

2022 Great Plains Winter Conference

JANUARY 17-18, 2022
EMBASSY SUITES
LINCOLN, NE

*"Remembering
the Past to Build on
the Future"*



ATTENDEE BROCHURE



On behalf of the Planning Committee, we are excited for the upcoming 2022 Nebraska GREAT PLAINS Conference, a conference hosted by the Nebraska Arborists Association. The Conference will take place at the Embassy Suites in Lincoln, NE, on January 17-18. Included in this mailing, you will find information regarding reserving a booth, sponsorship, and silent auction donations. We hope to see you at the 2022 Nebraska GREAT PLAINS Conference on January 17-18!

If you have any questions regarding the conference, please feel free to contact Kathi at the Association office at (402) 761-2219 or email staff@nearborists.org.

SPONSORSHIP OPTIONS

Now is the time to sign up and be a sponsor in support of the Nebraska GREAT PLAINS Conference. Your sponsorship helps to defray costs so funds can go toward education and scholarship opportunities. Your support is greatly appreciated! Four sponsorship levels are available for your company to show your support: Platinum, Gold, Silver and Bronze. The Platinum sponsor(s) will have their logos featured on a giveaway for all attendees at the conference. If your company has an exhibit booth at the conference, a great way to stand out is to become a sponsor. If you cannot attend the conference, a sponsorship is a great approach to showcase your company and to show attendees that you support their organizations.

PLATINUM SPONSOR - \$750 - \$1,000

***Deadline December 11**

- Logo on giveaway item
- Sign featuring company logo or name displayed
- Verbal recognition during welcome remarks, prior to keynote
- Logo in program
- First opportunity to present

GOLD SPONSOR - \$500 - \$700

- Sign featuring company logo or name displayed
- Verbal recognition during welcome remarks, prior to keynote
- Logo in program

BRONZE SPONSOR - \$100 - \$200

- Company name in program

SILVER SPONSOR - \$250 - \$450

- Verbal recognition during welcome remarks, prior to keynote
- Logo in program

AUCTION DONATION

Offering financial support to educating of our future industry leaders is one way the NAA works to ensure the success of our industry continues into the future. The annual auction at our winter conference is a major fundraiser for this effort. Please consider using the auction as an opportunity to promote your products and services by making a donation. Your company's donation will be recognized by being highlighted in the 2022 newsletter. Please include the retail price of the donation and any applicable product literature. Your donation can be mailed to the business address listed below or you may call the office at 402-761-2219 to make other arrangements. An auction form is available on each association's website or email staff@nearborists.org for more details.

LODGING INFORMATION

Contact the the hotels and ask for the Nebraska GREAT PLAINS Conference group rate.

Embassy Suites by Hilton Lincoln

Address: 1040 P Street, Lincoln, NE 68508

Phone: (402) 474-1111

Rate: \$137/night plus taxes (single or double)

Rate: \$152/night plus taxes (triple)

Rate: \$167/night plus taxes (quad)





Become a Member & Save!

Join the NAA and save on exhibitor fees! Visit www.nearborists.org to view membership information and applications. *You must be a member in 2022 to get the member rate for the 2022 Conference. Please note that the NAA membership year runs from January 1, 2022 through December 31, 2022.

CURRENT SPONSORS & EXHIBITORS *(as of 12.16.2021)*

Advanced Association Management	Jim's Tree Service
American Arborist	Lawngevity Lawn & Tree
A-Plus Tree Service, Inc	Lincoln Electric System
Arbor Aesthetics, Inc	Makovicka Physical Therapy
ArborSystems, Inc.	Mutchie Tree Care Inc.
ArborSystems, Inc. - Omaha, NE	Nebraska Forest Service
Bartlett Arborist Supply	Nebraska Forest Service
Bartlett Tree Experts	Rainbow Eco Science
Central Community College	Rooted Tree Specialists
Finders Keepers Landscaping, LLC	Terry Hughes Tree Service
Great Plains Nursery	
Hall Brothers Tree Service	
Housley Lawn & Nursery Sales, Inc.	

QUESTIONS?

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staff@nearborists.org
www.nearborists.org



SPEAKERS & SESSIONS



AARON DAVIS *Keynote Speaker*

Speaker/Author & Attitude Expert Aaron Davis was a member of the 1994 National Championship Nebraska Football team; he has worked with numerous corporations; organizations in their quest to improve performance by improving attitudes! Aaron is not just a speaker and telling other companies and individuals how to succeed. He's an entrepreneur; Consultant, and Peak Performance Coach; had roles in start-ups and corporate America. He's received numerous awards and accolades, and he's a proud University of Nebraska alumnus earning his degree in Psychology. Aaron and his wife, Brooke, reside in Nebraska, and they have two sons (Aden and Keenon) and a daughter (Niya).

"The Attitude Of A Champion"

Description: Attitude, mental toughness and the ability to change and adapt quickly are just a few characteristics that all champions possess. As a member of the Nebraska 1994 National Championship football, Aaron has a keen understanding of what it takes to achieve incredible results! Today's professional environment is tough and it's those who are able to focus when others fold, who consistently stay at the top!



DAN LAMBE *President, Arbor Day Foundation*

Dan Lambe leads the strategic development of programs and partnerships through which the Arbor Day Foundation strives to educate, recognize and empower people to plant, nurture and celebrate trees. Founded in 1972, the Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with over one million members, supporters, and valued partners. The impact of their work is accomplished through their conservation and education programs, including Tree City USA, the Community Tree Recovery Program, the National Conferences, global reforestation, forestry carbon offset initiatives and more.



DAVID OLSON *Forest Health Specialist, Nebraska Forest Service*

David Olson has been a forest health specialist with the Nebraska Forest Service since 2018. He received his Master's in Entomology from the University of Kentucky while researching emerald ash borer and it's associated parasitoids in a novel host. He has also worked as a forest health specialist for the State of New York monitoring EAB and hemlock woolly adelgid.

SPEAKERS & SESSIONS



DR. BRIAN KANE

Professor of Arboriculture at the University of Massachusetts

Professor Brian Kane, Ph.D. is the Massachusetts Arborists Association Professor of Arboriculture at the University of Massachusetts in Amherst. He is an ISA Certified Arborist and has worked in the tree care industry for more than 30 years as a climber, PHC technician, arborist representative, educator, and researcher. Prof. Kane has published more than 60 scholarly articles on various aspects of arboricultural biomechanics and tree worker safety.

“Trees, Engineering, and Safety: How Do They Go Together?”

For many years, arborists focused primarily on biological aspects of arboricultural practice, but many aspects involve engineering and physics, from assessing the likelihood of failure and how pruning can reduce it, to safely climbing and rigging trees for removal. It’s helpful to understand some basic concepts to see how they apply to every day arboricultural practices because they can help improve worker safety and reduce risk.



EMILY LANDON

Corporate Counsel and Director of Legislative Affairs, RxRevu

Em Landon is a law professor of conflict resolution at Berkeley Law in Berkeley, California and Abilene Christian University’s Conflict Resolution graduate program. She built a nationally-ranked dispute resolution program, teaching Negotiation, Mediation, Arbitration, and Client Counseling. She was the Policy Director for the Office of the Attorney General of Texas, where she was responsible for leading statewide efforts to eradicate human trafficking in Texas and authored Texas’s first five-year strategic plan, Charting an End to Human Trafficking in Texas. Em now serves as Corporate Counsel and Director of Legislative Affairs for the healthcare startup, RxRevu, based in Denver, Colorado.

“Growing Your Conflict Resolution Skills”

This presentation provides direct and engaging instruction on how to resolve disputes with a collaborative approach. As a mediator, advocate, and expert of conflict resolution, Em Landon believes in the power of transforming conflict into positive change... from conflict resolution to conflict revolution. “Growing Your Conflict Resolution Skills” will help you develop specialized conflict revolution skills to set up a constructive conflict resolution process at work and in other realms.

“Peering Through the Trees: Tree Law Overview”

This presentation will provide a high-level overview of common tree law and property law that may impact your day-to-day work. Delivering direct and engaging instruction, a large emphasis will be placed on delivering actionable content to navigate disputes about trees.



ERIC NORTH

Assistant Professor at the University of Minnesota

Dr. Eric North’s developed the Regional and Community Forestry Program at UNL and is now an Assistant Professor at the University of Minnesota. His primary responsibility is preparing students for successful careers in urban forestry, arboriculture, and natural resource management in the built environment. In his classes, students learn the complexity of tree biology, how to complete site assessments, manage pests and think strategically about urban forestry management—for aesthetics, community benefits, and for long-term health of urban tree populations. Eric also serves in numerous capacities for professional organizations and on community boards, including the International Society of Arboriculture (ISA) and the Minnesota Shade Tree Advisory Committee. Eric is an ISA Certified Arborist ®

“It’s Not Easy Being Green: Trees In A Changing Time”

As long-lived urban denizens, trees endure and are often viewed as unchanging components of our communities. With changes in climate, development, and new pests in our community, forests are facing increased pressure to do more with less. Learn about some of the challenges for our community trees and how you can address those challenges.

SPEAKERS & SESSIONS



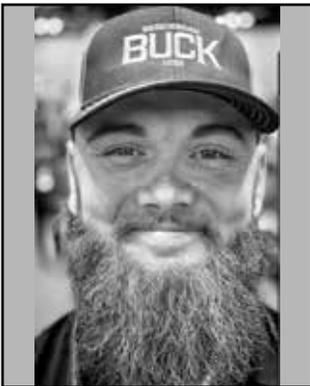
HEATHER KINGERY

Forest Products Specialist, Nebraska Forest Service

Heather Kingery is the forest products specialist at the Nebraska Forest Service, where she has been on staff since 2015. Heather has been involved in urban wood utilization since 2016, which began as a response to emerald ash borer.

"Nebraska Urban Wood Network "

Urban wood utilization is responsible stewardship of the urban forest with positive economic, ecological, and social implications for our communities. This presentation will outline recent developments in the urban wood sector and upcoming activities and plans for the Nebraska Chapter of the Urban Wood Network.



CODY SCHWARTZ

Safety Trainer, Kappen Tree Service

Cody Schwartz worked in residential tree care for 6 years, utility line clearance for 4 years and has been a Bartlett team member for 4 years. He is an active competition climber and is the head Safety/Trainer at Kappen Tree Service.

"Rope: An Arborists Life Line"

This presentation will include a brief history of ropes in arboriculture, a breakdown of all strand counts of arborist climbing lines and their purpose and which mechanical devices pair best with certain climbing lines.



MARTHA SHULSKI

Professor of Applied Climate Science, School of Natural Resources, UNL

Dr. Martha Shulski is a Professor of Applied Climate Science in the School of Natural Resources at the University of Nebraska Lincoln. She serves as State Climatologist and is Director of the Nebraska State Climate Office. Dr. Shulski's work focuses on environmental monitoring through the Nebraska Mesonet, stakeholder engagement, and applied research. She has been faculty at UNL since 2009 and has 20 years of applied climate experience, taking her from remote Alaska villages to the windswept Nebraska Sandhills. She was co-author on the 2018 U.S. National Climate Assessment, has published a book, 48 journal articles and you can find her regular column on weather in NEBRASKAland magazine.

"NE Weather Issue: Past, Present & Future & the Effects on Trees"

Nebraska's climate has experienced an overall warming, which is particularly strong for nighttime low temperatures. Our precipitation regime has trended toward wetter, with strong signals in spring and early fall. Newly-released projections of future climate indicate an acceleration of warming and overall wetter conditions. Precipitation will likely shift toward wetter during the colder time of year and drier during the summer, when compared to our current climate. Furthermore, there will be a greater occurrence of extreme events, such as heavy rain, drought and heat. Extreme cold events are projected to decrease. Pertinent to this industry is the fact that natural climate variability may modulate some of these projected changes at short timescales (the next decade).

SPEAKERS & SESSIONS



NOEL BOYER *All About Trees, Owner*

Noel received his degree in psychology, but realized he wanted to work outside. Noel started doing tree work and climbing in 1995. Passed his ISA Certified Arborist in 1998, and Board Certified Master Arborist in 2007. Competed in the Midwestern ISA tree climbing championship 20 years in a row and won seven times. Currently serving on the Board of Directors for TCIA (Tree Care Industry Association). He is the owner of All About Trees in Springfield MO for the last 15 years and employs nine Certified Arborists.

"Retaining the Best Employees"

Ways that businesses can make employees happy aside from just money. With a great team culture, you can make your company safer, happier, and more loyal.



PATRICK ANDERSON *Lead Arborologist, Rainbow Ecoscience*

Patrick Anderson is the Lead Arborologist with Rainbow Ecoscience where he provides direction for Rainbow's Regional Technical Arboricultural Advisors. He has years of practical tree care experience, and conducts field research trials throughout the U.S., with emphasis on plant growth regulators and landscape scale management. Patrick has a B.S. in Forest Science from Penn State University, is an ISA Board-Certified Master Arborist and Municipal Specialist, ISA Tree Risk Assessment Qualified, an ASCA Registered Consulting Arborist, a North Carolina Licensed Landscape Contractor. In addition, he serves as an associate voting member of the ASCA300 Committee and as the current secretary/treasurer of the American Society of Consulting Arborists.

"Creating A Plant Health Care Safety Culture"

While safety awareness within traditional tree care operations has become increasingly more common, safety consciousness for plant health care operations may still be overlooked. During this discussion we will identify some of the perceived safety training gaps for Plant Health Care Technicians. We will cover what resources are available on safety training and propose actionable solutions companies can begin implementing to create a PHC Safety Culture.



PETER GERSTENBERGER

Senior VP of Industry Expertise, Tree Care Industry Association

Peter Gerstenberger is Senior Vice President of Industry Expertise at Tree Care Industry Association as well as publisher of TCI Magazine. He began his career with TCIA, which back then was the other NAA, in 1985. He has a Master's Degree in plant pathology from Iowa State University. His field experience comes from working with a small tree care company in Des Moines and later from working for Davey Tree in the Chicago area. Peter has served on the Z133 Safety Committee most of his career and has worked directly both with federal OSHA as well as State Plan OSHAs in California, Maryland and Virginia to adopt responsible regulation and guidance.

"Arborist Safety & Compliance"

This will be an overview of arborist accidents and related trends in the industry and a deeper dive into current regulatory efforts.

SPEAKERS & SESSIONS



PHILLIP KELLEY

Leader of Team Development and Training, Wright Tree Service

- Wright Tree Service- Leader of team development and training
- North American Training Solutions Lead Instructor/ VP 2009-2017
- Contract climber and owner of Samara Tree Preservation and Training
- 28 years active field experience
- Head Technician International Tree Climbing Championship 2018- present
- Head Judge North American Tree Climbing Championship 2014 - 2018
- Head Judge Aerial Rescue International Tree Climbing Championship 2013 - 2018
- Head Technician Georgia Arborist Association Tree Climbing Championship 2009-2013
- Past President of the Georgia Arborist Association
- Certified Arborist since 2000

“Evolution of Arboriculture”

Arborist work has changed dramatically in the last 15 years. We will look at where we are going with tools and equipment. We will discuss the top 3 things that have had the greatest impact on safety and productivity.



SCOTT JAMIESON

Vice President of Community Business Partnerships, Bartlett Tree Experts

Scott Jamieson is the Vice President of Community Business Partnerships and Midwest Division Leader for Bartlett Tree Experts. Bartlett has over 130 offices in the U.S., Canada, England and Ireland. Prior to joining Bartlett, Scott was with The Care of Trees, a national tree care firm based in Chicagoland, for nearly 20 years. He served as President and CEO during his final 10 years with The Care of Trees. Scott has served as president of the board of directors for the Tree Care Industry Association and The National Association of Landscape Professionals. He currently serves on the board for the American Public Gardens Association. He has served as a board member for The National Safety Council, The Alliance for Community Trees and Openlands in Chicago. He has lectured at the Morton Arboretum, Chicago Botanic Garden, Michigan State University and Purdue University. He received his BS in Urban Forestry from

Purdue, a Master Degree in Urban Forestry from Michigan State University and an MBA from DePaul University in Chicago. He is the recipient of Lawn and Landscape Magazine’s Leadership award. He was honored with Purdue University’s College of Agriculture Distinguished Alumni Award as well as the Certificate of Distinction from the Purdue Agriculture Alumni Association. Scott resides in Arlington Heights, IL just outside of Chicago with his wife Diane.

“The Death of Our Industry”

Presentation will cover the the journey of the arboriculture industry from yesterday to today and the uncertain future. Has the industry learned from its mistakes? Can the industry attract talent for the future? Will clients continue to buy tree care? Can the death of the industry be avoided?



TIM MCDONNELL

Community Forest Coordinator & SE District Community Forester, KS Forest Service

Tim is the Community Forestry Coordinator and the SE District Community Forester for the Kansas Forest Service. He is both an ISA and KAA Certified Arborist. He is a KNLA Certified Nurserymen. He serves as both the KAA Arborist Training Course Coordinator and KNLA Nurserymen’s Certification Chair. He graduated from K-State in 1981 and has been in this industry for over 40 years; which means he should maybe know something by now.

“After EAB, What Will Our Next Monoculture Be?”

This presentation will again discuss the need for species diversity in the community forestry canopy. Having experienced DED, Pine Wilt and now EAB; have we learned our lesson? He will talk about natives, cultivars, climate, tree trials and everything related to protecting, restoring, and enhancing our communities’ canopies to become more sustainable and resilient.

CONFERENCE SCHEDULE

MONDAY, JANUARY 17, 2022

7:00 - 11:30 a.m.	Registration
8:00 - 8:10 a.m.	Welcome and Opening Remarks - NAA President Jeff Grewe
8:10 - 9:00 a.m.	Keynote: <i>"The Attitude Of A Champion"</i> - Aaron Davis
9:15 - 10:15 a.m.	Breakout A: "It's Not Easy Being Green: Trees In A Changing Time" - Eric North
9:15 - 10:15 a.m.	Breakout B: "Retaining The Best Employees" - Noel Boyer
10:15 - 10:45 a.m.	BREAK - Exhibitors/Vendors & Silent Auction Bidding
10:45 - 11:45 a.m.	Breakout C: "After EAB: What Will Our Next Monoculture Be?" - Tim McDonnell
10:45 - 11:45 a.m.	Breakout D: "The Death Of Our Industry" - Scott Jamieson
11:45 a.m. - 1:00 p.m.	LUNCH & NAA Annual Business Meeting
1:00 - 1:30 p.m.	Exhibitors/Vendors & Silent Auction Bidding/Raffle Sales
1:30 - 2:30 p.m.	Breakout E: "Creating A Plant Health Care Safety Culture" - Patrick Anderson
1:30 - 2:30 p.m.	Breakout F: "Rope: An Arborists Life Line" - Cody Schwartz
1:30 - 5:00 p.m.	NAA Certification Exam Offered: <i>Pre-Registration Required</i>
2:45 - 3:45 p.m.	Breakout G: "Nebraska Urban Wood Network" - Heather Kingery
2:45 - 3:45 p.m.	Breakout H: "Nebraska Weather Issues: Present, Future & the Effects On Our Trees" - Martha Shulski
4:00 - 5:00 p.m.	Closing Keynote: "Trees, Engineering, and Safety: How Do They Fit Together?" - Dr. Brian Kane
5:00 - 5:10 p.m.	Closing Remarks: Jim Keepers, NAA Conference Committee Chairperson
5:15 - 7:00 p.m.	Social Time & Meal; Exhibitors/Vendors & Silent & Live Auction Bidding/Raffle Sales
6:00 p.m.	Live/Silent Auction & Raffle Closes Pick up Auction Items - payment will be required when picking up auction items

TUESDAY, JANUARY 18, 2021

7:30 - 9:30 a.m.	Registration
8:00 - 8:15 a.m.	Welcome and Opening Remarks (coffee served/no breakfast) - NAA President Jeff Grewe
8:15 - 9:15 a.m.	Keynote: "Growing Your Conflict Resolution Skills" - Emily Landon
9:30 - 10:30 a.m.	Breakout I: "Aerial Anchorage" – Phillip Kelley
	**Makovicka Physical Therapy personnel will give a 15 minute stretching exercise before Breakout I
9:30 - 10:30 a.m.	Breakout J: "Arborist Safety & Compliance" - Peter Gerstenberge
10:30 - 11:00 a.m.	BREAK - Time with Exhibitors/Vendors
11:00 a.m. - Noon	Breakout K: "Peering Through the Trees: Tree Law Overview" - Emily Landon
11:00 a.m. - Noon	Breakout L: "Evolution of Arboriculture" - Phillip Kelley
Noon - 1:30 p.m.	LUNCH - Time with Exhibitors/Vendors
1:30 - 2:30 p.m.	Breakout M: "The Growing Trend of Battery Powered Chainsaws" - Phillip Kelley
1:30 - 2:30 p.m.	Breakout N: "Emerging & Invasive Tree Diseases" - David Olson
2:30 - 3:00 p.m.	BREAK - Exhibitor Hall Closes at 3:00 p.m.
3:00 - 4:00 p.m.	Closing Keynote: "Time for Trees" - Dan Lambe, President, Arbor Day Foundation

TO REGISTER VISIT:

www.nearborists.org/education

Registration Deadline: January 10, 2022



SILENT AUCTION

DONATED GOODS or SERVICES VERIFICATION

The Nebraska Arborists Association gratefully acknowledges the donation of
in-kind goods & services

ACTIVITY/PROGRAM: Nebraska GREAT PLAINS Conference

DATE OF PROGRAM: January 17-18, 2022

DONOR (Individual or Company): _____

CONTACT NAME _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PHONE _____ **FAX** _____ **EMAIL** _____

DESCRIPTION OF GOODS or SERVICES _____

The donor estimates the value of the goods or services to be \$ _____

Gift Enclosed

Please Arrange Pick UP:

Contact listed above

Contact for pickup _____ Phone _____

Thank you for completing this form and returning to:

(Please keep a copy of this form as your receipt for tax purposes. Our tax ID number is 47- 0592594)

Nebraska Arborists Association

521 First Street

PO Box 10

Milford, NE 68405

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PHONE: (402) 761-2219

Signature

Date

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