

CURRICULUM VITAE

Jeffrey Ling

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EDUCATION:

Bachelor of Arts, Chemistry, 1973,
Malone College, Canton, Ohio
Graduate Classes, Business Administration, 1979, 1980,
Indiana University-Purdue University, Fort Wayne, Indiana

EMPLOYMENT:

- 2015 ♦ Present **Creator, ISpro.ARBORWISE**
A consulting group focused on the mission of advancing intellectual property production in horticulture: providing the understanding and professional development for those engaging in information services within their practices.
- 1998 ♦ 2016 **Co-Founder and President of Flock Fighters USA.**
The first company of its kind to develop and implement procedures, systems, supplies and support for applying and managing non-toxic, environmentally safe chemical bird aversion activities utilizing Methyl Anthranilate aerosols.
- 1994 ♦ 2002 **Associate Faculty, Horticulture, Indiana Vocational Technical College.**
Develop and select, implement and teach curriculum materials, classroom and field experiences for Introduction to Landscape Management and Tree Care Practices.
- 1993 ♦ Present **Founder and President of ARBORWISE, LTD.**
A leading Midwest consulting firm providing a full range of information and support services for design and construction professionals, golf course managers, local governments, utilities, insurance and the legal profession dealing with horticulture issues, urban forestry concerns and tree preservation projects.
- 1990 ♦ Present **Co-Founder and Co-Owner of TreeMasters, Inc.**
A full service commercial tree-care company working in northern Indiana, with emphasis in the diagnosis and treatment of plant physiology, pathology and entomology problems.
- 1985 ♦ 1989 **Salesman, Arborist, Division Manager, Maxwell Tree Expert Co.**
Develop, implement and manage operations of northern Indiana's largest family owned tree-care company. Led division in sales growth of 80% and profits growth of 125% over tenure.

PROFESSIONAL:

ASCA Registered Consultant #337

ISA Certified Arborist: IN 3322-A

Licensed Pesticide Applicator, State of Indiana: 3a, Li. #: F 39327

Indiana Licensed Nursery Dealer: ND0144500

Affiliations:

American Society of Consulting Arborists, Member

2013, 2015 Peer Mentor

2011, 2012 National Education Committee Member

2017 Sustainable Urban Forest Coalition, ASCA National Representative

City of Fort Wayne Mayor's 2010-2011 Tree Commission, Commissioner

City of New Haven Tree Commission Member, 2017-2020

Fort Wayne Arborist Association: 1996 Vice President; 1997 President

Indiana Arborists Association: Member, 2001 - 2004 Board of Directors; 2003 President; 2004 Past President,

International Society of Arboriculture, Member #7317

Awards:

Meritorious Service Award, Indiana Arborist Association

Publications:

<u>Arbor Age Magazine</u>	<i>"Trees on the Golf Course"</i>	02/1995
<u>Hoosier Arborist</u>	<i>"Skilled Craftsman"</i>	04/2003
	<i>"Tired"</i>	07/2003
	<i>"The Working Hitch"</i>	07/2003
	<i>"How Much Practice"</i>	11/2003
	<i>"Tree Appraisal Workshop Update"</i>	05/2004
	<i>"Appraisal of Landscapes & Features in the 21st Century"</i>	10/2005
<u>The Arboricultural Consultant</u>	<i>"Full-time Consultant? or Full Tension Consulting"</i>	Is.3/2007
	<i>"Appraisal Service Promotion"</i>	Is.4/2007
	<i>"Meta-Expertise: a Consulting Arborist's Perspective"</i>	Is.3/2016
<u>TCIA Magazine</u>	<i>"Free or For Fee" Should Estimates Generate Revenue?"</i>	January, 2015
	<i>"Is Consulting Viable for the Commercial Arborist?"</i>	July, 2015
	<i>"Job Holder or Business Owner? 3 Levels of comparison . . ."</i>	July, 2016
	<i>"Pricing: Path to Profit, Portal to Growth"</i>	October, 2016
<u>American Forest Magazine</u>	<i>"Backyard for the Birds" How urban birds decide to . . .</i>	January/2015
SELF PUBLISHED:		
arborwise.com	<i>"The Value of Trees" • "Trees and Urban-scapes" • "The Business of EAB"</i>	
Word.Press.com	<i>"JeffreyThink"</i>	
	<i>"Vertical Hazards"</i>	
	<i>"Think Before You Plant"</i>	
	http://spacesforpeople.wordpress.com/2011/01/30/trees-think-before-you-plant/	

Lectures and Seminars:

<i>"Practice Development and Management: 3 Perspectives"</i>	ASCA National Conference
<i>"Trees in the Construction Zone"</i>	Construction Specifications Institute: Indianapolis; Fort Wayne
<i>"Windows of Control and Timetables for Horticulture . . ."</i>	Davey Resource Group, NE Indiana Pesticide Seminar,
<i>"Risk Assessment in Pesticide Application"</i>	Fort Wayne Arborist Association
<i>"The Three 'W's" of Tree Preservation"</i>	
<i>"From Arborist to Superintendent"</i>	Greater Detroit GCSSA
<i>"WORSE than EAB!"</i>	Green Industry Expo, Indianapolis
<i>"Consulting in the Green Industry"</i>	
<i>"Trees and Tree Care on the Golf Course"</i>	Hoosier Turf Association
<i>"3 Bugs, 2 Diseases, and the Same Old Thing"</i>	
<i>"Disease Management in the Landscape"</i>	Indiana Nurseryman's Association,
<i>"The Business (and Profit's) of Tree Care"</i>	Indiana Arborist Association
<i>"Consulting as a Business Generation Tool"</i>	
<i>"FREE or FOR-FEE The Business of Talking Trees"</i>	
<i>"Growing Trees in Turf: Golf Course Arboriculture"</i>	
<i>"Responsible Consulting 1.1"</i>	
<i>"Tree-care on (not in) the Cemetery"</i>	
<i>"The Changing Winds of Plant Appraisal"</i>	
<i>"The Tree-care Business: Plans, Products and Portfolios"</i>	
<i>"Risk Tree Assessment"</i>	Indiana Urban Forestry Council
<i>"Trees as Hazards"</i>	
<i>"Doomed By Design"</i>	Iowa State University, Shade Tree Short Course
<i>"Urban Savannas"</i>	
<i>"Picea /Pinus in Northern Indiana Landscapes"</i>	John Deere Landscape Professionals Seminar
<i>"What Building Contractors should know about trees"</i>	Kosciusko County Homebuilders Association
<i>"Consulting in the Green Industry"</i>	MGIX, The Ohio Nursery Association
<i>"Managing Trees in the Landscape"</i>	Midwest Regional Turf Foundation
<i>"Common Problems & Their Cures of Trees and Shrubs"</i>	
<i>"Trees and Tree Care on the Golf Course"</i>	Michiana Turf Association
<i>"Integrating EAB Services into Your"</i>	Minnesota Turf and Grounds Foundation
<i>"Commercial Tree Care Business: The Business of EAB"</i>	
<i>"Diagnosis of Herbicide Damage in Trees"</i>	National Railroad Contractors Association
<i>"Trees: Evolving Characters, Arbor-care: Growing Costs"</i>	PRO-Source Mid-Ohio Training Seminar
<i>"Managing Trees in Modern Landscapes"</i>	
<i>"Consulting as a Professional Function"</i>	Purdue University, FNR 445
<i>"Pines and Spruce in Northern Indiana Landscapes"</i>	Purdue Extension, NE Indiana Pesticide Training
<i>"Pines and Spruce in Northern Indiana Landscapes"</i>	Purdue Extension, SW Indiana Pesticide Training
<i>"WORSE than EAB"</i>	
<i>"The Cost and Cures of Nuisance Birds"</i>	National Pest Management Association
<i>"The Cost and Cures of Nuisance Birds"</i>	SWESE: South West Energy Safety Expo
<i>"The Talk, The Telling, and the Selling"</i>	TCIA EXPO,
<i>"The Talk, The Telling, and the Selling 2.0"</i>	
<i>"Modern Bird Control...and the MA option"</i>	Curtis Dyna-fog YT2K6 International Institute
<i>"'Goose' the Goose"</i>	Wildlife Control Technology Annual Conference
<i>"The World of Pigeons, the Work on Pigeons"</i>	Wildlife Control Technology Annual Conference