2025 IAA Summer Conference



Collecting & Managing a Successful Tree Inventory

Marriott Hotel & Conference Center - Bloomington/Normal &
ISU Fell Arboretum
July 24th- July 25th, 2025

Welcome to the 2025 IAA Summer Conference!

This year's theme, Collecting and Managing a Successful Tree Inventory, focuses on turning data into action.

Over the next two days, connect with peers, learn from experts, and build hands-on skills—plus earn up to 6.5 CEUs.

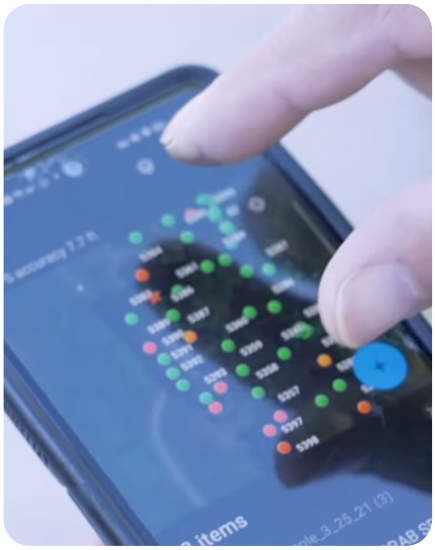
Thursday - Round Tables

July 24th 2025

5:00pm - 6:00pm	Dinner, Cash Bar, & Networking

Subject Matter Round Table Discussions:

6:00pm - 7:30pm	**Turning Urban Forestry Information Into Action - Steve Lane** Join Steve to learn how to turn forestry data into real-world results—even when funding is tight. Discover practical ways to retool, streamline, and grow your program. **Staff Training & Capacity Building - Colette Copic** Join Colette to discover the fundamentals of tree identification, including key features to look for and tips to help you confidently recognize common species in the field. **Illinois Tree City USA: What's New and Other State and Federal Programs - Mike Brunk** The Illinois Dept. of Natural Resources will share new Tree City USA materials, 2024 stats highlighting top-ranked Illinois communities, video testimonies, and state and federal program updates from Mike Brunk.







Friday - Full Conference Day

July 25th 2025

7:00am - 8:00am	Check-In & Breakfast @ The Marriott
8:00am - 8:15am	Welcome & Announcements @ The Marriott
8:15am - 9:00am	Inventories & Management Plans - Steve Lane @ The Marriott
9:05am - 12:00pm	Field Program - Rotational Educational Sessions @ The ISU Fell Arboretum

Time	Group A	Group B	Group C
9:05–9:50 AM	Tree Inventory	Tree Rating	Tree Identification
9:55–10:40 AM	Tree Identification	Tree Inventory	Tree Rating
11:15–12:00 PM	Tree Rating	Tree Identification	Tree Inventory

- **Tree Inventory Demonstration – Matthew Le, Great Lakes Forest Industry**
- **Tree Rating and Assessment – Nate Paulus, Davey Resource Group**
- **Tree Identification – Colette Copic, The Morton Arboretum**

12:00pm - 12:45pm	Lunch @ The Marriott
12:45pm - 1:45pm	Self-Guided Campus Walk @ The ISU Fell Arboretum
1:45pm - 2:15pm	IAA's Learning Platform & New ISA Modules - Aaron Shulz @ The Marriot
2:15pm - 2:45pm	Tree City USA Program Overview - Mike Brunk @ The Marriott
2:45pm - 3:00pm	Wrap-Up & Closing Remarks

Thank you for joining us!

We're so glad you could be part of the 2025 IAA Summer Conference.

This year's theme, Collecting and Managing a Successful Tree Inventory, focused on turning data into action—through shared knowledge, hands-on learning, and real-world conversations.

We hope you leave feeling inspired, connected, and better equipped to grow your urban forestry programs.

Thank you to our sponsor!

Don't Forget:

- [ ] Sign the CEU sheets - 6.5 CEUs
- [ ] Complete our short event feedback survey (scan QR code)
- [ ] Stay connected with IAA through upcoming trainings, certifications, and networking events

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Contact and follow us!

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