A large, detailed image of a yellow leaf with visible veins, serving as the background for the top half of the page.

# Consulting 2008 Academy

February 19-22, 2008

Sheraton Suites Hotel • San Diego, CA

The Consultant's Consultant

*asca* AMERICAN SOCIETY of  
CONSULTING ARBORISTS

*Cosponsored by  
Western Chapter ISA*

## Take Your Career To The Next Level

This is your opportunity to attend the most comprehensive training experience for arborists who consult. ASCA's 2008 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-day conference.

The Academy is designed to help consulting arborists obtain knowledge and acquire the skills needed to develop an ethical and lawful practice, carry out professional and lawful forensic investigations, organize and develop effective and logical reports, and understand their professional roles in litigable situations.

### The Academy curriculum includes:

- Communications for the Consulting Arborist including:
  - Report Writing
  - Oral Communications
- Consulting Ethics and the use of ASCA's Standards of Professional Practice
- Forensics
- The Consultant's Role in Contentious Situations

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 booklet report for review 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 points or more on an independently written booklet report. Students are encouraged to use the required texts, their instructional notebook of information taught at the Academy, and a reference CD while preparing their report for submission.

Graduation is a pre-requisite for becoming a Registered Consulting Arborist.

### Continuing Education Credits

Your attendance at the Academy is worth 30 credits toward fulfilling ASCA's Continuing Education Program for the 2008-09 reporting period. ISA has approved the Academy for 21.5 CEUs relating to the Board Certified Master Arborist program and 11.5 CEUs for ISA Certified Arborists.

“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 & I.S.A. Certified Arborist member, American Society of Consulting Arborists River Valley, Forestry & Environmental Services*



## 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

## Academy Registration Fee Includes

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

## Required Text

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 the ASCA office. See the Academy Registration Form for further details.

## Registration Fees *Space is limited! Register Early!*

The Academy sold out prior to the early-bird registration deadline in 2007, so get in your registration TODAY!

	Before/By Jan 18	After Jan 18	After Feb 1
ASCA Member	\$945	\$1095	\$1220
ISA Chapter Member*	\$1145	\$1295	\$1420
Non-Member	\$1345	\$1495	\$1620

## Cancellation Policy

Written cancellations received prior to January 18, 2008 are subject to a 25% cancellation fee. No refunds will be given after January 18, 2008.

## ISA Chapter Members\*

Western Chapter ISA members receive this special discounted registration fee because their chapter is co-sponsoring the 2008 Academy.

## Registration Information *3 Easy Ways to Register*

**Mail** ASCA  
15245 Shady Grove Road, Suite 130  
Rockville, MD 20850

**Fax** 301-990-9771

**Website** [www.asca-consultants.org](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 [asca@mgmtsol.com](mailto:asca@mgmtsol.com).

**Questions** 301-947-0483



## Hotel Information

### **Sheraton Suites San Diego**

701 A Street  
San Diego, CA 92101

**Telephone** 619.696.9800

**Group Rate** \$135 single/double

**Hotel Deadline** Friday, January 18

The Sheraton Suites San Diego is an all suites hotel built around the prestigious and historical San Diego Symphony Hall and centrally located in one of the premier areas of San Diego. With quick access to the San Diego International Airport, Petco Park, Balboa Park and the historic Gaslamp shopping and entertainment district, the Sheraton Suites has a top-notch location and excellent accommodations.

**Hotel website** <http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=2003>

**Check-in time** 3:00 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-serve basis until Friday, January 18 or until the block has sold out. ASCA cannot guarantee the group rate after January 18.

## Travel Information

San Diego International Airport (SAN) is located 9 minutes (4 miles) from the Sheraton Suites San Diego.

**Shuttle** Cloud 9 Shuttle  
1.800.974.8885  
\$8 each way per person

Reservations are not needed when traveling from San Diego International Airport. 24-hour reservations are needed when making your return trip to the airport from the Sheraton Suites San Diego. Allow 15 to 20 minutes to and from the hotel.

**Taxi** \$12-\$15 one way

**Rental Car** Avis Rent A Car  
Avis World Wide Discount # J660611  
**Reservations** 1.800.331.1600  
**Website** <http://tinyurl.com/3c6qjg>

**Parking** Self Parking: \$20 per day  
Valet Parking: \$25 per day

*Prices subject to change.*

## 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 an original booklet report for grading by ASCA's independent Report Review Consultant. 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.

### 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 litigable situations. A score of 70% or higher is required to pass the exam.



## Schedule

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### Tuesday – February 19

■ 7:00 pm – 9:30 pm

#### Orientation - MANDATORY

The Academy orientation provides students with an overview of the week's schedule. Orientation provides students, instructors, and coaches an opportunity to get to know each other prior to the beginning of the Academy.

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### Wednesday – February 20

■ 8:30 am – 12:00 noon

#### Consulting Ethics

*Ed Milhous, RCA #350*

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

#### Students will learn:

- The seven ethical principles that consultants are expected to follow.
- The various roles that the consulting arborist may be called upon to fulfill.
- The consulting arborist's duties to clients, employees and ASCA.
- General practice standards as they relate to assignments, reports, compensation, marketing and confidentiality.

■ 12:00 noon – 1:00 pm

#### Lunch

■ 1:00 pm – 4:30 pm

### Forensics

*Russ Carlson, RCA #354*

This session will introduce students to the field of Forensic Science, how it applies to arboriculture and consulting, how to properly and lawfully conduct an arboriculture forensic investigation, and how to analyze data from collected evidence. This session will include a lecture and break-out activity.

#### Students will learn:

- The definitions of Forensics, Forensic Science, and Forensic Investigator.
- A brief overview of the guidelines governing the Federal Rules of Evidence and the Daubert Case.
- 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.
- How to conduct a Forensic Investigation including, but not limited to, tools to use, determining necessary data to be collected, collecting, handling and storing evidence, different types of testing methods, and analyzing collected data.
- How to determine relevancy of data.

■ 4:30 pm – 7:00 pm

### Dinner on your own

■ 7:00 pm – 9:00 pm

### Practice Management Q & A

*Panel: Academy Faculty*

This is your opportunity to get your questions answered regarding contracts, marketing your consulting practice, or creating a Curriculum Vitae.

Thursday – February 21

■ 8:30 am – 3:30 pm

### Consultant Communications

- Report Writing
- Oral Communications

*D. Logan Nelson, RCA #413*

This session introduces the proper structural elements for composing a booklet-style report, and the components that create understandable and professional documentation. The course uses a combination of lecture and break-out activities related to the Pre-Academy Report Writing Scenario.

Prior to attending the Academy, students are required to complete a pre-Academy booklet report based on an arboricultural case assignment, and e-mail one copy of their booklet report to the ASCA office, [asca@mgmtsol.com](mailto:asca@mgmtsol.com) no later than February 1, 2008. The student should also bring one additional copy of his/her report to the Academy.

#### Students will learn:

- Their role as an investigative reporter and the readiness necessary for writing a report.
- How to write a report that allows the reader to follow the author's logic.
- The importance of defining the assignment for the purpose of writing a report.
- How and when to incorporate collected information and data into an arboricultural report.
- The importance of utilizing the seven elements of a report to document substantiated professional opinions.
- The components that assist a technical writer with developing readable and usable reports.
- The process of reviewing, editing and proofreading.

- (Time permitting) The process of organizing, preparing and presenting an oral report.
- The expectations and requirements for submitting the post-Academy booklet report for graduation from the Academy.

■ **12:00 noon – 1:00 pm**

**Lunch**

■ **3:30 pm – 8:30 pm**

**Conference with the Coaches**

Each student will have an allotted 30-minute one-on-one work session with their 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.

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**Friday – February 22**

■ **8:30 am – 12:00 noon**

**The Consultant's Role in Contentious Situations**

*Dennis Yniquez, 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:**

- Elements that contribute to a litigable situation.
- Three forms of dispute resolution.
- The definition, qualifications and responsibilities of an expert.
- Various consulting roles in mediation.
- Various consulting roles in arbitration.

- Various consulting roles in litigation.
- The definition, purpose and proceedings of a deposition.
- How to prepare to testify.

■ **12:00 noon – 1:00 pm**

**Q & A Session: The Consultant's Role in Contentious Situations**

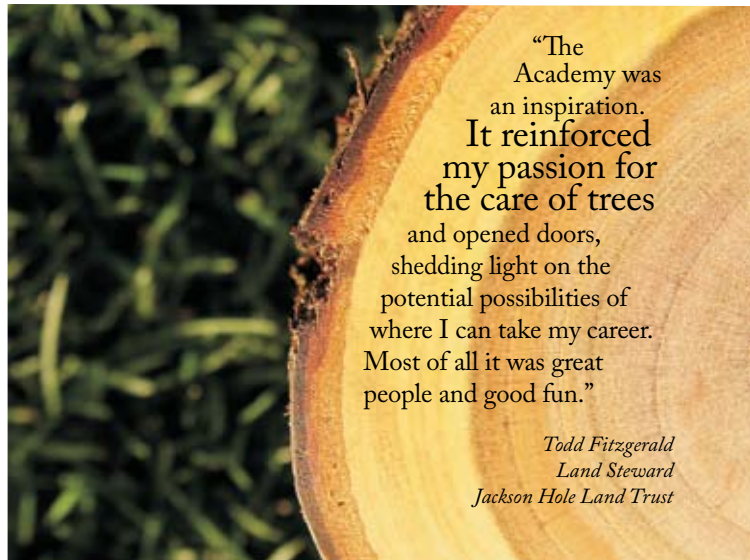
This session will give students the opportunity to ask their questions following the morning session.

■ **1:00 noon – 2:00 pm**

**Lunch**

■ **2:15 pm – 4:45 pm**

**Open-Book 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*



## Academy Faculty

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### Russ Carlson, RCA #354

Russ Carlson, Registered Consulting Arborist #354, started his own consulting business, Tree Tech Consulting, in 1992. He is a Past President of ASCA and was the editor of *Example Reports for Consulting Arborists, First Edition*. He taught the Report Writing section of the Academy for five years. He has been active on both the chapter and international levels of ISA, serving as chapter president, on the ISA Board of Directors, and currently as ISA's representative to the Council of Tree and Landscape Appraisers.

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### Ed Milhous, RCA #350

Ed Milhous, Registered Consulting Arborist #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 serves on ASCA's Board of Directors and is a past president of the Mid-Atlantic Chapter of ISA.

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#### **D. Logan Nelson, RCA #413**

With formal training in arboriculture, writing and education, and ten-years experience with Midwestern tree selection, planting, management, and maintenance, Logan Nelson specializes in expert arboricultural investigations necessary to determine the value, structural integrity and health status of trees.

As an ISA Certified Arborist, an ASCA Registered Consulting Arborist, and author of over 100 published works, she has a full-time arboricultural consulting practice in Dane County, Wisconsin, is a report writing instructor for the Consulting Academy and Writing Workshops for the American Society of Consulting Arborists, and serves on the Wisconsin Urban Forestry Council, the Wisconsin Arborist Association's Editorial Board, and her local tree board.

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#### **Dennis Yniguez, RCA #362**

Dennis Yniguez, Registered Consulting Arborist #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 CEU Credits.

*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: \$365 Total Due: \$440

**Complete this application and mail or fax it along with the dues payment and Academy registration form and fee to the ASCA office.**

### 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

# 2008 Academy Registration Form

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

## Membership Information *please check one*

ASCA Member  ISA Chapter Member\*  Non-Member

Name RCA#

ISA Chapter\* (if applicable)

Firm

Address

City State Zip

Country (if other than U.S.)

Telephone Fax

Email

Nickname for Badge (if different from above)

Special Dietary Requirement:  Vegetarian  Other

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

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### \*ISA Chapter Members

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**HOTEL INFORMATION** Sheraton Suites San Diego 619.696.9800  
*(reference "American Society of Consulting Arborists" to receive group discount)*

## 2 Registration Fees

	Before/By Jan 18	After Jan 18	After Feb 1
ASCA Member	<input type="checkbox"/> \$945	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$1220
ISA Chapter Member*	<input type="checkbox"/> \$1145	<input type="checkbox"/> \$1295	<input type="checkbox"/> \$1420
Non-Member	<input type="checkbox"/> \$1345	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1620

*\*ISA Chapter Members receive this special discounted registration fee IF their chapter of ISA is a co-sponsoring chapter of the 2008 Academy.*

## 3 Material Fees

	<i>A Consultant's Guide to Writing Effective Reports</i> (required for Academy)	<i>Example Report Book</i> (required for Academy)
ASCA Member	<input type="checkbox"/> \$60 + \$10 shipping	<input type="checkbox"/> \$50 + \$10 shipping
ISA / Non-Member	<input type="checkbox"/> \$90 + \$10 shipping	<input type="checkbox"/> \$75 + \$10 shipping

## 4 Payment Options *Payment must accompany registration*

Registration Fee  Material Fees  ASCA Membership Fee *(attach form from page 10)*

**TOTAL AMOUNT DUE** \$ \_\_\_\_\_

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

Card# Exp. Date

Name on Card

Security Code

Signature

# Consulting 2008 Academy

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**American Society of  
Consulting Arborists  
15245 Shady Grove Road • Suite 130  
Rockville, Maryland 20850**

[www.asca-consultants.org](http://www.asca-consultants.org)

RETURN SERVICE REQUESTED

*asca*  
AMERICAN SOCIETY of  
CONSULTING ARBORISTS

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