The Tree Course
Madison, WI - Thursday, March 26, 2020

Explore the functional and aesthetic benefits of trees
Examine tree biology, characteristics, and health
Discuss best site selections for trees

You’ll be able to:

Identify the many functions and benefits of trees, including environmental services, vegetation control, wildlife habitat, cooling, erosion control, carbon sequestration and aesthetic, social and medical benefits.

Discuss tree biology and anatomy, preferred site and soil characteristics, and water management considerations.

Select appropriate and preferred trees for particular development sites.

Place trees in site designs, understand planting techniques, and explain tree maintenance to owners.

Identify current threats to trees, including emerald ash borer, southern pine beetle, cane myrtle scale, gypsy moth and sudden oak death.

Benefits of Trees
- Environmental services
- Wildlife habitat
- Cooling
- Erosion control
- Traffic control
- Social benefits

Aesthetic benefits
- Specimen tree
- Screen
- Frame vista
- Add depth

Tree Biology, Soils and Tree Health
- Tree biology and anatomy
- Site/soil characteristics
- Water management
- Tree health and disease

Tree/Site Selection
- Environment
- Placement in design
- Planting trees
- Maintaining trees

Trees and Risk Management
- Recognizing tree hazards
- Trees and construction
- Urban tree policy/cost/benefits
- Tree appraisal

Identifying Tree Problems
- Diagnostic techniques
- Trees and structures
- Treatment options

Current Threats
- Emerald ash borer
- Southern pine beetle
- Crape myrtle scale
- Hemlock wooly adelgid
- Gypsy moth
- Thousand cankers disease
- Bacterial leaf scorch
- Sudden oak death

Continuing Education Credits
- Architects & Landscape Architects
  - 6.5 HSW Continuing Ed. Hours
  - 6.5 AIA LU|HSW
  - 6.5 LA/CES HSW PDHs
- Professional Engineers
  - 6.5 PDHs
- Certified Arborists
  - 6.5 CEUs (more CEUs inside)

Learning Objectives

Presented by Marty Shaw
Faculty

Marty Shaw, RCA, BCMA
Author of “The Professional Amenity Plant Appraisal Handbook”

In the late 1970’s and early 1980’s, Mr. Shaw grew up in the sleepy little Appalachian town of Bristol, Tennessee, a small city that rests on the boundary between the two states of Tennessee and Virginia. Upon graduation from Bristol Tennessee High School, he enlisted in the United States Navy where he served as ship’s baker aboard the USS Shark (a fast attack submarine) for four years. When his enlistment came to an end he took a job selling lawn care service to residential owners in Milwaukee, Wisconsin, and later, moved to Knoxville, Tennessee, where he worked as a general manager of a landscape contracting company while attending the University of Tennessee for Ornamental Horticulture and Landscape Design. Eventually, Mr. Shaw took over as president of a wholesale tree care supply business and built the company from $70,000 in sales to over $1.2 million in just fifteen business days. He has since consulted with private land owners, insurance companies, attorneys, tree companies, cooperative extension service agents, country clubs, state urban forestry organizations, universities, and colleges.

He has worked on some of the most challenging, difficult and highest-profile cases across the United States. Mr. Shaw is a registered consulting arborist, a board-certified master arborist and one of only a handful of arborists worldwide who consult full time. He is a UIA plot and a real estate appraiser, and he brings a broad range of skills from a variety of scientific and professional disciplines. An autodidact, Mr. Shaw brings a unique perspective and a talent for learning to any project. He has developed authoritative expertise to create a greater understanding in tree-related matters. Mr. Shaw is an internationally recognized author and speaker.

Here’s what past attendees had to say about the program and presenter Marty Shaw:

“Healthy mix of art and science with a touch of humor.” — Landscape Architect

“Very good seminar.” — Civil Engineer in Site Design/Land Planning

“Marty is engaging.” — Architect

Additional Learning

Webinar Series

Soil Mechanics and Slope Stability

• Soil investigation and Classification
• Reviewing Hydraulic and Mechanical Properties of Soils
• Determining and Increasing Bearing Capacity
• Determining and Increasing Slope Stability

Designing for Climate Resilience

• Current and Anticipated Climate Effects on Structures and Communities
• Assessing the Impact of Sea Level Rise, Changing Temperature and Changing Weather Patterns
• Studying the Impact of Extreme Weather
• Events on Structures and Communities
• Adapting Sites, Outdoor Spaces, New Construction and Existing Buildings to Withstand Extreme Weather

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Continuing Education Credit Information

This seminar is open to the public and offers 6.5 PDHs to professional engineers and 6.5 HSW continuing education hours to architects and landscape architects in most states, including Wisconsin. Educators and courses are not subject to approval in Wisconsin.

This seminar is approved by the American Institute of Architects Continuing Education System for 6.5 LU/HSW (Sponsor No. J785) and the Landscape Architecture Continuing Education System for 6.5 HSW PDHs. Visit www.halfmoonseminars.org for complete AIA/CE course information under this seminar listing. Full attendance is reportable to the AIA/CEs and LA/CEs.

HalfMoon Education is an approved continuing education sponsor for engineers in Florida, Indiana (License No. CE27100059), Maryland, New Jersey (Approval No. 26GP00000700), North Carolina, and North Dakota. HalfMoon Education is deemed an approved continuing education sponsor for New York engineers, architects, and landscape architects.

The International Society of Arboriculture has approved this course for the following CEsUs: 6.5 Certified Arborist, Municipal 5, Climber Specialist, Utility Specialist, Aerial Lift: 2.25 BCMA Practice; 2.2 BCMA Science; 2.0 BCMA Management.

Attendance will be monitored and attendance certificates will be available after the seminar for most individuals who complete the entire program. Attendance certificates not available at the seminar will be mailed to participants within fifteen business days.

Tuition

$299 for individual registration
$279 for three or more registrations.

Each registration includes a complimentary continental breakfast and printed seminar manual.

Receive a reduced tuition rate of $201 by registering to be our on-site coordinator for the day. For availability and job description, please visit www.halfmoonseminars.org.

How to Register

• Visit us online at www.halfmoonseminars.org
• Mail or fax the attached form to 715-835-6066
• Call customer service at 715-835-5900

Cancellations: Cancel at least 48 hours before the start of the seminar, and receive a full tuition refund, minus a $39 service charge for each registrant. Cancellations within 48 hours will receive a credit toward another seminar. You may also send your seminar, and receive a full tuition refund, minus a $39 service charge. For more information and other online learning opportunities visit: www.halfmoonseminars.org/webinars/

Registration

Marty Shaw, RCA, BCMA
Author of “The Professional Amenity Plant Appraisal Handbook”

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Complete the entire form. Attach duplicates if necessary.