

Curriculum Vitae

Martin A. Shaw, RCA #470, BCMA 1234B

P. O. Box 680716

Franklin, TN 37068

Career Experience

Owner

January 2010–

Green Season Consulting, Franklin, TN

I am now a full-time arboricultural consultant. I perform assignments throughout North America.

CEO

April 2005–2011

Happy Tree, Inc., Franklin, TN

Company founder. Green Industry landscape contracting company featuring landscape design, installation, and maintenance. I also performed tree work and land management services including land use assessments, tree inventories, and arboricultural consulting. I grew the company from \$0 to \$550,000 in sales and production. This was accomplished with an original investment of only \$75,000.

President

April 1996–November 2004

TIPCO, Inc., Knoxville, TN

Before I took over in 1996, this company struggled to achieve \$90,000 gross after 20 years of existence. In just 7 years, I created new missions, strategies, and tactics to reinvent the company and place it on a track for growth and profit. I was responsible for all company activities, including administrative, financial, marketing, sales, production, and staffing. As of October 2004, the company is projected to have sales in excess of \$1.3 million and profits of over \$60,000. The company continues to out-perform similar companies within the industry.

Tree and Shrub Manager

January 1993–April 1996

Barefoot Grass Lawn Service, Knoxville, TN

I successfully spearheaded a new Tree & Shrub Care division in the Knoxville market. I was responsible for sales, administration, customer service, and production. After 3 years, the division had a gross annual revenue projection of over \$200,000 with a net profit of \$60,000. This new division had the highest performance rating of any new division in the history of Barefoot Grass Lawn Service, nationally.

Office: 615-794-4377

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E-mail: Expert@GreenSeasonConsulting.com

Areas of Arboricultural Consulting Expertise

- Tree Appraisals
- Tree Failure Reconstructions
- Expert Witness and Litigation
- Forensic Investigations
- Tree Safety Policy
- Tree Management
- Land Assessments and Surveys
- Diagnosis and Management of Tree/Landscape Problems
- Municipal Ordinance Development
- Training and Education
- Golf Courses Tree Management
- Nursery Production and Management
- Tree Inventories
- Plant Health Care Programs
- Contract Preparation and Supervision
- Tree Protection and Analysis
- Tree Education and Training Programming

Registered Consulting Arborist (RCA), member of ASCA, company founder/CEO; authored articles; conducted seminars throughout the country; worked with thousands of arborists; served many years on the Urban Forestry Council; consulted with municipalities, utility companies, extension services, country clubs, colleges.

Arboricultural Consulting Experience in the Past Three Years

High value tort, personal injury, civil trespass, and criminal trespass cases; formal report preparation, forensic investigations, tree appraisals, tree health assessments, laboratory diagnostic analysis, site evaluations, area canopy evaluations, tree hazard evaluations, tree risk assessments, tree inventories, municipal contract preparation/supervision, forensic investigations, litigation, municipal ordinances development, property management tree hazard policy development, tree management recommendations, specification development, site inspections, landscape design, contract installation, utility contract review, safety review, safety, education and training.

Speaker

March 11, 2022 HalfMoon Education, “How to Select and Plant Trees”, Webinar
December 5, 2021 American Society of Consulting Arborists Annual Conference Workshop–
“Advanced Level III Tree Risk Assessment Techniques – Drones” Lake Tahoe, NV
March 29, 2021 Williamson College – “20 Years as a Consultant – Fulfilling Your Purpose”
Franklin, TN
February 8, 2021 Williamson County Master Gardeners Association – “Amenity Plant Appraisal -
Understanding the Profession” Franklin, TN
September 29, 2020 Williamson College – Introduction to Earth Sciences - “Electromagnetic and
Biochemical Energy Transfer of Carbon on Earth”
July 31, 2020 Green Season Consulting – “Professional Amenity Plant Appraisal
July 29, 2020 HalfMoon Education, “The Tree Course” Webinar
March 26, 2020 HalfMoon Education, “The Tree Course” Webinar
January 30, 2020 HalfMoon Education, “The Tree Course” Springfield, IL.
December 12, 2019 HalfMoon Education, “The Tree Course” New Orleans, LA
October 8, 2019 Tennessee Technical University, AGHT 3400 Landscape Horticulture "Drones:
Practical Implications for Agriculture, Forestry and Arboriculture" Cookeville, TN
August 13, 2019 International Society of Arboriculture Annual Conference “The Art of Plant
Appraisal”, Knoxville, TN (US)
June 28, 2019 HalfMoon Education, “The Tree Course” St. Louis, MO
April 17, 2019 HalfMoon Education, “The Tree Course” Memphis, TN
April 5, 2019 Professional Amenity Plant Appraisal Workshop, Miami, FL
March 28, 2019 HalfMoon Education, “The Tree Course” Louisville, KY
February 22, 2019 Kentucky Arborists Association, Covington, KY
“New Developments in Professional Plant Appraisal”
February 4, 2019 Leyland Plantation Home & Garden Club
“What Are Trees Worth in the Landscape?”
December 12, 2018 HalfMoon Education, “The Tree Course” Atlanta, GA
October 18, 2018 Professional Grounds Maintenance Society Annual Conference
“Professional Amenity Plant Appraisal – Understand the Profession”
October 15, 2018 Tennessee Urban Forestry Conference
“Tree Appraisal and TPAQ Update”
October 2-4, 2018 Society of American Foresters 2 Posters – “The Professional Amenity Plant
Appraisal Handbook”
September 13, 2018 Relocation Appraisers and Consultants 2018 Conference
“AMENITY TREE IMPROVEMENTS – A history? A mystery? What you need to know!”
August 2, 2018 HalfMoon Education, “The Tree Course” Nashville, TN
May 17, 2018 Appraisal Institute Spring Litigation Conference, Woodside, CA
“Amenity Plant Appraisal History and Practice Overview”
April 20, 2018 Professional Amenity Plant Appraisal Workshop, Knoxville, TN
February 16, 2018 Professional Amenity Plant Appraisal Workshop, Clarksville, TN
February 2, 2018 University of Tennessee: Principles of Urban Forestry- Values of Urban
Vegetation – “Legal Values”
January 25, 2018 Professional Amenity Plant Appraisal Workshop, Franklin, TN
February 4, 2017, Home Inspectors Association of Tennessee, Pleasant View, TN
“Landscaping is More Than Trees & Shrubs”

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“Unmanned Aerial Systems – Restrictions”
 January 14, 2014, MTLSC, Franklin, TN “Amenity Tree Appraisal”
 January 14, 2014, MTLSC, Franklin, TN “Tree Safety Guidelines”
 October 4, 2011, TRPA Annual Conference, Paris, TN “Recognizing Tree Hazards”
 October 3, 2011, TRPA Annual Conference, Paris, TN “Exotic Invasive Pests”
 November 3–4, 2004, PLCAA Twenty-Fifth Annual Conference & GIE, Charlotte, NC
 “Tree and Shrub Workshop” and “Landscape Plants: Nutrients and Health”
 October 14, 2004, AUFA Twentieth Annual Convention, Hoover, AL “Microinjection”
 “Tree Health Care Demonstration”
 January 8, 2004, CSRA Third Annual CSRA Ornamental and Turf Seminar, Augusta, GA
 “Mauget Fungicidal, Insecticidal, and Nutritional Trunk Injections”
 February 12, 2003, University of Tennessee Grounds Management Short Course, Knoxville, TN
 “Tree Growth Regulators”
 October 30–November 1, 2000, KUFC Conference, Frankfort, KY
 “Soil-Oriented Construction Damage”
 “Pest Management with Microinjection”
 February 8–9 2000, University of Tennessee Grounds Management Short Course, Knoxville, TN
 “Constructing the Death of A Tree”
 January 25, 1999, Mississippi Urban Forestry Conference, Jackson, MS
 “Marketing Your Business”
 “Pest Management with Microinjection”
 November 19, 1998, Alabama Agricultural Extension Service Short Course, Birmingham, AL
 “Tree Topping Hurts” and “Mycorrhizae”
 May 21, 1998, MELPA, Johnson City, TN
 “Tree Health Using Microinjection”
 March 10, 1998, MELPA at ETSU, Johnson City, TN
 “Tree Topping Hurts”
 January 7, 1998, Kentucky Agricultural Extension Service Winter Short Course, Lexington, KY
 “Tree Health Using Microinjection”
 December 12, 1997, Advanced Learning Symposium, Sturbridge, MA
 “Marketing Microinjection”
 April 15, 1997, ISA Southern Conference, Chattanooga, TN, “Arboriculture on the Internet”

Education

July 23-24, 2014
National USPAP Course

July 7-10, 2014
Basic Appraisal Principles

June 9-12, 2014
Basic Appraisal Procedures

February 3, 2009
Registered Member #470 American Society of Consulting Arborists

April 23, 2002, ASCA Academy
ASCA Certificate

December 1992–October 1993, University of Tennessee, Knoxville, TN Credits

May 31, 1983, Tennessee High School, Bristol, TN
High School Diploma

My real-world experience and continuing education have given me the equivalent of a PhD in Arboriculture. What I lack in academic exposure is offset by the rigorous requirements I fulfilled to qualify as a Registered Consulting Arborist and a Board-Certified Master Arborist. Fewer than 70 individuals worldwide have obtained both of these credentials. The achievement of obtaining these two credentials recognizes those individuals as having obtained the highest level of competencies within the arboricultural industry. I have gained vast experience in the preparation of dozens of formal consulting reports. As a result of my thorough preparations and testimony, a number of cases have been informative to the courts.

Certifications/Licenses

April 18, 2018 Real Estate Broker Instructor Course ProAPAH

February 29, 2018 Real Estate Appraisal Instructor Course #2111

September 2, 2016 FAA Pilot (UAS)

March 23, 2016, Board Certified Master Arborist

March 2013, Tennessee Certified Nursery Plant Dealer

June 1, 1999, Kentucky Commercial Pesticide Applicator License/Certification, State of Kentucky

October 10, 1998, NAA Home Study 1 NAA

May 30, 1998, Tennessee Commercial Pesticide Applicator Certification Demonstration & Research; State of Tennessee

February 1, 1998, Tennessee Certified Nursery Professional, TNLA

January 21, 1998, Commercial Pesticide Applicator Certification, State of North Carolina

December 9, 1995, ISA Certified Arborist

March 1, 1994, Commercial Pesticide Applicator, State of Tennessee, Category 3

June 24, 1994, Commercial Pesticide Applicator License, State of Tennessee, HLT

Publications

- “Who Knows the Value of a Tree?”, Arboricultural Consultant, May 2018
- “The Professional Amenity Plant Appraisal Handbook”
Shaw, M. A. (2018) *The Professional Amenity Plant Appraisal Handbook*. Morley, MO. Acclaim Press
- “A Perspective from On High- New FAA Rules Will Make Unmanned Aerial Systems (UAS) More Accessible to Consulting Arborists and Safer for Air Travel”, *Arboricultural Consultant*. August 2016
- “Raising the Bar for Tree Safety—Part One,” *Arboricultural Consultant*. June 2014.
- “Dealing with Damage—What to Do when Roots Are Injured,” *Arbor Age*. Oct. 2001.
- “Trees vs. Irrigation,” *Tennessee Green Times*. Fall 2000.
- “Microinjection,” *Tennessee Green Times*. Summer 2000.
- “Avoid Pitfalls That Damage and Kill Trees,” *Irrigation & Green Industry*. May 2000.
- “Tree Nutrition,” *Arbor Age*. Aug. 1999.
- “Tree Injection 101,” *Landscape Management*. June 1999.
- “To Fert or Not Fert,” *Arbor Age*. May 1999.
- “Injecting Palms Made Easy,” *Landscape Management*. Feb. 1999.
- “Gumwood Stirring Up A Mess,” *Arbor Age*. Jan. 1999.
- “Surviving Tree Stress” *Arbor Age*. Oct. 1998.
- “Management of Elm Yellows Disease Using Oxytetracycline,” *Davey Tree Research*. Sep. 1998.
- “Not Last Word on Leaf Scorch,” *TCI*. Sep. 1998.
- “Does Organic Soil Matter?” *Arbor Age*. Sep. 1998.
- “Tree Nutrition 101,” *Arbor Age*. March 1998.
- “Microinjection—The Missing Link in Your IPM,” *ISA So. Ch. News*. Spring 1997.
- “Microinjection—The Missing Link in Your IPM,” *Through The Green*. May–June 1997.
- “More Points on Injections,” *Arbor Age*. April 1997.
- “Microinject Profits into Your Business,” *Arbor Age*. Jan. 1997.
- “Tree Injection—A Neat, Clean Method,” *Landscape Management*. Dec. 1996.

Past Memberships

Amateur Athletic Union
American Horticulture Society
American Society of Consulting Arborists, Registered Member
CBL Roundtable
Christian Executive Officer
Christian Leadership Concepts
Franklin Tree Commission
Franklin First United Methodist Church
Georgia Green Industry Association
Gideons International
International Society of Arboriculture
International Society of Arboriculture, Southern Chapter
Kentucky Arborist Association
Mauget Advisory Board
Microinjection Research Review Board
National Arborist Association
North American Mycological Association Southern
Nurseryman's Association
Tennessee Nursery and Landscape Association
Tennessee Urban Forestry Council
Tree Care Industry Association

Endorsements

Alabama Cooperative Extension Service
Allison Kerr
Appraisal Institute Litigation Conference
Arkansas State University
Belle Meade Country Club
Betsy Abbot
CEO Fellowship
City of Franklin Parks Department
Davey Tree Expert Company
Dave Leonard RCA #346
Dave Myers
Emery and Henry University
Empire Tree & Turf
Fred Morgan RCA #327
Green Industry Expo
Hannah Servant
International Society of Arboriculture
ISA Southern Chapter
Jeffrey D. Bonner
Kentucky Arborists Association
Leyland Plantation Home & Garden Club
Linda Mathis
Megan and Matthew Monahan
Mississippi Urban Forestry Council
The Pauline Scott Stanton Trust
Piedmont Tree Service
Professional Grounds Maintenance Society
Real Estate Litigation Conference
Relocation Appraisers and Consultants
South Carolina Urban & Community Forestry
Tennessee Cooperative Extension Service
Tennessee State University
Tennessee Technological University
Tennessee Urban Forestry Council
Tusculum College
USDA Forest Service, Southern Research Station
University of Tennessee
Wake Forest University

Offices Held

2022–23 American Society of Consulting Arborists: Marketing Committee Chair

2013– American Forests Ask a Consulting Arborist: Mid-South coordinator

2009–2011 Franklin Tree Commission:

Green Industry Board Member

Chairman Arbor Day Celebration, Education Committee

2008–2015 Franklin First United Methodist Church:

Environmental Stewardship Steering Committee

Spiritual & Nurture Committee Member

Church Evangelism Committee Member

2005– CEO Fellowship Board Member: Mentoring and Accountability Chairman

2004– Hemlock Wooley Adelgid Advisory Board: Founder

2003– Mauget Advisory Board: Member, Past President

2002– Tennessee Urban Forestry Council: President

2001– Tennessee Urban Forestry Council: Vice President

1998–2003- Tennessee Urban Forestry Council: Board Member

Testifying Cases for Martin A. Shaw of Past Four Years

- BARRY J. FLYNN v JAMES RUTLEDGE and ROSIE RUTLEDGE IN THE CIRCUIT COURT FOR COFFEE COUNTY, TN CASE No: 41414
- STEVEN M. SHENK and wife KIMBERLY DARLENE SCHENK v BAYFRONT PROPERTIES, G.P. IN THE CIRCUIT COURT FOR HAMILTON COUNTY, TN Docket No. 12C198
- PAULINE SCOTT STANTON, THE PAULINE SCOTT STANTON REVOCABLE TRUST, PAULINE SCOTT STANTON AND JULIA STANTON BRAGG, TRUSTEES, THE JOHN S. STANTON REVOCABLE RESIDUARY TRUST, PAULINE SCOTT STANTON AND JULIA STANTON BRAGG, TRUSTEES, PLAINTIFFS, V STEPHEN H. HEFFINGTON, M.D., EMILY P. HEFFINGTON AND CODY ROWLAND, INDIVIDUALLY AND DBA ROWLANDS'S TREE SERVICE, DEFENDANTS AND CODY ROWLAND INDIVIDUALLY AND DBA ROWLAND'S TREE SERVICE, CROSS-PLAINTIFFS IN THE CIRCUIT COURT FOR MAURY COUNTY, TN NO 15647 – Jury Demand
- KENTUCKY-TENNESSEE CONFERENCE ASSOCIATION OF SEVENTH-DAY ADVENTIST, INC. d/b/a INDIAN CREEK CAMP vs. WILLIAM O. CALDWELL and VIRGINIA L. CALDWELL, No. IN THE CHANCERY COURT FOR DEKALB COUNTY, TENNESSEE AT SMITHVILLE, 2017-CV-53.
- PHILLIP & EMILY GOLDBERG vs. JAMES H. WRIGHT CONSTRUCTION COMPANY, LLC & PRATT LAND & DEVELOPMENT COMPANY, LLC IN THE CIRCUIT COURT FOR HAMILTON COUNTY, TENNESSEE Case No. 19C1315
- NELSON "BEN" RAYBURN and ANGELA KAY RAYBURN vs JAMES ANDERSON and WILLIAM ANDERSON IN THE UNITED STATES DISTRICT COURT MIDDLE DISTRICT OF TENNESSEE NASHVILLE DIVISION No. 3:19-cv-00828
- TONYA THOMAS, PLAINTIFF V RHYTHM HOMES AND DEVELOPMENT, LLC, RYAN MCLAURY, NATHAN AGNUE, DBA HUSKY TREE SERVICE. IN THE CHANCERY COURT FOR DAVIDSON COUNTY, TENNESSEE AT NASHVILLE, DOCKET NO. 18-295-III JURY DEMAND
- SHAUNA SHAIK, PLAINTIFF/COUNTER-DEFENDANT, VS. KENDALL A. NORWOOD AND SEAN PATRICK DANIELS, DEFENDANTS/COUNTER-PLAINTIFFS, VS. JASON JARED, COUNTER-DEFENDANT. IN THE CHANCERY COURT FOR DAVIDSON COUNTY, TENNESSEE AT NASHVILLE, DOCKET NO. 20-0600-IV JURY DEMAND
- IN THE SUPERIOR COURT OF COBB COUNTY STATE OF GEORGIA - LAURA A. CIUCCI, INDIVIDUALLY AND AS TRUSTEE OF THE CIUCCI FAMILY REVOCABLE TRUST AND JOSEPH A. CIUCCI, INDIVIDUALLY AND AS TRUSTEE OF THE CIUCCI FAMILY REVOCABLE TRUST, PLAINTIFFS, VS. ABDOLLAH KHANPOUR, ET AL., DEFENDANTS. CIVIL ACTION FILE NO.: 19105754