

**Texas Chapter International Society of Arboriculture
Board of Directors Meeting Minutes
Internet GoToMeeting
June 25, 2020**

Present:

Jason Alfaro, President	Priscilla Files, Director	Paul Johnson, TFS, ISA
Emily King, Past President	Ronny Nelson, Director	
A.J. Thibodeaux, President-Elect	Star Quintero, Director	
Mark Bird, Vice President	Gary O'Neil, Director	John Giedraitis, ISAT Exec Dir
Rebecca Johnson, Editor	Evan Anderson, Director	Gene Gehring, ISAT Ed Prog
Rachel McGregor, Director	Neil Manich, Director	Misti Perez, Mem Servs Spec
Kirsten Schneider, Director	Oscar Mestas, COR Liaison	

Absent:

Daniel Cottier, Cert. Liaison	Greg David, Treasurer	Curtis Hopper, Director
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I. Call to order

- a. President Alfaro called to order the ISAT Board of Directors at 9:02 AM on June 25, 2020. A quorum was declared present.

II. Approval of minutes

- a. **A motion was made by Johnson to accept the March 5, 2020 Board meeting minutes. McGregor seconded, and the motion passed. (p. 4)**

III. Executive Director Report

- a. Giedraitis reported on activities since the March Board meeting. He noted that right after the meeting, President Trump declared the COVID-19 pandemic a national emergency. As a result, most of the ISAT events were cancelled or postponed. With shelter at home and social distancing requirements, ISAT engaged members in new Virtual Coffee Hours using our existing GoToMeeting platform and by hosting a Texas Tree Showdown contest to find the favorite tree in Texas on the Facebook and Twitter social media platforms. He reported that the Chapter has also expanded its virtual footprint by adding GoToWebinar and has produced two successful webinars on this platform. This will also be used to host the virtual portion of the Texas Tree Conference this year. He noted that the Chapter continues to engage members with over 40,000 total emails so far this year along with surveys and registrations on the Constant Contact web platform. He also presented the Quick Stats overview charts that are discussed as part of the committee reports. (p. 7)

IV. Committee Reports

a. Educational Committee

- i. Bird presented the 2020 events schedule and noted that many of the scheduled events have been cancelled or postponed due to the COVID-19 pandemic effects in Texas. He reported that the committee has introduced webinars to the annual events lineup. He also noted that he is forming a committee to look at planning events on a multiyear calendar. (p. 8)

b. Texas Tree Conference

- i. Thibodeaux reported that the 2020 conference theme is '*40 Years of Texas Tree Culture*'. He noted that a survey was conducted to get the opinions on holding the conference from over 800 past TTC attendees. With over 270 responses, the committee has decided to go ahead with a hybrid live and virtual conference. He

reported that the Waco Convention Center will allow ISAT to cancel up to 7-days before the conference and that we do not have a set hotel contract for this year but the Hilton and Courtyard will allow cancellations up to 72 hours in advance with no penalty. There will be the What's Up Doc Academy on Wednesday, Sept 23 and a single-track conference program on Thursday and Friday. Sessions will be recorded by a professional audio/visual company and will be available as live streams or simulive events for a later date. (p. 11)

c. Texas Tree Climbing Championship

- i. Schneider reported the event scheduled for May 14-16 in Brackenridge Park in San Antonio as cancelled due to city limitations and COVID-19 concerns over social distancing requirements. It was noted that a new trailer was purchased for the event. (p. 37)

d. Member Services

- i. **Newsletter.** Johnson noted that she will be retiring as editor and requested that if anyone knows anybody who is interested, nominations for election are now open. She reported that a contract through the December 2020 edition has been sent to Joan Ivy, the current associate editor, to secure her services for continuity with the new editor. (p. 38)
- ii. **Digital and Social Media.** McGregor reported that the committee hosted a Texas Tree Showdown contest with the Texas A&M Forest Service based loosely on sports bracketing as an effort to boost social media use by members. She reported that posts for Facebook and Twitter are scheduled for weekly release. (p. 41)
- iii. **Membership.** Files noted that there are 1,110 members. She also reported that SPARX360, the contractor who is writing the Three-Year Membership plan has presented the report and noted that several Board members have given their comments. See new business. (p. 43)
- iv. **Outreach Publicity.** Anderson reported that with the pandemic lock-down, tabling events have been cancelled since March (report p. 78)
- v. **Certification.** Perez presented Cottier's report that there are 6 exams scheduled in the remainder of 2020 and that ISAT now has 9 exam proctors, 16 CTW CS evaluators and 6 CTW AS evaluators. The COVID-19 Extraordinary Guidelines were also presented. These were used when the first exam was given worldwide in Dallas last week since all exams had been previously canceled because of the pandemic. (p. 79)

e. Research + Scholarships.

- i. **TREE Fund Liaison.** Rebecca Johnson reported ISAT has made its annual donation to TREE Fund and the Tour de Trees has been cancelled and will be virtual because of the pandemic. (p. 87)
- ii. **Student Liaison & Scholarships.** Nelson reported that the award ceremonies this year at SFA and TAMU were cancelled because of the pandemic. He also noted that he has spoken to Dr. Williams about ISAT support of undergraduate research. He reported that the committee is working with the conference committee to look at how to match students with mentors at the conference. (p. 88)
- iii. **Research.** No report.

f. Executive

- i. **Governance.** Alfaro noted that the Executive Committee meets monthly via the internet and that it has renewed the contract for association management services with Acorn Arbor Services, LP. He reported that nominations for election to the Board of Directors is now open. (p. 89)
- ii. **Nominations and Elections.** King noted that there four Director seats in addition to four officers who serve a one-year term. She requested that Board members look for potential candidates and invite them to visit the ISAT website for the nomination form. (p. 90)

- iii. **Treasurer.** Giedraitis presented David's report and the year to date financial statements. He noted that net profit is off from \$38,000 last year at this time to \$3,000 this year due to the impact of cancelling events because of the pandemic. He reported that the Chapter will likely end the fiscal year with a net loss of between \$49,000 and \$89,000. He did note that the Chapter has a strong financial position with approximately \$227,000 in reserves. (p. 91)
 - iv. **Council of Representatives.** Mestas reported that he attended the COR townhall meeting on June 3, 2020. He noted that he voted in the special election to fill a vacancy on the ISA Board of Directors. He asked that if there are any issues to take to the COR, to send him an email. (p. 95)
 - g. **Advocacy.**
 - i. No report.
 - h. **Working Groups**
 - i. **Texas Regional Plant Appraisal Committee.** David submitted a report that noted that the 10th Edition of the Guide for Plant Appraisal is out, and the committee is waiting on further clarification from CTLA on a number of technical issues. He also noted that ASCA has suspended TPAQ training and is rewriting the curriculum and that now they are ready to re-introduce the course once the pandemic has subsided. (p. 99)
 - i. **ISA Update**
 - i. Paul Johnson, President of ISA reported staff in Atlanta is still working from home and that the August conference has been postponed until December.
 - j. **Texas Forest Service Update**
 - i. Paul Johnson reported that TFS will be back at 100% capacity on July 1. The TFS Trees Count and Risk Assessment aps are being upgraded. TFS is developing Tree Health, Tree ID and Tree Selector applications and the Tree Health app is in testing now.
- V. **Old Business**
 - a. **Review of 2020 Work Plan:** Alfaro reviewed the progress on the 2020 Work Plan. (p. 100)
- VI. **New Business**
 - a. Draft Three-Year Strategic Membership Plan. Files noted that the report was presented under committee reports (p. 48-77). **Files made a motion to accept and adopt the draft plan with comments and corrections. Thibodeaux seconded and the motion passed.**
 - b. Increasing Diverse Member Engagement. Johnson noted that ISAT has a new virtual communication platform that we can use for our members to engage with each other. Alfaro noted that we have new virtual tools and we need to expand on what we are already doing for our diverse membership. Thibodeaux noted that the Coffee Hours have evolved organically, and each special interest group needs to be led by a champion. Paul Johnson offered TFS assistance with the municipal group.
- VII. Meeting adjourned at 12:08 PM
- VIII. Next meeting in Waco on July 31, 2020 - Location – Virtual – Internet GoToMeeting

Minutes submitted by Giedraitis

**Texas Chapter International Society of Arboriculture
Board of Directors Meeting Minutes
Mayborn Museum, Waco, Texas
March 5, 2020**

Present:

Jason Alfaro, President	Priscilla Files, Director	Oscar Mestas, COR Liaison
Emily King, Past President	Curtis Hopper, Director	Daniel Cottier, Cert. Liaison
A.J. Thibodeaux, President-Elect	Star Quintero, Director	
Mark Bird, Vice President	Gary O'Neil, Director	John Giedraitis, ISAT Exec Dir
Greg David, Treasurer	Evan Anderson, Director	Gene Gehring, ISAT Ed Prog
Rebecca Johnson, Editor	Neil Manich, Director	Misti Perez, Mem Servs Spec
Kirsten Schneider, Director	Ronny Nelson, Director	Paul Johnson, TFS, ISA

Absent:

Rachel McGregor, Director

I. Call to order

- a. President Alfaro called to order the ISAT Board of Directors at 10:04 AM on March 5, 2020. A quorum was declared present.

II. Approval of minutes

- a. **A motion was made by O'Neil to accept the December 2019 minutes. Manich seconded, and the motion passed. (p.4)**

III. Executive Director Report

- a. Giedraitis reported on activities since the December Board meeting and presented the Quick Stats overview charts that were discussed as part of the committee reports. (p.7-11)

IV. Committee Reports

a. Educational Committee

- i. Bird presented the 2020 events schedule and noted that there will be a Healthy Trees-Healthy Soils series of workshops starting in April. He also noted that he is forming a committee to look at planning events on a multiyear calendar. (p.12-14)

b. Texas Tree Conference

- i. Thibodeaux reported that the 2020 conference theme is '*40 Years of Texas Tree Culture*'. He noted that the committee is now meeting, and speaker registration and sponsor and exhibitor registrations are open. A graphic artist has been retained and the logo is done and the postcard to exhibitors is at the printer. (p.15-19)

c. Texas Tree Climbing Championship

- i. Schneider reported that the permit has been secured for the event on May 14-16 in Brackenridge Park in San Antonio. Registration is open for volunteer judges and technicians and for sponsors and exhibitors. Registration of climbers will open shortly. She noted that ISA will no longer be providing climbing event insurance after June 2020. There was discussion on the purchase of a new trailer. (p.20)

d. Member Services

- i. **Newsletter.** Johnson requested that content be sent in by the 12th of the month before publication.
- ii. **Digital and Social Media.** McGregor report was read by Alfaro. She reported that posts for Facebook and Twitter are scheduled for weekly release. (p.21)
- iii. **Membership.** Files reported the results of the membership survey was sent out in January and resent in February. She also gave an update on the request for proposal to hire a consultant to develop a three-year membership plan. (report p.22-31)
- iv. **Outreach Publicity.** Anderson presented his report and noted that the committee is coordinating several tabling events in 2020. The committee is also organizing the TTCC Arbor Fair and Kids Limb Walk. Paul Johnson noted that the statewide Texas Arbor Day ceremony will be in Harker Heights on November 6, 2020. (report p.32)
- v. **Certification.** Cottier reported that there 10 exams scheduled in 2020 and that ISAT now has 10 exam proctors, 16 CTW CS evaluators and 6 CTW AS evaluators. He also presented the ISAT Qualification Logo Use Policy. Paul Johnson noted the Southern Group of State Foresters has submitted a grant to take the ISAT Wildfire Risk Reduction Qualification program and adapt it to the other twelve southern states. Funding would be in 2020 and implementation in the 2-3 years after. Other ISA Chapters would also be involved. (report p.33-35)

e. Research + Scholarships.

- i. **TREE Fund Liaison.** Rebecca Johnson reported ISAT has made its annual donation to TREE Fund and is supporting Mino (Herminio) Griego with \$500 for his Tour de Trees ride. The Board also approved \$500 in support for Pete Smith's ride.
- ii. **Student Liaison & Scholarships.** Nelson reported that he will attend the SFA and Giedraitis will attend the TAMU award ceremonies this year. He also noted that he has spoken to Dr. Williams about ISAT support of undergraduate research. (report p.36)
- iii. **Research.** No report.

f. Executive

- i. **Governance.** Alfaro noted that the Executive Committee meets monthly via the internet and that it is currently reviewing the contract for association management services from Acorn Arbor Services, LP. (report p.37)
- ii. **Nominations and Elections.** King noted that there four Director seats open in the next election in addition to three officers who serve a one-year term. She requested that Board members look for potential candidates. (report p.38-39)
- iii. **Treasurer.** David presented the year-to-date Income and Balance Sheet statements. He also noted that ISAT holds about \$125,000 in US Treasury notes and \$25,000 in a Wells Fargo CD. (report p.40-42)
- iv. **Council of Representatives.** Mestas reported that he attended the COR townhall meeting in February. He asked that if there are any issues to take to the COR, to send him an email. (p.43-46)

g. Advocacy.

- i. No report.

h. Working Groups

- i. **Texas Regional Plant Appraisal Committee.** David reported that the 2019 update to the Texas Supplement for the 9th edition is now available for free and has not upgraded for 2020 since the 10th Edition is now the accepted guide. He also noted that ASCA has suspended TPAQ training and is rewriting the curriculum.

i. ISA Update

- i. Paul Johnson, President of ISA reported that the Asia-Pacific Tree Climbing Championship was cancelled over COVID 19 concerns. He also noted that ISA is fully staffed in Atlanta.

j. Texas Forest Service Update

- i. Paul Johnson reported that the federal urban forestry budget is up \$2.5 million this year and that the Urban Forestry Strike Team is moving from storm damage assessments towards also assisting with disease and insect assessments. TFS is focusing on its Healthy Trees - Healthy Lives initiative. The TFS Trees Count and Risk Assessment apps are being upgraded. TFS is developing Tree Health, Tree ID and Tree Selector applications. Trees are Key podcast is in its 5th year with 254 episodes and it may be eligible for ISA CEU's in the future. TFS is also starting a TFS Leadership Institute with the goal of developing and supporting tree organizations and there will be four urban and community slots in the initial program.

V. Old Business

- a. **Review of 2020 Work Plan:** Alfaro reviewed the progress on the 2020 Work Plan. (p.47-54)

VI. New Business

- a. Membership Survey and Strategic Plan.
 - i. Presented in the membership report (p.29-31)
- b. Cloud-based Association Management Software Survey
 - i. Alfaro noted that he and Giedraitis are interviewing contractors and have conducted a survey of ISA Chapters to look at what cloud-based services are being used. Giedraitis mentioned that Constant Contact is moving away from supporting event registration. Paul Johnson reported that ISA is working on a new software system for membership management and Chapters may not want to make any big changes right now. (p.55)
- c. Tree Climbing Championship Trailer Purchase
 - i. **A motion was made by David to approve the expenditure of up to \$20,000 by the Tree Climbing Championship Committee to purchase and outfit a trailer. Schneider seconded, and the motion passed.**
- d. Climbing Insurance Changes from ISA HQ
 - i. Alfaro noted that ISA will no longer be providing insurance for climbing competitions. He appointed Thibodeaux as chair of an ad-hoc committee to research options for ISAT climbing events held after June 2020. Mestas will assist. (p.56)
- e. ISAT Logo Use Policy
 - i. **A motion was made by Cottier to adopt the Qualification Logo Use Policy as presented by the Certification Committee with the change that the qualificant name and number do not need to be used when the logo is worn by the qualificant. Neil seconded, and the motion passed.** (p.34-35)

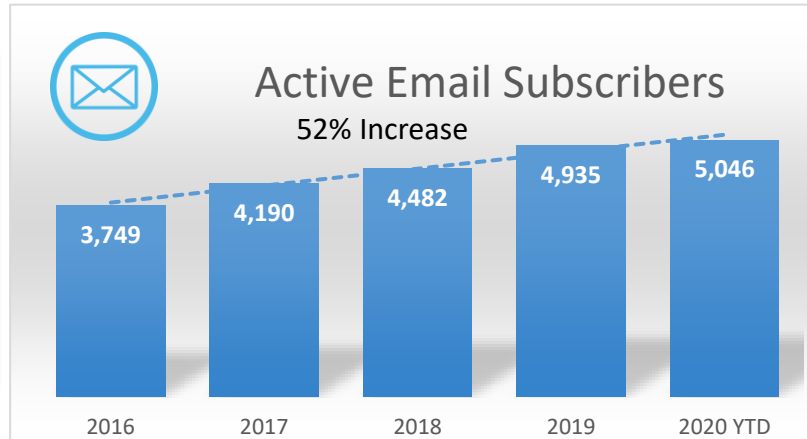
VII. Adjourn - Alfaro adjourned the meeting at 2:10 PM

VIII. Next meeting in Waco on June 4, 2020 - Location TBA

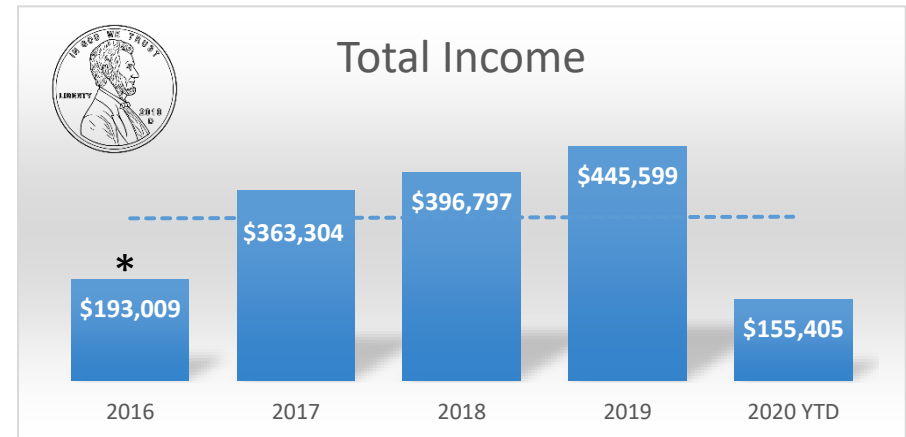
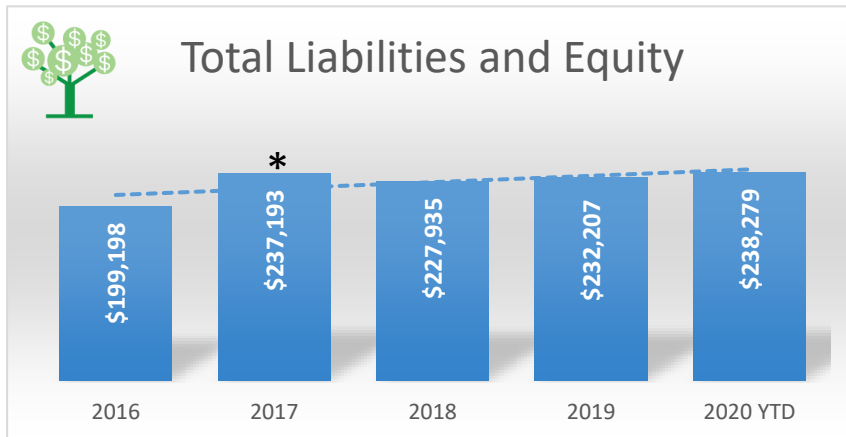
Minutes submitted by Giedraitis

ISAT Quick Statistics:	2020 YTD	2019	2018	2017	2016	2015	2014	2013
Email Subscribers (Active Contacts)	5,046	4,935	4,482	4,190	3,749	3,310	2,888	2,327
Total Income	\$155,405	\$445,599	\$396,797	\$363,304	\$193,009	\$350,873	\$342,975	\$286,803
Net Income	\$3,177	\$4,272	(\$9,258)	\$38,250	(\$45,415)	\$10,631	\$44,950	\$26
Total Liabilities and Equity	\$238,279	\$232,207	\$227,935	\$237,193	\$199,198	\$244,613	\$233,983	\$189,032

ISAT Year to Date Quick Stats Finances and Email



Email Campaigns		
	2019	2020 YTD
Number of Active Contacts:	4,903	5,046
Number of Campaigns:	34	16
Total Number Sent:	71,889	36,257
Total Unique Opens:	22,303	11,102
Mobile Open:	36%	38%
Desktop Open:	62%	61%
Click Through Rate:	16%	17%
Total Unique Clicks:	3,639	1,849



* 2016 ISAT hosted ISA International Conference and ITCC



Educational Events Committee Report

June 24, 2020

Prepared by: Mark C Bird

Prepared for Executive Board Meeting, June 25, 2020

Educational Events Committee Mission: Facilitate statewide professional development opportunities to meet the educational needs of Certified Arborists.

Committee Goals:

- 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/ISAT co-sponsored)
Host 3 events per year at Master's Level for Comcrl/Util/Muni
- Align workshops to meet the needs of ISAT membership
 - **Objectives:** Workshops are offered to all feasible member regions
- Evaluate and improve workshops and committee work

Committee Report:

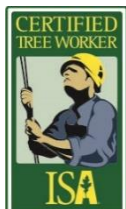
1. **2020 Event calendar** – now being prepared and maintained by Gene Gehring.
2. **2020 Events:** the following events are completed / scheduled / tentative.

Confirmation	Start date	End date	ISAT Event	Location	Chair
Completed	1/17	1/17	Certified Arborist, Municipal Specialist, Utility Specialist Test and Certified Tree Worker	Austin	Certification – Daniel Cottier
Completed	2/19	2/19	North Central Texas Urban Forestry Conference-Booth- 260 attendees	Hurst	Publicity/Outreach: Gene & John
Completed	2/24	2/26	TRAQ Course-Assessment w/ Skip Kincaid- 20 of 20 filled	College Station	ISA Approved
Completed	2/27	2/27	SAAA Bilingual Workshop w/ Skip Kincaid- 269 attendees	Schertz	Education: Gene & John
Completed	2/28	2/28	TRAQ Renewal w/ Skip Kincaid - 10 attendees	Waco	ISA Approved
Completed	3/9	3/10	Diagnosis workshop, Appel/Shiela- 24 of 24 filled	College Station	Gene
Completed	3/11	3/13	TRAQ Course & Assessment DFW w/ Skip Kincaid - 20 of 20 filled	Dallas-Discove ry Gardens	Gene/AJ host
Postponed	3/25	3/27	Wildfire Risk Assessment Qualification Course/Assessment	Austin	Education-Kari Hines/Mark Kroeze

Postponed	4/17	4/19	Texas Women's Tree Climbing Workshop	Texas State/San Marcos	Education: Rebecca Johnson
Completed	4/17	4/17	Webinar: History of Oak Wilt Research in Texas by Gene Gehring - 141 attended	webinar	Gene-Host
Cancelled	4/7	4/9	ASLA Texas Chapter Conference Booth	Irving	Publicity/Outreach: Priscilla Files
Cancelled	5/14	5/14	Pre-TTTC Workshop	San Antonio	Kirsten Schneider
Cancelled	5/15	5/16	Texas Tree Climbing Championship	San Antonio	Kirsten Schneider
Cancelled	5/16	5/16	Arbor Fair-TTTC	San Antonio	Education
Completed	5/15	5/15	Webinar: Ask the Expert w/ Dr. Appel - 104 attended	webinar	Gene-Host
Rescheduled	12/15	12/17	ISA Annual Meeting	Albuquerque, NM	
Cancelled	8/13	8/15	TNLA Expo – ISA Booth	San Antonio	Publicity/Outreach: Priscilla Files
Scheduled	7/9	7/10	Oak Wilt Qualification Course and Assessment	Fredericksburg	Gene w/ Dr. Appel & Robert Edmonson
Tentative	7/30	7/31	Oak Wilt Qualification Course and Assessment	Glenrose	Gene w/ Dr. Appel & Robert Edmonson
Scheduled	9/23	9/23	TRAQ Renewal/Skip Kincaid	Waco	Certification: Daniel Cottier
Scheduled	9/24	9/25	ISAT Texas Tree Conference, Tradeshow, Academy, Awards, Tree School	Waco	A.J. Thibodeaux - Chair
Scheduled	9/25	9/25	ISAT Board Meeting	Waco	Executive – Jason Alfaro
Scheduled	9/25	9/25	Certified Arborist, Municipal, Utility Specialist Test	Waco	Certification: Daniel Cottier
Scheduled	10/15	10/15	Certified Arborist, Municipal, Utility Specialist Test	San Antonio	Certification: Daniel Cottier
Scheduled	10/20	10/22	ISA Leadership Workshop	Atlanta, GA	Executive
Need Date			American Planning Assoc. Texas Chapter Conf. Booth		Publicity/Outreach: Priscilla Files
Need Date			NATCC		Kirsten Schneider

3. **Proposed:**

- a. TPAC – Plant Appraisal: Documenting Evidence with Julian Dunster
- b. EAB webinar
- c. Establish an Educational Committee to go beyond a single year to give continuity to planning events that require planning over calendar years (discuss the possibility of a three year plan)

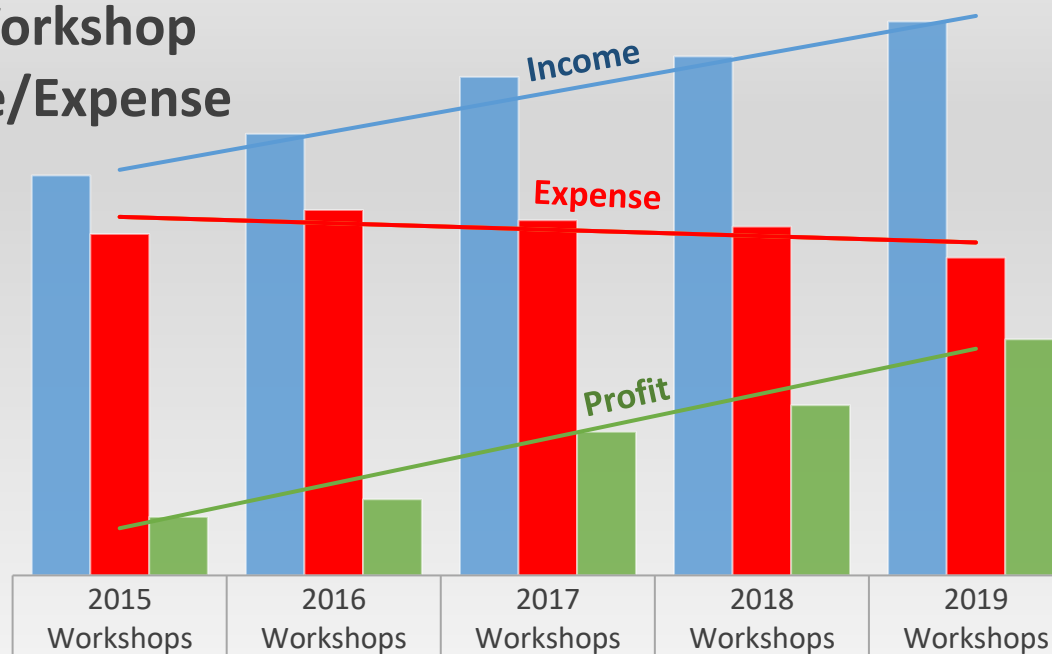


ISAT 2019 Quick Stats: Education



ISAT Events:	Income	COVID refund	Ttl expense	Net
TRAQ Course and Assessment with Skip Kincaid	\$13,000.00		\$ 9,507.94	\$ 3,492.06
SAAA Bilingual Workshop Booth w/ Skip Kincaid	\$16,230.00		\$14,430.21	\$ 1,799.79
TRAQ Renewal with Skip Kincaid	\$ 2,200.00		\$ 3,154.64	\$ (954.64)
Diagnosis wksp	\$ 6,410.00	\$ 225.00	\$ 1,287.19	\$ 5,122.81
TRAQ Course and Assessment DFW with Skip Kincaid	\$13,000.00	\$ 1,300.00	\$10,814.69	\$ 2,185.31
Wildfire Risk Assessment Qualification Course and Assessment	\$ 6,545.00	\$ 500.00	\$ 1,196.71	\$ 5,348.29
Fertilization Summit	\$ 2,900.00	\$ 2,900.00	\$ 2,985.38	\$ (85.38)
Texas Women's Tree Climbing Workshop	\$ 6,935.00	\$ 2,250.00	\$ 2,534.34	\$ 6,400.66
Webinar - History of Oak Wilt Reserch in Teks	\$ 1,140.00		\$ 1,591.89	\$ (451.89)
TRAQ Course and Assessment Round Rock with Skip Kincaid	\$13,400.00	\$13,400.00	\$13,794.60	\$ (394.60)
Webinar - Ask the expert	\$ 1,040.00		\$ 1,576.59	\$ (536.59)
Pre-TTTC Workshop				\$ -
Texas Tree Climbing Championship				\$ -
Oak Wilt Qualification Course and Assessment	\$ 7,500.00		\$ 3,000.00	\$ 4,500.00
Oak Wilt Qualification Course and Assessment	\$ 5,000.00		\$ 2,000.00	\$ 3,000.00
Totals	\$95,300.00	\$20,575.00	\$67,874.18	\$29,425.82
Budgeted	\$95,000.00		\$55,000.00	\$40,000.00

ISAT Workshop Revenue/Expense



Income	\$60,061.73	\$66,316.26	\$74,908.59	\$77,952.66	\$83,186.00
Expense	\$51,271.55	\$54,893.77	\$53,346.66	\$52,377.68	\$47,735.02 ₁₀
Profit/(loss)	\$8,790.18	\$11,422.49	\$21,561.93	\$25,574.98	\$35,450.98



2020 TTC Committee Report

June 22, 2020

Prepared by: A.J. Thibodeaux

Prepared for: June 25, 2020 Board of Directors Meeting

Texas Tree Conference Committee Mission: Develop a comprehensive program for the 2020 Texas Tree Conference.

Committee Goals:

- Open Speaker Registration
- Send out Exhibitor/Sponsor Postcard
- Secure Waco Convention Center and Hotel Contract
- Retain Graphics Designer for logo
- Schedule Committee Conference Calls

Committee Members:

- See attached committee members list

Committee Report:

1. Conference logo completed.
2. Exhibitor/Sponsor Postcard sent out. Currently have 17 signed up.
3. Waco Convention Center agreed to only charging for what we use, if any for 2020. Only responsible for a \$500.00 deposit and that will be credited to 2021 if we don't have a live conference this year.
4. Hilton Waco and Courtyard by Marriott contract for 2020-2022 not finalized as of now. Currently John is managing this contact.
5. Constant Contact Survey sent out on 6/3/2020 and again on 6/12/2020 asking for opinions on what type of or if to have a conference this year. 240 Responses. *See survey results attached.*
6. 2020 TTC will be a combo live/virtual Conference. *Recommended program attached.*
7. Revised TTC budget in the works.
8. Quote from Loaded Sound LLC to support virtual conference via GoToWebinar. *See attachment.*
9. Both the English and Spanish Tree Schools will be canceled for this year.
10. Awards Luncheon would be reduced to a small awards presentation in the Exhibit Hall during the Thursday evening Exhibitor Social, or canceled. *Need input from the Awards Committee.*
11. Daniel Vetter, Poster Session chair - *Need input from committee chair on canceling this for 2020.*
 - a. During our first tree conference meeting I had suggested for the poster session that we post the information about submitting a poster for the poster session at the beginning of this current semester since last year it was very last minute and we had a smaller turn out then I would have liked. I believe John said he would email me when he got that up and running and available for people to either submit or become aware that registration is open. Is this still a possibility to open the registration earlier? Let me know at your convenience so that I can start contacting the list of universities and non-profits I have to get the ball rolling.

12. John Warner, Book store chair - *Need input from the committee chair on canceling this for 2020.*
 - a. John G has the new ISA bookstore plans which changes the dynamics of what we have to sell.
13. Wednesday Night Social planned to be a simple, on your own gathering at the bridge. No food or drinks provided by ISAT. *Need input from committee chair.*

Work Planned:

1. Continue to hold monthly committee calls
2. Secure one additional estimate for virtual conference support.
3. Finalize new conference budget with John and Gene.
4. Finalize conference registration fees.
5. Schedule discussion awards committee.
6. Schedule discussion with poster session committee.
7. Schedule discussion with book store committee.
8. Schedule discussion with Wednesday night social committee.
9. Order conference swag items.



Constant Contact Survey Results

Survey Name: 2020 TTC Real or Virtual Conference Survey past attendees

Response Status: Partial & Completed

Filter: None

6/19/2020 9:03 AM CDT

* Do you believe you will travel to and attend the 2020 Texas Tree Conference in Waco on September 23-25, 2020?

1 = I won't be there, 2 = Probably won't be there, 3 = Maybe I'll be there, 4 = Good chance I'll be there, 5 = I'll be there

	1	2	3	4	5	Number of Response(s)	Rating Score*
						240	3.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

* If the 2020 Texas Tree Conference was an online virtual conference that offered a full educational program and CEU's, would you attend?

1 = I would not attend, 2 = Probably won't attend, 3 = Maybe I would attend, 4 = Good chance I would attend, 5 = I would attend

	1	2	3	4	5	Number of Response(s)	Rating Score*
						239	3.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

✱ At this point, do you think the Texas Chapter ISA should hold a live or a virtual online Texas Tree Conference at the end of September?

Answer	0%	100%	Number of Response(s)	Response Ratio
Live in-person conference as usual	<div><div></div></div>		115	47.9 %
Online virtual conference with speakers, trade show, tracks and CEU's	<div><div></div></div>		74	30.8 %
Don't know	<div><div></div></div>		51	21.2 %
No Response(s)			0	0.0 %
Totals			240	100%

Please provide us any comments regarding the 2020 Texas Tree Conference and COVID-19. We will ✱ use any comments and this survey to help make a final decision regarding the 2020 Texas Tree Conference.

210 Response(s)

2020 TTC Live or Virtual Survey
Answers and Comments

Response Status: Partial & Completed

Filter: None

Jun 19, 2020 8:46:18 AM

1. Do you believe you will travel to and attend the 2020 Texas Tree Conference in Waco on September 23-25, 2020?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	I won't be there	Probably won't be there	Maybe I'll be there	chance I'll be there	I'll be there
	29	39	35	54	83
	12%	16%	15%	23%	35%

72 Comment(s)

2. If the 2020 Texas Tree Conference was an online virtual conference that offered a full educational program and CEU's, would you attend?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	I would not attend	Probably won't attend	Maybe I would attend	chance I would attend	I would attend
	25	34	45	60	75
	10%	14%	19%	25%	31%

54 Comment(s)

3. At this point, do you think the Texas Chapter ISA should hold a live or a virtual online Texas Tree Conference at the end of September?

	Number of Response(s)	Response Ratio
Live in-person conference as usual	115	47.9%

2020 TTC Live or Virtual Survey
Answers and Comments

Online virtual conference with speakers, trade show, tracks and CEU's	74	30.8%
Don't know	51	21.2%
No Responses	0	0.0%
Total	240	100%
66 Comment(s)		

4. Please provide us any comments regarding the 2020 Texas Tree Conference and COVID-19. We will use any comments and this survey to help make a final decision regarding the 2020 Texas Tree Conference.

210 Response(s)

2020 TTC Live or Virtual Survey
Answers and Comments

Survey Name: 2020 TTC Real or Virtual Conference Survey past attendees

Constant Contact Survey Results

Jun 19, 2020 8:46:18 AM

1. Do you believe you will travel to and attend the 2020 Texas Tree Conference in Waco on September 23-25, 2020? - Comments

Answer

LIVE!!!!!!!

I have travel restrictions and budget cuts at work.

I have enjoyed the lectures and networking in person for the last 3 years and would love to keep the tradition going.

The compact format of the Tree Conference is very efficient. Virtual would be a poor substitute.

City of San Antonio currently has a ban on business travel. Unknown when it will be lifted.

Absolutely, I am not worried

Unless something crazier than what is currently going on happens then we will be there

If the conference does occur live I definitely plan on going. I need to finish acquiring CEU's and the courses are very good. I believe they would be better live.

I enjoy these conferences, the interaction with the many speakers, going virtual would not be the same and I probably wouldn't attend,

As much as anyone can guess, attendance will be tethered to the current state of Covid.

We are still under travel restrictions for work regarding COVID-19. They will probably be lifted soon, but depending on when the second wave hits we could be under travel restrictions again.

If you have the courage to still have it.

The company has stopped the majority of travel for business through Sept. 30th.

I will either attend this one or the national one in New Mexico. Still thinking it over.

I am always prepared to travel. I open my schedule for this every year.

Covid 19 may restrict my travel

I won't be there but I'm happy to send employees to the conference to further educate them, and, of course, to gather enough CEU's to maintain their certification. I already have sufficient CEU's for the three year period. Really enjoyed the webinars during this ridiculous virus scare, allegedly.

All efforts to contain or predict the end of the pandemic have been unsuccessful. I do not anticipate things to normalize this year.

City budget severely impacted for remaining budget year and next which could reduce ability to attend. May go on my own if held.

Dependent upon the statistics of the virus in September.

I got all my CEU's and if a couple of other conferences happen, I will likely go to them.

The land of the brave was not founded by having a sick year.

There will two of us

With CV-19, I think its VERY FOOLISH and DANGEROUS to have a live seminar with the number of people that normally attend.

2020 TTC Live or Virtual Survey
Answers and Comments

I won't feel comfortable until a vaccine is available.
Money concerns
Covid isn't going away anytime soon
Our travel expenses have already been reduced.
I feel it is way to early to ask this question. The poor federal response has created many uncertainties due to lack of testing. A conference will be a super spreader event if there is no proper precautions built into the plans.
Depends on my travel plans for retirement which is currently on hold.
Moved out of state
If the event is live I will be there.
My job has no money to send me anywhere this year so I would have to get a scholarship to attend.
As long as there are no travel restrictions in place at that time, i will be there.
MANY organizations and agencies are not funding travel, therefore I will NOT be attending in person.
Nobody knows what the COVID situation will be like in September, so I am playing it safe and not committing any \$\$ to travel or registration fees to attend.
Unless something weirder than what's going on now happens, I will attend. With mask on.
I work with the City and it will depend what they will allow me to attend, the days.
I believe not having it would be devastating to our business and industry.
I prefer to meet in Waco over Virtual Conference. Visiting with our peers and meeting with the vendors in the trade show is something I look forward too.
I would not travel for both financial and health & safety reasons.
N/A
Not for sure yet if we will be able to travel to conferences.
budget
yes
Why not consider January February conference date. The city I work for has put a travel ban in place till the end of the year. Funding will not be released for conferences as of now. it could change but there wouldn't be a concrete date set.
Municipal funding likely impacted, will not cover costs
due to the pandemic I do not plan to attend this years conference.
depends on where the current federal, state & local guidelines are & if ISAT could provide the necessary accommodations
Likely will not attend due to COVID
Yes
I have a scheduled trip at that time
Every year clock work
Not sure it is safe at all nor that we will have money due to budget cuts
It really just depends on the status of the covid-19 at that time. I am diabetic and will be over 65 in September. Maybe if masks are required and we are social distancing.

2020 TTC Live or Virtual Survey
Answers and Comments

We have been told there will be no spending on conferences for the remainder of this year, and possibly next due to the economic impact of Covid19. I wouldnât be able to afford the conference and hotel without city support and/or muni scholarship, nor would I feel comfortable in a crowd of people with the expected resurgence of COVID19 infections this fall.
Not certain my employer will approve travel by this date.
depends on where we stand with regards to being near a second wave or not
I would love to attend, but the municipal travel and training budget has been eliminated.
My company is restricting travel to densely populated cities for the foreseeable future.
Has the convention center opened yet. If it isnât open by 8-01 youâll have to be virtual
Timing is everything, with the uptick and possible 2nd wave of COVID-19 materializing, my guess is that the responses will lean toward not attending the meeting. Two weeks ago may have been a different response.
My decision to travel will be dependent on the course of documented COVID cases in the area as the date approaches
My employer removed all funding from our budget
Our travel and education budgets have been cut due to the down turn in tax revenue.
I'd like to attend the conference in-person, but I still have concerns regarding the pandemic. Recent public gatherings such as the many protest events from weeks past have lead to an increase in positive cases for COVID-19. To me, this is a clear reminder that the pandemic is not over and that we should continue social distancing practices as much as reasonably possible.
Yes have the conference for those who want it
If someone feels uncomfortable they can stay home or wear their mask
I always prefer to meet the people in this industry, so one on one is ideal. I also learn better this way.
By the looks of things, COVID19 will still be a concern and in-person meetings will still need to be avoided.
City Restrictions on training that requires travel
This REALLY needs to be virtual until this critter dies down. It would be catastrophic to be the source of the next outbreak because we all want to be there in person
If you have it I will attend.
unfortunately it all depends on what is happening with infection rates. i also have family members and others we provide assistance to who we do our best to limit exposures to.

2. If the 2020 Texas Tree Conference was an online virtual conference that offered a full educational program and CEU's, would you attend? - Comments

Answer
Yes, but it would need to be something other than 8 hours of back-to-back speakers
The only reason I would join would be to attain the CEU's
That would be a huge technological effort by a bunch of folks who are better at taking care of trees.
I would not be excited about it, but you always take advantage of a chance to learn.
2 or 3 days of online training is not appealing. Would be too difficult to avoid normal business duties while online.
I would not nor do I have the attention span to stare at a computer that long
I'm not interested in a virtual tree conference

2020 TTC Live or Virtual Survey
Answers and Comments

I don't have a home computer and probably wouldn't attend
I believe everyone enjoys the networking availability, seeing the latest offered by vendors in person, and generally just letting our collective hair down. However, I believe everyone would consider safety to be paramount and do what was necessary.
Probably end up being disturbed by work issues.
Since I would not need to travel the chances of attending are much higher.
I like getting out of town and away from the wife for a few days. The conference is very educational and each time I go I meet new people and learn new things from them that I would not be able to do during a virtual meeting. Plus, I get away from the wife for a few days. Just saying.....
I would like to learn more details of this.
virtual will probably have better attendance.
If there are subjects I'm interested in I'd probably attend.
I love the Texas Tree Conference. Virtual is the best option and it's better than no conference at all.
I don't actually need CEUs that much so attendance is normally for social networking and fun. If held online the content would be an extremely important factor.
If I did not have my CEU's, I certainly would and if you do I will let some of my staff know they are available.
I can get that for free right now, due to all the free ceus available. That is not what the conference is about!
Its the only way I would attend this year.....
I really don't like Zoom, but I do like to learn.
yes that would be great , online conference
If the cost is not too high and I have the time to sit and watch.
I would have to find a place with good WIFI.
I would like to get the CEU's but I normally attend to socialize.
I have enough work that I have to do from my computer, i haven't even had time to do my ceu tests yet this year. To be effective and of any benefit for me i would have to get away from the office.
I would only attend a virtual conference with CEUs if it were: 1) Free of charge (there are limited expenses if doing a virtual anything) and, 2) Had good content and subject matter
One of the main reasons I, and many others attend, is the social and networking aspect of see each other in person, but unfortunately, due to COVID19 that is not practical, at this point.
I would attend since I will need the CEU and always looking to enhance my education.
I would probably be to distracted with the daily activities to give my full attention.
Going virtual seems like the most responsible path.
N/A
Most definitely.
I know I would get distracted and go to work with my teams.
no
Funding still a concern Being online is much more accessible and safer
dependent on the programming and cost I might consider attending a virtual

2020 TTC Live or Virtual Survey
Answers and Comments

NO LAWSUITS!.. I know John G is all about that!!!
I have my CEUs but I would still be interested in hearing select lectures that interest me
computer links etc, must work for those not computer savy.
Not sure if I could sit in front of a computer monitor for a full day and a half or even more if we also do a pre-conference academy virtual.
Please donât do it
Depending on the price
It would depend on the fee. We have been told that there will be little to no \$ for CEUâs and we should look for free CEU opportunities to maintain our qualifications.
I could see doing this if offered at a lower price.
If the conference goes virtual, I will not participate. I usually renew my chapter membership coincidentally with conference registration. If virtual, I will not be renewing my membership.
need to get away to be able to participate. would not be a good thing for me online, as i could do it but feel i would have constant interruptions.
I will attend the virtual For Educational and CEU's if NOT held.
Get a lot of value from networking with other attendies
online CEU course rarely hold my attention easier to do work rather than pay attention to the seminar
Although a virtual conference is not an ideal learning and networking experience, I believe the conference has provided good training and information. I would prefer to attend virtually, rather than not attend at all.
I think that there would be a lot of technical glitches. I could see me getting frustrated and opting out.
Certainly! I've attended a number of webinars over the past few months and the message and content was delivered quite effectively. I see no reason why the conference would not have similar success virtually.
If it is not the normal conference I am probably not interested
I learn best one on one. However, If this is my only option, then I would consider it.
Yes, I would also feel safer with this set-up considering the lack of information regarding Covid-19.

3. At this point, do you think the Texas Chapter ISA should hold a live or a virtual online Texas Tree Conference at the end of September? - Comments

Answer
Dont cancel!!
Recent surges in infections make this even more preferable.
The situation is unpredictable.
Keep the tradition going!!!
may be out door with monitors at the park where we had the social parties before
Live Conference only
You guys have a tough decision to make because you donÃ¢Ât know how much more the politicians will be messing things up for everyone by September. Another conference we attend in Dallas at the beginning of September has already decided to go virtual. I would have attended live, but the virtual is a safer bet right now and does allow companies to potentially get more members of their team involved in the learning.

2020 TTC Live or Virtual Survey
Answers and Comments

I would prefer the conference be live, however we'll see what the state of Covid is in September to know.
speakers could obviously be online but the trade show - how would that work?
Live conference is the only way
Colleges are doing classes that are both. The conference could do the same.
I would really like to see everyone in person, but given the time needed to prepare, solicit vendors, etc...I feel this would be the best way to go for 2020.
I strongly lean to live in-person, but I feel that may just be a wish and a hope. September is still a long ways away in terms of what may come to pass.
While preference would be in person, it really depends on how fellow Texans heed CDC warnings and recommendations as to whether we will be able to have an in person conference.
I think a lot of companies will be restricting travel through the end of this year.
Perhaps offer a live stream version for those that are high risk or feel sketchy about attending. The virtual one could be cheaper and not allow for the interaction with vendors and experts as usual, but still help cover the costs of production.
Allow extra room for added space between people. Have sessions end 5 minutes apart to allow people to clear the hallways before the next sessions start at 5 minute intervals. This will mean longer breaks. But, worth it. Give out masks in your goodie bags with the ISA logo on them. Encourage the wearing of masks but don't make it mandatory. Put up posters that explain wearing a mask stops you from passing it on and is a show of respect to your peers.
Uncertain ?
My Texas Turfgrass Conference in Virtual in July and with them prediction of a 2nd wave of the virus in Fall not sure people will travel
Yea, this baloney the "medical experts" are spoon feeding society has gone way too far. Next they will have us with a bell around our necks bleating blah, blah, blah, like a herd of sheep. Stop the madness, except, of course in Austin, they are loving the madness!
Many people seemed unconcerned about the pandemic and might attend an in-person conference. I consider that behavior unwise. I would prefer an online conference.
I like in-person and I think a lot of ISAT members aren't that worried about COVID, I'm not worried about it. The only issue for me is budget money to be able to attend in person.
1200 attendees = .00004% of the Tx population, but attendees are from all parts of Tx. Social distance, recommend masks, place sanitizer and a few hand washing stations. In order to social distance, may need to provide a live link for members to watch and listen to speakers on their mobile device. This link and passwork would be posted at the conference room door or via instant message, once the room had reached a safe, social distancing capacity. Giving the link also allows a choice.
It's tricky, tomorrow I am holding a CEU class for my other professional organization and I am not certain how the attendance will be for that one. I am guessing you will get a larger attendance online.
Live is much more interactive and informative.
Again, Its the only way I would attend this year.....
Online conference would be the way to go
Itâs a tough call. Has there ever been an online conference by anyone?
If yes, how did it go? I donât think I would want to be the first especially considering the work required
It could or should be a mixture of both. Networking and interaction between people in the industry is imperative.

2020 TTC Live or Virtual Survey
Answers and Comments

I would totally be on board with a virtual conference and understand the decision. It may be the safer choice. If it remains an in-person conference, I would most likely attend, if approved by my employer.
Although I would love to connect in person, it may not be the best decision at this time.
If everyone takes precautions I would feel fine with attending.
It could be virtual if there were regional get together, that had less people and followed rules for being safe.
If you can get enough attendees it makes it worth while.
Unfortunately, scheduling a live conference may be to big a financial gamble for ISAT at this point.
I would still want a conference t-shirt though!
Both would be a good idea.
N/A
At this point, virtual would be the only option for me. We have not yet been released to travel for conferences and are still working form home.
possibly October?
live
A live conference would bring folks from Covid-19 hot spots and it is likely this would be transferred back to our homes. We are still practicing social distancing. This would be impossible in a live conference. The Texas Tree Conference is fun and a great place to learn and network, but we would be doing a dangerous disservice to our members having a live conference.
A Live Conference could be done with Social distancing and PPE paired with proper precautions. but not everyone agrees with CDC regulations. But once again, my city has a ban on travel and funding will not be released.
To protect us all, an online event will be much better
Hybrid model
I prefer a live presentation but might consider a virtual attendance.
I am sure there is a way of combining both of these concepts
BOTH live event with safety precautions and a limit on attendees and a virtual live-streaming option
itâs too far out to determine given the uncertainty of the virus itself and how we as a community respond
I actually think you should have a virtual option and still have it in person
Perhaps a combination. If we still need to social distance then we might need to set an attendance limit that might cut into profits or turn away vendors.
Enough said
I would prefer live but not sure if it is safe.
I know this is tough on y'all because you have to get the conference in the works. I prefer live if things are as stated above.
Not sure if the whole experience needs to be replicated online, but it is worth trying to shift some/most of it online if the cost/benefit makes sense.
Live in-person, with a virtual option or component.
i believe there would be more people willing to attend than not.
See above
Perhaps a little shorter, supplemented with on line materials.

2020 TTC Live or Virtual Survey
Answers and Comments

I'd like to see a virtual online conference. Might as well try it and see how it works out. The time couldn't be better to take a shot.
Be there We have had lots of flues and virus an you never said a word
I like to be hands-on. It's good to talk to people in person, to really discuss and see examples of what is being discussed.
Until this virus is contained and no new cases occur, it would be foolish to consider live conferences. I love this conference and seeing old friends and making new ones but the risks are too high right now to consider this as an option. If you let the vendors know right now that we are doing this as a virtual experience, then they can start working on their video presentations and chat room formats. It would be nice to have that type of interaction available.
If its logistically possible, Virtual. This may lead to increased participation in the future when ISA Texas can do them both simultaneously.
A combination live/virtual event will allow members and others to choose what is best for them.

4. Please provide us any comments regarding the 2020 Texas Tree Conference and COVID-19. We will use any comments and this survey to help make a final decision regarding the 2020 Texas Tree Conference. - Responses

Answer
test
Test
test 3
test5
Offer virtual, any-time webinars for high risk members and those who cant make the time or money for travel to watch and obtain ceuâs. Increase charges as needed to make this possible.
DO NOT CANCEL LIVE CONFERENCE!
Test live
LIVE!!!!
I think ISAT has a responsibility to its membership, and unless something changes significantly between now and September, it would be putting people at risk to have an in-person conference.
Let's do it and make it the best.
A live conference would always be better, but having people traveling from all over seems like a bad idea.
None
Na
N/A
I realize you have to make decisions now rather than later. I am hopeful that things will be better soon, but not sure.
Have the in person conference, virtual ones are worthless.
I would like to see a live event as usually
I go to meet , learn and engage with others
None

2020 TTC Live or Virtual Survey
Answers and Comments

I would want everyone to attend the conference and be comfortable doing so. If we can set up guidelines that would make everyone feel comfortable I would be 100% on board.
No
The tree care industry has continued to plug along keeping their businesses open and taking care of employees and customers. They will successfully weather a good REAL conference.
Either way I will join in . Need CEUs .
Something would have to get worse not to be there.
Allow those in high risk categories to take the steps they need to protect themselves how they see fit
Live and in person please
keeping a safe distance on the chairs where we ate BBQ before will be safe with some speakers and monitors
Although there is nothing like having a live TTC experience, these times are uncertain and not knowing how things will evolve, I believe a virtual conference will be a good option for this year.
NA
Stage it. Weâll be there.
So hard to know what to do right now
I have to travel from Amarillo every year so more virtual CEU opportunities would be helpful
I donât feel like thereâs anything to worry about. Itâs time to stop the nonsense, shake the death grip the socialists have on our great country and restore a state of normalcy. And for goodness sake, letâs have our conference!!
I am comfortable going to a live conference
I am personally older, and I have health concerns with all of this.
TBH, I don't need ceu's so a virtual conference wouldn't be as compelling as an in-person conference. Similarly, if I were presenting, a virtual conference wouldn't offer the same opportunity to network. Still, I love tree people and would attend a virtual conference for sure!
Some people can wear the mask if they need to
I'm not attending indoor training sessions until this is over- just not worth it
I would be happy to ale personal responsibility for myself and team. Masks, distance, etc
See question 3.
I'm looking forward for a regular tree conference.
Letâs meet
N/A
There is no way in heck lâm attending that conference in September with the coronavirus stuff weâre dealing with. Not in person I mean. The only thing that would change my mind is if they somehow came up with a vaccine before them
current covid19 safety measures would reduce attendance greatly.
what about first come-first serve registration for live event, then when max attendance is met the rest is online?
Would love to attend this year. Hoping things are settled and everyone can feel safe and comfortable.
Attending in person is the only sure way I would attend, I enjoy seeing, listening and interacting with the speakers as well as many colleagues
I would love for it to be available online!
Look forward to the event
NA

2020 TTC Live or Virtual Survey
Answers and Comments

I appreciate y'all soliciting the general membership. FYI, The Texas Nursery and Landscape EXPO, scheduled for mid-August has been cancelled. I believe the first time in 65 years.
I believe we should use the answers to question 3 as votes and do what the majority wants. I will attend either way
Live seminar as usual!!
I am certain that the logistics of planning this take a long time. I am wondering, however, if all the speaker, and CEU courses are lined up, could you put out another survey like this a little closer to the time. I feel it would be a much better litmus test.
I believe a lot of folks will attend and that if safe distancing and protocols can be in place to safely hold. chairs spread apart (limited number of attendees? or just number in a room at a given time?), after hour social gatherings deleted, etc...
I think as long as the educational component of the conference is available, it will be successful. I know some groups have postponed to next year, which to me hurts our industry. TTA is having their summer conference virtually. I think it's important to still get the information out even if it's not delivered in the same manner we are accustomed
Restrict class size by requiring pre-registration for each class. Skip the social & awards lunch this year. Provide ISA face masks in registration packet.
Business owners workshop
Virtual or online doesn't seem like a conference. Just cancel until next year
Likely this fall or winter a vaccine will be available to end the pandemic I don't think it's worth the risk or sets a good example to gather this year
I think that in person is a better atmosphere for learning. Not to mention it is easier for networking.
I would greatly miss the chance to connect with other arborist. But I believe this year an online conference is best due to tighter budgets and company travel restrictions
I don't feel the need to stymie commerce more than we we have already, but still empathize with those that are high risk of covid complications.
I would like to take a wait and see attitude to see what the virus extent looks like in August.
Just do it on line and have sessions sponsored by sponsors and cost per hr credi
Answers assume that the current trajectory of Covid-19 infections stays consistent or reduces. Should a significant surge in cases in Texas occur, would recommend an online conference.
..
I have attended the last 3 years and have really appreciated the live conference as usual. I am hoping that we can recover and start working on business as usual. I am uncertain of an online virtual and its non interactive engagements ?
Tough decision as decisions have to be made now and not sure what the status of virus will be in September. Could be over with or worse.
No vaccine, no live conference.
none
It seems better to organize something online in this uncertain environment than have it all cancelled last minute. That's getting old.
If a virtual conference is held, there would be no liabilities and less focus on needed on precautionary steps. Focus would remain on important topics and learning.

2020 TTC Live or Virtual Survey
Answers and Comments

With the COVID-19 and economic budget cut, most of us are facing no money to go. Online is a good choice.
Have the dang conference!! No silly masks, no ridiculous "social distancing", and the other crap they would have up believe! Move forward, turn off CNN, don't read the biased newspaper, stand tall and move forward for crying out loud!!!!
Need to announce decision no later than early July.
Social distancing would be impossible at the conference. Some would probably decline to wear masks; this would expose everyone else. Sadly, bravado appears to superseding science judging by the actions of some individuals.
I don't think workshops will work in an online setting so for two days of presentations I think price should like \$60. The price would have to be significantly lower or have very good content for online only to appeal to me. Maybe hybrid online training and regional in-person socials for networking as well?
At this pont, with increasing cases of Covid-19 in Texas, would think that a benchmark would be set by the ISA Tx board...a benchmark that would be a trigger point for ensuing decisions. If you need 6 weeks to plan for vendors, speakers, etc. - utilize the CDC statistics for a 4 week period (ie. July 1st - 31st)+evaluate the trend= DECISION.
Attendance will be based on company policy
abc
We are in new territory and trying new things, don't be afraid to try something different. I am offering Free online classes once a month this month for licensed Landscape Architects that are members of American Society of Landscape Architects to keep the engaged and as a member benefit. It is not costing us anything. Good Luck.
The conference should be in person, the problem will be from the municipal employee attendance.
washing hands, covering sneezes and coughs not showing up if feeling ill should mitigate a lot of the issues.
I think I stated it well enough above.
My employer has a lockdown on travel, including all conference travel.
Due to the restriction of large groups , a virtual online conference should be done.
Best advice is postphone until further notice
Being cautious at this time is prudent.being unsure of what is to come is difficult.
Letâs get back to business!
Right now the future is unpredictable. If there is a second wave of the pandemic a live conference could definitely not be held.
If the 2020 conference is to move forward as a live event all precautions recommended by the CDC and WHO should be required. This disease has become so politicized that if the event takes all those precautions into account there will be in fighting that has nothing to do Arboriculture. It seems to me that this year is not a good year live events.
It seems that people are ready to get back to normal. Who knows what normal will be. We should be flexible and will be interesting to see what the majority thinks. God bless those who are flexible for they shall never be bent out of shape.
Virtual is useless.
Maybe it could be offered both virtually and in-person? That way folks with health concerns can still participate without being at risk.
I think we should step up to the challenge COVID has presented us and do the conference online. An organization needs to be able to adapt and change, just like trees. Even if everything goes back to normal, the lessons learned through this experience will be an invaluable resource in the future.

2020 TTC Live or Virtual Survey
Answers and Comments

The only way I could see the conference being completely safe, is if you drastically reduced the number of attendees.

By having a virtual conference, it will allow folks to get the education and CEU's they need.

Hold it live. Resume some normal

I believe we need to keep moving forward with our lives. By having a live event we can do that. We all know the risks involved and we all know the precautions to take.

This is a VERY trying time in our history. Be careful of what you do as a board. God bless and keep all of you.

Terry Kirkland

none.

See above, it would be fine virtual if we had socials on the regional level.

While we do not know what the status of this virus will be at that time, it has not changed how i operate at this time and i do not intend for it to change my position by then.

It should be held as usual. On-line CEU opportunities have always existed for those who want to do it that way. Note that those of us who attend in-person events have always had the option to do mail-in, or on-line, but have not done that. In my opinion, on-line "classes" are a poor, very poor, substitute for the real thing.

One of the main reasons I, and many others attend, is the social and networking aspect of seeing others in person, but due to COVID19 that is not practical, at this point.

Employer is not approving payment for travel.

I would rather stay healthy than attend a conference. I will miss the social aspect and networking at the Trade Show.

Over-arching questions:

1. What is Waco Convention Center doing to facilitate the safest possible environment, i.e. microphone covers, spacing seating in classrooms and banquet halls, etc.
2. Are we going to "police" attendees? Can we require face masks, or HIGHLY recommend?
3. No handshaking/hugging? Elbow bumps and Jazz Hands for greeting?

In person or nothing. At this point in time an in person seems improbable, so hold off on a conference this year. Continue to offer monthly webinars to keep folks engaged and continually learning.

I understand the need and concern of taking precautions with covid 19, I feel that live conference would be better, just the fact that one gets to meet and see other arborist and one is able to bond, there is also something about the atmosphere of the conference that make one feel good.

I vote to have the conference and maybe broadcast it over the web for anyone who is worried.

I think that by September, the Covid crisis should be manageable. The only difficulties would be the seating at the breakout sessions as some people are more wary of any close proximity to other people.

I think the conference should be postponed until November or December.

I've always enjoyed the conference and have learned much from the speakers over the years.

I think that as this is trending it looks like it should be live. I totally understand if this date doesn't work. For me a big part of going is not the ceu's but the personal connections and opportunities that come out of this. I would prefer to see it pushed back as opposed to virtual.

We need to see if there is going to be a resurgence after the State reopens.

2020 TTC Live or Virtual Survey
Answers and Comments

I believe that with the uncertainty of everything surrounding the situation that it would be difficult to make a good decision so far ahead of time.
a year off wont be bad
.
Without a vaccine and more robust response from local/state/national leadership its just not safe to be in mass gatherings. I am staying isolated to protect my family. My employer is cutting all unnecessary spending. With ISA making the online CEUs free, I don't think my employer would feel like they HAD to send me somewhere to maintain my cert.
I prefer an in-person conference as normal, if circumstances allow. But I need the CEU's and will attend however it can be provided.
having recently participated in several "virtual" meetings, I have found them to be unsatisfying and mostly of limited value.
Not going to take a chance. Too many people disregard safety measures and social distancing.
Maybe a In Person Live with the option to view virtual. Charge for both
Just keep up the good work and helping us keep out CEUs
N/A
I would attend in person for the experience and networking opportunity. A virtual conference does not appeal to me as I have plenty of CEUs, but it may be very beneficial for people who need CEUs if there is no live conference.
At this point, virtual would be the only option for me. We have not yet been released to travel for conferences and are still working form home.
I believe it will be ok to attend the conference
We all know social distancing by now. We know how to stay safe and keep our crews and customers safe
Have it live with option to view it virtually?
x
practice protocols
See comments above. Thank you.
A low attendance should be expected. Will the costs be best use of the ISAT money.
I think the conference should be held in person, although if COVID-19 is still an issue at that time, the seats should be spaced accordingly and other measures should be taken to reduce the possibility of transaction.
Masks should be optional but not required.
Thank you for this survey and allowing us to provide feedback
With a hybrid model, you will attract those who are risk adverse to attend virtually. Otherwise, precautions should be made for in-person: masks required, 6 feet social distancing for chairs, etc. I'm not sure how the food and drink would work with the vendors for example.
I very much enjoy the live conference and all it has to offer. But under the current circumstances, and with all the uncertainty still surrounding the potential for additional outbreaks of Covid-19, a virtual conference would appear to be the wiser choice this year.
If held in person, protocols should be put in place to follow social distancing guidelines as recommended by the CDC and people should wear masks.

2020 TTC Live or Virtual Survey
Answers and Comments

Since nobody knows for sure if COVID-19 cases will start to surge again as the weather starts to cool down, it makes the decision on whether to hold an in person vs. online virtual conference. My wife works of an ISD and they are planning to have regular classes in the fall and also preparing for online virtual material, in case of a 2nd surge.
I would like the Texas Chapter to ask the ISA to allow an extension of one year to the expiration dates of our certifications to allow additional time to acquire CEUs. I would like to see the 2020 Texas Conference and International conference cancelled for the 2020 calendar year. Our member's safety should be top priority.
While this is a great series it would be fantastic if there was a combined effort each year anyway to use it for those unable to attend. This is something that would move us into the present times instead of lagging
Get busy living or get busy dying. No one gets out of this world alive.
100 days to go until conference and anything can happen. We need to be careful to protect ourselves and our families (those of us with kids.) Traveling to a multi-day event with 1,000 people is not appealing to me during a global pandemic.
if it's going to happen... ISAT would have to go above & current/future guidelines in order to insure the safety of all participants... but, giveaways would be easy.. ISAT masks, gloves, hand sanitizer, etc..
I love the annual seminars please keep them the same
Let's do this thing! Who knows when a vaccine will be available. Even if we get one it may be closer to the flu vaccine and that is a flop most years.
Let's get on with life!
I think a virtual option would really open up more possibilities for more people to join in the long term if it is technically doable.
i couldn't attend webinars because they were too difficult for me to link with. need simplicity. Don't punish those with limited computer skills due to the virus
I would have a hard time sitting in front of a computer watching a virtual conference for 2 days or longer. A big part of the appeal of a live conference is being able to visit with other arborist that I only get to see at workshops and the conference. I will take whatever precautions are required to attend a live conference.
Prefer actual conference
Wash your hands don't go if you feel bad let's do this
Here's the deal--I'm not planning the rest of my year around COVID-19. Maybe there could be options like making people wear masks, etc. and/or streaming the conference/speakers live for anyone who doesn't want to attend in-person. Thank you.
This is Texas, not New York. We can take care of ourselves and put on our big boy pants and show everyone else how it's done.
large groups are imprudent until a vaccine is developed
What about postpone to February or March in hopes of a vaccine? Or what about holding it outdoors under a big tent? Tough choice. Thanks for your time and effort to figure this out for us. Our committees have made great choices in the past. I trust you'll make a good choice for this year.
Exaggerated
At this point, there are still a lot of questions. A lot of your attendees are coming from all over. Hope your insurance is good! You may end up sanitizing the whole conference each time people move around.

2020 TTC Live or Virtual Survey
Answers and Comments

Not sure I want to wear a face mask the whole time
?
Looking forward to a live conference.
May be is to soon to say things are normal or as usual but that is the goal.
Maybe have a smaller version then maybe next year things should be go back to new normal and have a regular one.
All other conferences and mass gathering are canceled for public safety
I think we should be stay healthy and skip conference
No point in a virtual conference. People will get their CEUs elsewhere if it is virtual.
Those who are afraid should stay home and suck their thumbs!
Let's stop worrying about it! It is not a real threat any more than the other risks in life. Those that want to self isolate are always free to do that.
As stated above. I have little confidence in people social distancing and wearing masks if not required. They all think the pandemic is over, and it's not.
Give me convenience or give me death !
Covid not a concern, travel would be difficult.
I don't think a live, in-person is a good idea.
I think you should incorporate racial justice issues into the conference and throughout ISAT's offerings.
I would just request that you follow distancing guidelines as much as possible and space out seating
Online conference increases the odds I would register. Virtually no chance I would travel. Ultimately, whether I register boils down to whether the program is relevant to my area of practice / interest, and the strength of the presenters.
If you go virtual, cost should be minimal to free.
No comment
An open-space conference would be interesting.
If it were at all possible to move the date back a month or two I think this would be a better option. I still would really like to attend in person.
Time to move on. Get conference themed Covid masks for our goodie bags. If the conference goes virtual, I suspect membership renewal will plummet. I and my employees will no longer be chapter members.
Do both and online and in person. That will keep the Karen's away and make it less crowded for attendees.
All of the tree people i know have been working throughout this so i don't think there will be an issue. I would find it a welcome distraction.
Be safe but don't be scared
I would expect that many municipal employees won't be funded to attend this year. Even if TFS were to offer scholarships for the conference, the travel portion likely wouldn't be funded by the employer. The precautions required (distancing, sanitation, etc) probably add expense and would limit the number of attendees.
I'd much rather do in person trainings, but our company may restrict travel this year depending upon the covid numbers as we get closer to the fall...
No additional comments.
Depends which way the curve is going
I strongly suggest a virtual conference in order to maximize health safety while maintaining adequate attendance.

2020 TTC Live or Virtual Survey
Answers and Comments

If we have in person just make sure there are more hand sanitizer stations and ways to distance for those concerned
Not willing to take a chance of getting sick and spreading through out my family or business
Letâs get back to business
Holding on line education and CEU's for those unable to attend would be good. I will attend live.
See what this poll gives for info and make your best decision. Another group lâm in was supposed to be there the end of August. We cancelled because they didnât think theyâd get to break even on registrations. That would be the mark to hit or go virtual. Thanks for your service to the chapter AJ and everyone else. KB
I think the only benefit a live event has over a virtual one is the networking opportunity, which would be curtailed by social distancing anyway. See #1
Pricing on virtual conference should be cheaper.
None
WHO just came out saying that those without symptoms are not spreading the virus, or the spread is very limited. I think we should meet in person.
IF you're sick stay home. COVID is being over blown by the media. DNC using fear tactics to influence the 2020 presidential election. As long as social distancing is encouraged I will support a full conference. Thanks.
No concerns.
It is difficult to determine what the COVID risks will be this coming fall, but in light of the recent increase of cases in Texas a virtual conference seems to be a good option.
Including a virtual happy hour or networking group may be a good idea as well. One of the benefits of this event is interacting with other in the field. online is ok but if I'm in the office I usually get pulled away and struggle to earn enough ceu's.
If you have a virtual conference there should be optional social zoom sessions in the evenings so we can catch up, talk shop, watch each other drink, maybe even have an online poker tournamentâI know this is possible because my next-door neighbor has been playing online poker with friends throughout this entire quarantine. Don't waste money on virtual.
I will only be able to attend if it is a virtual conference
It will be quite the challenge either way. I am guessing at this point that my participation will be a minimum either way.
As I've stated in my previous comments, I think the conference could be successful virtually. I would prefer to attend online during this time. No matter the outcome, I think it shows good social responsibility on behalf of conference organizers to pivot in this direction this year. Thanks for offering to hear our opinions. I think it should go on as normal.
The show must go on
You already did every body out of the tree climb donât take this too

2020 TTC Live or Virtual Survey
Answers and Comments

I'd prefer the one on one - the interaction between individuals is so much better in person. Being that this is an educational forum, to see things in person - demonstrated, examples, in-person discussions, Q&A - it all would be easier in person. I don't mind wearing masks, it would be no different that what we're already doing.
Normally, would absolutely attend in Waco. With COVID19, will not be attending in person. Online conference would be a good idea.
The only possible in-Person gathering I'd consider is if it was literally in a football field, or forest with lots of social distance and not indoors...but then weather and communication becomes an issue.
our training budget has been slashed for anything that requires travel, but options are still available for online training.
I am not a tree pro - but interested in some of the presentations
This year was going to be a special conference from what I recall from last year's. Let's do this virtually and make this one something to talk about next year if we get to see each other face to face by then. I think member participation will be up as well as the Q & A session interactions. You can still provide me lunch if you want.:)
I enjoy the annual conference. If the conference is online, I would then be distracted by daily office work, calls and our current jobs. The experience would not be the same. I much prefer a live experience.
I've got staff what wont be able to physically attend due to childcare reasons, so the Virtual Conference sounds very appealing so they can participate.I like to be physically present, but I'm leery of all the surface areas in conference center, hotel rooms, and restaurants. Not to mention the temptation to shake hands or the fear of shaking hands.
Probably won't be able to attend this year's conference unless it is online.
It seems to me that given the venue- social distancing protocols if still necessity are possible. There is no way to make up for the direct interaction missed if it goes on line. However if it does go online i would likely enroll more just because of he dollars saved.
It is unfortunate the lack of respect some show toward those who are making the effort to practice recommended protocol for minimizing exposure. Everyone makes choices about what is best for them and not being respectful of the concerns of others when in public make holding a live event a risk some will take and others will avoid. A live/virtual...

2020 Texas Tree Conference - 40 Years of Texas Tree Culture

Wednesday Tree Academy - McLennan Room		
9:00am-9:50am	TDA Laws and Regs with Laura Miller	X
10am-5pm Title:	What's up Doc? Tree Diagnosis Workshop	
Speaker:	Dr. David Appel, Shiela McBride	X
12:00pm-1:00pm	Lunch - Box Lunch in the Brazos Ballroom	
TRAQ Renewal Course - Bosque Theater		
8am-5pm Title:	TRAQ Renewal	
Speaker:	Skip Kincaid	X
	Lunch - Box Lunch in the Brazos Ballroom	
Wednesday Night Social - BYOB at Park/Bridge (If allowed??)		
Thursday Morning - McLennan Hall (with live stream in Bosque Theater)		
8:30am-8:40am	Welcome by ISAT President, Jason Alfaro	
8:40am -9:40am Title:	Commercial Keynote - Tree Risk and Arborist Responsibility?	
Speaker:	Skip Kincaid	X
9:40am-10:40am Title:	Municipal Keynote - Cost of not Maintaining Trees - Growing Urban Forests & Sustainability	
Speaker:	Dr. Rich Hauer	X
10:40am -11:00am:	Break with Exhibitors - Chisholm Hall	
11am-12:pm Title:	Utility Keynote - The Incidental Line Clearance Arborist and the Line-Clearance Arborist: Who can do what?	
Speaker:	Dr. John Ball	X
12:pm-1:00pm	Lunch - Box lunch in Chisholm Hall, Foyer and Brazos Ballroom	
Thursday Afternoon		
1:00pm- 1:45pm Title:	A300 Part 2 Soil Management	
Speaker:	Dr. Christopher Fields-Johnson	X
1:45pm-3:00pm Title:	Conflict Resolution	
Speaker:	Emily Landon	X
3:00pm-3:30pm	Break with Exhibitors - Chisholm Hall	
3:30pm-4:15pm Title:	Health Trees Healthy People: Just What the Tree Ordered	
Speaker:	Dr. Rich Hauer	X
4:15pm-5:00pm Title:	The Z133: Where is it heading?	
Speaker:	Dr. John Ball	X
5:00pm-7:00pm	Exhibitor Social - Chisholm Hall	
Friday Morning		
8:00 am-8:45am Title:	Diagnosing and Managing Abiotic Disorders	
Speaker:	Emmett Muenink - Arborjet	X
8:45am-9:30 am Title:	City of Denver's PHC Program.	
Speaker:	Rich Wilson	X
9:30 -10:00am am Title:	Break with Exhibitors - Chisholm Hall	
10:00am - 11:00 Title:	ISAT Business Meeting	
11:00 am- 11:45 am Title:	A300 Part 5 Tree Preservation	
Speaker:	David Dechant _ Arborguard/Davey	X
11:45am-12:30pm	EAB: To Treat or Not To Treat - That is the Question	
Speaker:	Eric Lindberg - Rainbow	X



Loaded Sound LLC
 PO Box 13
 Lorena, TX 76655 US
 (254) 300-3796
 loadedsound@yahoo.com
 www.loadedsound.com

Estimate

ADDRESS

John Gieraitis
 Texas Chapter International
 Society of Arboriculture

ESTIMATE # 1773

DATE 06/11/2020

ACTIVITY	QTY	RATE	AMOUNT
32 Channel RMAI Presonus Digital Board Rental 32 channel digital mixer with 32 mic pre inputs and 16 outputs for monitor sends. New iPad Pro 12.9in as interface and controller	1	85.00	85.00
Equipment Podium Mic on stand	1	10.00	10.00
Sennheiser Wireless Mic EW 135 Sennheiser Wireless mic and transmitter Sennheiser EW 135 G3 - A Band, 516-558 MHz	1	40.00	40.00
Lapel Mic/Transmitter/Receiver Wireless Lapel Mic, transmitter device, and receiver.	1	40.00	40.00
Equipment Mac mini 32GbRam i7 with 32" monitor	1	75.00	75.00
Equipment SDI 1920x1080i CMOS Censored Camera w/ Tripod	2	149.00	298.00
Equipment Audio Interface USB3.0	1	49.00	49.00
Equipment BM ATEM HD TV Video Switcher and Capture Device	1	185.00	185.00
Equipment Windows Laptop	1	65.00	65.00
			Subtotal: 847.00
Extended Day rental 2 Day	1	532.00	532.00
Labor 3 Days plus one day set up. On site tech at ALL times.	3	350.00	1,050.00

Sept 22nd 1PM set up and test
 Sept 23rd-25th 2020

TOTAL

\$2,429.00

Wed 23rd Start 9AM-5PM Single Room 3 presenters one
computer
Thursday 24th Start 830AM-5PM
Friday 8AM-1230PM
McLennan Hall all three days

Accepted By

Accepted Date



Texas Tree Climbing Championships

June 24, 2020

Prepared by: Kirsten Schneider

Texas Tree Climbing Championship Mission: To support the professional tree climbing community by providing a collaborative opportunity to test their skills, affirm a culture of safety, and exchange technical knowledge with one another.

Committee Report:

1. Progress made since last board meeting:
 - a. We have a trailer.

2. Work planned between now and next board meeting:
 - a. Trailer registration
 - b. Graphics discussion - Considerations:
 - i. budget availability
 - ii. under-cover storage
 - c. Plan to transfer of old trailer contents (Jesse Neumann selected as quartermaster) - Considerations:
 - i. budget availability - "furniture" needed
 - d. Next year's competition - no decision on location.



Newsletter Report

June 2020

Prepared by: Rebecca Johnson

Prepared for June 2020 Regular Board Meeting

Newsletter Mission: To produce a print newsletter 6 times per year with educational and news content

Committee Goals:

- Newsletter goes out by the 1st of the month, every other month
- Solicit articles from a wide variety of folks
- Provide educational content in each issue

Committee Members:

Rebecca Johnson - Editor

Joan Ivy – Interim Associate Editor

Committee Report:

1. I announced that I won't run again for editor.
2. We have sent a contract to Joan Ivy for the rest of this year to allow overlap for the new editor and to allow him/her to have some input.
3. Our tentative publication schedule (see below) went out the window with COVID, however we are trying to get back into the groove
 - a.

Issue month	deadline	highlight	notes
February	January 12	board retreat	
April	March 12	??	need a teaser for TTCC to spur folks to register
June	May 12	??	too early for TTCC, but will include TXWTCW spread
August	July 12	TTCC	also need teaser for TTC
October	September 12	ISA conference	too early for TTC, but we could include a thanks to our sponsors, assuming that we have all of them by then
December	November 12	TTC & awards	

- b. I would like each committee to commit to one article each year. Education events are usually submitted as they happen, which is great, however we have several committees

that members don't know exist or what they do. This is your chance to tell them what you do and solicit volunteers.

Issue month	deadline	committee	notes
February	January 12	COR	a short note on what COR is and a summary of what's happening.
April	March 12	Outreach	a summary of our current efforts and how members can help
June	May 12	Membership	Summary of efforts to increase membership and membership benefits
August	July 12	TTCC	This is part of the highlight
October	September 12	Certification	Folks are often unsure how to submit or what counts, so a short summary of what you do and how you can help
December	November 12	Conference	This is part of the highlight

4. Also, here's what's needed for each article:

- 400-500 words with two pictures fills a page, a picture with ~50 word caption is ¼ page
- Pictures make the story, sometimes our associate editor can find public domain photos, but with the interim editor this is spotty, so do your absolute best to find me good photos. If you're willing to be a photo scout, let me know but realize that we work to tight deadlines and if I send it to you, I can't wait a week.
- 4-5 pictures that tell the story, along with captions. Don't send a link to 100+ photos, I didn't attend the event, I can't pick out a picture that represents the event well.
- If you don't include captions, the default going forward is going to be to run them without captions. If you're interested in being a caption editor, let me know.
- If you have an event to be included in the newsletter, send it to Gene (feel free to cc me) because if it needs to be in the newsletter it probably needs to be on the website (and included in John's treemail).

5. Here's a sample summary of a past issue so that you can see how the 20 pages are allocated

a.

	Estimated space	contact
cover	1	editor

President's letter	0.5	
publication info & cover caption	0.2	editor
quote	0.14	editor
ads	5.375	jpg@isatexas.com
New members	0.5	misti@isatexas.com
Editor's note	0.33	editor
Upcoming events	0.5	Gene@isatexas.com
Back page (big Idea and mailing)	1	editor
Aerial rescue	1.75	keith.babberney@austintexas.gov
Texas Tree conference	2	
Treaty oak work day	2	
Sink creek	0.5	
Texas awards	2	
Trees for Houston Roots & Shoots	0.5	
Leadership workshop	0.75	

b.

6. The last few issues have gone out late, largely because of training the interim associate editor, but also because invariably I end up having to chase folks down for crucial pieces for their articles. This isn't professional and I'd like to do better, but it requires everyone stepping up.



Social Media-Committee Report

6/18/2020

Prepared by: Rachel McGregor

Prepared for 6/25/2020

Social Media Mission: spread ISAT awareness and research based arboriculture information

Committee Goals:

- Analytics from Facebook, Twitter, and Instagram

Committee Members:

Committee Report:

1. Post once a week to FB, Twitter, and Instagram using Buffer to schedule posts
2. Point of interest to discuss- due to algorithms on all social media platforms it is completely appropriate to post other posts. Even if this pushes the last post down the page this does not mean that people will see it less or have less access to it. The more interaction a post has the more people will see it no matter the order of posts on the feed. That is why it is important for members to interact with our ISAT posts. By posting attractive/relevant posts to our page you increase your audience thus increases interaction on your page.
3. Followers: (We still continue to increase our numbers)
 - a) FB-1,004
 - b) Twitter- 708
 - c) Instagram-24 (Just started page on June 3rd)
4. Texas Tree Showdown results
 - a) We had 532 votes for all rounds on FB and Twitter
 - b) Our following increased from 961 on FB to 994 and 692 on Twitter to 706 (From May 8th-June 1st)
 - c) In conclusion the TX Tree Showdown was great in increasing our audience with not only posts but with interactions of those posts
5. Adding the big idea posts (tree ID) helps increase our interaction on our pages thus more people see it. We need to look at adding more posts like this. We could easily ask questions about any arboriculture related pictures. We just need pictures from the field.
6. Keep finding relevant material and scheduling posts

Texas Tree Showdown Contest—Pick your favorite tree

Here are the results of the final round of voting
<https://isatexas.com/texas-tree-showdown-contest>

[Rules and More Information](https://isatexas.com/texas-tree-showdown-contest)
 (https://isatexas.com/texas-tree-showdown-contest)

Bur oak
Shumard oak
Cherrybark oak
Live oak
Chinquapin oak

Texas mountain laurel
Redbud
Flowering dogwood
Desert willow

Cedar elm
Lacebark elm
American elm

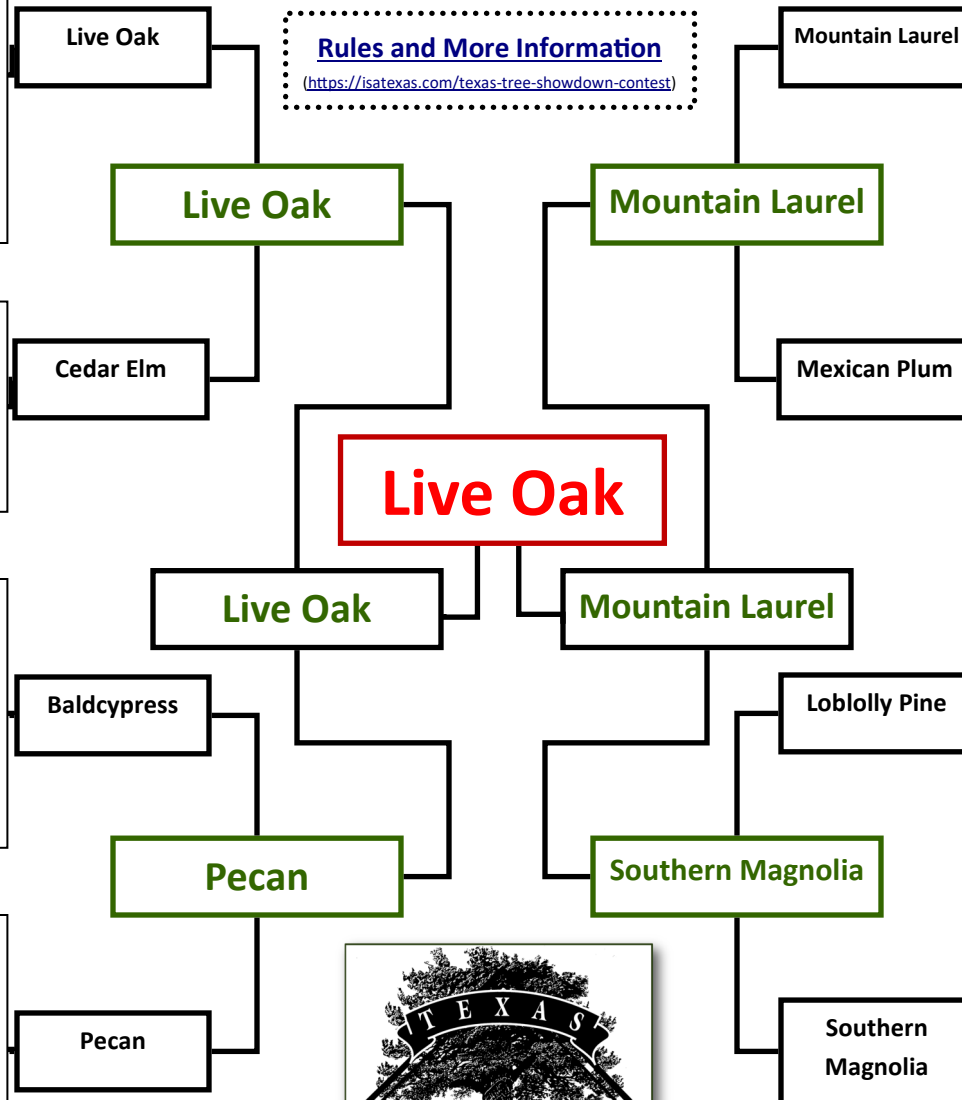
Crapemyrtle
Mexican plum
Japanese maple
Callery pear

Baldcypress
American sycamore
Sweetgum
Catalpa

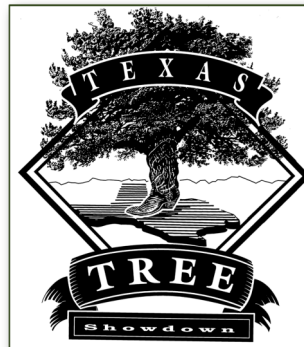
Arizona cypress
Eastern redcedar
Loblolly pine
Italian stone pine
Afghan pine

Pecan
Texas ash
Black walnut
Honey mesquite

Southern magnolia
Chinese pistache
Red maple



isa TEXAS
 Texas Chapter
 International Society
 of Arboriculture



TEXAS A&M
 FOREST SERVICE

(Click on the tree name to learn more about that tree)



Membership Report

Prepared by: Priscilla Files and Misti Perez
Prepared for Board Meeting on 6/25/2020

Membership Mission: To recruit, involve and retain ISA Texas Chapter members so that they can continue to advance in the profession and the Chapter can continue to grow.

Committee Members: Priscilla Files

Committee Report:

1. Current Membership is 1110. This is down 24 members from last year.
2. The Draft Membership 3 Year Plan was received and sent to the entire board for remarks and comments. Sparx360 will revise according to the feedback provided and send back a Final Draft of the Plan. See attached plan and comments.
3. Action Item: Vote to accept Draft Plan with comments provided.

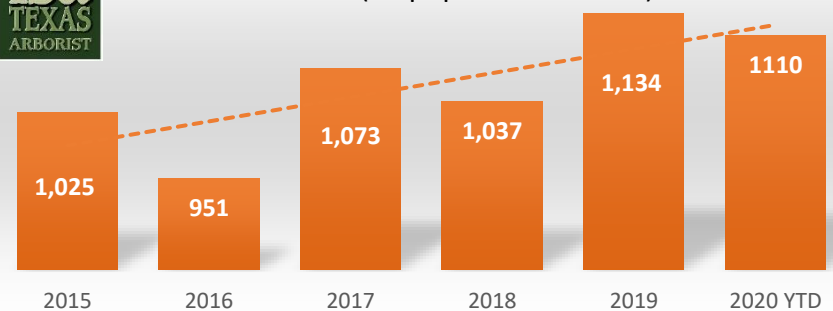
Membership	2015	2016	2017	2018	2019	2020 YTD
ISA ISAT Membership	1,123	1,130	1,265	1,189	1,259	1,238
ISA Members	1,024	1,101	1,135	1,065	1,088	1,044
ISAT Members	1,025	951	1,073	1,037	1,134	1,110

ISAT 2020 Quick Stats: Membership

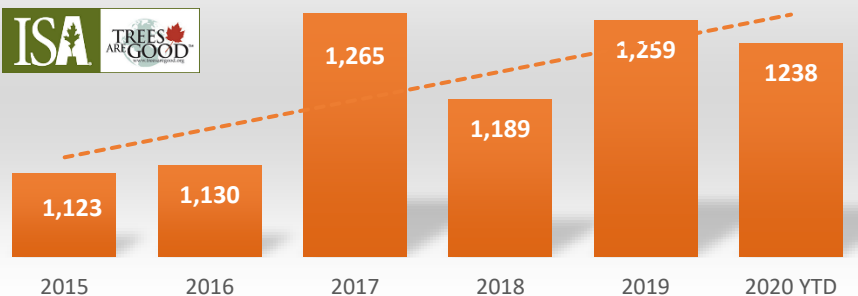


ISAT Members

8% Increase (TX pop increase 5.3%)

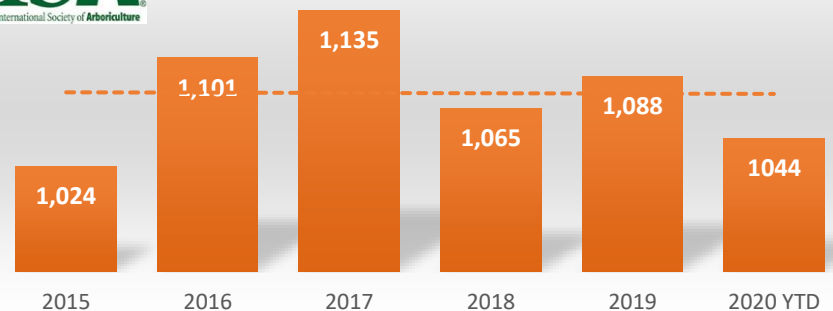


ISA ISAT Membership



ISA Members

No Increase



Rebecca Johnson

Jun 20, 2020, 2:45
PM (2 days ago)

to John, me, Thibodeaux, Emily, Greg, Jason, Mark, Misti, Gene

I read through this and it's a great document. I think it highlights a lot of things that we've commented about in our meetings and as part of our plans.

I only had a couple of things that I think need tweaking/editing:

On page 8, it says the newsletter is content provided by ISA, it's actually content provided by ISA Texas members and is a member driven newsletter (in that, I can ask for articles about certain things but I can only run what I get and sometimes the articles I get don't fit the plan I had for that newsletter). I think this is an important distinction because it could be a great tool for member engagement if positioned and utilized correctly.

Also throughout, we need to make sure that, at a minimum, the term "Certified Arborist" is capitalized and even better would be to add the registered symbol ®. ISA hasn't enforced this, but we should lead by example in recognizing that this term has a very specific meaning and part of that is making sure folks know that it's not a generic term.

We'll need to prioritize some of the things we've been discussing for a while - volunteer job descriptions and time commitments. Ideally these would be written by John because he has that 40,000' view of how all the pieces fit and work together, with input from current and past volunteers. There's nothing more demoralizing as a volunteer than realizing the thing you've been struggling to do has actually already been mostly done by another volunteer because they got different instructions because their job was "classified" under a different category and no one noticed the overlap.

Misti thanks for taking the lead on this. It's an interesting (if dense) read.

A.J.

Good morning,

I also have read through the entire document. I too think this is a great document. It contains many good tools we can implement to greatly increase membership and member/volunteer retention.

As stated on the last page, the plan contains a lot of information and will take time and prioritization, but if we commit to it and chip away at it over the next three years, I would expect it to product great results.

Best Regards,

Gene:

My thoughts,

1. Our target market is not Certified Arborists. It is arborists who need to be certified. ISA's "find an arborist" on the for the public side, it lists 598 certified arborists in Texas. Sorting by certification number on our membership list there are 880 certified arborists. I do think all CA's should be members, but I think it is a relatively small number who are not.
2. I think students are an important market, but again I think it is relatively minor. I think that most students in forestry/urban forestry do know about us. There are students that start out in a related field like horticulture that migrate to trees that could be a potential market. But how many Arborists started as engineers, nurses, or some other field when they lost their job or became disillusioned and thought working with trees sounded great.
3. We need a focused approach to convince the person who barely finished high school (if they did) that got a job dragging brush. After working their way up to crew foreman, decided they could make more money on their own. That is the person who can get the most out of the continuing education ISAT offers.
4. The second group are those that made career changes midlife. They bring a lot of skills to the table but not necessarily tree knowledge.

My thoughts,

Gene

Mark Bird

Good afternoon,

I hope everyone had a great weekend.

The membership plan provides a good template with great options for moving forward on how to grow and retain members.

Now our work is commit to the advancement of a plan, prioritize action steps, and begin the process to develop a solid and fluid membership program able to adjust to ever changing trends, and the needs of the professionals we serve and want to recruit. Also the membership plan should highlight the value and benefits of volunteering within the organization as a way to promote pride in the ISAT and appeal to non-members who want to be recognized for their membership and finding a clear path to growth as individual companies or arborists.

Mark

John G.

Just a couple of comments.

- On the title page, change ISA Texas to the Texas Chapter of the International Society of Arboriculture.
- In the rest of the document, find ISA Texas and replace with Texas Chapter ISA.
- Page 13 and 17 change Certified Arborists to Practicing or Working or Professional Arborists?

Not as much analysis of our current membership systems but some good recommendations overall.

Thanks,
John

Jason:
Good morning everyone,

My comments to this document are more generic, as I believe you all have touched on a lot of great points already. I think there is a lot of information in here that we haven't touched on before that could be very beneficial for us as a chapter. I personally like the outline of years 1 through 3. That helps me envision the "route" that we are wanting to take, with obvious changes as we see fit. I just want to make sure that we have the capacity (time) and software to be able to capture metrics/data.

Overall I think this is a great document. Thank you all for your hard work on this.

THREE-YEAR STRATEGIC MEMBERSHIP PLAN

ISA TEXAS
JUNE 2020



WELCOME TO YOUR **THREE-YEAR STRATEGIC MEMBERSHIP PLAN**



ELAINE ACKER, CEO
Certified StoryBrand Guide

Elaine@Sparx360.com



JOY ENGLAND, CMO

Joy@Sparx360.com

When you struggle to explain your membership benefits in clear, simple terms, you risk not being able to recruit and retain members.

The good news is, now that you have this three-year plan, you will be able to clearly spread the word about membership in ISA Texas in a way that resonates with arborists.

Inside this guide you will find recommendations and action items for your membership campaigns. You'll also find marketing and communications recommendations. Think of these as the construction materials you'll need to build the content for your organization's brand.

Keep this guide handy and reference it as you: create your goals for the coming months; develop marketing materials; update your website; draft social media posts; craft emails; write articles; and more.

Congratulations on making this investment in your association! We can't wait to see how it develops and grows.

OVERVIEW & ANALYSIS

The International Society of Arboriculture (ISA) 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 (ISA Texas) shares this same dedication, with further commitment to serving the needs particular to Texas' professional arborists and tree care consumers.

ISA Texas' pool of potential members includes, but is not limited to, commercial tree care company arborists, municipal specialists, utility specialists, private arborists, and non-profit arborists in rural, urban, and suburban areas across the state of Texas. Membership benefits of ISA Texas include discounts on Texas Chapter seminars, workshops, and conferences; networking and promotional opportunities; the bi-monthly *In the Shade* newsletter, and monthly *TreEmail*.

Certifications, qualifications, and networking are primary reasons professional arborists seek membership in ISA Texas. In addition to recruitment that occurs through the ISA, chapter members are recruited via word of mouth or via industry events at which ISA Texas exhibits throughout the year.

ISA Texas has a rolling membership model—membership remains open all year and never closes. Due to this rolling model, members do not have uniform start and end dates for membership. In addition to membership communications from ISA, Texas ISA members receive a welcome email and letter that is personalized for new and veteran members. Renewal notices are sent to members through the national organization.

As ISA Texas grows, the organization's leadership is interested in continuing to recruit leaders to serve on committees and work groups, assist with events and certification testing, and serve on the Board of Directors. Not only are the number of volunteers important for the success of ISA Texas' programs, the level of volunteer engagement is critical as well.

RECOMMENDATIONS

RESEARCH AND SET A GOAL

The first step in creating a three-year plan for growing membership is to research the overall size of the market and to set a goal. A reasonable three-year goal could be to increase membership 5 percent per year or to increase membership 20 percent by the end of year three. Annual goals often make it easier to monitor progress and make program adjustments as needed. Once a membership goal is established, it is important to make sure the goal is communicated clearly to staff and volunteers and that each member of ISA Texas' team is aware of how they can support that goal. Monitoring progress toward the membership goal is equally as critical as is sharing achievements towards the goal. Evaluating membership growth monthly allows the chapter to spot trends in membership and adjust efforts as needed.

ANNUAL SURVEYS OF MEMBERS AND VOLUNTEERS: SOLICITING FEEDBACK AND INPUT

Understanding your members' needs and wants can help you ensure that the chapter is meeting expectations and fulfilling the needs of a diverse membership. One way to do this is to survey members on an annual basis. It is not only important to ask questions regarding the benefits and services provided by the chapter, but to also ask demographic questions so that data can be cross-tabbed to determine how different segments of your membership respond to the survey questions. Gift card drawings or other incentives can be useful in improving response rates.

Note that surveys can be done efficiently and inexpensively using tools such as SurveyMonkey.com.

Since volunteers are often critical to the success of membership organizations, it is helpful to also survey them on an annual or biannual basis to determine what entices members to volunteer. Ask volunteers what they like most about volunteering, what frustrates them, and how they prefer to be recognized. A volunteer survey can tell you why members initially decide to volunteer with the organization, why they choose to continue to volunteer, and what tools and training are needed to make the ISA Texas volunteer experience the best it can be.

After a survey is conducted, it is important to review the results and develop an action plan. It can often be helpful to share select results with your membership in a newsletter. Not only does that let members know the organization cares about what they think, it also gives the chapter an opportunity to share how the survey results will be used moving forward to improve the member experience.

ENHANCE RECRUITMENT AND RETENTION EFFORTS

One way to expand the marketing pool of potential members is to develop a lead-generating tool to use at events at which the chapter exhibits. This can be accomplished via a door prize drawing. Potential members visiting the booth can fill out a digital or printed form to enter the drawing. This will not only help draw potential members to the booth or table, but will also allow the chapter to collect names, email addresses, and phone numbers of potential members to market to after the event.

Unfortunately, many in-person events are being cancelled due to the COVID-19 pandemic or are being converted to virtual events. It will be important to optimize any opportunities to participate in these virtual events. Event organizers may provide an opportunity to email a flier or other membership materials to participants or make an attendee list available for a small fee or sponsorship. Offering to present a virtual breakout session at related industry events and conferences is also a potential opportunity to promote membership.

Offering additional member benefits is another way to enhance recruitment and retention efforts. This can be accomplished with little to no budget impact by partnering with equipment or supply vendors to provide discounts on products and services exclusively for ISA Texas members. These programs add value to the membership and can provide members an opportunity to recoup the cost of their dues. Vendors are often very willing to negotiate discounts because they benefit from ISA Texas promoting their business to members. In turn, members benefit by saving money!

MEMBER ON-BOARDING

In addition to the welcome email/letter members receive when they join or renew, the chapter can also develop “A Guide to Your ISA Texas Membership.” The guide can be digital or printed and should include concise, bulleted points or steps to guide members through their member benefits. A welcome video or video guide is another great way to highlight member benefits and introduce new members to the chapter’s leadership. Additionally, staff or volunteers can call first-time members to welcome them and offer to answer any questions they might have about membership.

ENHANCING COMMUNICATION TO FOSTER RETENTION

Members need to be reminded that their organization is there to support them. It can be helpful to send a membership-focused email to all members quarterly (separate from your newsletters). The email can simply thank members for their membership and remind them about some of their member benefits. Social media messaging can also include quarterly posts related to membership and the value and benefits provided by ISA Texas. Communications can be segmented and customized based on certifications or other membership characteristics.

ENHANCING VOLUNTEER RECRUITMENT AND ENGAGEMENT

ISA Texas lists many opportunities on its website for members to get involved in various committees, working groups, and events; however, descriptions are not currently provided. Including brief job descriptions of the committees, working groups, and event volunteer roles, along with an estimate of the time commitment involved, can help guide interested members toward the right volunteer opportunities for them. Note that identifying and classifying selected volunteer opportunities such as leadership roles can heighten the importance and career-building value of those positions.

In addition to attracting new volunteers, it is important to retain existing volunteers. Consider sending volunteers thank-you postcards twice annually. The mailings can coincide with holidays like Thanksgiving, Christmas, or Valentine's Day or can be sent after the annual conference or other events. Even better, surprise them by choosing to mail at a time when they least expect it.

Another way to recognize and retain volunteers is through a "Volunteer of the Month" program. The volunteers can be nominated by members or can be selected by staff. A photo, brief bio, and list of volunteer accomplishments can be included in TreEmail. This program not only helps recognize volunteers, but also showcases volunteer opportunities to members.

One especially important role volunteers have in the organization is to help recruit members. Word of mouth is essential in membership organizations, and training volunteers to talk to their colleagues about membership can be beneficial. A membership recruitment-focused volunteer training session can be held annually, in person or virtually, to share messaging and discuss various ways members can share their ISA Texas experience.

Finally, sharing quotes or testimonials from existing volunteers in every role can help pique interest and reward the volunteers' commitment.

ENHANCING STUDENT MEMBERSHIPS

To help further build relationships with students in arboriculture and tree care programs at Texas colleges and universities, ISA Texas could consider developing presentations on topics designed specifically for the university audience that could be presented in-person or virtually.

These topics can include helpful tips for starting a career in arboriculture or address issues and topics that may not thoroughly be covered in their degree programs. Panel discussions could also be hosted featuring industry leaders who can provide information regarding various career paths in the industry. Introducing additional opportunities to these students for enrichment and networking through ISA Texas before they start their career will help build loyalty to the chapter. To help ease the transition to full membership, the chapter could also consider discounted chapter dues for the first year of professional membership.

MARKETING & COMMUNICATIONS

MESSAGING: USING THE STORYBRAND FRAMEWORK

The cornerstone of any good marketing plan or campaign is the message. We recommend using the StoryBrand framework for two reasons. First, humans are hard wired to learn and relate to each other through the power of stories. And second, the framework leverages the science of the human behavior. Using these two key elements, you can communicate clearly and support your membership recruitment and retention goals.

The StoryBrand approach emphasizes that it's essential to make your members the "heroes" in your organization's story. It's also important to address the problems you're solving, demonstrate your empathy and authority as their career guide, and give them a plan to succeed.

During one of our Zoom meetings, we worked with you to create your one-liner, which helps you answer the question, "What do you do?" The one-liner is a great tool to help ensure your staff, board, and volunteers speak about the organization with one voice.

We also created your "brandscript script," which captures your core messages and gives you an easy point of reference when writing everything from brochures to social media posts. You always want to be sure you're inviting members into a compelling story.

We've shared your one-liner and brandscript script, along with more details about your messaging, in the "Messaging Guide" section of this document.

BUILDING YOUR MARKETING & COMMUNICATIONS PLAN

Some associations waste thousands of dollars each year on complicated marketing plans, when in fact, marketing can and should be straightforward.

In creating a plan, we're working to answer these simple questions:

- Who's your market?
- What's your message?
- How will you reach them?
- How will you capture leads?
- How will you turn them into members?
- How can you keep them engaged?
- How will you ask for referrals?

The answers to these questions guide your selection of marketing tools to reach your membership goals.

YOUR MARKETING & COMMUNICATIONS TOOLKIT

The elements of your plan could hypothetically include any or all of the marketing tools in the list that follows. However, with a small staff, you will need to prioritize your marketing activities and focus only on those that will give you the biggest return while balancing your investment of both money and time.

A separate spreadsheet document, your Annual Content Marketing Calendar, will help you plan your time and schedule your high-priority activities.

CHOOSE YOUR MARKETING TOOLS

WEBSITE - Updating your website using "StoryBranded" messaging will better support membership recruitment and retention goals.

TREEMAIL - Monthly e-newsletter; content can be structured to highlight member benefits, promote upcoming events, spotlight volunteers, and encourage members to join or renew.

IN THE SHADE - Bi-monthly e-newsletter; content provided by ISA.

EMAIL MARKETING - These are emails (separate from your newsletters) that will support your campaigns and sales funnels.

LEAD GENERATION/SALES FUNNEL - By using a campaign approach, you can create content that targets new or returning members, offers them value, and ASKS them to join.

DIGITAL ADVERTISING - Paid advertising doesn't have to be expensive, and it's possible to be very specific about your target audience. The more you can connect with arborists statewide and add them to your email lists, the closer you will be to achieving your membership goals.

EVENT OR CONFERENCE SPONSORSHIPS - Event marketing can be effective in multiple ways, including giving you access to a very targeted market. If you're able to negotiate sponsorships to include speaking opportunities or access to the conference email list, you can make the event work hard to help you recruit and retain members.

TESTIMONIALS - Testimonials should do one of two things: demonstrate how you helped solve a problem or help a prospective member overcome an objection. While it's not a standalone marketing tool, testimonials can play a key role on your website, in your marketing materials, and in social media.

MARKETING TOOLS, DESCRIPTIONS, AND COMMENTS ON TIMING AND ADVANTAGES (CONTINUED)

PHOTOGRAPHY & VIDEOGRAPHY - Photos and videos showing your members in action - learning, networking, sharing testimonials, and having fun - will take your marketing to a new level. If you don't have the budget to hire an event photographer, consider creating a volunteer role. Anyone with a smart phone can help you get photos and videos. And while they won't all be the quality you may hope for, you can offer guidance with photo tips and a shot list for each event.

PRINT MATERIALS - Well done printed materials are still effective, and can be used at events, workshops, conferences, and more. These materials can also be written from a StoryBrand perspective, using language that positions the arborists as the heroes and offering a simple plan for joining the association.

DIRECT MAIL - Like other printed materials, direct mail is still effective, in part because so few associations use it. We're suggesting thank you postcards for volunteers, which can be very cost effective. And you may want to consider postcards for other campaigns as well.

SOCIAL MEDIA - ISA Texas is fortunate to have an active volunteer managing social media. Consistency is key. Be sure you collaborate on content and schedule posts that complement campaigns and educational workshop promotions. Also, be sure that more than one individual has administrative access so there's always someone who can back them up during vacations or emergencies.

THANK YOU LETTERS/NOTES/CALLS - Personal thank you notes or phone calls can be a powerful marketing tool. While your membership numbers won't allow you to personally thank every member, the special notes or phone calls can create a lasting connection with volunteers, board members, and special speakers.

SPEAKING OPPORTUNITIES - When you have an opportunity to speak in front of a live or virtual audience, you have an opportunity to demonstrate how you serve as the guide for your members. You can highlight your expertise, and most important, you can ASK them to join. Services such as Textiful can be used to immediately add members to your email list and follow up with them with your membership campaign messaging.

MARKETING TOOLS, DESCRIPTIONS, AND COMMENTS ON TIMING AND ADVANTAGES (CONTINUED)

MEDIA RELATIONS - While Public Relations/Media Relations is outside the scope of this report, it's important to recognize its marketing potential.

By regularly issuing press releases to media outlets statewide, you are positioning ISA Texas as the authority for all things related to trees. When the media understands that you have access to highly qualified spokespersons in every market, they will begin to rely on you for information and guidance.

Reporters also appreciate excellent opportunities for photos and videography, which are abundant at many ISA Texas training sessions. Visuals, from chainsaws to tree-climbing, make the reporter's job that much easier.



MARKETING & MESSAGING GUIDE

OVERVIEW & KEY TERMS

BRANDSCRIPT

A seven-part, proven communication formula that includes the key elements of any successful story. When you use a brandscript to develop your messaging, your marketing will support your membership goals.

ONE-LINER

Your one-liner is a concise statement you use to clearly explain what you offer. It often answers the question, "What do you do?" and gives you and your team a simple, repeatable way to talk about your association in a way that your members will care about.

LEAD GENERATING ASSET

A lead generating asset is marketing collateral created to provide value to people that aren't ready to join. By offering them valuable knowledge, you position ISA Texas as an organization that can help them solve a problem. It also provides you their name and email address for your email list.

EMAIL CAMPAIGN (SALES AND NURTURING)

A sales series is often five emails that are sent automatically via email marketing software after a prospective member downloads your lead generator. These campaigns run 24/7 and moves your lead through the sales cycle. A nurturing campaign is a longer-term series that continues to deliver value. Your newsletter can be considered a "nurturing" series.

YOUR BRANDSCRIPT

A CHARACTER

Q: Who is your ideal member (your hero!) and what do they want?
These are often commercial, municipal, or utility arborists.

A: Certified arborists want continuing education, networking opportunities, and career advancement.

HAS A PROBLEM

EXTERNAL PROBLEM:

Q: What's getting in their way?

A: Not enough hours in the day.

INTERNAL PROBLEM:

Q: How does it make them feel?

A: Like they're missing career growth opportunities.

PHILOSOPHICAL PROBLEM:

Q: Why is that wrong?

A: Every arborist deserves an opportunity to excel.

A character has
3 types of problems:
1- External
2- Internal
3- Philosophical

MEETS A GUIDE

ISA Texas serves as a guide to its members. The organization expresses empathy, because its staff and volunteers are arborists who understand these career challenges. It also expresses authority through its long-time service to members, the number of members served annual, the number of training opportunities offered, and the quality of its programs.

WHO GIVES THEM A PLAN

1. JOIN TODAY
2. REGISTER FOR A WORKSHOP
3. GROW YOUR CAREER / NETWORK

AND CALLS THEM TO ACTION

PRIMARY CALL TO ACTION:

Join now

TRANSITIONAL CALL TO ACTION:

Download Free PDF or Register for a Free Webinar

You will use
two calls to
action:
Primary/Direct
and
Transitional

THAT ENDS IN SUCCESS

- Networking opportunities
- New certifications & credentials
- Career growth
- New job opportunities

HELPS THEM AVOID FAILURE

- Missed opportunities
- Lack of career growth
- Small network

IDENTITY TRANSFORMATION:

FROM:

Overwhelmed and missing opportunities

TO:

Someone who's recognized for their knowledge and skills

OVERALL BRAND NARRATIVE

At ISA Texas, we know you want to be recognized for your skills and knowledge as an arborist. To do that, you need the workshops and credentials that will build your career and expand your professional network. The problem is, it's hard to make time in your schedule for new CEUs, which makes you feel like you're missing career opportunities. We believe you should have every opportunity to excel as an arborist.

We understand what it's like to feel like there just aren't enough hours in the day. We're arborists, too. That's why we offer an average of 30 convenient courses every year. They're led by experts and offered all across Texas.

Here's how we do it:

1. Join today!
2. Register for a workshop near you.
3. Grow your network and your career.

So join today. And in the meantime, download <your transitional Call to Action>, so you can stop missing opportunities and start earning the credentials you need to grow your career.

ONE LINER

Your One Liner is a simple, clear and effective way to answer the question, “What do you do?”

ONE LINER

As certified arborists, it's a challenge to find time for continuing education and networking. At ISA Texas, we offer workshops and events statewide to create convenient opportunities for gaining new qualifications and certifications for professional growth.

WHERE TO USE YOUR ONE LINER

- Networking Events
- About section of your social media profiles
- About section of your website
- Email signature / Business card

APPLY YOUR BRAND MESSAGE

Examples

WEBSITE HEADER

A website header should answer three questions in the first five to eight seconds:

1. What do you offer?
2. How can it make my life better?
3. How do I get it?



LEAD GENERATOR

A lead generator is a way to gather email addresses from people interested in your organization and programs. You deliver valuable content in the lead generator and then use their email to send a sequence of emails that leads them through the join process.

You can also use those emails to target ads on social media platforms. Here are a few lead generator ideas.

LEAD GENERATOR IDEAS

- **Membership Recruitment** (Showcase expertise)
 - Three Essential Certifications for Every Texas Arborist
 - Seven Things I Learned While Climbing Trees
- **Membership Retention** (Showcase networking and exclusive opportunities for members)
 - Behind the Scenes - A Tour of the Texas Plant Disease Diagnostic Lab at Texas A&M
 - Leadership Lessons from <CEO/COMMERCIAL ARBORIST>
- **University Student Recruitment** (Career Advice)
 - Interview Tips for Your First Job in Arboriculture
 - What I wish I'd Known: Career Advice from Professional Arborists

EMAIL SALES SEQUENCE

After a prospective member downloads your lead-generating PDF a series of five to seven automated emails can be sent. These campaigns run 24/7 and guide the prospective member through the recruitment cycle.

TYPES OF EMAILS TO INCLUDE

- **Deliver Lead Generation Asset:** Thank them and give them access to the PDF they requested.
- **Problem/Solution:** Remind them of the problem you solve and how you solve it.
- **Testimonial/Story:** Tell the story of solving the problem for another member.
- **Overcome an Objection:** Address an objection prospective members may have when considering joining the association.
- **Paradigm Shift:** Communicate “you used to think this, but now you should think about it this way.”
- **Ask them to join:** You’ve delivered value, now ask them to join.

SOCIAL MEDIA

Pull from any of the seven parts of your brandscript to share on social media. There are two basic types of social posts: engagement posts and call to action posts.

Here are some examples of both using your brandscript. We recommend creating a bank of posts with photos or graphics. Also, be sure to ask questions often to encourage engagement.

ENGAGEMENT POST

- We were excited to see everyone at the <XYZ> training this past weekend. Here are a few photos! Feel free to tag yourselves, and of course, post your own in the comments. Were you there? What was your biggest takeaway?
- We just got through reading <THIS BOOK> and we can't stop thinking about it. Have you read it? Your thoughts?

CALL TO ACTION POST

- Don't miss our latest article: <TITLE>. Sign into the website and download it here! <LINK>
- Did you know you get discounts on all our workshops and training programs with your paid membership? Join or renew today, and check out our training calendar! <LINK>

YOUR MARKETING BLUEPRINT

RECOMMENDED

Next Steps

YEAR 1 CHECKLIST

- **Research your market and set a goal.** It's important to know how big your potential market really is and to set goals accordingly. Consider your email list. How many are genuine prospects? How many students are graduating with relevant degrees each year? How many total arborists are working in Texas?
- **Train staff, board members, and key volunteers on your new messaging.** When everyone consistently describes the organization and its benefits, it's like having a statewide team of membership.
- **Document your membership on-boarding plan.** How will you ensure that new members understand the benefits of being a member? Consider the following:
 - **Virtual orientation and networking session.** A quick introduction to the organization can help break the ice and help members know how they can be more involved.
 - **Create a membership guide (on the website, as a PDF, and as a video).** This can be an easy reference tool that can be shared throughout the year to ensure members take advantage of their benefits.
- **Plan and schedule your member and volunteer surveys.** With data, you'll get better insights into opportunities to grow.
- **Implement your annual content calendar.** By using a spreadsheet that tracks activities in each month and season of the year, you'll be better able to plan your marketing activities.
- **Evaluate your attendance and/or sponsorships of annual conferences and events.** Which ones are most effective for recruiting and retaining members? Determine which ones give you the best presence in your target markets and allocate your time and budget accordingly.

■ **Update your website to reflect your new messaging.**

Your website is your home base for all your marketing efforts. When you optimize your site to reflect your new clear brand messaging you've set the foundation for a smart marketing plan that can convert website visitors into members.

[Marketing Made Simple](#) by Donald Miller & Dr. J.J. Peterson provides an excellent framework for what to include on your site.

■ **Create One to Two Membership Campaigns Targeting New Members.**

The membership campaign is your "sales funnel." You'll use a lead generator that a potential member can download in exchange for their email address. This establishes your authority while offering genuine value and positioning ISA Texas as their guide. To create the funnel, you will need to:

■ **Create a lead generator.** An informative, downloadable PDF is an excellent lead generator. Webinars can also be highly effective.

■ **Set up a landing page.** The dedicated landing page is where your member prospects will sign up for your email list and receive the lead generator.

■ **Write and automate a five-email sales sequence.** After signing up for the list on the landing page, the prospective member receives an automated series of five emails (using your choice of email platform) that lead them through the sales process. The emails are typically sent over a period of 10 days.

■ **Add prospective members to your TreEmail list.** When you add the prospect to your email list, you're adding them to what can be considered a "nurturing" series of emails, which means you're providing value for the long-term and continuing to ask them to join. You can make a conscious decision to include membership calls to action in your newsletters.

YEAR 2: EVALUATION & UPDATES

- **Evaluate year one and update your goal.** Be sure to track all your website and email analytics to help you make better decisions about where to invest your time and budget in Year 2.
- **Plan and schedule your member and volunteer surveys.** With another year of data, you'll continue to get insights into opportunities to grow.
- **Continue with consistent social media posts.**
Look at your posts from Year 1. Which posts were most popular? Which had the most engagement (comments)? Which ones were shared? Consider tailoring more of your Year 2 content to reflect lessons learned in Year 1.
- **Update your annual content marketing calendar.**
- **Update your welcome video and messages.**
- **Assess and re-prioritize your presence at conferences and events.**
Ensure that your efforts are giving you both visibility and real access to members and prospects. Pursue related speaking opportunities.
- **Promote your enhanced benefits (negotiated partner discounts).**
- **Consider adding a first-year price membership for students.**
- **Create One to Two Additional Membership Campaigns Targeting University Students and Retention of Existing Members.** Continue using a "sales funnel" approach with lead generators that add email addresses to your lists. Offer "behind the scenes" and exclusive opportunities for existing members and tailored content for students.
- **Create an Annual Appreciation Campaign for Volunteers.** Provide leadership training and support; send two postcards in the mail; feature volunteers of the month in TreEmail.
- **Begin Testing Digital Advertising.** Consider allocating a small budget to Facebook advertising and testing your messaging to improve your membership campaign response. Advertise workshops, webinars, discount programs, and more.

YEAR 3: FULLY IMPLEMENT YOUR PLANS

- Evaluate year two and update your membership goal.
- Plan and schedule your member and volunteer surveys. With a third year of data, your ad targeting, content creation, and social media can become more effective than ever before.
- Continue with consistent social media posts. Also, take a close look at other available platforms. Are arborists using LinkedIn? We've seen networks grow quickly on LinkedIn. Are there any other new platforms influencing your audience?
- Update your annual content marketing calendar.
- Update your welcome video and messages.
- Assess and re-prioritize your presence at conferences and events. Continue to ensure that your efforts are giving you both visibility and real access to members and prospects. Pursue related speaking opportunities.
- Negotiate additional member discounts and promote your enhanced benefits (negotiated partner discounts).
- Expand your outreach to student members.
- Refine your Membership Campaigns/Sales Funnels. Which lead generators have been most effective? Who can lend their expertise to write more? that add email addresses to your lists. Offer "behind the scenes" and exclusive opportunities for existing members
- Continue with your Volunteer Appreciation Campaign.
- Expand Digital Advertising to Support Membership Campaigns.
- Regularly distribute press releases to media outlets statewide.
- Contribute content to publications and blogs or appear on podcasts aligned with your target audience.

CONCLUSION:

A NOTE FROM ELAINE & JOY

This plan contains a lot of information. A lot. And we recognize this. What we want to do is give you sound options that we know will help you achieve your membership goals.

You hereby have permission to choose only the strategies and tactics that fit comfortably with your staff, volunteers, board members, and their skill sets. You won't be able to do everything at once, but you *will* be able to choose approaches that, when used consistently, will deliver results.

Please reach out to us with any questions about this plan and our recommendations.

We have enjoyed working with you and helping you create a strong, three-year plan for growth.

And of course, if you need help with implementation, we would love to be involved.

Thank you again, and best wishes for your growth and success!



Outreach Report

6/18/2020

Prepared by: Evan Anderson

Prepared for ISAT Meeting 6/25/20

Social Media Mission: Sustain and increase the profile of ISAT to its membership, allied industries, and the general public. Promote ISAT and Certified Arborists to allied industries and the general public through attendance at conferences and public events.

Committee Members: Evan Anderson

Committee Goals:

- Promote ISAT to other organizations and at tabling events
- Promote ISAT chapter events
- Increase public and industry awareness of ISAT and our members

Committee Report:

1. Organize what events are going to happen this year.
2. Perform outreach and engagement through non-traditional means.



Certification Report

6/25/2020

Prepared by Daniel Cottier and Misti Perez

Prepared for Quarterly Board Meeting

Certification Committee Mission: To promote professional tree care in Texas by increasing and retaining ISA and ISAT Certified and Qualified arborists in the Texas Chapter ISA.

Committee Members: Daniel Cottier

Committee Report:

1. Certification Numbers

BCMA 48

CA 1277

U 108

M 63

CTWCS 25

CTWAS 6

OWQ 217

TRAQ 284

WRRQ 86

2. Upcoming exams for 2020:

- 9/18 CA, M, U Dallas
- 9/25 CA, CTW, M, U Waco
- 10/15 CA, CTW, M, U San Antonio
- 11/13 CA, CTW, U, M Fort Worth
- 12/18 CA, M, U Dallas

We currently have 9 exam proctors, 15 CTW CS evaluators and 6 CTW AS evaluators

Exams have new guidelines by ISA that all attendees must follow.

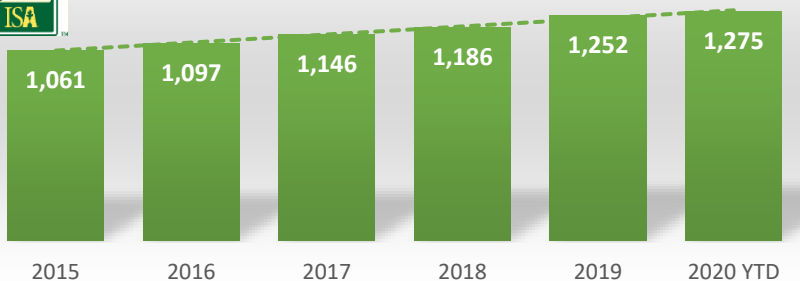
ISAT 2020 YTD Quick Stats: Certification

Certification:	2015	2016	2017	2018	2019	2020 YTD
Certified Arborists	1,061	1,097	1,146	1,186	1,252	1,275
Municipal Arborists	38	40	45	53	59	63
Utility Arborists	66	79	84	96	103	108
Certified Tree Worker Climber Specialist	19	21	21	24	28	25
Certified Tree Worker Aerial Lift	7	7	7	7	7	6



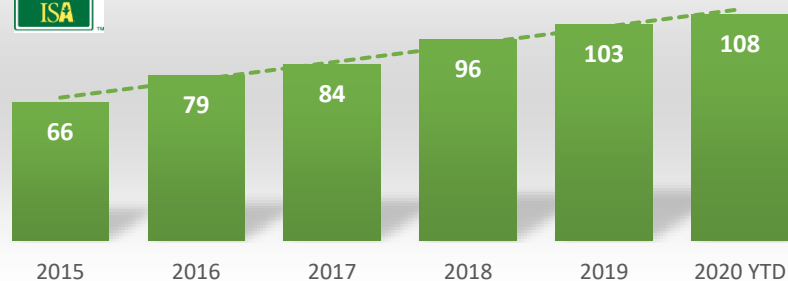
Certified Arborists

20% Increase



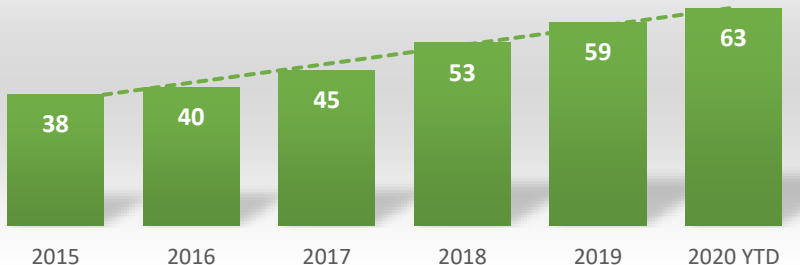
Utility Arborists

64% Increase



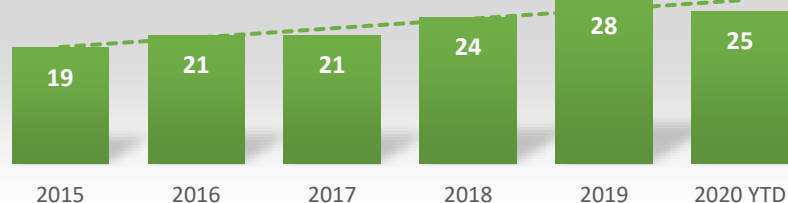
Municipal Arborists

66% Increase



Certified Tree Worker Climber Specialist

32% Increase



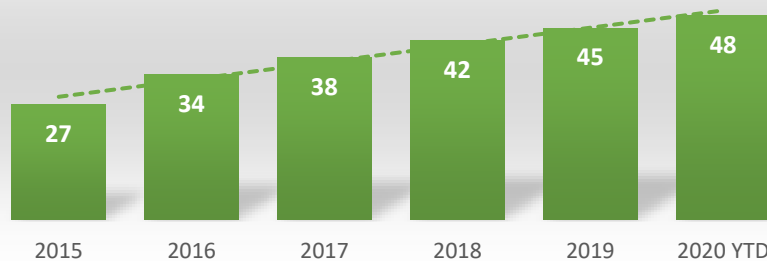
ISAT 2019 Quick Stats: Certification (continued)

Certification:

	2015	2016	2017	2018	2019	2020 YTD
Board Certified Master Arborists	27	34	38	42	45	48
Tree Risk Assessment Qualified	111	162	195	218	251	284
Wildfire Risk Reduction Qualified	0	0	26	48	73	73
Texas Oak Wilt Qualified	0	27	78	132	217	217

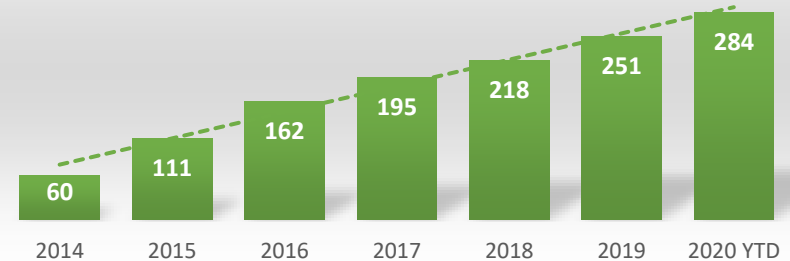
Board Certified Master Arborists

78% Increase



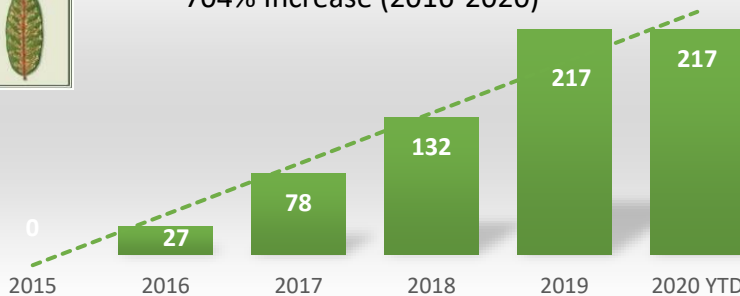
Tree Risk Assessment Qualified

156% Increase



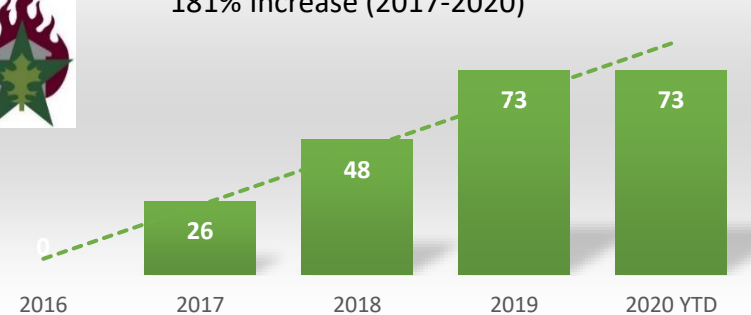
Oak Wilt Qualified

704% Increase (2016-2020)



Wildfire Risk Reduction Qualified

181% Increase (2017-2020)



ISA Component Sponsored Examination Event

COVID-19 Extraordinary Guidelines

Most countries around the world have seen cases of COVID-19 and many are experiencing outbreaks. ISA has established the following guidelines to help slow the spread of this virus. ISA Components are partners in delivering ISA paper-based examinations and ISA Certification Liaisons must review and ensure compliance with these and any other local guidelines for their respective, scheduled ISA examination events.

These extraordinary guidelines must be implemented in addition to all previously established ISA policies and procedures. ***If any guideline is in conflict with standard established procedures, the extraordinary guidelines in this document supersede standard established policies and procedures.***

These guidelines were created to ensure fairness and impartiality amongst candidates during this pandemic and compliance with recommendations issued by the [World Health Organization](#) and [Centers for Disease Control and Prevention](#). Local regulations may apply in addition to the guidelines included here. We will continue to monitor the situation and inform ISA Components should guidelines change.

Candidate Information

ISA will send the information, provided here as **ATTACHMENT A**, to all candidates taking a paper-based examination prior to their examination date.

Exam Environment

Venue Selection: Ultimate responsibility of Certification Liaisons, but proctors are often involved.

The maximum number of candidates specified when the exam is submitted to ISA must not exceed: 1) the number of candidates the testing room will accommodate considering the minimum 6 foot (1.8 meters) candidate spacing requirements of social distancing; 2) the maximum number of people (this includes candidates, proctors, and proctor assistants) allowed by local governments and health authorities for public and private gatherings.

If any of these conditions change after you have already scheduled an exam, please contact [Roger Bell](#) as soon as possible to notify ISA, he can work with you to change exam location when needed and address exam capacity.

The exam venue management must have a process established to clean and disinfect frequently touched surfaces prior and after the exam. This includes tables, doorknobs, light switches, countertops, handles, desks, phones, keyboards, toilets, faucets, and sinks.

The following **must** be available and easily accessible to candidates at the testing site prior to candidate arrival:

- Hand sanitizer
- **ATTACHMENT B**
- [World Health Organization signage](#)*

****The four (4) World Health Organization (WHO) signs **that must** be printed were sent as attachments and are available on the [“Protect yourself and others from getting sick”](#) section in the link above.***

Candidate Management

Proctors and Testing Assistants must follow these Extraordinary COVID-19 Guidelines in addition to all ISA previously established policies and procedures related to preparation of testing room and candidate management. ***If any guideline is in conflict with standard established procedures, the extraordinary guidelines in this document supersede standard established procedures.***

Proctors and Testing Assistants must:

- Wear a face mask or face covering at all times from when they enter the exam venue until they leave the venue AND require candidates to wear face mask or face covering at all times.
- Arrange testing room so there is at least 6 feet (1.8 meters) between all candidates and enforce social distancing requirements at all times.
- Set up check-in table in a way that ensures social distancing. Social distancing must be ensured and enforced during the check-in process.
- Ensure that the Check-in Verbal Acknowledgement signage **ATTACHMENT B** is available and easily visible to candidates at the exam location prior to entering the exam room.
- Require each candidate to pull their face mask or face covering down briefly during the check-in process to verify their identity.
- Permit candidates to wear disposable gloves if they choose, but require disposal of gloves before they leave testing area and in appropriate disposal receptacles.
- Acknowledge to their respective Certification Liaison that they meet the following requirements to deliver the examination and:

Proctors should not deliver the examination and should contact their Certification Liaison if...	Unless...
You have tested positive for COVID-19	You have been symptom-free and fever-free for at least 72 hours without the use of fever reducing medicine AND At least 14 days have passed since your last exposure, or you have received two negative COVID-19 test results in a row, 24 hours apart
You are currently experiencing or have experienced one or more associated symptoms within the last fourteen (14) days <ul style="list-style-type: none">• shortness of breath• cough• fever• chills• sore throat• loss of smell	You have been symptom-free and fever-free for at least 72 hours without the use of fever reducing medicine
You live with or have had close contact with someone who has confirmed or suspected COVID-19	At least 14 days have passed since your last exposure
You have been or are under home quarantine or centralized observation by government or healthcare authorities	At least 14 days have passed since your quarantine or centralized observation has been lifted by the government or healthcare authorities

Proctors should note any issues associated with compliance of these guidelines and/or COVID-19 using the applicable Comment/Note sections of the standard Compliance Form included in the exam package.

ATTACHMENT A



We are following recommendations from the Centers for Disease Control and Prevention and the World Health Organization for preventing the spread of COVID-19. We ask candidates to comply with the health and safety guidelines outlined below when choosing to attend an ISA examination event. *Local regulations may apply in addition to the guidelines included here.*

Please arrive at least 30 minutes before exam start time and note the following restrictions.

You will not be allowed to test and should reschedule you exam if*...	Unless...
You have tested positive for COVID-19	You have been symptom-free and fever-free for at least 72 hours without the use of fever reducing medicine AND At least 14 days have passed since your last exposure, or you have received two negative COVID-19 test results in a row, 24 hours apart
You are currently experiencing or have experienced one or more associated symptoms within the last fourteen (14) days <ul style="list-style-type: none">• shortness of breath• cough• fever• chills• sore throat• loss of smell	You have been symptom-free and fever-free for at least 72 hours without the use of fever reducing medicine
You live with or have had close contact with someone who has confirmed or suspected COVID-19	At least 14 days have passed since your last exposure
You have been or are under home quarantine or centralized observation by government or healthcare authorities	At least 14 days have passed since your quarantine or centralized observation has been lifted by the government or healthcare authorities

****There will be no associated rescheduling fees if you choose to reschedule due to COVID-19 restrictions.***

You will be asked to acknowledge that you meet the above health requirements and that you will comply with the health and safety guidelines listed below while testing.

- Stay at least 6 feet (1.8 meters) away from other people in the waiting area and during the check-in process.
- Please cover your nose and mouth in case of sneezing or coughing.
- You must bring and wear your own face mask while you're at the test center and throughout your exam. Any surgical or cloth face mask, including a homemade face mask, is acceptable as long as your nose and mouth are fully covered. Candidates without a face mask will be denied testing services. We are unable to provide face masks to candidates.
- We are allowing (but not requiring) candidates to wear disposable gloves during testing. The proctor or testing assistant may request to inspect the gloves both before and after the exam, and the gloves must be disposed of in front of the proctor upon completion of the test.
- To prevent crowding, wait until the testing assistant tells you to approach the check-in desk.
- Observe posted signage and comply with all additional instructions from the proctor and testing assistant onsite.
- Some testing locations may require candidates to provide a temperature check upon arrival.

Attention ISA Certification Candidates

Important procedures regarding COVID-19

Please review and agree to the following requirements before entering the test center. If you cannot agree to the following, do not enter the examination location/facility. Please send a request to ISA to reschedule your exam or regarding any questions. **NOTE: There will be no associated rescheduling fees if you choose to reschedule due to COVID-19 restrictions.**

You will not be allowed to test and should reschedule you exam if...	Unless...
You have tested positive for COVID-19	<p>You have been symptom-free and fever-free for at least 72 hours without the use of fever reducing medicine</p> <p>AND</p> <p>At least 14 days have passed since your last exposure, or you have received two negative COVID-19 test results in a row, 24 hours apart</p>
<p>You are currently experiencing or have experienced one or more associated symptoms within the last fourteen (14) days</p> <p>shortness of breath</p> <p>cough</p> <p>fever</p> <p>chills</p> <p>sore throat</p> <p>loss of smell</p>	<p>You have been symptom-free and fever-free for at least 72 hours without the use of fever reducing medicine</p>
You live with or have had close contact with someone who has confirmed or suspected COVID-19	At least 14 days have passed since your last exposure
You have been or are under home quarantine or centralized observation by government or healthcare authorities	At least 14 days have passed since your quarantine or centralized observation has been lifted by the government or healthcare authorities

Please acknowledge to the onsite proctor/assistant at check-in that you meet these requirements and that you will comply with the health and safety guidelines listed below while testing.

You must wear a medical or non-medical face mask. The mask may be inspected by the onsite proctor/assistant.

Requirements and guidelines from ISA:

- **Wash your hands in the restroom upon arrival at the test center.**
- **Use hand sanitizer upon guidance from test center staff before admissions process and before entering the testing room.**
- **Review and follow World Health Organization signage posted at this examination facility.**
- **Always wear your face mask.**

Our proctors are asked to comply with and acknowledge the same health requirements we ask candidates, including but not limited to, the use of a face mask during the entirety of the examination session.

Thank you in advance for your cooperation



TREE Fund Liaison Report

June 2020

Prepared by Rebecca Johnson

Prepared for June 2020 BOD meeting

TREE Fund Liaison Mission: to promote the TREE Fund to ISA Texas chapter members

Committee Goals:

- Facilitate effective communications and coordination between ISA Texas and TREE Fund;
- Collaboratively develop strategies to promote TREE Fund's interests within the ISA Texas;
- Assist the TREE Fund Development Committee and President/CEO with identifying and soliciting potential funding sources and donors within ISA Texas;
- Foster and encourage strategic alliances with other stakeholder groups within ISA Texas to enlist support of the TREE Fund; and
- Support TREE Fund visits to ISA Texas events throughout the year, to include making requested arrangements for trade show booth space and opportunities for the President/CEO or his or her designee to make regular presentations to Chapter members and Boards.

Committee Members: Rebecca Johnson

Committee Report:

1. This year's Tour des Trees was postponed until 2021
2. They will be doing a virtual TdT and have reopened registrations with no minimum fundraising goal.
3. We had already donated for our rider Mino, but not for Pete



Student Liaison & Scholarships

2020-06-22

Prepared by: Ronny Nelson

Prepared for 2020-06-25

Scholarships & Student Liaison

Mission: Provide support to local universities and colleges that are engaging our next generation arborist. Mentor and connect these students with ISA Texas members.

Strategic Plan Annual Goals for committee:

Our plan is to work directly with local universities and colleges to connect with students and provide a pathway to engage in ISA Texas Chapter events, while supporting students with scholarships to the Texas Tree Conference and provide tuition assistance.

Committee Members:

- 1.) Ronny Nelson

Committee Report:

1. Scholarships – SFASU
 - a. Currently, our organization has been providing a total of \$3,000 per year in scholarships to SFA undergraduate students. This has been dispersed to two students, in the amount of \$1,500 to be applied to their Fall tuition.
 - b. *Scholarship Banquet April 2, 2020 at 6:30pm (CANCELED).*
 - c. Hans is providing names for the scholarship recipients.
2. Scholarships – TAMU
 - a. Currently we sent \$1,500 to TAMU for a student scholarship that went to one student.
 - b. *Scholarship banquet is planned to be held on April 17, 2020 (CANCELED)*
3. Texas Tree Conference
 - a. \$2,000 in budget to go toward student registration.
 - b. Working with SFASU (H. Williams) to connect more students and involve/develop Poster Boards.
 - c. Build a group of student liaisons for the 2019 Texas Tree Conference. Last year we had a great group of professionals that invested in our student attendees. Looking to get more information about the location of the Wednesday night social.
4. Texas Arboriculture (Undergraduate Research) SFASU
 - a. \$1,500 toward undergraduate research.
 - b. Spoke with Dr. Hans Williams to discuss research donation. Dr. Mulvaney is working on projects that we are verifying the relevance. This will be pushed back until fall semester.
 - c. SFASU will be required to present a poster board on the research project.
5. Action items: None at time.



Executive Committee Report

6/22/2020

Prepared by: Jason Alfaro

Prepared for June 2020 BOD meeting

Executive Committee Purpose: Fulfill Chapter bylaws (section XII). "Executive Committee shall be responsible for the day-to-day operations of the Chapter, operating in accord with policy established by the Board of Directors."

Strategic Plan Annual Goals for committee:

Governance G.01 Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff.

Committee Members:

Past president: Emily King

President: Jason Alfaro

President-elect: A.J. Thibodeaux

Vice president: Mark Bird

Editor: Rebecca Johnson

Treasurer: Greg David

Executive director: John Giedraitis

Committee Report:

1. Things to know about this committee:
 - a. Monthly conference calls are held
 - b. Daily to weekly check-ins with members occur
 - c. We monitor committee work, events, and daily tasks
2. Progress made since last board meeting:
 - a. Completed contract review and Acorn Arbor.
 - b. Entered into a new contract with Acorn Arbor.
 - c. Planning for nominations/elections.
 - d. Continuing to discuss options for a chapter management system.
3. Work planned between now and next board meeting:
 - a. Open nominations for Board positions.
 - b. Update to membership during the business meeting at the Texas Tree Conference.
4. Action items: none at this time



Elections + Nominations Report

June 2020

Prepared by: Emily King

Prepared for Board of Directors Meeting

Mission: the purpose of this task is to plan for and carry out fair elections in order to maintain a robust and diverse Board of Directors.

Elections updates:

1. Website is up: <https://isatexas.com/about/elections/2020-election-nominations/>
2. Nominations are now done through a survey! Deadline for nominations is July 24.
<https://docs.google.com/forms/d/e/1FAIpQLSdmy4NdBksVd1xG5uqz7FmnLPI9X7Oa9kMWZTP9ebyjfcjhQQ/viewform>
3. Draft ballot is being developed. Here is what I have so far:

DRAFT Ballot 2020 ISAT Elections			
Board Position Options	Nominee 1	Nominee 2	Nominee 3
President	A.J. Thibodeaux	NA	NA
President Elect	Mark Bird	NA	NA
Vice President	Rebecca Johnson	?	?
Treasurer	Neil Manich	NA	NA
Editor	?	?	NA
Director (Commercial)	Gordon Braley	Amy Heath	?
Director (Commercial)	David Mauk	Ulises Jimenez	?
Director (Govt)	Priscilla Files	?	?
Director (Govt)	Justin Krobot	Haywood Morgan	?

4. What can you do? Nominate someone that will add to our group's diversity! I specifically need candidates for the Editor role.



Treasurer's Report / Finance

June 25, 2020

Prepared by: Greg David

Treasurer's Report:

1. ISAT - current financial position: \$227,000 in cash, CD's, and US Treasury notes.
2. I have reviewed all Texas Chapter disbursements year-to-date, and all seem to be proper and in order.
3. From a financial standpoint, the Chapter has currently earned a \$3,000 net profit, year-to-date. By contrast, the Chapter had a \$38,000 net profit at this point last year.
4. Current projections indicate that the Chapter will likely end the year with a net-loss of approximately \$49,000. This estimate is based upon two caveats:
 - a) The Chapter avoids all non-essential spending for the remainder of the year
 - b) The Chapter earns \$40,000 in net "profit" on the conference and remaining workshops.
5. If the Chapter earns more than \$40K in net profit on the conference and remaining workshops, our net loss for the year should be less than \$49K.
6. If the Chapter earns less than \$40K in net profit on the conference and remaining workshops, our net loss could increase to as much as \$89,000 for the year.
7. When we add the \$10K purchase of the trailer to the \$49K anticipated loss for the year, the best-case scenario forecasts a drawdown of Chapter reserves of \$59,000 for 2020.
8. We originally allocated \$20K for the trailer purchase and outfitting. If we spend the remaining \$10K to outfit the trailer this year, and if we are not able to earn any net profit on the conference and remaining workshops, the drawdown to reserves could be as high as \$109,000.
8. Fortunately, the Chapter had ample reserves and was in a strong financial position going into the pandemic. It would probably be wise to hold-off on non-essential spending for a couple of years, however.
9. Additional note: Most economists expect the current recession to last through 2021 or longer, so the Chapter should probably expect to see downward pressure on educational event earnings for a while. The proliferation of free webinar CEU's may also tend to depress Chapter revenues. If the recession becomes acute, membership renewal rates could also be affected. Hopefully, the new membership drive will help offset anticipated recession-related impacts.

ISAT

Profit & Loss

January 1 through June 22, 2020

	Jan 1 - Jun 22, 20
Ordinary Income/Expense	
Income	
Online Learning Revenue Share	1,098.00
Advertising	
Advertising Newsletter	16,450.00
Oak Wilt Vendors	2,800.00
Total Advertising	19,250.00
Certification	
Recertification	8,245.00
Certification Exams	7,823.00
Total Certification	16,068.00
Conference	
Exhibitors and Sponsors Income	20,630.00
Total Conference	20,630.00
Membership	27,125.00
Misc.	341.98
Publication Sales	55.00
TTCC & Workshop	
Exhibitors and Sponsors Income	0.00
TTCC & Workshop - Other	2,190.00
Total TTCC & Workshop	2,190.00
Workshops	
Webinar Income	3,502.45
Healthy Soils Workshop Revenue	1,500.00
2020 TRAQ Renew WTX Income	2,200.00
2020 TRAQ Dallas Income	7,800.00
2020 TRAQ RRTX Income	3,325.00
2020 TRAQ CSTX Income	14,950.00
TAMU Diagnosis Workshop	6,410.00
Wildfire Risk Qualification	6,045.00
Womens Climbing Workshop	6,685.00
Bilingual Tree Worker Workshop	16,230.00
Total Workshops	68,647.45
Total Income	155,405.43
Gross Profit	155,405.43
Expense	
Advertising Expense	
Oak Wilt Vendor Advertising Exp	86.85
Newsletter Advertising Expense	315.35
Total Advertising Expense	402.20
Association Management Services	
Assoc. Mgnt. Services Expenses	504.95
Association Management Services - Other	71,760.87
Total Association Management Services	72,265.82
Research	6,000.00
Accountant	1,140.00
Board Expenses	829.79
Certification Expenses	2,499.19
Conference Expenses	
Exhibitors and Sponsors Expense	593.77
Logo	1,500.00
Book Store	6,225.94
Total Conference Expenses	8,319.71

ISAT
Profit & Loss
January 1 through June 22, 2020

	Jan 1 - Jun 22, 20
Fees	
Bank Fees	49.70
Total Fees	49.70
Insurance	1,976.00
Member Services	2,993.30
Newsletter Expenses	12,407.43
Publicity	1,434.75
Scholarships	4,500.00
TTCC and Workshop	
Exhibitors and Sponsors Expense	49.90
TTCC and Workshop - Other	3,590.34
Total TTCC and Workshop	3,640.24
Web Site	28.16
Workshop Expenses	
Healthy Soils Workshop Expenses	1,585.38
2020 TRAQ Renew WTX Expense	3,154.64
2020 TRAQ Dallas Expense	9,361.49
2020 TRAQ RRTX Expense	490.35
2020 TRAQ CSTX Expense	9,565.39
TAMU Diagnosis Workshop	1,302.29
ISAT Webinars Expense	4,550.37
Wildfire Risk Qual Expenses	696.71
Womens Climbing Workshop	284.34
Bilingual Tree Worker Workshop	2,450.97
Oak Wilt ID and Mgnt Workshop	300.00
Total Workshop Expenses	33,741.93
Total Expense	152,228.22
Net Ordinary Income	3,177.21
Net Income	3,177.21

ISAT
Balance Sheet
As of June 22, 2020

	Jun 22, 20
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	78,238.08
Total Checking/Savings	78,238.08
Other Current Assets	
Treasury Direct	124,044.50
Wells Fargo CD #2	25,421.32
Wells Fargo CD #1	-102.38
Total Other Current Assets	149,363.44
Total Current Assets	227,601.52
Fixed Assets	
Trailer TTCC	9,721.13
Accumulated Depreciaton	-604.00
Office Equipment	1,560.02
Total Fixed Assets	10,677.15
TOTAL ASSETS	238,278.67
LIABILITIES & EQUITY	
Equity	
Retained Earnings	235,101.46
Net Income	3,177.21
Total Equity	238,278.67
TOTAL LIABILITIES & EQUITY	238,278.67



(CoR) Committee Report

Prepared by: Oscar Mestas

Prepared for (06/25/2020)

[CoR] Mission:

Act as a liaison between ISA and the component group bringing all pertinent information to the CoR and returning all pertinent information back to the component group.

Committee Members: Oscar Mestas

Committee Report:

1. Attended Town Hall Meeting (**June 3rd**) with ISA President Paul Johnson VIA MS Teams. CoR components had the opportunity to pre submit questions which were then, answered by Paul. (See PDF Attachment)

Next CoR conference call will be **August 5th**. This will be a combined CoR and ISA BOD Town Hall Meeting.

2. Action items: I voted in BOD Special Election to fill a vacancy and for Executive Committee CoR.

CoR Town Hall with ISA President Paul Johnson

Highlights

3 June 2020

CoR EC Election

CoR Executive Committee Chair Lee Huss told the group to watch for an emailed ballot for the upcoming CoR EC election. CoR members should receive the email on June 15 and submit their ballot by 5 p.m., 6 July.

ISA and COVID-19

ISA President Paul Johnson expressed his sentiment regarding the challenging times presented by COVID-19 and how it is impacting all sectors of arboriculture globally. The ISA Board of Directors have met frequently since March to assess how the situation is affecting the organization. Johnson stated that the organization has prepared for the worst; the Board is working closely with ISA Executive Director Caitlyn Pollihan and staff to keep the organization functioning as normally as possible.

Question: Why is the ISA Board amending the number of CoR-elected ISA Board members from five to three starting in 2021?

CoR was created when ISA changed its governance model and decreased the number of total members of the ISA Board of Directors - from one rep per component to an elected Board. At that time, CoR was empowered to elect one-third of the Board positions (five of 15). This has been re-examined in recent years, especially given that the ISA membership has grown to over 24,000 worldwide, and the current Board felt that the voting structure should be redesigned to allow more opportunity for direct election by the members. Therefore, the number of CoR-elected Board representatives were reduced from five positions to three. Johnson reiterated that the ISA Board values CoR's voice and their important role in linking ISA leadership to its components.

Question: How did you (Paul Johnson) get on your path to the ISA Board of Directors?

Johnson moved to Texas to the center of the state and was able to join the ISA Texas chapter and become their newsletter editor and, later, vice president of ISA Texas. He attended the ISA Leadership Workshop and subsequently joined the ISA Certification Test and Educational Goods and Services Committees. He was encouraged to run for a vacancy on the ISA Board of Directors, eventually serving a term in a membership-elected position and then in a CoR-election position. The ISA Board then chose him to be president-elect. Johnson is completing his eighth year serving on the Board.

Question: Do you think there will be low attendance at this year's ISA Annual Conference and Trade Show?

ISA Board and staff are aware that COVID-19 will affect this year's attendance at the Annual Conference in Albuquerque (15-17 December 2020). Global travel restrictions, especially, as well as the general concern over attending large events will play a role. In light of this, ISA staff is working diligently to offer a virtual component to the meeting for individuals who cannot attend in person. CEU opportunities will be offered for both options. Conference registration will open in July and registrants will be able to select to attend in person or virtually.

Question: What is the one thing that was on the ISA Board's agenda that you wish you could have addressed?

Johnson said that the ISA Board appointed a student representative recently, but, due to the need to manage the COVID-19 situation, they did not have the chance to design the entire framework of how they will interact with the Board and help address issues concerning the students' voice and engagement in the organization. Diversity is so important in our industry; it gives us so much more resiliency as a profession and organization. One of our end statements centers on diversity, and having a younger perspective on the Board will help ISA better prepare for the future.

Question: Why have there been recent changes to the ISA Board and a special election?

A member of the Board recently resigned, and, because the individual had two years remaining on their term, ISA policy requires a special election to fill the vacancy. A ballot is currently open, and we hope you will encourage your members to vote.

Question: Why does your tenure end in August instead of December?

According to the Bylaws, the Board's term runs from the day after the Annual Conference until the day after the following Conference. Transition typically begins in July/August, so that incoming leaders can begin their tenures immediately after the close of the Conference. In an effort to not short-change the next leader, however, Johnson will pass the gavel virtually in August, and Anne Beard will become ISA president at that time.

Question: How is ISA doing financially at this time?

The ISA Board is working closely with ISA Executive Director Caitlyn Pollihan to ensure the organization is doing well financially. Johnson assured the group that ISA has prepared for the worst-case scenario and has not yet tapped into its long-term emergency reserve funds. ISA staff has been working remotely since mid-March, and there have not been layoffs. Staff has worked hard to reduce its expenses, and our customer service hours and costs have been scaled to align with our current reduced needs without impacting the quality of service and order fulfillment. Furthermore, the organization has been able to pivot – focusing on online courses and books – and to sustain revenue streams in membership and product sales.

Question: What is the function and role of CoR?

Johnson reiterated that CoR is a Board council – not an ISA staff-managed committee. The primary responsibility of the group is linkage and interaction among CoR representatives to help improve your component operations. Johnson encouraged them to use Microsoft TEAMS as a place to exchange information and best practices and stay up-to-date with ISA news.

Question: What is the information received by CoR representatives generally the same as what is given to component executives?

Component Executives are designed to be the primary contact for the organization and the first level of communication about ISA operations. This is the connection point between the ISA staff team and Component staff and the official communication option for any operational changes or information sharing. CoR representatives may receive the same information because you have requested it or because we need to be sure that it gets through to the component.

Question: How has ISA worked to have arborists recognized as “essential” and what is its role in lobbying?

ISA is a 501(c)5 and, as such, is limited in the ways it can be politically involved. However, we can perform some advocacy and education around our profession and pertinent issues. In contrast, Pollihan

explained, many of our components are classified as 501(c)6 and can spend 100 percent of their time and effort on lobbying, fundraising for candidates, etc.

ISA started seeing the impacts of the pandemic in our non-US credentialing services, and, then, when COVID-19 began to affect the United States, ISA took a leadership role by collaborating with TCIA to create a unified voice around why many services performed by arborists are “essential” during any proposed lockdown. This letter was used by both domestic and international components to educate decision-makers in their area. Additionally, having the “essential” designation was valuable in getting our computer-based test provider to open up to our candidates before any other non-essential exam services.

Question: What was the consideration around the new rule requiring a minimum of five individuals taking a certification exam?

Pollihan stated that ISA is doing a phased-in approach with a three-person minimum now and an eventual five-person minimum. ISA has been covering the considerable costs related to shipping pencil and paper exams (both to the site and back to HQ) in a secure way that meets our ANSI requirements. That expense is not sustainable, and setting a minimum number of candidates will ensure that ISA can focus necessary funds on the programmatic needs of the Credentialing Services Department. To be proactive, the organization is exploring several options, including potential scholarship opportunities for areas that may find it difficult to recruit the minimum number of exam-takers. Staff will be working with individual components to address their issues and find solutions.

Question: Is there an update on the revision to the *Municipal Specialist Certification Study Guide*?

ISA has developed a product roadmap for the next three to five years. Pollihan stated that the current priority is the *Arborists’ Certification Study Guide* (2021), and the revision to the *Municipal Specialist Certification Study Guide* will follow. We plan to collaborate with SMA to identify subject matter experts.

Question: When will TPAQ resume scheduling exams?

Pollihan reminded the group that, while ISA is the publisher of the *Guide for Plant Appraisal, 10th Edition*, the American Society of Consulting Arborists (ASCA) manages the TPAQ program (<https://www.asca-consultants.org/page/TPAQ>).



Texas Regional Plant Appraisal Committee Update

June 25, 2020

Prepared by: Greg David

1. There has been no change in the Texas RPAC's position since the last report.

Additional information (if interested):

2. The Texas RPAC has satisfied all of the requirements outlined in the 10th Edition of the Guide for Plant Appraisal. The committee canvassed a large number of Texas tree growers and wholesale nurseries and determined that 3" caliper (65 gallon) is the appropriate "Largest Commonly Available" size for use within the Trunk Formula Technique. This information is now available on the ISAT website.
3. The 10th Edition eliminated the **species rating** within the formula, although various species-related factors are now incorporated within the new "functional limitations" category.
4. Individual appraisers are now required to research and determine **unit costs** for each species of tree being appraised. Tree cost data is now widely available on the internet, so the Texas RPAC has chosen to let individual appraisers research these tree costs, rather than committing the Chapter to undertake extensive research on such a large number of tree species on an annual basis.
5. Texas RPAC committee members continue to debate various possible ways to assist Texas tree appraisers, within the constraints imposed by the 10th Edition. A number of technical issues introduced by the 10th remain unclear, confusing, or illogical, however, and there is debate among Texas RPAC committee members regarding their use and application. For now, unless CTLA provides additional clarification, Texas RPAC committee members feel that it is better to let individual appraisers sort this stuff out.
6. Although some tree appraisers continue to use the 9th Edition of the Guide, this version is now obsolete and is no longer available for purchase. The Texas Chapter no longer provides annual updates to the single, generic **statewide unit cost** used with the 9th Edition of the Guide. Individual appraisers can, however, apply an inflation calculator to the last published unit cost provided by the Chapter, if they decide to continue using the methods offered in the 9th Edition.
7. ASCA appears to be ready to re-introduce its revamped Tree and Plant Appraisal Qualification (TPAQ) course when the pandemic subsides. If attendee reviews are favorable, the Texas Chapter may want to consider hosting this course in 2021 or later.

2020 ISAT Work Plan

2020 Work Plan - Goals set by the ISAT BOD at the December 2019 Board meeting based on the Texas Chapter ISA 2018-2021 Strategic Plan					
Strategic Plan Goal Category	Goal number	Innovation Objective	Committee / Primary lead	Secondary lead	Status (Date)
Educational	E.05	Create a 3-year educational event plan covering diverse content, teaching levels, and geography	Educational		In development, adding Webinar Schedule
Educational	E.02	Explore streamlined methods for event management and operational details	Educational	Executive	Surveyed other Chapters. ISA is changing member management software - advised to wait to adopt a new system.
Educational	E.03	Plan for a branding and marketing mechanism to increase event attendance	Educational	Membership	look and feel for registration
Governance	G.01	Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff	Executive		
Governance	G.03	Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual	Governance		2019-2020 Committee list with Board leads and responsibilities.
Member Services	M.03	Coordinate annual day of service opportunity for members	Membership	Educational	Next Fall
Member Services	M.04	Develop a three year plan to recruit, involve, and retain ISAT members.	Membership	Educational	Sparx360 consultant plan presented at the June BOD meeting
Public Awareness	P.01	Develop a plan for public awareness that includes goals, platforms for information dissemination	Outreach	Certification	Weekly postings on FB, Twitter, Instagram. Conducted Texas Tree Showdown to boost social media.
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	Outreach	TTCC	2020 event cancelled
Research	R.01	Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension	Executive		Invited Tom Boggus, TFS Director to attend the 2019 ISAT Board retreat to discuss.
ResearchA4:F13F12A5:F13	R.02	Develop criteria for undergraduate research related to the industry	Students and Scholarships		