

# Tree Care Update

Thursday, March 10, 2016  
8:45 am - 3:00 pm



# Tree Care Update

at the  
 PHS philadelphia  
flower show

Bartlett Tree Experts and PHS are delighted to co-sponsor the Tree Care Update, an annual seminar for tree professionals and those committed to planting and preserving trees. Our 2016 speakers will highlight native plants and insects. The Philadelphia Flower Show, "Explore America," will celebrate the centennial of the National Park Service and our country's majestic landscapes.

**March 10, 2016**  
**8:45 am - 3:00 pm**

Pennsylvania Convention Center  
1101 Arch Street, Room 103BC

Please enter at the West Entrance,  
corner of 12th & Arch Streets.

ISA and ASLA CEU credits are anticipated  
for this seminar.

Register at [www.pennhort.net/treecareupdate](http://www.pennhort.net/treecareupdate) or by calling PHS  
Information Services at 215.988.1698.

Make sure the trees you plant are counted!  
Visit [PlantOneMillion.org](http://PlantOneMillion.org).



presented by



at the



to benefit



Pennsylvania Convention Center  
1101 Arch Street  
Philadelphia, PA 19107



100 North 20th Street - 5th floor  
Philadelphia, PA 19103-1495

[PHSONline.org](http://PHSONline.org)

## Schedule of Events

- 8:00 – 8:45 Registration and Coffee**
- 8:45 – 9:00 Opening Remarks & Safety Message**  
John Smithmyer
- 9:00 – 9:45 Upholding a Century of Stewardship: Case Studies in Managing Invasive and Native Plants in National Parks**  
Brian McDonnell
- 9:45 – 10:15 Sacred Oak of Oley**  
Mark Shaw & Robert Beideman  
An important landmark for over five centuries in Oley Township, PA, the Sacred Chinkapin Oak has been preserved through efforts of the Township Board of Supervisors and Bartlett Tree Experts.
- 10:15 – 10:45 “Economic Ecology”**  
Mark Gutshall  
Mark will discuss the principles of “Economic Ecology” and the emphasis on riparian buffer management and maintenance for flood reduction and pollution removal.
- 10:45 – 11:00 Break**
- 11:00 – 12:15 Moving Beyond the Native/Exotic Debate**  
Nina Bassuk, Ph.D.  
Ideology about whether a tree is native or non-native should not be the basis of a sustainable urban forestry program. Instead, sustainable and resilient tree selections should be based on the tree’s adaptability to site conditions, invasive characteristics, and delivery of ecosystem services.
- 12:15 – 1:30 Lunch**
- 1:30 – 2:45 Insects: The National Treasure in our Parks**  
Gretchen V. Pettis, Ph.D.  
The U.S. national parks system is the primary repository for our country’s biological heritage. Awareness and appreciation of the little-known, creeping, crawling and walking works of art all around us is the doorway to stewardship that will help preserve this irreplaceable national treasure in our parks.
- 2:45 – 3:00 Wrap Up**

## About Our Speakers

**DR. NINA BASSUK** has been a professor at Cornell University for the past 35 years. She has authored over 100 papers on the problems of growing plants in cities, including improved plant selections for difficult sites, soil modification such as the development of ‘CU-Structural Soil’, and improved transplanting technology.

**ROBERT BEIDEMAN** is an ISA Certified Arborist Representative with Bartlett Tree Experts and holds a degree in Urban Forestry from Virginia Tech.

**MARK GUTSHALL** has more than 30 years of experience in designing, permitting, and constructing ecological restoration projects. He is the founder of LandStudies and Octoraro Native Plant Nurseries. Mark applies “Economic Ecology” principles to water resource initiatives.

**BRIAN MCDONNELL** is the Northeast Region Exotic Plant Management Team Leader with the National Park Service. He has been conducting exotic plant control on NPS lands for more than a decade.

**DR. GRETCHEN PETTIS** is the Bartlett Tree Research Laboratories Entomologist. She conducts research and extension with an emphasis on arthropod and vertebrate pests of shade trees and landscapes incorporating arboriculture, pesticides, biological control and integrated pest management.

**MARK SHAW** is a Board Certified Master Arborist, holds a bachelor’s degree from the University of Illinois and is the Local Manager at the Bala Cynwyd office of Bartlett Tree Experts. He is a Master Gardener with over 20 years of experience.

**JOHN SMITHMYER** is the Division Manager of the Mid-Atlantic Division of Bartlett Tree Experts.



Over a century ago, Francis A. Bartlett founded Bartlett Tree Experts with a mission to provide scientific tree care to preserve trees and shrubs in our environment. Today, the company has grown into a respected leader in the tree care industry, continuing Francis’s mission under family management. As Bartlett Tree Experts embarks on its second century, the company is proud to celebrate the science, people, and innovation that made it all possible.

## Registration Form

### Tree Care Update Thursday, March 10, 2016

Registration includes seminar, continental breakfast, lunch and PHS Philadelphia Flower Show admission. Please use a separate form for each registrant.

\$45 per person if registering by February 18  
\$65 per person if registering February 19-March 2  
\$30 full time student with student ID or Bartlett Client (Client # \_\_\_\_\_)

#### Register online and get a \$5 discount!

Register online at [www.pennhort.net/treecareupdate](http://www.pennhort.net/treecareupdate). Or, call PHS Information Services at 215.988.1698 or complete this form and mail or fax it to Dana Dentice at the address below.

Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

I prefer email confirmation.

#### PAYMENT:

Check  VISA  MasterCard  AMEX  
Card Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_ Security Code (3 digits) \_\_\_\_\_  
Signature \_\_\_\_\_  
Billing address (if different from above) \_\_\_\_\_

Please make checks payable to PHS.

#### Mail your registration form(s) to:

#### PHS

Attn: Dana Dentice  
100 N. 20th Street - 5th Floor  
Philadelphia, PA 19103-1495

Fax your registration form(s) to: 215.988.8810  
Credit Card Only.

All registrations must be received by **Wednesday, March 2, 2016**. Please note that confirmations will be sent only for online registrations.