

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

October 11, 2016

**Board Members Present:**

Vincent Debrock  
Lara Schuman  
April Rose  
Rebecca Johnson  
Chris Lane  
Zaina Gates

Nevic Donnelley  
Misti Perez  
Micah Pace  
Gene Gehring  
Nina Alexander  
Emily King

**Board Members Absent:**

Keith Brown  
Jim Dossett  
Matt Weaver

Michael Sultan  
Jason Alfaro

**Others Present**

John Giedraitis, Executive Director

Paul Johnson, Texas A&M Forest Service

**I. Call to order**

Lara Schuman called to order the regular meeting of the ISAT Board of Directors at 9:43 am on October 11, 2016 in Cedar Creek, Texas. A quorum was declared present.

**II. Approval of minutes from last meeting**

The September minutes were approved.

**III. Welcome and Introductions: Schuman.**

**IV. Executive Director Report**

Giedraitis reported on activities since the June Board meeting (attached).

**V. Committee Reports**

- a) Governance: Schuman reported that she and Rose were developing an outline of roles and responsibilities for the Board (attached).
- b) Nominations and Election: Debrock noted that the process will start in May of 2017 and be completed in September.
- c) Treasurer / Finance: Brown. Year to Date P&L and Balance Sheets were presented (attached).
- d) Certification: Perez reported that there were eight exams scheduled for this year and one in San Antonio was cancelled for lack of attendance. There are 1,072 Certified Arborists, 34 BCMA, 89 Utility Specialists, 47 Municipal Specialists and Certified Tree Workers: 7 ALS and 29 Climber.

- e) Council of Representatives: Sultan. No report
- f) Past President Committee: Debrock reported that past presidents are available for guidance or recommendations when requested.
- g) Legislation: Alexander noted that the Texas legislative session will begin in January and to date she has not heard of any bills that would affect arborists. She will register for legislative alerts. Paul Johnson and Gates will be liaisons with the Texas Forestry Association for any licensing efforts.
- h) Membership: Giedraitis reported on membership numbers and presented the membership brochure developed by Weaver (attached)
- i) Awards: Debrock noted that the ISAT Volunteer of the Year needs more input from the Board.
- j) Newsletter: **Johnson made a motion that only color ads will be sold for the ISAT newsletter. The motion was seconded by Chris Lane. Motion passed.** (report attached)
- k) Scholarships and Student Liaison: Gates. Current policy was reviewed for the new chair.
- l) Publicity - Digital and Social Media: Debrock reported that the Chapter currently contracts with the Vivial Company to increase the promotion of ISA credentials to the public using digital media. There was some discussion on how to promote the "Find an Arborist" app on the website. Debrock said the he will be working with Gates on coordinating with TFS on outreach. (attached).
- m) Arbor Day: Alexander noted that the 2016 Arbor Day will be held in Nacogdoches on Nov. 4<sup>th</sup>. Alfaro will be the new chair for 2017. Gates, Lane and Alfaro will attend this year's event.
- n) TNLA Outreach: James Theiss, Professional Knowledge and Education Manager with TNLA updated the Board on current TNLA efforts and the potential to work with ISAT on issues such as increasing nursery tree quality. Lane volunteered to work with other Board members to explore the 'Arborist Select' Nursery and Tree Certifications. Gates, Johnson and Lane will serve on the Arborist Select Nursery Certification Committee.
- o) Research/TREE Fund: Gehring reported on TREE Fund, Chapter membership in the Forest Pest Management Cooperative and next year's Oak Wilt Qualification training. He also noted that Dr. Appel would be applying for a research grant (attached).
- p) 2017 Texas Tree Conference: Pace noted that conference committees are being formed and that the theme will be around 'Growth'. Contracts have been signed for 2017 and 2018 with the Waco Convention Center and the dates for next year are September 27, 28 and 29, 2017. There was some discussion on expanding the trade show to include technical presentations (attached).
- q) Educational Events – 2017 Schedule: King reported on events held in 2016 and the proposed 2017 calendar (attached). The schedule will be approved with the budget at the December meeting. King noted that she has set up a Google Drive for docs and files. Pace reported that he is working with the Mexican Arborist Association on an inventory workshop and may need financial assistance from the Chapter. Gehring noted that there are two Oak Wilt Qualification workshops being arranged for May at St. Edwards in Austin and the Stonewall State Park. Donnelly reported on his meeting with Mark Bluhm on the Wildfire Mitigation Qualification. Johnson noted that the beta test will be this winter.
- r) Texas Tree Climbing Championship: Dossett: No report.

## VI. Old Business

- a) Review Membership in Texas Forest Pest Management Coop.: Gehring noted that the Forest Pest Management Cooperative was requesting an increase in dues. He recommended that \$3,500 be included in the 2017 budget for dues.

## VII. New Business

- a) Marketing Certifications and Qualifications with Vival: Debrock gave an update on the Vival (Berry) ISA certifications outreach program.
- b) 2017 ISAT Budget Approval: Schuman reported that this will be discussed at the December Board meeting.

## VIII. Next Board Meeting/Retreat –

Date: December 14, 2016, 10:30 am,  
Location: LCRA McKinney Roughs, Cedar Creek, TX

## IX. Adjournment

Schuman adjourned the meeting at 2:05 PM

Minutes submitted by Giedraitis

### ISAT October 11, 2016 Board Meeting

Action Items (deleted as completed)	Board Member		Comments
Dates for 2017 TTC Championship in Georgetown	Smith/Dossett		
Change ad rates for 2017 (only color ads)	Giedraitis		
Add Get Involved section to website for volunteers	Giedraitis		

### ISAT June 24, 2016 Board Meeting

Action Items (deleted as completed)	Board Member		Comments
Survey of Members	Weaver/Rose		
Wildfire Mitigation Qualification Insurance and Legal Issues	Donnelly		

## **October 11, 2016 ISAT Executive Director Report (from June 24 to date)**

1,175 Members total

1,115 ISA, 1,000 ISAT

2015 year-end balance: \$10,630.57

2016 Current net income: (\$8,494)

Current total equity: \$236,119

Sent out July, August and September TreEmail blasts. 3,745 active contacts on list. Also registration and email invitations for Chapter Ranger game, ISAT reception sponsors, EAB Dallas workshop and TRAQ in Austin and Houston.

*Find an Arborist* advertising registration for ISAT website. 23 registered.

Educational Services Committee: Regular conference calls with the committee.

August 18-20, 2016, TNLA Expo in Houston

August 13-17: ISA Conference in Fort Worth

Sept. 30, 2016: EAB Dallas workshop (~70 registered)

Dec. 5-7, 2016: TRAQ Houston (2 registered)

Dec. 8-10, 2016: TRAQ Austin (8 registered)

Attended ISA Conference in Fort Worth.

Assisted with 2016 elections.

Assisted planning Annual Members Board Meeting: Sept. 30, 2016 at Coit Center, Dallas

Assisted planning ISAT Annual Retreat: Oct. 10-11, 2016 in Cedar Creek

ISAT Quick Statistics:	2015	2014	2013	2012	12 to '15 % Change	2016 (YTD)
Certified Arborists	1,061	1,017	956	937	11.69%	<b>1,111</b>
ISA ISAT membership	1,123	989	890	829	26.18%	<b>1,175</b>
ISA Members	1,024	898	831	816	20.31%	<b>1,115</b>
ISAT Members	1,025	893	791	715	30.24%	<b>1,000</b>
Email Subscribers (Active)	3,310	2,888	2,327	1,850	44.11%	<b>3,745</b>
Total Income	\$350,873	\$342,975	\$286,803	\$246,631	29.71%	<b>\$139,443</b>
Net Income	\$10,631	\$44,950	\$26	\$16,302		<b>(\$8,494)</b>
Total Liabilities and Equity	\$244,613	\$233,983	\$189,032	\$179,845	26.48%	<b>\$236,119</b>

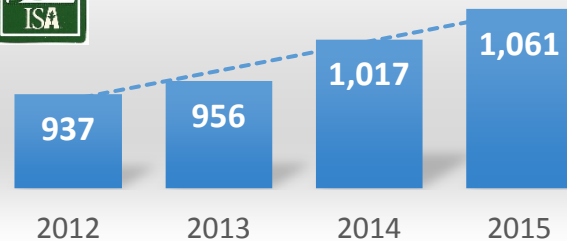
# ISAT 2016 Quick Stats



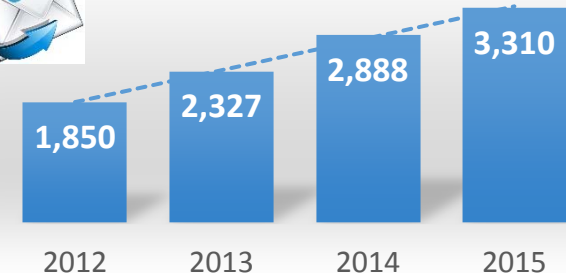
FT. WORTH | AUGUST 13-17, 2016



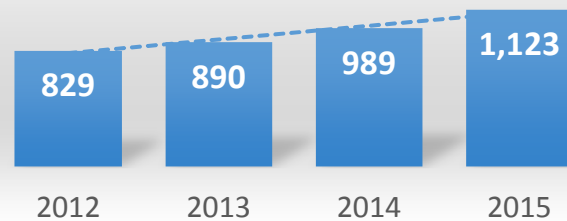
## ISAT Certified Arborists



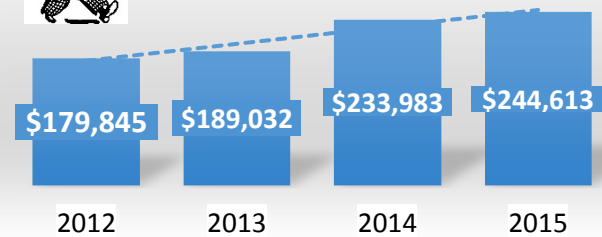
## Email Subscribers (Active)



## ISA ISAT Membership



## Total Liabilities and Equity



12/21/2016



## List of Committees and Board Roles

**Mission Statement.** Texas Chapter ISA is a member driven organization dedicated to improving and promoting the practice of professional arboriculture through science, education and public awareness.

Committee Name	Board Representative	Responsibilities
Finance	Keith Brown	The Treasurer is responsible for review of financial records and reports.
Newsletter	Rebecca Johnson	Editor of the bi-monthly ISAT In the Shade Newsletter
Certification	Misti Perez, Liaison	Act as Chapter representative to Certification Board. Set dates and locations of exams. Secure CEU's for events.
Educational Events	Emily King Working Groups: Certified/Master Arborist Jim Dossett Municipal Specialist Lara Schuman, April Rose Utility Specialist Nina Alexander Certified Tree Worker Jim Dossett (C), Nevic Donnelly Oak Wilt Certification/Qualification Gene Gehring (C)	Coordinates working groups to develop annual calendar and implement events.  Working Groups choose topics, dates, locations, arrange speakers and host educational events.
Council of Representatives	Michael Sultan, Liaison	Represent ISAT on the ISA COR

Membership	Matt Weaver	Increase and maintain memberships
Publicity	Vincent Debrock	Promote Chapter events
Awards	Vincent Debrock, Lara Schumann	Coordinate annual awards at Texas Tree Conference
Texas Tree Climbing Championship	Markus Smith, Jim Dossett	Delivery of ISAT tree climbing competition
Nominations	Vincent Debrock	Past President secures slate of nominees and coordinates election
Arbor Day	Nina Alexander	Coordinate with TFS on statewide Arbor Day celebrations
Research	Gene Gehring	Coordinate research per ISAT policy. Coordinate with Tree Fund including Tour de Trees.
Texas Tree Conference	<p>Micah Pace, Chair</p> <p>Committees:</p> <p>Commercial Track Speakers</p> <p>Utility Track Speakers</p> <p>Municipal Track Speakers</p> <p>Tree Academy Speakers</p> <p>Tree School</p> <p>Sponsors and Exhibitors</p> <p>Moderators</p> <p>Wednesday Evening Social</p> <p>Auction</p> <p>Bookstore</p>	Secure 2017-2020 Convention Center and Hotel Contract. Coordinate committees to deliver the annual Tree Conference 2017 in Waco. Also select theme and pick logo.

Scholarships and Student Liaison	TBA	Coordinate annual scholarships at TAMU, SFA and other institutions. Attend awards banquets and assist students to attend events.
Digital and Social Media	Vincent Debrock	Coordinate ISAT Facebook and other digital and social media
Legislation	Nina Alexander	Monitor legislation and report to the Board on any activity effecting tree care in Texas
ISAT Bylaws	Full Board	Develop and maintain by-laws
Governance Committee	President	Develop and maintain policy and procedures

## Governance Committee Roles

### Executive Committee, Executive Director, & Board of Directors Roles & Responsibilities Snapshot

#### President:

- Directing head of the chapter
- Call and preside over BoD and/or Ex Committee meetings, set the agenda
- Serve on the ISA presidents committee
- Appoint all standing committee chairpersons, may appoint temporary committees
- Communicate with board members
- Answer any issues/emails from membership
- Write article for newsletter
- Serve on ISAT past president's committee
- Build/maintain relationships with partner organizations (TFS, TNLA, etc)
- Represent ISAT at ISA and other public events

#### President Elect:

- Chair tree conference
- Fill in if president not in attendance



#### Vice President:

- Chair education committee meeting
- Master Arborist working group: organize workshops to help BCMA's maintain CEU's (expensive and high level)

#### Treasurer:

- Review financial statements, assist with developing annual budget

#### Editor:

- Editor shall compile and edit the Chapter newsletter on the instruction of the Board of Directors. They shall also be responsible for forwarding copies of papers presented at the annual meeting and other required information for publication to the International Society of Arboriculture Editor. The Editor shall aid in the budget analysis and present realistic estimates on the cost of preparing and distributing the Chapter newsletter.

#### Past President:

- nominations committee chair
- awards

#### Committee Chairs:

- Make recommendations to the board
- Determine committee members
- Organize regular meetings (in person or con call - John can set up call in info)
- Establish/record goals for committee
- Submit committee reports at least one week prior to board meeting

#### Governance

- Call new board members
- Determine needs of membership, evaluate if ISAT is meeting needs

#### ED Roles

- Handle logistics for education events (site reservations/registration/email promotion)

# ISAT

## Profit & Loss

### January through August 2016

	Jan - Aug 16
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
2016 ITCC	538.00
2016 ISA Conference	25,405.70
Online Learning Revenue Share	796.00
<b>Advertising</b>	
Advertising - website	2,238.85
Advertising Newsletter	4,354.19
Oak Wilt Vendors	1,367.70
<b>Total Advertising</b>	7,960.74
<b>Certification</b>	
Recertification	12,599.00
Certification Exams	6,700.00
<b>Total Certification</b>	19,299.00
<b>Membership</b>	25,730.00
<b>Misc.</b>	4,886.98
<b>Publication Sales</b>	180.00
<b>TTCC &amp; Workshop</b>	
Misc Sales TTCC	1,185.75
Registrations (climbing)	2,260.77
Registrations (for workshop)	2,624.85
Sponsors	4,107.65
TTCC & Workshop - Other	125.00
<b>Total TTCC &amp; Workshop</b>	10,304.02
<b>Workshops</b>	
2016 TRAQ March	12,363.41
2016 Rinn Tree Safety Worksh...	16,105.15
Bilingual Tree Worker Worksh...	9,297.00
Oak Wilt ID and Mgnt Workshop	6,576.64
<b>Total Workshops</b>	44,342.20
<b>Total Income</b>	139,442.64
<b>Gross Profit</b>	139,442.64
<b>Expense</b>	
2016 ITCC Expense	2,181.00
2016 ISA Conference Expense	40,679.36
Accountant	1,520.00
Awards	116.49
Board Expenses	2,552.98
Certification Expenses	515.57
<b>Conference Expenses</b>	
Speaker	564.66
Registration	140.00
<b>Total Conference Expenses</b>	704.66
<b>Executive Director</b>	
Misc. Office	591.47
Executive Director Salary	27,707.35
Executive Director Travel	-2,397.71
Executive Director Utilities	1,480.00
<b>Total Executive Director</b>	27,381.11
<b>Fees</b>	
Bank Fees	122.25
Credit Card Fees	333.61
<b>Total Fees</b>	455.86

11:45 AM

09/29/16

Cash Basis

**ISAT**  
**Profit & Loss**  
**January through August 2016**

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	Jan - Aug 16
Insurance	1,984.00
Member Services	900.68
Newsletter Expenses	13,339.60
Publication Purchases	612.85
Publicity	7,083.43
Special Projects	5,300.00
TTCC and Workshop	15,200.48
Web Site	388.85
Workshop Expenses	
2016 TRAQ November	300.00
2016 TRAQ March	11,261.63
2016 Rinn Workshop	13,016.97
2015 Martlage Workshop	-35.00
Bilingual Tree Worker Worksh...	145.77
Oak Wilt ID and Mgnt Workshop	2,330.24
Total Workshop Expenses	27,019.61
Total Expense	147,936.53
Net Ordinary Income	-8,493.89
Net Income	<b>-8,493.89</b>

**ISAT**  
**Balance Sheet**  
**As of August 31, 2016**

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	<u>Aug 31, 16</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Wells Fargo	101,503.29
Total Checking/Savings	101,503.29
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 Securities	34,012.12
Total Other Current Assets	134,012.12
Total Current Assets	235,515.41
Fixed Assets	
Office Equipment	604.03
Total Fixed Assets	604.03
<b>TOTAL ASSETS</b>	<b><u>236,119.44</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Retained Earnings	244,613.33
Net Income	-8,493.89
Total Equity	236,119.44
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>236,119.44</u></b>



- Membership dues in ISAT are \$45 for per year (\$55 for non-ISA members)
- We accept checks, Visa & Matercard
- Please fill out the form below and send to:



ISAT  
2013 Oakwood Trail  
College Station, TX 77845

Phone: 979-324-1929  
E-mail: [jpg@isatexas.com](mailto:jpg@isatexas.com)

- For more info. visit our website at: [isatexas.com](http://isatexas.com)

### Member Information

Name:	<input type="text"/>		
Company:	<input type="text"/>		
Address:	<input type="text"/>		
City/State/Zip:	<input type="text"/>		
Phone:	<input type="text"/>	<u>Certification Information if applicable:</u>	
Fax:	<input type="text"/>	Arborist #:	<input type="text"/> Exp: <input type="text"/>
Email:	<input type="text"/>	Tree Worker #:	<input type="text"/> Exp: <input type="text"/>

### Payment Information

CHECK #:	CREDIT CARD #:	13
EXP DATE:	CVV:	



# About ISA Texas

The International Society of Arboriculture is a professional organization dedicated to continuing education for arborists, to tree care research, and to serving tree care consumers around the world. The Texas Chapter of the ISA shares this same dedication, with a further commitment to serving the needs particular to Texas' professional arborists and tree care consumers.



## Member Benefits



ISA Arborist Certification.



Consumer Information on tree care.



Support of the arboriculture profession.



Networking with other arborists.



Arborist News



Journal of Arboriculture.



Research on new techniques.



Support of public outreach programs.



Professional identity.



Discounts on ISA certification, meetings, conferences, and educational materials.

*New feature on our website:*

**Find an Arborist**

Search by Location

**Start your Search**



## In the Shade - 2016 Newsletter Report

The ISA Texas Newsletter “In the Shade” is published bimonthly, starting in January. Articles are submitted by ISAT members with the deadline for articles being the 12th of the month previous to publication.

### **Deadline**

December 12  
February 12  
April 12  
June 12  
August 12  
October 12

### **Publication Date**

January 2  
March 1  
May 1  
July 1  
September 1  
November 1

As Editor, I solicit articles, decide which articles to run and when, and proofread all articles for typos and glaring mistakes. I rarely correct grammar as it's important that the articles be “in the voice” of the writer. In addition, I often supply pictures, especially of ISA Texas events. We hire an associate editor (Jeannette Ivy) who does all the layout and finds additional illustrations. She also communicates with the publisher and prepares a .pdf to send to John G. to put on our website and include in a treemail.

We mail the newsletter to all ISA Texas members (about 1,100), and email to everyone on the treemail list (about 3,500). The newsletter costs around \$20,000 annually for publication, postage and the associate editor. John G. sells ads for the newsletter and ad revenue totals around \$6,500. This results in a final cost of around \$13,500 for the newsletter, or about \$2 per member per issue. I looked into going to an online only model, but other chapters have seen reduced ad revenue and dissatisfaction from their members. Members like having a print copy to hand around and advertisers like the fact that their ads are seen by additional eyes and have more “lasting power”.

Board members can help with the newsletter by submitting articles, suggesting article topics, and soliciting new contributors. Also, each board member will be receiving an “all about you” questionnaire that Jeannette will use to write a “meet the board” article. These articles are used in slower months to help fill out the newsletter. We could also publish these on social media and our website to help members get to know the board better.

Going forward, I would like to see a renewed focus on Spanish language articles, disease and insect diagnosis, and a wider range of contributors. We've relied heavily on TFS Foresters to provide articles, but it would be good to get a broader range and perspective from our contributors.



State of the art plant systems for Central Texas

ISAT Board retreat 10/10/2016

## Publicity committee report

2016: Repeated requests from membership to increase promotion of the ISA credentials to the public. Based on the publicity committee recommendation by Vincent Debrock and Markus Smith motion, the board voted to increase the budget from 5000.00 to 25,000 for 2016 and committed to another 25,000 for 2017

The publicity committee retained VIVIAL as our current Seo online marketing firm:

Account coordinator

AC Name: **Dan Velasquez**

AC Phone Number: 937.610.4128

AC Email Address: [dvelasquez@vivial.net](mailto:dvelasquez@vivial.net)

**Katelyn Mangione**

*Implementation Manager*

**Vivial**

*(formerly LocalVox | The Berry Company)*

3100 Research Blvd, Suite 250

Dayton, OH 45420

O: 855-692-8070

Monday-Friday: 8am-5pm EST

[kmangione@vivial.net](mailto:kmangione@vivial.net)

We currently are signed up for a 1500.00 monthly which gives 2 published articles a month on a blog site "Nearsay", very high traffic. Currently have spent 9000.00 out of our 25000.00 budget

Articles are written by their marketing team and edited by pub committee.

They are preparing a proposal for various investment capacities as we are targeting big market and really have a small budget.

The program has greatly increased exposure of our website and increased ranking on SE's while providing quality content.

We are recommending:

1. that TFS keeps doing the content and daily management with oversight of the publicity committee.

Vincent Debrock

Manager

512-618-2625

[vincent@txheritagetreecare.com](mailto:vincent@txheritagetreecare.com)

Certified Arborist #TX 1336-A

Commercial Pesticide Applicator License #035886

International Society of Arboriculture

Heritage Tree Care LLC • 12214 Margo Dr. Buda TX 78610

[www.txheritagetreecare.com](http://www.txheritagetreecare.com) • 512-921-8452

State of the art, affordable tree care for Central Texas





State of the art plant systems for Central Texas

2. That we revisit the investment after we receive the multi-tiered proposal currently being worked on.
3. That we use the remaining budget for special events and outreach to other professionals (LA, L, engineers,...

Vincent Debrock  
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[www.txheritagetreecare.com](http://www.txheritagetreecare.com) • 512-921-8452  
State of the art, affordable tree care for Central Texas

## Research/Tree Fund

- 1) Tree Fund – See minutes from last conference call – Next meeting Dec. 4-5. Last year ISAT gave \$10,000 to support Tree Fund and their “After Hours” in Ft. Worth. It was a successful event. They ask for support in getting an auction item for the event. Their other big event is the Tour de Trees. ISAT has had a spotty record of participation.
- 2) Forest Pest Management Cooperative – ISAT started supporting last year, ISAT gave \$3,500. The Coop is looking to increase dues to \$5000. See attached update info
- 3) Dr. Appel will be making a formal request for money to support the development of an PCR rapid oak wilt test.

## 2017 Texas Tree Conference Planning Committee Chair Report

ISAT Retreat 10/10/16-10/11/16

- Theme Planning
- Committee Chair Selections
- Logo/shirt design

Conference Theme Idea: **Growth**

Description:

The conference is an educational event. Yes, its social (perhaps more to some than others) but its inherent purpose is to transfer information to attendees/members. Having a central theme for folks to latch onto is a good teaching technique and can help create focus onto a wider management issue or concern within the industry itself. A repeated theme throughout the event helps to drive home the important message we want our attendees to receive/remember. If done the right way with the right touch it can be very effective.

My vision is to spread this topic into three main areas:

### **1. Growth and Local Resource Use and Planning**

First, growth is a huge issue for our state and impacts the future use/management of urban trees. Texas saw 345 people a day move here between 2005 and 2013 and this trend continues to grow. A central theme of “Growth” for the 2017 conference would provide for a large diversity of presentations. For example, having urban planning related presentations/information could help frame the context of the challenges that most Texas communities are facing with respect to resource use and planning. This fits well with Municipal track.

### **2. Physiological Growth and Tree Response to Management**

Secondly, “Growth” could also be discussed from the perspective of actual tree growth. We can plan for/select presentations related to growth response studies or physiological functions of trees and how management affects growth and vice versa. There are a lot of different presentations that could be related to “growth” as a general theme. Utility track could offer presentations on how rapid growth is impacting the demands of energy delivery and use, as well as, actually vegetation management.

### **3. Business Growth**

Third, we can use the theme “growth” to focus on the business of arboriculture in Texas. This can offer a diverse set of presentations/speakers sharing commercial-related information about the growth of our state and how it is changing our industry or the way some do business. This fits nicely with the Commercial track also.

Lastly, **ISAT is the fastest growing chapter in ISA, with 19% growth over 2015!** As an organization, we also must be thinking about growth and where the group is headed, how we'll get there, and what it'll look like. We can't do this effectively without giving it the attention it deserves and that begins with clear/direct communication. A focus on "Growth" can help ISAT begin this conversation with our current and future members as well as the general public. I think we should also have several growth-related articles developed/published as we get into 2017 and work towards the conference.

#### Tentative 2017 Texas Tree Conference Planning Committee Chair Positions

Commercial Track – Jim Dossett and Michael Sultan Co-chairs

Municipal Track – Matt Weaver and Matt Grubisich Co-chairs

Utility Track – Nina Alexander and Matt Churches Co-Chairs

Academy – Mark Kroeze and Gene Gehring Co-chairs

Educational Events Committee Report  
Oct 10 & 11, 2016 Board Meeting & Retreat

*Educational Events Committee Mission:* Facilitate statewide professional development opportunities to meet the educational needs of Certified Arborists. *Committee member role:* Identify workshop topic, speaker & location. Executive Director handles the rest.

**Goals:**

1. Host workshops to help Certified Arborists achieve professional development goals including maintaining Specialist credentials, and the Board Certified Master Arborist qualification  
**Objectives:** Host one event per month (ISAT or ISAT co-sponsored)  
Host 3 events per year at Master's Level for Commercial, Utility & Municipal
2. Align workshops to meet needs of ISAT membership  
**Objectives:** Workshops are offered to all feasible member regions
3. Evaluate and improve workshops and committee work

**2016 Workshops Included:**

- Master's Series: Frank Rinn, RINNTECH presented: Tree Safety & Biomechanics
- Tree Risk Assessment Qualification (3)
- Oak Wilt Qualification, alpha testing
- Wildfire Mitigation Qualification, alpha testing
- Aerial Rescue Workshop

**2016 Committee Work Included:**

- Support International Tree Climbing Championship/Arbor Fair & Expo
- Redesign Oak Wilt Qualification with TFS and Dr. Appel
- Enter partnership with TFS to implement Wildfire Mitigation Qualification
- Create web-based calendar and event history database to track what workshops/training occurred where/when and project future needs
- ISAT cosponsored or hosted information tables at 6 events statewide

**2017 Committee Goals Include:**

- Topics
  - Master's Series: Paul Ries, Incorporating TRAQ training/principles into report writing
  - Oak Wilt Qualification (2)
  - TRAQ
  - Wildfire Mitigation Qualification (beta)
  - Other topics under consideration for 2017: Appraisal, Injection (tree response to injection & fertilization), Emerald Ash Borer, Soil Microbes/Soil Health, Interactive Diagnosis Workshop or Wood rot (Dr. Appel) Nursery standards (getting better quality into the landscape), women's climbing event for fall 2017
- Organization development
  - UAA partnership
  - Create "How to Organize a Workshop" checklist for greater committee involvement/transparency
  - Define co-sponsorship terms (work with governance committee)
  - Create Educational Events Budget