

Technology is transforming our industry, so let's make some time to talk about it. This summit is an opportunity to engage experts and practitioners in a discussion of technology, data, trees, and the future of urban forestry decision-making. This full-day event is packed with presentations on the software, hardware, and data changing the way we work with trees, along with case studies and actionable steps to put these ideas to work in your own company or community. Join us for this full-day event of presentations and collaborative discussions to take part in building the future of urban forestry together. Cost for the event is \$150.

AGENDA

9:00-9:50 DOORS OPEN, BREAKFAST, NETWORKING

9:50-10:00 WELCOME ADDRESS
Russ Warnock - PlanIT Geo

10:00-10:20 GIS AND TREE CARE 101
Nathan Schuettpelez - Wachtell Tree Science

10:20- 11:00 TREE DATA DECISION MAKING
Peter Aldag and Maggie DeLauter - PlanIT Geo

11:00-11:30 Q&A

11:30-11:40 BREAK

11:40-12:00 IMPROVING MANAGEMENT PLANS AND PROMOTING COMMUNITY
ENGAGEMENT THROUGH INTERACTIVE INVENTORIES
Paul Hahn - Ahlum & Arbor Tree Preservation

12:00-12:20 DIFFERENTIATING YOUR COMPANY WITH TECH
Curtis Fosnaugh - Signature Tree Solutions

12:20-12:40 Q&A

12:40-1:20 LUNCH BREAK

1:20-1:40 NON-INVASIVE TREE RISK ASSESSMENT TECHNOLOGIES
Andres Vernengo - ProArbol

1:40-2:00 TREE ROOT QUALITY ASSESSMENT WITH GPR INSIGHT™
Marie Ambusk - Trees ROI

2:00-2:20 Q&A

2:20-2:30 BREAK

2:30-2:50 MONITORING FOR SURVIVAL
Roman Franzia - ePlant

2:50 - 3:10 ADVANCING THE TREE CARE INDUSTRY THROUGH BATTERY TECHNOLOGY
Keith Coultrap - Husqvarna

3:10-3:30 Q&A

3:30 - 3:40 CLOSING REMARKS
Russ Warnock - PlanIT Geo

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9:00-9:50 DOORS OPEN, BREAKFAST, NETWORKING

9:50-10:00 WELCOME ADDRESS - RUSS WARNOCK, PLANIT GEO

10:00-10:20 GIS AND TREE CARE 101

Nathan Schuettpelez - Wachtell Tree Science Implementing GIS into your commercial tree care operations is critical to evolving and maintaining your competitive edge in a technologically advanced market. Paper maps get lost and squirrels destroy metal tags (weird, right?). This discussion will provide a basic understanding of geographic information systems (GIS) and how to implement them into your company right now!

10:20-11:00 TREE DATA DECISION MAKING

Peter Aldag and Maggie DeLauter - PlanIT Geo Tree inventories and canopy assessments are powerful tools, but having a sudden motherload of tree data, where there used to be zilch, presents a challenge. How best to charting a new, informed course forward? Peter and Maggie will overview methods of collecting tree data and demonstrate the value it can bring tree care business, including distilling info for clients and multi-year proactive maintenance operations.

11:00-11:30 Q&A

11:30-11:40 BREAK

11:40-12:00 IMPROVING MANAGEMENT PLANS AND PROMOTING COMMUNITY ENGAGEMENT THROUGH INTERACTIVE INVENTORIES

Paul Hahn - Ahlum & Arbor Tree Preservation Management plans are an important tool aiding in the preservation and care of trees. However, they can be difficult for clients to understand and share with the public. Learn how the use of interactive maps can make inventories and management plans more accessible and valuable to your clients.

12:00-12:20 DIFFERENTIATING YOUR COMPANY WITH TECH

Curtis Fosnaugh - Signature Tree Solutions In this presentation, Curtis will explore the innovative use of technology to enhance the project engineering and proposal process for bidding on tree and forestry management projects. He will discuss how leveraging software, the latest in equipment, and digital cinema can enhance the efficiency and precision of proposals, leading to more successful bids. Additionally, he will delve into the role of machinery in these operations, highlighting how cutting-edge technology can not only enhance efficiency and safety but also create new standards in the industry. By embracing technology and leveraging state-of-the-art machinery, he will showcase how these advancements are revolutionizing the tree industry, ultimately leading to better outcomes for both professionals and the environment.

12:20-12:40 Q&A

12:40-1:20 LUNCH BREAK

1:20-1:40 NON-INVASIVE TREE RISK ASSESSMENT TECHNOLOGIES

Andres Vernengo - ProArbol Andres Verengo will share his experiences using non-invasive risk assessment technologies to improve municipal risk assessment programs and discuss the value of integrating ground penetrating radar into a tree care businesses.

1:40-2:00 TREE ROOT QUALITY ASSESSMENT WITH GPR INSIGHT™

Marie Ambusk - Trees ROI WHAT IF we could image the trees' root structure to identify potential problems? WHAT IF we could develop a system to help increase the life span of urban trees? This presentation will introduce GPR INSIGHT™, a novel method of using ground penetrating radar to inspect and assess the quality of tree root systems above ground, before planting. The societal impact of this innovation enables critical quality metric measurements during nursery production that result in higher quality planted tree stock growing roots as nature intended.

2:00-2:20 Q&A

2:20-2:30 BREAK

2:30-2:50 MONITORING FOR SURVIVAL

Roman Franzia - ePlant There are challenges in maintaining and growing an urban forest. Irrigation, vandalism, and climate species selection, among others. Can technology be better applied to improve the outcomes? We introduce IoT (Internet of Things) solutions that are a cost-effective way to provide critical care data and community engagement systems to help deliver that care.

2:50 - 3:10 ADVANCING THE TREE CARE INDUSTRY THROUGH BATTERY TECHNOLOGY

Keith Coultrap - Husqvarna As the landscape of the tree care industry continues to evolve, companies need to be prepared to take charge of the future by reducing their environmental impact. The movement towards fostering a more sustainable planet requires everyone's active involvement and participation. This presentation will showcase advancements in battery technology, circular innovations, and how the right tools, services, and equipment can help your business not only join, but lead the movement.

3:10-3:30 Q&A

3:30 - 3:40 CLOSING REMARKS

Russ Warnock - PlanIT Geo