Natural Area Management Services Webinar Series
AGENDA
Presentation: 7:00 p.m. to 8:00
Questions and Answers: 8:00 p.m. to 8:30 p.m.

Webinar 1: Expanding Your Business: Land Care Practices on Small-Acreage Properties
Thursday, October 22, 2020
Interview provided for viewing before webinar: Rich Anacker with A&A Tree Experts

- Description: This introductory webinar addresses issues around improving woodland health and the motivations and interests of clientele for natural area services. The Woods in Your Backyard educational program has targeted small acreage owners for many years and much has been learned about the potential market for land care services. This first session will provide an overview of land care practices, relevant certifications and the potential benefits this can provide your business. We will also discuss communicating your message to clientele.
- Chapter covered in Woodland Health Practices Handbook: Introduction & Chapter 3
- Speakers:
  - Jonathan Kays, University of Maryland Extension, Forestry Extension Specialist
  - Adam Downing, Virginia Cooperative Extension, Extension Forestry Agent

Webinar 2: Land Care Practices for Woodland Health
Thursday, October 29, 2020
Interview provided for viewing before webinar: Another business owner – Chris Mourlas or Brian Knox

- Description: The webinar starts with an overview of woodland ecology and the principles of succession. Understanding woodland ecology is essential to understanding why and how land care practices are applied and the results that can be expected. An introduction to using tree and shrub identification keys (which will be provided with course material). This session will also introduce land care practices including converting lawn to natural area along with managing riparian buffers, and modifying and/or improving wildlife habitat and chosen tree management.
- Chapters covered in Woodland Health Practices Handbook: Chapter 4, Part 1 & 2
- Speakers:
  - Craig Highfield, Alliance for Chesapeake Bay, Director of Forest Programs
  - Ryan Davis, Alliance for Chesapeake Bay, Program Manager-Chesapeake Forests
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Webinar 3: Land Care Practices for Woodland Health Continued
Thursday, November 5, 2020
Interview provided for viewing before webinar: Another business owner

- Description: This webinar will continue the focus on specific land care to achieve specific goals such as ways to improve privacy, aesthetics, create natural havens, improve recreational opportunities, and grow/harvest forest products. The use of integrated vegetation management, including the use of forest herbicides will be covered to include how to control undesirable plants, herbicide selection, common woodland herbicides, application methods, and vine management.
- Chapters covered in Woodland Health Practices Handbook: Chapter 4, Part 3 & 4
- Speakers:
  o Speaker to be announced
  o Dave Jackson, Penn State Extension, Forest Resources Educator

Webinar 4: Introduction to Woodland Health Assessment & Incorporating Woodland Health Practices into Your Business
Thursday, November 12, 2020
Interview provided for viewing before webinar: landowner who has implemented practices, Marquerite Klein or Chuck Lewis.

- Description: This webinar starts with an introduction to the Woodland Health Assessment Checklist and how to use it to educate and motivate your clients to address issues with their property and management actions you can offer. This check-list can be used to develop a land care plan. The plan further details land care practices for your client’s consideration. Further discussion will discuss marketing your services and how and when to include a forestry professional for certain practices. A review of the webinar series will focus on benefits and challenges for this niche area of services, who to contact for more information, and suggestions on how to get started.
- Chapters covered in Woodland Health Practices Handbook: Chapters 2 & 5. Also include the Woodland Health Practices Assessment Checklist (pages 76-85 in handbook).
- Speakers:
  o Julianne Schieffer, Penn State Extension, Extension Urban Forester
  o Joe Lehnen, Virginia Dept. of Forestry, Forest Utilization & Marketing Specialist
  o Jonathan Kays, University of Maryland Extension, Forestry Extension Specialist