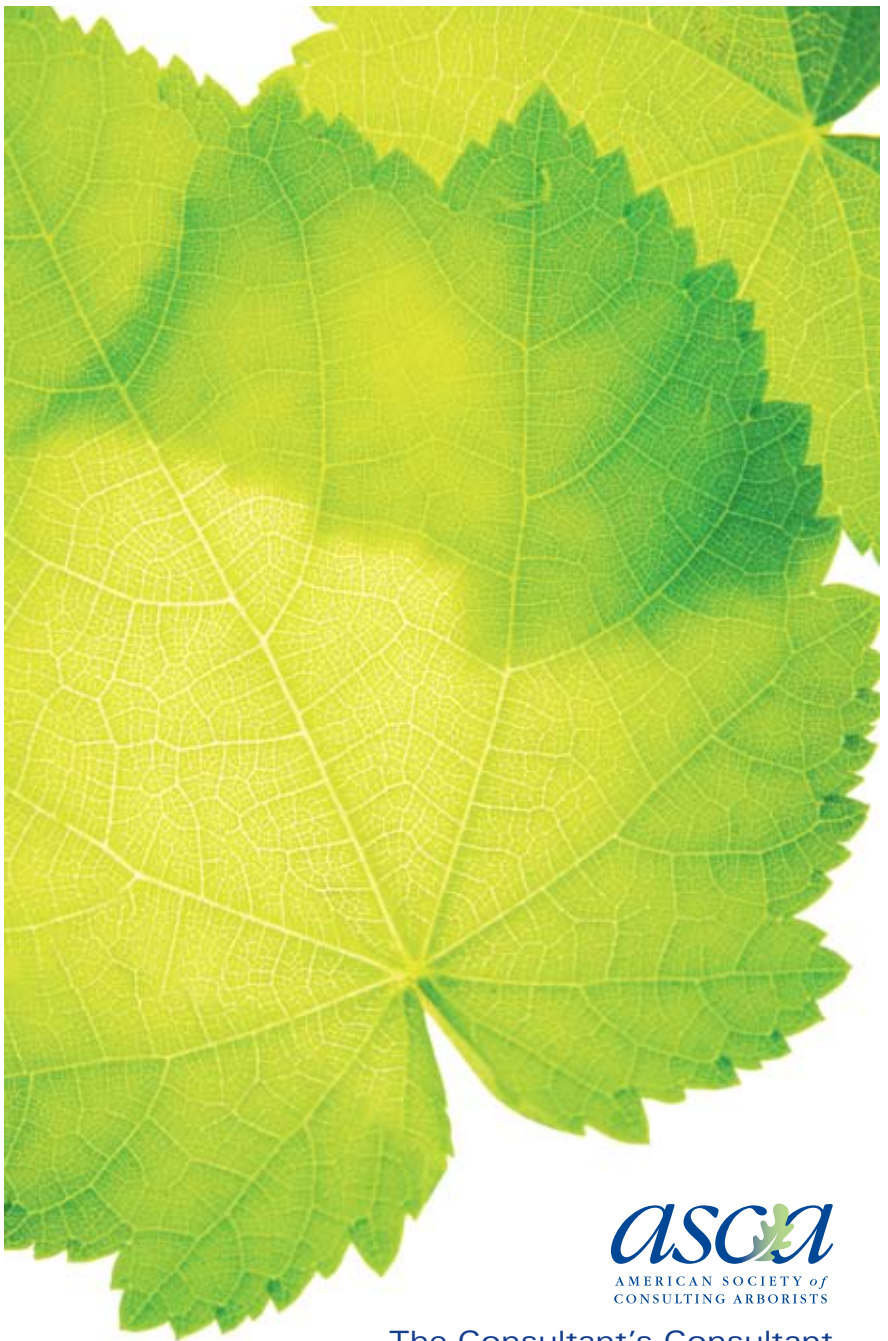


Consulting 2011 Academy

February 14–17, 2011

Omni Severin Hotel • Indianapolis, IN

CO-SPONSORED BY
Indiana Arborist Association
Indiana Nursery and Landscape Association
Illinois Arborist Association



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 2011 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.

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

Continuing Education

Your attendance at the Academy is worth 30 CEUs toward fulfilling ASCA's Continuing Education Program for the 2010–11 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.

Graduation Requirements

You must pass

- An open book written exam, given on the last day of the Academy
- A post Academy take home report



Schedule

Monday – February 14

- 3:00 pm – 5:00 pm Orientation – MANDATORY
5:00 pm – 6:30 pm Networking Reception



Tuesday – February 15

- 8:30 am – 12 Noon **Consulting Ethics**
Ed Milbous, 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.
- 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.
- 4:30 pm – 7:00 pm Break and dinner on your own
- 7:00 pm – 9:00 pm **Optional Session**
Join the Academy faculty as they share a description of their individual practices. Learn how they started and grew their business.

Wednesday – February 16

- 8:30 am – 12 Noon **Report Writing in Accordance With ASCA Requirements**
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 Noon – 1:00 pm Lunch
- 1:00 pm – 2:30 pm **Report Writing for Application in Real World Consulting Practices**
D. Logan Nelson, RCA #413
This session focuses on how to best utilize the report writing structural elements for meeting the needs of a variety of clients and assignments that are common for many arboricultural consultants within their consulting practices.
- 3:00 pm – 7:00 pm **Conference with the Coaches**

Thursday – February 17

- 8:30 am – 11:00 am **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.
- 11:00 am – 12 Noon **Q & A Session: The Consultant's Role in Contentious Situations**
- 12 Noon – 12:30 pm Lunch
- 12:30 pm – 2:00 pm **Practice Management Q & A Panel: Academy Faculty**
- 3:00 pm – 5:00 pm **Open-Book Exam**

Go to the ASCA website, www.asca-consultants.org, to download the full brochure and to find hotel information.

Registration Form

1 Attendee Information

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

Please check one: ASCA Member Indiana Nursery and Landscape Association Member
 Indiana Arborist Association Member Illinois Arborist Association Member Non-Member

Full Name

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.)

HOTEL INFORMATION: Omni Severin Hotel, Indianapolis, IN (317) 634-6664
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 14	After January 14	After January 26
ASCA Member	<input type="checkbox"/> \$975	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$1220
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

3 Material Fees

	A Consultant's Guide to Writing Effective Reports (required for Academy)	Example Report Book (required for Academy)
ASCA/ISA Member	<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 Total Registration Fees *Payment must accompany registration.*

<input type="checkbox"/> Registration Fee	\$
<input type="checkbox"/> Material Fees	\$
TOTAL AMOUNT DUE	\$

5 Payment Options

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

Card# Exp. Date

Name on Card Security Code

Signature

*Indiana and Illinois Arborist Association members and Indiana Nursery & Landscape Association members receive this special discounted registration fee because their association is sponsoring the 2011 Academy.

Cancellation Policy: Written cancellations received prior to January 14, 2011 are subject to a 25% cancellation fee. No refunds will be given after January 14, 2011.

