

**22nd ANNUAL
Urban Forestry & Horticulture
Conference**

**Thursday, March 16, 2017
Friday, March 17, 2017
Cross Point Church of Christ
1360 Cox Creek Parkway
Florence, AL 35633**

***“Shade Tree
Mechanics”***

*(Mechanics: The Practicalities & Details of
Growing the Shade & Under the Shade)*



**the city of
Florence
ALABAMA**

MESSAGE FROM MAYOR STEVE HOLT...

The City of Florence is delighted to present the 22nd Annual Urban Forestry & Horticulture Conference. A great program is planned featuring outstanding speakers who are most knowledgeable in their fields of Horticulture, Urban Forestry, and Pesticide application. Also featured are local vendors who will have a variety of plants and gardening items available for purchase.

We trust you will enjoy yourself and be able to apply your newfound knowledge in your future projects.

FLORENCE CITY COUNCIL

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Dick Jordan, Council President/District 2

David Bradley, District 3

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URBAN FORESTRY

Craig Thompson

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Kevin Jangaard
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John Norton, Chairman
Steve McEachron, Advisor
Craig Thompson, Advisor
Justin Jeffreys, Advisor

Thursday March 16, 2017

PESTICIDES:

Fred Kapp, AUFA Program Manager. Fred is a Clemson University Horticulture graduate with a Master's in Adult Education from the University of Alabama. He is retired from the Alabama Community College System. In addition to his current position with AUFA, he is the Education Director for the Green Industry Web Portal.

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|------------|--|
| 12:00 p.m. | Urban Trees: New and Emerging Pests |
| 1:00 p.m. | Common Diseases of Trees and Shrubs |
| 2:00 p.m. | Pesticide Formulations, Dilution and Calibration |
| 3:00 p.m. | Proper Application Demos and Video |
| 3:30 p.m. | Managing Insects in the Landscape and Urban Forest |
| 4:25 p.m. | Sign for recent points and adjourn |

PESTICIDE attendees who want the full 10 points MUST attend all pesticide sessions. Individual sessions are open to all attendees.

FRIDAY, MARCH 17, 2017

KEYNOTE:

Chris Francis, ISA Board Certified Master Arborist.

Why Trees Stand Up and Why They Fall Down.

We like to think of trees as engineering marvels that defy the laws of physics, but trees were around long ago and really “invented” much of what is used today in construction of buildings and bridges. The same principles apply, and when forces exceed capacities, we experience failures.

Carol Reese, Ornamental Horticulture Specialist at the University of Tennessee Extension in Jackson.

Trees, Transcendent to Troublesome.

While there is much to love about a tree, what characteristics might be undesirable? It could be finicky and unforgiving of less than ideal siting, it could be a pest magnet or short-lived. A tree might have “litter” problems, with fruit, scaling bark, big trashy leaves, or insect droppings. It might reseed like crazy or sucker from roots, or be prone to windthrow. There is no perfect tree, just trees with fewer downsides, or trees that must be judiciously placed. Sometimes it is a gender issue and the male is preferred to avoid messy fruit or reseeding problems. If the fruit is a major ornamental asset, the female is preferred, as with holly’s red berries. Carol will share her opinions about trees that should be avoided and illustrate ways to design a landscape with four seasons of interest using only trees.

Jason Simpson, WHNT News 19’s Chief Meteorologist since 2012.

2016-17 Drought Impacts and Long Term Outlook.

URBAN FORESTRY

Colin Conner, Alabama Registered Forester for the City of Hoover, ISA Certified.

Urban Tree and Site Selection.

Specifics of selecting, preparing, and pairing a suitable urban planting site with a properly selected urban tree are the topics in Colin’s presentation.

American Chestnut Foundation.

Betsy Heckert, Founding Member, Highland Rim Branch, The American Chestnut Foundation-AL State Chapter.

Harris Parker, Member, American Chestnut Foundation.

Introduction and Overview to The American Chestnut Foundation.

The Foundation’s national mission, the local Chapter mission, the breeding process and results are included in this session.

HORTICULTURE:

Carol Reese, Ornamental Horticulture Specialist at the University of Tennessee Extension in Jackson.

Foraging the Fencerows.

Some people seem to view eating wild plants suspiciously, but if a food to be found in the wild is delicious, easy to gather and prepare, and good for you, why wouldn't you eat it? Each day we walk or drive past plants that add flavor and vitamins to our cuisine; in fact, sometimes we pull them up and toss them out as weeds! This program will clearly identify several plants that add variety and flavor to your diet and easily gathered while out for a stroll. *"There are some who can live without wild things and some who cannot."*

Leon Bates, Retired Senior Botanist and Urban Forester/Horticulturist

Dynamics of Landscaping in Private and Public Urban Environments.

Leon will share practical tips related to selection, establishment, and management of plants for local use in urban environments will be presented. Site requirements, plant care, and ecological function of native plants and ornamentals will be discussed, along with potential problems associated with non-native species.

8:00 – 8:30		Registration
8:30—8:45	Opening	John Norton, Chair, Tree Commission
	Welcome	Mayor Steve Holt
8:45 – 9:45	Keynote	Chris Francis
9:45-10:15		Break – Shop the Vendors
10:15-11:15	Speaker	Carol Reese
11:15-12:15	Speaker	Jason Simpson
12:15-1:00		Lunch – Shop the Vendors Music by Mark Narmore and Rob Carnegie Door Prizes – Must Be Present to Win
	Urban Forestry	Horticulture
1:00-2:00	Colin Conner	Carol Reese
2:00-3:00	Am. Chestnut Foundation	Leon Bates

Conference Sponsors

City of Florence Mayor and City Council Office
City of Florence Department of Urban Forestry
Florence Beautification Board
Florence Tree Commission

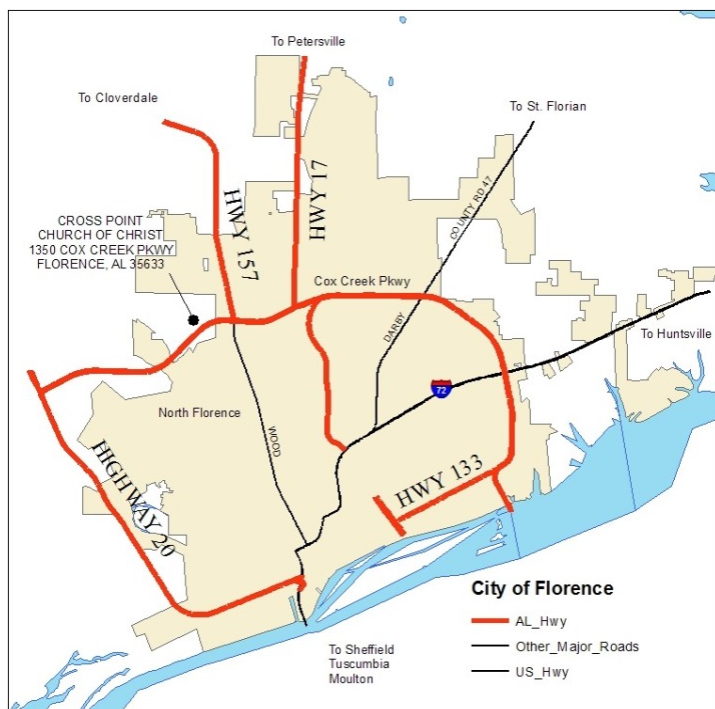
Vendors/Exhibitors/Contributors

Across the Pond
Alabama 811
Alabama Urban Forestry Association
Books-A-Million
Cross Point Carpenter Brothers
Florence Recycling Department
Fulgham's, Inc.
Green Valley Nursery
Hampton Inn – Midtown
Mark Narmore and Rob Carnegie
Marriott Shoals Hotel and Spa
Oakley Equipment & NAPA
Whole Hog Express Bar-B-Que

2017 URBAN FORESTRY/HORTICULTURE CONFERENCE

March 16 & 17, 2017

Cross Point Church of Christ, 1350 Cox Creek Parkway, Florence, AL



REGISTRATION FORM

Registration Limited to 200

Mail completed form and fee by
Thursday, March 9 to:

Mayor's Office
RE: 2017 Conference
P.O. Box 98
Florence, AL 35631

Check DATE(S) of Attendance:

- ☐ Thursday, March 16, 2017 (Recertification Classes, 12:00 p.m. to 4:30 p.m.)
☐ Friday, March 17, 2017 (Main Conference, 8:00 a.m. to 3:00 p.m.)

Check: Primary Session of Interest

- ☐ Urban Forestry
☐ Pesticides
☐ Horticulture

Free T-Shirt to All Participants

Indicate Size:

S ☐ M ☐ L ☐ XL ☐ [XXL]

Please Print:

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration Fee (Includes materials, breaks and BBQ lunch) - **\$45.00** On Site Registration - **\$50**

Please make check payable to: City of Florence – 2017 Conference

Questions: (256) 760-6400 **No Registration by telephone**

Host Hotel: **Mid-Town Hampton**, 2281 Florence Boulevard, Florence – 256-764-8888

http://hamptoninn.hilton.com/en/hp/groups/personalized/F/FLCALHX-FTC-20170316/index.jhtml?WT.mc_id=POG



**Mayor's Office
P.O. Box 98
Florence, AL 35631**