

2016 MSA Fall Conference

October 6th, 2016

Continuing Education and Conference Center
St. Paul Campus UMN



Getting the Job Done Right, Communicating Your Way to a Job Well Done!

How do you explain the necessity of pruning to a skeptical client? What tools are available to get the word out about the importance of maintaining trees? Get the answers to these questions and more at the MSA Fall Conference. Speakers include Rich Hauer, Chad Giblin, Eric Raven, Jeff Hafner, and Katie Nyquist.

MSA Fall Conference Registration

Register online at: <http://msa-live.org/events/msa-fall-conference>
The on-line registration allows you the option of paying by credit card or by check at the door.

On-Line REGISTRATION DEADLINE:

October 3, 2016

You may register in person after that date.

NOTE: Limited to the first 200 registrants

Conference Cost:

\$ 130 member

\$ 150 nonmember

Free for students (with valid student ID)



5.25
CEUs
AVAILABLE

**Plan on joining fellow members for a social time
following the conference!**

**Appetizers and drinks will be provided, along
with a raffle of donations from our vendors!**

Complementary Parking in Lot S104



NEARBY LODGING AVAILABLE

Country Inn and Suites*

(651) 628-3500 countryinns.com/rosevillemn

Courtyard by Marriott*

(651) 746-8000 courtyard.com/MSPRL

Days Inn

(651) 636-6730 daysinn.com

Fairfield Inn and Suites

(651) 636-7869 fairfieldinn.com/MSPRV

Holiday Inn Express*

(651) 636-5800 hiexpress.com

Motel 6

(651) 639-3988 motel6.com

Radisson*

(651) 636-4567 radisson.com

Residence Inn*

(651) 636-0680 marriott.com/MSPRO

Super 8*

(651) 636-8888 super8.com

* COMPLIMENTARY HOTEL SHUTTLES TO CECC

CONFERENCE INFORMATION AND SCHEDULE

7:30 Registration and Coffee (both Tracks)

8:00 Intro to the Day, including MSA Update and President's Award.

8:30 **Risk Communication in an Environment of Doubt**

Katie Nyquist, Minnesota Department of Health

Today, science advances at speeds most of us can barely keep up with, or not at all. And yet, all manner of scientific knowledge faces unprecedented opposition. We have entered an environment of scientific doubt where questioners use their own sources of information and their own interpretations of research to refute scientific consensus, regardless of their faults in reasoning or lack of data, to great public success via the internet and the 24-hour news cycle. This presentation will focus on the social science motivations behind scientific doubt and provide a few strategies for communicating risk and science topics in this environmental.

9:30 Break

9:45 **ISA Update**

Michelle Mitchel, President-elect of the ISA Board

10:00 TREEFUND Update

10:15 **The World View of Tree Communication**

Rich Hauer, University of Wisconsin

Grab your boarding pass and earn some frequent tree miles as we fly through the world of tree communications. Although, hard to top the many ways the Minnesota urban forestry pioneers have led the Ted Talks of Tree Communications, we shall attempt to showcase some examples from across state and country borders to consider and learn from. Regardless if you do the practitioner tree dance, or sway the manager lindenly, tree communications should convey life is fun, exciting, and trees are part of this story.

11:30 Lunch

Track 1

12:30 **Arch Allies**

Jeff Hafner, Rainbow Treecare

Public funding for the environment is finite and the needs are immense and wide-ranging. Competition for this limited resource can make enemies out of advocates. Here we'll discuss the successes and limitations of past funding efforts and look forward to how the tree care industry can be the source of aligning the champions of competing ideas.

2:00 Break

2:15 **Money Does Grow on Muni-Trees**

Rich Hauer, University of Wisconsin

If we had a nickel for every time a person says trees costs money, as Mark Stennes would say "we would have more dough than a bakers knuckles". How do you convince people that the tree space race is worth investing in the future that the investment brings, rather than yes Houston we do have a problem as trees do cost money. This talk will showcase the many examples used to explain the net value that trees provide and a tree cost is the investment in the place and space that people spend most of their lives, their community. And remember there is a reason why health tree chlorophyll is green!

Track 2

12:30 **Group A - No Tree Left Behind**

Chad Giblin, University of Minnesota

Young trees require attention right away. The latest research even shows the benefits of pruning at the time of planting. Unfortunately, many trees are arriving in the hands of arborists and foresters along with outdated information on practices that delay or eliminate timely pruning and training. Young trees spend their formative years receiving everything they required at the production nursery, let's make sure we continue that practice and continue to support them well into maturity.

We are seeing the benefits of developmental pruning right before our eyes but are still facing public scrutiny while providing young tree care. Dubious homeowners, doubting clients, and uninformed public officials are still shaping arboricultural practices and many young trees are not receiving the care and support they need - now is the time to earn their respect and support.

As arborists, we have the unique opportunity to apply pruning at time when trees need it most. It takes only a few years to make lasting impact, we can't afford to miss out on the opportunity to educate and engage to increase enthusiasm and create allies, not enemies.

Group B - SRT for Production Climbing

Eric Raven, Renaissance Tree Care

In this session we will dive deep into Single Rope Work Positioning for real production climbers. We'll explain the efficiency and ergonomics of modern SRWP techniques which results in greater production, reduced fatigue, increased employee morale, and a lengthened climbing career. We'll explore the evolution of tree climbing techniques over the last 60+ years, attempt to simplify the veritable alphabet soup of acronyms in use for these varying techniques, and demystify the various base anchors, canopy anchors, and redirects available to the SRWP climber. We will have live climbers demonstrating these techniques and attendees will be able to view and touch the multitude of different tools available for single rope work. The goal of the session is to remove some of the perceived complexity and open the doors of SRWP to those who are still on the fence, as well as to share some advanced tips and tricks with those who have already embraced the joy and wonderment that is SRT!

2:00 Break

2:15 **Group A - Communicating SRT on the Job Site**

Eric Raven, Renaissance Tree Care

Group B - No Tree Left Behind

Chad Giblin, University of Minnesota

3:45 MSA Social (both Tracks) - Appetizers and a drinks will be provided, plus there will be prize giveaways from our vendors!

SPEAKER'S BIOS

Chad Giblin, *Research Fellow, Department of Forest Resources, University of Minnesota*

My research and outreach is focused on exploring new species and alternative nursery production and planting practices to enhance establishment and long-term success of young trees in urban and community forests. I have been pruning young trees for over 20 years and continue to learn new things from colleagues, research, tree biology and personal study. I am also involved with the Elm Selection Program: Minnesota which is focused on selecting, cloning, and screening Minnesota-native American, red, and rock elms as well as elms from worldwide sources for Dutch elm disease tolerance and suitability for the landscape.

Jeff Hafner, *Director of Municipal Consulting, Rainbow Tree Care*

Jeff is a Board Member and Executive Committee Member of the Minnesota Shade Tree Advisory Committee representing the Minnesota Society of Arboriculture. He is the Chairperson of the MSA Legislative Liaison Committee and a member of the MNSTAC Legislative Affairs Working Group. Since 2013 he has been encouraging state and local officials to support and fund a coordinated strategy to protect Minnesota's declining community forests. He has personally met with (lobbied) dozens of state legislators and has provided testimony to House and Senate Committees who were considering bills on 4 separate occasions.

Dr. Richard Hauer, *Professor of Urban Forestry, University of Wisconsin-Stevens Point*

Richard is currently a Professor of Urban Forestry at the University of Wisconsin-Stevens Point (UWSP). He teaches courses in the urban forestry, tree care/culture, and woody plants/dendrology. Rich has conducted research in tree biology, urban forest management, emerald ash borer management, trees and construction, and ice storms. Rich received a B.S. in Urban Forestry and Botany from the University of Wisconsin-Stevens Point, a M.S. in Tree Biology from the University of Illinois, and his Ph.D. in Urban and Community Forestry at the University of Minnesota. Rich is professionally active with the International Society of Arboriculture (ISA) and chapters and professional affiliations. He is a past-president active with the Wisconsin Arborist Association, Minnesota Society of Arboriculture, the Arboricultural Research & Education Academy. He serves as a voting member on the ANSI A300 Standards for Tree Care Operations Committee. Finally, he has been active in scholarship through publishing over 100 popular and peer-reviewed papers and presented over 400 professional talks with over 250 of these as an invited speaker.

Katie Nyquist, *Health Communications Fellow, Minnesota Department of Health*

Katie Nyquist is a Communications Planner in the Environmental Health Division of the Minnesota Department of Health. Her work focuses in the intersection of science communication, environmental engagement, and public health. She enjoys using what we know about psychology, sociology, and risk perception to inspire people to engage in science and the environment in ways that mutually support the health of people and the health of ecosystems. She has a Masters of Public Health from the University of Minnesota and a degree in political science and psychology from North Dakota State University.

Eric Raven, *Arborist, Renaissance Tree Care*

Eric Raven is a Certified Arborist, Certified Treeworker/Climber Specialist and Certified Treecare Safety Professional, owner of Renaissance Tree Care and professional contract climber. Eric has been involved in production climbing since 2003 and is also a longtime TCC competitor and volunteer. He began utilizing SRT ascending techniques early in his career and has recently made the switch to full time single rope work positioning. Eric is dedicated to the advancement of safe and efficient climbing in the tree care industry.