



17<sup>th</sup> ANNUAL Urban Forestry & Horticulture Conference; Florence, Alabama; February 21, 2012



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

## 17<sup>th</sup> 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](http://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	
		<b>Urban Forestry</b>	<b>Horticulture</b>
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	
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**REGISTRATION FORM**      Fee \$40

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

Registration Limited to 200 persons

Please Print

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