



2025
Indiana Arborist Association
Annual Conference

January 21-23, 2025

Indianapolis Marriott East
7202 East 21st Street, Indianapolis, IN 46219

Conference Agenda

At-A-Glance



**2025 Indiana Arborist Association
78th Annual Conference**

Tuesday, January 21

Urban Forestry Program

Sponsored by Indiana Department of Natural Resources

7:30 a m	Registration Open (Liberty Hall)
8:30 am – 8:45 am	Welcome and Introductions Lindsey Purcell, Director, Jeff Hagfors, President
8:45 am – 9:30 am	Bridging Urban Forestry & Community Orchards: A Path to Sustainable Urban Green Spaces Katie Lane, Unity Gardens and Ashley Williamson, The Giving Grove
9:30 am – 10:30 am	IAA Registered Arborist Apprentice Program Phil Graf, Owner, and Steve Lane, Lead Urban Forestry Consultant, Great Lakes Urban Forestry TREE Fund Update Paul Putman, Executive Director
10:30 am– 11:00 am	Break for Networking
11:00 am– Noon	Community & Urban Forestry in Indiana - Jacob Roos, IDNR, CUF Program Coordinator IAA Annual Awards Program , Richard Karber, Awards Chairperson
Noon – 1:00 pm	Networking Lunch Indianapolis Ballroom
1:00– 2:00 pm	Bees, Pesticides, and Politics: Challenges and Opportunities for Arboriculture Professionals* Dan Potter, University of Kentucky
2:00 – 3:00 pm	Oak Origins; from Acorn to Species to Tree of Life Andrew Hipp, Morton Arboretum
3:00 – 3:30 pm	Break for Networking in Liberty Hall
3:30 pm – 4:30 pm	The Social and Ecological Roles of Urban Forests Brady Hardiman, Purdue University
4:30 pm – 5:00 pm	IAA Business Meeting; open to all members- Salon 4

All presentations qualify for ISA continuing education units.

Those presentations qualifying for OISC continuing certification hours are designated with *

WEDNESDAY, January 22

7:00 am – 4:00 pm	Registration Open (Liberty Hall)	
7:00 am – 8:00 am	Breakfast on Trade Show Floor (Liberty Hall)	
8:00 am – 9:00 am	The Financial Playbook for Tree Care Professionals Edward Morrow, Tree S.T.A.R.S	
9:00 am - 10:00 am	How to Get What You Want; Prescription Pruning Lindsey Purcell, Lp Consulting Group	
10:00 am – 11:00 am	Break with Exhibitors Liberty Hall	
11:00 am – 12:00 pm	Office of the Indiana State Chemist: What Happened in 2024* Aaron Kreider, OISC	
12:00 pm – 1:30 pm	Indiana Arborist Association Luncheon: New President Welcome and Past President Recognition Indianapolis Ballroom	
Track Selection	Program Topics Salon 1-4	Program Topics Salon 5-8
1:30 pm – 2:30 pm	Managing Structurally Invasive and Noxious Species in Rights of Way* Andrew Mertz, Duke Energy	Insect Pests of Woody Plants and Dealing with Them!* Dan Potter, University of KY
2:30 pm – 3:00 pm	Break with Exhibitors Liberty Hall	
3:00 pm – 4:00 pm	The Cost of Not Maintaining Trees – Growing Urban Forests Dr. Rich Hauer, Eocene	The Past, Present and Future of Landscape Appraisal Jeff Ling, Arborwise
4:00pm – 5:00 pm	You Don't Need a Tree Inventory Lee Mueller, CF Davey Resource Group	Navigating the A B Cs of Chemicals in Tree Work* Matt Hogarth, Higher Ground
5:30 pm – 7:30 pm	Social Activity on Site Beer and Bourbon Tasting! See Registration Desk for Tickets and Details	

THURSDAY, January 23

7:30 am – 12:00 pm	Registration Open (Liberty Hall)	
7:00 am – 8:30 am	Breakfast on Trade Show Floor (Liberty Hall)	
<i>Track Selection</i>	Program Topics Salon 1-4	Program Topics Salon 5-8
8:00 am – 9:00 am	Electrical Knowledge Randall Miller, Eocene	Oak Decline* Stephanie Adams, Texas A&M
9:00 am - 10:00 am	ANSI Z133 Update, Safety Differently Tim Walsh, Townsend Tree Service	At the Root - Moving Large Trees Economically Jim Flott, Community Forestry Consultants
10:00 am – 11:00 am	Break with Exhibitors	
11:00 am – 12:00 am	Storms Over the Urban Forest: Planning, Preparing, Responding, and Recovery Rich Hauer, Eocene	CTLA Appraisal Foundations Jim Flott, Community Forestry Consultants
12:00 pm – 1:30 pm	Indiana Arborist Association Luncheon Raffle & Silent Auction Wrap-Up, Final Break with Exhibitors Indianapolis Ballroom	
1:30 – 2:30 pm	Electrical and Wildfires Randall Miller, Eocene	Supporting Your Plants Through Soil Health Lori Hoagland, Purdue University
2:30 – 3:30 pm	Utility Safety Planning Wesley Tregilgas (Wright Tree) and Tim Walsh (Townsend)	How do the new USDA Hardiness Zones impact plant selection? Real- World Impacts and Applications Kyle Daniel, Purdue University
Travel safely!	Conference Closed; Thank you for attending!	

Presentation Details

Tuesday 8:30 AM – 8:45 AM

Welcome, Introductions and Updates

Lindsey Purcell, Executive Director, IAA

Jeff Hagfors– President, IAA

Tuesday 8:45 AM – 9:30 AM

Bridging Urban Forestry & Community Orchards: A Path to Sustainable Urban Green Spaces

In this workshop, The Giving Grove and Unity Gardens will explore how community orchards can complement traditional urban forestry efforts. Through a shared commitment to sustainable practices, plant diversity, and community engagement, we'll discuss holistic methods of care, the importance of proper plant selection, and the role of fruit trees in enhancing urban ecosystems. Learn how orchards can be a gateway for deeper community involvement in urban forestry, pest management, and ongoing tree stewardship.

Speaker: Katie Lane, Director of Operations, Unity Gardens and Ashley Williamson, Co-Executive Director of The Giving Grove

Tuesday 9:30 AM – 10:30 AM

Indiana Arborist Association Registered Arborist Apprenticeship Program

Workforce Development in Arboriculture is a trending topic in many parts of the country, especially right here in Indiana! With a newly minted Arborist Apprenticeship Program operating in 4 counties in Northwest Indiana, with an eye on taking the program statewide, IAA has taken a first big step to getting more Certified Arborists working in the state. This involves on the job training with an employer, related instruction in a classroom environment, and a guaranteed increase in wage over the course of this 3-year program. Join Great Lakes Urban Forestry and the IAA Apprenticeship project team as we explore how this project came to be, where it is headed next, and how you can get involved as either an employer or an apprentice our way into the future of our industry.

Speakers: Phil Graf, Owner and Steve Lane, Lead Urban Forestry Consultant, Great Lakes Urban Forestry

Tuesday 10:30 AM – 11:00 AM

Break for Networking in Veterans Hall

Tuesday 11:00 AM – 12:00 PM

IDNR, Community and Urban Forestry Update

Update on the IDNR Community & Urban Forestry program. Introduction to new staff members, update on current and upcoming projects and why it is important to everyone, not just arborists.

Speaker: Jacob Roos, IDNR, CUF Program Coordinator

IAA Annual Awards

Recognition of efforts in our chapter and state.

Richard Karber, AEP, Awards Chairperson

Tuesday 12:00 PM – 1:00 PM

Lunch served in Indianapolis Ballroom

Tuesday 1:00 PM – 2:00 PM

Keynote Address: Bees, Pesticides, and Politics: Challenges and Opportunities for Arboriculture Professionals

This talk will help attendees better understand why bees and other pollinators are in peril, how to safeguard pollinators when managing pests in urban landscapes, and how to discuss this issue with the public. Pollinator conservation initiatives that can be implemented by arborists, nursery growers, and garden centers will be covered, as well as the best native and nonnative woody landscape plants for supporting bees and other pollinators.

Speaker: Dr. Dan Potter, Professor Emeritus, University of Kentucky

Tuesday 2:00 PM – 3:00 PM

Oak Origins: from Acorn to Species to Tree of Life

How did oaks become such important and beloved trees across the northern hemisphere? What are oak species? What are oak hybrids, and how important are they? How do oaks shape the forest? This lecture, based on Hipp's Oak Origins: From Acorns to Species and the Tree of Life, answers these questions and many more. The lecture covers research spanning more than a century and illustrates it with trees we all know and love.

Speaker: Dr. Andrew Hipp, Director, Herbarium and Senior Scientist in Plant Systematics at The Morton Arboretum

Presentation Details

Tuesday 3:00 PM – 3:30 PM

Break for Networking in Veterans Hall



Wednesday 10:00 AM – 11:00 PM

Break with Exhibitors in Veterans Hall



Tuesday 3:30 PM – 4:30 PM

The Social and Ecological Roles of Urban Forests

Urban forests provide many benefits to urban systems but these benefits are not evenly distributed across all communities. This talk will present new methods and recent results that improve understanding of how urban forests contribute to human health and resilience of our cities.

Speaker: Dr. Brady Hardiman, Department of Forestry and Natural Resources and the Division of Environmental and Ecological Engineering, Purdue University

Wednesday 11:00 AM – 12:00 PM

Navigating Changes in State and Federal Regulations

Over the last few years, there have been lots of changes to state pesticide regulations. As we have navigated those changes, new federal regulations have emerged. We will discuss the changes in both state and federal regulation and how they may affect the arboriculture industry.

Speaker: Aaron Kreider, Office of the State Chemist

Wednesday 8:00 AM – 9:00 AM

The Financial Playbook for Tree Care Professionals

This isn't your ordinary "accounting" talk. Crafted for arborists, this playbook is designed to help you not only understand numbers, but also use data to elevate your sales and production activities; Climb with Tree S.T.A.R.S, five superhero arborists, as they guide you and help you cut through the chaos.

Speaker: Edward Morrow, Founder, TREE S.T.A.R.S



Wednesday 9:00 AM – 10:00 AM

Prescription Pruning: How to Get What You Want

This presentation will focus on the Prescription Pruning Qualification developed by the Florida ISA PPQ committee. The vision is to develop a new industry paradigm where trees are pruned by a prescriptive process. The goal is to improve communication between the prescriber, production arborist and tree owner or manager. This pruning process serves to increase clarity and purpose when preparing specifications and work orders.

Speaker: Lindsey Purcell, Principal, Lp Consulting Group

Wednesday 12:00 PM – 1:30 PM

Indiana Arborist Association Luncheon in the Indianapolis Ballroom

Introduction of our New President and Past President Recognition as they pass the gavel.

Wednesday 1:30 PM – 2:30 PM

Managing Structurally Invasive and Noxious Species in Rights of Way

Many species of invasive-exotic vegetation are compatible, or somewhat compatible with overhead utility lines or roadside rights of way. However, they are very detrimental to natural areas and harmful to wildlife. This talk will review the recently published UAA guidelines entitled "Considerations for management of structurally compatible species (NON-NATIVE, NOXIOUS, OR INVASIVE). This document helps provide a framework for vegetation managers as to when, or if, managing these compatible species is worth the investment.

Speaker: Andrew Mertz, Duke Energy

Presentation Details

The Past, Present and Future of Landscape Appraisal

Tree and Plant Appraisal got its formal genesis in 1916. Since then, it has evolved and gained maturity in thought. This Presentation will cover the historical development of Landscape Appraisal, its current implementation, and project the future of the "Green" Appraisal Discipline. Time will be given for Q&A.

Speaker: Jeff Ling, President, ArborWise

Wednesday 2:30 PM – 3:00 PM

Break with Exhibitors in Veterans Hall



Wednesday 3:00 PM – 4:00 PM

The Cost of Not Maintaining Trees – Growing Urban Forests

Arborists, urban foresters, and decision makers often look at urban trees and green infrastructure as a cost. The cost of planting, maintaining, and removing vegetation often gives way to a pause during times of budgeting and decision making. Are these urban tree actions really costs, or an investment that pays dividends? You will discover how the benefits of urban trees and green spaces are linked directly to public investments in tree care. You will also discover there is really no free urban forest lunch. When done right, the design and maintenance of urban forests and greenspaces leads to benefits that are greater than the costs. Using tree biology as a guide to the sustainability principles of economics, ecology, and sociology to grow the urban forest will complement a talk that demonstrates the costs of not properly maintaining the urban forest is greater than proper maintenance.

Speaker: Rich Hauer, Director of Urban Forestry, Eocene Environmental Group and Emeritus Professor of Urban Forestry, University of Wisconsin – Stevens Point

Practical Solutions to Navigating the A B Cs of Chemicals in Tree Work

Are you a little intimidated by dealing with chemicals in your shop or out in the field? Do you have questions like: How do I safely store chemicals? When selling a PHC job, what guarantee do I give the customer? What other issues may arise when treating a customer's trees? Can I harm the environment with . . . ? What does OSHA expect? And how do I navigate chemical questions when it's a bit of a grey area? This lecture will provide practical tips and solutions to these and other questions.

Speaker: Matt Hogarth, Owner, Higher Ground Tree Care

Wednesday 4:00 PM – 5:00 PM

You Don't Need a Tree Inventory

The proactive and systematic maintenance of trees is the gold standard in managing tree risk and improving the health of urban trees. Yet, not everyone can afford a tree inventory or data may be dated and inaccurate. Join us for a conversation about proactive tree maintenance and addressing tree risk concerns in a world without tree inventory data.

Speaker: Lee Mueller, Market Manager, Davey Resource Group

Insect Pests of Woody Plants and Dealing with Them!

This talk covers diagnosis and management of key insect pests of trees and shrubs including Japanese beetles, scale insects, borers, sawflies, caterpillars, leaf miners, horned oak galls, and others, along with some new invasive pests. It includes tips for non-chemical control as well as straight talk about which insecticides are most effective.

Speaker: Dr. Dan Potter, Professor Emeritus, University of Kentucky

Thursday 8:00 AM – 9:00 AM

Electrical Knowledge and Safety

Fundamental understanding of electricity and electrical systems is critical for all arborists. Utility arborists manage trees to protect the electrical system from tree contact, and election is the third leading cause of fatalities in the tree care understory. This presentation describes basic electrical principals, provides an overview of electrical systems, outlines electrical safety risks, and explains electrical safety precautions.

Speaker: Randall Miller, Director of Research, Eocene

Presentation Details

Oak Decline

This presentation will cover the basics of tree and shrub planting, from plant selection to post-planting care. Also, we will discuss how climate change impacts the decision-making process. What tree and shrub species are recommended for planting? How will these recommendations change through time? What plant traits will be desirable with an uncertain future? We do not have all of the answers to these questions, but knowledge of the basics will still result in success for the foreseeable future.

Speaker: Stephanie Adams, Texas A&M

Thursday 9:00 AM – 10:00 AM

ANSI Z133 update, Safety Differently

The shift from traditional Safety I to contemporary Safety II, or Safety Differently, marks a significant evolution in safety practices. While Safety I focuses on preventing incidents through worker behavior analysis, Safety II emphasizes understanding how work is performed, fostering positive outcomes, and building resilience. By valuing workers' insights and examining system-wide factors rather than individual faults, Safety II aims to create a proactive safety culture. This approach, critical for utility vegetation management, enhances worker well-being and operational reliability, highlighting a transformative perspective on safety.

Speaker: Tim Walsh, Vice President of Safety and Training for The Townsend Company, LLC

At the Root - Moving Large Trees Economically

Bare root transplanting has been used since humans started walking the earth. It is the root of the nursery industry. The modern demand for immediate effect in the landscape or retention of existing landscape trees can be achieved by successful bare root transplanting of large DBH trees economically. This presentation will review the process of moving large DBH trees bare root.

Speaker: Jim Flott, President, Community Forestry Consultants, Inc.

Thursday 10:00 AM – 11:00 AM

Break with Exhibitors in Veteran Hall

Thursday 11:00 AM – 12:00 PM

Storms Over the Urban Forest: Planning, Preparing, Responding, and Recovery

For most utilities, vegetation management looks like a lot of mechanical trimming and a little bit of herbicide. However, with labor shortages, rising costs and ever-present dangers of tree trimming, how certain can we be of the sustainability of our current practices? During this presentation we will walk attendees through an approach currently being executed on utilities through an innovative alternative to conventional trimming, utilizing thoughtful planning and judicious use of low-cost herbicide tools that result in significant savings and ensures utility maintenance goals.

Speaker: Rich Hauer, Director of Urban Forestry, Eocene Environmental Group and Emeritus Professor of Urban Forestry, University of Wisconsin – Stevens Point

CTLA Appraisal Foundations

Concepts and applications used to derive specific dollar cost/values for landscape features in urban, suburban, and rural settings.

Speaker: Jim Flott, President, Community Forestry Consultants, Inc.

Thursday 12:00 PM – 1:00 PM

Indiana Arborist Association Luncheon Raffle & Silent Auction Wrap-Up



Thursday 1:00 PM – 2:00 PM

Electrical Lines and Wildfires

Tree contact with power lines has been implicated in igniting catastrophic wildfires in western North America. This presentation explains why wildfires are increasing in intensity, and describes technological advances and the importance of arboricultural best management practices in wildfire prevention.

Speaker: Randall Miller, Director of Research, Eocene

Presentation Details

Supporting Your Plants Through Soil Health

This session will provide an overview of how the health of your soils is intimately connected to the health of your plants. Next, research-based strategies for improving the health of your soils and trees will be covered.

Speaker: Lori Hoagland, Professor of Soil Microbial Ecology, Purdue University

Thursday 2:00 PM – 3:00 PM

Utility Safety Planning

Speakers: Wes Tregilgas, Wright Tree Service and Tim Walsh, Townsend Tree Co.

A How do the new USDA Hardiness Zones impact plant selection?

The USDA Hardiness Zone Map is based on the average annual extreme minimum winter temperature, displayed as 10-degree F zones and 5-degree F half zones (i.e. 5a, 5b, etc.). Developed in 1960, the two most recent updates were in 2012 and 2023. The map indicates most areas moving into warmer zones by a half or full zone. There is confusion surrounding the warming zones and introducing plants into the areas that moved into a warmer zone. Due to the warming of the Arctic areas, the polar vortex becomes unstable, thus making areas far south of the polar region susceptible to extreme cold events. While the overall temperatures are increasing, there is concern about the extreme cold events effect on less-hardy plant material. This talk will discuss the hardiness zone changes, climate predictions, and practical ways of navigating the increase in plant stress.

Speaker: Kyle Daniel, Nursery and Landscape Specialist, Department of Horticulture and Landscape Architecture, Purdue University.

Thank you for attending and supporting our annual conference. There is much planning and effort that goes into this event and we are hopeful it was a positive experience and enhanced you personally and professionally.

Key items to remember after the conference:

- The IAA will submit your Pesticide Applicator CEU forms turned into the front table after the conference. Keep an image on your phone.
- Look out for the conference survey which you will receive by email to help us review and plan for the next year.
- Anyone who wants more information on getting involved with our chapter, please email lindsey@indiana-arborist.org for an informal chat.

Save the Date

January 20-22, 2026!

We will be moving to a new location next year.
Embassy Suites by Hilton Noblesville Indianapolis
Conference Center

Be safe and make it a great 2025!

*The IAA Board of Directors
Lindsey Purcell, Executive Director
Ashley Mulis, Associate Director*



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