

Wind, Wood, and Risk: Arboriculture in the Path of the Storm

Thursday, August 28, 2025



CEUs:
ISA - CA - 6 ,
BCMA - 1.5 (P),
4.5 (M),
FNGLA - 8,
LIAF - 4

Morningside Recreation Complex
2400 Harn Blvd.
Clearwater, FL 33764



Virtual Instructions

Make sure you have access to your computer for the entire day. Log-in to the Zoom program using the email address that you registered with. YOUR GUESTS will have to REGISTER SEPERATELY with a different email address to participate via Zoom.

Registration Options	Early Registration (On or Before Aug. 21)	Late Registration* (After Aug. 21)	Virtual Registration (Until Aug. 27)	At-the-door Registration
Members	\$145	\$165	\$145	\$200
Non-Members	\$165	\$185	\$165	\$200

*Late fees automatically calculated during online registration.
Cancellation refunds honored if requested 7 days prior to the seminar;
otherwise, a credit for a future seminar will be issued.



Speakers

Danae Jackson, *Redwing Rigging Solutions*, an ISA Certified Arborist, Certified Tree Climber, Tree Risk Assessment Qualified (TRAQ), and a TCIA Certified Tree Care Safety Professional (CTSP). She brings a background in residential tree care, with hands-on field experience and operations, logistics, and client relations. Danae is also a licensed insurance agent, offering valuable insight into risk management and liability specific to arboriculture. In her current role as Business Developer for *Redwing Rigging Solutions*, she partners with national account's safety teams to provide professional climbing and rigging equipment— helping crews stay safe, efficient, and well-equipped across the country.

Brian Kane, *University of Massachusetts*, Ph.D. is the Massachusetts Arborists Association Professor of Arboriculture at the *University of Massachusetts* – Amherst. He is an ISA Certified Arborist who began dragging brush in 1988. He also holds the ISA's Tree Risk Assessment Qualification (TRAQ). He has written many scholarly and trade articles and given presentations all over the world on the mechanical aspects of tree work. Brian is co-author on the 3rd editions of the *ISA's Best Management Practices—Tree Risk Assessment* and the *Tree Risk Assessment Manual*. He is currently writing a book on arboricultural biomechanics.

Colin Kelly, *DWC Outdoors & Hauling LLC*, is the General Manager at *DWC Outdoors & Hauling LLC*, in Central Florida. Colin has been in the tree care industry for 22 years and is an ISA Certified Arborist, Tree Risk Assessment Qualification (TRAQ) and a Certified Tree Climber (CTC). Colin also holds the Florida Chapter ISA Prescription Pruning Qualification (PPQ). During his climbing career he has secured two wins at the Florida Tree Climbing Championship (FLTCC) and served as a judge at several "Legends" competitions. Colin has been the instructor for the "Intro to Climbing" class several times. In 2024 he was awarded the Loren Westenberger Award for practicing the professional principals of arboriculture consistent with the mission and objectives of the *Florida Chapter ISA* to better the environment for future generations. Colin is currently serving as an At-Large Representative on the *Florida Chapter ISA* Board of Directors.

Agenda

8:00 am - 8:30 am - Check-in/breakfast

8:30 am - 10:00 am - How to Build a Back-End Operation that Withstands the Storm - Office Logistics
Danae Jackson

10:00 am - 10:15 am - Break with refreshments

10:15 am - 11:15 am - What is Biomechanics and Why Should I Care?
Brian Kane

11:15 am - 12:00 pm - Hurricane-Proofing Your Tree Business: Strategies for Preparation
Colin Kelly

12:00 pm - 1:00 pm - Lunch (provided)

1:00 pm - 3:00 pm - Safe Work Practices on the Ground and in the Tree
Brian Kane

3:00 pm - 3:15 pm - Break with refreshments

3:15 pm - 4:00 pm - Hurricane-Proofing Your Tree Business: Strategies for Restoration
Colin Kelly