

Georgia Urban Forest Council  
2016 Annual Conference  
Brasstown Valley Resort  
Young Harris, Georgia  
November 2 & 3



*Partnerships for a Greener Community*

## **THE POWER OF COLLECTIVE IMPACT IN URBAN FORESTRY**

### *Program Agenda*

**Pre-conference activity:**

Tuesday, November 1, 4-6 p.m.

Tree Board Roundtable in Salon1&2

### Day One, Wednesday, November 2

7:00 – 8:00 a.m.      Breakfast Buffet in Ballroom

8:00 – 10:00 a.m.    General Session

#### **The Impulse of Why – A Passion for Trees**

Erica Glasener, horticulturist and author  
Erica will speak on why trees matter to us.

#### **Communicating, Connecting, and Engaging People with Urban Forestry**

Paul D. Ries, Manager, Urban and Community Forestry Assistance Program, Oregon Department of Forestry; Instructor and Director, Graduate Certificate in Urban Forestry program at Oregon State University

Paul's presentation will cover various pieces of research about how people perceive urban forestry and strategies that can help urban forestry professionals reach people more effectively. That main message is that we need to communicate with and not to people, connect them with the benefits and values of trees in a context they can relate to, and ultimately engage them in raising the visibility and importance of urban forestry and ecosystem services.

10:00 – 10:30 a.m.    Break with exhibitors - *Visit with and thank our conference sponsors!*

- 10:30 – 11:30 a.m.      Breakout Sessions
- Cedar Knob Room – **Calculating Your Canopy** - Eric Kuehler, US Forest Service
  - Creekside Pavillion – **The Ten Myths of Tree Ordinances** - Joe Burgess, Georgia Forestry Commission
  - Trackrock Theater – **Environmental Justice, Social Equity & Greenspace** - Cassandra Johnson, US Forest Service
- 11:30 – Noon              Break with exhibitors
- Noon – 1:30 p.m.        **EXCELLENCE IN URBAN FORESTRY AWARDS LUNCHEON**
- 1:30 – 1:45 p.m.        Break
- 1:45 p.m.                Load shuttles for tours
- 2:00 – 4:30 p.m.        Off-site tours –
- Eaglefork Vineyards, Hayesville, NC **“Plants & Classical Music,”** Dr. Jerry Smith ( one hour travel time roundtrip)
  - Mountain Crossings / AT trail, Blairsville, GA – **Forest Health Talk,** Lynne Womack, Georgia Forestry Commission (one hour travel time roundtrip)
- 5:00 – 7:00 p.m.        Evening Reception on the Waterfall Lawn

Day Two, Thursday, November 3

- 7:00 – 8:00 a.m.        Breakfast Buffet in Ballroom
- 8:00 – 10 a.m.        *General Session in Salon 123*
- Collective Impact: A Framework for Urban Forestry Collaboration**  
 Speaker: Paul Ries  
 This morning’s presentation covers the concept of collective impact and discusses how this framework can be used to manage urban forestry across multiple partnerships, including on a regional level. Paul will review a regional urban forestry strategy recently completed in the Portland, Oregon area.
- Urban Site Renovations**  
 Speaker: Dr. Elizabeth G. King, Ecosystem Ecology & Management, University of Georgia  
 Dr. King will discuss current trends in prescribed grazing in urban forests, her findings on ecological impacts, and experiences on the social side of the ecological renovation.

10 a.m. – 10:30 a.m. Break with exhibitors

10:30 – 11:30 a.m. Breakout Sessions

- Salon 4 – **Community Improvement Districts in Georgia:** Joe Allen, Executive Director, Gwinnett Place Community Improvement District
- Cedar Knob Room – **Streambank Restoration:** Duncan Hughes, Soque Watershed Association

11:30 – Noon Break with exhibitors

Noon – 1:00 p.m. Lunch in Salon 123

1:30 – 3:00 p.m. *General Session in Salon 123*

**Ecological Renovation**

*In renovation, it truly is not the destination that is important, but the journey utilizing ecological fundamentals.*

Speaker: Dr. Kim Coder, Professor, Warnell School of Forestry & Natural Resources, The University of Georgia, Athens

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