

***Texas Chapter International Society of Arboriculture
Board of Directors Meeting Minutes***

June 5, 2015

Board Members Present:

Markus Smith
Michael Sultan
Lara Schuman
Terry Kirkland
Lee Evans

Vincent Debrock
Nevic Donnelley
Micah Pace
Jim Carse
Jim Dossett

Board Members Absent:

Orlando De La Garza
Oscar Mestas
Matt Grubisich

Margaret Hall Spencer
Matt Churches
Misti Perez

Others Present

John Giedraitis, Executive Director

Paul Johnson, TFS, ISA

I. Call to order

Markus Smith called to order the regular meeting of the ISAT Board of Directors at 10:20 AM on June 5, 2015 at the Waco Convention Center, Waco, Texas. A quorum was declared present.

II. Approval of minutes from last meeting

A motion was made by Debrock to approve the Minutes of the March 27, 2015 meeting. Motion seconded by Evans. Motion passed.

III. Welcome and Introductions

IV. Executive Director Report

Executive Director: Giedraitis report is attached. (pages 5, 11-21)

V. Committee Reports

- a) Governance: Smith. Bylaw changes are published and there needs to be a discussion on how to stagger terms in this upcoming elections.
- b) Finance/Treasurer: Evans. P&L and Balance Sheets are attached. (7-10)
- c) Editor: Mestas. No report. Letter has been sent to Pancoast on April 5th, cancelling contract services for newsletter advertising. Mestas is retiring and ISAT is looking for a new editor.
- d) COR: Spencer. Report is attached. Spencer is currently secretary of the COR and will not be running for COR Liaison in this election cycle. (22)
- e) Certification: Perez provided the attached report. Paul Johnson noted that the Certified Tree Worker program is being reviewed. (23)

- f) Texas Tree Conference: Debrock. Title is Tree-nectivity, Re-connecting with the Environment. He also noted that the Academy will be class and field based. There will be a slide show of submitted photos. CenterPoint would like a bigger sponsorship role. Four caterers have submitted bids. The program outline is attached. (24-25)
- g) Texas Tree Climbing Championship: Kevin Bassett Chair sent in the attached report. It will be held June 10-13 in Trinity Park in Fort Worth. 2016 will be Bassett's last year as Chair. (26-27)
- h) Arbor Day: Churches. No report.
- i) Membership: Pace. Membership calls continue. A membership drive using a summer intern to collect emails and web addresses was discussed. (28)
- j) Educational Events Committee: Schuman. Proposed a Municipal Masters Series workshop with Ken Martlage this fall on communications. See attached report. (29)
- k) Publicity: Grubisich. No report.
- l) Scholarships: Churches. No report. Giedraitis attended the SFA scholarship banquet. (30)
- m) Research: Dossett. No report. The ISAT Board has declined to sponsor the Tour de Trees for 2016. The TREE Fund has been informed.
- n) Sponsors and Exhibitors: Carse reported that the committee has looked at the layout with the Convention Center to accommodate more exhibitors and a larger bookstore area.
- o) Elections: Sultan. June 15th request for nominations, July 15th nominations due and August 15th voting ends. Smith noted that the transition to three-year terms will need to be considered in this election. ISA will assist with online voting.
- p) Legislation: Kirkland reported that the session just ended and no tree legislation was passed.
- q) Digital and Social Media: Spencer provided the attached report. ISAT Face Book wall has 325 likes. (31)
- r) Awards: Smith. Johnson noted that the actual Volunteer of the Year award will need to be created by the Chapter as TFS will not be supplying. **A motion was made by Carse to set aside \$500 to purchase the Volunteer of the Year award. Motion was seconded by Debrock. Motion passed.**

VI. Old Business

- a) 2016 ISA Conference in Fort Worth: Carse. The committee is organizing the ISAT promotional booth for the ISA Orlando conference. The logo has been finalized. Schuman will chair the Arbor Fair and Tree Academy portion of the ITCC in San Antonio in 2016 under Carse's Local Arrangements Committee (32).
- b) 2016 ISA ITCC San Antonio: Schumann (Arbor Fair and Academy) reported that the committee is starting to get ideas for slots at the Academy and there will be a mix of in and out of state speakers. The Children's Area will be expanded. Mark Bird with the City of San Antonio will be assisting. Donnelly volunteered to assist.
- c) Marketing ISAT to Consumers: Pace contacted Halleck Horticultural and they have submitted a proposal to develop a marketing strategy and campaign to reinforce the benefits of ISA Certification to the public. (34-36) **A motion was made by Debrock to produce a membership survey to determine interest in an increase in a temporary increase of membership fees to finance a marketing campaign promoting the ISA Certification and quality tree care in Texas to the public. Motion seconded by Evans. Motion passed.** Debrock, Pace, Evans and Johnson will

develop a survey. Johnson suggested that the committee contact other ISA Chapters and do this as a joint cost-share project.

VII. New Business

- a) TFS/ISAT Fire Mitigation Qualification for Arborists: Johnson will send a report on the Texas Urban Wildland Interface Fire Mitigation Qualification. TFS plans to make this a 2-day training. The alpha test will be in the beginning of 2016 with ISAT Board members.
- b) ISAT Web Site Update: Giedraitis/Keith Brown. Our web host (Go Daddy) will no longer be supporting the software we use to create our website. Giedraitis and Brown have interviewed three firms. (37-45) **A motion was made by Evans to hire Drift Creative Services for \$15,900. Motion seconded by Kirkland. Motion passed. A motion was made by Debrock to approve up to 100 hours for Acorn Arbor Services, LP to assist with the development of the new website. Motion was seconded by Donnelly. Motion passed.** Funds are to be drawn from reserves.
- c) 2015 ISAT Contingent to ISA Conference in Orlando: Melinda Adams, Gene Gehring, Susan Henson and Lara Schuman will also attend with Chapter financial assistance as a preview for the 2016 ISA Conference in Fort Worth.
- d) Membership Drive: Discussed under membership. (29)
- e) Raise Your Hand for Research – TREE Fund Donation: Carse is working on a Texas tree house weekend package as a donation to the 2016 TREE Fund.
- f) Future Texas Tree Conferences in Waco: Rhonda Bailey of the Waco Convention Center reported that they want the ISAT conference in 2017 – 2021. Smith said that he will discuss this with her.

VIII. Next Meeting

The next Board Meeting will be in Waco at 10 AM on August 28, 2015.

IX. Adjournment

Markus Smith adjourned the meeting at 2:03 PM.

Minutes submitted by: Giedraitis

Minutes submitted by: Giedraitis

ISAT June 5, 2015 Board Meeting

Action Items (deleted as completed)	Board Member		Comments
2015 Elections (nominations and voting)	Sultan		
Future Texas Tree Conference Locations	Smith		
Buy Volunteer of the Year Award – TFS will not supply	Smith		
Membership Survey (Debrock, Pace, Evans, Johnson)	Debrock/Pace		
Fire Mitigation Certification – when was it voted on?	Chair?		
Redo ISAT website with Drift Creatives	Giedraitis/Brown		
ISAT booth at TNLA Expo	Grubisich		

ISAT March 27, 2015 Board Meeting

Action Items (deleted as completed)	Board Member		Comments
Create committee to look at lack of arboricultural and urban forestry research, education and extension publications	Dossett	<input type="checkbox"/>	
Develop new Oak Wilt Qualification Course	Pace	<input type="checkbox"/>	

ISAT December 12, 2014 Board Meeting

Action Items (deleted as completed)	Board Member		Comments
How will ISAT be organized into 2015 Arbor Day celebration at the Bush Library	Churches/Johnson	<input type="checkbox"/>	
Scholarship policy	Churches	<input type="checkbox"/>	

June 5, 2015 ISAT Executive Director Report

885 Members total

46 Just ISAT, 88 Just ISA, 752 ISA and ISAT

2014 year-end balance: \$44,876.37

Current total equity: \$275,804.52 (\$212,159.56 same date last year – 30% increase)

Sent out March, April, May and June TreEmail blasts (last three months: avg. 33.2% open and 23.4% clicks). 3,214 active contacts on list. Also Oak Wilt Vendor signup/payment, TRAQ survey, 2016 Logo Survey (147 responses), Texas Tree Conference speaker registration, Bilingual Workshop registration (English and Spanish) and Tree Climbing Championship climber registration.

Revised Sponsor and Exhibitor (TTC and TTCC) brochure completed. Emailed and mailed to 276 on our mailing list. Also created online registration for sponsors and exhibitors for the Tree Climbing Competition and the Texas Tree Conference. Currently 6 for TTC and 8 for TTCC.

Updated the website and web store. Received notice from our web host GoDaddy that they will no longer be supporting the software we use. With Keith Brown, prepared bid specs and met with three web design firms to get bids on updating www.ISATexas.com.

Educational Services Committee: Regular conference calls with the committee. (*Registrations)

March 16-18: TRAQ with Skip Kincaid instructor, (*16), Fort Worth.

March 19-21: TRAQ with Skip Kincaid instructor, (18), San Antonio

March 18-21: ISA Symposium and ITCC attended with Schuman and Bassett

April 20: Bilingual Worker Workshop in San Antonio (101 English, 132 Spanish)

June 10-11: Oak Wilt Management and ID Workshop in Austin. Last year for TFS to teach (25 full)

June 11, 2015: Pre-Competition Workshop Rescue and Rigging with Phillip Kelley (18)

June 12-14: Texas Tree Climbing Championship in Fort Worth (33)

August 13-15: TNLA Expo in Dallas

August 8-12: ISA Conference in Orlando (Smith, Carse, Spencer, Giedraitis)

September 30-October 2: Texas Tree Conference in Waco

2015 and 2016 Tree Conference Committees: Regular conference calls with program committee.
Draft 2015 TTC registration brochure prepared.

2015 TTC catering bids sent out.

Attended SFA University scholarship awards banquet in Nacogdoches.

Attended, conducted on-site registration and had booth at the Bilingual Workshop in San Antonio.

2015 Approved Budget
Texas Chapter ISA

ISA-Texas - 2015 Budget - Adopted						
INCOME			2105 Workshop Detail		Revenue	Costs
Online Learning	200		jan	Arbor 101	1000	0
Certification	20,000		feb	peter macdonagh	0	0
Conference	152,000		march	Certified Tree Worker	0	0
Membership	30,000		april	TRAQ	20000	16000
Misc	1,000		may	Comm Master	11000	7000
Newsletter Ads	4,500		june	Oak Wilt	8000	3000
Oak Wilt Vendor Ads	1,500		july	Lower Vally Tree Worker	5000	4000
Publication Sales	500		aug	SAAA Bilingual	6000	5000
TTCC & Workshop	11,000		sept	TTCC and Workshop	11000	14000
Workshops	72,000		oct	Municipal Master Series	10000	7000
Net other income			nov			
Total Income	\$ 292,700		dec			
				Workshop totals	\$72,000	\$56,000
EXPENSE						
Accountant	2,400					
Arbor Day	2,000					
Awards	100					
Bank / Card Fees	1,000					
Board Expenses	5,000					
Certification Expense	1,500					
Conference Expense	105,000					
Executive Director Contract	40,000					
Executive Director Travel	4,500					
Exec Director Utilities	2,000					
Exec Director Bonus	10,000					
Misc Office	2,000					
Misc - Exec. Committee	2,500					
Insurance	2,600					
Liaison Travel	3,000					
Member Services	1,000					
Newsletter	20,000					
Officer Travel	3,000					
Publication Purchases	500					
Publicity	10,000					
Scholarships	4,000					
Special Projects	5,000					
Web Page	2,500					
TTCC & Workshop	13,000					
Workshop Expense	56,000	< linked to the detail >				
Total Expense	\$ 298,600					
Net surplus (deficit)	(5,900.00)					

11:39 AM

06/02/15

Cash Basis

ISAT

Profit & Loss

January through May 2015

	Jan - May 15
Ordinary Income/Expense	
Income	
2016 ISA Conference	10,000.00
Online Learning Revenue Share	430.00
Advertising	
Advertising - website	25.00
Advertising Newsletter	3,552.00
Oak Wilt Vendors	2,000.00
Total Advertising	5,577.00
Certification	
Recertification	2,394.00
Certification Exams	4,370.00
Certification - Other	5,436.00
Total Certification	12,200.00
Conference	
Exhibitors	6,848.88
Total Conference	6,848.88
Membership	27,595.00
Misc.	705.70
Publication Sales	45.00
TTCC & Workshop	
Exhibitors	500.00
Registrations (climbing)	1,093.74
Registrations (for workshop)	1,710.50
Sponsors	974.00
Total TTCC & Workshop	4,278.24
Workshops	
2015 TRAQ March	24,780.22
Arboriculture 101	3,886.22
Bilingual Tree Worker Works...	8,877.99
Oak Wilt ID and Mgnt Worksh...	3,666.00
Total Workshops	41,210.43
Total Income	108,890.25
Gross Profit	108,890.25
Expense	
Accountant	1,025.00
Board Expenses	5,933.30
Conference Expenses	
Wednesday Evening Social	503.03
Speaker	1,285.32
Registration	345.61
Conference Expenses - Other	350.00
Total Conference Expenses	2,483.96
Executive Director	
Misc. Office	1,967.24
Executive Director Salary	16,665.00
Executive Director Travel	728.64
Executive Director Utilities	890.00
Total Executive Director	20,250.88
Fees	
Bank Fees	317.37
Credit Card Fees	299.79
Total Fees	617.16

11:39 AM

06/02/15

Cash Basis

ISAT
Profit & Loss
January through May 2015

	Jan - May 15
Insurance	1,907.00
Newsletter Expenses	10,716.03
Publication Purchases	256.71
Publicity	300.00
Scholarships	2,000.00
TTCC and Workshop	1,357.85
Web Site	166.52
Workshop Expenses	
2015 March TRAQ	18,406.59
Arboriculture 101	2,886.22
Bilingual Tree Worker Works...	216.45
Oak Wilt ID and Mgnt Worksh...	890.00
Workshop Expenses - Other	526.86
Total Workshop Expenses	22,926.12
Total Expense	69,940.53
Net Ordinary Income	38,949.72
Other Income/Expense	
Other Income	
Interest Income	2,872.12
Total Other Income	2,872.12
Net Other Income	2,872.12
Net Income	41,821.84

11:45 AM

06/02/15

Cash Basis

ISAT
Balance Sheet
As of May 31, 2015

	<u>May 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	141,188.37
Total Checking/Savings	141,188.37
Other Current Assets	
Wells Fargo CD #3	25,000.00
Wells Fargo CD #2	25,000.00
Wells Fargo CD #1	50,000.00
Federated Gov Income Securit...	34,012.12
Total Other Current Assets	134,012.12
Total Current Assets	275,200.49
Fixed Assets	
Office Equipment	604.03
Total Fixed Assets	604.03
TOTAL ASSETS	<u>275,804.52</u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	233,982.68
Net Income	41,821.84
Total Equity	275,804.52
TOTAL LIABILITIES & EQUITY	<u>275,804.52</u>

ISAT

Balance Sheet Prev Year Comparison

As of May 31, 2015

	May 31, 15	May 31, 14	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Wells Fargo	141,188.37	162,495.36	-21,306.99	-13.1%
Compass Bank CD	0.00	17,920.17	-17,920.17	-100.0%
Total Checking/Savings	141,188.37	180,415.53	-39,227.16	-21.7%
Other Current Assets				
Wells Fargo CD #3	25,000.00	0.00	25,000.00	100.0%
Wells Fargo CD #2	25,000.00	0.00	25,000.00	100.0%
Wells Fargo CD #1	50,000.00	0.00	50,000.00	100.0%
Federated Gov Income Securit...	34,012.12	31,140.00	2,872.12	9.2%
Total Other Current Assets	134,012.12	31,140.00	102,872.12	330.4%
Total Current Assets	275,200.49	211,555.53	63,644.96	30.1%
Fixed Assets				
Office Equipment	604.03	604.03	0.00	0.0%
Total Fixed Assets	604.03	604.03	0.00	0.0%
TOTAL ASSETS	275,804.52	212,159.56	63,644.96	30.0%
LIABILITIES & EQUITY				
Equity				
Retained Earnings	233,982.68	189,032.41	44,950.27	23.8%
Net Income	41,821.84	23,127.15	18,694.69	80.8%
Total Equity	275,804.52	212,159.56	63,644.96	30.0%
TOTAL LIABILITIES & EQUITY	275,804.52	212,159.56	63,644.96	30.0%



Texas Chapter
International Society
of Arboriculture



36th Texas Tree Conference

When

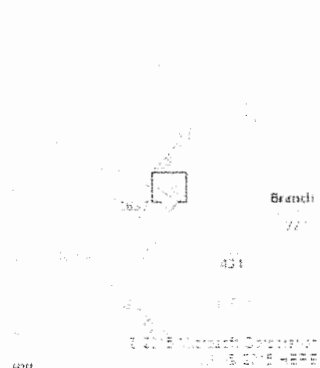
Wednesday September 30, 2015 at 8:00 AM CDT
-to-

Friday October 2, 2015 at 12:00 PM CDT

[Add to Calendar](#)

Where

Waco Convention Center
100 Washington Avenue
Waco, TX 76701



[Driving Directions](#)

Contact:

John Giedraitis
Texas Chapter International Society of Arboriculture
979-324-1929
jgg@isatexas.com

Sponsor and Exhibitor Opportunities - 2015 Texas Tree Conference

*Last year's exhibit space was sold out -
register today to secure your spot!*

The Texas Chapter of the International Society of Arboriculture is one of the largest ISA Chapters in the United States, and growing. We are a professional organization dedicated to continuing education for commercial, municipal and utility arborists, to tree care research and to professionally serving tree care consumers throughout Texas. We depend on partners like you to provide ongoing education and services for our members. Please review the sponsorship and exhibitor opportunities and choose now to have your company recognized as a supporter of ISAT and of the best in professional tree care!

Our annual Tree Conference has grown to become a premier event in the tree care industry. The 2014 Conference broke all previous attendance records with **over 1,000 attendees** and we anticipate the 2015 event will be even larger. At the Conference, we provide outstanding education programs featuring nationally known speakers, the latest in tree research and arboriculture, an awards luncheon, and numerous networking opportunities including a reception recognizing our sponsors and exhibitors.

[Click here for a PDF copy of the 2015 Sponsor and Exhibitor Brochure](#)

[Click here for a PDF copy of the 2015 Sponsor and Exhibitor Opportunities](#)

Gold—\$2,000 (seven available)

- Medium Company Logo on all promotional items and on ISAT website
- Up to three badges for conference attendance
- Company Logo and name in ISAT newsletter article
- One page brochure in program
- Company name in Conference Program
- Sponsor Options:
 - Co-sponsor Thursday breakfast
 - Co-sponsor Friday breakfast
 - Co-sponsor Thursday Exhibitor Reception
 - Full sponsor Wednesday Tree Academy Lunch

Silver—\$1,000 (eight available)

- Company Logo on ISAT website

- Two badges for Conference attendance
- Company name in Conference Program
- Company name in ISAT newsletter article
- Sponsor Options:
 - Breaks on Wednesday, Thursday & Friday
 - Friday Tree School Lunch
 - Co-sponsor Silent Auction

Tree Conference Exhibitor Opportunities

10 x 10' Booth (1 Table and Chair)

\$550 Early / \$675 Late

Includes one Badge for Conference Attendance*

Company Name on ISAT Website

Company Name Advertised in Program

10 x 20' Booth (2 Tables and 2 Chairs)

\$800 Early / \$925 Late

Includes two Badges for Conference Attendance*

Company Name on ISAT Website

Company Name Advertised in Program

20 x 40' Equipment Space (2 Tables and 2 Chairs)

\$925 Early / \$1,050 Late

Includes two Badges for Conference Attendance*

Company Name on ISAT Website

Company Name Advertised in Program

Non-Profit 10 x 10 Booth (1 Table and Chair)

\$125

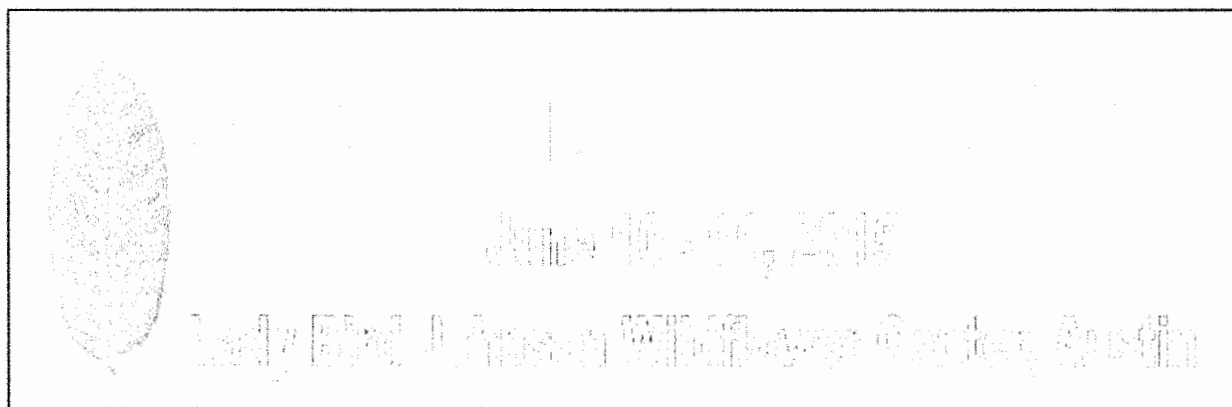
Member rate for Conference Badges

Company Name on ISAT Website

Organization Name Advertised in Program

Early Registration has been extended to September 4, 2015 - Badges include all meals, breaks and education sessions. Additional Full-Conference Badges may be purchased for \$100 - Additional Trade-Show Only badges are free. *If a sponsor also purchases an exhibitor booth, exhibitor-level badges are not needed. We regret that we cannot guarantee proper placement of your company logo in event programs or on promotional items without having it at least four weeks prior to an event.



**When**

Wednesday June 10, 2015 at 8:00 AM CDT

-to-

Thursday June 11, 2015 at 2:30 PM CDT

[Add to Calendar](#)

Where

Lady Bird Johnson Wildflower Center

4801 La Crosse Ave.

Austin, TX 78739

**Driving Directions****Contact**

John Giedraitis

Texas Chapter International Society of Arboriculture

979-324-1929

jg@isatexas.com



Dr. David Appel

Professor & Associate Department Head
Department of Plant Pathology & Microbiology

Bioenvironmental Sciences
Texas A&M University

Oak Wilt Identification and Management Workshop

Join the Texas A&M Forest Service and the Texas Chapter ISA for the 11th annual Oak Wilt Identification and Management Workshop. This two-day workshop is for ISA Certified Arborists and will show you how to identify and manage oak wilt in Texas.

Each participant that successfully completes the training will be awarded a Certificate of Training Completion. This training will be noted on the Texas Oak Wilt website as well as on any handout and other materials referencing qualified individuals. Dr. David Appel, Texas A&M and James Houser, Texas A&M Forest Service will be conducting the training.

Registration is limited to 25 so register today!

Registration closes June 7, 2015

Due to the high demand for this workshop, registration is limited to one per company or organization. If you have someone who is not a member of the ISA, you can still attend the workshop but on the right side page.

Program Schedule**Wednesday June 10, 2015**

8:00 - 8:30	Registration/Coffee & Tacos/Pre-Test
8:30 - 8:45	Introductions, Workshop Objectives, Jim Houser, Texas Forest Service
8:45 - 10:00	Tree Biology and CODIT, Dr. David Appel, Texas A&M University
10:00 - 10:15	Break
10:15 - 11:00	Oak Wilt in Relation to Other Tree Diseases, Appel
11:00 - 12:00	Oak Wilt Biology, Control Techniques & Extent of Oak Wilt in Texas, Appel
12:00-12:45	Catered Lunch
12:45 - 2:30	Oak Wilt, Continued Appel
2:30 - 2:45	Break
2:45 - 3:15	Drought Mimicry of Oak Wilt Symptoms, Houser
3:15 - 3:45	Texas Oak Wilt Suppression Project, Houser
3:45 - 4:15	TFS Practices & Protocol for Oak Wilt, Houser
4:15 - 4:30	Overview for Day Two, Houser

Thursday June 11, 2015

8:00 - 8:20	Coffee & Tacos
8:20 - 9:00	Five Step Diagnosis of Oak Wilt, Houser
9:00 - 12:00	Fungicide Injection Demonstration, Appel,



12:00 – 1:00

1:00 – 2:30

Strategy of a Suppression Trench, Houser

Catered Lunch

Program Wrap-up, Appel, Houser

- Contacts at TFS & TAMU

- Discussion; Review; Post Test



Texas Chapter International Society of Arboriculture

When

Friday June 12, 2015 at 8:00 AM CDT

-to-

Saturday June 13, 2015 at 5:00 PM CDT

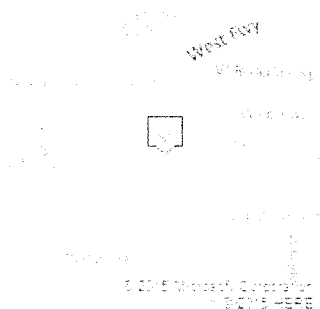
[Add to Calendar](#)

Where

Trinity Park

2401 University Drive

Fort Worth, TX 76107



Driving Directions

Contact

John Giedraitis

Texas Chapter International Society of Arboriculture

979-324-1929

jpg@isatexas.com



2015 Texas Tree Climbing Championship

Come to Fort Worth and see if you have what it takes to be the next Texas Tree Climbing Champion!

The winner of our Texas competition qualifies to represent our chapter in the International Tree Climbing Championships (ITCC) in 2016 in Texas. The competition is made up of 5 preliminary events:

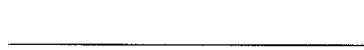
- **Thowline** -- tests a climber's ability to install a climbing line high in the tree.
- **Belayed speed climb** -- hand over hand climbing to the top of a 50 foot tree. This is a pure power house event.
- **Footlock** -- like climbing the rope in gym class, only the rope is 1/2 thick and there are no knots to grab. This is a balance of skill, calmness, agility and pure strength. [See a video here.](#)
- **Aerial rescue** -- a 150 pound sand-filled dummy is set in a tree in a simulated injury -- rescue scenario. The climber must assess the situation and safely bring the injured climber to the ground. [See a video here.](#)
- **Work climb**-- We set four stations in the tree, climber's time starts when they are already in the top of the tree and finish when they are on the ground and unclip from their gear. [See a video here.](#)
 - hand bell station -- climbers simply ring a bell with a hand saw carried on their harness.
 - pole saw station -- climbers use a pole saw (already hanging in the tree) to ring a bell.
 - limb toss -- using a short piece of pvc pipe that simulates a branch, climbers, toss the limb into a target painted on the ground (as if to avoid dropping a branch on a customers prized rose bush!).
 - limb walk -- a plum-bob is hung from the end of a long low branch. Climbers must climb out to the end of the limb and ring a bell without putting too much weight on the limb. You have to put all your weight in the saddle vs. standing on the limb. If you put too much weight on the limb, the plum-bob will drop and set off a buzzer!

The top 5 finishers from the preliminary events qualify to compete in the Master's Challenge where the winner earns the right to compete in the international event in Texas next summer. The Master's Challenge combines all the skills from the preliminary rounds into one big climb.

All contestants are to arrive for the preliminaries at Trinity Park on June 12th at 8:00 a.m. sharp. If you are experiencing difficulty arriving to roll call on time, please call Kevin Bassett at 972-877-0358. If you are not present for roll call, you will be disqualified and your entry fee forfeited. If you are not present with your rotation group when your name is called at any individual event, you will be disqualified from

that event. All preliminary events are to conclude by end of day on Friday.

The final event will be held in Trinity Park on Saturday, June 13th. On this day, we will also host a recreational climb, the Stihl Stocksaw Competition, and the Texas Tree Fair. These events will be open to the public, so please feel free to bring family and friends!





Texas Chapter International Society of Arboriculture

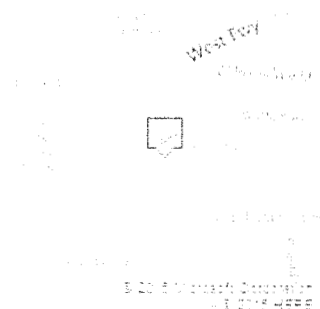
When

Thursday June 11, 2015 from 8:30 AM to 3:30 PM CDT

[Add to Calendar](#)

Where

Trinity Park, North end at the Gazebo
2401 University Dr
Fort Worth, TX 76107



[Driving Directions](#)

Contact

John Giedraitis
Texas Chapter International Society of Arboriculture
979-324-1929
jpg@isatexas.com



Tree Rigging and Rescue Workshop With Phillip Kelley

A one day workshop that will make you safer
and maybe even save your life?

Thursday, June 11, 2015
Rigging and Rescue Techniques
By Phillip Kelly

8:30am - 3:30pm

Registration opens at 7:30am

Registration \$125.00 includes lunch

6 CEU's

Workshop Topics:

A.M. Session- Rigging

P.M. Session- Aerial Rescue

We are fortunate to have Mr. Phillip Kelley of North American Training Solutions coming to the Texas to present our educational seminar on Thursday, June 11th. Registration will open at 7:30am and the morning seminar will begin at 8:30 and end at 11:30. The morning topic will be rigging. We will break for lunch (provided) from 11:30 -12:30. The afternoon topic will be Aerial Rescue techniques and will begin at 12:30 and end at 3:30pm. Join us for this informative and necessary educational opportunity.

About Phillip Kelley:

I now work for a large privately owned tree service in Metro Atlanta and am acting Operations Manager and Training Supervisor. Now that is a mouthful! All it means is I run a crew 4 days a week doing production tree work and training co workers.

I am also currently the head judge of the Aerial Rescue event at the International Tree Climbing Championship(ITCC) and have been involved with this event for the last 15 years. I am also Head Judge of the North American Tree Climbing Championship. I am also Head Tech of the ISA Southern Chapter TCC event, Head Tech of the Kentucky Arborist Association TCC and Head Tech of the Georgia Arborist Association TCC and have been involved in these events for many years.

Yes I am getting old. I have been able to serve as a past president of the Georgia Arborist Association and currently serve on the International TCC rules committee. In my spare time I serve the arborist community by passing along my experience and some really good stories as a Lead Instructor for North American Training Solutions. I have been with NATS since 2009 and have been fortunate to

be part of classes all over the world. Meeting arborists, making friends and sharing a few good laughs along the way!





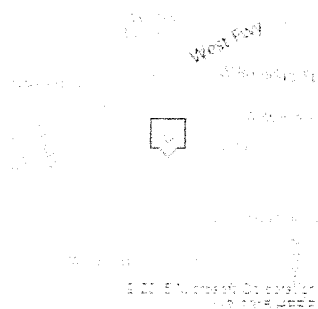
Texas Chapter International Society of Arboriculture

When

Friday June 12, 2015 at 8:00 AM CDT
-to-
Saturday June 13, 2015 at 5:00 PM CDT
[Add to Calendar](#)

Where

Trinity Park
2401 University Drive
Fort Worth, TX 76107



Driving Directions

Contact

John Giedraitis
Texas Chapter International Society of Arboriculture
979-324-1929
jpg@isatexas.com



2015 Texas Tree Climbing Championship Sponsor and Exhibitor Registration

Join the Texas Chapter ISA as a Sponsor or Exhibitor at the 2015 Texas Tree Climbing Championship in Trinity Park in Fort Worth, June 12-13, 2015. Choose now to have your company recognized as a supporter of ISAT and the best in professional tree care.

The ISAT Tree Climbing Championship simulates working conditions of arborists in the field. Competitors perform five different events during the preliminary round. Each event tests a competitor's ability to professionally and safely maneuver in a tree while performing work-related tree-care tasks in a timely manner. Qualifiers then move on to the Master's Challenge. The Texas champion will represent Texas in the International Tree Climbing Championship. This exciting event promotes safe work practices and is an excellent venue to demonstrate innovations in equipment while receiving industry recognition.

Tree Climbing Competition Sponsor & Exhibitor Opportunities:

Signature Sponsor - \$1,200

- Booth space (approx. 20' x 45')
- Logo on event banner
- Logo on event T-Shirts
- Logo on ISAT website
- Logo and name in ISAT newsletter article (circ. 2,900)
- Additional space as needed for heavy equipment

Gold Sponsor - \$800

- Logo on event banner
- Logo on event T-shirts
- Logo on ISAT website
- Logo and name in ISAT newsletter article (circ. 2,900)

Commercial Exhibitor - \$500

- Booth space (approx. 20' x 45')
- Name on ISAT website
- Name in ISAT newsletter article (circ. 2,600)

[Click here for a PDF Sponsor and Exhibitor Brochure](#)

[Click here for more information about the event](#)



Texas Chapter International Society of Arboriculture

When

Wednesday May 13, 2015 from 7:30 AM to 4:30 PM
CDT

[Add to Calendar](#)

Where

City of Schertz Civic Center
1400 Schertz Parkway
Building 5
Schertz, TX 78154



Driving Directions

Contact

John Giedraitis
Sponsored by: San Antonio Arborists Association,
Texas Chapter International Society of Arboriculture,
Hispanic Contractor Assoc. of SA
jgg@isatexas.com
979-324-1929



Texas Chapter
International Society
of Arboriculture

English Track - Bilingual Tree Worker Workshop

Online registration is now closed.

Please register at the show.

It is time for the 6th Annual Bilingual Tree Worker Workshop in San Antonio. Come learn from industry leaders such as Eduardo Medina from Davey Tree, Dr. Ron Billings from the Texas A&M Forest Service, Carlos Llanos from Columbia, SA and Patty Charqueno from McCoy Tree Surgery.

We will discuss professionalism in arboriculture, professionalism, tree identification, accident prevention and oak wilt. There will be demonstrations of an air spade, chainsaw safety, electrical safety, and tree pruning. We hope to see you there!

Space is limited so register today!

5.25 CEU's

Click on the "Register Now" button below for the English language track

[\(Click here to register for the Spanish language track\)](#)

AGENDA

Registration: 7:30-8:30 AM

Introduction: 8:30-8:50 James Koenig, Mark Bird, Armando Cortez

9-9:30 Tree Identification

Mark Kroeze, Texas A&M Forest Service, English

Mark Duff, Texas A&M Forest Service, Spanish

9:30-10 Professionalism

Paul Johnson, Texas A&M Forest Service, English

Fernando Figueroa-Curv Appeal, Spanish

BREAK

10:15- 11 AM

Disease Diagnosis/ Structural Considerations/Oak Wilt- David Vaughan, Etter Tree Care, English
Traffic Control In the Work Zone- Fernando Figueroa, Curv Appeal, Spanish

11:10- 12 Noon

Insects That You Need To Know That Damage Trees in Central Texas- Dr. Ron Billings, English
Accident Prevention- Patty Charqueno- McCoy Tree Surgery, Spanish

LUNCH 12 noon

12:30-1:45 Carlos Llanos- Columbia Forest Engineer, Arborist, & Arboriculture Business Owner & Eduardo Medina- Davey Tree Experts/ Trainer. Mark Duff Translation
"Utility Clearance, Arboriculture & Safety- Latin American Perspective"

Outside Demonstrations 2:00-3:50 pm (20 Minutes Per Demonstration)

Arc Demo- Guadalupe Valley Electrical Cooperative

Chainsaw Safety - *Tim Jackson*- Davey Tree

Pruning - *Eduardo Medina*- Davey Tree

Air Spade - *Dayton Archer* - The Tree Doctor

Booker Arradondo- Debriefing/Raffle/Certificates: 4-4:30

Jornada Bilingue para el Trabajador de Árboles

Se aproxima el Sexto Taller Bilingue Para Trabajadores de Árboles en San Antonio. Vengan a aprender con los expertos en la industria tal como Eduardo Medina de Davey Tree desde Chicago, Dr. Ron Billings de la Texas A&M Forest Service, Carlos Llanos de Colombia y Patty Charqueno de la McCoy Tree Surgery en Oklahoma. Temas incluyen el profesionalismo en la arboricultura, identificación de árboles, prevención de accidentes y el marchitamiento del encino. Habrán demostraciones de una espada de aire, seguridad de motosierras, seguridad eléctrica y poda de árboles. Esperamos verlos allí.

El espacio es limitado

Presione en el botón "Regístrese Ahora" para el programa en ingles

Presione aquí para registrarse para la sesión en español

For information on Scholarships, please contact Mark Duff at 979-220-0837



ISA Texas
Council of Representatives Liaison Report
June 5, 2015
Margaret Spencer

- The Council recently completed a survey of colleges, universities and community/junior colleges that offer industry-related studies. This list will become an important tool for ISA to use as we market efforts toward education of the next generation of arborists. The information provided by each component's representative is currently being compiled by ISA.
- The Council's next meeting is August 9, 8am – 5pm, at the ISA International conference in Orlando.

*****ACTION ITEM:** At the annual meeting, each component will share highlights from the previous year. Since each presentation must be brief, we (ISAT) need to select only three to four items to highlight for me to present. I will also need three to four photos to go with my presentation. I will provide one from the upcoming TTCC. Please let me know what else you would like to include for Texas so I can cover it. **DUE June 15, 2015**

From 1/1/15 to 6/5/2015 we have:

- 6 BCMA's that have recertified
- 42 CA's that are newly certified
- 2 MA's that are newly certified (Congrats, Oscar!)
- 1 UA that is newly certified

We have an exam in Dallas in August and the Waco exam in October.
We will most likely have another exam in Austin in August following the CA Prep Courses, which would make 8 exams for 2015.

Thank you and hope you all are doing well.
See you soon!
Misti Perez

NOTE: Black speaker has registered - Red speaker has not registered	
2015 Texas Tree Conference Agenda Outline	
Wednesday	
Tree Academy	
(3hr) Title 1:	Pathology and Ecology of Wood Decay Fungi
Speaker 1:	Chris Luley
Noon – 1:00:	Lunch
(35min) Outdoor Topic 1:	Soil Texture Determination in the Field (Hans Williams)
(35min) Outdoor Topic 2:	The Use of Sonic Tomography and Resistance Drilling for Advanced Decay Detection (Jim Dossett)
(35min) Outdoor Topic 3:	Urban Wood Utilization - Portable Sawmill Demonstration (Mark Duff)
(35min) Outdoor Topic 4:	Unmanned Aerial Vehicles (Dan Staley)
(35min) Outdoor Topic 5:	Ground Penetrating Radar To Detect Tree Roots (Gary Raffel)
Thursday	
General Session – Keynote Speakers,	
8:15 – 9:15 Title:	Building Bridges In Arboriculture and Urban Forestry
Speaker:	Jim Skiera - Executive Director, ISA International
9:15 – 10:15 Title:	Trees: A Matter of Life and Death?
Speaker:	Geoffry Donovan, USDA Forest Service (Lara Schuman)
10:15 – 10:45:	Break
10:45 – 11:45 Title:	Understanding Human Error
Speaker:	Kevin Patton - AEP
Afternoon - Commercial	
1:30 – 2:15 Title:	The Not-Too Distant Future: Arboriculture with Unmanned Aerial Vehicles
Speaker:	Dan Staley
2:15 – 3:00 Title:	The Occupational Athlete: Injury prevention and performance enhancement
Speaker:	Dr. Delia Roberts
3:00 – 3:30:	Break
3:30 – 4:15 Title:	Root Disease: Biology, Assessment and Management
Speaker:	Chris Luley
4:15 – 5:00 Title:	Reclaiming Wood Products From the Urban Forest
Speaker:	Edith Makra, Illinois Wood Utilization Team, Metropolitan Mayors Caucus
Afternoon - Municipal	
1:30 – 2:15 Title:	The economic benefits of urban trees
Speaker:	Geoffry Donovan (Lara)
2:15 – 3:00 Title:	State of the Dallas Urban Forest: Changing How Dallas Views Trees
Speaker:	Philip Erwin and Matt Grubisich (Matt Grubisich)
3:00 – 3:30:	Break
3:30 – 4:15 Title:	My City's Trees: A look at Urban Forest Inventory & Analysis of Austin
Speaker:	Gretchen Riley and Brad Hamel
4:15 – 5:00 Title:	40 Years of Tree City USA: a program update from the Arbor Day Foundation

Speaker:	<i>Pete Smith, Urban Forestry Program Manager</i>
Afternoon - Utility	
1:30 – 2:15 Title:	OSHA 1910 269 Changes
Speaker:	<i>Mark Foster - Utility Service Inc.</i>
2:15 – 3:00 Title:	Dos and Don'ts For Handling The Media
Speaker:	<i>Alicia Dixon - CenterPoint Energy</i>
3:00 – 3:30:	Break
3:30 – 4:15 Title:	MVCD - Testing Methods and Results
Speaker:	<i>Kevin Patton - AEP</i>
4:15 – 5:00 Title:	Managing Transmission Rights of Way as an Asset for Your Utility's Image
Speaker:	<i>Nelson Money - NRM-VMS</i>
Friday	
8:00 – 9:00:	ISAT Business Meeting
Morning - Commercial	
9:00 – 10:00 Title:	Where Do Native Texas Trees Come From?
Speaker:	<i>Scott and Lauren Ogden</i>
10:00 – 10:30:	Break
10:30 – 11:15 Title:	Biochar Soil Amendments and Carbon Concerns in the Urban Forest
Speaker:	<i>Drew Zwart (Jim Dossett)</i>
11:15 - noon Title:	Scale Insects and Their Control in Texas
Speaker:	<i>Mike Merchant</i>
Morning - Municipal	
9:00 – 10:00 Title:	Stormwater Management: Low Impact Development and Trees
Speaker:	<i>Fouad Jaber – Texas Agrilife Extension Service (Lara Schuman)</i>
10:00 – 10:30:	Break
10:30 – noon* Title:	Low Impact Development + Trees: 3 case studies (Austin, Dallas, ?) Context Matters: Urban Tree Preservation in Urban Development (DW & KM)
Speaker:	<i>Daniel Woodroffe, Keith Mars, + Dallas, + Houston Bagby Street (Matt Grubisich)</i>
*combined session	
Morning - Utility	
9:00 – 10:00 Title:	Helicopter Safety
Speaker:	<i>Nathan Arnold - Tulsa Helicopter</i>
10:00 – 10:30:	Break
10:30 – 11:15 Title:	Challenges of Recruitment and Retaining Qualified Employees
Speaker:	<i>Vince Mikulanis - Davey Resource Group + Jesus Vetencourt - Wright Tree Service</i>
11:15 - noon Title:	Connecting with Customers
Speaker:	<i>Emily Newsome - CenterPoint Energy</i>

TTCC report for the ISAT Board June 5th, 2015

Ladies and Gentlemen,

We are 1 week from this year's TTCC and ready to go.

Wednesday June 10th will be event and site set up. Hopefully we will have a good set up team to get things going. The City of Fort Worth has given us a bucket truck with operator for at least half a day to expedite set up on throw line, foot lock and any other event where they might be helpful. Jimmy Pritchard of Integrity Tree Care has also given us a bucket truck with operator for set up on Wednesday and during the comp, which will help during preliminaries in case any throw lines to get stuck. We have a number of sponsors, John has the detailed list. They include Stihl, Vermeer Equipment, Bandit of Texas, Pinnacle Arborist supplies, Arborjet, JL Matthews Co., and Ultimate Tool and Safety. TreeStuff.com has sent about \$2000 in prizes for our competitors, and ArborMaster has sent a prize package for the champion, which includes prizes from Samson, Buckingham, Husqvarna, Oregon, Silky, and Vermeer. We also have sponsorships from Arborilogical Services, They Might Be Monkeys/ Texas Tree and Land Co., Austin Tree Experts and Amarillo Arborilogical.

On Thursday June 11th we have Mr. Phillip Kelley of North American Training Solutions set up to do a seminar on Technical Rigging in the morning and Aerial Rescue in the afternoon. His fee is \$650.00 plus expenses. My last update was that we had 15 participants signed up for the seminar. Hopefully that number has grown since last Friday. I would like to see over 30 participate, but with the floods and storms, some folks may just be too overwhelmed to take the time out of production for training right now. I will take seminar signups for the seminar up to the day of the event. Registration for Competitors will close Wednesday at noon.

Friday June 12th will be the preliminary events. Head Judge Guy LeBlanc has assembled a great team of techs and judges, and right now we have about 35 volunteers committed in these vital roles. My last count was 25 competitors. Under our current system, we can accommodate up to 36. In an ideal world we would have 30 from the chapter and up to 6 from out of chapter.

We have portable toilets contracted for 4 Days (from Wed-Sat), Radios contracted, T shirts ordered, CEU's applied for and granted, and numerous other details covered. Our Insurance Certificate has been issued and the Park permit fees waived thanks to Melinda Adams and her friends with the City of Fort Worth. We will do some minor pruning with the set up, but her staff maintains these trees due to the high use of this area and May Fest. Arborilogical Services has donated 1,000 gallons of root therapy for the area around the Gazebo. This area gets a lot of traffic and really needs the most help. We (ISAT) will waive fees for up to 6 people from the City of Fort Worth into the Seminar on Thursday. I have contracted with Matt Latham to provide equipment and supervision of the Recreational Climbing on Saturday. He will provide Insurance for this event. We are as ready as we need to be at this point in time. We should be having a press release going out before the event and hopefully we will get some coverage ... hope for a slow news day!!

The medals have been engraved. You will remember, we purchased TTCC medals two years ago and we are still using that supply. There are enough of these to last two to three more years. This saved us a lot when we paid for these up front. Plus, I am really happy with the medals which are similar to ITCC Medals.

Overall the TTCC team is solid and growing. I think there will be leadership ready to take over after next year's event.

The ISA has selected San Antonio to host next year's ITCC on April 2-3, 2016. We will need to put together a team to do some early site work to prune some of the trees we will be using. Details on this are tentative at this point and recent storms have done some damage to the trees in Brackenridge Park. Assessments of damage to trees which may have been selected is unknown at this time and I expect the ITCC to do some further scouting of the trees available before the event. I think this may occur around the time of our convention, but I will make no promises on what or when they will make their assessment of the tree situation in San Antonio.

Our Champion, Miguel Pastenes did a great job representing Texas at the ITCC in Tampa, Florida, this past March. I believe he was 7th overall just missing the finals by less than 4 points. I was selected as Judge to score the Aerial Rescue event and it was a fitting end to my career as an ITCC judge. I (with your consent and support) will serve as the ITCC liaison for the event when it is here next year. This job does not allow time to be involved as a Judge. Besides, it is time for some of us older guys to step aside and allow the next generation to gain the experience of Judging or being a tech at these events. I highly recommend it, as the learning curve is amazing. I am sorry that I will be unable to attend the meeting, if there are any questions, I might be reached during the meeting via cell phone. I may not be able to answer immediately, but if not, I will return the call as soon as possible.

We have built a strong group, functioning at a high level, and new blood is coming on and gaining experience. We are as ready as we can be at this point in the planning and administration of the event. Oscar is expecting a newsletter article ASAP after the event and I will do my best to accommodate his request for a TTCC summary. I appreciate the support I have received from this Board. Rest assured that the TTCC committee will keep moving the event forward. I appreciate each and every one of you who serve on this Board and the commitment you have made to making arboriculture in Texas better. We are making progress, yet much still remains. In my opinion, the TTCC is deserving of your support as this event does more to encourage proper tree care at the tree root, trunk and limb level than anything else we do. I appreciate and encourage your comments and support. I hope to see everyone as we "Gather at the River", this time at the Trinity.

Kevin Bassett

TTCC Chair

ISAT Board Meeting – Friday 6/5/15

Pace notes

1. Membership Communications – calls to new/potential ISA/ISAT members continues. ISA National office is now directly emailing me daily/monthly updates for recently added new members. I will continue to share the work load with alternating board members to help make calls/communications to welcome new members and/or entice Texas Chapter membership.
2. Marketing – Micah provided contact information and marketing proposal from Halleck Horticultural, Inc. to the Board back in April. We need to discuss and bring to vote our next step.
3. Membership Drive – E.D. John Giedraitis has brought forth the recommendation for the Board to consider the hiring of temporary student intern(s) to collect tree care company information on a regional basis (major metro areas). This data can be collected and utilized to target region specific membership opportunities as well as regional-specific educational needs. Board needs to discuss voting to approve this strategy and discuss implementation options. Micah/John to oversee project.

**International Society of Arboriculture Texas Chapter
Board of Directors Meeting
June 5, 2015
Educational Events Committee Report – Lara Schuman, Chair**

ISAT Educational Events Scheduled:

- June: Oak Wilt Management and ID Workshop in Austin. Last year for TFS to teach
- June 12-14: Texas Tree Climbing Championship in Fort Worth
- August 13-15: TNLA Expo
- August 8-12: ISA Conference in Orlando
- September 30-October 2: Texas Tree Conference in Waco
- November 5-7: TRAQ in Austin
- Tentative - November 12: Municipal Specialist Workshop – Ken Martlage, Communication, Trust, and Working with Diverse Personalities
- Tentative – November 20: The West Texas Urban Forestry Council (Los Tree Amigos) has set a date for our Sun Country Tree Conference. Friday November 20th. Our main speaker will be Dr. John Ball. Does ISAT wish to cosponsor or participate in this event? At this time, we would like to suggest that ISAT send two ISA representative (Spanish Speaking) possibly, Micah Pace and Mark Duff at your cost to present a Spanish track at our conference.

Proposed Workshop:

Municipal Specialist Masters Series - Ken Martlage, Phoenix Images, Inc. – Topics to include an explanation of different personality types based on the Myers-Briggs personality assessment, and discussions on communication, trust, and mischief, with some group activities that tie into these topics.

Costs: \$2,000 Speaker fee + travel expenses, venue, lunch - ~ \$4,200 total expenses estimated

Workshop Fee Options:	50 students @ \$125 = \$6,250 - \$4,200 = \$2,050 profit
	50 Students @ \$150 = \$7,500 - \$4,200 = \$3,300 profit
	75 Students @ \$100 = \$7,500 - \$4,200 = \$3,300 profit
	75 Students @ \$125 = \$9,375 - \$4,200 = \$5,175 profit
	75 Students @ \$150 = \$11,250 - \$4,200 = \$7,050 profit

ITTC ArborFair & Academy:

Status: I'm beginning to put together a committee. Let me know if you want to help. I'm starting to put together a list of Academy topics and speakers and ArborFair participants and activities. Ideas for the Academy so far include structural pruning with Dr. Ed Gillman (I've already confirmed with him that he would be willing to do this), Biomechanics workshop/demonstration with Frank Rinn and Sebastian Korber (also already confirmed this is something they would be willing to do. Ideas for the ArborFair so far include kids activities such as a kids climb, Project Learning Tree activities, zoo animal interactive booth, throw weight toss, and geocaching. Other ideas include vendors (the acorn jewelry lady said she would come back), local artists, food trucks, and non-profits.

Mark Bird has requested a group tour of the area and assessments of potential trees for the competition.



Angela Sutherland, Senior
Bachelor of Science in Forestry – Urban Forestry Major
Arthur Temple College of Forestry and Agriculture
Stephen F. Austin State University

Angela Sutherland is a senior at Arthur Temple College of Forestry and Agriculture at Stephen F. Austin State University, and is pursuing a Bachelor's of Science in Forestry degree with an Urban Forestry emphasis. Her hometown is Cleburne, TX. Angela works as a student assistant responsible for management of the college greenhouse and growth chambers. She is involved in student professional organizations including the ISA Student Society of Arboriculture, serving as the current Treasurer, and the National Association of Interpretation. She recently presented a poster at a conference on the results from her undergraduate research project studying the flood tolerance of native tree species. She recently was the lead coordinator on a student project to develop a recruiting video for the college. After receiving her Bachelor's degree she would like to continue her education to obtain a PhD in Forestry and become a professor at the collegiate level.

ISAT Facebook Page Key Statistics - Jan 1-May 31, 2015

Item	Description	Count
Lifetime Total Likes	The total number of people who like your Page.	325
Daily New Likes	The number of new people who have liked your Page	36
Daily Unlikes	The number of Unlikes of your Page	10
Daily Total Reach	Average: The number of people who have seen any content associated with your Page.	47
Daily Reach of page posts	Average: The number of people who saw any of your Page posts.	45
Daily Total Consumers	Average: The number of people who clicked on any of your content.	4
Daily Daily count of fans online	Average: The number of people who liked your Page and who were online on the specified day.	300
Daily People Talking About This	Average: The number of people sharing stories about your page.	3



FT. WORTH | AUGUST 13-17, 2016



Proposal for Marketing Strategy, ISA Texas

Micah Pace

4/9/15

Preservation Tree Services

2222 Empire Central

Dallas, Texas 75235

214.528.2266

micahp@preservationtree.com

From: Leslie Finical Halleck, Halleck Horticultural, LLC

lhalleck@lesliehalleck.com

www.lesliehalleck.com

cell: 214.733.3407

Micah,

Thanks so much for getting in touch. Per our conversation, **I understand that ISA Texas is ready to organize a marketing strategy and campaign to reinforce the benefits of ISA Certification to the public.** The goal is to differentiate the expertise that certified arborists have over amateurs in order to better support the professional tree care community and reinforce the benefits of ISA to its members. Rather than doing a large advertising buy before a developed strategy and marketing language has been created, I'd suggest investing in a marketing strategy first, which we can then also help execute and deploy this and next year.

Part of the marketing strategy process will involve interviewing ISA Texas board members to make sure we have a clear picture of your goals; then perform market research, focus group work and develop a message and deployment strategy for the campaign. The resulting marketing strategy document will provide clear opportunities, challenges, strategies and focused marketing language for ISA to use moving forward in any of its marketing activities.

The estimated cost for the marketing strategy plan is \$5,000. This is based on the time typically required to complete a marketing strategy (50 hours). If the work can be completed in less time, the billing will reflect the adjusted cost. If significant additional work is required, requested and approved beyond this budget, our additional time would be billed at a rate of \$125/hr.

We require a 30% down payment of \$1,500.00 to begin the project work upon approval.

Upon approval, we can begin work on your marketing strategy on 4/20/15, or your chosen time frame, with a completion turnaround time of 30-40 days.

Upon completion of the marketing strategy, we can then develop creative materials to support the campaign such advertising copy and designs and print collateral; as well as negotiate targeted advertising placement, content generation, social media or any other marketing assistance you require.

Post marketing strategy, we can continue to assist you in one of several ways – as an advisor or consultant on an hourly basis, or as a collaborative partner on a retainer:

Short term Advisory –This could be a 3-6 month period. We'll establish the campaign plan, strategy and help your team execute it. This could mean you hire other individuals to develop any creative materials and ad buys, we'll consult with them to make sure the language is in line with the marketing strategy.

Consultative – We'll perform the advisory role but also work directly with your staff individually to help them execute the campaign. We'll provide creative deliverables (advertising, design, copy writing) and then your staff can handle the specific advertising arrangements, social media, content distribution, etc. This arrangement could last anywhere from three to nine months. Or, we can assist you as a marketing consultant ongoing on an hourly as needed basis.

Collaborative/Retainer – We'll develop all the creative materials and handle all the day-to-day campaign and marketing needs. This can include any ongoing design, advertising and general marketing needs such as digital content generation (blogs), collateral design, social media, etc. We can work with you in an on-going capacity with a determined monthly or annual budget for specific deliverables. Retainer rates are more competitive than hourly rates.

I look forward to helping ISA achieve your goal of bringing awareness to the benefits of certification! Please don't hesitate to contact me with questions.

Sincerely,

Leslie Finical Halleck
Halleck Horticultural, LLC



Consulting Agreement

This Consulting Agreement is being entered into by _____ of ISA Texas and Leslie Finical Halleck, Halleck Horticultural, LLC ("Consultant") this ____ day of _____, 2015.

1. **Scope of work** – Marketing Strategy

Develop a marketing strategy plan for the ISA Certified Arborist initiative. The marketing strategy will include:

Executive Summary
Situational Analysis
Marketing Advantages & Challenges
Target Market/Target Customers
Unique Selling Proposition (USP)
Value Proposition
Distribution Plan
Promotions Strategy
Online Marketing Strategy
Joint Ventures & Partnerships

As well as customer survey/focus group feedback.

Consultant will keep Client informed as to the status of the budget status.

2. Compensation & Terms. Client shall pay Consultant the project fee of \$5,000. Client shall pay a 30% down payment of \$1,500 upon approval of the project for Consultant to begin work. The balance of the project fee will be billed in full to Client on delivery of project. **Invoices are due Net 10.** If the project is completed for a lower cost, the final invoice will reflect the adjusted cost.

Consultant hourly rate for as-needed services is \$125/hr. Additional requested beyond the stated project fee will be billed at hourly rate.

3. Independent Contractor Relationship. Consultant's relationship with Client will be that of an independent contractor, and nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. No part of Consultant's compensation will be subject to withholding by Client for the payment of any social security, federal, state, or any other employee payroll taxes.

4. Termination. Consultant and Client agree to the stated work to be performed during the agreed upon proposal schedule. Either party may end agreement at any time. Consultant will bill Client at her hourly rate for work already completed and provided at the time of cancellation of services.

5. Ownership of Work Product. Consultant agrees that all work product that is paid in full, developed by her alone or in conjunction with others in connection with the performance of services pursuant to this Agreement, is and shall be the sole property of Client, and Consultant shall retain no ownership, interest, or rights therein. Work product includes marketing plans, photography, digital or print copywriting, video, advertising slogans, taglines, print collateral, purchasing or customer data. Un-paid work remains the property of Consultant. Any work product that is sole property of Consultant, and is provided by Consultant for use by Client, shall remain property of Consultant. Consultant property includes photos, copywriting, designs or other materials developed by Consultant outside of this service Agreement.

6. No Exclusivity. The parties expressly acknowledge that this Agreement does not create an exclusive relationship between the parties. Client is free to engage others to perform services of the same or similar nature to those provided by Consultant, and Consultant shall be entitled to offer and provide services to others, solicit other clients and otherwise advertise the services offered by Consultant.

7. Confidentiality.

7.1 Definition of Confidential Information. "CONFIDENTIAL INFORMATION" as used in this Agreement shall mean technical and non-technical information including patent, copyright, trade secret, computer files, and client information related to the past, current, future, and proposed services of Client and includes, Client property, and Client's information concerning customers, financial information, purchasing, business forecasts, sales and marketing plans. Confidential information also includes Consultant fees and proposals.

7.2 Nondisclosure Obligations. Consultant agrees to protect the confidentiality of all Confidential Information and, except as permitted in this section; Consultant shall not disclose the Confidential Information. Consultant may use the Confidential Information solely to perform consulting services under this Agreement for the benefit of Client.

7.3 Exclusion from Nondisclosure and Nonuse Obligations. Consultant's obligations under Section 7.2 ("NONDISCLOSURE AND NONUSE OBLIGATIONS") with respect to any portion of the Confidential Information shall not apply to any such portion that Consultant can demonstrate (a) was in the public domain at or subsequent to the time such portion was communicated to Consultant by Client; (b) was rightfully in Consultant's possession free of any obligation of confidence at or subsequent to the time such portion was communicated to Consultant by Client; or (c) was developed by Consultant independently of and without reference to any information communicated to Consultant by Client. A disclosure of Confidential Information by Consultant, either (i) in response to a valid order by a court or other governmental body, (ii) otherwise required by law, or (iii) necessary to establish the rights of either party under this Agreement, shall not be considered a breach of this Agreement or a waiver of confidentiality for other purposes, provided, however, that Consultant shall provide prompt written notice thereof to Client to enable Client to seek a protective order or otherwise prevent such disclosure.

8. General Provisions.

8.1 Governing Law. This Agreement shall be governed in all respects by the laws of the United States of America and by the laws of the State of Texas. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in Texas, as applicable, for any matter arising out of or relating to this Agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts located in Texas, such personal jurisdiction shall be nonexclusive.

8.2 Severability. If any provision of this Agreement is held by a court of law to be illegal, invalid, or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.

CLIENT

CONSULTANT

By: _____, ISA Texas

Leslie Finical Halleck, Halleck Horticultural, LLC

International Society of Arboriculture, Texas Chapter

Request for Proposals - Website Redesign

May 2015

Current Website: <http://ISATexas.com>

About Us

International Society of Arboriculture Texas Chapter (ISAT) is a non-profit organization dedicated to continuing education of arboricultural professionals, fostering research and educating consumers in the state of Texas. Our board is volunteer based and we have approximately 900 members.

Purpose of Our Site

Primary function is as a calendar to promote educational events. It also serves to promote ISAT programs, links to newsletter and Facebook signups and organizes both alerts and a wide variety of other technical information. In addition, it serves to provide a window into ISAT organizational administration and operations and also acts as a filing cabinet for important documents and historical information.

Other Technology We Utilize

- Constant Contact for email campaigns, surveys and event registration
- Google Docs and Drive

Goals of the Redesign

- New look and feel. Simple and elegant.
- Better organization of existing site content.
- Utilize a content management system such as WordPress.
- Provide a mobile friendly experience.

Concerns

- Don't want to lose inbound links to site (no broken links).
- Need to be able to update website remotely.
- Host on [GoDaddy](http://GoDaddy.com)

Scope of Work

Design

- Design a new look for the website using our existing logo. We want simple and elegant.
- Home page to feature: who are we? Calendar of events. Get involved.
- Mobile first design using responsive design technology. Breakpoints for smart phone required. Tablet optional. Desktop required.
- Search function.

Development

- Use a content management system.
- Calendar function important.

John Giedraitis

From: Keith Brown <keith@austintreeexperts.com>
Sent: Wednesday, May 27, 2015 2:28 PM
To: John Giedraitis
Cc: Markus Smith; Oscar Mestas
Subject: Re: bids for web site design

My take:

The prices are very different; I think the product delivered will also be very different. We have to determine value related to ISAT's priorities.

WebUnlimited would provide a totally acceptable product. I feel very confident that we'd end up with the best site of all the chapters out there (for now). I also know there will not be any significant thought put into how the information in our site is put together and organized. There will be two or three templates that they'll put (cram) everything into. Per our meeting, they will expect John and I to provide example websites that we like, tell them what parts of it we like and they'll recreate those components for our website. I wouldn't really call that design. Also, there is some language in the contract that says they own the site, we get a perpetual license to use it. I called to ask about this and they are willing to eliminate this language from the contract. Their objective is to have the right to use ISAT as a component to their portfolio; I think we can grant them that right with some more suitable language. Also, they want to charge us \$50/month to host the site. Upon follow up, they have confirmed that we can skip that part and use our current host for \$10/month.

Drifting Creatives would give us a world class website. Our site would be the best chapter site, better than international's site and probably better than most sites on the web for the next 10 years. Their proposal calls out 10 templates. Basically, they're going to design each significant page on the site to provide a good user experience for the information it presents. They are going to figure out what is best and really think about how the content is accessed and viewed. This is real design. They are signing off all ownership/license of their work to us. They openly recommend that the best hosting options is to use our existing account.

If the decision is mine to make

I'd hire Drift. Frankly, it's not really a competition to me. Our website is our face to the membership; if anything is worth spending money on, this is it. I'm not discounting that there is significant price difference; but, the amount of difference in quality that we'll get with Drift is profound. The new site, with either contractor, should last us for the next 10 years. When you amortize the cost and consider how much it represents our organization I feel it's worth it.

The prices are very different; I think the product delivered will also be very different. We have to determine value related to ISAT's priorities.

Regardless who we hire, we need to consider some expense for Having new Template(s) done for Constant Contact. I think this is very cheap for Constant Contact to do in house; maybe \$100. Drift might want \$300-500. Food for thought.

Regards,
Keith Brown
Board Certified Master Arborist TX-0985BT
Austin Tree Experts
cell: 512-565-7164

On Wed, May 27, 2015 at 12:49 PM, John Giedraitis <isated@suddenlink.net> wrote:

Hi Keith,

Here are the bids from WebUnlimited and Drift.

[Drift](#): \$12,500 - Design and ten pages, \$15,900 migrate 40 pages

[WebUnlimited](#): \$5,000 design and migrate all content.

There is a pretty big difference in price.

I'm OK with either of these firms.

John



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913G Harvey Rd.
College Station, Texas 77840
hello@driftingcreatives.com
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SCOPE

PROJECT DETAILS

➤ Project	Web Design <
➤ Client	ISA Texas <
➤ Date	May 21, 2015 <

PROJECT SUMMARY

Option 1:	\$12,500 + tax
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We will design and develop a custom responsive website built with HTML5/CSS3. It will be built on Wordpress and you will have access to easily edit content on the pages of the site. The site will be optimized for search engines. If there are any bugs after final site launch, we will fix bugs at no charge for the first 3 months. Wordpress has updates usually twice a year, we're happy to make those updates free the first year and then afterwards we charge \$100/hr. for updates or any changes/additions to site.

This option includes: Sitemap/UX/Site organization, wireframe of main templates and templates for the following pages: Home, Text Layout page (with four variants), Find an Arborist page, Tree Care info page, Conference page, News/blog page, and Events page. These are the pages that had the most unique content and would be best suited to a template designed specifically for those pages. The rest of the pages must fit one of these templates. This option includes population for the above templates, as well as 10 other pages. If we're populating any other pages, we will bill \$75/hr.

Option 2:	\$15,900 + tax
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Option 2 includes all of the above as well as population for all of the pages of the site, which is just over 40 pages.



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CONTRACT AND SCHEDULE

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➤ Project	Web Design <
➤ Client	ISA Texas <
➤ Date	May 21, 2015 <

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Drifting Creatives

Date: 5/21/2015

Between **Drifting Creatives**
and **ISA Texas**

Summary

We will always do our best to fulfil your needs and meet your goals, but sometimes it's best to have a few things written down so that we both know what's what, who should do what and what happens if stuff goes wrong. In this contract you won't find complicated legal terms or long passages of unreadable text. We like to keep things simple.

In short

You (**ISA Texas**) are hiring us (**Drifting Creatives**) to design and develop a new website outlined in the "project summary" section above.

What do both parties agree to do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide us with everything that we'll need to complete the project including text, images and other information as and when we need it. You agree to review our work, provide feedback and approval in a timely manner too. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract. We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way we will



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CONTRACT

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endeavour to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage. On top of this we'll also maintain the confidentiality of any information that you give us.

Getting down to the nitty gritty

Design

Each page will include three breakpoints (desktop, tablet, & mobile) for a responsive site. We will create templates mentioned above. We will create a sitemap to show content, then create wireframes to show where the content will go. Once we gain approval on these we will create the designs. The 2nd payment will be due after the approval of the homepage design. We allow for one round of revisions before the site goes into development (this applies to the custom home page design) If you're not happy with the designs after this stage, you can commission us to make further design revisions at \$100/hr. (We've never had to do this! and we're pretty good about getting things right the first time around.)

Project Restart Fee

If the project is dormant for more than 30 days, meaning we do not hear back on feedback or there is a hold of any kind that keeps us from working there will be a project restart fee of \$500.

Changes and revisions

We know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. We don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices at the beginning of this document are based on the number of hours that we estimate we'll need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra pages or templates or even add new functionality, that won't be a problem. We can create a new work order and add a revised project cost or we can bill hourly. Our hourly rate is \$100. Along the way we might ask you to put requests in writing so we can keep track of changes.



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CONTRACT

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➤ Date	May 21, 2015 ◀

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Copyrights

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the web site are either owned by your good selves, or that you have permission to use them.

When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project. We'll give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files we used to make them.

You also own text content, photographs and other data you provided, unless someone else owns them.

We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio, for anything else we will ask permission. We also reserve the right to include our name at the bottom of the website with something like this, "design by drifting creatives."

Payments

We are sure you understand how important it is as a small business that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule. We try to keep a tight-schedule but we completely understand if you can't get revisions back to us as quickly as we've outlined. While this will delay work, the payments are still due on their respective dates. Payments are non-refundable. Final Payment will be made upon delivery of the project scope detailed at the top of this contract.



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CONTRACT

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➤ Project	Web Design ◀
➤ Client	ISA Texas ◀
➤ Date	May 21, 2015 ◀

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Estimated Schedule

First Payment Due: 1/3 of project total due

Web design.

Research phase for style. We will send samples/mood board for the web.

Sitemap/UX/User Pathways/Overall Site Organization

Construct wireframe.

Design Phase of Home page.

Get approval on home page.

Round of revisions if necessary.

Design mobile/tablet versions.

Second Payment - 2/3 of project total due

Finalize remaining page template designs

Begin development HTML/CSS

Wordpress Integration

Site Population

Final Payment - 3/3 of project total due

We're done! Lets celebrate your awesome new website.

But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of U.S. courts.



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CONTRACT

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Please sign below and be sure to initial each page of the design contract just so we know you've read, understand and agree to everything on each page. Signing below means that you agree to the above pages and want to make this project awesome. Please understand we hate contracts and completely trust you, but everyone tells us we have to have a contract and even though we've never really had a problem, we know it is probably the "smart" thing to do.

Signed by Martin Hooper and on behalf of Drifting Creatives



Date 05/21/2015

Signed by _____ and on behalf of ISA Texas

Date _____

Everyone should sign above and keep a copy for their own records.
Have a wonderful day!