

# The Tree Cycle: Assess, Report, and Manage

October 9, 2025 - Orlando, Florida

**Virtual  
Option  
Offered!**



UF/IFAS Extension - Orange County  
6021 Conway Rd. S.  
Orland, FL 33314



CEUs: ISA - CA - 6.5, BCMA - 6.5 (P)  
FNGLA - 8, LIAF - 4

Host Hotel Information:  
  
Home2Suites - Orlando International Airport  
5445 Hazeltine National Drive, Orlando, FL 32812  
(407) 852- 0844, Use Corporate Code 2688513  
to receive the Florida Chapter ISA rate of \$117/night.

Registration Information	Early Registration (Before Oct. 1)	Late Registration (After Oct. 1)	Early Virtual Registration (Before Oct. 1)	Late Virtual Registration (After Oct. 1)	At-the-door Registration
Member	\$145	\$165	\$145	\$165	\$200
Non-Member	\$165	\$185	\$165	\$185	\$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.  
Attendee substitutions will be honored.

## Speakers:

**Mary Edwards, Mary Edwards Consulting Arborist, LLC** - is the owner of Mary Edwards Consulting Arborist, LLC. Mary's areas of expertise include tree preservation plans, tree risk and health assessments, prescription pruning programs and mitigation reviews. She is a registered consulting arborist with ASCA and holds the Tree Risk Assessment and Prescription Pruning Qualifications. She is a past president of the Florida Chapter ISA. She has been a presenter for the Florida Chapter of the ISA, IFAS, FNGLA, and ASLA. Mary was the first recipient of the Lauren Westenberger Award and the 2022 recipient of the Edward W. Bok award.

**Richard Hauer, Eocene Environmental Group** - is the Director of Urban Forestry at Eocene Environmental Group. He is a Professor Emeritus of Urban Forestry at the University of Wisconsin – Stevens Point. He received his B.S. from the University of Wisconsin – Stevens Point, M.S. from the University of Illinois, and Ph.D. from the University of Minnesota. Rich has conducted research in tree biology, urban forest management, emerald ash borer management, trees and construction, tree risk management, and ice storms. He was honored as the 2018 L.C. Chadwick Award for Arboricultural Research and 2023 Alex L. Shigo Award for Excellence in Education. He has over 200 publications and presented over 500 talks throughout the world. Dr. Hauer is also an Associate Editor of the Journal Urban Forestry & Urban Greenspaces.

**Larsen McBride, Resource Environmental Solutions (RES)** - is a Senior Arborist for their Florida region. He provides arborist consulting services to clients, including tree inventory data collection and analysis, municipal tree code compliance, and urban forest management planning. He has been an ISA-Certified Arborist since 2018 and Tree Risk Assessment Qualified (TRAQ) since 2019. He sits on the City's Tree Advisory Board, the Florida Urban Forestry Council (FUFC) Executive Committee, and volunteers with urban forestry outreach in Alachua County.

## Agenda:

8:00 am - 8:30 am - Registration and Breakfast

8:30 am - 9:45 am - Mastering the RFP: Understanding Requests for Proposals, Richard Hauer

9:45 am - 10:00 am - Break with refreshments

10:00 am - 11:00 am - Responding to and Evaluating RFPs: A Strategic Approach, Richard Hauer

11:00 am - 12:00 pm - Assess, Don't Assume: Growing the Urban Forest Through Inventories, Outreach, and Planning, Larsen McBride

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

1:00 pm - 1:30 pm - Assess, Don't Assume: Growing the Urban Forest Through Inventories, Outreach, and Planning (Continued), Larsen McBride

1:30 pm - 3:00 pm - Managing Stakeholders through the Tree Preservation Plan Process, Mary Edwards

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

3:15 pm - 4:00 pm - Reporting Writing to Make a Difference, Richard Hauer

4:00 pm - Adjourn and CEUs