Different Career Paths and How to Succeed – Ian Brown, Brian Friedrich, Dave Scharfenberger

Arboriculture can be a successful and fulfilling career under a number of industry umbrellas including public, private, and utility. This presentation is targeted to individuals that are new to arboriculture or considering career pathway options. The panel will discuss aspects of each from representatives with decades of experience.

Presenters Bios –

Ian Brown- is the City Forester for the City of Madison. He joined Madison in 2023 after 15 years with the City of Milwaukee. He has worked on a variety of projects including hyperspectral imagery analysis, street tree inventory, ash treatments, urban. wood utilization, and arborist apprenticeship. His work continues to increase recognition for the economic value of urban canopy and grow arboricultural career pathways Ian attended the University of Minnesota – Morris (B.A.) and the University of Wisconsin – Stevens Point (M.S.).

Brian Friedrich- received his degree in Environmental Conservation from Northern Michigan University in 2011. Since college he has worked for the Conservation Corp, Private forestry companies, and multiple utilities in the Great Lakes regions.

Dave Scharfenberger - Dave is the retired owner of Wachtel Tree Science, Inc. He has spent over 40 years in the arboriculture field, 26 of those years growing Wachtel Tree. He is also a longtime volunteer in the industry and has just finished as chair of the ANSI Z133 Safety standard revision.