

2012 SATELLITE LOCATION ORGANIZERS' GUIDE

LiveCast of the 48th Annual Society of Municipal Arborists Conference Tuesday, November 13, 2012



8:00 AM to 4:45 PM Pacific Standard Time/11:00 AM to 7:45 PM Eastern Standard Time

Cost: \$129 per person for groups of 5 or more. This is a \$70 discount over the regular non-member price of \$199.

Earn 6 CEUs for Tree Worker, Certified Arborist, Municipal Specialist or Utility Arborist. Board Certified Master Arborists earn 1 Practice and 5 Management CEUs.

Our theme this year is **RISK**, and you can join us without the risk of travel. This is a wonderful opportunity for local municipal groups, urban forestry councils, non-profits, or ISA chapters to host a local one-day conference featuring speakers from all over North America. We hope you will organize a group and help us multiply the impact of our 48th Annual Conference!

Many of us have attended webinars or online programming at our desks and the phone continues to ring, the email continues to 'ding', and our coworker still has a question that just has to be answered right away. We also miss the interaction with our peers when we are all along at our computers. Getting a group together solves those issues and is also a chance for you to raise funds for your organization.

The rate of \$129 per person for 5 or more registrants was created so you can host a satellite location and charge a suggested price of \$159 (regular member price). This will generate \$30 per head that can be used to purchase refreshments, lunch or dinner (depending on your time zone), defray room costs, and still have funds left over for your organization.

[REGISTER HERE](#) - Each group registration page will accept up to 10 registrations (*You can register again if your group will be larger than 10*). We will keep the registration page open so that you can register walk-ups the day of the event. Walk-ups will receive access to the archives as soon as possible after the event.

SOUNDS GREAT! WHAT DO I NEED TO HOST A SATELLITE LOCATION?

- A room that can be darkened and which is large enough to hold the number of participants you register. Appropriate chairs, tables, or desks as needed.
- A computer, digital projector, and speakers (or sound system).
- A reliable internet connection - faster than dialup speed would be advisable.
- A program moderator to coordinate your event and relay questions to the conference speakers.

THAT'S IT! THIS SHOULD BE A SIMPLE MEETING TO HOST!

WHAT DO WE GET FOR \$129?

- One full day of international conference programming streamed live to your location.
- Ability to interact with the speakers in Sacramento, including asking questions.
- Access to the archives for 60 days so you can go back and review any of the presentations.

CUSTOMIZE YOUR PROGRAM FOR YOUR AUDIENCE AND LOCATION

Provide food and snacks as appropriate.

Hold a discussion about local tree risk issues during the two 30-minute breaks.

Have a local speaker present during the 60-minute lunch break.



VIEW THE CONFERENCE SCHEDULE

(PST times shown)

8:00 AM-8:30 AM **Welcome & Opening Comments** - John McNeil, President, *Society of Municipal Arborists*

8:30 AM-9:15 AM **What They're Saying in Missouri** - Nick Kuhn, State Urban Forester, *Missouri Dept. of Conservation*, Jefferson City, MO

Public and elected official opinion surveys were completed statewide twice in the last 10 years. This collection of tree survey and public opinion surveys will help us inform community leaders of needs and public attitudes while providing technical information and levels of awareness to our arboricultural experts and managers.

9:15 AM-10:00 AM **Latest Trends in Tree Risk Management and Liability** - Marcus Beverly, Director of Risk Management, *York RSG*, Sacramento, CA *Learn about the latest in urban tree risk management and liability trends from a national risk management firm.*

10:00 AM - 10:30 AM BREAK

10:30 AM-11:15 AM **The Science of Risk: ANSI A300 Tree Risk Assessment BMPs** - Jim Clark, Consulting Arborist, *HortScience, Inc.*, Pleasanton, CA

This presentation will review the newly released ANSI A300 Tree Risk Management Best Management Practices and demonstrate examples of how to use them.

11:15 AM-12:00 PM **Everyone's Talking About Risk: Municipal Arborist Panel** - Dena Kirtley, Urban Forester, West Sacramento, CA Denice Britton, Urban Forest Manager, Chico, CA Walt Warriner, Urban Forester, Santa Monica, CA

Each presenter will briefly talk about their use of and need for public tree risk assessment in their community and their reporting format when receiving a tree risk report from a consultant. The panel will then answer questions regarding risk assessment from the audience.

12:00 PM - 1:00 PM LUNCH BREAK

1:00 PM-1:45 PM **Getting The Word Out—Risk Abatement Outreach** - Walt Warriner, Urban Forester, Santa Monica, CA

This presentation on messaging and community outreach before, during, and after a risk abatement program is implemented will help other municipal arborists gain community support in their communities.

1:45 PM-2:30 PM **Prevention—Formative Tree Pruning to Reduce Tree Risk** - Brian Kempf, Executive Director, *Urban Tree Foundation*, Visalia, CA

A presentation demonstrating current pruning techniques that will help municipalities reduce tree failure and risk following a natural disaster.

2:30 PM-3:00 PM **Risky Business—Urban Tree Risk Index** - Dudley Hartel, Center Manager, *Urban Forestry South*, Athens, GA Rachel Barker

*A view of the fundamentals of the **Urban Tree Risk Index**, a tool to help municipal arborists better plan and prepare for the next natural disaster by understanding their vulnerabilities.*

3:00 PM - 3:30 PM BREAK

3:30 PM-4:45 PM **The Future of Urban Forestry: Interns Share Their Experiences**

The 2012 SMA Urban Forestry Interns will encourage us all with tales of their experiences, accomplishments, and challenges while working a summer with active municipal urban forestry programs.

4:45 PM - CONFERENCE CONCLUSION