

Agenda

Presented by Marty Shaw, RCA, BCMA

Overview of Plant Appraisal

- | | |
|--|-----------------------|
| Amenity plant appraisal ethics and history | Appraisal ethics |
| PA qualifications and certification | Standards of practice |
| Codes of conduct | Various needs |
| Licensing | |

The Value of Amenity Plants

- | | |
|------------------------------------|---------------------------|
| Functional uses and aesthetic uses | GPA9 and GPA9 gaps |
| ID of the appraisal problem | Client and intended users |
| Intended use of appraisal | Purpose of the assignment |
| Types and definition of value | Effective date |

Relevant Characteristics

- | | |
|-----------------------|--------------------------|
| Plant anatomy | Plant conditions |
| Site characteristics | Landscape uses |
| Functional uses | Relevant data collection |
| Assignment conditions | Jurisdictional authority |
| Scope of work | |

Collection, Suitability, and Conditions

- | | |
|--|----------------------------|
| Field data collection | Researched data collection |
| Plant species/site suitability | |
| • Size to space | • Climate |
| • Soil | |
| Plant anatomy conditions | |
| • Roots, trunks, scaffolds, branches, buds, and leaves | |

Functional Benefits and Limitations to Value

- | | |
|---------------------------------|----------------------------|
| Functional benefits | |
| • Aesthetic benefits | • Landscape design factors |
| • Plant uses | • Ancillary features |
| • Benefits of trees | |
| Limitations to value | |
| • Excess growth | • Litter |
| • Risk assessment and abatement | |

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Recordings of this seminar are available for purchase. See registration panel for more information and please refer to specific state licensing rules or certification requirements to determine if this learning method is eligible for continuing education credit.

Amenity Plant Appraisal Workshop

Atlanta, GA or Online - Wednesday, August 24, 2022

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HalfMoon Education Inc.
PO Box 278
Altoona, WI 54720-0278



Learning Objectives

You'll be able to:

- Understand** amenity plant appraisal ethics and history.
- Explore** functional uses and aesthetic uses of amenity plants.
- Analyze** site characteristics and landscape uses.
- Discuss** field data collection and researched data collection.
- Evaluate** plant anatomy conditions.
- Explore** limitations to the value of amenity plants.



Live, In-Person Seminar and Live Webinar

Amenity Plant Appraisal Workshop

Atlanta, GA or Online - Wednesday, August 24, 2022



Included with your tuition:

A copy of *The Professional Amenity Plant Appraisal Handbook* (MSRP \$75)

- | | |
|--|---|
| Get an overview of plant appraisal | Learn about collection, suitability, and conditions |
| Analyze the value of amenity plants | Examine functional benefits and limitations to value |

Evaluate relevant characteristics

Continuing Education Credits

- | | |
|-------------------------------|-----------------------------|
| Professional Engineers | Landscape Architects |
| 7.0 PDHs | 7.0 HSW CE Hours |
| Architects | 7.0 LA CES HSW PDHs |
| 7.0 HSW CE Hours | |
| 7.0 AIA LU HSW | |

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Faculty

Marty Shaw, RCA, BCMA *Author of The Professional Amenity Plant Appraisal Handbook*

In the late 1970's and early 1980's, Mr. Shaw grew up in the sleepy little Appalachian town of Bristol, Tennessee, a small city that rests on the boundary between the two states of Tennessee and Virginia. Upon graduation from Bristol Tennessee High School, he enlisted in the United States Navy where he served as ships baker aboard the USS Shark (a fast attack submarine) for four years. When his enlistment came to an end he took a job selling lawn care service to residential owners in Milwaukee, Wisconsin, and later, moved to Knoxville, Tennessee where he worked as general manager of a landscape contracting company while attending the University of Tennessee for Ornamental Horticulture and Landscape Design. Eventually, Mr. Shaw took over as president of a wholesale tree care supply business and built the company from \$70,000 in sales to over \$1.2 million in just seven years. During that time, he married his wife Kristin and they had two children together. With encouragement from Kristin he also developed an interest in arboricultural consulting, and on May 11th, 1999, he became the first American Society of Consulting Arborist (ASCA) member in Middle Tennessee. From 1998 to 2003, he also served on the Tennessee Urban Forestry Council. Mr. Shaw has since consulted with private land owners, insurance companies, attorneys, tree companies, cooperative extension service agents, country clubs, state urban forestry organizations, universities, and colleges. He has worked on some of the most challenging, difficult and highest profile cases across the United States. Mr. Shaw is a Registered Consulting Arborist, a Board-Certified Master Arborist and one of only a handful of arborists worldwide who consult full-time. He is a UAS pilot, a real estate appraiser and he brings a broad range of skills from a variety of scientific and professional disciplines. An autodidact, Mr. Shaw brings a unique perspective and a talent for learning to any project. He has developed authoritative expertise to create a greater understanding in tree related matters.

Seminar/Webinar Information

To ensure timely delivery of The Professional Amenity Plant Appraisal Handbook, registration for this program closes on Wednesday, August 17, 2022.

Hyatt House/Cobb Galleria

3595 Cumberland Blvd. SE
Atlanta, GA 30339
(770) 541-2960

Webinar Information:

Webinars are presented via GoToWebinar.
Instructions and login information will be provided in an email sent close to the date of the webinar.
For system requirements, please visit the FAQ section of our website, or visit www.gotowebinar.com.

Tuition

\$349 for individual registration
\$319 for three or more registrants from the same company at the same time.

Included with your registration:

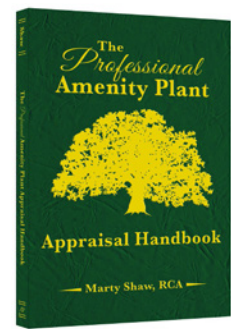
A copy of The Professional Amenity Plant Appraisal Handbook

How to Register

- Visit us online at www.halfmoonseminars.org
- Mail-in or fax the attached form to 715-835-6066
- Call customer service at 715-835-5900

Cancellations: Transfer from seminar to webinar or from webinar to seminar at any time without charge! Cancel at least 48 hours before the start of the seminar/webinar, and receive a full tuition refund, minus a \$39 service charge for each registrant. Cancellations within 48 hours will receive a credit toward another seminar/webinar or the self-study package. You may also authorize another person to take your place.

Included with your tuition:



A copy of *The Professional Amenity Plant Appraisal Handbook*

A 252-page, hardcover textbook bound in a luxurious green leatherette cover and beautifully illustrated with 89 photos.

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Continuing Education Credit Information

This webinar is open to the public and is intended to offer 7.0 PDHs to professional engineers, 7.0 HSW continuing education hours to licensed architects, and 7.0 HSW continuing education hours to landscape architects in all Georgia. Professionals licensed in other states will be able to claim the hours earned at this webinar, in most cases. Refer to specific state rules to determine eligibility.

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The American Institute of Architects Continuing Education System has approved this course for 7.0 LU|HSW (Sponsor No. J885). Only full participation is reportable to the AIA/CES.

The Landscape Architecture Continuing Education System has approved this course for 7.0 HSW PDHs. Only full participation is reportable to the LA CES.

Completion certificates will be awarded to participants who complete this event and earn a passing score (80%) on the quiz that follows the presentation (multiple attempts allowed).

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Registration

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Phone: 715-835-5900	Code: 715-835-6066	Additional Registrants: Name: _____ Occupation: _____ Email: _____ Phone: _____ Name: _____ Occupation: _____ Email: _____ Phone: _____ Email address is required for credit card receipt, program changes, and notification of upcoming seminars and products. Your email will not be sold or transferred. () I need special accommodations. Please contact me.
Fax: 715-835-6066		Complete the entire form. Attach duplicates if necessary.

Tuition *(Registration closes Wednesday, August 17, 2022)*

Single Registrant - **\$349.00**. Three or more registrants from the same company registering at the same time - **\$319.00** each

() **Seminar:** I will be attending the presentation, live, in person, in Atlanta, GA
No walk-in registrations will be accepted.

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() **I am not attending.** Please send me the seminar recording:
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