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

June 21, 2018

## **Board Members Present:**

Micah Pace, President

Emily King, President-Elect

Rebecca Johnson, Editor

Gene Gehring, Treasurer

April Rose, Director

Chris Lane, Director

Jason Alfaro, Director

Priscilla Files, Director

Steve White, Director

Matthew Simmons, Director

Evan Anderson, Director

Misti Perez, Certification Liaison

#### Others Present

John Giedraitis, ISAT Executive Director Paul Johnson, ISA / TFS

#### **Board Members Absent:**

Zaina Gates, Vice President Steve Driskill, Director
Curtis Hopper, Director Michael Sultan, COR Liaison

#### I. Call to order

a. President Micah Pace called to order the regular meeting of the ISAT Board of Directors at 10:06 am on June 21, 2018 in Waco, Texas. A quorum was declared present.

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

- a. A motion was made by Rose to accept the December 2017 minutes. Anderson seconded, and the motion passed.
- III. Welcome and Introductions: Pace

# IV. Executive Director Report

a. Giedraitis reported on activities since the September Board meeting He also noted that the Texas A&M Forest Service will no longer host oak wilt vendors and Oak Wilt Qualified and Certified Arborists on the <a href="https://www.texasoakwilt.com">www.texasoakwilt.com</a> website. ISAT will be adding these to their website this summer. He also reported that the TAMU Plant Diagnostic Lab has begun work on the oak wilt detection kit. He also noted that the ISA Leadership Workshop will be in October this year and to let him know if you would like to attend. (report p.4-7).

# V. Standing Committee Reports

- a. Tree Climbing Competition Committee: Driskill
  - i. Giedraitis noted that the event was held in Getzendaner Park in Waxahachie on May 18-19 with 42 competitors and the winners were Miguel Pastenes and Star Quintero. He also reported that this year volunteers were registered online.
- b. Education Events Committee: Gates
  - i. Report was submitted (p.9). There was some discussion on how to reorganize this committee.
- c. Texas Tree Conference Committee: King

i. King presented a list of the planning committee and an outline of the final conference agenda. This year there will be no paper registration brochure since ISAT will be contracting with EventMobi for a mobile event application that will include this information. The Wednesday evening social will also be moving from the bridge to the Dr. Pepper Museum. (p.10-13)

# d. Outreach and Publicity Committee: Rose/Simmons

- i. Events: Rose
  - 1. Rose presented her report that included events that are scheduled including TNLA, Arbor Day and APATX.
- ii. Digital Media: (Cody Goldman Chair)
  - 1. Also included in the report from Rose (p.14-15)

# e. Research and Scholarship Committee: Gehring

i. Gehring reported that Sheila McBride at the TAMU Plant Diagnostic Lab has begun work on the oak wilt detection kit and that Pace and Giedraitis attended the SFA scholarship banquet and Giedraitis attended the TAMU scholarship banquet.

# f. Advocacy Committee: Alfaro

i. Alfaro noted that 2019 is a Texas Legislative Session and we are maintaining the 85trees list serve and Defend Texas Trees website.

# g. Membership:

 No report. Giedraitis reported that he sends an email to all new Texas Chapter members. Paul Johnson noted that RFS in involved in 8-10 arborist certification preparation courses each year in Texas and that there is potential for membership at these events.

## h. Newsletter: Johnson

i. Johnson reported that ISAT In the Shade is mailed in even months and content must be submitted by the 12<sup>th</sup> of the month before. What's up Doc will be returning. She asked that Board members review the newsletter guidelines on the Google Drive and send here any comments.

### i. Executive Committee

# i. Nominations and Elections: Pace

1. Pace reported that nominations are due on July 27<sup>th</sup>. A nomination form is available on at <a href="http://isatexas.com/elections">http://isatexas.com/elections</a>. (p. 16)

# ii. Finance and Treasurer: Gehring

1. Gehring presented his report that included a year-by-year budget comparison, the Income Statement and Balance Sheet for the fiscal year to date (p.17-22)

#### iii. Governance: Pace

1. It was noted that since the last meeting, the ISAT Bylaws have been amended. Johnson requested that Pace review the final majority vote for the changes to see if it is in accord with the bylaws. The Bylaws are on the website here: http://isatexas.com/about/isat-documents.

# iv. Awards: Gehring

 Pace noted that Lara Schuman has moved out of state and Gehring has accepted this chair. Paul Johnson noted that applications are due on July 20<sup>th</sup> and can be found here: <a href="http://isatexas.com/members/awards">http://isatexas.com/members/awards</a>. Volunteer of the Year is an ISAT award given by the President given at the awards banquet.

# VI. Liaison Reports

#### a. Certification: Perez

 Perez reported that there are 1,178 Certified Arborists and three exams remaining in 2018. She also noted that the ISA Certification Committee now has quarterly conference calls. (p.23-25)

# b. Council of Representatives: Sultan

i. Sultan provided his written report. Sultan will be going off the Board and will not be the COR liaison in the future. (p.26-27)

# c. TREE Fund: Gehring

i. Gehring reported that there is a new website <a href="https://www.treefund.org">https://www.treefund.org</a> and the new webinars featuring TREE FUND research are popular. ISAT is a Gold Sponsor.

#### d. TNLA: Lane

 Lane reported that he is in communication with TNLA leadership and attends regional meetings on a regular basis. The Arborist Select program is slow in getting off the ground because of the large demand for trees to plant makes it hard to get growers interested in participating.

# e. TCIA: Pace

i. Paul Johnson reported that the TCIA workforce initiative is still going and there was a recent meeting between ISA and TCIA on its status.

# VII. Old Business

a. None

#### VIII. New Business

# a. ISAT Strategic Plan: Pace and King

i. Pace noted that Paul Ries facilitated the April Strategic Planning Committee meeting in Waco and the ISA paid for his fees and expenses. He reviewed the latest draft plan and went over the timeline for voting and adoption. The next step is to send the revised plan to membership and stakeholders. (p.28-36)

# IX. Next Board Meeting: September 28, 2018 at the Texas Tree Conference

# X. Adjourn

a. Pace adjourned the meeting at 3:04 PM

Minutes submitted by Giedraitis

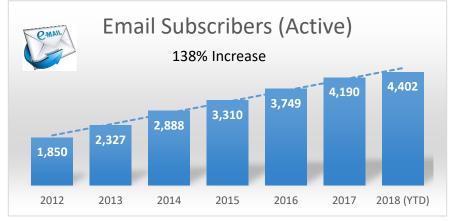
ISAT Quick Statistics:	2018 (5/31)	2017	2016	2015	2014	2013	2012
Certified Arborists	1,178	1,146	1,097	1,061	1,017	956	937
ISA ISAT membership	1,219	1,265	1,130	1,123	989	890	829
ISA Members	1,024	1,135	1,101	1,024	898	831	816
ISAT Members	1,094	1,073	951	1,025	893	791	715
Email Subscribers (Active)	4,402	4,190	3,749	3,310	2,888	2,327	1,850
Total Income	\$123,864	\$363,304	\$193,009	\$350,873	\$342,975	\$286,803	\$246,631
Net Income	\$7,412	\$38,250	(\$45,415)	\$10,631	\$44,950	\$26	\$16,302
Total Liabilities and Equity	\$244,605	\$237,193	\$199,198	\$244,613	\$233,983	\$189,032	\$179,845

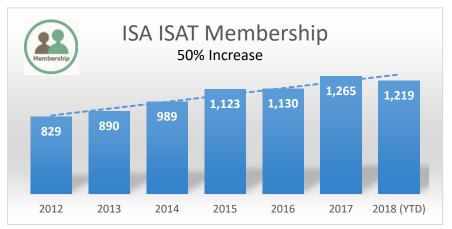
# ISAT 2018 Quick Stats











6/25/2018



June 21, 2018, Waco Chamber of Commerce 101 S 3<sup>rd</sup> Street (across from Convention Center), Waco, Texas

2018 ISAT Events:	Location
Jan. 13-14: ISAT Day of Service - Hurricane Harvey, Coastal Bend Area	Rockport
Feb. 1: North Central Texas Urban Forestry Conference Booth	Grand Prairie
March 2: Crane Workshop with Mark Chisholm	FW Botanic Center
March 8: SAAA Bilingual Workshop Booth	Schertz
March 23: Certified Arborist, Municipal Specialist and Utility Specialist Test	Selma
March 29: Emerald Ash Borer	Tyler
April 5-6: ISAT Strategic Planning	Waco
April 6: Tree Worker Climber Specialist Written and Skills Exam	Austin
April 19: ISAT Master's Series Health Care for Senior Trees (Cancelled)	Houston
April 20: ISAT Master's Series Health Care for Senior Trees	San Antonio
April 18-20: ASLA Texas Chapter Conference Booth	Galveston
May 1: Certified Arborist, Municipal Specialist and Utility Specialist Test	Amarillo
May 1: TRAQ Renewal with Skip Kincaid	College Station
May 2-4: TRAQ Course and Assessment with Skip Kincaid	College Station
May 10-11: Oak Wilt Qualification Course and Assessment	Temple
May 17: Pre-TTTC Tree Climbing and Work Positioning Workshop	Waxahachie
May 18-19: Texas Tree Climbing Championship	Waxahachie
June 14-15: Oak Wilt Qualification Course and Assessment	Fredericksburg
June 21: ISAT Board meeting	Waco
August 3-8: ISA Annual Meeting	Columbus, Ohio
Aug. 16-18: TNLA Expo Booth	San Antonio
Sept. 26-28: ISAT Texas Tree Conference, Trade Show, Academy,	Waco
Awards and Tree School and Membership Meeting	
Sept. 26: TRAQ Renewal with Skip Kincaid	Waco
Sept 28: Certified Arborist, Municipal Specialist and Utility Specialist Test	Waco
Sept. 29-30: North American Tree Climbing Championship	Providence, RI
Oct. 22-25: ISA Leadership Workshop	Champaign, II
Oct: 17-18 American Planning Assoc. Texas Chapter Conference Booth	Galveston
Oct. 19-21: Women's Climbing Workshop	Marshall
Nov. 2: Texas State Arbor Day Booth	El Paso
Dec.: ISAT: Board Retreat and Meeting	Waco
Add Wildfire Risk this year - Paul said 2 events	Locations?

2018 ISAT Events:	Location	NOTES
Jan. 13-14: ISAT Day of Service - Hurricane Harvey, Coastal Bend Area	Rockport	Mark Bird, Chris Lane
Feb. 1: North Central Texas Urban Forestry Conference Booth	Grand Prairie	Micah Pace and John Giedraitis
Feb.: ISAT Masters Series: Muncipal Tree Ordinances in Texas	Cancelled	Jason Alfaro and Pris Files
March 2: Crane Workshop with Mark Chisholm	FW Botanic Center	Steve Driskill and Curtis Hopper
March 8: SAAA Bilingual Workshop Booth	Schertz	Jacob West and Mark Duff (ISAT does registration and has booth)
March 23: Certified Arborist, Municipal Specialist and Utility Specialist Test	Selma	San Antonio Arborist Association
March 29 : Emerald Ash Borer	Tyler	Shane Harrington and Cody Goldman
April 5-6: ISAT Strategic Planning	Waco	Micah Pace
April 6: Tree Worker Climber Specialist Written and Skills Exam	Austin (March 20 deadline)	Misti, Nevic, Paul Schuman, Brennon McGee, Nate Sponseller
April 19: ISAT Master's Series Health Care for Senior Trees (Cancelled)	Houston	Evan Anderson and Steve White
April 20 : ISAT Master's Series Health Care for Senior Trees	San Antonio	Evan Anderson and Steve White (with Dr. Laverne and Dr. Bastian)
April 18-20: ASLA Texas Chapter Conference Booth	Galveston	Pris Files
May 1: Certified Arborist, Municipal Specialist and Utility Specialist Test	Amarillo (April 13 deadline)	Brian Scott
May 1: TRAQ Renewal with Skip Kincaid	College Station	Zaina Gates and Lara Schuman
May 2-4: TRAQ Course and Assessment with Skip Kincaid	College Station	Zaina Gates and Lara Schuman
May 10-11: Oak Wilt Qualification Course and Assessment	Temple	Gene Gehring (with Dr. Appel and Robert Edmonson)
May 17: Pre-TTTC Tree Climbing and Work Positioning Workshop	Waxahachie	Markus Smith, Jim Dossett (with Phillip Kelly and Carlos Rodriguez)
May 18-19: Texas Tree Climbing Championship	Waxahachie	Markus Smith, Jim Dossett
June 20: Report Writing Webinar with Greg David	Webinar	Zaina Gates and April Rose
July 26: Certified Arborist, Municipal Specialist and Utility Specialist Test	Austin	Misti Perez
June 14-15 : Oak Wilt Qualification Course and Assessment	Fredericksburg	Gene Gehring (with Dr. Appel and Robert Edmonson)
July 26: Certified Arborist, Municipal Specialist and Utility Specialist Test	Austin	Misti Perez
August 3-8: ISA Annual Meeting	Columbus, Ohio	Micah Pace, Michael Sultan, Brad Hamel, Emily King
Aug. 16-18 : TNLA Expo Booth	San Antonio	Pris Files
Sept. 26-28: ISAT Texas Tree Conference, Trade Show, Academy, Awards and		
Tree School and Membership Meeting	Waco	Emily King - Chair
Sept . 26: TRAQ Renewal with Skip Kincaid	Waco	With TRAQ renewal parallel to the Academy
Sept 28: Certified Arborist, Municipal Specialist and Utility Specialist Test	Waco	Misti Perez
Sept. 29-30: North American Tree Climbing Championship	Providence, RI	Markus Smith, Jim Dossett
Oct. 22-25: ISA Leadership Workshop	Champaign, Il	Emily King
Oct: 17-18 American Planning Assoc. Texas Chapter Conference Booth	Galveston	Pris Files
Oct. 19-21: Women's Climbing Workshop	Scotsville Camp, Marshall	Rebecca Johnson and Rachel Brewster
Nov. 2: Texas State Arbor Day Booth	El Paso	Pris Files
Nov. TRAQ and Renewal?	College Station	
Dec. : ISAT: Board Retreat and Meeting	Waco	Emily King
Add Wildfire Risk this year - Paul said 2 events	Locations?	Carrie TFS
Jan. 26, 2019: Winter Tree Fest Booth	Austin	Pris Files
2019: ISAT Masters Series - Stump the Expert PHC two locations	Do in January?	Emmett Muennink and Gene Gerhing
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6/25/2018 Find a Specialist

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Oak Wilt Introduction Get Help

Ways to get assistance

Find a Specialist Finding help Tree Stewardship

Caring for your oaks

Image Gallery

Images of Oak Wilt

Professionals

Resources for pros

You are here: Home / Find a Specialist

# Find a Specialist

This Oak Wilt Vendor Directory links the public with professionals experienced in the diagnosis and treatment of oak wilt disease. For help choosing a vendor who specializes in oak wilt, please read the *Selecting a Suitable Vendor* section below. It is important that anyone purchasing from any of these vendors understands that it is their own responsibility to ensure that they are getting a reliable and quality service.

Search Oak Wilt Qualified & Oak Wilt Certified Arborists

By City: Submit Search Reset Form

View all Qualified and Certified Arborists

Search Vendors

Name of Vendor:

Services: Services: Submit Search Reset Form

Reset Form

### On Instagram



Search this website ... Search

# Selecting a Suitable Oak Wilt Vendor

View all the vendors in the directory

- Look for established businesses that reside in your city or service your county.
- When you call, make sure the vendor you choose is fully insured to cover liability for personal and property damage and has worker compensation insurance. Ask to get copies of their current certificates of insurance. You could be held liable for injuries or damages that occur if the firm is not properly insured.
- Find out if the vendor has any certifications or belongs to any professional associations such as the International Society of Arboriculture (ISA). Many vendors employ Texas Oak Wilt Qualified (TOWQ) and Texas Oak Wilt Certified (TOWC) specialists who have received special training on the identification and management of oak wilt in Texas. A list of those vendors can be found in the Vendor Directory.
- Make sure you are dealing with a reputable vendor. Ask for local references from recent clients that contracted for similar services.

6/25/2018 Find a Specialist

Get more than one estimate and understand what services will be rendered. Ask
questions and have them explain what they will be doing. If you don't feel comfortable,
contact another firm for an estimate. Always get it in writing.

• Finally, use the resources on this website to educate yourself about oak wilt so that you can ask intelligent questions and make informed decisions.

Tags	Recent Posts	Events	Social Media
affordable Oak pruning	Update on Oak Wilt Suppression Project	No events	
practices oak wilt oak wilt infection oak wilt prevention	Texas A&M Forest Service offers high- quality, affordable seedlings	all events	
sap feeding beetle seedlings	<del></del>		About Texas Oak Wilt
	Video: Forester provides rare look at beetle		© Copyright 2012 TexasOakWilt.org About   Useful Links   Contact
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# **Education Committee Report**

6-20-18

Prepared by: Zaina Gates

Prepared for 6-21-18 Board Meeting

**Education Mission:** Organize, develop, and build the annual calendar of educational events, recruit committee members, and coordinate with all Workshop Chairs.

#### **Committee Goals:**

- Keep files & calendar up to date
- Manage workshop budget
- Set dates, create agendas, and submit minutes for monthly conference calls

#### **Committee Members:**

Zaina Gates, Jason Alfaro, Priscilla Files, Cody Goldman, Steve Driskill, Curtis Hopper, Jim Dossett, Jimmy Prichard, Evan Anderson, Steve White, Emmett Muennink, Gene Gehring, Shane Harrington, Rebecca Johnson, April Rose, Kymberli Herron, Matt Simmons, Paul Johnson, Emily King, Lara Schuman, John G.

# **Committee Report:**

2018 Workshop income and expenses

2018 ISAT Events (actual to June 19):	Registered	REVENUE	EXPENSES	NET
Jan. 13-14: ISAT Day of Service - Hurricane Harvey, Coastal Bend Area	28	\$0	\$4,455	-\$4,455
March 2: Crane Workshop with Mark Chisholm	44	\$9,825	\$2,614	\$7,211
March 8: Bilingual Workshop with SAAA	254	\$12,681	\$7,864	\$1,445
March 29 : Emerald Ash Borer	27	\$1,109	\$2,187	-\$1,078
April 20 : ISAT Master's Series Health Care for Senior Trees	34	\$4,814	\$2,793	\$2,021
May 1: TRAQ Renewal with Skip Kincaid	30	\$6,480	\$5,327	\$1,153
May 2-4: TRAQ Course and Assessment with Skip Kincaid	20	\$13,535	\$9,624	\$3,911
May 10-11, June 14-15: Oak Wilt Qualification Course and Assessment	56	\$14,100	\$3,826	\$10,274
May 17-19: Texas Tree Climbing Championship and Workshop	42/40	\$15,523	\$10,613	\$4,910
TOTAL	575	\$78,067	\$49,303	\$25,392

### Workshops still planned for 2018:

workshops still planned for 2016.					
2018 Workshop Schedule at a Glance					
Start date	End date	Topic/Name	Location	Chair	
?	?	Oak Wilt Update, Dr. Appel	Webinar	April Rose	
Oct 19	Oct 21	Texas Women's Climbing	?	Rebecca Johnson	
?	?	Wildfire Risk Assessment	?	Paul Johnson	
Sept 28		TRAQ renewal	Waco	Zaina Gates	
Nov		TRAQ	College Station	Zaina Gates	

# **Texas Tree Conference 2018**

# Planning Committee Report Prepared for Board of Directors Meeting 6-21-2018

# Report submitted by: Emily King

2018 Texas Tree Conference Planning Committee	Chair
Conference Chair	Emily King
Commercial Track	Michael Sultan
Municipal Track	Mark Kroeze
Utility Track	Steve White
Academy	Micah Pace, Lara Schuman
Moderators	Kelly Eby
Spanish Tree School	Mark Duff and Bill Green
English Tree School	Mike Sills
Sponsors & Exhibitors	Brad Hamel, Chris Lane
Awards/Luncheon	Paul Johnson, Micah Pace
Wed. Social	Gene Gehring
Thurs. Reception	Emily + John
Bookstore	John Warner
Poster Session	Alan Halter
Silent Auction	April Rose
Fri Annual Meeting	Micah Pace, Emily King
Audio Visual	Paul Johnson
SWAG and T-Shirts	Rebecca Johnson
CEU's and Testing	Misti Perez
TFS Scholarships	Paul Johnson

2018 Conference Planning Committee Report, 6-21-2018

# 2018 Texas Tree Conference Agenda Outline

			TRAQ Renewal	
	All day	1	Skip Kincaid	
			Academy Repeat -	
8:30 - 1	.2:00 pm	1	Todd Watson: Cabling, bracing (indoor lecture)	
35	45 min	1	Dan Staley: Drones (outdoor station)	
39	45 min	1	Dr. Williams: Diagnosing and treating soil and root issues (outdoor station)	
3(	45 min	1	Billy Cook (Preservation Tree): PHC/Root management (outdoor station)	
35	45 min	1	Emmet Muennink (Arbor Jet): Vascular injection demo (outdoor station	
35	45 min	1	Courtney Blevins: Tree ID (indoor station)	
>				
			Nonprofit Focus	
3:00	-5:00pm	1	Nonprofit focus discussion	

Dr. Pepper Museum

6:00 - 7:30 pm

		General Session – Keynote Speakers
8:15 – 9:15 am	1	Dirk Dujesiefken: Compartmentalization 2.0 (Commercial speaker)
9:15 – 10:15 am	1	Kathleen Wolf: City Trees and Human Health: What is the Evidence? (Municipal speaker)
10:15 – 10:45 am	7 Hy	Break
10:45 – 11:45 am	1	Eric Bitzko: Drones for Vegetation Management (Utility speaker)
		Awards luncheon
12:00 - 1:30 pm		Awards luncheon
		Afternoon – Commercial
1:30 - 2:15 pm	1	Skip Kincaid: Standard of Care and Liability for Arborists
2:15 – 3:00 pm	1	Dirk Dujesiefken: Hamburg Tree Pruning System
3:00 – 3:30 pm		Break
3:30 – 4:15 pm	1	Linda Chalker-Scott: Arboricultural Myths
4:15 – 5:00 pm	1	Jim Dossett: Stationary Rope System: One Company's Perspective
		Afternoon – Municipal
1:30 - 2:15 pm	1	Kathleen Wolf: The Urban Forest and Community Economics: Money Does Grow on Trees!
2:15 – 3:00 pm	1	Michael Arnold: What Size Tree Should I Plant?
3:00 – 3:30 pm	II sub	Break
3:30 – 4:15 pm	1	Fred Raley: Urban Tree Genetics
4:15 – 5:00 pm	1	Raul Cabrera: Alternative Water Sources for City Trees
		Afternoon – Utility
1:30 - 2:15 pm	1	Ben Thorp: Utility Vegetation Control on Transmission Systems
2:15 – 3:00 pm	1	Erik Palacios: Line Clearance Trimmer Certification is Critical
3:00 – 3:30 pm		Break
3:30 – 4:15 pm	1	George Leader: Development of a Large Utility Tree Program
4:15 – 5:00 pm	1	Steve Ghormley: Wood Waste Options for Urban and Utility Forestry

		Business Meeting
8:00 – 9:00 am	1	ISAT Business Meeting
		Morning – Commercial
9:00 - 10:00 am	1	Fredric Miller: Using Parasitoids to Battle EAB
10:00 – 10:30 am		Break
10:30 – 11:15 am	1	Sheila McBride: RFLP Oak Wilt Detection
11:15 - noon	1	Mike Merchant: Crape Myrtle Bark Scale
		Morning - Municipal
9:00 - 10:00 Title	1	David Vaughan: Sustainable Soils
10:00 – 10:30 am	THE STREET	Break
10:30 – noon	1	Sustainable practices in Texas cities (panel/lightning round)
		Morning – Utility
9:00 - 10:00 am	1	Matthew Austin: Latest Utility Tree Work Equipment
10:00 – 10:30 am		Break
10:30 – 11:15 am	1	Dr. David Kulhavy: Drone Research - Mapping and Record Keeping
11:15 - noon	1	Dr. David Kulhavy: Drone Research - Working With Land Owners

17		Spanish Tree School
9:30 – 9:45 am	1	Mark Duff & Bill Green: Presentation of Day's Activities & Speakers
9:45 – 10:45 am	1	Raul Cabrera: Practical Applications of Plant Biology for Care & Management of Trees
11:00 – 11:30 am	1	Erick Palacios: Working Near Powerlines (Safety & Qualifications)
11:30 – 12:15 pm	1	Erick Palacios: Climbing Safety (outside)
12:45 – 1:15 pm	1	Bill Green: Job Briefing (Pre-Work Safety Meeting )
1:15 – 2:00 pm	1	Mark Duff: Oak Wilt
2:15 – 3:15 pm	1	Raul Cabrera: BMPs for Irrigation & Fertilization in Trees
3:15 – 3:30 pm	1	Mark Duff & Bill Green: Wrap-up and Review of Day

English Tree School			
9:30 am - 3:30 pm	1	Mike Sills, Guy Leblanc, Greg Church	



# **Outreach Committee Report**

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.

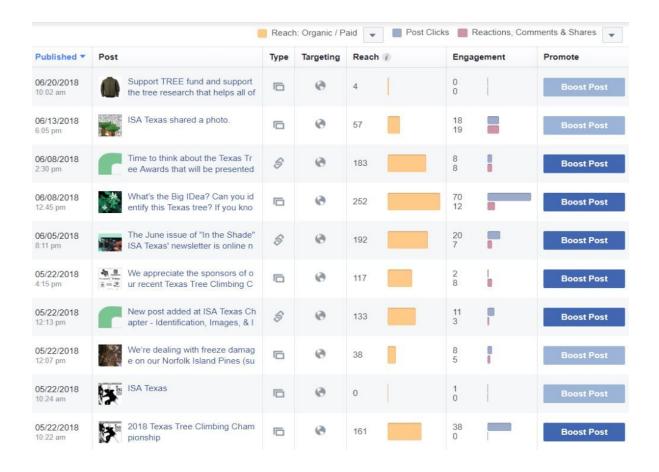
Committee Role: Promote ISAT and Certified Arborists to allied industries and the general public through attendance at conferences, public events and social media.

Members - April Rose, Matthew Simmons, Priscilla Files, Rebecca Johnson, Cody Goldman, Paul Johnson, Ronny Nelson

- 1. Outreach Events Ronny Nelson & Priscilla Files
  - a. TNLA, San Antonio Aug 16-18 Ronny and Priscilla recruiting volunteers to cover the booth. Registration link: <a href="http://signup.com/go/HCyhRXU">http://signup.com/go/HCyhRXU</a>
  - b. ISAT schedule meet up for members?
  - c. Consider sponsorship at event: \$500-1,000
  - d. Arbor Day, El Paso Nov 2. Ronny connected to Mickey, probably need 3-5 people. Anyone planning to attend?
  - e. APATX2018, Galveston in Oct 17-19 Tentative
- 2. Digital & Social Media Cody Goldman
  - a. Social Media Goal: maintain high quality content for members
    - i. Requesting additional subcommittee member(s)
    - ii. Paul J reported that Florida ISA facing similar social media challenges with reaching general public vs. members. Look to future partnerships with ISA to reach public.
    - iii. Looking at pulling regular (weekly?) content from Trees are Key.
  - b. Texas Tree Conference
    - i. ISA conference in Columbus & TTC creates momentum
      - 1. Select hashtag for our conference
      - 2. Considering contest: If you are top engagers using this hashtag # then....
    - ii. Exploring Davey social media engagement partnership
      - 1. Competitions during conference?
      - 2. Twitter walls showing different hashtags
      - 3. Funding to a local nonprofit

# FaceBook Analytics





# 2018 Texas Chapter ISA Elections – Call for Nominations



Applications are being sought from the ISAT membership to fill eight positions on the ISAT Board of Directors. You may apply yourself or nominate another qualified ISAT member interested in serving on the ISAT Board. The Nominations Committee will select the slate from the nominations received. Elections will be held in August and newly-elected Board Members will be installed at the membership meeting held at the Texas Chapter ISA Board meeting at the Texas Tree Conference in Waco this September. A form that can be filled-out and printed or emailed is available at: <a href="http://isatexas.com/about/board-of-directors/">http://isatexas.com/about/board-of-directors/</a>

# APPLICATIONS ARE DUE BEFORE 5:00 PM, FRIDAY July 27, 2018

Naminas Nams		
Nominee Name		
Address		
Phone (day)		
Email		
Title		
Employer		
Nominator Name		
(if different)		
Nominator	Email:	Phone (day):
Position	Officers: [*Prior Board of Director experience re	
(check one)	President Elect (one year term, becomes	President in year two)*
	☐ Vice President (one-year term)*	
	☐ Editor (one-year term)*	
	☐ Treasurer (one-year term)*	
	, , ,	
	Director – 2 (two) positions available (3-year	term)
	$\square$ Council of Representatives – 1 (one) position	n available (3-year term)
	L Certification Liaison – 1 (one) position availa	ble (3-vear term)
	Certification Liaison – 1 (one) position availa	bie (3-year term)
Please provide a few	v comments regarding why the candidate sho	
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Please provide a fev		

Mail, fax, or email this form to: Micah Pace, 2018 Nominations Committee, 2222 Empire Central, Dallas, TX 75235. 214.528.2266 (office) (979) 680-9420 (fax) micahp@preservationtree.com

Workshops 2018  2018 EAB Workshop  2018 Mature Tree Workshop  2018 TRAQ course  2018 TRAQ Renewal  ISAT Webinar  2018 Hurricane Harvey Survey  2018 Crane Workshop  2017 Women's climb Workshop  Billingual tree worker workshop  Oak Wilt ID and Mgmt Workshop Belton  Total Workshops	Womens Climbing Wkshp Appraisal Wkshps 2017 Totals	Reis Muni Wkshp, Reis '17 Rinn Safety Wkshp 2016 Totals	2014 Totals  EAB Houston, Dallas '16  Martiage Wkshp  Sun Country Tree Conference 2015 Totals	Arboriculture 101 Bilingual Tree Worker Wkshp Oak Wilt ID and Mgnt	CTW Exam  AD All All bug workshop  \$ 11,354.82  March LaBlanc Tree Climbing Workshop  \$ 2,663.55  TRAQ April '14, March '15, March '16, June '1 \$ 21,716.14  TRAQ March '16, Sec. '16, Cat '17,	
\$1,109.23 \$4,036.87 \$12,169.71 \$56,479.63 \$9,824.60 \$12,780.60 \$12,780.60 \$52,385.88	2018		\$ 98,259.81	\$ 43,126.37 \$ 6,099.39 \$ 9,072.29	\$ 11,354.82 \$ 2,663.55 1 \$ 21,716.14	2014
Expense N \$2,186.62 \$2,792.77 \$9,623.73 \$5,326.66 \$608.69 \$4,455.18 \$2,614.01 \$300.35 \$275.64 \$3,826.83 \$32,010.48			\$ 72,861.31	\$ 39,848.59 \$ 4,988.90 \$ 2,757.68 \$	5.60 1.97 5.10 5.47	Expense
Net -\$1,077.39 \$1,244.10 \$2,545.98 \$1,152.97 -\$608.69 -\$4,455.18 \$7,210.59 -\$300.35 \$12,504.96 \$2,158.41 \$20,375.40			\$ 25,398.50	\$ 3,277.78 \$ 1,110.49 \$ 6,314.61		Net*
			\$ 3,076.00 \$ 3,650.66 \$ 60.061.73	\$ 3,886.22 \$ 9,561.34 \$ 6,366.50	75.30	2015
			\$ 2,971.04 \$ 4,654.61 \$ 1,416.79 \$ 49,854.76	\$ 2,886.22 \$ 8,033.41 \$ 3,368.17	\$ 17,682.16	Expense
			\$ 104.96 \$ (1,003.95) \$ (1,416.79) \$ 10,206.97	\$ 1,000.00 \$ 1,527.93 \$ 2,998.33	\$ 4,393.14	Net
		\$ 1,062.60 \$ 16,105.15 \$ 66,316.26	\$ 1,295.03	\$ 9,297.00	\$ 12,363,41	2016
		\$ 450.00 \$ 612.60 \$ 13,016.97 \$ 3,088.18 \$ 54,893.77 \$ 11,422.49	\$ 1,259.48 \$ \$ (35.00) \$	9,297.00 \$ 8,881.24 \$ 415.76 6,576.64 \$ 2,330.24 \$ 4,246.40	1.63	Expense
		\$ 612.60 \$ 3,088.18 \$ 11,422.49	\$ 35.55	\$ 415.76	\$ 1,101.78	Net
	\$ 5,552.58 \$ 23,659.89 \$ 67,485.53	\$ 9,031.0		\$ 9,807.09 \$ 11,906.33	\$ (183.07) \$ \$ 117.40 \$ \$ 7504.70 \$	Income
	8 \$ 1,850.00 9 \$ 19,411.06 3 \$ 51,467.18	9,031.02 \$ 7,066.21 \$ 1,964.81		\$ 9,807.09 \$ 9,069.03 \$ 738.06 \$ 11,906.33 \$ 6,780.87 \$ 5,125.46	(183.07) \$ 650.00 \$ 117.40 \$ (920.01) \$	201
	\$ 3,702.58 \$ 4,248.83 \$ 16,018.35	\$ 1,964.81	<b>v</b> >	\$ 738.06	\$ (833.07) \$ 1,037.41	2017 (10 Months) Net

Income	2014	2015	2016	2017	Avg	2018 approved	The state of the s	EK budget	ZG (wrksp budget)	
Online learning Rev. share	\$ 298.00	£ 1164.00	\$ 1,184.00	Through Nov 30	¢ 000 00	A 1150.00	Through May			
Offiline learning Kev. Share	\$ 298.00	\$ 1,164.00	\$ 1,184.00	\$ 974.00	\$ 905.00	\$ 1,150.00	\$438.00			
Advertising	-		-	-		<del> </del>				
Website	\$ 99.02	\$ 50.00	\$ 2,823.25	\$ 973.95	\$ 986.56	\$ 1,500.00	¢507.00			
Newsletter	\$ 6,716.00	\$ 10,180.00	\$ 9,240.19				\$587.00			
Oak Wilt Vendors	\$ 1,700.00	\$ 2,000.00	-		-	-	\$8,634.48			
Total Advertising	\$ 8,515.02	\$ 12,230.00	\$ 13,431.14		\$ 1,731.25 \$ 10,767.77		\$1,469.05			
Total Flaver coming	9 0,515.02	\$ 12,230.00	3 13,431.14	\$ 0,034.32	\$ 10,767.77	\$ 12,500.00	\$10,690.53			
Certification			1							
Recertification		\$ 10,377.00	\$ 15,443.00	\$ 14,330.00	\$ 10,037.50		\$6,033.00			
Exams		\$ 10,727.00	\$ 11,720.00	The state of the s	\$ 8,950.50		\$5,901.00			
Other		\$ 5,436.00	7 11,720.00	7 13,333.00	\$ 1,359.00		\$3,901.00			
Total Certification	\$ 21,562.00	\$ 26,540.00	\$ 27,163.00	\$ 27,685.00	\$ 25,737.50	\$ 25,000.00	\$11,934.00			
	¥ 62,502.00	20,540.00	\$ 27,103.00	27,005.00	\$ 23,737.30	\$ 20,000.00	\$11,934.00			
Conference		7								
Deposit reimbursement	\$ 560.86	\$ 250.00	s -	\$ 250.00	\$ 353.62			\$250.00		
Auction	\$ 3,782.47	\$ 4,551.53	\$ -	\$ 5,884.75	\$ 4,739.58	T-12		\$5,000.00		
Bookstore	\$ 494.35	\$ 1,177.50	S -	9,004.75	\$ 835.93	1	-	\$800.00		
Sponsors	\$ 4,000.00	\$ 8,319.80	\$ -	\$ 15,584.88	\$ 9,301.56			\$11,000.00		
Exhibitors	\$ 21,687.00	\$ 31,020.73	\$ -	\$ 30,330.93	-		\$7,207.36	NAME OF TAXABLE PARTY OF TAXABLE PARTY.		
Registrations	\$ 138,392.13	\$ 132,482.59	s -	-	\$ 134,717.66		\$7,207.50	THE RESERVE OF THE PERSON NAMED IN COLUMN 2 IN COLUMN		
Other	\$ 994.86	\$ 132,402.33	\$ -	\$ 133,278.27	\$ 994.86		-	\$134,000.00		
Tree Fund Donations	7 334.00	*	1	\$ 1,992.27	\$ 1,992.27					
Total Conference	\$ 169,911.67	\$ 177,802.15	\$ -	\$ 1,992.27	\$ 1,992.27	\$ 181,050.00	67 207 36	¢101.000.00		
Total Conference net	\$ 60,488.71	\$ 50,223.57	\$ (1,704.66)	\$ 59,747.29	\$ 1/8,344.97	The matter and the second	\$7,207.36			
The second section start	V 00,400.71	V 30,623.31	(A,704.00)	1 29,147,29	20.019.8b	\$ 34,050.00	-\$1,097.03	\$ 34,050.00		
ISA 2016 Ft Worth Conference		\$ 10,370.00	\$ 30,405.70				-		-	
Scholarship Donation		\$ 2,080.00	2 30,405.70				-			
	100000000000000000000000000000000000000	2,000.00						-		
Membership	\$ 32,923.00	\$ 47,043.10	\$ 38,465.00	\$ 35,768.66	\$ 38,549.94	\$ 40,000.00	\$22.400.00			
Misc.	\$ 200.00	\$ 1,023.70	\$ 4,886.98		\$ 1,544.47	\$ 40,000.00	\$23,495.00 \$2,984.46			
Publication Sales	\$ 240.00	\$ 315.00								
- January	240.00	2 313.00	\$ 315.00	3 1,059.22	\$ 482.31	\$ 500.00	\$110.00			
TTCC & Workshop	-		-							
Misc. Sales		\$ 182.00	\$ 1.185.75		A 241.04	ļ				
Exhibitors	\$ 1,276.55	\$ 500.00	\$ 1,185.75	¢ 500.00	\$ 341.94		45 205 AF			
Registrations (climbing)	\$ 3,237.43		¢ 2260.77	\$ 500.00	\$ 569.14	-	\$6,285.95			
Registrations (Workshop)		The second second second	\$ 2,260.77	\$ 3,523.93	\$ 2,986.27		\$4,531.83			
THE RESERVE OF THE PARTY OF THE	102	\$ 5,143.47	\$ 2,624.85	\$ 6,784.53	\$ 4,232.86		\$3,801.28			
Sponsors	\$ 4,173.35	\$ 3,494.55	\$ 4,107.65	\$ 6,655.60	\$ 4,607.79					
Other	A 11 055 00	4 42 242 22	\$ 125.00		\$ 31.25					
Total TTCC & Workshop	\$ 11,065.90	\$ 12,242.98	\$ 10,304.02	\$ 17,464.06	\$ 12,769.24	\$ 15,000.00	\$14,619.06			
Total TTCC & Workshop net	\$ 835.80	\$ (1,093.97)	\$ (8,609.42)	\$ 3,035.76	\$ (1,457.71)	\$ (550.00)	\$8,314.06			
ISA 2016 ITCC			6 520.00							
13A 2010 II CC	-	7.12	\$ 538.00							
Total Workshops	\$ 98,259.81	\$ 60,061.73	£ 66 316 36	¢ 74.000.50	£ 74.000.00	4 70.050.00	452 205 20			
Total Workshops net	\$ 25.398.50		\$ 66,316.26	100	\$ 74,886.60	\$ 70,950.00	\$52,385.88		\$70,950.00	
rotal workshops net	\$ 25,598.50	\$ 8,790.18	\$ 11,422.49	\$ 21,561.93	\$ 16,793.28	\$ 13,850.00	\$20,375.40	5 -	\$ 13,850.00	
Total Income	\$ 342,975.40	\$ 350,872.66	¢ 103 000 10	¢ 254 442 72	6 240 240 07	A 222 402 00				
Total meome	¥ 342,373.40	\$ 330,672.00	\$ 193,009.10	\$ 354,142.73	\$ 310,249.97	\$ 329,400.00	\$123,864.29			
Expenses	+									
Depreciation	-		25.00							
Research		\$ 3,500.00	\$ 35.00	¢ 5000.00			4			
Web based email/registration			\$ 500.00	\$ 5,000.00	100	\$ 10,000.00	\$5,000.00			
Accountant	\$ 2,365.00	\$ 805.92	¢ 3545.00	è 1070 00	6 2200	6 2255	40			
Arbor Day	- Indiana and a second	\$ 2,355.00		\$ 1,975.00	\$ 2,310.00		\$950.00			
America	\$ 2,000.00	\$ 2,500.00	\$ 2,000.00		\$ 1,625.00	\$ 2,500.00				
Board Expenses	\$ 10,371.51	\$ 82.82 \$ 14,897.58		C 10.001.00	\$ 70.80	\$ 500.00				1
Certification	\$ 10,371.51		\$ 9,811.50	The same of the sa		\$ 10,000.00	\$11,740.77			
Conference	2 335.39	\$ 100.69	\$ 618.13	\$ 41.28	\$ 323.87	\$ 500.00				
Awards	-	District Control		6 450.55				A		
Wednesday Evening Social	\$ 2702.64	¢ 200247	c	\$ 169.52				\$ 200.00		
Swag and t-shirts	\$ 2,783.64	\$ 2,803.17		\$ 1,285.00				\$ 3,000.00		
Registration Brochure	\$ 19,176.80	\$ 24,946.14	-	\$ 17,655.07				\$ 20,000.00		
executive contract to the second second	\$ 783.63	¢ 752.7-	\$ -	\$ 339.23			\$648.01			
Logo	¢ 42.024.44	\$ 753.71		\$ 353.00				\$ 3,000.00		100.000
Catering Speaker	\$ 43,924.41	\$ 50,093.88		\$ 52,405.38	1			\$ 60,000.00		J
Auction	\$ 16,965.77	\$ 18,343.05	\$ 564.66	\$ 16,561.32			\$7,656.38			
Book Store	\$ 855.68	6 101.00	ė	\$ 208.34				\$ 200.00		
Exhibitors	The state of the s	\$ 101.00		6 43.755.4-				\$ 100.00		
Registration	\$ 3,743.09 \$ 4,785.23	\$ 4,790.85	\$ -	\$ 13,766.12				\$ 13,800.00		
Sponsors	\$ 4,785.23	\$ 5,892.96	\$ 140.00	\$ 5,110.84	-		-	\$ 5,500.00		
Waco Convention Center	¢ 44.434.00	ć 10 ccc oc		\$ 2,710.56				\$ 2,800.00		
vvaco convention center	\$ 14,434.08	\$ 19,503.82	\$ 1,000.00	\$ 17,009.43				\$ 17,000.00		
Other	\$ 1,970.63	\$ 350.00	\$ -	\$ -				\$ 1,000.00		
Other		\$ 127,578.58	\$ 1,704.66	\$ 127,573.81	\$ 121,525.12	\$ 147,000.00	\$8,304.39	\$ 147,000.00		
Total Conference expense	\$ 109,422.96	TAX COLUMN TO THE PARTY OF THE								
***	\$ 109,422.96	\$ 8,610.10	\$ 40,769.54							
Total Conference expense ISA 2016 Conference	\$ 109,422.96	TAX COLUMN TO THE PARTY OF THE	\$ 40,769.54							
Total Conference expense ISA 2016 Conference Executive Director		\$ 8,610.10								
Total Conference expense ISA 2016 Conference Executive Director Salary	\$ 45,996.00	\$ 8,610.10	\$ 52,054.03		\$ 47,731.93	\$ 52,500.00	\$32,094.00			
Total Conference expense ISA 2016 Conference Executive Director Salary Travel	\$ 45,996.00 \$ 3,670.34	\$ 48,086.00 \$ 6,708.39	\$ 52,054.03 \$ 663.70	\$ 44,791.68 \$ 2,905.91	\$ 47,731.93 \$ 3,487.09	\$ 52,500.00 \$ 4,000.00	\$32,094.00 \$919.83			
Total Conference expense USA 2016 Conference  Executive Director Salary Travel Utilities	\$ 45,996.00 \$ 3,670.34 \$ 1,800.00	\$ 48,086.00 \$ 6,708.39 \$ 2,185.00	\$ 52,054.03 \$ 663.70		\$ 3,487.09	\$ 4,000.00	The second second second second			
Total Conference expense ISA 2016 Conference Executive Director Salary Travel	\$ 45,996.00 \$ 3,670.34	\$ 48,086.00 \$ 6,708.39	\$ 52,054.03 \$ 663.70 \$ 2,220.00	\$ 2,905.91 \$ 2,105.00	\$ 3,487.09 \$ 2,077.50	\$ 4,000.00 \$ 2,300.00	\$919.83			

Total Executive Director	\$	51,991.53	\$	60,224.85	\$	56,348.53	\$	50,719.20	\$	54,821.03	\$	59,800.00	\$34,136.17		
Fees															
Bank	\$	315.43	\$	467.32	\$	178.25	\$	63.48	\$	256.12					
Credit Card	\$	565.32	\$	588.73	\$	470.21	\$	420.32	\$	511.15	7.72		\$770.62		· -
Total fees	\$	880.75	\$	1,056.05	\$	648.46	\$	483.80	\$	767.27	\$	750.00	\$770.62		
Insurance	\$	1,830.00	\$	1,907.00	\$	1,984.00	\$	2,086.00	\$	1,951.75	\$	2,100.00	\$1,897.00		
Liaison Travel	\$	2,848.98	\$	494.94	\$	900.68			\$	1,061.15					
Member Services	\$	722.50	\$	135.00	\$		\$	1,488.88	\$	586.60	\$	1,500.00	\$185.62		
Newsletter	\$	21,423.51	\$	22,028.72	\$	22,135.26	\$	21,842.51	\$	21,857.50	\$	22,500.00	\$9,147.29		
Oak Wift Vendor			100		100		\$	70.00	100		\$	100.00			
Officer Travel	\$	778.08	\$		\$										
Publication Purchases	\$	40.00	\$	1,578.44	\$	612.85	\$	1,307.19	\$	884.62	\$	1,000.00	\$375.22		
Publicity	\$	792.68	\$	4,140.05	\$	13,255.43	\$	5,712.21	\$	5,975.09	\$	5,000.00	\$310.49		
Scholarships	\$	2,000.00	\$	2,000.00	\$	2,000.00	\$	500.00	\$	1,625.00	\$	7,000.00	\$5,000.00		
Special Projects	\$	5,100.00	\$	2,480.00	\$	5,300.00	\$	4,000.00	\$	4,220.00	\$	5,000.00	\$250.00	7.7	
TTCC and Workshop															
Inter. Climbing Competition							\$	1,386.25					7-11-11-11-11	 	
National Tree Climbing Champ	\$	200.00	\$	1,242.24	\$	375.00	5	1,367.16							
TTCC and Workshop	\$	10,029.10	\$	12,094.71	\$	18,538.44	\$	11,674.89					\$6,305,00		
TTCC and Workshop total	\$	10,229.10	\$	13,336.95	\$	18,913.44	\$	14,428.30	\$	14,226.95	Ś	15,550.00	\$6,305.00		
ISA 2016 ITCC expense					\$	2,181.00							130		
Website	\$	1,867.34	\$	22,029.89	\$	1,101.76	\$	859.43	-		\$	1,000.00	\$69.38		
Workshops	\$	72,861.31	\$	51,271.55	\$	54,893.77	\$	53,346.66	\$	58,093.32	\$	57,100.00	\$32,010.48	\$57,100.00	
Total Expenses	\$ 2	298,060.64	\$	343,114.13	\$	238,459.38	\$	302,038.59	\$	295,418.19	\$	328,905.00	\$116,452.43		
Net	\$	44,914.76	\$	7,758.53	\$	(45,450.28)	\$	52,104.14	\$	3,707.95	\$	495.00	\$7,411.86		
Interest income	\$	35.51	\$	2,872.12	\$	202.78			\$	777.60					
Total net	\$	44,950.27	\$	10,630.65	\$	(45,247.50)	\$	52,104.14	\$	15,609.39	-		\$7,411.86		

# ISAT Profit & Loss

January through May 2018

	Jan - May 18
Ordinary Income/Expense	
Income Online Learning Revenue Share Advertising	438.00
Advertising - website Advertising Newsletter Oak Wilt Vendors	587.00 8,634.48 1,469.05
Total Advertising	10,690.53
Certification	,
Recertification Certification Exams	6,033.00 5,901.00
Total Certification	11,934.00
Conference Exhibitors	7,207.36
Total Conference	7,207.36
Membership Misc.	23,495.00 2,984.46
Publication Sales TTCC & Workshop	110.00
Exhibitors Registrations (climbing) Registrations (for workshop)	6,285.95 4,531.83 3,801.28
Total TTCC & Workshop	14,619.06
Workshops 2018 EAB Workshop 2018 Mature Tree Workshop 2018 TRAQ Course 2018 TRAQ Renewal 2018 Crane Workshop Bilingual Tree Worker Workshop Oak Wilt ID and Mgnt Workshop	1,109.23 4,036.87 12,169.71 6,479.63 9,824.60 12,780.60 5,985.24
Total Workshops	52,385.88
Total Income	123,864.29
Gross Profit	123,864.29
Expense Research Accountant Board Expenses Conference Expenses Speaker	5,000.00 950.00 11,740.77 7,656.38
Registration	648.01
Total Conference Expenses  Executive Director	8,304.39
Misc. Office Executive Director Salary Executive Director Travel Executive Director Utilities	137.34 32,094.00 919.83 985.00
<b>Total Executive Director</b>	34,136.17
Fees Credit Card Fees	770.62
Total Fees	770.62

# ISAT Profit & Loss

# January through May 2018

	Jan - May 18
Insurance	1,897.00
Member Services	185.62
Newsletter Expenses	9,147.29
Publication Purchases	375.22
Publicity	310.49
Scholarships	5,000.00
Special Projects	
Day of Service	4,455.18
Special Projects - Other	250.00
Total Special Projects	4,705.18
TTCC and Workshop	6,305.00
Web Site	69.38
Workshop Expenses	
2018 EAB Workshop Expense	2,186.62
2018 Mature Tree Workshop	2,792.77
2018 TRAQ Course	9,623.73
2018 TRAQ Renewal	5,326.66
ISAT Webinars	608.69
2018 Crane Workshop	2,614.01
2017 Womens Climbing Workshop	300.35
Bilingual Tree Worker Workshop	275.64
Oak Wilt ID and Mgnt Workshop	3,826.83
Total Workshop Expenses	27,555.30
Total Expense	116,452.43
Net Ordinary Income	7,411.86
Net Income	7,411.86

# ISAT Balance Sheet As of May 31, 2018

	May 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	109,504.23
Total Checking/Savings	109,504.23
Other Current Assets	
Wells Fargo CD #3	25,162.85
Wells Fargo CD #2	25,122.04
Wells Fargo CD #1	50,081.23
Federated Gov Income Securities	34,717.13
Total Other Current Assets	135,083.25
Total Current Assets	244,587.48
Fixed Assets	
Accumulated Depreciaton	-587.00
Office Equipment	604.03
Total Fixed Assets	17.03
TOTAL ASSETS	244,604.51
LIABILITIES & EQUITY	
Equity	007.400.05
Retained Earnings	237,192.65
Net Income	7,411.86
Total Equity	244,604.51
TOTAL LIABILITIES & EQUITY	244,604.51



# **Annual Meeting Preparations**

CoR has planned an annual meeting for the 2018 International conference that will exceed standards set by previous meetings.

- · Eliminated buld of 'reporting'
- Most of the 'informational material' will be presented at the annual business meeting
- Focus will be on issues that ISA Chapters, AOs and PAs are currently working on, to encourage discussion among CoR peers
- Opportunity to send ISA photos/ information that can be used on 2-3 slides that showcase some of your association's standout events: submitted photos from Oak Wilt Certification class in Austin, Hurricane Harvey Volunteer Event, ISAT Strategic Planning Workshop

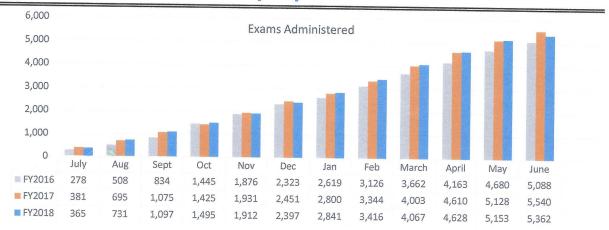
# CoR Intake Form 32: Annual Meeting Attendance

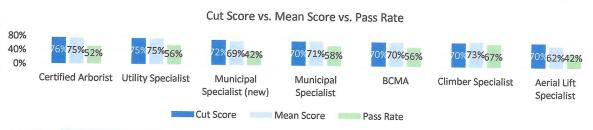
- To gather information about planned attendance at the annual CoR meeting in Ohio
- 39 components participated
- The events that CoR members indicated they would be attending and expressed interest in meeting others were:
  - a. ITCC (11
  - b. Opening Ceremony (22)
  - c. Annual Business Meeting (16)
  - d. Field Day Tours (7)

# CoR Intake Form 33: CTW One Day Proposal

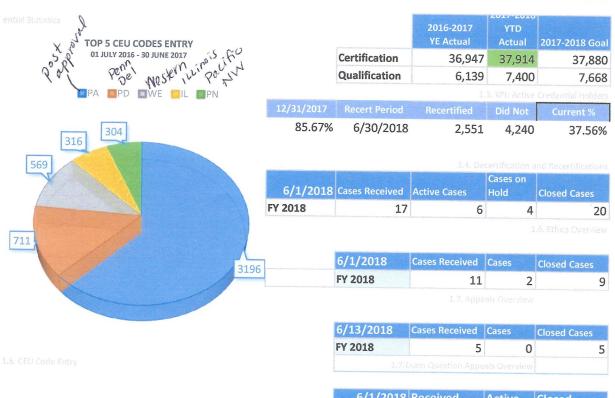
- 46 CoR members participated
- Goal was to capture perceived shortcomings of current CTW program
- The proposal offered would combine these four aspects of the CTW program into a single day event
- This proposal is currently being revised based on CoR's suggestions and will be considered further by ISA staff
- Potential difficulties in such an offering included:
  - a. The program may be too ambitious to offer in a single day
  - b. Aerial rescue is demanding of both resources (trees, equipment, evaluators) and time, limiting the number of candidates that could be accommodated during the single day program to a level that might be difficult to justify the costs

# 6/14/2018





	CA	US	TWCS	BCMA	MS	TWAL	Total	TRAC
6/13/2018	32,230	2,128	1,738	742	925	151	37,914	7,400
6/30/2017	31,403	2,058	1,755	700	888	143	36.947	6,139
1/31/2016	30,051	1,991	1,697	546	789	138	35,212	-,



 6/1/2018 Received
 Active
 Closed

 FY2018
 90
 32
 77

 1.8. Trademark Violation

Certification Application Status Count from 7/1/2017 to 6/13/2018

				Incomplete	Incomplete	72020		Initially	Last
				(Back to	(Never	Incomplete	Under	Incomplete	Week's
-			Denied	Customer)	Submitted)	(Total)	Review	Rate	Rate
TOTAL	3732	36	206	781	786	1567	16	20.92%	
Certified	3065	28	181	646	566	1212	13		
Arborist								21.25%	21.31%
Utility	201	1	7	26	26	52	1	2212070	21.5170
Specialist							_	14.10%	14.54%
Tree	230	4	8	63	62	125	1		
Worker									
Climber									
Specialist								23.59%	24.83%
Board	103	1	0	4	75	79	0	20.5570	24.0370
Certified									
Master									
Arborist				Opposite				3.74%	4.85%
Municipal	113	0	8	28	43	71	1	3.7 470	7.03/0
Specialist								24.16%	24.83%
Tree	20	2	2	14	14	28	0	24.10/0	24.03/0
Worker							Ĭ		
Aerial Lift								44.44%	44.44%

Grading Credentialing Exams					
Today's Date	6/13	Work Days Out			
Oldest Exam TRAQ	6/11	4			
Oldest Exam Cert	5/19	19			

TRAQ

K:\Staff\Credentialing Operations Administrator\TRAQ\Goals vs Actual by Fisca



# **ISAT Board of Directors Meeting**

June 21, 2018

# ISA Board of Directors Election

- 1 position up for election from CoR
- 39 of 41 eligible CoR members voted
- John Gathright from Seto Aichi, Japan elected
  - John is a returning board member and will begin his 3-yr term in 2018 at the International conference in Columbus, OH

# CoR 2017 Participation

	2014	2015	2016	2017
Overall CoR Participation	38%	67%	73%	66%
By Component Status:				
Chapter	67%	79%	87%	80%
Associate Org.	31%	35%	40%	34%
PA + TREEFund	84%	90%	91%	85%
By Region:				
Europe	39%	47%	54%	41%
N. America	76%	84%	90%	83%
Asia/Pacific	32%	50%	59%	53%
South America	86%	100%	78%	100%

# CoR Executive Committee Election

- Jim Vaughan's, Lee Huss's, and Michael Sultan's terms expire August 2018
- Jim and Lee will seek reelection, and Michael will not



# **Annual Meeting Preparations**

CoR has planned an annual meeting for the 2018 International conference that will exceed standards set by previous meetings.

- Eliminated buld of 'reporting'
- Most of the 'informational material' will be presented at the annual business meeting
- Focus will be on issues that ISA Chapters, AOs and PAs are currently working on, to encourage discussion among CoR peers
- Opportunity to send ISA photos/ information that can be used on 2-3 slides that showcase some of your association's standout events: submitted photos from Oak Wilt Certification class in Austin, Hurricane Harvey Volunteer Event, ISAT Strategic Planning Workshop

# CoR Intake Form 32: Annual Meeting Attendance

- To gather information about planned attendance at the annual CoR meeting in Ohio
- 39 components participated
- The events that CoR members indicated they would be attending and expressed interest in meeting others were:
  - a. ITCC (11
  - b. Opening Ceremony (22)
  - c. Annual Business Meeting (16)
  - d. Field Day Tours (7)

# CoR Intake Form 33: CTW One Day Proposal

- 46 CoR members participated
- Goal was to capture perceived shortcomings of current CTW program
- The proposal offered would combine these four aspects of the CTW program into a single day event
- This proposal is currently being revised based on CoR's suggestions and will be considered further by ISA staff
- Potential difficulties in such an offering included:
  - a. The program may be too ambitious to offer in a single day
  - b. Aerial rescue is demanding of both resources (trees, equipment, evaluators) and time, limiting the number of candidates that could be accommodated during the single day program to a level that might be difficult to justify the costs

# Texas Chapter ISA 2018-2021 Strategic Plan

**Draft 2 – updated 5/25/2018** 



#### INTRODUCTION

This strategic plan was created to support the activities of the Texas Chapter – International Society of Arboriculture. The plan is designed to guide the organization for a three-year period, during which annual plans of work and specific budgets will be developed, administered, monitored, and evaluated.

#### **VISION STATEMENT**

ISAT created a vision statement that describes the end result that the organization and its members are working toward: *Texas communities are enhanced when trees and urban forest resources are cared for and managed by qualified professionals using best practices.* 

#### MISSION STATEMENT

The updated mission statement summarizes the purpose of the organization: *Empower members to provide professional arboricultural and urban forestry services through education, research, and networking, creating greater public awareness of the value of trees.* 

#### **GOALS** and **OBJECTIVES**

In order to make progress towards achieving the ISAT vision and fulfilling its mission, specific and measurable goals and objectives have been adopted by the ISAT Board of Directors. The goals are broad statements of big-picture activities that can be monitored and evaluated.

Activities can be divided into two categories of objectives: **on-going** objectives that maintain the organization, and **innovation** objectives which are areas of organizational growth that help the chapter become more efficient and effective, and to have a broader impact. On-going objectives are typically the same from year to year (though they may be addressed in new ways) and provide for the continued, orderly administration of chapter operations. Innovation objectives are new initiatives that will help the organization grow and prosper. Some innovation objectives will be completed and the organization will move on to other initiatives, while other innovation objectives will move to the on-going category in future years.

The following on-going objectives and innovation objectives will guide the organization in the next three years:

# **GOVERNANCE GOAL:** Ensure organizational capacity and structure that supports a healthy chapter.

#### **ON-GOING OBJECTIVES**

- Maintain a transparent nomination and election process
- Ensure compliance with state and federal regulations for non-profit status and risk management best practices
- Conduct annual planning retreat to evaluate strategic goals, and orientation of new Board members
- Hold regular board meetings and an annual meeting for members
- Maintain chapter records and filings
- Maintain a governance committee that regularly reviews bylaws and policies
- Maintain an Executive Committee that manages operational functions
- Maintain a finance committee with regular Board review of finances
- Represent Texas at the ISA level (CoR, Credentialing, Chapter Execs, Operating MOUs)
- Collect, track, manage, and report financial information, taxes, and accounting in accordance with standard accounting procedures
- Staff and support an ED position and other contract staff as determined
- Maintain member and Credential holder data
- Maintain a communications system for members, the public, ISA, and partners
- Develop an annual budget that supports organizational activities, as well as future growth, while striving for a positive net revenue

#### **INNOVATION OBJECTIVES**

#### **Top 5 Priorities**

- 1. Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff
- 2. Create policy and procedure manual using existing materials and other chapters' materials for reference
- 3. Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual
- 4. Determine appropriate staffing levels to meet organizational needs
- 5. Build pathway to recruit future board members, committee members and volunteers

#### **Additional Priorities**

- Explore alternative revenue sources such as additional sponsorships, merchandise and grants
- Evaluate options for prudent management of reserve funds
- Develop a perpetual calendar of organizational requirements and activities listing responsible role/position
- Examine efficiency of current operations and ways to leverage current efforts
- Develop a volunteer management system including volunteer coordinator position description, recruiting and retention process, and a Volunteer Management manual
- Develop a plan to increase the diversity of membership, the Board, and partnerships
- Explore methods of reaching the younger generation of arborists
- Develop policies to address issues of risk and ethics
- Consider alternative models for supporting members, such as working to support regional urban forestry groups
- Develop framework for bidding out staffing contracts on a routine basis

# MEMBER SERVICES GOAL: Provide services in an efficient manner that result in value for members, access to credentialing, and facilitates opportunities for networking

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
Hold annual Texas Tree Climbing Championship event	Top 5 Priorities
<ul> <li>Provide newsletter 6 times annually</li> </ul>	<ol> <li>Explore ISAT app development, to engage members through the</li> </ol>
Provide monthly TreEmail	use of technology
<ul> <li>Maintain Social Media accounts, such as Facebook page, Blog, etc.</li> </ul>	2. Evaluate additional social media platforms including discussion
Complete update of oak wilt web page	forums
Continue providing Oak Wilt Qualification credentialing	3. Coordinate annual day of service opportunity for members
<ul> <li>Maintain an ISAT office for members to interact with (phone</li> </ul>	4. Expand Texas Tree Conference and Trade Show Wednesday night
number, email address, etc)	social to provide additional networking opportunities
Provide non-members attending events the opportunity to become	<ol><li>Explore advertising opportunities (newsletter, website)</li></ol>
members	Additional Priorities
<ul> <li>Provide members with volunteer opportunities that support the</li> </ul>	Continue to work with Texas A&M Forest Service to develop Wildfire
organization and contribute to their professional development	Risk Reduction Qualification credentialing
<ul> <li>Maintain credential support including testing, CEU's, and point of</li> </ul>	Pursue additional opportunities for networking
contact	Plan for additional member outreach

# **EDUCATIONAL GOAL: Support continuing education programming to meet the needs of members**

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES				
Manage, promote, and facilitate educational events according to	Top 5 Priorities				
annual work plan	Create a 3 year educational event plan covering diverse content,				
<ul> <li>Provide relevant digital and print materials to support members'</li> </ul>	teaching levels, and geography				
continuing education	Partner with other allied industries to support events				
Host annual Texas Tree Conference, Trade Show, Academy and Tree	Develop mechanism for event participant survey data tracking				
School	4. Hire an event coordinator				
<ul> <li>Hold Texas Tree Climbing Championship and, pre-climb workshop</li> </ul>	5a. Explore structuring annual conference sessions to offer relevant				
Publish newsletter that provides industry updates and educational	material for allied professionals				
information to members	5b. Increase Spanish language workshops by one each year for next 3				
Continue to offer Oak Wilt Qualification training	years				
Maintain education committee that plans and implements events	Additional Priorities				
	Explore getting access to ISA's EventMobi app for Texas Tree				
	Conference				
	Host two webinars for members				
	Explore translation at existing workshops				
	<ul> <li>Partner with TCIA for arborist apprentice program</li> <li>Partner with TAMU to develop field diagnostic guide for pest/pathogens</li> <li>Make conference/workshops available for purchase/viewing for those who cannot attend</li> </ul>				
	Explore streamlined methods for event management and				
	operational details				
	Create a branding and marketing mechanism to increase event				
	attendance				
	Host educational event/arbor fair at Texas Tree Climbing				
	Championship				
	<ul> <li>Work with Texas A&amp;M Forest Service to offer Wildfire Risk Reduction Qualification training</li> </ul>				

# PUBLIC AWARENESS GOAL: Foster greater public awareness of credentialed arborists and proper tree care

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES				
Maintain a public facing portion of website	Top 5 Priorities				
Support statewide Arbor Day observances	Make allied professional CEU's available as applicable at ISAT				
Outreach to allied professional groups	events				
<ul> <li>Send newsletter and TreEmail beyond chapter members and make available digitally on website</li> </ul>	Establish framework for service projects (e.g. annual work day, storm recovery)				
<ul> <li>Offer academic tuition and conference registration scholarships to college students</li> </ul>	<ol> <li>Promote ISAT professional development opportunities to allied professionals</li> </ol>				
	4. Host two webinars for allied professionals				
	5. Develop public communications plan for disseminating				
	information to the state during a natural disaster				
	Additional Priorities				
	Host arbor fair in conjunction with Texas Tree Climbing				
	<ul><li>Championship</li><li>Explore how to promote/leverage Texas Tree Climbing Championship</li></ul>				
	Video tree climbing event and post to website/promote				
	Promote and leverage Tree City/Campus/Line USA programs				
	Kids climb – build framework for use and adoption globally				
	<ul> <li>Develop a strategy to increase ISAT presence at allied professional conferences (Board member, exhibit booth, volunteer, attend, offer as speaker)</li> </ul>				
	Develop and promote chapter speaker roster				
	Actively promote ISAT newsletter articles to other audiences				
	<ul> <li>Develop a plan for public awareness that includes goals, platforms for information dissemination</li> </ul>				

# **RESEARCH GOAL: Promote and support arboricultural research**

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
Maintain current donation to TREE Fund	Top Priorities
<ul> <li>Enhance partnerships with universities to explore research opportunities</li> </ul>	Strategize for future development of in-state arboriculture     researcher or extension faculty in partnership with TFS, USFS, and
Support Tour de Trees riders	AgriLife Extension
<ul> <li>Offer grants for Texas-specific research and find technology transfer methods within the state</li> </ul>	<ol><li>Encourage applications to the TREE Fund for Texas-focused research proposals</li></ol>
Maintain a TREE Fund liaison position	<ol><li>Update policies for promoting and supporting research, fundraising, etc.</li></ol>

#### STRATEGIC INITIATIVE - BUILDING CAPACITY

Strategic initiatives are specific areas of focus for the organization during the time covered by the plan. In this plan, one significant strategic initiative is put forth. In order to achieve some of the many ideas proposed as innovation objectives, it will be necessary for the ISAT to build additional capacity. The ISAT is experiencing symptoms of burnout among Board members and volunteers and has limited contractual staff available. Capacity building is about finding ways to get more things accomplished – it pertains to the group's ability to deliver its mission more effectively now, and in the future. Capacity building is an investment in future sustainability and effectiveness of the ISAT. Growing capacity may require changes to the way the organization has been run in the past, additional allocations of time and resources, and the dedication and determination of the leadership.

There are three levels at which the ISAT can build additional capacity – within the Board, the Volunteers, and the Staff. The ISAT Board of Directors has developed the following strategy to build additional capacity for the organization during the next three years:

Board		Volunt	eers	Staff	
1.	Develop clear roles and job descriptions, including determining	1.	Develop a formal volunteer coordinator position	1.	Conduct a job task analysis to determine what current Executive Director tasks can
2.	tenure for committee chair positions Identify staffing level tasks for various	2.	Designate a volunteer coordinator for the annual conference and other	2.	be moved to other potential positions  Develop a clear annual work plan for
2.	employee needs		events	2.	Executive Director and other contractors
3.	Conduct a job task analysis of board members to identify tasks best suited for staff versus BOD	3.	Create a volunteer coordination manual including volunteer position descriptions and Board policies	3.	Identify and prioritize staffing needs by category – Administrative, Event Coordination, Volunteer Coordination,
4.	Hire an administrative assistant to handle details for the organization	4.	Leverage the volunteer capacity of Master Gardeners, Master Naturalists,	4.	Outreach, and Executive functions Conduct a budget analysis – what can we
5.	Set goals for different staffing levels and make a quality vs quantity determination		AgriLife Extension, and other relevant organizations such as regional urban forestry groups		afford, determine if opportunity for incentives is appropriate, what are our expectations?
6.	Reorganize Board member committee assignments and roles to separate governance and operation duties	5.	Incentivize and recognize volunteers	5.	Explore how we can use Executive Director and/or additional contractor to take time pressures off of Board members
7.	Develop a framework for Board member mentoring				
8.	Develop annual goals for committees				

# **CONCLUSION**

The Texas Chapter of ISA has been successful over the last forty years by being an opportunistic organization. In the next three years, it will remain opportunistic, but will become more strategic in its approach. Guided by this strategic plan, the organization will advance its mission, benefiting both its members and Texas communities.

