

FEBRUARY 18 – 20, 2026 • RBC PLACE – LONDON, ON



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visit the trade show, earn
CEUs, meet new and old
friends, and of course,
have FUN!*

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Experience Arboriculture!*

CONFERENCE PRE-REGISTRATION
CLOSES FEBRUARY 4, 2026 @ 11:59 PM

KICKSTART YOUR CONFERENCE WITH EDUCATIONAL WORKSHOPS + EARN CEUs TUESDAY, FEBRUARY 17, 2026



**ARBORIST FIRST AID
+ CPR**
WITH ISAAC ALLIN

- ◆ EARN CERTIFICATION OR RECERT
- ◆ FULL DAY CLASSROOM COURSE
- ◆ DESIGNED FOR ARBORISTS
- ◆ EARN 7 CEUs



**WOOD ANATOMY
+ BIOMECHANICS**
WITH FRANK RINN

- ◆ TREE SAFETY EVALUATIONS, TREE
ASSESSMENTS, WIND LOAD + CROWN CABLING
- ◆ FULL DAY CLASSROOM COURSE
- ◆ EARN 7 CEUs

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FRANK RINN

TREE RING ANALYSIS IN ARBORICULTURE, NOT ONLY FOR COURT CASES

The growth ring structure of trees in temperate latitudes with winter dormancy is not only a response to mechanical stress, but also to the climate, weather, soil, and local influences that affect it at the respective location. Trees are honest chroniclers; they do not conceal or falsify anything, but you have to learn the language of tree rings to understand and interpret them. This presentation explores how to analyze tree rings to determine a tree's history and how this is an important tool in lawsuits.

CROWN CABLING: THE GOOD, THE SENSELESS, AND THE BAD VERSION

This session will discuss crown cabling. We will start with how wood anatomy determines load carrying capacity, as well as how adaptive growth impacts tree-biomechanics. We will explore how wind loads the tree and how trees balance load and strength, which will lead to an in-depth discussion of when crown cabling helps and when it can't.

Born in 1963, Frank Rinn grew up in Heuchelheim/Germany. He developed resistance drilling and invented sonic tomography for tree and timber inspection as well as hard-and software for dendrochronology. Frank started his own company, RINNTECH, and developed equipment including RESISTOGRAPH® and ARBOTOM®.



MARK DUNTEMANN

DEVELOPING A TREE RISK ASSESSMENT PROCESS + POLICY

The task of conducting a risk assessment on a tree can have a significant amount of uncertainty. A concern for those in arboriculture and urban forestry is making choices that anticipate negative tree-related events, minimize those events from occurring, and minimize individual, company or municipal exposure for the opinions provided. Very little guidance exists within the profession to manage the risk associated with a system of trees.

This session will present a framework for companies, government agencies, and land managers for campuses, homeowner associations, golf courses, and the like to establish and implement a simple policy on conducting tree risk assessments. The framework consists of four operational and two administrative phases. The framework provides guidance on establishing simple procedures for conducting tree risk assessments which, if implemented, can be used to demonstrate due diligence and adherence to a standard of care accepted within the industry.

THE USE OF LOGICAL FALLACIES IN TREE-RELATED CONFLICTS

Logical fallacies are statements of fact that contain errors in reasoning. When provided as an opinion, they often lack necessary context, rendering

the opinion suspect. Logical fallacies may be an intentional instrument to present a specific argument, such as in a debate, or may stem from a less than full understanding of the topic. Several types of tree-related conflicts that have an adversarial element to them may include logical fallacies. These include conflicts between neighbors, residents, and municipalities, and most significantly, litigation.

While several hundred types of logical fallacies exist, a dozen or so often present themselves in tree-related conflicts. The ability to identify and challenge logical fallacies is critical for those in the arboriculture and urban forestry profession. Logical fallacies tend to mischaracterize an individual, organization, or companies' program and policies. The relevance to practitioners is that unchallenged, the fallacy can become a fact for the purposes of litigation and arguments. This engaging session will draw from several recent tree-related fatality cases to detail the primary types of logical fallacies encountered in tree-related conflicts and measures to challenge them.

Mark is the owner of Duntemann Urban Forestry Consultants. He has a Master of Science in Urban Forestry, is an ISA BCMA and instructor for the ISA's TRAQ. He has served as an expert witness in numerous tree-related litigation cases and uses this experience to inform on reasonable tree risk policies.



STEPHEN LANE

PUBLIC RELATIONS IN ARBORICULTURE: RAISING THE BAR ON SOFT SKILLS

Arboriculture and Urban Forestry are diverse and unique fields, though sadly ones often misunderstood by the public, or worse yet, completely unheard of or unknown to many. And let's be honest, sometimes we don't do the best job of promoting ourselves and our industry. Join Steve as we discuss simple things you can do in your everyday life or your organization's daily activities which can help raise the bar for our entire industry. We'll discuss basic skills, clear verbal communication, report writing, interacting with media outlets, workforce development and employee recruiting efforts, strengths and weaknesses of our current efforts globally, and ways to generally be a good ambassador for this unique industry we all inhabit.

URBAN FORESTRY MANAGEMENT PLANS: TURNING DATA INTO ACTION

Tree inventories and public surveys have started to become more commonplace in our public organizations but translating data into action isn't always easy and writing the plans that accomplish this certainly isn't either. How do we get this complex information communicated effectively to create comprehensive plans which accomplish real and prioritized goals?

And possibly more importantly, how do we ensure we are capturing the right data in the first place to provide solutions to our actual problems, and the concerns of the communities we serve? Join Steve as we take a walk into the deep woods of how data and communication come together in a management plan to achieve real, tangible results. Also included in this session will be an update to the Tree Risk Assessment Qualification program's 3.0 rollout, and how this might impact municipal forestry programs and their risk management planning.

Steve Lane is a Board Certified Master Arborist, Tree Risk Assessment Instructor, and currently serves on the ISA Board of Directors. He has been in the Arboriculture and Urban Forestry space for 20 years, and currently owns his own business, The Response Growth Collective, which focuses on industry growth and education as well as consulting in risk management, urban forestry management planning, GIS Services, and workforce development.



TONY TRESSOLT

THE PRINCIPLES OF RIGGING

A look at the 8 key principles of rigging as presented in the ACTE rigging Courses. BY looking at the foundational ways to manage force in a rigging system, we can develop custom systems to suit the needs of our work, job, site, crew, and equipment.

Anthony Tresselt, is a certified arborist, arboricultural safety consultant, trainer and 30 year student of arboriculture and tree climbing. He is a lead instructor with Arboriculture Canada Training and Education. As a part of the amazing ArbCan team, he travels, educates, facilitates and writes helping to spread the word of safe, efficient arboriculture. His mission as arborist, leader, educator and human is to have a positive impact of growth and achievement on everyone he interacts with whether in person, through books and articles, or online media. To quote his mentor and philosophy professor Dr. R Ginsburg, "Teaching is the hope I practice." He also has two works of fiction based on trees and tree climbing novels published, *Free Falling & Fall Factor*, which can be found on Amazon.



DR. CHAD RIGSBY

YOU'RE WELCOME: MAJOR PESTS AND DISEASES FROM THE STATES

This discussion-style presentation will provide an overview of the contemporary suite of recent invasive tree pests from the states. Some of these are already known to be in Ontario, some recently introduced, and others are knocking on Ontario's front door. Understanding what we are dealing with is half the battle and this presentation will provide an overview of the history and biology of these organisms as well as an outline on their management. Of particular focus will be beech leaf disease, oak wilt, hemlock woolly adelgid, and spotted lanternfly but this presentation will also touch on more known quantities such as emerald ash borer.

Based out of The Morton Arboretum outside of Chicago, Chad's research focuses on a variety of topics centered on trees and their management including pruning, soil, root, and pest management, tree stress, and growth-defense tradeoffs. Chad also works with Bartlett Tree Experts arborists and other groups to educate on and implement best management practices and science-driven tree care.



DR. STEPHANIE ADAMS

ROOT HEALTH IS TREE HEALTH

This presentation will examine tree root biology, physiology, and health. Diagnostic approaches will be addressed including how to interpret external indicators. Guidance on sample collection, handling, and submission for laboratory confirmation will be provided.

Management will be presented within an integrated pest management (IPM) framework. Cultural, biological, and chemical strategies will be considered and emphasis will be placed on preventative practices, realistic expectations for disease suppression, and the importance of long-term site and soil health in maintaining functional root systems.

This presentation will equip professionals with practical tools to evaluate and address root diseases that compromise tree performance.

Dr. Stephanie Adams is a tree and plant pathologist and an ISA Board Certified Master Arborist (BCMA) with more than 25 years of experience in the green industry. She works for Texas A&M University and AgriLife Extension as an Assistant Professor and Extension Specialist in Tree and Landscape Plant Health. Her career spans applied fieldwork, laboratory research, and professional consulting, with expertise in both the practical and laboratory diagnostic dimensions of plant health care.



JEN LLEWELLYN

IF ONLY TREES COULD TALK

Have you ever wished that you were a Tree Whisperer, someone who had inside knowledge on the many struggles of trees and shrubs? Do clients ask you about their landscape plants while you secretly hope for divine information from the universe to drop into your head? Then this seminar is for you!

This seminar will give attendees significant insights into the underlying site and environmental conditions, cultural challenges and pest issues facing trees and shrubs in the Ontario landscape. Jennifer's presentation will include a curated collection of case studies to help you become a Tree Whisperer for your clients.

Jennifer Llewellyn is an award-winning Horticulturalist, Consulting Arborist, Biologist and professional Speaker. She has over 26 years of experience in the green industry and has worked with all sectors, including growing, installation, maintenance and retail. Jen has a Bachelor's and Master's Degree in Science (Plant Biology & Horticulture) from the distinguished University of Guelph and is also an ISA Certified Arborist. She is an avid birder and conducts Breeding Bird Surveys for construction and development. She has informed and entertained audiences with 100's of interactive lectures and workshops in Canada and the United States. Jennifer is also co-author of BugFinder, the ultimate scouting app. You can find Jennifer at GreenBirdHort.com.

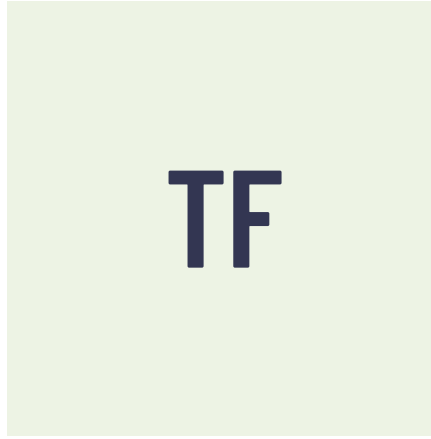


KAT HODGINS & TIMEA FILER

SHARED ROOTS: UNITING ARBORISTS AND FORESTERS IN THE URBAN LANDSCAPE

For decades, Arborists and Foresters have worked on different sides of the same canopy: one focused on individual trees, the other on the broader forest. But in today's rapidly changing urban landscapes, those boundaries are blurring. Urban Forestry demands collaboration that blends site-specific technical expertise with ecosystem-scale planning. This session, co-led by a Certified Arborist and a Registered Professional Forester (RPF), explores how these two professions can move beyond traditional "turf wars" to build common ground, shared language, and mutual respect.

Through humor, case studies, and candid discussion, we'll examine the roots of professional division, identify where our work already overlaps, and showcase real examples of effective collaboration in various contexts. Participants will gain practical insights into improving communication across disciplines, aligning objectives for canopy management and urban



forest planning, and fostering an integrated approach that strengthens both professions.

By the end of the session, attendees will have a clearer understanding of how Arborists and Foresters can operate as complementary partners, each bringing unique skills to a shared mission of sustaining and enhancing the urban forest.

Together, we can shift from co-dominant stems to growing one healthy canopy.

Kat started her career at a conservation authority in Land Stewardship and traditional forestry, moving to the Ministry of Natural Resources, and then to the Municipal world in late 2012. She is currently the Manager of Forestry Operations with the City of London.

Timea holds an Honours Bachelor of Science in Forestry from Lakehead University and is a registered Professional Forester with the Ontario Professional Foresters Association (OPFA).



CARLA BAILEY

WORK THAT WORKS – SMART STARTS & STICKY TEAMS

The teams that thrive aren't just built – they're shaped by clarity, trust, and intention. This session dives into how to make great first impressions with onboarding, communicate in ways that drive accountability, and retain people through recognition and flexibility. Designed for small and seasonal crews, these strategies are built to be practical – not perfect – and they work.

Takeaways:

- Onboarding that actually prepares people for the job.
- Performance conversations that don't feel like a lecture.
- Recognition and flexibility strategies that stick.

Carla Bailey is an HR strategist and leadership coach with over a decade in Canada's landscaping industry. As founder of Solutions by CB and co-founder of Women in Landscaping, she equips leaders to navigate change with confidence, fostering resilient teams, inclusive workplaces, and sustainable success across the green professions.



TRACY LOGAN

KEEPING YOUR TREE SERVICE COMPLIANT: PRACTICAL STEPS FOR SMALL BUSINESSES

You started a tree service because you love working with trees, not creating policies, organizing mandatory training, and filling out forms. But compliance is part of running a business and ignoring it can have serious consequences - from fines to incidents that could have been prevented. In this presentation, Tracy will break down compliance in a way that makes sense for small tree service companies. She'll walk through what's required, highlight practical resources, and share simple strategies to protect your team, stay on top of paperwork, and keep your business compliant.

DIALING IN YOUR CLIENT EXPERIENCE JOURNEY: HOW TO KEEP CLIENTS COMING BACK

In today's competitive tree care industry, delivering quality work is only part of the equation. The real difference lies in the experience your clients have from the moment they discover your company to the final follow-up after the job is done. In this presentation, we'll explore the key stages of a client's journey, identify common pain points, and highlight simple and practical improvements that help build trust, increase repeat business, and generate high-quality referrals. Whether you're a small team or a growing

company, you'll leave with actionable steps to improve your client's experience and keep them coming back.

Tracy is a business consultant and founder of Optimized Solutions, where she empowers small trade businesses to streamline operations, strengthen systems, implement technology, and achieve sustainable growth.

With more than 18 years of experience starting, scaling, and selling a tree service in the Peterborough and Kawartha region, Tracy brings hands-on industry expertise and practical insight to her coaching practice. She is committed to making a meaningful impact and regularly shares free tools and resources through her website and social media to help businesses of all sizes stay safe, compliant, and focused on running a dialed-in operation.

Tracy lives in Buckhorn, Ontario with her husband, Matt, and their children, Emma and Ferguson. She is passionate about strengthening her local business community and is actively involved with the Peterborough and Kawartha Chamber of Commerce.



ARMAND BANKS

THE MODERNIZATION OF STREET TREE INSPECTIONS AND WOOD DECAY DETECTION AT THE CITY OF TORONTO

The City of Toronto has over 11 million trees in its parks, ravines, and along streets. Approximately 650,000 of these trees are in the public right-of-way, and over 55,000 in parks requiring arborist inspections for more than 45,000 maintenance requests each year not including storm response calls.

To better maintain the city's tree canopy, Toronto Urban Forestry has developed a new systematic inspection method. This method is designed to improve consistency across all regions and enhance tree inspections, documentation, and the detection of decay.

This presentation will cover the development of this new system, known as the Ops File, and the process for acquiring the city's first resistance drills with placeholders for future advanced tools.

Armand is a graduate from Lakehead University with a degree of Hons. Bachelor Environmental Studies in Forest Conservation ('06) as well the Humber apprenticeship program ('12). Armand has been an Arborist Inspector with the City of Toronto operations since 2016 and prior to 2016 with Tree Protection and Plan Review. Armand became ISA certified in 2013 and has been TRAQ qualified since 2014.



MATT SOLTYS

SEARCHING FOR, PROPAGATING, AND TENDING UNCOMMON FRUIT TREES

Pawpaw, persimmon, quince, almond, goumi, and more – these are examples of uncommon fruit (and nut) species with crossover appeal to both home orchards and naturalization projects – yet there's not much of a body of knowledge of how to care for these trees, where to source them, or how to use them in the kitchen. Some knowledge is transferable from the care of relatively common fruit trees like peaches, pears, European and Asian plums, cherries, and apples, but in some ways they are unique. This presentation will discuss some of these uncommon species and their best practices in maintenance, sourcing, planting, and propagation, and will introduce a new fruit exploring and breeding program aimed at discovering and sharing improved varieties.

Matt operates a business called The Urban Orchardist, offering services and consulting on all things fruit tree-related. This includes pruning, pest and disease diagnosis, custom grafting, orchard management plans, and design of edible landscapes. Matt also operates a nursery of standout fruit and nut trees and shrubs, teaches workshops, and is currently developing a participatory breeding program focused on underdeveloped fruit trees like pawpaw, quince, pear, and more.



ALEX MARTIN

RESULTS OF THE CANADIAN URBAN FOREST CENSUS

This talk presents the results of the inaugural Canadian Urban Forest Census on how municipalities manage trees in Canada. Over 40% of Canadian urban municipalities participated – including nearly half of Ontario's urban municipalities. The presentation covers three broad areas: (1) economics of Canadian urban forestry (including budgets, staffing, contractors, and volunteers); (2) urban forest management profiles (including plans and bylaws, inspection cycles, storm management, and pest management); and (3) tree inventories

WHO CAN PRACTICE ARBORICULTURE AND URBAN FORESTRY? RESULTS OF A PROFESSIONAL GOVERNANCE STUDY

In 2025, we conducted a review of professional governance structures across Canada's 10 provinces, documenting what organizations are involved in professional governance, the legislation and policies that exist to govern arborists and urban foresters, and the strengths and weaknesses of these systems. This presentation discusses how these systems work, how effective they are, and how arborists and urban foresters are regulated across Canada's ten provinces. The research is based on policy reviews

and interviews with key organizations involved in governing these fields. We detail which provinces have laws controlling who can call themselves an arborist or urban forester ("Right to Title" legislation) and who can practice these occupations ("Right to Practice" legislation). The presentation concludes with comparisons to other industries and the potential benefits and challenges of increased professional governance.

Alexander Martin is an ISA Board Certified Master Arborist and holds a Bachelor of Urban Forestry (University of British Columbia) and an MSc in Geography and Environmental Studies (University of Toronto). He is currently studying toward a PhD in Biology at the University of Oxford. Outside of academia, he is an editorial board member of the journal *Trees, Forests and People*, was a member of the ANSI Z133 committee, and has peer reviewed BMPs and textbooks for organizations like the ISA and Canadian Forest Service.



MARK MASTANTUONO

KNOW YOUR NUMBERS - THE POWER OF OPERATIONAL BUDGETS

Running a tree service business isn't just about climbing trees and cutting branches—it's about understanding the financial health of your company. In this session, we'll explore why knowing your numbers is critical and how to use them to make informed decisions. You'll learn how to create an operational budget that acts as a roadmap for your business, track performance using percentages, and understand key metrics to measure profitability. We'll cover practical steps for setting up an operating budget, analyzing revenue and expenses, and using historical data to forecast and plan. Whether you're new to budgeting or looking to refine your process, this presentation will give you actionable tools to improve efficiency, control costs, and grow your business with confidence.

Mark Mastantuono is a seasoned business owner with over 30 years in sales, landscaping and is the current owner of Maple Hill Tree Services. Mark founded White Pine Landscape and was a former Clintar Landscape franchise owner, where he earned multiple franchisee awards. Mark's academic background includes a Bachelor of Commerce from McMaster University and specialized certifications in Horticultural Science and Landscape Design from Humber College.



ALISON MORRISON & DR. ARON FAZEKAS

A DATING SERVICE FOR LONELY ELMS

Nearly three decades ago, the late Henry Kock launched the Elm Recovery Project at the University of Guelph's Arboretum. Many ISA Ontario members played a role in the beginning experiment to identify and preserve naturally surviving elms through graft-based cloning. We will explain what we have learned 28 years later, and outline where the project is headed next.

We now have access to technology that allows us to ask questions about genetics and look deeper into what could have made these clones survive inoculations of the disease.

This is both an update and a renewed call to action, a chance to celebrate the



early work many of you contributed to, and to highlight the path forward.

A Certified Arborist for almost 20 years, Alison now leads the horticulture staff at the U of G Arboretum who steward the multigenerational work of Elm Recovery Project. Alison has over 10 years of experience in municipal tree planting programs and community outreach.

Dr. Aron Fazekas, Arboretum Research Coordinator, holds a Ph.D. in conservation biology, with expertise in population genetics and molecular ecology. Aron facilitates research requests, coordinates various ongoing and collaborative research activities on the Arboretum grounds, and engages in Arboretum-led research. Aron has been a board member of the Forest Gene Conservation Association (FGCA) since 2010.



We'll be using Whova, an event platform app to enhance the in-person experience during the event. Whova allows you to easily engage with other attendees, speakers and exhibitors: you can chat, enter contests, and access the agenda.

Whova access will be included with your registration (you'll be able to login mid-February).



HANK DUBEE

COMMERCIAL VEHICLES 101

This interactive session provides an overview of the key safety, compliance, and operational standards that govern commercial motor vehicles on Ontario highways. Whether you operate trucks, trailers, or wood chippers and utility vehicles, you'll gain the knowledge to stay compliant, improve safety scores, and prevent roadside issues before they happen. Real-world examples and enforcement insights show exactly what officers look for—and how to prepare your team and vehicles for inspection.

The workshop explores MTO enforcement, the Commercial Vehicle Operator's Registration (CVOR) system, and how roadside inspections and audits affect company safety ratings.

The session concludes with a Q&A period, offering attendees the opportunity to address company-specific concerns and scenarios.

Hank Dubee brings over 35 years of experience in the commercial vehicle industry and more than 30 years of teaching expertise. A respected authority on MTO requirements, road safety, and CVOR compliance, Hank leads training programs that help drivers and carriers achieve excellence in safety and regulatory performance.



DR. RHODA DEJONGE

PRODUCING QUALITY NURSERY STOCK: A REVIEW OF EARLY PRODUCTION PRACTICES OF ENDANGERED BUTTERNUT TREES

We all want to see the highest quality trees produced from our local nurseries. Having a healthy root system and proper structure is even more important when it comes to producing our rare and endangered trees, particularly as the limited amount of supply means each seed needs to 'count'. In a collaborative project with the non-profit, Trees for Life, Vineland researchers will discuss findings from a recent review of production practices by the industry on the endangered butternut tree (*Juglans cinerea*) and our research findings on what practices produced the most viable seedlings and highest quality seedlings for out-planting. Discussion on ways we can learn from this trial and others to improve quality in the industry as a whole will be a focus.

Rhoda B. deJonge is the Director of Plant Responses and the Environment Team at Vineland Research and Innovation Centre. Her team is responsible for conducting innovative research related to applied urban forestry solutions, indoor and outdoor speciality crop production, while running a world-class soils lab focused on soil health and substrate function. Previous to her position at Vineland, Rhoda worked in the urban forestry sector in industry, academia, and non-profit positions in both USA and Canada. Rhoda completed her PhD at the University of Toronto's Faculty of Forestry.



RYAN MUNROE

HIGHLIGHTING UNDERUTILIZED TREES FOR URBAN SETTINGS

Working at a large wholesale nursery such as NVK Nurseries where we grow a huge variety of trees, including rare species and cultivars, allows ample opportunity to observe the performance, health, growth rate and habit of many trees in different soil types and environments. Many less commonly used trees have enormous potential in urban settings, whether because of their drought tolerance, flooding tolerance or both, potential salt tolerance, or tolerance to compaction. I will present summaries of how these less common selections have performed. I will draw on experiences from a wide network of nursery growers, researchers, urban foresters and landscapers to provide support for the use of these selections in particular settings and encourage the trialing of them in cities across Ontario.

Ryan has worked in the forestry and horticulture industries for almost 15 years. He started out tree planting in northern Ontario and went on to complete a Masters in Forest Conservation. He worked as a nursery and landscape research technician at Vineland Research and Innovation Centre from 2016 until 2022, and joined NVK Nurseries in October 2022 to lead the Nursery's Plant Health Team.



KAITLYN SIMPSON

INTEGRATING ENVIRONMENTAL SURVEYS INTO URBAN TREE MANAGEMENT

This presentation dives into how environmental surveys shape the way arborists plan and manage urban tree projects—and why understanding this world can make your job a whole lot easier.

Environmental restrictions can pause, shift, or completely reroute tree work. By knowing how these surveys work and when they apply, arborists, project managers, and municipal staff can better anticipate delays, coordinate with other disciplines, and keep clients informed before surprises hit.

Attendees will walk away with practical tips on blending environmental and arboricultural data, navigating regulatory windows, and collaborating smoothly with environmental specialists. If you've ever had work halted by a nesting bird, or a timing restriction you didn't see coming, this session will help you understand the "why" behind it—and how to stay one step ahead.

Kait Simpson is a Consulting Arborist with Davey Resource Group Canada, where she brings a mix of field expertise, technical knowledge, and a passion for connecting people with trees. What she loves most about arboriculture is the balance of science, art, and community—every tree tells a story, and every project is an opportunity to make a lasting impact.



DR. WEI ZHANG & GORDON MANN

MONEY DOES GROW ON TREES, AT LEAST FOR MUNICIPALITIES

Community forests are vital to ecosystems by offering many benefits such as the cooling effects, reducing stormwater runoff and flooding, removing pollutants, enhancing residents' health, and improving the quality of lives. These benefits, however, can only be realized with mature trees, which take decades.

Growing trees to maturity can be costly. Meanwhile, people say money doesn't grow on trees. That is not incorrect. But studies have shown that trees help to reduce government expenditures and increase tax revenues in many different ways. So, money does grow on trees, at least for government agencies.

This talk provides resources to green industry professionals on how to persuade denying politicians & budget makers. Avoid talking about the big-picture benefits, the niceties, or the ideological concepts that seem decorative and nonessential to these nonbelievers. Instead, talk directly about tax dollars, a thing they definitely care about. It is two-fold: How do trees save money? And how do trees generate more tax revenue? All the topics we will discuss can be directly connected to line items in a government budget book. The idea is to give them something they can put their



hands on, almost literally. For example, increasing canopy coverage improves the environmental injustice situation AND increases the wealth of residents and property tax revenue. We will also discuss the relationship of trees and crime rates (law enforcement costs), sales taxes, and human health costs.

Wei Zhang is the VP of Research and Development at Zynnovation LLC, aka TreeDiaper. He is also the Education Coordinator of The Institute of Soil Genomics for Healthy Community Forests. He holds a Ph.D. degree in Engineering from Virginia Tech. He has been doing research & development for the green industry for 15 years.

He has more than 40+ peer-reviewed scientific journal articles, one monograph, and 200+ conference presentations. He has been a frequent speaker on Arboriculture, Landscape Architecture, Urban Forestry, Stormwater Green Infrastructure, and related conferences and symposiums. He is known as a scientist, educator, public speaker, and an ASLA-approved LA CES provider.

Gordon Mann is the Arboriculture and Community Forestry Coordinator at The Institute of Soil Genomics for Healthy Community Forestry. With 45+ years of tree care and sustainability expertise, Gordon co-owns CalTLC, owns Mann Made Resources, and co-founded TREES ROI and the Institute. His book *The Trees Where People Live* will be published this year. He is a past director on the board of SMA and ISA, a past president of the Western Chapter ISA, and the American Society of Consulting Arborists, and a past chair of the ISA ITCC. He also serves on the ANSI A300 Committee.



ALLISON WINMILL

EXPLORING BEECH LEAF DISEASE AND MANAGEMENT

Beech leaf disease (BLD) was first discovered in Ohio in 2012 and it was detected in Ontario for the first time in 2017. Since then, BLD has spread throughout most regions in southern Ontario. The disease affects beech trees of all sizes, from saplings to mature specimens, and can cause mortality in young trees within just a few years.

Ongoing research indicates that the damage is caused by an invasive foliar nematode, *Litylenchus crenatae* ssp. *mccannii*.

This talk will cover all things beech leaf disease, from understanding the disease, the causal agent, and a recent emergency approved treatment option. Join us to learn more about BLD and treatment as part of an integrated pest management approach.

Allison Winmill, Field Solutions Specialist for Forestry and Ornamentals for Lallemand Plant Care. Allison works on testing microbial solutions that are field-led and scientifically supported for a range of applications. Allison is a Registered Professional Forester and holds a Masters of Science in Forestry Degree from Lakehead University.



ISAAC ALLIN & LUKE PEDIS

ARBORIST FIRST AID - THE REAL DEAL

Arboriculture is a high-risk profession where workers are routinely exposed to numerous hazards such as chain-saws, wood chippers, climbing gear, electrical lines, and working at height. While arborists are trained in safe work practices, the unpredictable nature of the job makes injuries inevitable.

This session aims to bridge the gap between general first aid training and the unique circumstances arborists face. This seminar will also equip Arborists in how to best assess the situation, assist the patient and prepare for Fire & EMS to arrive and how they can assist them. The seminar will also touch on the current gaps and



disconnects between current first aid and aerial rescue techniques and the reality of situations within the real world.

Isaac has been a full-time Firefighter since 2023 and an ISA Certified Arborist since 2013. On his off-days, Isaac still works as a contract climber doing tree work, rope access work, at height safety and rigging for a number of different companies. He holds a wide range of related rope access and rescue certifications and loves continuing my education by teaching or taking a variety of Rescue or Arb related courses.

Luke is a full-time Firefighter with Peterborough Fire Services, has been an ISA Certified Arborist for over 10 years, and is a NFPA Rope Rescue Tech. He enjoys all things rope and rescue related. If he isn't at the Fire Station you will either find him climbing trees, climbing mountains or touring on his motorcycle.



Support and recognize our industry's best with the Canadian TREE Fund (CTF) Silent Auction at ISA Ontario's 77th Annual Conference + Trade Show • February 18- 20, 2026.



KYLE MCLOUGHLIN

LARGE TREE WOUNDS - DO NOTHING? OR HELP THE TREE? THE FUNGAMENTAL DECAY PREVENTION TECHNIQUE YOU SHOULD HAVE HEARD OF, BUT PROBABLY HAVEN'T

This talk discusses an amazing way to prevent decay by working with CODIT, and how to prevent structure altering cavities with effective first-aid and less than \$100 worth of tools and 10 minutes of time. Come learn about why and how to apply a 'tree bandage'.

A cornerstone of arboriculture is managing the interactions between trees and decay fungi. While pruning is a common cause for decay entry, bark damage is one that happens all too often, though is rarely understood or discussed.

Without treatment, these wounds can desiccate the exposed wood, introduce decay, and disrupt nutrient transport. This eventually can affect the tree canopy, and tree stability, by allowing problem fungi to grow and reproduce and drastically shorten tree life.

Learn about the history of discovery of the surface callus, and how a tree bandage takes advantage of this process to stop tree cavities before they start. A revolutionary concept 150 years in the making that is so easy, anyone can do it.

HANDS-ON WORKSHOP: BUDS AND BRANCHES - WINTER TREE ID

This hands-on workshop will review winter tree ID for native and almost native Carolinian species that are both common (ones you should know), and rare (ones you may or may not have seen before).

Attending this workshop will help provide the skills for efficient field ID in the leaf off period, and useful information for accurate reference to the genus level.

The presentation includes:

- ID skills for winter ID
- Physical samples
- Insight into Carolinian species
- Methods for improving recognition skills
- Good times and bad jokes

Kyle McLoughlin has delivered numerous workshops and lectures on plant pathology and the relationship between trees and fungi. He is the City of Burlington's Supervisor of Forest Planning and Health and owner and principle arborist of Ironwood Arboricultural Solutions. He has practiced arboriculture in Canada, the United States, and Australia.



CHARLIE BRIGGS

HANDS-ON WORKSHOP: THE FUNGAMENTALS OF PRUNING

Pruning IS wounding and each pruning cut we make is an opportunity for fungi and other microorganisms to infect trees. Let's discuss how the size of the wound, time of year, tree species, state and structure of the specimen, have an impact on the level of stress forced upon a tree, and how we must balance these details with the necessary work of managing risk and the desires of our clients.

Charlie Briggs is an ISA Board Certified Master Arborist with over ten years experience in the education, not for profit, and private sectors of the arboriculture industry. He has a love for old trees and old dogs.