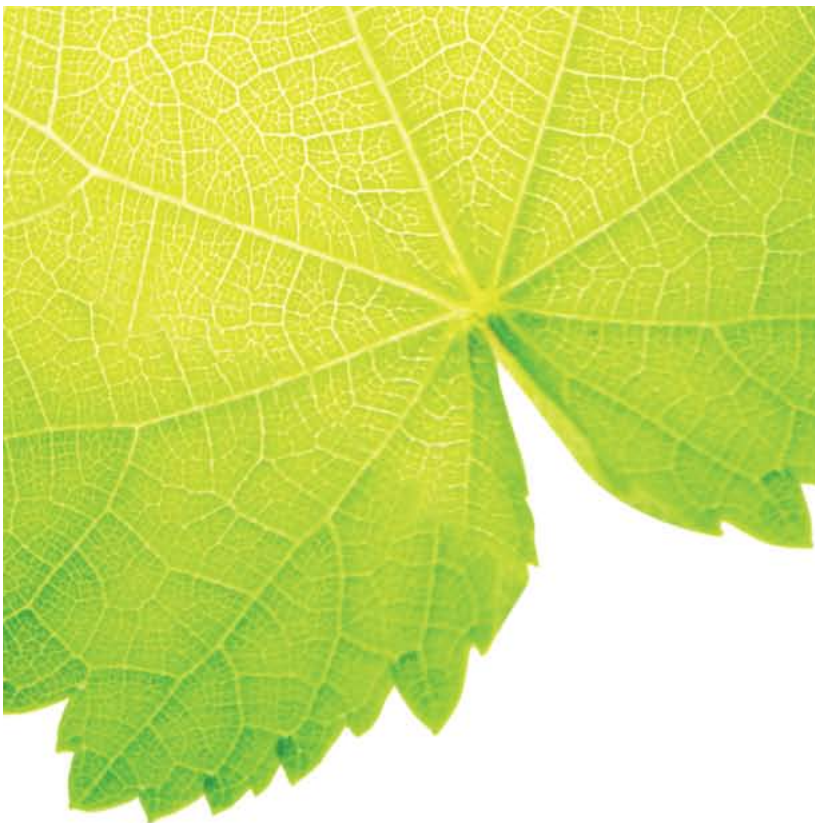


Consulting **2012** Academy

February 21–24, 2012

Radisson Plaza-Warwick Hotel Philadelphia • Philadelphia, PA



CO-SPONSORED BY

Mid-Atlantic Chapter International Society of Arboriculture
New England Chapter International Society of Arboriculture
New York State Arborists Association
Penn-Del Chapter International Society of Arboriculture
Western Chapter International Society of Arboriculture

asca
AMERICAN SOCIETY of
CONSULTING ARBORISTS

The Consultant's Consultant

Take Your Career To The Next Level

This is your opportunity to attend the most comprehensive training experience for arborists who consult. ASCA's 2012 Consulting Academy includes interactive workshops and lectures on all aspects of consulting arboriculture. Adding to the experience is the benefit of networking with fellow Consulting Arborists as you share this intensive three-and-a-half-day conference. The Academy is designed to help Consulting Arborists obtain knowledge and acquire the skills needed to understand and develop an ethical practice, organize and develop effective and logical written reports, carry out professional and legally defensible forensic investigations by understanding the forensic thought process, and enhance their professional roles in contentious situations.

The Academy curriculum includes:

- Report Writing in the ASCA Style and in the Real World
- Consulting Ethics and the use of ASCA's Standards of Professional Practice and Professional Practice Guidelines
- Forensics
- The Consultant's Role in Contentious Situations
- Overview of Contracts, Insurance and Cost Accounting

After receiving instruction to gain knowledge, participating in activities to acquire skills, and conferencing with coaches to receive one-on-one constructive criticism, students are required to take an open-book, multiple-choice exam and to complete a Post-Academy Report (in booklet format) to be reviewed and graded by an independent technical writer. Graduation from ASCA's Consulting Academy is achieved by obtaining a score of 70% or higher on the written exam and receiving 75% or more on an independently written booklet report. Students are encouraged to use the required texts and their instructional notebook of information taught at the Academy to prepare their report for submission. Graduation is a prerequisite for application to become a Registered Consulting Arborist.®

Continuing Education

Your attendance at the Academy is worth 30 CEUs toward fulfilling ASCA's Continuing Education Program for the 2012-14 reporting period. ISA has approved the Academy for 18.5 CEUs for Board Certified Master Arborists, Certified Arborist Municipal Specialists, and Certified Arborists.

Who Should Attend

- Arborists who consult
- Arborists who would like to learn more about the profession of arboricultural consulting
- Other Green Industry professionals who are interested in consulting

Performance Measurement

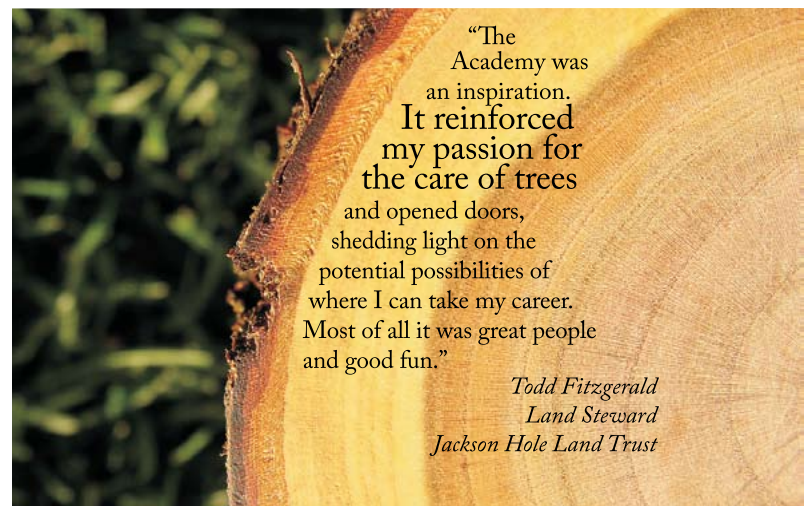
Students graduate from the Academy after successfully completing the following two performance measurement activities:

Technical Writing & Report Preparation

Performance will be measured separate from, and after completion of, the Academy. Students will be given a scenario at the Academy that they are to use to complete their Post-Academy Report (in booklet format) for grading by ASCA's independent technical writer. Deadlines for report submittal are determined by a lottery held at the Academy. The report will be anonymously reviewed for general conformance to ASCA's Report Guidelines. It will be objectively graded on its overall construction, grammar, clarity, and appropriate display of data, tables, graphs and maps. The report will not be judged on its arboricultural complexity. A score of 75% or higher is required to pass the Post-Academy Report.

Open-Book Written Exam

An open-book written exam is given on the last day of the Academy. It provides students with an opportunity to demonstrate their understanding of the use of ASCA's Standards of Professional Practice and consulting ethics, forensics, and the consultant's role in contentious situations. A score of 70% or higher is required to pass the exam.



"The Academy was an inspiration. It reinforced my passion for the care of trees and opened doors, shedding light on the potential possibilities of where I can take my career. Most of all it was great people and good fun."

*Todd Fitzgerald
Land Steward
Jackson Hole Land Trust*

Registration Information

Academy Registration Fee Includes

- In-depth interactive workshops and lectures
- Academy notebook
- Networking Reception
- Lunch each day
- One post Academy report review fee

Required Text & Pre-Academy Report

The required texts for the Academy are A Consultant's Guide to Writing Effective Reports and the Example Report Book. Both are available for purchase from ASCA. See the Academy registration form (page 8) for further details. Prior to attending the Academy, students are required to complete a Pre-Academy Report (in booklet format) by Thursday, January 26, 2012. See page 5 for details.

Registration Fees *Space is limited! Register Early!*

The Academy frequently sells out prior to the early bird deadline.

	Before/By January 20	After January 20	After February 3
ASCA Member	\$975	\$1095	\$1220
Co-sponsoring Associations*	\$1175	\$1295	\$1420
Non-Member	\$1375	\$1495	\$1620

Cancellation Policy: Written cancellations received prior to Friday, January 20, 2012 are subject to a 25% cancellation fee. No refunds will be given after January 20, 2012.

Penn-Del Chapter ISA, Mid-Atlantic Chapter ISA, New England Chapter ISA, New York State Arborists Association, and Western Chapter ISA members receive this special discounted registration fee because their chapter is co-sponsoring the 2012 Academy.

Registration Information

Mail ASCA
9707 Key West Avenue, Suite 100
Rockville, MD 20850

Fax (301) 990-9771

Web <http://www.asca-consultants.org>

You can download and print the brochure if you want to mail or fax your registration. Or, fill out the PDF registration form and email it with payment information to kbryant@mgmtsol.com.

Questions (301) 947-0483

General Information

Hotel Information

Radisson Plaza-Warwick Hotel Philadelphia
220 South 17th Street
Philadelphia, PA 19103

Telephone (800) 967-9033

Group Rate \$122 single/double

Hotel Deadline Monday, February 6, 2012

Hotel website <http://www.radisson.com/philadelphiapa>

Check-in time 4:00 pm

Check-out time 12 Noon

Please reference the "American Society of Consulting Arborists" to obtain the group rate. Hotel reservations are on a first-come, first served basis until Monday, February 6 or until the block has sold out. ASCA cannot guarantee the group rate after February 6.

Travel Information

Air Travel American Airlines
Promotion Code: 94N1BG
<http://www.aa.com> (800) 433-1790

Ground Transportation

For the most up-to-date ground transportation information, please visit: http://www.phl.org/ground_transportation.html

Rental Car Avis Rent A Car – Discount # J660611
Reservations (800) 331-1600

Parking Overnight Valet Parking \$33 per day

Other Information

Dress Code Business Casual

Weather In mid-February the average temperature during the day is mid-30's. In the evening, the temperature is in the mid-20's.

Schedule

Tuesday – February 21

1:00 pm – 2:00 pm Registration

2:00 pm – 3:00 pm Contracts

Harper Dimmerman, Esquire

This session will focus on the clauses that are important to include in a consultant's standard contract. Compare the contract you currently use with the information from this session to make sure that you're protecting your practice.

3:00 pm – 4:00 pm Insurance

J. Ralph Borneman, Jr., CIC, CPIA

This session will focus on the different types of insurance available to the Consulting Arborist and the part each plays in shielding your business!

4:00 pm – 5:00 pm Cost Accounting

Alan Gubernick, CPA

Learn how to detail all of the costs associated with running a consulting practice so that you can better understand what you need to do to remain profitable.

5:30 pm – 7:00 pm Networking Reception

Get to know your fellow students, instructors and coaches in an informal setting. Make connections so that you can join fellow Academy attendees for dinner on your own following the reception.

Wednesday – February 22

8:30 am – 12 Noon Consulting Ethics

Ed Milhous, RCA #350

ASCA's Standards of Professional Practice and Professional Practice Guidelines provide the framework for this session. A lecture and two breakout activities are included in this session.

Students will learn:

- Ethical principles that consultants should follow.
- The various roles that the Consulting Arborist may be called upon to fulfill.
- The Consulting Arborist's duties to clients and employees.
- General practice standards as they relate to assignments, reports, marketing and confidentiality.

12 Noon – 1:00 pm Lunch

1:00 pm – 4:30 pm Forensics

Mike LaMana, RCA #435

This session will introduce students to the field of Forensic Science, how it applies to arboriculture and environmental consulting, how to properly and lawfully conduct an arboriculture forensic investigation, and how to analyze data from collected evidence.

Students will learn:

- The definitions of Forensics, Forensic Science, and Forensic Investigator.
- How to conduct a Forensic Investigation including topics such as tools to use; determining necessary data to be collected; collecting, handling and storing evidence; different types of testing methods; and analyzing collected data.
- Observations vs. hypothesis testing in forensic investigations.
- How to determine relevancy of data.
- A brief overview of the guidelines in the Federal Rules of Evidence.
- How the sections in a booklet report relate to a forensic investigation in regards to the Assignment, Observations, Testing, and Analysis.
- The three types of evidence they may be responsible for: Physical, Demonstrative, and Testimonial.

4:30 pm – 7:00 pm Break and Dinner on Your Own

7:00 pm Optional Q & A Session

Homework Assignment: Review the take-home scenario.

Schedule

Thursday – February 23

8:30 am – 12:30 pm Report Writing

D. Logan Nelson, RCA #413

This course focuses on writing skills necessary for successful composition of reports that meet ASCA report writing requirements. The session introduces the proper structural elements for composing a booklet style report and components that assist arboricultural consultants with developing written reports that are readable, usable, and well substantiated.

12:30 pm – 1:30 pm Lunch

1:30 pm – 2:30 pm Business Development Panel

ASCA Faculty Panel

Learn the different approaches that these successful consultants have used to build their consulting practices.

3:00 pm Conferences with the Coaches

Each student will have an allotted 30-minute one-on-one work session with his or her coach. The coach will provide each student with individual attention and feedback. The coach will critique the student's pre-Academy report and provide constructive criticism.

Friday – February 24

8:30 am – 12 Noon The Consultant's Role in Contentious Situations

Dennis Yniguez, RCA #362

This session introduces the students to the various formats of the dispute resolution process and the consultant's role as an expert in mediation, arbitration and litigation and will provide students with an in-depth study of the expert's role in the discovery process.

Students will learn:

- Three forms of dispute resolution.
- The definition, qualifications and responsibilities of an expert.
- Various consulting roles in mediation.
- Various consulting roles in arbitration.
- An overview of consulting roles in litigation.
- The definition, purpose and proceedings of a deposition.
- Elements that contribute to contentious situations.
- How to prepare to testify.

12 Noon – 1:00 pm Lunch

1:30 pm – 3:30 pm Open-Book Exam



Academy Faculty



J. Ralph Borneman, Jr., CIC, CPIA

Ralph Borneman, Jr. has been President of Body-Borneman Insurance & Financial Services, LLC, since 1969. Mr. Borneman is also a member of the boards of directors of Erie Indemnity Co. and Life Insurance Co. of New York. He has also served as a director of National Penn since 1988. He is a Certified Insurance Counselor (CIC) and Certified Professional Insurance Agent (CPIA).



Harper J. Dimmerman, Esquire

Harper J. Dimmerman, Esquire is an Adjunct Professor at Temple University's Fox School of Business and a columnist with The Legal Intelligencer. He lectures to other attorneys, has been interviewed by various media outlets and featured by The Legal Intelligencer. He is the recipient of the Pennsylvania Super Lawyers Rising Stars designation in 2007, 2008, 2010 and 2011 and holds the highest rating (AV) with Martindale-Hubbell, based upon peer review. Mr. Dimmerman is published with the American Bar, Pennsylvania Bar and Philadelphia Bar Associations. He is the principal and founder of The Law Office of Harper J. Dimmerman P.C., a boutique Philadelphia-based practice with an emphasis upon Pennsylvania and New Jersey general litigation and real estate matters.



Alan Gubernick, CPA

Alan works to build value for small to mid-sized companies by developing financial strategies that balance long term business planning with short term operational efficiencies. Specializing in closely-held businesses for more than 25 years, Alan offers clients the benefit of his significant experience in accounting, tax, and finance. For many clients, Alan serves as Chief Financial Officer, helping clients develop a broad strategic vision while streamlining systems and attending to the details of a well managed financial plan. Other companies rely on Alan for financial planning, business tax planning, personal and estate tax planning, projections and forecasting, loan document preparation, the design and monitoring of accounting systems, and the selection and management of internal accounting personnel. Alan earned a Masters in Taxation from Widener University and a B.A. in Accounting at Muhlenberg College. He is active in numerous accounting and business associations, as well as nonprofit community and charitable organizations.

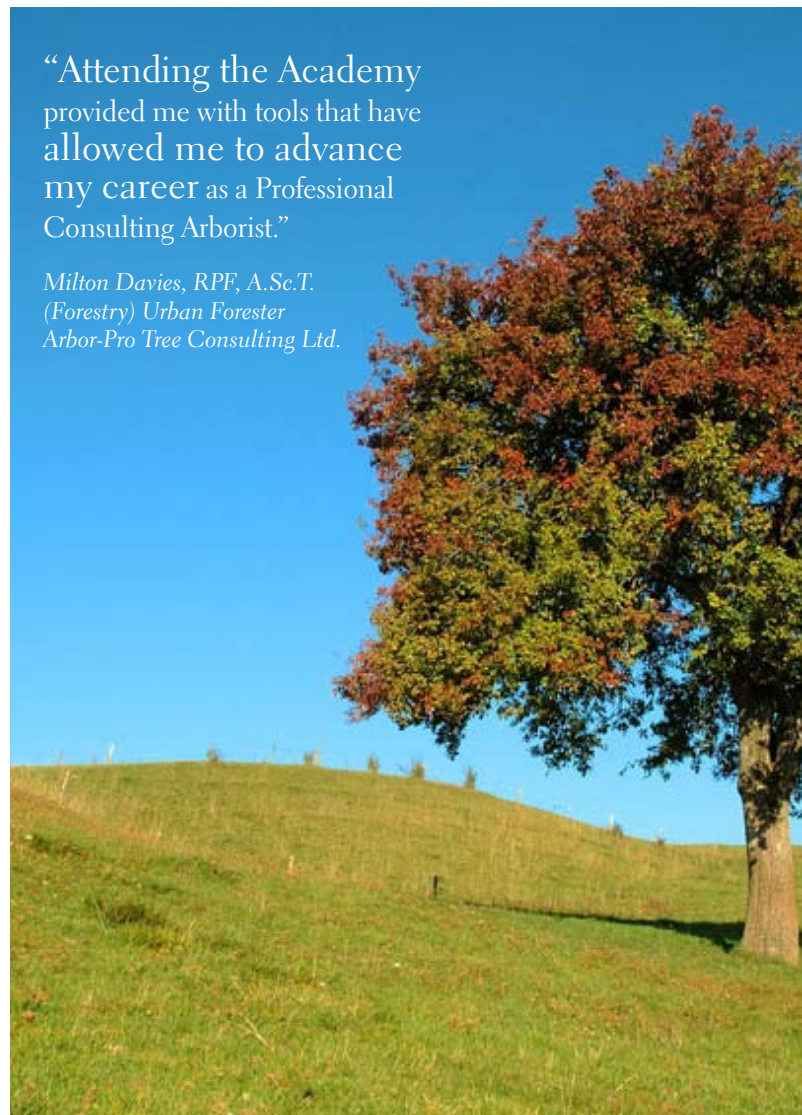


Mike LaMana, RCA #435

Mike LaMana, RCA #435, received a M.S. in entomology from Oregon State University following his baccalaureate work in forestry at Rutgers University. Moving between natural resource management and the green industry for 20 years, he launched Heartwood Consulting Services in 2003. Working with private landowners, governments and others, Mike consults on a broad array of land-stewardship issues such as community forestry, woodlands and natural resources management, environmental compliance and T & E species. Mike presently serves as Township Forester for various municipalities and as vice-chair of the Society of American Foresters–NJ Division.

“Attending the Academy provided me with tools that have allowed me to advance my career as a Professional Consulting Arborist.”

Milton Davies, RPF, A.Sc.T.
(Forestry) Urban Forester
Arbor-Pro Tree Consulting Ltd.



Academy Faculty *continued*



Ed Milhous, RCA #350

Ed Milhous, RCA #350, received a M.S. in horticulture from Virginia Tech and worked for eight years with the Virginia Cooperative Extension Service where he helped establish the first Master Gardeners program in Virginia. In 1984, he started a contracting service using IPM methods. Contracting

evolved into consulting and for seventeen years TreesPlease has been assisting developers, local governments, homeowners associations and individuals with landscape conservation planning. Ed served as ASCA's president in 2009 and is a past president of the Mid-Atlantic Chapter of ISA.



D. Logan Nelson, RCA #413

With formal training in arboriculture, writing and education, and over ten years experience with Midwestern tree selection, planting, maintenance, and management, Logan Nelson is a full-time Consulting Arborist from Dane County, Wisconsin specializing in arboricultural investigations

necessary to assess the structural integrity, health status, and value of trees.

As an ISA Certified Arborist and ASCA Registered Consulting Arborist®, Logan is a past editor for the ISA's Wisconsin Chapter and past member of various local tree boards. She currently serves as a member of the Wisconsin Urban Forestry Council, the ASCA representative to the CTLA, the report writing instructor for the ASCA Consulting Academy and other writing workshops, and is an internationally known speaker and author in the green industry.



Dennis Yniguez, RCA #362

Dennis Yniguez, RCA #362, has been a Certified Arborist since 1984 and is the owner of Tree Decisions, an arboricultural consulting firm in Berkeley, California. He is a past president of ASCA and is a technical advisor to the California Urban Forest Council. He is also an attorney,

having received Master's and J.D. degrees from the University of California at Berkeley. He also completed studies with the Center for Mediation in Law. His consulting practice includes tree health diagnosis, appraisal, species selection, and development-related tree preservation, with an emphasis on mediation and communication as an alternative to litigation of tree-related disputes.

Academy Coaches

Academy coaches serve an invaluable role in the Academy. All of the coaches are Registered Consulting Arborists® who come to the Academy to share their expertise with the students. They offer one-on-one coaching to their group of students and assist with questions, help with the assignments and share advice based on their own consulting experience. Coaches at the Academy are a wealth of information and offer their expertise and knowledge generously to make the Academy a meaningful experience.



ASCA Membership Application

Admission

Becoming a member of the American Society of Consulting Arborists provides a way for knowledgeable and experienced professional arborists to further develop as arboricultural consultants.

Benefits

Members can take advantage of unique membership benefits such as the ASCA website referral section, member listserves, online educational programs and the quarterly newsletter “The Arboricultural Consultant.” Members receive special rates on publications and conferences, including the highly regarded Consulting Academy.

Eligibility Requirements

To be considered for membership in ASCA, you must meet the following experience requirement and ONE (1) of the following education requirements.

Experience

At least five (5) years experience in arboriculture.

Education

A four-year degree in Arboriculture or a closely related field such as Urban Forestry, Horticulture, Plant Pathology, Entomology, Forestry, Plant Biology.

OR Board Certified Master Arborist

OR At least 240 approved continuing education units (CEUs)—call the ASCA office for list of approved CEUs.

Note: One (1) ISA CEU equals one (1) ASCA CEU.

Members are also required to read and abide by the Standards of Professional Practice and By-Laws of the Society.

MEMBERSHIP YEAR October 1 – September 30

Application Fee: \$75 + Annual Dues: \$440

Total Due: \$515

Complete this application and mail or fax it along with the dues payment and Academy registration form and fee to the ASCA office. Membership applications can also be processed online!

www.asca-consultants.org

Degree / Continuing Education Units

Degree, major & year attained

Name of Institution

Address of Institution

OR CEUs

Provide a list of educational events in which you have participated, verifying that you have at least 240 approved continuing education units (CEUs). For each event, include the following:

- Event name
- Event sponsor
- Date of event
- Location of event
- Brief description of event
- Number of hours involved

Affidavit

I certify that I have met the Education and Experience Requirements as set forth and that, to the best of my knowledge, the information on this application is true, accurate and complete.

Signature

Date



Registration Form Early Bird Deadline: Friday, January 20

1 Attendee Information *please check one*

Print or type all information. Make additional copies for each person registering.

Please check one:

- ASCA Member
- Non-Member
- Mid-Atlantic Chapter ISA
- New England Chapter ISA
- New York State Arborists Association
- Penn-Del Chapter ISA
- Western Chapter ISA

Name _____

Nickname/First Name for Badge (if different from above) _____

Firm _____

Address _____

City _____ State _____ Zip _____

Country (if other than U.S.) _____

Telephone _____

Fax _____

Email _____

Special Dietary Requirement: Vegetarian Other _____

Require special accommodations to participate
(Please attach a written description of your needs.)

Cancellation Policy

Written cancellations received prior to January 20, 2012 are subject to a 25% cancellation fee. No refunds will be given after January 20, 2012.

*Co-sponsoring Associations

Association members receive this special discounted registration fee because their association is co-sponsoring the 2012 Academy.

Questions?

Contact Kayleigh Bryant at (240) 404-6483 or kbryant@mgmtsol.com.

HOTEL INFORMATION

Radisson Plaza-Warwick Hotel Philadelphia (800) 967-9033

Reference "American Society of Consulting Arborists" to receive the group discount. For more details visit ASCA's website www.asca-consultants.org.

2 Registration Fees

	Before/By January 20	After January 20	After February 3
ASCA Member	<input type="checkbox"/> \$975	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$1220
Co-sponsoring Associations*	<input type="checkbox"/> \$1175	<input type="checkbox"/> \$1295	<input type="checkbox"/> \$1420
Non-Member	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1620

*Co-sponsoring Associations receive this special discounted registration fee.

3 Material Fees Required Text

	A Consultant's Guide to Writing Effective Reports (required for Academy)	Example Report Book (required for Academy)
ASCA Member/ISA	<input type="checkbox"/> \$60 + \$10 shipping	<input type="checkbox"/> \$45 + \$10 shipping
Non-Member	<input type="checkbox"/> \$90 + \$10 shipping	<input type="checkbox"/> \$70 + \$10 shipping

4 Payment Options *Payment must accompany registration*

<input type="checkbox"/> Registration Fee	\$
<input type="checkbox"/> Material Fees	\$
<input type="checkbox"/> ASCA Membership Fee (from page 7)	\$
Total Amount Due	\$

Check Enclosed (made payable to ASCA • US Funds Only)

Visa MasterCard

Card # _____ Exp. Date _____

Name on Card _____ Security Code _____

Signature _____