice, Past Findings, and Persisting Research Gaps

Dr. Andrew Koeser, UF - Gulf Coast Research and Education Center

**9:00 AM - 10:00 AM**

#### How to Identify Palms

Don Hodel, University of California Cooperative Extension, Los Angeles, CA

**10:00 AM - 10:45 AM**

#### Refreshment Break with Exhibitors

#### Silent Auction Bidding Ends at 10:30 AM

Remember to pay for and pick up your TREE Fund Silent Auction items during this break! Packing material will be available. Items cannot be held for later pick-up.

### HELP SAVE OUR TREE ENVIRONMENT

**AND PRESERVE FLORIDA'S GREATEST GREEN RESOURCE**  
With Florida's unique environment, extra attention must be paid to preserving our natural resources, especially our trees. By purchasing a TreesAreCool license plate you help underwrite programs that directly benefit trees of Florida which help keep our state the uniquely beautiful place we all call home. Plus healthy trees benefit wildlife, increase property values and help cool and clean the air.

VISIT OUR BOOTH AT THE TRADE SHOW TO SEE HOW EASY IT IS TO PURCHASE A TREESARECOOL PLATE!



Go to [www.TreesAreCool.com](http://www.TreesAreCool.com)

## 2 | Diagnostics Skills

**ISA CEUs:** 2-Arborist, 2-Municipal, BCMA (2-Science)

**Other CEUs:** 2-LA (course #0009519) ,2-FACE , 2-SAF

**8:00 AM - 10:00 AM**

### Testing Your Diagnostics Skills

Dr. A.D. Ali, Davey Institute Technical Services and Norm Easey, Urban Forestry Consulting, PA

**10:00 AM - 10:45 AM**

### Refreshment Break with Exhibitors

### Silent Auction Bidding Ends at 10:30 AM

Remember to pay for and pick up your TREE Fund Silent Auction items during this break! Packing material will be available. Items cannot be held for later pick-up.

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## GENERAL SESSION

10:45 AM - 3:15 PM

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**ISA CEUs:** 4.5-Arborist, 4.5-Municipal, BCMA (3-Mgmt,1.5-Science)

**Other CEUs:** 3.25-LA (course #0009520), 4-FNGLA, 4-LIAF, 3-FACE, 3-SAF

**10:45 AM - 11:30 AM**

### What's New in Chamaedorea

Don Hodel, University of California Cooperative Extension, Los Angeles, CA

**11:30 AM - 12:00 PM**

### Citrus Greening

Jamie Burrow, UF - Citrus Research and Education Center

**12:00 PM - 1:15 PM**

### LUNCHEON WITH GUEST SPEAKER

#### Joe Samnik Presents A Politically Incorrect Luncheon

Joe Samnik, Samnik & Ballard Expert Tree Consultants, LLC

**1:15 PM - 2:00 PM**

### Clinical Effect of Trunk Injections on Palms

Dr. Stephanie Bledsoe, PHC Professionals, Inc.

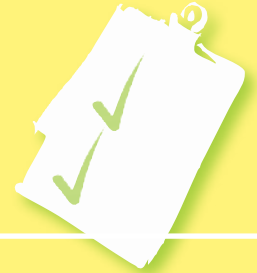
**2:00 PM - 3:15 PM**

### Myth Busters

Dr. Ed Gilman, UF - Environmental Horticulture

**3:15 PM**

### Conference Adjourns



## Don't Forget Your CEUs!

ISA, Landscape Architect, and SAF (Society of American Foresters) CEUs will be distributed or signed for at the end of each general session or breakout session.

FNGLA (Florida Nursery, Growers and Landscape Association), LIAF (Landscape Inspectors Association of Florida) and FACE (Florida Association of Code Enforcement) CEUs will be distributed or signed for at the end of the general sessions.

Please follow instructions included in your registration packet that you receive during check-in.



## Look What's Happening in 2014!

The best way to keep up-to-date is by attending *Trees Florida 2014*.

Network and build relationships to take your business to the next level. This year's highlights include:

Education program featuring national and Florida speakers

The latest in tree research and arboriculture

Enhance your arboricultural technical skills

The latest equipment and technology

ISA Certification Exam on Sunday

Silent Auction to benefit the TREE Fund

## KEYNOTE SPEAKERS

### Lauren Lanphear

Forest City Tree Protection Co., Inc.  
South Euclid, OH



Lauren Lanphear is the President of Forest City Tree Protection Co., Inc. and Lanphear Supply Division in South Euclid, Ohio. He graduated from Hiram College in 1979 with a BA in Botany. He speaks regularly to professional groups throughout the U.S., Canada, and Europe on Employee Recruitment and Retainment, Tree Fertilization, Hydraulic Sprayer Calibration, Tree Injection, and other relevant topics. Lauren has also spoken on a variety of tree care topics, both technical and non-technical to community and civic organizations. He has presented testimony to state and local legislatures and regulatory agencies on pesticide issues and has trained over 1000+ applicators in Micro-Injection and Tree Fertilization techniques. He was the co-host of the radio garden show, "The Root of the Matter" for ten years with Phil Fogarty of Crowley's. Lauren resides in S. Euclid, Ohio with his wife, Susan.

### Don Hodel

University of California Cooperative Extension  
Los Angeles, CA



Don Hodel is an environmental horticulturist for the University of California Cooperative Extension, Los Angeles County—a full-time position he has held for nearly 25 years. His research focuses on selection, planting and management of woody plants in the landscape with a special emphasis on plant water use, trees and palms. He is considered a world leader in palm taxonomy and horticulture. Mr. Hodel has authored/co-authored more than 50 peer-reviewed journal articles, more than 250 trade or popular articles as well as six books. He is a member of the American Society for Horticultural Science, International Society of Arboriculture, International Palm Society, California Association of Nurserymen, California Landscape Contractors' Association, Southern California Horticulture Association and Alpha Xi (the collegiate honor society of horticulture).

### Jim Skiera

International Society of Arboriculture  
Champaign, IL



Jim Skiera is the Executive Director of the International Society of Arboriculture in Champaign, IL, representing over 22,000 members in 50 countries. Jim earned his degree in landscape architecture from the University of Wisconsin-Madison. He has practiced as a landscape architect with the Landscape Guild in Denver, CO (president and founder); as City Arborist for the City of Urbana, IL; and as the landscape superintendent for the University of California, Davis. He has been the Executive Director of ISA for almost 20 years. Jim has been active in many other aspects of the tree industry including as the founding Chair of the Sustainable Urban Forest Coalition; as a member of the executive board of i-Tree and has served on the European Arboriculture Council and the ANSI Z133 and ANSI A300 Standards Committees.



## SPONSORS

### Platinum



### Gold

#### BASF

Cherry Lake Tree Farm  
Helena Chemical Company  
Legacy Arborist Services  
Lewis Tree Service  
OHP, Inc.  
Proscape Group Tree Services, Inc.  
Terry's Tree Service of SW Florida, LLC

### Silver

Asplundh Tree Expert Co.  
Bandit Industries  
Cervi & Associates  
The Davey Tree Expert Company  
Don Goulding, Registered Consulting Arborist, Inc.  
Florida Urban Forestry Council (FUFC)  
Marshall Tree Farm  
Olive Branch Enterprises of Florida, Inc.  
O'Neil's Tree Service  
Rainbow Treecare Scientific Advancements  
Roots Plus Growers Association  
Samnik & Ballard Expert Tree Consultants, LLC  
Tampa Electric Company  
Trees, Inc.

### Bronze

Ameriscape USA, Inc.  
Association of Certified Container Growers (ACT)  
Be-Mac Services, Inc.  
BioWorks  
Dow Agro Sciences  
Everris NA, Inc.  
Mid Florida Tree Service  
Sutton PHC, Inc. Consulting Arborist

## EXHIBITORS

ABC Professional Tree Services, Inc.	Lewis Tree Service
Altec (indoor and outdoor)	Marshall Tree Farm
Arborgold Software	Nelson Tree Service, Inc.
Arborjet, Inc.	Plant Growth Management Systems
ArborOne Insurance	ProScape Group Tree Services, Inc.
ArborSystems	Rainbow Treecare Scientific Advancements
Bandit Industries, Inc. (indoor and outdoor)	Roots Plus Growers Association
The Doggett Corporation	Tracked Lifts, Inc. (indoor and outdoor)
Florida Chapter ISA	Tree Care Industry Association (TCIA)
Florida Nursery, Growers and Landscape Association (FNGLA)	TREE Fund
Florida Urban Forestry Council (FUFC)	Tree Saver
Forestry Equipment of Virginia (FEVA)	TreesAreCool Specialty License Plate
ISA International - 2015 International Conference	Trees, Inc.
Landscape Inspectors Association of Florida (LIAF)	Vermeer Southeast (outdoor)
Legacy Arborist Services	

Register online at [www.TreesFlorida.com](http://www.TreesFlorida.com) | 9



TREE FUND

## Trees Florida Silent Auction

Benefiting the TREE Fund

SUNDAY 5:00 PM—6:30 PM  
MONDAY 7:30 AM—5:15 PM  
TUESDAY 7:30 AM—10:30 AM

Art, Plant Material, Tools,  
Equipment, etc.

The Tree Research and Education Endowment Fund (TREE Fund) is a non-profit organization dedicated to identifying and funding projects and programs that advance knowledge in the field of arboriculture and urban forestry to benefit people, trees and the environment.

The funds raised during Trees Florida go to the TREE Fund for the John P. White Endowment Fund.

The Silent Auction opens at 5:00 PM on Sunday and bids will be accepted until 10:30 AM on Tuesday.

Donations to the Silent Auction are greatly appreciated. Please contact Jan Rahill at [jan.rahill@cityoforlando.net](mailto:jan.rahill@cityoforlando.net) to donate an item.



# INNISBROOK RESORT AND GOLF CLUB

Make your reservations early! Conference hotel rates expire **MAY 17, 2014.**

## CONFERENCE RATES:

Rate \$135/night, plus taxes; includes free parking and resort fee is waived.



For reservations access the online registration link at [www.treesflorida.com](http://www.treesflorida.com)

or call 1-888-794-8627 and reference "TREES042014" or "Trees Florida"

In addition to the conference nights, hotel conference rates are good for the 3 days before and 3 days after the conference, subject to availability.

## ABOUT THE HOST HOTEL

Innisbrook Resort & Golf Club  
36750 Us Highway 19 N  
Palm Harbor, FL 34683

For resort information call 1-888-794-8627 or visit <http://www.innisbrookgolfresort.com/>

In addition to four championship golf courses, Innisbrook Resort and Golf Club offers 11 beautifully maintained clay tennis courts, six swimming pools, including the Loch Ness Monster Pool with water slides, 60 acres of lakes for fishing, miles of jogging and cycling trails, a nature walk and so much more during your family vacation at this Tampa Bay resort.

## CONFERENCE AT-A-GLANCE

### Saturday, June 7

3:00 PM - 6:00 PM Past Presidents' BBQ

### Sunday, June 8

7:30 AM - 12:00 PM	ISA Certified Arborist Exam
7:30 AM - 12:00 PM	TREE Fund Benefit Golf Outing
7:30 AM - 4:30 PM	Registration Desk/Bookstore Open
8:30 AM - 4:30 PM	Tree Academy 1 or 2
5:00 PM - 6:30 PM	Trade Show Open
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SUN AM - TUE AM	Family Fishing Derby benefiting the TREE Fund

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12:00 PM - 1:00 PM	Lunch
2:30 PM - 3:00 PM	Break with Exhibitors
3:00 PM - 5:00 PM	Breakout Sessions
8:00 PM - 10:00 PM	Monday Night Social

### Tuesday, June 10

7:30 AM - 2:30 PM	Registration Desk Open
7:30 AM - 10:30 AM	Bookstore Open
7:30 AM - 10:30 AM	TREE Fund Silent Auction Open
7:30 AM - 10:45 AM	Trade Show Open
8:00 AM - 10:00 AM	Breakout Sessions
9:00 AM	Fishing Derby photos due
10:00AM - 10:45 AM	Break with Exhibitors
10:30AM	Silent Auction Ends, payment due
10:45AM - 3:15 PM	General Session, includes luncheon
3:15 PM	Conference Adjourns

Pre-registration (postmarked or online) by June 1, 2014 or pay late registration via phone or at the door (additional \$25 per conference day) .

# Trees Florida 2014

REGISTRATION FORM

NAME (ONE PERSON PER FORM PLEASE) COMPANY ISA MEMBER # (NOT CERT. ARBORIST #)

ADDRESS

CITY STATE ZIP

EMAIL PHONE FAX

REGISTRATION PACKAGES:  
REGISTER ONLINE AND SAVE \$5/DAY! [www.treesflorida.com](http://www.treesflorida.com)

	MEMBER or GOV	NON MEMBER	STUDENT *	TOTAL
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<b>3-Day Conference Combo - (choose one below) Sunday, Monday &amp; Tuesday, June 8, 9, &amp; 10</b> Includes Tree Academy and full 2-day conference (includes lunches for 3 days) <input type="checkbox"/> Academy 1 "Urban Forestry Field Study" + Full Conference <input type="checkbox"/> Academy 2 "Tree Preservation" + Full Conference	\$400 (\$385 online)	\$460 (\$445 online)	\$240 (\$225 online)	\$
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<b>2-Day Conference Combo - (choose one below)</b> 2-day combo of a Tree Academy and 1 conference day <b>OR</b> 2-day conference (includes lunches for 2 days) <b>Sunday &amp; Monday, June 8 &amp; 9</b> <input type="checkbox"/> Sunday Academy 1 "Urban Forestry Field Study" + Monday Conference Day <input type="checkbox"/> Sunday Academy 2 "Tree Preservation" + Monday Conference Day <b>Sunday &amp; Tuesday, June 8 &amp; 10 (nonsequential days)</b> <input type="checkbox"/> Sunday Academy 1 "Urban Forestry Field Study" + Tuesday Conference Day <input type="checkbox"/> Sunday Academy 2 "Tree Preservation" + Tuesday Conference Day <b>Monday &amp; Tuesday, June 9 &amp; 10</b> <input type="checkbox"/> Monday & Tuesday Conference	\$270 (\$260 online)	\$320 (\$310 online)	\$160 (\$150 online)	\$
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<b>1-Day Academy OR 1 Conference Day - (choose one below)</b> <b>Sunday June 8 OR Monday June 9 OR Tuesday June 10</b> (includes lunch for day chosen) <input type="checkbox"/> Sunday Academy 1 "Urban Forestry Field Study" <input type="checkbox"/> Sunday Academy 2 "Tree Preservation" <input type="checkbox"/> Monday - Conference Day <input type="checkbox"/> Tuesday - Conference Day	\$175 (\$170 online)	\$205 (\$200 online)	\$80 (\$75 online)	\$
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OPTIONAL additional ticket(s) for box lunch - Monday, June 9 QTY \_\_\_\_\_ @ \$30 each \$

OPTIONAL additional ticket(s) for seated Luncheon with Speaker - Tuesday, June 10 QTY \_\_\_\_\_ @ \$45 each \$

OPTIONAL TREE Fund donation  \$10  \$25  \$50  other \$

OPTIONAL ACTIVITY Saturday Past Presidents' BBQ at Anderson Park (Pre-registration is required for planning purposes - SPACE IS LIMITED)

ADULTS' NAMES \_\_\_\_\_ QTY \_\_\_\_\_ N/CHG N/CHG

KIDS' NAMES under 14 \_\_\_\_\_ QTY \_\_\_\_\_ N/CHG N/CHG

OPTIONAL ACTIVITY Golf Benefit SELF/GUEST NAMES \_\_\_\_\_ QTY \_\_\_\_\_ @\$125 each \$

OPTIONAL ACTIVITY 3-day Fishing Derby (Pre-registration is preferred for planning purposes)

ADULTS' NAMES \_\_\_\_\_ QTY \_\_\_\_\_ @ \$20 each \$

KIDS' NAMES under 14 \_\_\_\_\_ QTY \_\_\_\_\_ @ \$10 each \$

GRAND TOTAL \$

Check here if you prefer vegetarian meals throughout the conference.

LET US KNOW! Mark if you plan to bring children 12 and under to the 2014 conference/resort!

MARK YOUR T-SHIRT SIZE:

A Trees Florida T-Shirt is included in your conference registration (T-Shirt not provided for Optional Events) **MARK YOUR SIZE BELOW:**

S  M  L  XL  2X  3X  4X A limited supply of extra T-Shirts will be available for purchase at the conference.

\* ABOUT STUDENT RATES:

Student must be full-time arboriculture or horticulture student & must fax or mail in most recent unofficial transcript showing full time schedule.

PAYMENT METHOD:  VISA  MASTERCARD  DISCOVER  CHECK  P.O. # \_\_\_\_\_

CREDIT CARD # EXPIRATION DATE CARD SECURITY CODE

NAME PRINTED ON THE CARD SIGNATURE

CARD BILLING ADDRESS STATE ZIP

Send form and payment to: 7853 South Leewynn Court • Sarasota, FL 34240 Phone(941) 342-0153/Fax (941) 342-0463 Please make your check payable to Florida Chapter ISA or register at <a href="http://www.treesflorida.com">www.treesflorida.com</a> to save \$5/day	ISA Members: Save \$\$\$!! Bring up to 3 guests at the member rate.	Cancellation/refund policy: Refund will be made if requested at least 2 weeks prior to conference. No requests for re- funds will be honored less than 2 weeks prior to conference. Substitutions permitted.
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Trees Florida  
7853 S. Leewynn Court  
Sarasota, FL 34240

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