

AGENDA

2010 N.C. URBAN FORESTRY CONFERENCE

SEPTEMBER 14-16

RALEIGH, NC



ACORNS TO MIGHTY OAKS

GROWING A
HEALTHY URBAN FOREST





TUESDAY, SEPTEMBER 14, 2010

9:00 AM – 4:00 PM, **PRE-CONFERENCE WORKSHOP**

Marketing Trees: Leveraging a Positive Perception in a Competitive Marketplace

(9:00 AM-12:00 PM)

Part 1: Marketing Trees: Creating and Leveraging Your Brand Identity, Kristian Darigan Merenda




-  General Overview
-  Understanding Key Audiences and Creating a Brand Identity
-  Laying the Foundation for Increasing Community Stakeholder and Fundraising Support
-  Toolchest for Effectively Planning Communications Campaigns

(12:00 PM-1:00 PM)

Lunch Provided

(1:00 PM-4:00 PM)

Part 2: Cause Marketing for Trees: Where Business Strategy Meets Corporate Citizenship, Kristian Darigan Merenda

-  What is Cause Marketing?
-  Selling Cause Initiatives
-  Diagramming Your Cause

5:00 PM – 6:00 PM, **NC URBAN FOREST COUNCIL BUSINESS MEETING:**

Meet the Executive Committee of the NC Urban Forest Council, hear about this year's accomplishments and next year's goals, and learn about opportunities to get involved.

All NCFUC members are encouraged to attend. Non-members can come learn about the NCFUC's mission and why it is important to be a member.

6:00 PM – 8:00 PM, **OPENING RECEPTION & AWARDS BANQUET**



WEDNESDAY, SEPTEMBER 15, 2010

7:30 AM – 8:30 AM **WELCOME BREAKFAST WITH EXHIBITORS**

8:30 – 10:00 **GENERAL SESSION**

(8:30 AM)

Opening Remarks and Welcome Address

(9:00 AM - 10:00AM)

Keynote Speaker – *Modern Challenges in Growing a Sustainable Urban Forest - Richard Roti, Charlotte Public Tree Fund*

10:00 – 10:30 BREAK WITH EXHIBITORS

CONCURRENT SESSIONS 10:30 AM TO 12:00 NOON

APPRENTICES

10:30 AM – 11:15 AM

Tree Planting: Common Urban Site Challenges
– *Tom Glasgow, NC Cooperative Extension Service*

11:15 AM – 12:00 PM

Plant Selection Opportunities – *Tom Glasgow, NC Cooperative Extension Service*

EXPERTS

10:30 AM – 11:15 AM

Designing Planting Sites: Looking at Both the Hard and Soft Scapes. – *Dr. Julie Sherk, North Carolina State University*

11:15 AM – 12:00 PM

Tree Development for Urban Environments – *Dan Whitehead, Moon's Tree Farm*

12:00 – 1:15 LUNCH (PROVIDED)

CONCURRENT SESSIONS 1:15 PM – 3:00 PM

APPRENTICES

1:15 PM – 2:00 PM

Back to Soil Basics – *Dr. Barbara Fair, North Carolina State University*

2:00 PM – 2:45 PM

Urban Tree Planting Basics – *Alex Johnson, City of Durham*

EXPERTS

1:15 PM – 2:00 PM

Growers and City Specification: Finding Common Ground
– *Dr. Anthony LeBude, North Carolina State University*

2:00 PM – 2:45 PM

Tree Planting Programs: Show Me the Money, Pitfalls, and Plusses – *Sally Thigpen, City of Raleigh*

2:45 – 3:15 BREAK WITH EXHIBITORS

WEDNESDAY, SEPTEMBER 15, 2010 *(continued)*

CONCURRENT SESSIONS 3:15 PM – 4:45 PM

APPRENTICES

3:15 PM – 4:00 PM

Making Sure Your Trees Meet Nursery Standards
– Dr. Anthony LeBude, North Carolina State University

4:00 PM – 4:45 PM

Street Tree Inventories: Opportunities and Guidelines
– Leslie Moorman, NC Division of Forest Resources

EXPERTS

3:15 PM – 4:00 PM

Inventory Methods to Advance Urban Forest
Management – Dudley Hartel, US Forest Service

4:00 PM – 4:45 PM

Risk Management and Storm Preparedness – Dudley Hartel, US Forest Service

DINNER ON YOUR OWN



THURSDAY, SEPTEMBER 16, 2010

7:30 AM – 8:30 AM WELCOME BREAKFAST WITH EXHIBITORS

CONCURRENT SESSIONS 8:30 AM TO 10:00 AM

APPRENTICES

8:30 AM – 9:15 AM

What is a Healthy Urban Forest and Why is it Important?
– Dr. Melissa McHale, North Carolina State University

9:15 AM – 10:00 AM

Training Young Trees – Davey Tree Experts

EXPERTS

8:30 AM – 9:15 AM

Urban Wood Utilization: Building Community through Waste
Reduction – Meg Lawler, North Carolina State University

9:15 AM – 10:00 AM

As Trees Age: Providing Health Care for Large Trees
– Dr. Kim Coder, University of Georgia

10:00 – 10:30 EXHIBITORS BREAK

CONCURRENT SESSIONS 10:30 AM TO 12:00 PM

APPRENTICES

10:30 AM – 11:15 AM

How Volunteers Can Improve Your Urban Forest – Susan Pierce, Trees Atlanta

11:15 AM – 12:00 PM

North Carolina Urban Forest Council's Tree Legacy Fund
– Karen Neill, NC Cooperative Extension Service

EXPERTS

10:30 AM – 11:15 AM

Training Young Trees – Davey Tree Experts

11:15 AM – 12:00 PM

Urban Soil Alternatives – Kelby Fite, Bartlett Research Laboratory

12:00 – 1:15 LUNCH (PROVIDED)

1:15 – 3:30 GENERAL CLOSING SESSION

(1:15 PM – 2:00 PM)

Trees & Storms: The mechanics of surviving big wind! – Dr. Kim Coder, University of Georgia

(2:00 PM – 2:30 PM)

When to Pull the Plug? – Eric Muecke, NC Division of Forest Resources

(2:30 PM – 3:00 PM)

Making the Most of Green Space, Urban Trees and Woody Debris – John Karakash, Resource Professionals Group

(3:00 PM – 4:00 PM)

Keynote Speaker – A Time for Trees: Change Concepts in the Community Forest! – Dr. Kim Coder, University of Georgia

4:00 – END OF CONFERENCE



QUESTIONS? Call Kelley McCarter at 919-515-9563 or email her at Kelley_McCarter@ncsu.edu

LOGGING FOR ATTENDEES: Make your reservations before August 15, 2010 to receive the conference rate (\$76/night single, \$88/night double)!!

Sheraton Raleigh Hotel

421 S. Salisbury Street,

Raleigh, NC 27601

Phone: 919-834-9900, Toll Free: 1-800-325-3535.

Reference "2010 Urban Forestry Conference" to receive the special group rate.

REGISTRATION FORM

2010 NC URBAN FORESTRY CONFERENCE
ACORNS TO MIGHTY OAKS: GROWING A HEALTHY URBAN FOREST

NAME: _____
NAME FOR NAME TAG: _____
COMPANY/GROUP NAME: _____
ADDRESS: _____
CITY/STATE/ZIP: _____
PHONE: _____ FAX: _____ EMAIL: _____

CONFERENCE REGISTRATION INCLUDES TUESDAY NIGHT OPENING AWARDS BANQUET, WEDNESDAY AND THURSDAY CONTINENTAL BREAKFAST AND LUNCH.

Please check all appropriate boxes:

EARLY REGISTRATION One-Day registration Wed., Sept. 15 or Thurs., Sept. 16 \$65
received before July 31, 2010 Standard registration \$140
 NCUFC Member or Tree Board Member \$120
 Group Rate (3 or more people)/person \$115

LATE REGISTRATION One-Day registration Wed., Sept. 15 or Thurs., Sept. 16 \$85
received after July 31, 2010 Standard registration \$175
 NCUFC Member or Tree Board Member \$155
 Group Rate (3 or more people)/person \$150

PRECONFERENCE WORKSHOP \$25

TOTAL: \$ _____

I PLAN ON ATTENDING THE SEPTEMBER 14TH OPENING AWARDS BANQUET
(included in the full registration only)

I PREFER VEGETARIAN SELECTION FOR LUNCH

PAYMENT INFORMATION:

CHECK: payable to NC Urban Forest Council

Enclosed is a check for \$ _____
Agency/Company check for \$ _____ will follow.

CREDIT CARD (Visa or Mastercard):

Please charge my Visa Mastercard
Card Number _____ Expiration Date _____
Name as it appears on card _____

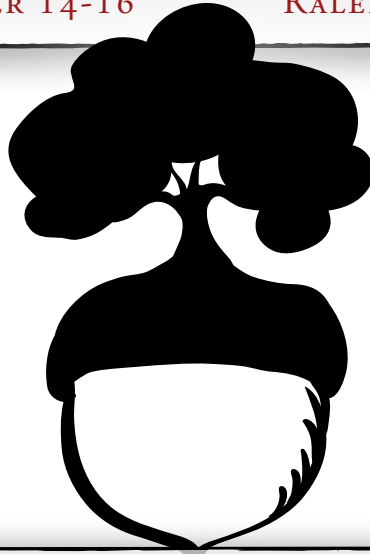
PLEASE RETURN THIS FORM WITH PAYMENT TO:

NCSU-FEOP
Attn: Urban Forestry Conference
Campus Box 8008
Raleigh, NC 27695

QUESTIONS: Call Kelley McCarter at 919-515-9563 or email her at Kelley_McCarter@ncsu.edu

CEU'S AVAILABLE FOR: ISA, SAF, ASLA, APA.

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SEPTEMBER 14-16 RALEIGH, NC



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NC Division of Forest Resources
1616 Mail Service Center
Raleigh, NC 27699
WWW.DFR.NC.GOV

CONFERENCE HOSTS



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WWW.NCUFC.ORG



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