



OCTOBER 22, 2020

MAKE IT EASY:

Engaging with industry professionals and creating a Tree Toolbox to share and show your expertise

CREATING CONNECTIONS through a Tree Toolbox for Clients, the Public and Industry Professionals, and educational opportunities—"Arborists are commonly reviewing decisions, designs made and trees installed by other industry professionals. Also, in the eyes of our clients, we are the experts. How are we connecting the dots and ensuring our clients and green partners have the latest knowledge, best management practices, and are creating a green infrastructure that has the potential to truly benefit our urban canopy for decades to come? This talk will focus on Creating a "Tree Toolbox" and "Making it Easy" to make trees a priority on projects. Creating a "Tree Toolbox" of industry handouts, best management practices, and the latest information, is an easy way to be the "go to source" for your clients.

This talk will help you to create your own TREE TOOLBOX, and finding creative ways to engage your clients, industry professionals and how to find and develop these opportunities for your own arboricultural business.

Teaching at one of the largest Landscape Architecture programs in the US has provided me the opportunity to develop a Trees Materials curriculum that engages the students and public, develops their critical thinking, provides an excellent beginning understanding of trees, their characteristics, biology, growth potential and all aspects related to their selection, install and care." Lisa Smith, Presenter



Lisa Smith is a Registered Consulting Arborist #464 and owner of The Tree Resource, a southern California tree-consulting firm, providing all aspects of tree management and preservation. She began twenty-five years ago, working for one of the nation's largest tree contractors, providing arboricultural programs for projects throughout southern California, working in many arenas of the tree industry, from installation, large-scale maintenance, IPM (Integrated Pest Management), pruning guidelines, and risk management as a Board Certified Master Arborist and Qualified Tree Risk Assessor. She enjoys providing educational opportunities for industry professionals and

affiliate green groups, including teaching for the UCLA Extension Landscape Architecture program. As past president of the Western Chapter of the International Society of Arboriculture, Lisa also remains active on the board.



THURSDAY
OCTOBER 22, 2020

10:30 AM–12:30 PM

PRESENTED ONLINE
VIA GOTOMEETING

\$15.00 /member
\$20.00/nonmember
*(\$5.00 goes towards
Scholarship Fund)*

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PO Box 6415
Anaheim, CA 92816
714.639.6516

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