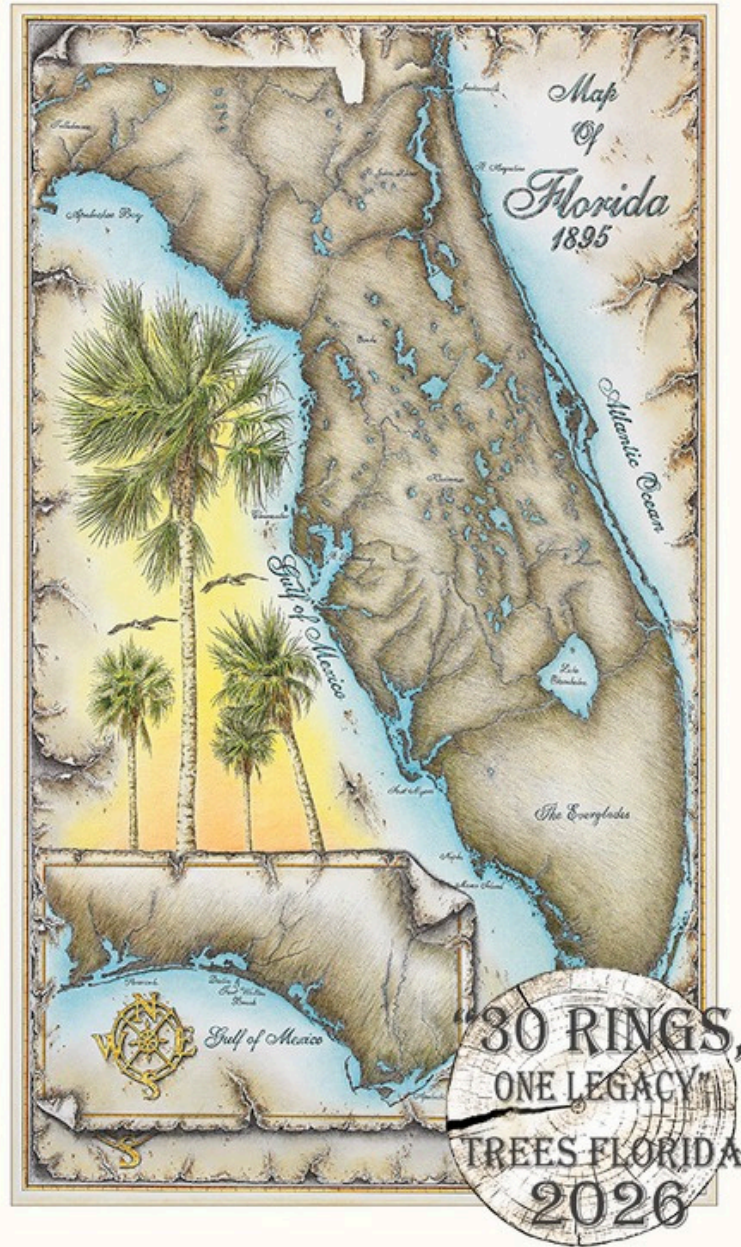


# Trees Florida 2026

## Conference and Trade Show



June 1 - 3, 2026

Sheraton Sand Key Resort  
Clearwater Beach, Florida



## TREES FLORIDA REGISTRATION

### FEES:

Florida Chapter ISA Members can register up to 3 guests at the member rate.

#### **3-Day Conference:**

Non-Member: \$480  
Member: \$420  
Guest of Member: \$420  
Student\*: \$235

#### **2-Day Conference:**

Non-Member: \$370  
Member: \$320  
Guest of Member: \$320  
Student\*: \$160

#### **1-Day Conference:**

Non-Member: \$210  
Member: \$180  
Guest of Member: \$180  
Student\*: \$85

\*Must be full-time arboriculture or horticulture student & must email *Florida Chapter ISA* most recent unofficial transcript showing full-time schedule.

## LATE OR AT-THE-DOOR

### FEES\*\*:

**Late registration fee** of \$25 per conference day is applied May 25 through May 31.

**At-the-door registration fee** of \$40 per conference day is applied June 1 - 3.

**\*\*Does not include shirt or bag!**

## OPTIONAL ADD-ON:

### **Pre-purchased tickets required**

Burns' Games & Grub  
Adults: \$30  
Kids: \$20 (under 12)

Women in Arboriculture Breakfast: \$25

Additional lunch tickets:  
Monday and Tuesday: \$35  
Wednesday luncheon: \$45

# TREES FLORIDA 2026 Conference and Trade Show “30 Rings, One Legacy”

## CONFERENCE DATES

JUNE 1 - 2 - 3, 2026

## Sheraton Sand Key Resort

1160 Gulf Blvd., Clearwater Beach, Florida 33767

CEUs available include: ISA, BCMA and CTSP,  
FACE, FDACS, FNGLA, LIAF, SAF and Landscape Architect (0004488)

## CONFERENCE HOTEL RATES

Conference hotel rates and fees:

\$219/per night\* and includes the following:

- Discount on nightly self-parking rate (\$15/night per car)
- No resort fee
- Complimentary Wi-Fi in guestrooms for Marriott Bonvoy Members

## HOTEL RESERVATIONS

Hotel reservations may be made by calling Sheraton Sand Key Resort's reservation department at 727-595-1611, or email the reservations department at [group.reservations@sheratonsandkey.com](mailto:group.reservations@sheratonsandkey.com).

The block at the host is currently sold out. You are welcome to call and see if they have had any cancellations, otherwise the next best option is the overflow hotel. (Information listed below.)

## OVERFLOW HOTEL INFORMATION

Clearwater Marriott Resort on Sand Key, 1201 Gulf Blvd., Clearwater Beach, FL 33767, 727-596-1100. Let them know you are with the Florida Chapter ISA Trees Florida Conference.

## HOTEL PARKING INFORMATION

### **Staying at Sheraton Sand Key Resort?**

Self-parking is \$15/night per car.

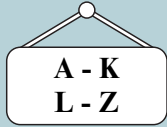
### **Are You a Day Tripper?**

Staying at another hotel or making the daily trek to the conference. You will find instructions on how to validate parking at the Trees Florida registration desk.

Overflow parking available at Sand Key Park for a daily fee of \$6.00. Instructions on how to pay can be found [here](#), as well as at the Trees Florida registration desk.

# Where To Go Today

## Lobby II



Registration will be alphabetical by last name, bus tour will have it's own registration line.

## Lobby III near Outside Exhibitors

The **Urban Forestry Bus Tour** will board at the ISLAND ROOM exit, near the Outside Exhibitors. After check-in please proceed outside to wait for pick-up. The bus will load at 8:15 AM SHARP, and leave at 8:30 AM SHARP!

## Silent Auction

### Benefiting the TREE FUND



### Island Room

Support, bid high, and bid often! Be sure to visit the silent auction and outbid your competitors!

Show off your aim and try your hand at the popular, “*Ring Toss for the Trees*” for a chance to win your captured prize!

Purchase your TREE FUND Fandana to participate at the “*Heads or Tails*” game at Wednesday’s luncheon!

All benefiting the TREE FUND for the John P. White Endowment dedicated to funding projects that advance arboriculture and urban forestry.

## The Canopy Call!



### Island Room

Step into the excitement of “*The Canopy Call*” our new raffle experience benefiting



Throughout Monday and Tuesday, our exhibitors will be showcasing their products and an incredible lineup of raffle prizes, each thoughtfully selected and valued at \$200 or more. During designated “Call” times, winners will be drawn live in the Exhibitor Hall, all you have to do is **be there** for a chance to claim a prize.

Every registered attendee will receive a complimentary raffle ticket, with additional tickets available for purchase throughout the event to increase your chances.

Keep an eye out for posted “Call” times just outside the Exhibitor Hall—and don’t miss your chance to answer “*The Canopy Call*”.

# Monday, June 1

7:00 AM - 4:30 PM	Trees Florida Registration Desk Open
7:30 AM - 4:30 PM	Florida Chapter ISA Bookstore Open
7:30 AM - 6:00 PM	Trade Show Open
7:30 AM - 6:00 PM	Silent Auction Open
8:30 AM - 4:30 PM	Academy 1: Florida Law Studies
8:30 AM - 4:30 PM	Academy 2: Crane Operations & Rigging Training
8:15 AM - 4:30 PM	Academy 3: Urban Forestry Bus Tour
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors (Raffle)
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors (Raffle)
5:00 PM - 6:00 PM	Welcome Reception with Trade Show Exhibitors, Sponsors, and Silent Auction
6:30 PM - 9:00 PM	Burns' Games & Grub
6:30 PM - 11:00 PM	TreesAreCool Pub Crawl

## Tree Academies

Choose one of the three sessions offered

### 1| Florida Tree Law Studies

**Location: Beach Room**

**8:30 AM - 4:30 PM**

**ISA CEUs:** Arborist (6), Municipal (6), BCMA (6-M)

**Other CEUs:** FACE (6), FNGLA (8), LIAF (4),

**Speaker: James Komen, *Class One Arboriculture, Inc.*, Glendale, CA**

**8:30 AM - 10:00 AM**

**Landowner Liability**

**10:00 AM - 10:30 AM**

**Refreshment Break** with Trade Show Exhibitors

**10:30 AM - 12:00 PM**

**Utility Vegetation Management**

**12:00 PM - 1:00 PM**

**Lunch** with Trade Show Exhibitors (provided)

**1:00 PM - 2:30 PM**

**Tree Valuation**

**2:30 PM - 3:00 PM**

**Refreshment Break** with Trade Show Exhibitors

**3:00 PM - 4:30 PM**

**Regulation of Tree Removal**

# Monday Night Social Events

## Island Room

### Welcome Reception with Exhibitors

5:00 PM - 6:00 PM

Join us in the Island Room for our Monday night as we welcome our Trees Florida exhibitors. Enjoy hors d'oeuvres and take time to connect, come show our exhibitors some love!



## TreesAreCool

### Pub Crawl

6:30 PM - 11:00 PM

Join us for the "Knotty Pub Crawl" scallywags, and help us celebrate 30 years of adventures on the high seas! Pro Tip - Be sure to stop by the Tracked Lifts booth to commandeer your pub crawl t-shirt and receive your first drink at each stop for FREE!

The Jolly Trolley will pick up at the Island Room exit near the outside exhibitors.

One Jolly Trolley will run continually for the duration of the crawl. \*\*Must be 21+\*\*



## Burns' Games & Grub

6:30 PM - 9:00 PM

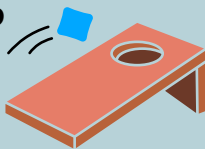
Location: Poolside

Grass Area

Join us for a fun-filled social hosted onsite at the hotel—perfect for attendees, families, and anyone skipping the pub crawl. This casual, high-energy gathering features a variety of lawn and recreational games, offering something for all ages and skill levels.

For a playful twist, enjoy "no beer" pong, making the experience inclusive and family-friendly. Kids will have their own dedicated activities presented by ArborNext, ensuring entertainment for younger guests as well.

Come hungry! A food truck will be onsite serving up delicious bites, so you can refuel between games and socializing. Whether you're looking to relax, compete, or simply connect with others, the Burns' Games & Grub Social is the perfect place to unwind and have fun.



**Pre-purchased tickets required**

**Adults: \$30**

**Kids: \$20 (under 12)**

## 2| Crane Operations & Rigging Training

Location: Palm Room

8:30 AM - 4:30 PM

ISA CEUs: Arborist (6), BCMA (6-P), Climber Specialist (6)

Other CEUs: CTSP (6), FACE (6), FNGLA (8), LIAF (4),

**Speakers:** Matt Ammann, *The Arbor Operator*, Hurdle Mills North Carolina  
Jonathan Foote, *The Industrial Tarzan*, LLC, Eagleville, PA  
Kristoffer, Rasmussen, *Arborist Stong*, Azle, TX with  
*North American Rescue*

**8:30 AM - 10:00 AM**

**Be the Reason Someone Survives: First Aid Readiness/ Stop the Bleed**  
(Certificate of completion available)

**10:00 AM - 10:30 AM**

**Refreshment Break** with Trade Show Exhibitors

**10:30 AM - 12:00 PM**

**Says Who? Regulations and Standards**

**12:00 PM - 1:00 PM**

**Lunch** with Trade Show Exhibitors (provided)

**1:00 PM - 2:30 PM**

**Site Prep: Document the Job Site**

**2:30 PM - 3:00 PM**

**Refreshment Break** with Trade Show Exhibitors

**3:00 PM - 4:30 PM**

**Game Plan: Developing an Effective Liff Plan**

## 3| Urban Forestry Bus Tour

### Canopy Connections: A Park to Park Tour

**Location: Check-in early, then meet outside the ISLAND ROOM EXIT, near the outside exhibitors for pick-up at 8:15 AM SHARP to board the bus, departing at 8:30 AM SHARP.** Come prepared to spend parts of your day walking outdoors. Lunch and bottled water will be provided. Bus returns to the Sheraton Sand Key at approximately 4:30 PM.

**8:15 AM - 4:30 PM**

ISA CEUs: Arborist (7), Municipal (7), BCMA (7-M)

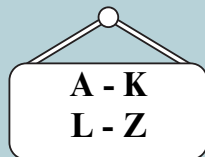
Other CEUs: FACE (7), FNGLA (8), LIAF (4)

**Stop 1 - McKay Park, Stop 2 - Coachman Park, Stop 3 - Crest Lake Park, Stop 4 - State Street Park, Stop 5 - Moccasin Lake Nature Park (Lunch), Stop 6 - Del Oro Park, Stop 7 - Marymont Park**

# Where To Go Today

## Lobby II

Registration will be alphabetical by last name.



## Crane Operations & Rigging Training



Participants will meet near the outside exhibitors, where they will have a short walk to the education location.

## Island Room

Sip your complimentary coffee with the Exhibitors starting at 7:30 AM on the Trade Show floor.



## Don't Forget Your CEUs!

Trees Florida provides many continuing education opportunities for many green-industry programs. We are happy to provide CEUs for the following:

- ISA
  - CERTIFIED ARBORIST
  - BCMA
  - MUNICIPAL ARBORIST
  - CLIMBER SPECIALIST
- CTSP
- FACE
- FDACS
- FNGLA
- LA (0004488)
- LIAF
- SAF

Please follow the instructions at the end of each session to receive your CEUs! Make sure to ask for help with the QR code if you are unfamiliar with how they work.

## The Canopy Call!



Enter to win premium prizes valued at \$200+ generously provided by our exhibitors. Each attendee receives one ticket, with more available for purchase. Be in the Exhibitor Hall during posted "Call" times to claim your prize! Answer The Canopy "Call" today!

# Tuesday, June 2

7:00 AM - 5:00 PM	Trees Florida Registration Desk Open
7:30 AM - 4:30 PM	Florida Chapter ISA Bookstore Open
7:00 AM - 7:45 AM	Women in Arboriculture Breakfast
7:30 AM - 5:15 PM	Trade Show Open
7:30 AM - 5:15 PM	Silent Auction Open
8:00 AM - 2:30 PM	General Session
8:30 AM - 4:30 PM	Crane Operations & Rigging Training (Outside)
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors (Raffle)
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors (Raffle)
3:00 PM - 5:00 PM	Breakout Sessions
5:15 PM - 5:30 PM	Silent Auction Bidding Ends, Payment Due
7:00 PM - 10:00 PM	Tuesday Night Social

## Women in Arboriculture Breakfast

**Location: Skyview 9<sup>th</sup> Floor**

**7:00 AM - 7:45 AM**

**ISA CEUs:** Arborist (.75), Municipal (.75), Climber Specialist (.75), BCMA (.75-M), FACE (.75)

All people are welcome! (Ticketed event, pre-registration required.)

**Raffle giveaway sponsored by DWC Outdoors and Hauling, LLC, Minneola, FL**

## Equality Versus Equity Among Your Employees, Women & Men

In this presentation, Rebecca will cover employee development through the lens of a tree worker trainer. Are you managing employees equally? Equitably? Do you have a way to assess baseline skills and track employee personal and professional development? Which worker is your best return on investment? Where are your blind spots and how do you maximize potential for each employee, and for yourself.

## Meet Rebecca Seibel

Rebecca has been a consulting and production climbing arborist for over 25 years. She is a full time tree worker trainer and educator with her own company, *Tree Spirit Consulting*, based in Wisconsin's Driftless region. She brings a practical approach to teaching and leadership, delivered with a clear, compassionate message.



**TUESDAY**  
**7:00 AM - 7:45 AM**  
9<sup>th</sup> Floor - Skyview

*Tree Spirit Consulting* offers education on a wide range of ArborSkills: ground operations, safer chipper operations, electrical hazard awareness, emergency aerial preparedness, rigging operations, technical tree climbing, chainsaw safety operations, leadership, as well as American Red Cross First Aid/CPR/AE.

**Join the  
Florida Chapter ISA!**



Membership with the Florida Chapter gives opportunities for personal and professional growth and connects you to other tree professionals.

**TreesAreCool  
Specialty License  
Plate**



You can help preserve a special part of Florida's unique environment - our urban trees. By purchasing a TreesAreCool specialty license plate for your vehicle. Funds help support educational programs and finance grants that directly benefit the trees of Florida.



**Silent Auction**

**Benefiting the TREE FUND:**

**Island Room**

Support, bid high, and bid often! Be sure to visit the silent auction and outbid your competitors!

Show off your aim and try your hand at the popular, "Ring Toss for the Trees" for a chance to win your captured prize!

Purchase your TREE FUND Fandana to participate at the "Heads or Tails" game at Wednesday's luncheon!

All benefiting the TREE FUND for the John P. White Endowment dedicated to funding projects that advance arboriculture and urban forestry.

---

## General Session

8:00 AM - 2:30 PM

---

**Location: Grand Ballroom**

**8:00 AM - 2:30 PM**

**ISA CEUs:** Arborist (4.75), Municipal (4.75), Climber Specialist (4.75), BCMA (3-P, 1.75-M)

**Other CEUs:** FACE (4.75), FNGLA (6), LIAF (3)

**8:00 AM - 8:15 AM**

**Opening Introductions and Welcome**

Jordan Upcavage, *Independent Tree Service*, Tampa, FL  
Erik Nobs, *Tompson Consulting Services*, St. Louis, MO

**8:15 AM - 9:15 AM**

**KEYNOTE: From Wasteland to Wonder - Easy Ways We Can Help  
Heal Earth in the Sub/Urban Landscape**

Basil Camu, *Leaf & Limb*, Riley, NC

**9:15 AM - 10:00 AM**

**White Hat Hacking the TRAQ Methodology**

James Komen, *Class One Arboriculture, Inc.*, Glendale, CA

**10:00 AM - 10:30 AM - Refreshment Break** with Trade Show Exhibitors

**10:30 AM - 11:15 AM**

**To Kill a Tree: Diagnosing the Common (Illicit) Tree Killing  
Techniques**

Alex Martin, *University of Oxford*, Oxford, United Kingdom

**11:15 AM - 12:00 PM**

**Arboricultural Practices: A Science Based Approach?**

Lindsay Purcell, *Lp Consulting Group*, Bradenton, FL

**12:00 PM - 1:00 PM - Lunch** with Trade Show Exhibitors (provided)

**1:00 PM - 1:45 PM**

**What You Need To Know About Mechanical Hitches**

**Akimbo to Zig-Zag**

Rebecca Seibel, *Tree Spirit Consulting*, Holmen, WI

**1:45 PM - 2:30 PM**

**One Cut to Rule Them All: The Power of Prescription Pruning**

Carson Smith, *O'Neil's Tree Service*, Palm Harbor, FL

**2:30 PM - 3:00 PM**

**Refreshment Break** with Trade Show Exhibitors

# Tuesday Night Social

7:00 pm - 10:00 PM

Location: Beach behind hotel

## “Rings of Time: A Coastal Legacy Celebration”

Join us on the shores of Clearwater Beach as we celebrate 30 years of growth, resilience, and community with the Florida Chapter ISA.

Just like the rings of a tree tell the story of time - each season, each challenge, each triumph - our Chapter's legacy has been built year by year, layer by layer. Every ring represents the people, the passion, and the progress that have shaped who we are today.

As the sun sets over the Gulf, step into an evening designed to honor that journey. Surrounded by the beauty of the coast, you'll gather with friends, colleagues, and fellow professionals to share stories, reconnect, and celebrate the roots that bind us together.

Enjoy a relaxed, coastal atmosphere in your “Yacht Rock” wear! Enjoy great food, refreshing drinks, and meaningful conversation. Whether you've been with us since the beginning or are just beginning your journey, this is your moment to be part of the story.

- ✨ Raise a glass to the past
- 🌳 Celebrate the strength of our roots
- 🌅 And look ahead to the future we continue to grow—together

“30 Rings, One Legacy.”  
Countless stories still to be told.



Come grow with us! Make sure to bring the kids along this year! This year's social will feature events sponsored by ArborNext, generating arborists!

## Breakout Sessions

3:00 PM - 5:00 PM

Choose 1 of the 2 breakouts offered

### 1 | With Hurricanes, Comes Salt Water

Location: Beach Room

3:00 PM - 5:00 PM

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2)  
BCMA (2-P)

Other CEUs: FACE (2), FNGLA (2), LIAF (1)

3:00 PM - 3:40 PM

#### Identifying Salt Damage in Trees

Matt Kennard, *Florida Forest Service*, Tallahassee, FL

3:40 PM - 4:20 PM

#### Salted Trees: How, Why, and What to do Next

Dr. AD Ali, *The Davey Institute*, Fort Myers, FL

4:20 PM - 5:00 PM

#### Understanding Salt Stress: Choosing the Right Trees for Florida's Coasts

Alyssa Vinson, *UF/IFAS Hillsborough County*, Tampa, FL

### 2 | What's Up Doc?

Location: Palm Room

Moderator: Julie Iooss

3:00 PM - 5:00 PM

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2)  
BCMA (1-P, .5-S, .5-M)

Other CEUs: FACE (2), FNGLA (2), LIAF (1)

3:00 PM - 3:30 PM

#### The Use of Biochar and Compost as a Potential Solution

Dr. Ryan Klein, *University of Florida*, Gainesville, FL



3:30 PM - 4:00 PM

#### The Weakest Link - Where do Branch Failures Occur Most Often?

Dr. Andrew Koeser, *UF/IFAS GCREC*, Wimauma, FL



4:00 PM - 4:30 PM

#### Advancing Palm Health: What Three Years of Injection Practices Have Taught Us

Dr. Mica McMillian, *University of Florida*, Fort Lauderdale, FL

4:30 PM - 5:00 PM

#### Rethinking Drought Management with Plant Growth Regulators

Dr. Kendra Wagner, *Rainbow Ecoscience*, Fort Worth, TX

## Silent Auction

Bidding Ends/ Payment Due 5:15 PM  
Items cannot be stored or shipped

## GET TO KNOW OUR SPEAKERS

Jonathan Foote, *The Industrial Tarzan, LLC*



Jonathan Foote is the owner of *The Industrial Tarzan LLC*, a southeastern Pennsylvania-based contract climbing service specializing in advanced rigging and crane-assisted tree work.

With over 10 years of climbing experience, he serves as an instructor for *Noble Oak Safety & Training*, delivering education to tree workers nationwide.

He is also an exam proctor and practical examiner for NJ Crane Expert's NCCER Crane Operator Certification Program. Jonathan holds multiple industry-recognized credentials, including NCCER Certified Crane Operator, TCIA Certified Tree care Safety Professional (CTSP), Petzl PPE Competency Instructor, and American Red Cross Instructor certifications in CPR/AED and First Aid for Severe Trauma. He is an active competitor with the Penn-Del ISA and remains committed to advancing safety, skill, and professionalism within the industry.

Matt Ammann, *The Arbor Operator*



Matt Ammann is a Tree care Professional, Crane Operator, and Trainer specializing in tree industry lifts, with 14 years of hands-on experience in the field. He has built a reputation for operating some of the largest knuckle boom cranes in the world, performing high-risk

canopy picks and complex hazardous removals with precision and control. As an NCCER SME, and holding multiple Crane Certifications from NCCER & NCCCO, Matt brings a high level of technical knowledge and real-world application to his training. He currently serves as a trainer as well as a Proctor and Practical Examiner for New Jersey Crane Expert where he focuses on Certification as well as Operator Development; helping students learn to perform safely and confidently under pressure. With past certifications as a Rigging Supervisor, EMT and countless hours of site safety training, Matt approaches every lift with a deep understanding of risk, safety, and accountability. His training style emphasizes discipline, efficiency, and respect for the radius. His mission is simple: continue to raise the industry standard, eliminate costly mistakes, and make sure every operator earns their pick.

### The Canopy Call!



Enter to win premium prizes valued at \$200+ generously provided by our exhibitors. Each attendee receives one ticket, with more available for purchase. Be in the Exhibitor Hall during posted "Call" times Monday & Tuesday to claim your prize! Answer The Canopy "Call" today!

If sitting inside all day Tuesday isn't your thing, join us outside for a continuation of Monday's Academy.

## Crane Operations & Rigging Training Outside Session

**Location: Sand Key Park**

**8:30 AM - 4:30 PM**

**Participants will meet at the exit near the Island Room, where the outdoor exhibitors are located and walk over to Sand Key Park as a group.**

**ISA CEUs:** Arborists (6), Municipal (6), Climber Specialist (6), BCMA (6-P)

**Other CEUs:** CTSP (6), FACE (6), FNGLA (8), LIAF (4)

### Speakers:

**Matt Ammann, *The Arbor Operator*, Hurdle Mills, North Carolina**  
**Jonathan Foote, *The Industrial Tarzan, LLC*, Eagleville, PA**

**8:30 AM - 10:00 AM**

**Pre-Flight: Safety Before Cutting or Lifting**

**10:00 AM - 10:30 AM**

**Refreshment Break** with Trade Show Exhibitors at hotel

**10:30 AM - 12:00 PM**

**Balancing Act Focus on Rigging Fundamentals**

**12:00 PM - 1:00 PM**

**Lunch** with Trade Show Exhibitors (provided) at hotel

**1:00 PM - 2:30 PM**

**Just Cut It: Most Effective Cutting Techniques**

**2:30 PM - 3:00 PM**

**Refreshment Break** with Trade Show Exhibitors at hotel

**3:00 PM - 4:30 PM**

**Groundie Lives Matter: Ground Crew Communication**

### Participant Requirements:

- Attendance for the outdoor training day is voluntary. Attendees are not required to perform work aloft but are encouraged to participate.
- Each attendee should bring their own Personal Protective Equipment (PPE) including helmet, safety glasses, work boots, wear appropriate clothing, and if you would like to sit at any point during the day, a portable chair is highly recommended.

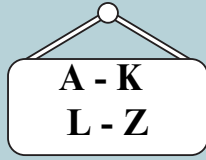
### Advisory Information:

- Participants should be prepared for hot weather conditions.
- While participation is voluntary, immersion enhances the learning experience, and instructors will accommodate participants to the best of their ability.

# Where To Go Today

## Lobby II

Registration will be alphabetical by last name.



Don't miss the Florida Chapter Awards Luncheon, extra tickets can be purchased at the registration desk.

Don't forget! Take advantage of the morning break to check out of your hotel room!



## Students/Early Career Arborists Lunch Table

Locate the reserved luncheon table for lively discussion with other students or early career arborists!



### “Heads and Tails”

TREE FUND “Fandanas” can still be purchased for the annual *Heads or Tails* game that is played during the Wednesday luncheon. Funds raised go to the TREE FUND for the John P. White Endowment.

## Don't Forget Your CEUs

Please follow the instructions at the end of each session to receive your CEUs! Make sure to ask for help with the QR code if you are unfamiliar with how they work.



# Wednesday, June 3

7:30 AM - 10:30 AM	Trees Florida Registration Desk Open
8:00 AM - 10:00 AM	Breakout Sessions
10:00 AM - 10:30 AM	Break (Use this time to check-out of the hotel)
10:30 AM - 3:15 PM	General Session, includes Luncheon Speaker and Florida Chapter Awards Ceremony (lunch provided)
3:15 PM	Conference Adjourns

## Breakout Sessions

8:00 AM - 10:00 AM Choose 1 of the 3 breakouts offered

### 1 | Integrity in Every Cut

**Location: Beach Room** **8:00 AM - 10:00 AM**

**ISA CEUs:** Arborist (2), Municipal (2), Climber Specialist (2), BCMA (2-M)  
**Other CEUs:** FACE (2), FNGLA (2), LIAF (1)

**8:00 AM - 8:40 AM**

#### Selling Tree Work Ethically

Kacy Keeffe, *Arbor Bay Tree Service*, Tampa, FL

**8:40 AM - 9:20 AM**

#### The Way You Do Anything Is The Way You Do Everything

Rebecca Seibel, *Tree Spirit Consulting*, Holmen, WI

**9:20 AM - 10:00 AM**

#### Rooted in Excellence: Building Safer and Stronger Tree Care Businesses

Tim Walters, *Miller's Tree Service*, Tallahassee, FL

### 2 | What's Up Doc?

**Location: Palm Room** **8:00 AM - 10:00 AM**

**ISA CEUs:** Arborist (2), Municipal (2), Climber Specialist (2), BCMA (1-P, .5-S, .5-M)

**Other CEUs:** FNGLA (2), LIAF (1)

**8:00 AM - 8:30 AM**

#### The Use of Biochar and Compost as a Potential Solution

Dr. Ryan Klein, *University of Florida*, Gainesville, FL

**8:30 AM - 9:00 AM**

#### The Weakest Link - Where do Branch Failures Occur Most Often?

Dr. Andrew Koeser, *UF/IFAS GCREC*, Wimauma, FL

**9:00 AM - 9:30 AM**

#### Advancing Palm Health: What Three Years of Injection Practices Have Taught us

Dr. Mica McMillian, *University of Florida*, Fort Lauderdale, FL

**9:30 AM - 10:00 AM**

#### Rethinking Drought Management with Plant Growth Regulators

Dr. Kendra Wagner, *Rainbow Ecoscience*, Fort Worth, TX



# Florida Chapter ISA Awards Program



Florida Chapter ISA recognizes outstanding achievements in the arboriculture profession, as well as the efforts by individuals who make an impact on the practice of arboriculture.

- EDWARD W. BOK AWARD
- AWARD FOR EXCELLENCE IN EDUCATION
- AWARD OF DISTINCTION
- PRESIDENT'S AWARD

Awards will be presented at the Trees Florida 2026 Wednesday luncheon.

## 1:15 PM - 3:15 PM New Growth Paradigm - What Trees Teach Us about Better Business

Join Kristoffer and Basil, two industry veterans with unique perspectives and proven tactics for growing a successful tree care company. They will have a dynamic, podcast-style 🎙️ conversation that challenges conventional thinking about growth in the tree care industry and offers tactics you can use to boost your business, including:

🌱 How to create teams where staff stay for the long run—and why retention starts with purpose, not pay.

🌳 Tree removals hurt your business—and the Earth too!

✂️ How better pruning systems can increase profitability and reduce your team's stress.

🧠 Simple ways to educate your customers about the unsung heroes of tree care: structure and soil.

🌱 Saplings are the future of tree planting, creating new revenue streams and a healthier environment.

👥 How to engage your community and find great new leads.

Audience participation is encouraged! 💬 We'll have an open mic and digital options so you can participate and ask questions throughout the discussion. As a bonus, Basil will be signing books 📖 during the final segment of this event.

## 3 | Student and Early Career Arborists

Location: Skyview 9<sup>th</sup> Floor

8:00 AM - 10:00 AM

ISA CEUs: Arborist (2), Municipal (2), Climber Specialist (2), BCMA (2-P, 2-M)

Other CEUs: FACE (2), FNGLA (2), LIAF (1)

8:00 AM - 8:20 AM

**Bridging Perceptions and Practices: Insights from Post-Hurricane Tree and Landscape Damage**

Alyssa Vinson - *UF/IFAS Hillsborough County*, Tampa, FL

8:20 AM - 8:40 AM

**Nursery Stock Quality and Early Care**

Taylor Sherer - *University of Florida*, Gainesville, FL

8:40 AM - 9:00 AM

**Advancing Fusarium Wilt of Palm Diagnostics in Florida**

Jessica Velte, *University of Florida*, Gainesville, FL

9:00 AM - 9:20 AM

**Incentive-Based Policy for Tree Protection: A United States National Review**

Aline Kuzma, *University of Florida*, Wimauma, FL

9:20 AM - 9:40 AM

**Evaluating the Impacts of Arboricultural BMPs: Site design, Planting and Establishment, and Pruning**

Keri Smith, *University of Florida*, Gainesville, FL

9:40 AM - 10:00 AM

---

**Q & A with All Speakers  
General Session**

10:30 AM - 3:15 PM

---

Location: Grand Ballroom

10:30 AM - 3:15 PM

ISA CEUs: Arborist (4), Municipal (4), Climber Specialist (4), BCMA (.75-P, 3.25-M)

Other CEUs: FACE (4), FNGLA (6), LIAF (3)

10:30 AM - 11:15 AM

**Wielding the A300 Standards: The Shield and the Sword**

James Komen, *Class One Arboriculture, Inc.*, Glendale, CA

11:15 AM - 12:00 PM

**Too Mu(l)ch of a Good Thing? What the Science Says About Mulch Depth and Volcano Mulching**

Alex Martin, *University of Oxford*, Oxford, United Kingdom

12:00 PM - 1:15 PM

**Lunch: The Founding of the Florida Chapter**

Norm Easey, *Urban Forestry Consulting*, Sarasota, FL

1:15 PM - 3:15 PM

**Closing Keynote: New Growth Paradigm - What Trees Teach Us about Better Business**

Basil Camu, *Leaf & Limb*, Riley, NC

Kristoffer Rasmussen, *Arborist Strong*, Azle, TX



Thank You

A Huge thanks to our incredible Trees Florida Planning Committee! Your time, energy, and dedication brought this event to life, and your passion for our profession truly shows. We're so grateful for all that you do!



Erik Nobs,  
Conference Chair,  
Sponsorship Chair &  
Standing Committee



Alexis Wells,  
Conference Co-Chair  
Local Host Chair

We also extend our sincere thanks to:

- Andrew Koeser, Education Chair
- Amber Clark, Art Finn, Travis Newell, Apollo O'Neil, Local Host Committee
- Ali Summersil, Exhibitor Chair
- Erik Nobs, Andrew Koeser, Carol Mini, Ali Summersil, and Jordan Upcavage, Standing Committee

It takes a lot of volunteer hours to plan the annual conference. Thank you to everyone involved for your tireless commitment to the planning process that bring us this annual adventure!

## GET TO KNOW OUR SPEAKERS

**KEYNOTE: Basil Camu, *Leaf & Limb*, Riley, NC**



Basil Camu is co-founder of *Leaf & Limb*, a regenerative tree and land care company in Raleigh, North Carolina, and founder of Project Pando, a nonprofit connecting people with trees. He's a Treecologist, ISA Board Certified Master Arborist, Duke graduate, and author of *From Wasteland to Wonder: Easy Ways We Can Help Heal Earth in the Sub/Urban Landscape*. Basil's work, featured in The New York Times, Forbes, Gardenista and more, bridges ecology and everyday landscapes. He helps people and communities heal ecosystems by planting native trees, caring for soil, and fostering wonder in the natural world.

**James Komen, *Class One Arboriculture, Inc.*, Glendale, CA**



James Komen is a consulting arborist in California specializing in risk assessment and tree appraisal. His work has been published in various peer-reviewed journals. He is an ISA TRAQ instructor and an ASCA TPAQ instructor. He has taught workshops on tree law, tree risk, and tree appraisal around the U.S. and Canada. He is also a licensed California attorney.

**Alex Martin, *University of Oxford*, Oxford, United Kingdom**



Alexander Martin is a community ecologist and environmental geographer researching arboricultural practices, urban forest management, and their consequences for the stability and function of urban ecosystems. He is an ISA Board Certified Master Arborist and holds a Bachelor of Urban Forestry and an MSC in Geography and Environmental Studies. He has published over 100 papers in peer reviewed journals and trade magazines and has delivered more than 200 conference and symposium presentations.

**Kristoffer Rasmussen, *Arborist Strong*, Azle, TX**



Kristoffer has dedicated over 30 years to advancing tree care, safety training, and urban forest preservation. With experience as a municipal, commercial, and residential arborist, he shares insights and stories from a lifetime in the field. As a Certified Treecare Safety Professional, Certified Tree Climber, TCIA Accreditation Auditor, and Red Cross CPR/First Aid Instructor, Kristoffer is committed to the safety and growth of arborists and their communities. He plays a pivotal role in assessing and accrediting tree care companies, driving them toward excellence and adherence to industry standards. His passion for sustainable practices and fostering collaboration makes him a respected leader and advocate in arboriculture. Kristoffer has been recently been retained as the PPQ Coordinator by the Florida Chapter ISA.

## Social Events AT-A-GLANCE

### Monday

#### Welcome Reception with Exhibitors

5:00 PM - 6:00 PM

Island Room I & II



#### TreesAreCool Pub Crawl

6:30 PM - 11:00 PM

Catch the Jolly Trolley near the Island Room exit, where the outside exhibitors are set up.

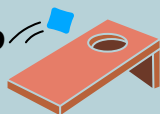


#### Burns' Games and Grub

6:30 PM - 9:00 PM

Join us on the **Poolside Grass Area** for a fun filled evening of friendly competition and delicious food!

*Ticketed event: Adults \$30/Kids \$20*



### Tuesday

#### Women in Arboriculture Breakfast

7:00 AM - 7:45 AM

#### Skyview 9<sup>th</sup> Floor

*Ticketed event: \$25*

*Everyone welcome!*

#### Tuesday Night Social

#### “Rings of Time: A Coastal Legacy Celebration”

7:00 PM - 10:00 PM

Beach behind hotel

*Make sure to wear your event badge.*



### Wednesday

#### Florida Chapter Awards Luncheon

12:00 PM - 1:15 PM

Grand Ballroom

Extra tickets available at bookstore.



## CONFERENCE AT-A-GLANCE

### Monday, June 1

7:00 AM - 4:30 PM	Trees Florida Registration Desk Open
7:30 AM - 4:30 PM	Florida Chapter ISA Bookstore Open
7:30 AM - 6:00 PM	Trade Show Open
7:30 AM - 6:00 PM	Silent Auction Open
8:30 AM - 4:30 PM	Academy 1: Florida Law Studies
8:30 AM - 4:30 PM	Academy 2: Crane Operations & Rigging Training
8:15 AM - 4:30 PM	Academy 3: Urban Forestry Bus Tour
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors
5:00 PM - 6:00 PM	Welcome Reception with Trade Show Exhibitors, Sponsors and Silent Auction
6:30 PM - 9:00 PM	Burns' Grub & Games: Poolside Grass Area
6:30 PM - 11:00 PM	TreesAreCool Pub Crawl

### Tuesday, June 2

7:00 AM - 5:00 PM	Trees Florida Registration Desk Open
7:30 AM - 5:00 PM	Florida Chapter ISA Bookstore Open
7:00 AM - 7:45 AM	Women in Arboriculture Breakfast
7:30 AM - 5:15 PM	Trade Show Open
7:30 AM - 5:15 PM	Silent Auction Open
8:00 AM - 2:30 PM	General Session
8:30 AM - 4:30 PM	Crane Operations & Rigging Training
10:00 AM - 10:30 AM	Break with Trade Show Exhibitors
12:00 PM - 1:00 PM	Lunch with Trade Show Exhibitors (provided)
2:30 PM - 3:00 PM	Break with Trade Show Exhibitors
3:00 PM - 5:00 PM	Breakout Sessions
5:15 PM - 5:30 PM	Silent Auction Bidding Ends, Payment Due
7:00 PM - 10:00 PM	Tuesday Night Social: Outdoor Function Space on 10 Acre Beach

### Wednesday, June 3

7:30 AM - 10:30 AM	Trees Florida Registration Desk Open
8:00 AM - 10:00 AM	Breakout Sessions
10:00 AM - 10:30 AM	Break (Use this time check-out of the hotel)
10:30 AM - 3:15 PM	General Session, including Luncheon, presentation, and Florida Chapter Awards Ceremony
3:15 PM	Conference Adjourns