

**Georgia Tree Council**  
**2022 Annual Georgia Tree Conference & Trade Show**  
Courtyard by Marriott Rome Riverwalk  
Rome, Georgia  
November 2-3, 2022



ALL TRAILS LEAD TO ROME AND GOOD T.I.M.E.S.:

***Good Tree Investments***  
***Make Environmental / Economic Sense***

**Tuesday, November 1** (pre-conference activities)

- 3:00 – 6:00 p.m. Conference **Check-in**  
Exhibitor **Set-Up**
- 3:00 – 4:00 p.m. Conference **Bike Ride** led by **Julie Smith**, TRED Rome Floyd
- 4:00 – 6:00 p.m. **Tree Board Roundtable** with refreshments  
Members of Georgia’s community tree boards discuss challenges and successes in championing their city’s trees.

Free time

**Wednesday, November 2**

- 7:00 – 8:00 a.m. **Breakfast** in Etowah Ballroom
- 8:00 – 10 a.m. **General Session** in Etowah Ballroom: **Changing Minds – Trees are not an expense**
- **Welcome**  
**Mary Lynne Beckley**, Executive Director, Georgia Tree Council  
**David Shostak**, 2022 President, Georgia Tree Council  
City Arborist, Alpharetta
  - **Why Does Rome Invest in Trees?**  
**Sammy Rich**, City Manager, City of Rome, Georgia  
Mr. Rich will discuss the environmental, economic, and health benefits that trees bring to his city.

- Creating an Oasis in the City**  
**Drew Smith**, Arborist, City of Greenville, S.C.  
 Drew will take us on the journey of creating a canopied downtown area in Greenville where people live work, and play, and where he and his team are using Silva Cells and other techniques to have a canopied oasis.
- Not by Trees Alone: Centering Community in Urban Forestry – Lindsay Campbell**, Research Social Scientist, US Forest Service, Northern Research Station – NYC Urban Field Station. Highlights of Lindsay’s talk: 1) Urban forestry can both improve communities or exacerbate existing inequities, 2) Environmental justice greening concepts can inform our work, 3) We can center marginalized communities’ priorities via a community forestry approach, 4) The field can support capacity, organize with community, and re-envision the forest, and 5) Lindsay presents innovations from the field and questions for greening practitioners.
- Report from the Georgia Forestry Commission**

10:00 – 10:30 a.m. **Break** – visit with exhibitors in lobby

10:30 – 11:30 a.m. **Breakout sessions**

- Breakout One: **Investing in Trees Means Investing in Future Tree Professionals** – *Help Us Grow the Future Workforce*: The Community Forestry and Arboriculture Specialty program at the University of Georgia’s Warnell School of Forestry and Natural Resources, **Holly Campbell**, Public Service Assistant (ETOWAH BALLROOM)
- Breakout Two: **Thinking Ahead: How Storm Planning Keeps Our Well-Maintained Trees from Becoming an Expense** - **Seth Hawkins**, Georgia Forestry Commission (COOSA A)

- Breakout Three: **Trees and Public Health**

A look at the “**Healthy Trees, Healthy Lives**” initiative of the Southern Group of State Foresters, the mission of which is “to increase the collective understanding of our health being connected to our forests and to the trees in and around our communities.” This talk includes a look at the HTHL website and resources and also a review of Tree Equity and Environmental Justice Screening tools and impacts to the health indices depending on tree canopy. – **Joan Scales**, Georgia Forestry Commission (COOSA B)

11:30 – 12 noon      **Break** – visit with exhibitors in lobby

12 noon – 1:30 p.m.    **Excellence in Urban Forestry Awards Luncheon** in Etowah

1:30 – 2:00 p.m.      **Break** - Visit with exhibitors in lobby

2:00 – 4:00 p.m.      **Urban Forestry Tours**

- **Trolley ride to Myrtle Hill Cemetery** for Tree ID talk & walk. This tour will walk back to hotel (less than a mile). Transportation back to hotel available if needed.
- **Bus ride to City Arboretum** for tree walk & talk
- **Bus ride to Berry College** for a drive through campus and a talk on the Longleaf Pine project with Dr. Martin Cipollini

4:00 – 5:00 p.m.      **Break**

5:00 – 7:00 p.m.      **Reception** on the Terrace with silent auction, food, and drinks

**Thursday, November 3**

7:00 – 8:00 a.m.      **Breakfast** in Etowah Ballroom

8:00 – 10 a.m.      **General Session** in Etowah Ballroom: **Changing Methods – Giving Trees What They Deserve**

- **The Evolution of the Consulting Arborist into a Design Professional: David Dechant**, Consulting Arborist, Arborguard Tree Specialists

This presentation will detail how the traditional role of an ISA certified consulting arborist is evolving into that of a design professional. Attendees will gain an understanding with regard to learning the language of project designers and becoming a respected member of an integrated design team at the beginning of a project, where effective tree conservation strategies can most effectively be implemented to conserve existing tree resources.

- **Combatting Invasive Plants in Community Forests:**  
**Dr. Christine Mutiti**, Department of Biological and Environmental Sciences, Georgia College and State University, Milledgeville, GA.

Dr. Mutiti will share why some species are invasive, how they overtake native trees, how to fight them, and how invasives contribute to climate change.

10:00 – 10:30 a.m. **Break** – visit with exhibitors in lobby

10:30 – 11:30 a.m. **Breakout sessions**

**Breakout One: Trees and the Law**  
**Lea Clark, Community Forester, Georgia Forestry Commission (ETOWAH BALLROOM)**

**Breakout Two: Motivations, Barriers and Opportunities for Increasing Credentialed Tree Workers**  
**Arnold “Beau” Brodbeck, PhD**  
Extension Specialist in Community Forestry  
Auburn University

**Jason Gordon, PhD**  
Associate Professor of Community Forestry  
University of Georgia

For every company owned, operated by, or hiring certified arborists, there are dozens without this credential. This research is exploring why some pursue certification and others fail to. This presentation discusses the importance of professionalism within the tree industry and how some companies see tree work as nothing more than an occupation. (COOSA A)

**Breakout Three: New Research at Bartlett Tree Laboratories:**  
**Matt Borden, Ph.D**, Plant Pathologist, Bartlett Research Labs, Charlotte, N.C.

Dr. Borden will share the latest advances in arboriculture and tree care. (COOSA B)

11:30 – noon **Break** – visit with exhibitors in lobby

Noon – 12:30 p.m. **Lunch** in Etowah

12:30 – 1:30 p.m. **General Session** in Etowah Ballroom: **Changing Motives – The Rewards for Going Beyond the Minimum**

Panelists will discuss why planting trees *is not just about getting trees into the ground. What motivates their organization to prioritize trees? What do they see happen after the trees are planted? This discussion covers environmental, economic, social, and health benefits that thriving trees bring along with them.*

**Panelists: David Shostak**, GTC President 2022 and Alpharetta City Arborist; **Jamie Doss**, City of Rome; and **Mary Jane Bushell**, President, Carlsen Precision Manufacturing

**Adjourn**