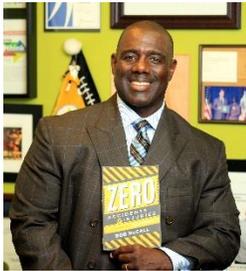


2018 Nebraska GREAT PLAINS Conference

Speakers and Sessions



Bob McCall –From Pittsburgh, Pa, (Go Steelers!) Bob attended Tuskegee University and majored in Building Construction Technology. Worked ten years with Bechtel Power Corporations in construction, maintenance, and operations of nuclear power plants, eight years for Alliant Energy in Iowa at the Duane Arnold Energy Center. Bob became the first African American Plant Manager when he was hired by Progress Energy to serve the Lee Plant in Goldsboro NC, one year later he was promoted to General Manager for the Eastern Region Fossil Generation Department. In that role he was responsible for five plants,

traveling maintenance, engineering and project management. Bob had the opportunity to leave generation and support the Transmission department as General Manager of Asset Management and in Distribution as the General Manager of the Southern Region as well as the Vice President of the Eastern Region in Energy Delivery for Progress Energy where he was responsible for 13 operation centers, serving 350,000 customers. After 33 years in the industry Bob retired from Duke Energy from the position of General Manager of Fleet Services where he was responsible for managing over 13,000 vehicles and mobile equipment value over \$600 million dollars, operating in six states with 58 locations.

Currently, Bob is author of the projected best seller book “Zero Accidents and Injuries, are you willing to pay the price” and President of “Inspire High Performance”, LLC where he gets to follow his true passion of helping companies and organizations build a culture of High Performance where all can work at their top potential every day, thus preventing injuries, saving lives, recognizing errors, and improving processes.

Bob’s outside activities include: Public speaking to youth and men’s groups, volunteering with many charities and civic groups. Bob’s motto is to, “Make a difference everywhere you go.”

Getting Your Safety Performance to the Next Level (What’s a life worth, are you willing to pay the price to save it)

Bob McCall’s career spans over 33 years in the Utility industry. Join him as he shares three proven and battle tested steps to improving your team’s performance. Bob believes the power is not in safety rules, but in people who are willing to demonstrate passion, commitment, leadership and engagement from the entire team will create a winning culture of top performers. Bob will share how changing expectations for team culture, team members and getting rid of those who don’t measure up will enable any organization to improve their performance thus raising the bar to the next level. Come prepared to be personally challenged to look within yourself and ask the questions: have I done all I can? Is there one more thing I can do to help my team be safe? Now is the time to act, don’t wait till an unfortunate accident happens and have to live with regrets.

Awaken the Leader in You

Do you want to create high performing teams? Do you want to have a team who works at their top potential every day? If yes to one or both questions, join Bob McCall President of Inspire High Performance, LLC a retired executive who is now a certified John Maxwell leadership trainer and coach as he takes you on a journey of improvement. Bob spent 33 years in the Electric utility industry where he held leadership positions from first line supervisor to regional Vice President. He’s lead teams supporting five power plants and teams supporting six states and 58 locations. Bob will share with you powerful proven leadership behaviors that made him a very influential, motivating, engaging leader that enable him to develop and inspire team members to perform at their top potential every day. Bob’s has a proven track record for improving leaders and teams, he wants to share that knowledge with you so you can have success as well. Bob’s goal is to give you the tools to get your leadership to the next level. That’s where Leadership begins, with... “You”.



Jody Shilan, MLA is an award-winning landscape design/build contractor who has sold millions of dollars of installation work utilizing a simple, unique and highly successful design/build sales process that is incredibly easy to learn. These processes are based on hands-on experience working for himself, as well as the most successful design/build companies in New Jersey.

Today, Jody uses his 40+ years of experience to teach other landscape contractors how to dramatically increase their sales by following this same process. He does this through private consulting, public speaking, group workshops and his "exclusive" members-only website www.FromDesign2Build.com.

Jody is a past president and former Executive Director of the New Jersey Landscape Contractors Association (NJLCA), an NALP Trailblazer, Landscape Ontario Preferred Consultant and National Green Centre "Green Industry Rock Star". Jody has just won two first place Turf and Ornamental Communicators Association (TOCA) awards for his writings and internet radio show Landscape Live!

Avoiding Site Analysis Paralysis

Performing a proper site analysis is critical for your landscape design, your estimate and overall profitability of the project. Unfortunately, because we are so busy, many of us rush through them, missing important details and critical information. Well that's all going to change right now. I will show you how to be both fast and accurate by using some of my time-tested Trade Secrets:

- Determine spot elevations within 1/16" by yourself
- Use siding and fences to save time
- Why you must have graph paper and trace paper
- How to correctly and accurately eyeball a property
- Develop the big concept before you leave
- Pictures, pictures and more pictures

Know the site like the back of your hand in 30 minutes or less!

Are Your Proposals Saying, "Please Don't Work with Us"

Believe it or not, your proposals may be sending the wrong message. They may actually be telling your clients "not to work" with you. It's true! So many contractors ruin their sales opportunities with poorly written and confusing proposals that just don't make sense. Learn how to create a template to properly write, organize and present a proposal.

- Create a master proposal template
- Build the proposal the way that you build the job
- Three "Magic Words" that drive competitors crazy
- Nobody cares about how much quarry process you use
- When it comes to pricing, use a hybrid

It's much easier for your clients to say "yes" to a proposal they can understand!



Ed Carpenter is President and a Sr. Instructor of North American Training Solutions Inc. (NATS) (northamericantrainingsolutions.com), a US based safety training and education organization dedicated to advancing the technical knowledge, skill, and safety of arborists worldwide. NATS is comprised of 32 trainers located across the US with more than 486 years of collective experience. In 2016 NATS trained over 12,000 people across the US with approximately 1,586 being ISA certified arborists. Just like the audience he works with daily, Ed has been a

production arborist for over 21yrs, and has been involved in the training of arborists since 2002. Ed holds an AS in Arboriculture, as well as a BS in Urban forestry from the Stockbridge School of Agriculture, and University of Massachusetts respectively. Ed also co owns and operates Arbor One Inc. (arboronetree.com), a small residential / commercial tree care company located in Eastern Massachusetts, where he practices ecological, and sustainable tree care practices on a regular basis. Ed also co-teaches and presents with his Physical Therapist sister Dr. Amanda Carpenter on topics like ergonomics, health, wellness and vitality. Both Amanda and Ed hold several Patents on products co developed with Buckingham Mfg. such as the Ergovation™ Climbing harness system, the first ever climbing harness to be ergonomically approved by an independent, board of medical professionals!

Ed also volunteers much of his time serving on many industry related safety committees such as the US based ANSI Z133. Ed is passionate about safety and knows all too well how a single injury can change a workers' life forever, witnessing from a young age his fathers near death injuries while working as a professional timber faller.

You can find Ed in his free time enjoying time with family and friends, working on his 1850's farm house, and spending time with his beautiful wife Marcy, and their daughter Sophora.

Understanding Fall Protection Past Present and Future

Want to learn more about the fall protection systems you use and how they should perform? Want to better understand how arborists size up with our work at height systems compare to other industries? Then this is the talk for you! Anyone involved in technical tree climbing knows that over the past few decades there has been an explosion on the market with choices in climbing equipment, climbing tools & aids, and climbing methods now being utilized to access trees. Work positioning, fall restrict, and fall arrest systems will be defined and explored and both domestic and global standards will be reviewed to compare how our current ANSI Z133 standard views fall protection for Arborists.

Leadership for Crew Leaders, Managers and Supervisors

Want to learn how to inspire others to action? Want to learn the skills it takes to become an effective leader? Most arborists get into the field of Arboriculture because they, enjoy the physical and technical aspects of the job. As they advance their careers and find themselves in a supervisory role, often little to no training is provided on the "soft skills" of effective communication, motivating employees, and creating a culture of accountability. This talk will provide some simple and real-world examples of ways to inspire others to action through leading by example.

Updates to the ANSI Z133 Safety Standard 2017

Would you like to learn about the newest revisions to the ANSI Z133 Safety Standard? Since its initial publication in 1972 the "Z" as it has come to be known in the Arboriculture industry as a collective body of knowledge of industry professionals' safety best practices. The 2017 "Z" has undergone significant changes and this talk will highlight some of these newest revisions.

Emergency Action Planning and Emergency Response for Arborists

Would you and your team know what to do in case of an emergency on the job site? How often do you practice emergency response procedures congruent with the actual type of work you perform on a regular basis? The realities of emergency response on the job site, often find workers unprepared when an emergency arises. Emergency Action Planning begins prior to the work beginning, and should be in alignment with the types of work being performed. Emergency response planning and procedures will be discussed and demonstrated.



Martin Quigley, appointed in November 2015, was previously a professor of botany and director of the Chester M. Alter Arboretum at the University of Denver. He also serves as director of gardens and grounds, where his primary responsibility is to manage the plant collections and direct the operations of the gardens. He also oversees educational programming and the creative development of interpretive materials and exhibits in the Garden. Quigley earned his B.A. in English and comparative literature at Cornell University, M.L.A. in landscape architecture at Utah State University, and Ph.D. in plant community ecology at Louisiana State University.

Urban Forests and Ecosystem Services

Audience: maintenance personnel, landscape contractors, plant producers, landscape architects, city planners, engineers, and more.

An ecosystem comprises biotic (living) components—plants, animals, soil microbes for example that interact with the abiotic (non-living) components, such as mineral substrate, water, air temperature and so on. The result is a dynamic web with multiple feedbacks, that is relatively stable over time. Natural ecosystems provide us with many “services” such as filtration of drainage, CO₂ sequestration, air purification, and environmental stability. All human activities, from agriculture to urbanization, alter the natural landscape, often reducing healthy complexity and disrupting functions.

Is it possible for a micro-ecosystem to be replicated by human ingenuity, to create landscapes that will continue to provide some or all of these ecosystem services? Can city parks become forests, and can street trees be a matrix connecting larger island of vegetation? With thoughtful design and installation, and appropriate care of the biotic components, we can make a significant case for maintaining some of the natural process that we have altered.

All organisms have a niche, or role in the landscape, and roles can have multiple actors. Thus, species diversity is not necessarily an indicator of “health.” If a niche is empty, then it will be filled randomly by what we call weeds. Species numbers are less important than structural biodiversity, an array of organisms that can interact positively, regardless of how few or many species are functioning. (Are lawns just a “biological desert?)

To mimic healthy micro-systems, we will need a more diversified inventory of plants from our growers. This will enable designers to create more site-specific planting layouts. The entire system must be rooted in knowledgeable and pro-active landscape maintenance, with a well-paid professional workforce. A healthy environment reflects a healthy society.



Kent Honl has worked for Rainbow Companies of Minnetonka, Minnesota since 1994, serving as a Technical Arborist, Consulting Arborist, and currently as Arborologist. He holds a Bachelor’s degree from St Olaf College and studied Ecological Horticulture at the University of California – Santa Cruz. Kent has been an ISA Board Certified Master Arborist since 2007, and acquired his ISA Tree Risk Assessment Qualification in 2016. Kent enjoys woodworking, kayaking, and gardening.

Plant Health Care

A good Plant Health Care program can set your tree care business apart from the competition. Yet most customers do not call up asking for Plant Health Care services. As an arborist you need to educate and enroll your customers in the philosophy behind Plant Health Care. This process can increase the effectiveness of your treatments and turn your clients into allies in the campaign to maintain plant health. In this presentation, Kent Honl will discuss his experience with the Plant Health Care services offered at Rainbow Tree care in Minnesota.



Lucinda Mays serves as horticulturist for Chadron State College in the Pine Ridge of northwest Nebraska. She works with the college grounds crew, students, and volunteers to improve CSC's 281 acres.

Ms. Mays has worked in public horticulture for more than 30 years; as assistant director of Kalmia Gardens in South Carolina, as Horticulture Curator at Callaway Gardens in Georgia, and for 10 years hosting segments of the popular PBS television program, "The Victory Garden." She worked with Iowa Public Television to create, "Iowa's Favorite Gardens." For several years, Mays reviewed books for the American Horticulture Society, wrote gardening articles for Southern Living magazine, and contributed garden columns to the Chadron Record newspaper.

Ms. Mays grew up in Buffalo County, Nebraska, and returned to her home state for work and family in 1998.

Lucinda is proud to note that the Chadron State College arboretum received the Nebraska Statewide Arboretum's Affiliate Site Award, presented to recognize public gardens that "demonstrate excellence in collection development, maintenance practice and community engagement."

The Sustainable Great Plains Landscape: *Built landscapes that are a good fit in their natural environment*

Strong and lasting landscapes are based on environmental realities. The parent soils, the weather cycles, the seasonal responses of plants and animals. When we take into account our native soils, water, weather, and wildlife, we develop more beautiful, useful, and healthy surroundings.

Topics include practical aspects of soil work, water use, and plant selection, and some of the processes for planning, planting, and developing the campus landscape of Chadron State College in Nebraska's Pine Ridge.



Jim Rose: Longtime broadcaster, commentator, college professor and marketing and development specialist Jim Rose is one of the area's most recognizable personalities.

Rose joined iHeart after a 25-year association with University of Nebraska Athletics; most recently as Director of Major Gifts with the Huskers Athletic Fund. He is best known to Nebraskans for his years on the Husker Radio and TV Networks as a talk show host and game day commentator from 1993-1999 and from 2002-2008 as the "Voice of the Huskers" Husker

Football and Baseball.

Today, he provides daily commentary NewsRadio 1110, KFAB. His daily, "Rosiedidyaknowzi" commentaries can be heard worldwide on iHeart Radio. In 1993, he launched "Sports Nightly with Jim Rose" the first statewide, commercial network radio program in Nebraska Broadcasting history

Rose is the three times Nebraska Sportscaster of the Year; and in 1997 was named a finalist for a George Foster Peabody Award, the highest honor in broadcasting for his feature on the life and career of Hall of Fame football Coach Bob Devaney. He was named an outstanding Alumnus of the University of Nebraska College of Journalism and Mass Communications in 2011. In 2002, he was honored by Lincoln Southeast High School as a Distinguished Alumnus.

He lends his time and talents by serving on the Board of Directors of the Nebraska Advanced Manufacturers Coalition, the Greater Omaha area Sports Hall of Fame, the Omaha Equestrian Foundation, the Nebraska Multi-sports complex and the Nebraska Greats Foundation. A Lincoln, Nebraska native, Jim earned a Bachelor of Journalism Degree from UNL.

Not the Game, but the Glory

The content of Jim's presentation can best be entitled, "climbing higher: portraits of extraordinary lives that inspire and invigorate us every day."



Bobbie Schwartz, owner of Bobbie's Green Thumb in Shaker Heights, Ohio, has been an obsessed gardener for forty-eight years and an award-winning landscape consultant and designer for forty years.

She is a longtime member of the Perennial Plant Association, Garden Writers, and Past President and Fellow of the Association of Professional Landscape Designers.

She lectures nationally and is a regular contributor to publications on perennials and landscape design such as Ohio Gardener. She also writes columns on perennials and design for two Ohio landscape associations. In October 2017, Timber Press will release her book Garden Renovation: Transform Your Yard into the Garden of Your Dreams.

A Happy Marriage: Design Integration of House and Landscape

The attempt to reconcile house and landscape is not new but we are still learning how to work toward this goal. Using examples from classic and modern landscapes, designers will learn several different approaches for resolution of this frequent dichotomy

Design and Maintenance of Perennial Gardens

A discussion of the principles of design as demonstrated in large and small gardens, factors to consider in selecting and combining perennials, and ways in which design can lessen maintenance.



Jonathan Larson is the Nebraska Extension entomologist for Douglas and Sarpy counties. He received his bachelor's degree from Purdue University and graduated from the University of Kentucky with his doctorate. His role is to provide entomological assistance for the general public as well as practitioners in the Omaha, NE area. His main focus is pests of the lawn and landscape but he also helps with bed bugs, roaches, and any other home invader that has six or more legs.

Japanese Beetles

Japanese beetle is an invasive pest that caused extreme damage to many trees last summer. In this session Dr. Larson will teach you how to identify this hungry, hungry beetle, describe its life cycle and feeding habits, and build a defense plan to prevent damage in 2018. You will walk away with talking points you can use when helping your clients so that they know you are providing the best care available for their trees.



Todd Faller is the owner of Faller Landscape & Nursery and Prairie Gold Nursery, married with 3 children (all involved in the business) and 3 grandchildren (not on the payroll yet), a Nebraska Certified Nurseryman, Great Plants/Great Plains committee member, an Eagle Scout, Head Usher at Emmanuel Lutheran Church, member of the York Tree Board and has served on various industry and local boards.

The Future of Evergreens: Will These Trees Continue to Survive in Nebraska?

A discussion on where the possible future lies with conifers in our area and an update on the successes and failures experienced with varieties used or underused.



Dr. Eric North started at the University of Nebraska-Lincoln in April of 2017 to lead the development of a new degree program and teach courses in community forestry and arboriculture. Eric came to Nebraska from Minneapolis, Minnesota where he worked in municipal forestry, as an arboricultural consultant, and as an instructor and researcher in the Department of Forest Resources at the University of Minnesota. He holds three degrees in arboriculture and urban forestry from the University of Minnesota and is an ISA certified arborist. Eric's research includes: growth and biometrics of urban trees, volunteer efficacy in community forestry, and tree ring analysis. Along with research and teaching, community outreach has been an important facet of Eric's career. He has served on state and local tree boards, helped start a non-profit with friends (BrewingABetterForest.org), and worked with and trained arborists and volunteers across the Midwest. Eric lives in Lincoln with his wife and their two dogs. Contact eric.north@unl.edu or 402-472-3838 or <http://trees.unl.edu>.

Trees as Witnesses

Arborists and consulting arborists are frequently called to assess claims of damage to trees by a second party. Without management records or direct evidence of the damage it can be difficult to determine what impact an action or event had on the growth of trees. Case studies will be presented where tree-ring analysis was considered as evidence in legal disputes regarding alleged damage to trees.

Impacts of EAB and treatments on the Stability of Ash

What science says about the stability and the potential hazards of working in EAB infested ash trees. Also the current science on the effects of preventative injection treatments on the discoloration and decay in ash.

Kevin Holdorf has been an inspector for the State of Nebraska the past 12 years. My territory is Washington, Douglas, Sarpy, and Cass Counties in Nebraska. In addition, I worked in the horticulture industry for 16 years as a grower, retailer, and landscaper. I have a Bachelor of Science degree from the University of Nebraska – Lincoln in Agronomy and Animal Science.

Herbicide Damage

Kevin's presentation will include various ways herbicides cause damage to ourselves, to others, and to the environment and how the applicator/handler/retailer can prevent it from happening.