



17th ANNUAL Urban Forestry & Horticulture Conference; Florence, Alabama; February 21, 2012



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

17th ANNUAL Urban Forestry & Horticulture Conference

Tuesday, February 21, 2012
Cross Point Church
1360 Cox Creek Parkway
Florence, AL 35633

GARDEN REJUVENATION AND URBAN FOREST RESTORATION

For More Information visit www.florenceal.org

Questions? Call (256) 760-6400
(Please no registrations by telephone)

Continuing Education Units Available for
ISA (TBA), AMGA (5.25) SAF (TBD),
Turf & Ornamental Pesticide Applicator (10)



the city of
Florence
ALABAMA

KEYNOTE:

Paul Graham: Restoration of the Southhall-Moore House

Grounds Supervisor, University of North Alabama
Discussion of the issues, problems and solutions in the restoration of the Southhall-Moore Landscape.

URBAN FORESTRY:

Beau Brodbeck: Understanding, Preventing and Managing Trees Under Compacted Soil Conditions

Regional Extension Agent, Alabama Cooperative Extension System: Forestry, Wildlife & Natural Resources
The Silent Killer: What is soil compaction? What are its impacts on tree health? How to prevent soil compaction. Methods for mitigating soil compaction.

Jack Rowe: Managing Urban Trees for Catastrophic Storms

Regional Extension Agent, Alabama Cooperative Extension System
How to minimize the impact of future storm activity through planning, specie selection, site selection, and maintenance.

Neil Letson: Safer Trees for Alabama Landscapes

Assistant Division Director, Alabama Forestry Commission
Tree risk assessment: The eight symptoms of an unsafe tree and the three inspection zones to make a complete tree examination.

Reginald Randolph: Trees and Trends: From a Utilities' Perspective

Utility Field Personnel, Huntsville Utilities
Tornado damage.

Bill Yell: Tornadoes, Trees and Utilities

Communications Director, Huntsville Utilities
Challenges of dealing with tornadoes.

HORTICULTURE:

Andy Brown: Visionary Art and Design

Artist, Designer, Owner of Visionary Art and Design
Bring nature to your home, just outside your backdoor. The use of natural materials to beautify your lawn using stone, water and ground cover.

Carl Casiday: Garden Baskets with Plants from the Garden

Owner, Lola's Gifts and Flowers.

Ken Creel: Pruning for Rejuvenation

Regional Extension Agent for Home Grounds, Gardens and Pest Management
Pruning to increase blossoms.

Justin G. Wall: New Landscaping Products and Ideas for 2012

Owner, Coldwater Landscapes and Garden Center, LLC
Join Justin for tips on spicing up your yard with new types of trees, shrubs, etc. which are more hardy and have longer bloom times.

Dr. Rodulfo O. Pacumbaba, Jr.: Rejuvenation of Flowers and Shrubs

Assistant Professor, Department of Biology and Environmental Sciences, Alabama A & M University
What you should consider when troubleshooting your plants.

PESTICIDE:

Fudd Graham: Pesticide Usage Records

Research Fellow IV, Auburn University
Federal and State regulations concerning record keeping.

Kimberly Pope: Pesticides in the Environment

Research Assistant I, Auburn University
Maintaining quality of life through proper pesticide application.

Doug Chapman: Using Pesticides Safely

Regional Extension Agent, Commercial Horticulture
Pesticide safety.

Mike Reeves: Application Methods and Procedures

Regional Extension Agent, Commercial Horticulture, ACES
Application equipment calibration and use.

ENDNOTE

Matthew McCollough: Alabama Tree Recovery Campaign

State Urban Forestry Coordinator
Alabama Forestry Commission's efforts to spearhead the recovery of Alabama's trees.

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

GENERAL SCHEDULE

GENERAL SCHEDULE		Pesticides
9:10-10:00	Speaker	Fudd Graham
10:00 -10:20	Break	Visit/Shop Vendors
10:20 -11:05	Speaker	Kimberly Pope
11:15-12:00	Speaker	Doug Chapman
12:00 -1:00	Lunch	Visit/Shop Vendors
1:00 -1:45	Speaker	Mike Reeves
1:55 -2:40	Panel Discussion	All Speakers
2:40-3:00	Break	Visit/Shop Vendors
3:00-3:45	Endnote	Matt McCollough
3:45-4:00	Door Prizes—must be present to win	

Conference Sponsors:

City of Florence Mayor and City Council Office
City of Florence Department of Electricity
City of Florence Department of Urban Forestry
Florence Beautification Board
Florence Tree Commission
Alabama Cooperative Extension System

GENERAL SCHEDULE

7:30-8:00	Registration		
8:00-8:05	Opening	Linda Van Sandt	
8:05-8:15	Welcome	Mayor Bobby Irons	
8:15-9:00	Keynote	Paul Graham	
		Urban Forestry	Horticulture
9:10-10:00	Speaker	Beau Brodbeck	Andy Brown
10:00-10:20	Break	Visit/Shop Vendors	
10:20-11:05	Speaker	Jack Rowe	Carl Casiday
11:15-12:00	Speaker	Neil Letson	Ken Creel
12:00-1:00	Lunch	Visit/Shop Vendors	
1:00-1:45	Speaker	R. Randolph	Dr. Pacumbaba
1:55-2:40	Speaker	Bill Yell	Justin Wall
2:40-3:00	Break	Visit/Shop Vendors	
3:00-3:45	Endnote	Matt McCollough	
3:45-4:00	Door Prizes—must be present to win		

REGISTRATION FORM Fee \$40

Mail completed form and fee to:
Mayor's Office, P.O. Box 98, Florence, AL 35631

Please Print Registration Limited to 200 persons

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

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

Please make check payable to: **City of Florence – 2012 Conference**

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