



Matt Latham- TX-3737B

CONTACT

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Houston, TX

SKILLS HIGHLIGHTS

- Vast knowledge of tree biology, physiology, and proper arboricultural practices including laws and regulations pertaining to trees.
- Ability to train and lead sales teams, build client relationships, close high-value contracts, and develop new revenue channels.
- Highly organized, and efficient in a fast-paced, and multitasking environment; able to prioritize effectively to accomplish objectives.
- Interpersonal communicator with matchless communication skills and the ability to clearly explain technical arborist concepts and recommend appropriate solutions to clients.

CAREER ACCOLADES

Board Certified Master Arborist – TX-3737B | May 2023 - Present

Arborist Certification – TX-3737A | March 2010 – May 2023

Medaled Competition Climber | 2011 – 2016

- Placed as high as 4th overall in the Texas Tree Climbing Championships over 5 years.
- Was invited as a guest competitor in several ISA Chapter events (not in TX) in multiple states.
- Won several Gold, Silver, and Bronze medals and prizes in various events.
- Was paid by the Texas Chapter of ISA to set up recreational tree climbing for guests of the event for 4 years.

Radio Show Guest Host – WBAP 820 Saturday Mornings | 2015 – 2017

PROFILE SUMMARY

Results-driven certified Master Arborist with years of experience in all facets of tree care and management. Proven expertise in driving business growth and maximizing profitability in the tree care industry. Instrumental in increasing company revenue through strategic territory planning and expansion of services. Experience in pruning, cabling, bracing, pest management, fertilization, and other services to maintain beautiful and thriving trees. Recognized by senior leadership for the ability to use advanced techniques and specialized equipment to inspect tree health, diagnose diseases, assess safety hazards, and provide treatment plans to enhance longevity.

WORK EXPERIENCE

Consulting Arborist **June 2023 – Present**
Arborist on Demand, LLC

- Develop and implement sales, marketing, and strategic partnership strategies to attract new clients and establish a strong customer base for a newly established Tree Consulting Firm.
- Leveraged exceptional sales abilities and advanced arborist knowledge to service and consult with prestigious customers across the region.
- Consistently generate \$127,000 in average monthly revenue through effective sales strategies and nurturing client relationships.
- Create comprehensive sales processes and protocols to provide consistent and effective guidance for staff as the company scales.

Consulting Arborist **June 2020 – June 2023**
ArborTrue, LLC

- Generated an average of \$162k/month in sales revenue while providing expert arboricultural consulting to elite clientele as a Consulting Arborist for ArborTrue, the premier tree service company in Houston.
- Produced comprehensive tree health assessment reports to aid in making informed arboricultural decisions.
- Leveraged expertise in tree biology and arboriculture to accurately assess diseases and provide effective treatment plans to rehabilitate struggling trees.
- Secured multiple high-value, multi-year consulting contracts with city governments to provide comprehensive arboricultural services.

Contract Climber **July 2017 – June 2023**
Various Companies

- Gained extensive on-the-job experience while working as a contract climber for leading arboriculture companies in New York, New Jersey, California, and beyond.
- Ascended and safely pruned over 500 trees up to 75 feet tall using ropes, saddles, and climbing techniques.
- Operated chainsaws and other hazardous equipment while suspended in trees following strict safety protocols.

Owner/Consulting Arborist **January 2010 – June 2017**
US Tree Care

- Established and grew a tree care business from the ground up while managing all sales, marketing, and business development.
- Drive year-over-year business growth while leading operations, strategic vision, and long-range planning with full responsibility for bottom-line factors, and partner relationships.
- Oversee the company's fiscal activity such as profit and loss, yearly reports, and cash flow, and managed budgeting, and other executive-level management duties.

Production Crew Leader **2008 – 2010**
Advanced Tree Care

Crew Leader **2003 – 2008**
North Texas Lawn and Tree Service

Municipal Work –

- City of Prosper, TX – Consulted for and provided plant healthcare and pruning services for 2 years before selling company and moving.
- City of Celina, TX – Hired to remove trees along a 3 mile stretch of riparian zone that required strict adherence to
- Township of Kemp, TX – Voluntarily taught their team of Volunteer Firefighters on proper and efficient aerial rescue in an emergency using arboricultural techniques.
- Township of Savannah, TX – primary tree care vendor for the township of Savannah, TX for 3 years.
- The Woodlands Township, TX – Consulted on an hourly basis and won a 1-year Reforestation Contract and a 3-year Tree Removal and Care Contract for ArborTrue, a Humble tree care company.
- League City, TX – have provided multiple reports to the city arborist (Heather McKnight) on various trees that she wanted a second opinion on from a BCMA.

Litigation / Political Consulting –

- Travis Favor v Sequoia Tree Service, LLC. – Sequoia Tree Service, LLC, contracted by Texas New Mexico Power was found negligent in the proper management of trees within proximity to power lines that they manage. Because they failed to maintain the trees within the required 10’ radius every 3 years according to their own bylaws and standards, they were forced to removed ~40% of the canopy of Mr. Favor’s 13 live oaks, causing severe damage to the trees and requiring ongoing plant health care over 5 years. Appraisal on the trees prior to damage and after damage along with ASCA Compliant Report written, which was used to leverage the settlement to Mr. Favor outside of Arbitration or Jury Trial.
- Save Montrose Live Oaks v. Montrose TIRZ 27 – Political Lobbyist group – The Montrose TIRZ 27 group had planned a major renovation for 2.5 mile stretch of Montrose between Allen Pkwy and HWY 59. Several Consultants, Contractors, Members of the Montrose TIRZ 27 team, and 2 City Council members provided factually inaccurate information to justify the removal of the trees, thereby violating city tree protection ordinances. I’ve provided 4 reports on the trees including a comprehensive preservation plan on all of the trees on the east and west side of Montrose. With the Assistance of my reports and frequent appearance at city council and public TIRZ 27 meetings, as well as the hard work of the Save Montrose Live Oaks team, Mayor Whitmire has put a complete hold on the project until a town hall meeting can be held to discuss possible tree preservation solutions.
- Corcoran v. Brasher – Mr. Corcoran was suing a neighbor who’s 3 pine trees harbored 7 nests of Great Herons, which were causing property damage to Mr. Corcoran’s hardscape and landscape in the backyard. Mr. Corcoran received expert advice from a wildlife consultant, who recommended that the portions of the trees overhanging Mr. Corcoran’s property be severely pruned to deter the birds from nesting in the trees, and my appraisal on the landscape plants damaged from the birds as well as condemnation of the trees due to separate issues from the birds allowed Mr. Corcoran to settle outside of court with his neighbor.
- Scott Irby v. Ideal Turf – appraisal on all backyard trees and shrubs that were destroyed due to contractors with Ideal Turf poisoning trees applying glyphosate herbicide which was absorbed into the critical root zone of various plants. The case was settled outside of court based on my appraisal of the trees and landscape plants.
- Shelton v. Shelton – Divorce property dispute over damage caused by Mrs. Shelton by removing a Mature Sweetgum tree on Mr. Shelton’s property – settled in divorce settlement based on my appraised value of the tree, and I was not called in to witness.
- Courtney Uthman – Mrs. Uthman was suing a local tree care company for damage done to her Live Oak tree which was outside of the scope of the work between Mrs. Uthman and the tree care company. The tree was grossly over-pruned and caused the tree to be devalued by approximately 75% of the original value of the tree which I showed in my appraisal and report. They Settled outside of court, and I was not called to witness.
- Murphy v. Woodruff – Mr. Woodruff improperly pruned the branches from Mr. and Mrs. Murphy’s trees, causing the tree to be repaired. I implemented the ‘Functional Replacement Cost’ Appraisal method to show the cost of repair

that would be needed to get the tree back to functional status, and repair the damages inflicted on the tree during Mr. Woodruff's pruning operations. They settled outside of court, and I was not called to witness.

- Debbie Sandstrom – Mrs. Sandstrom's mature Live Oak Tree was struck by lightning in a thunderstorm. The HOA governing the neighborhood that Mrs. Sandstrom lived in sent multiple letters to Mrs. Sandstrom requiring its removal. Although the tree had been damaged by the lightning strike, I provided an Arborist Report appraising the value of the tree, and showing that with proper care, the tree could remain and not be a physical threat to any living or non-living targets below the potential failure zone. The HOA relented and dropped the request, and I was not called to witness in court.
- Kimberley Calhoun – Mrs. Calhoun's neighbor had a semi-mature pecan (*Carya illinoensis*) tree which was structurally compromised due to significant decay on the trunk and primary branching structures of the tree growing toward her property. I wrote a report on the tree and the report was sent to the neighbor. The tree failed structurally 5 weeks later and damaged Mrs. Calhoun's fence and storage building. Because of the proactive report, the neighbor's insurance company was required to pay for damages to Mrs. Calhoun's property due to negligence.
- Quynh Tang v. State Farm Insurance Company – Mrs. Tang's home insurance company threatened to drop her insurance if they did not remove all limbs of her heritage Live Oak (*Quercus virginiana*) Tree that were growing over the roof. I provided a report showing the appraised value of the tree as well as the real value loss should the tree be required to be pruned in the manner required by insurance. I included a Tree Risk Assessment on the trees and wrote a full report showing that the tree was well within ANSI A300 standards and showed no signs of potentially failing structurally. State Farm Recanted and continued with their policy.
- Tran v. City of Dickinson – Mr. Tran has a 3 acre commercially zoned property on a major thoroughfare in Dickinson and hired a tree contractor to remove all the trees on his property. Because Dickinson has an established tree protection ordinance, and because Mr. Tran or his hired tree contractor did not pull permits, City officials put a stop-work order on the tree removals and sent a fine to Mr. Tran for the damages without a permit. I pulled a full survey on the more than 300 trees on site and qualified about 60% of the trees as needing to be removed prior to removal due to various fungal pathogens and damaging insect infestations, and the fee was reduced accordingly.
- Zaidi v. City of Dickinson – Similar to Mr. Tran's Case, Mr. Zaidi hired tree contractors on a similar commercially zoned property (1.2 acres) in Dickinson. No tree removal permits were pulled, and the city of Dickinson required Mr. Zaidi to pay a sizeable fee for the destruction of valuable trees. I inspected the trees from historical photos as well as on-site visits and found that many of the trees which had been removed could reasonably be condemned, thereby qualifying him for permits on the tree removals. After pulling a survey on the trees, I was able to qualify 50% of the trees that were removed as having pre-existing damages and pathogenic diseases, and the fines were reduced accordingly.
- Nathan Gillis – Nathan removed a large pine in his front yard due to it being stressed and sick according to his testimony. His HOA sent him a fine stating that the removal was in violation of the HOA bylaws. I took a look at the tree from historical photos, and after finding that his claims were true that the tree was sick.

Speaking History –

- Boy Scouts of America – have presented to many local groups in the Dallas, TX area, and have spoken regarding trees and the benefits they provide to trees.
- University of Houston – Have spoken twice for the University of Houston Horticultural Society about the benefits of trees and how to properly manage them.
- Garden Clubs – I have spoken to dozens of Garden Clubs in Dallas, TX, Houston, TX and Warren and Sussex Counties in New Jersey.
- Tesla Solar – I have spoken several times with the entire D/FW Sales Team with Tesla solar on the art and science of preserving trees throughout the installation of solar electricity systems.
- McKinney Chamber of Commerce – I have spoken many times for the McKinney Chamber of Commerce and Plano Chamber of Commerce

Special Projects –

- Garvan Gardens Treehouse – I was Hired by the University of Arkansas to preserve the Mature Pine trees that hold up a \$1.8 Million treehouse designed by various members of the Architecture department. While the plans called for simple plant healthcare, pruning, and periodic maintenance, I suggested that a ‘paver-grid’ system be installed to help prevent compaction to the soil while many construction crews and vehicles including cranes and Utility Drills were working on the project. The Preservation team liked the idea and allowed me to change the scope of the RFP as well as awarded me the contract to preserve the trees in question.
- Bachman Lake Flood Remediation – I was awarded a contract to remove historic trees along the location of a planned flood-relief drain that was to be installed at Bachman Lake in Dallas, TX, just outside of Dallas Love Field Airport. Ironically, after the project was completed following my company’s removal of the trees in question, the area flooded, and the project proved a success.
- Ft. Worth Botanic Gardens – I was awarded a contract to maintain the Historic and Mature trees within the ‘Women’s Garden. We spent 3 years training several trees to grow in unique ways to showcase the natural beauty of the area.
- Recreational Tree Climbing – I was hired by the Texas Chapter of the International Society of Arboriculture to host recreational tree climbing events for many of their industry events and the annual Texas Tree Climbing Championship, of which I was also a competitor during several occasions.
- The Woodlands, TX – I worked over the course of a year to establish a good relationship with supervisors from the Parks and Recreation department of the Woodlands, TX. I applied for 2 RFPs with the Woodlands, 1 for an annual 2000 tree reforestation project, and 1 for a 3-year Tree Pruning and Removal Contract. We won both contracts, and I managed the operations for 3 months until a proper project manager could replace me.
- Arbor Day Dallas – I was hired by TreeClimbing.com to facilitate recreational tree climbing events over multiple years at the annual Arbor Day Dallas Festival Held at the ground of Fair Park
- WBAP – Expert guest Host for the Texas Home Improvement show broadcast throughout north Texas and Houston Area – 180,000 listeners weekly.
- Hired by local Bartlett Tree Experts group to handle all special legal and consulting operations for their Houston, TX office.
- Competition Tree Climber for Texas Tree Climbing Championship and various competitions throughout Oklahoma, Texas, Arkansas, & Louisiana – frequently placed in top 5 and invited to various finals events.

Insurance / Storm Relief Work –

- Sedgewick Insurance Group – Primary Consultant for Houston Division on special tree cases and appraisals.
- Preferred Vendor for HMI, the nation’s largest “Green Industry” Insurance Consulting and Service Company – Primarily Houston, but occasional travel for major weather events
- Hurricane’s/Major Storms I’ve provided relief work for:
 - o Hurricane Ike
 - o Hurricane Harvey
 - o Hurricane Michael
 - o Hurricane Sandy
 - o Derecho – Iowa
 - o Hurricane Ida
 - o Ice Storm of Oklahoma City – 2007-2008
 - o Ice Storm of Tennessee – 2005

Education -

- Mentored under Rick Zampino from 2008 – 2010 – Rick was the 8th Board Certified Master Arborist in the world, and was one of the 1st ASCA Registered Consulting Arborists (RCA) in Texas
- Graduated from the American Society of Consulting Arborists (ASCA) Consulting Academy, an annual 5-day event focusing on perfecting the intricate details of operating a consulting firm within the tree care industry; I am currently on track to become an ASCA Registered Consulting Arborist (RCA) which will make me the only RCA in the Houston, TX area to date.
- Have been to 3 TCIA (Tree Care industry Association) Conferences since 2012

- Attended 6 ISA Texas Conferences since 2012
- Attended 1 ASCA (American Society of Consulting Arborists) Conference
- Have attended 3 times 'Arboriculture 101' by Dr. Todd Watson held at Texas A&M
- Have been through 8 online courses covering approximately 12 hours total on various methods used to appraise trees and landscape plants. These were produced by the International Society of Arboriculture (ISA) and the American Society of Consulting Arborists (ASCA)
- Have accumulated 212 CEUs (approximately 1 hour each) since 2012 through the International Society of Arboriculture, and an additional 44 CEUs Through the American Society of Consulting Arborists
- I have read ~ 50 books recommended by the ISA and ASCA on various subjects within the Arboricultural Field including technical subjects such as contract and report writing.
- Have attended 12 conferences to date covering non-tree related subjects such as sales, business development, management, and other business-related topics from speakers such as Zig Ziglar, Brian Tracy, Tony Robins, etc.

Volunteer Work –

- Crape Myrtle Trails of McKinney – Board of Directors member and expert contributor to planning and maintenance of America's largest collection of Crepe Myrtles -
- Saluting Branches – Lead Arborist for 2 years for the Dallas Branch of Saluting Branches, a nationwide volunteer organization that collectively produces nearly \$2 Million annually in all forms of tree care.
- Save Montrose Live Oaks – Much of the work described in the Litigation / Political Consulting above was done pro-bono.
- Have consulted on a pro-bono basis for several political activist groups in the Houston Area to provide advice on how to best implement public policy regarding trees, with the end-goal being to raise awareness on the importance of trees in the lives of Houston Residents.
- Willow Bend Church – Led worship for various worship teams within the church from 2002 – 2007.
- Willow Bend Church – Assisted with the Children's and Youth Group Programs for 7 years.