








2024 Summer ISA CEU Webinar Series

Date	Title and Description	Speaker
<p>June 18</p> <p>12:00PM– 1:00PM EST</p> <p>1 CEU</p>	<p>"Combating Boring Insects in Trees"</p> <p>This webinar offers a comprehensive examination of wood-boring insects and their implications for tree health. We will dissect the biology, behavior, and ecological significance of key species such as the emerald ash borer and Asian longhorn beetle. Arborists and landscape managers will gain valuable insights into proactive management strategies, including cultural practices and emerging biological controls. By exploring science-based approaches, attendees will be equipped to mitigate the impact of wood boring insects on urban and natural landscapes, fostering resilience and sustainability in tree care practices.</p>	<p>Kendra Wagner, Rainbow Ecoscience</p> <p>As a PhD candidate, Kendra joined the Rainbow Ecoscience team in 2022, as Research Scientist developing new protocols and innovative solutions for the plant health care and landscape maintenance industry. In her role as Research Scientist, she leads research projects with Rainbow's research partners to develop new protocols and the next generation of products for the green industry. Kendra has experience as an emerald ash borer technician, plant health care crew lead, arborist, and forest research technician. She has a Bachelor of Science in Forestry from the University of New Brunswick and a PhD in Forest Entomology from Mississippi State University. In her free time, she enjoys hunting, hiking, and fishing.</p> 
<p>June 19</p> <p>12:00PM– 1:00PM EST</p> <p>1 CEU</p>	<p>"Tree Appraisal and the Principle of Substitution"</p> <p>One of the foundational concepts in tree appraisal is the Principal of Substitution. A thing cannot appraise for more than a substitute of equivalent utility. Possibly the hardest step in applying this principal is selecting a "functional equivalent" to the subject tree or trees. When selecting the best appraisal technique, an appraiser must ask: "Is there a way the benefits provided by this tree could be replaced at a lower cost?" Depending on the facts of a case, the answer could be very different. This presentation reviews 10 court cases that applied the Principle of Substitution to tree appraisal.</p>	<p>James Komen, Class One Arboriculture</p> <p>James Komen is a consulting arborist in California specializing in risk assessment and tree appraisal. He helps clients make informed management decisions for individual trees and for tree inventories. His work has been published in Arboriculture & Urban Forestry, Arboricultural Consultant, Palms, Ontario Arborist, and Western Arborist. He is an ISA TRAQ instructor and has taught workshops on tree appraisal around the U.S. and Canada.</p> 

Date	Title and Description	Speaker
<p>July 10</p> <p>12:00PM– 1:00PM EST</p> <p>1 CEU</p>	<p>“Competing Legal Interests in Street Trees” (pre-recorded)</p> <p>Street trees are ubiquitous in urban areas. Municipalities often – but not always – assume control over the trees growing along public rights-of-way. But what degree of ownership and control do property owners and municipalities each have over the trees? This talk presents a sampling of several cases that illustrate some of the conflicts that arise between landowners, municipalities, and third parties with respect to three key property rights: the right to use, the right to sell, and the right to destroy.</p>	<p>James Komen, Class One Arboriculture</p> <p>James Komen is a consulting arborist in California specializing in risk assessment and tree appraisal. He helps clients make informed management decisions for individual trees and for tree inventories. His work has been published in <i>Arboriculture & Urban Forestry</i>, <i>Arboricultural Consultant</i>, <i>Palms</i>, <i>Ontario Arborist</i>, and <i>Western Arborist</i>. He is an ISA TRAQ instructor and has taught workshops on tree appraisal around the U.S. and Canada.</p> 
<p>July 24</p> <p>12:00PM– 1:00PM EST</p> <p>1 CEU</p>	<p>"PGRs in Tree Care"</p> <p>Reducing the amount of top growth a plant puts on in a season can be beneficial from an aesthetic and pruning labor standpoint. Modern growth regulators offer a host of secondary health benefits that improve a plant's chances of surviving in our urbanized ecosystems. By the end of this talk attendees should have a better understanding of how plant growth regulators work, and their application in the landscape.</p>	<p>Blake Thilmony, Rainbow Ecoscience</p> <p>Blake Thilmony Gillis is a Research Scientist on the R&D team for Rainbow Ecoscience. Blake’s role is to design and manage various research projects and trials to develop new products, protocols, and equipment for the green industry. Blake began working with Rainbow Tree Companies in 2017, after earning her Master’s in Plant Science from North Dakota State University. Blake started as a plant healthcare technician before joining the Vegetation Management division of the company, managing tree growth under powerlines with Cambistat applications. Her background in plant healthcare, experience, and technical expertise launched her into a research role in 2018; she has taken on several research projects, including PGR (plant growth regulator) research, reduced irrigation trials, development of the Quantum tree injector, novel fungicide development and many others.</p> 

Date	Title and Description	Speaker
<p data-bbox="111 175 212 207">July 31</p> <p data-bbox="111 337 247 451">12:00PM– 1:00PM EST</p> <p data-bbox="111 573 197 605">1 CEU</p>	<p data-bbox="281 175 905 207">“Pruning for Performance and Prevention”</p> <p data-bbox="281 228 982 659">How do I remedy poor branching structure? What are my options with these codominant stems? Corrective pruning has many implications which includes tree structure, health, response to damage and practice. Pruning to improve performance and preventing failure should be a major consideration for every arborist. This session will provide details on pruning objectives using case study scenarios to help arborists determine the best strategies for promoting sustainable growth consistent with current standards.</p>	<p data-bbox="1020 175 1591 207">Lindsey Purcell, Lp Consulting Group LLC</p> <p data-bbox="1020 228 1724 976">Urban forestry specialist, arborist and principal of Lp Consulting Group LLC, Lindsey has been involved in the community landscape and urban forestry industry for over 40 years. As an ISA Board Certified Master Arborist, he has served communities around the U.S. as a landscape and tree professional in state, municipal and private enterprise. In his role as a presenter, freelance writer and author, Lindsey continues to provide many instructive opportunities and products for professional arborists and urban foresters on a national level. His educational background includes an Associate of Science degree from Vincennes University, a Bachelor of Science degree from Purdue University and a master’s degree from Indiana State University. Lindsey serves as Executive Director of the Indiana Arborist Association and former extension specialist and instructor for Purdue University Forestry and Natural Resources. Lindsey is an ASCA Registered Consulting Arborist and holds the ISA Tree Risk Assessment Qualification as a certified instructor by the International Society of Arboriculture.</p> 
<p data-bbox="111 998 218 1063">August 14</p> <p data-bbox="111 1157 247 1271">12:00PM– 1:00PM EST</p> <p data-bbox="111 1393 197 1425">1 CEU</p>	<p data-bbox="281 998 953 1063">“Bur Oak Blight and Two-lined Chestnut Borer in the Midwest”</p> <p data-bbox="281 1084 972 1279">We’ll discuss how to identify the threats bur oak blight and two-lined chestnut borer. We’ll also discuss the impacts these threats have on native bur oaks in the Midwest and discuss the strategies involved to maintain healthy bur oaks.</p>	<p data-bbox="1020 998 1493 1031">Jay Goughnour, Arborjet Ecogel</p> <p data-bbox="1020 1040 1709 1425">As an Upper Midwest Regional Technical Manager, Jay’s responsibility is to expand sales, provide technical support and share plant health care solutions with customers. With over 25 years in the green industry, Jay has held positions such as golf course superintendent, green industry sales management, and even owned a golf course. Jay has also previously held the seat of President for the Iowa Golf Course Superintendents Association and is currently serving on the Iowa Turfgrass Institute board of directors representing the Iowa Professional Lawn Care Association.</p> 

Date	Title and Description	Speaker
<p>August 20</p> <p>12:00PM–1:00PM EST</p> <p>1 CEU</p>	<p>“Appraising Tree Losses for Insurance Adjusters”</p> <p>When disaster strikes, consulting arborists are called upon by insurance adjusters to assess and value the damage done to trees. This presentation shows case studies of collaboration between consulting arborists and insurance professionals, focusing on claims from the Napa and Ventura fires, the Santa Barbara mudslides, and the Phoenix monsoonal windstorms.</p> <p>See what key data an adjuster needs from an arborist to process a claim. Watch application of techniques an arborist can use to inventory trees that have been completely obliterated. And learn how insurance policies and coverage affect the way the consultant arborist should collect data in the field.</p>	<p>James Komen, Class One Arboriculture</p> <p>James Komen is a consulting arborist in California specializing in risk assessment and tree appraisal. He helps clients make informed management decisions for individual trees and for tree inventories. His work has been published in <i>Arboriculture & Urban Forestry</i>, <i>Arboricultural Consultant</i>, <i>Palms</i>, <i>Ontario Arborist</i>, and <i>Western Arborist</i>. He is an ISA TRAQ instructor and has taught workshops on tree appraisal around the U.S. and Canada.</p> 
<p>August 21</p> <p>12:00PM–1:00PM EST</p> <p>1 CEU</p>	<p>"SLF: Threats and Management Strategies"</p> <p>Spotted Lanternfly (SLF) has expanded across the country since it was first discovered in 2014 in eastern PA. In 2022, it was found as far west as Iowa and as far south as North Carolina. With this expansion, it has become crucial for communities, tree care, landscape, and pest management professionals to be ready to protect their clients' and constituents' plants and property. This webinar will provide an introductory background on Spotted Lanternfly, its life cycle, biology, behavior, and management solutions. We will also discuss existing research and the available tools to protect trees and plants in the urban environment.</p>	<p>Mark Ware, Rainbow Ecoscience</p> <p>Mark is a Board-Certified Master Arborist on the Rainbow Ecoscience team, covering the Northeast and Mid-Atlantic regions. Mark brings over ten years of practical experience in arboriculture, plant health care and ornamental horticulture. Mark is responsible for providing PHC technical and application training to Rainbow's clients and their crews. This includes providing technical support and training in Rainbow PHC protocols, research and development of new products and protocols and in-field training with applicators.</p> 

Date	Title and Description	Speaker
<p data-bbox="111 175 220 245">August 29</p> <p data-bbox="111 337 247 448">12:00PM–1:00PM EST</p> <p data-bbox="111 573 195 605">1 CEU</p>	<p data-bbox="285 175 863 207">“Rehabilitating Drought Stressed Trees”</p> <p data-bbox="285 228 951 496">Learn the impact of severe drought on trees, identify symptoms, and discuss prevention, management and recovery strategies for a the most valuable plants in the landscape. We will cover various plant health care products and application techniques to consider when treating drought-stricken trees.</p> <ul data-bbox="331 548 936 695" style="list-style-type: none"> ▪ Symptoms of drought stress ▪ Physiological impacts related to drought ▪ Management and recovery strategies for trees impacted by drought 	<p data-bbox="1020 175 1549 207">Emmett Muennink, Arborjet Ecologel</p> <p data-bbox="1020 228 1717 618">Emmett holds a B.S. in Agronomy and a M.S. in Crop Science from Texas Tech University. He has performed nearly every job in the tree care industry: from dragging brush and grinding stumps to pesticide applications and sales. His passion for arboriculture led him to achieve the Board Certified Master Arborist credential in 2017. Emmett’s 10 years with Arborjet has allowed him to help other arborists and landscape professionals grow their PHC programs and fine tune their treatment protocols. He’s eager to share his experience and knowledge with anyone who will listen!</p> 