

# Turning Over a New Leaf

## Expanding Your Business

January 21 - 22, 2025



### CEUs:

#### Day 1

ISA - CA - 6.25 ,  
BCMA - 2.25 (P),  
6 (M)  
FNGLA - 8,  
LIAF - 4

#### Day 2

ISA - CA - 6,  
BCMA - 6 (M),  
FNGLA 8,  
LIAF - 4

**UF - IFAS Orange County Extension**

**6021 S. Conway Rd.**

**Orlando, FL 32812**



Change is Good!



*Do you want to add a program or division to your existing business model?*



*Do you want to be a consulting arborist?*

*Expanding Your Business; Join us for Day 1, Day 2, or both!*

Registration	Member Day-1 or Day-2	Non-Member Day-1 or Day-2	Member Both Days	Non-Member Both Days	Member Virtual Option for Day 2 Only	Non-Member Virtual Option for Day 2 Only
Early Registration Before Dec. 30, 2024	\$145	\$165	\$290	\$330	\$145	\$165
Late Registration After Dec. 31, 2024	\$165	\$185	\$330	\$330	\$165	\$185
At-the-door Registration	\$200	\$200	\$400	\$400	N/A	N/A

\*Late fees automatically calculated during online registration.

Cancellation refunds honored if requested 7 days prior to the seminar; otherwise, a credit for a future seminar will be issued.

### Host Hotel Information:

Home2Suites Orlando Airport

Use Corporate Code - 2688513 for the Florida Chapter ISA's rate of \$117/night (407) 852 - 0844

## Day 1

This first-time seminar was designed for arborists looking to diversify their service offerings and enhance their business model. Participants will learn practical strategies for introducing new programs, services, or divisions tailored to their current operations while ensuring alignment with their brand and target market.

What you can expect:

- **Strategic Insights:** Discover how to assess your current business model for opportunities to add a new program or division.
- **Best Practices:** Gain practical knowledge from industry experts who have successfully expanded their businesses.
- **Networking Opportunities:** Connect with other business owners facing similar challenges and share valuable experiences.
- **Actionable Steps:** Walk away with a plan tailored to your business that outlines the steps needed to successfully implement your new initiative.
- **Q&A:** Get your questions answered by industry professionals

## Agenda

8:00 AM - 8:30 AM - Check-in/Breakfast

8:30 AM – 9:30 AM – How do you know when it is time to branch out?  
Apollo O'Neil, *O'Neil's Tree Service*

9:30 AM – 10:30 AM – The Ins and Outs of Plant Health Care  
Jordan Upcavage, *Independent Tree Service, Inc.*

10:30 AM – 10:45 AM - Break with refreshments

10:45 AM – 12:00 PM – Tools of the Trade: Cabling/Bracing and Lightning Protection – Jordan Upcavage, *Independent Tree Service, Inc.*

12:00 PM – 1:00 PM - Lunch (Provided)

1:00 PM – 2:30 PM - Making the Sale - Real Life Scenarios  
Outdoor Stations

Station 1 - Plant Health Care – Ronnie Simpson, *Arborology Inc.*

Station 2 - Cabling/Bracing - Apollo O'Neil, *O'Neil's Tree Service*

Station 3 - Lightning Protection – Jordan Upcavage, *Independent Tree Service, Inc.*

2:30 PM – 3:30 PM - How do you branch out?  
Ronnie Simpson, *Arborology Inc.*

3:30 PM – 4:00 PM – Your Questions Answered: Panel Discussion  
Apollo O'Neil, Ronnie Simpson, Jordan Upcavage

4:00 PM - Adjourn and CEUs



## *Day 2 (Includes a virtual option)*

Are you looking to expand your skill set, explore new career opportunities, or simply curious about what consulting arboriculture entails? Join us for this exciting first-time event which offers a unique opportunity to gain insights, network with industry professionals, and learn valuable skills to enhance your career.

What you can expect:

- **Engaging Discussions:** Hear from experienced consulting arborists who have successful consulting careers, sharing their stories and advice.
- **Education:** Interactive sessions focusing on key areas such as business development, client management, and technical expertise.
- **Networking Opportunities:** Connect with peers and industry leaders to build relationships that can support your career growth.
- **Actionable Steps:** Walk away with a plan tailored to your current level of expertise that outlines the steps needed to successfully implement your new initiative.
- **Q&A:** Get your questions answered by industry professionals.

## *Agenda*

8:00 AM - 8:30 AM - Check-in/Breakfast

8:30 AM – 10:00 AM – Are girdling roots preventing you from starting your own business or taking the next step?

Kristoffer Rasmussen, *TCIA*

10:00 AM – 10:15 AM - Break with refreshments

10:15 AM – 11:15 AM - What do I need to think about?

Kristoffer Rasmussen, *TCIA*

11:15 AM – 12:00 PM - Just the Facts: Are you qualified to be an expert witness?

Mary Edwards, *Rollins College & Mary Edwards Consulting Arborist, LLC*

12:00 PM – 1:00 PM - Lunch (Provided)

1:00 PM – 2:00 PM - Trees First - Are tree inventories, management plans and ordinances doing enough?

Kristoffer Rasmussen, *TCIA*

2:00 PM – 2:45 PM - Trees and Development: How does it work?

Mary Edwards, *Rollins College & Mary Edwards Consulting Arborist, LLC*

2:45 PM - 3:00 PM - Break with refreshments

3:00 PM – 4:00 PM – How to Market Your New Business or Service

Julian Awad, *Local Tree Service Marketing & JSA Interactive*

4:00 PM - Adjourn and CEUs

# Speakers

**Julian Awad, *JSA Interactive & Local Tree Service Marketing*** - is the President of *JSA Interactive* and *Local Tree Service Marketing*, a company dedicated to helping tree care businesses grow their customer base with consistent pipeline growth. He has been working with *Google* since 2006, hiring *Google's* internal agency called *Engage* to run his advertising in 2007. He has helped numerous companies get off the ground, raise capital, and start marketing and acquiring customers. Julian has mentored students at *MIT*, *Harvard*, and the *University of Pennsylvania Wharton School*, focusing on early-stage customer acquisition and fundraising. Since 2010, he has been running his own agency, focusing on helping local businesses with marketing and generating customers in under 30 days using *Google* search techniques and advertising. For the last three years, his agency has been focused on helping tree service companies grow their businesses.

**Mary Edwards, *Rollins College & Mary Edwards Consulting Arborist, LLC*** - is the Director of Facilities for Landscape & Grounds at *Rollins College*, as well as the owner of *Mary Edwards Consulting Arborist, LLC*. Mary's areas of expertise include tree preservation plans, tree risk and health assessments, prescription pruning programs and mitigation reviews. She is a registered consulting arborist with ASCA and holds the Tree Risk Assessment and Prescription Pruning Qualifications. She is a past president of the Florida Chapter ISA and is currently the Consulting Arborist Representative on the Board of Directors. She has been a presenter for the Florida Chapter of the ISA, IFAS, FNGLA, and ASLA. Mary was the first recipient of the Lauren Westenberger Award and the 2022 recipient of the Edward W. Bok award.

**Apollo O'Neil, *O'Neil's Tree Service*** - is the CEO of *O'Neil's Tree Service*, a highly respected tree care and consulting company, serving over 9,000 clients across the southeastern United States. As a Board Certified Master Arborist, Apollo combines technical expertise with a passion for sustainable tree care, offering specialized services in tree preservation, risk assessment, and community education. Apollo's dedication to education and empowerment is at the heart of his work. He has implemented innovative tools and strategies that provide clients and tree care professionals with access to clear, practical guidance on arboriculture. By integrating cutting-edge methods, his company creates opportunities for people to better understand and care for their trees. Apollo leads workshops, educational initiatives, and interactive programs to highlight the vital role of trees in urban spaces. Apollo also works closely with tree care companies, helping them enhance their services and elevate the industry.

**Kristoffer Rasmussen, *TCIA*** - has dedicated over 30 years to advancing tree care, safety training, and urban forest preservation. With experience as a municipal, commercial, and residential arborist, he shares insights and stories from a lifetime in the field. As a Certified Treecare Safety Professional, Certified Tree Climber, *TCIA* Accreditation Auditor, and Red Cross CPR/First Aid Instructor, Kristoffer is committed to the safety and growth of arborists and their communities. He plays a pivotal role in assessing and accrediting tree care companies, driving them toward excellence and adherence to industry standards. His passion for sustainable practices and fostering collaboration makes him a respected leader and advocate in arboriculture.

**Ronnie Simpson, *Arbology Inc.*** - is the CEO of *Arbology Inc.* Based in the Fort Myers area; he leads a team that provides expert consulting and plant health services to both commercial and residential clients. He is also the President of *Tree Swag*, a leading provider of climbing and safety equipment for the tree care industry. With over thirty years of experience in the tree care field. In 2001, Ronnie earned his certification as an arborist, and today he holds the title of ISA Board Certified Master Arborist. His expertise spans multiple qualifications, including Certified Tree Safety Professional, Tree Risk Assessment Qualified, Prescription Pruning Qualified, Wildfire Risk Reduction Qualified, and Certified Pest Control Operator. Additionally, he shares his wealth of knowledge by teaching aspiring arborists the domains of plant health care and diagnosis of tree disorders through the Chapter's Virtual Certified Arborist Prep Course.

**Jordan Upcavage, *Independent Tree Service Inc.*** - is a recognized leader in the arboriculture industry with more than 20 years of practical experience leading arborists and managing an arboriculture business. He is the Vice President of *Independent Tree Service Inc.* Jordan earned a B.S. in Environmental Horticulture from the University of Florida and is an ISA Certified Arborist with the Tree Risk Assessment Qualification and Prescription Pruning Qualification credentials. Jordan currently serves on the Florida Chapter ISA Board, where he has contributed for five years. He served as the Consulting Arborist Representative and is in his second term as an At-Large Board Member. Jordan has been a presenter at multiple industry events, including two Trees Florida Conferences.