



Rebecca Johnson, President

Mark Bird, Past President

Gary O'Neil, President-Elect

Ronny Nelson, Vice President

Jesse Neumann, Cert. Liaison

A.J. Thibodeaux, Treasurer

Priscilla Files, Director

Kirsten Schneider, Director

Kenney Shook, Director

Amy Heath, Director

Penny Swanner, Director

Haywood Morgan, Director

Jaime Thibodeaux, Director

John Giedraitis, ISAT Exec. Dir.

Gene Gehring, Assist. Exec. Dir.

Megan Wood, Program Mgr.

Absent:

Star Quintero, Director

Heather McKnight, Editor

Courtney Blevins, COR Liaison

Rachel McGregor, Director

I. Call to order

- a. President Johnson called to order the ISAT Board of Directors at 11:24 AM on December 13, 2022. A quorum was declared present.

II. Approval of minutes

- a. **A motion was made by Bird to accept the July 2022, September 2022, and November 2022 Board meeting minutes. Schneider seconded and the motion passed.** (p. 3-8)

III. Executive Director Report

- a. Giedraitis reported that the Chapter has had a productive and profitable 2022. COVID-19 is now in the background and not really limiting attendance at events. He presented the Quick Stats overview charts that showed that total email subscribers are now at 6,084 with over 82,757 emails sent in the past year. He also reported that in the past year, ISAT has presented 12 live webinars with 509 attendees and now has 71 on-demand webinars on the ISAT website that have been attended by 793 attendees. (p. 9-13)

IV. Committee Reports

a. Educational Events Committee

- i. Nelson presented the proposed 2023 Schedule of Events (p. 14-16) including the proposed 2023 Master's Series workshop on decay. There was also discussion on Strategic Plan innovation objectives included in the draft 2023 ISAT Work Plan. (p. 17). These included:
 1. Program educational offerings to attract and benefit Spanish language members. Johnson appointed **Heath as Chair of the ad hoc Bilingual Committee** under the Education Committee.
 2. Create a 3-year educational event matrix covering diverse content, teaching levels, and geography.
 3. Develop an ISAT scholarship program to ISAT educational events for non-government members. Johnson appointed **Shook as Chair of the ad hoc Non-Traditional Scholarship Committee** under the Education Committee.
 4. Conduct webinars with allied professionals.

b. Texas Tree Conference

- i. O'Neil noted that the dates are Sept. 20-22, 2023 in Waco. The theme '*Where Trees Come to Talk*' was selected. The committee is in place and will begin meeting in January. (p. 18-19)

c. Texas Tree Climbing Championship

- i. Schneider reported that the event will be held on May 19-20, 2023, with the bilingual tree climbing workshop on May 18. Location TBD in the next month. She noted that debrief meetings with each event team were held and these notes are included in the report. The event code of conduct is almost ready for a draft review. (p. 20-23)

d. Member Services

- i. **Newsletter.** McKnight submitted her report. (p. 24-25)
- ii. **Digital and Social Media.** McGregor submitted her report. There are regular postings to 1,617 Facebook, 742 Twitter and 288 Instagram followers. A new LinkedIn account has 12 followers. (p. 26)
- iii. **Membership.** Files reported that there are a record 1,375 ISAT members. Wood noted that she and Giedraitis developed a membership customer service plan that was shared with other ISA Chapters at the November ISA Leadership Workshop. There was discussion on the Strategic Plan innovation objective in the proposed 2023 ISAT Work Plan - Conduct a survey of non-

members to understand their demographics and reasons for not joining including Certified Arborists who are not ISAT members. (p. 27)

- iv. **Outreach.** Johnson noted that the Outreach Chair is vacant. There was discussion on the Strategic Plan innovation objective in the proposed 2023 ISAT Work Plan - Develop a service day program for members. Johnson appointed **Bird as Chair of the ad hoc Service Day Committee.** (p. 17)
- v. **Credential/Certification.** Neumann reported that there are several exams that will be scheduled for 2023 and that there are now 1,379 Certified Arborists, 68 BCMA, 347 TRAQ and 354 TOWQ. He noted that the ISA extensions for credential deadlines due to the pandemic are now over. He also reported on the new CTWCS evaluator requirements. He presented the proposed revised ISAT Logo Policy for consideration. Neumann also requested that the Board consider a proposal to fund a three-year strategic plan for ISAT credentialing in the 2023 budget. (p. 28-33)

e. Research and Students & Scholarships

- i. **Research/TREE Fund Liaison.** Heath noted that the TREE Fund committee hosted the TREE Fund fundraiser at the Tree Conference Exhibitors Reception. She also reported that ISAT sponsored a Tour de Trees rider this year. (p. 34)
- ii. **Students and Scholarships.** Nelson reported that the Arborist Internship Provider program that links employers to students is now underway. Nelson noted that the committee hosted students at the Texas Tree Conference and once again organized registration and travel scholarships and a mentor program for students. (p. 35)

f. Legislation

- i. Mars noted that the Texas Legislature will meet again in January, and he is monitoring tree related bills. He also reported that the federal Inflation Reduction Act was signed into law that provides additional funding for urban and community forestry activities. (p. 36)

g. Executive

- i. **Governance.** Johnson noted that the Executive Committee is meeting monthly. She also reported that Treasurer Neil Manich and Director Beth Corbin moved out of state and have been replaced by Treasurer A. J. Thibodeaux and Director Kenney Shook. Also noted was Johnson, Nelson, Gehring, Schneider and Giedraitis attended the ISA Leadership Workshop in Atlanta in November. (p. 37)
- ii. **Nominations and Elections.** No report.
- iii. **Awards.** No report.
- iv. **Treasurer.** Thibodeaux reported on the year-to-date financial statements. He noted that the Chapter remains on sound financial footing with \$322,648 in cash and treasury securities. He noted that workshop income is up and there is a net income of \$97,798. (p. 38-42)

h. Liaison

- i. **Council of Representatives.** Blevins reported that COR meets on a regular schedule, and that Tom Smiley is the new COR liaison to ISA. (p. 43)

V. Old Business

- a. **Open Discussion on Professionalism:** Johnson reviewed the Conflict of Interest Policy and the Board Code of Conduct and there was discussion about the need to conduct ISAT business in a professional manner by all involved. There was also discussion about the Code of Conduct attendance rules (p. 44).

VI. New Business

a. Logo Use Amended Policy - Neumann

- i. Neuman presented the amended logo use policy. The Board noted that the Texas Chapter ISA name is used in the document should be consistent throughout and font choices should be consistent with the ISA style guide. **A motion was made by Nelson to accept the ISAT Logo Use Policy as amended. Neumann seconded and the motion passed.** (p. 30-33)

b. Adoption of the 2023 Work Plan – Johnson

- i. The 2023 Work Plan from the Board retreat that was developed from the three-year strategic plan was discussed. **A motion was made by Thibodeaux to accept the 2023 Work Plan. Shook seconded and the motion passed.** (p. 47-55)

c. Adoption of the 2023 Budget – Johnson

- i. **A motion was made by Shook to accept the 2023 proposed budget. O'Neil seconded and the motion passed.** (p. 56)

VII. Meeting adjourned at 2:34 PM

Next meeting March 2023, location TBA - Austin area.
Minutes submitted by Giedraitis

ISAT Board of Directors Meeting Minutes: Monday, Nov. 7, 2022

9:41 AM	I. Call to Order
	II. New Business
	<p>Filling Vacant ISAT Treasurer and Director Positions</p> <ol style="list-style-type: none"> 1. A motion was made by Nelson to install A.J. Thibodeaux as Treasurer to fill the unexpired term of Neil Manich. Bird seconded and the motion passed. 2. A motion was made by Bird to install Kenny Shook to fill the unexpired term of Director Beth Corbin. Morgan seconded and the motion passed.
9:47 AM	III. Adjourn

Present

Rebecca Johnson, President	Kirsten Schneider, Director	John Giedraitis, Executive Director
Mark Bird, Past President	Haywood Morgan, Director	Gene Gehring, Assistant Executive Director
Gary O'Neil, President-Elect	Amy Heath, Director	Megan Wood, Program Manager
Ronny Nelson, Vice Pres	Penny Swanner, Director	
Jaime Thibodeaux, Director	Star Quintero, Director	
<i>Absent</i>		
Courtney Blevins, COR Liaison	Priscilla Files, Director	Jesse Neumann, ISA Certification Liaison
Heather McKnight, Editor	Rachel McGregor, Director	



Texas Chapter International Society of Arboriculture Business Meeting Minutes

8:00 a.m., Thursday, September 29, 2022

Waco Convention Center – 2022 Texas Tree Conference

Present

Mark Bird, President	Priscilla Files, Director	John Giedraitis, ISAT Exec Dir
A.J. Thibodeaux, Past President	Ronny Nelson, Director	Gene Gehring, Assist. ED
Rebecca Johnson, President-Elect	Amy Heath, Director	Megan Wood, Program Manager
Gary O'Neil, Vice Pres	Penny Swanner, Director	
Neil Manich, Treasurer	Rachel McGregor, Director	
Courtney Blevins, COR Liaison	Haywood Morgan, Director	
Kirsten Schneider, Director	Star Quintero, Director	

Absent

Beth Corbin, Director	Heather McKnight, Editor
Jesse Neumann, Cert. Liaison	

- I. Call to order at 8:05 a.m. Mark Bird, President
- II. Welcome Mark Bird
- III. Executive Director Report John Giedraitis
- IV. Recognition of Committee Chairs Mark Bird
- V. New Business
 - a. ISA International update Caitlyn Pollihan, President ISA
 - b. ISAT Year in Review Mark Bird
 - c. 2023 – 2025 Texas Chapter ISA Strategic Plan Mark Bird
 - i. **A motion was made by Susan Henson to accept the 2023 – 2025 Strategic Plan as presented by the ISAT Board. Dana Karcher seconded, and the motion passed.**
 - d. Recognition of 2021-2022 ISAT Officers and Directors Mark Bird
 - e. Installation of Rebecca Johnson as ISAT President for 2022-2023 Mark Bird
 - f. Recognition of Mark Bird for service as ISAT President Rebecca Johnson
 - g. Recognition of 2022 Texas Tree Conference Committee Rebecca Johnson
 - h. Installation of new ISAT Officers and Directors for 2022 - 2023 Rebecca Johnson
- VI. Questions and comments from the membership
- VII. Next Board Meeting/Retreat Date: December 2022, Location: TBA
- VIII. Adjourn 8:55 a.m.

**Mark your calendars: 43rd Annual Texas Tree Conference
Texas Chapter ISA – September 20-22, 2023, Waco Convention Center**



2021-2022 Board of Directors

Mark Bird, President
A.J. Thibodeaux, Past President
Rebecca Johnson, President-Elect
Gary O'Neil, Vice Pres
Neil Manich, Treasurer
Courtney Blevins, COR Liaison
Heather McKnight, Editor
Priscilla Files, Director
Ronny Nelson, Director
Amy Heath, Director
Penny Swanner, Director
Rachel McGregor, Director
Haywood Morgan, Director
Star Quintero, Director
Kirsten Schneider, Director
Beth Corbin, Director
Jesse Neumann, ISA Certification Liaison

2022-2023 Board of Directors

Rebecca Johnson, President
Mark Bird, Past President
Gary O'Neil, President-Elect
Ronny Nelson, Vice Pres
Neil Manich, Treasurer
Courtney Blevins, COR Liaison
Heather McKnight, Editor
Priscilla Files, Director
Jaime Thibodeaux, Director
Amy Heath, Director
Penny Swanner, Director
Rachel McGregor, Director
Haywood Morgan, Director
Star Quintero, Director
Kirsten Schneider, Director
Beth Corbin, Director
Jesse Neumann, ISA Certification Liaison

2020-2021 Committee Chairs

Advocacy	Keith Mars
Certification	Jesse Neumann
Council of Representatives	Courtney Blevins
Digital and Social Media	Rachel McGregor
Educational Events Committee	Gary O'Neil
Executive Committee	Mark Bird
Member Services	Priscilla Files
Newsletter	Heather McKnight
Nominations and Elections	A.J. Thibodeaux
Outreach	Amy Burkett
Students and Scholarships	Ronny Nelson
Texas Regional Plant Appraisal	Micah Pace, Greg David
Texas Tree Conference	Rebecca Johnson
Treasurer	Neil Manich
Tree Climbing Championship	Markus Smith, Kirsten Schneider
TREE Fund Liaison	Amy Heath

ISAT Staff

John Giedraitis, Executive Director
Gene Gehring, Assistant Executive Director
Megan Wood, Program Manager

2021-2022 ISAT Sponsored or Co-Sponsored Activities

October 2021

Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Waco

November 2021

Texas State Arbor Day - Weatherford

Certified Arborist, Municipal, Utility, Tree Worker Written Exam- Ft Worth

Non-Profit Arbor Chat Online Meeting

Texas Tree Care Business Owners Arbor Chat Online Meeting

December 2021

Municipal Arbor Chat Online Meeting

Tree Risk Assessment Qualification Course and Assessment – Austin

Tree Risk Assessment Qualification Renewal – Online with the Southern Chapter

ISAT Annual Board of Directors Retreat and Quarterly Board Meeting – College Station

Wildfire Risk Reduction Qualification with the Florida and Southern Chapters –TN & FL

January 2022

Texas Oak Wilt Qualification Three-Year Renewal with Dr. Appel

Tree Risk Assessment Qualification course and Assessment in Austin

Texas Chapter ISA Day of Service with the Texas Rangers - Ranger Oaks - Seguin

February 2022

Certified Arborist, Municipal, Utility, Tree Worker Written Exam – Austin

North Texas Urban Forestry Conference – Hurst

March 2022

San Antonio Arborist Association Bilingual Workshop - Schertz

Texas Tree Care Business Owners Arbor Chat Online Meeting

Tree Diagnosis Workshop at Texas A&M - College Station

Master's Series Workshop: The Science of Pruning - Georgetown

April 2022

Tree Risk Appraisal Qualification Renewal - Houston

Tree Risk Appraisal Qualification Course and Assessment - Houston

Texas Tree Care Business Owners Arbor Chat Online Meeting

Texas Wildfire Risk Assessment Qualification – Oak Hill

Women's Tree Climbing Workshop - Wimberley

May 2022

ISAT 2023-2025 Strategic Planning Session with Dr. Paul Ries – San Antonio

Texas Tree Care Business Owners Arbor Chat Online Meeting

Municipal Arbor Chat Online Meeting

Texas Oak Wilt Qualification Course and Assessment with Webinar Component – Glen Rose

Texas Tree Climbing Workshop – New Braunfels

Texas Tree Climbing Competition – New Braunfels

Non-Profit Arborchat Online Meeting

June 2022

Texas Oak Wilt Qualification Online Renewal

Oak Wilt Qualification Course and Assessment, Fieldwork for Webinar- Fredericksburg

Oak Wilt Qualification Course and Assessment – Fredericksburg

Texas Tree Care Business Owners Arbor Chat Online Meeting

Tree Risk Appraisal Qualification Course and Assessment - Dallas

July 2022

ISAT Board meeting - Waco

August 2022

TNLA Nursery/Landscape Expo San Antonio Convention Center

North American Tree Climbing Championship – Minneapolis

September 2022

International Tree Climbing Championship - Copenhagen

42nd Texas Tree Conference, Academy, Trade Show and Tree Schools, Waco

Tree Risk Assessment Qualification Renewal with Skip Kincaid - Waco

Certified Arborist, Municipal, Utility, Tree Worker Written Exam - Waco



Present:

Mark Bird, President	Heather McKnight, Editor	
A.J. Thibodeaux, Past President	Kirsten Schneider, Director	
Rebecca Johnson, President-Elect	Beth Corbin, Director	John Giedraitis, ISAT Exec. Dir.
Courtney Blevins, COR Liaison	Penny Swanner, Director	Gene Gehring, Assist. Exec. Dir
Jesse Neumann, Cert. Liaison	Rachel McGregor, Director	Megan Wood, Program Mgr.
Neil Manich, Treasurer	Amy Heath, Director	
Gary O'Neil, Vice Pres	Ronny Nelson, Director	

Absent:

Haywood Morgan, Director	Star Quintero, Director	Priscilla Files, Director
--------------------------	-------------------------	---------------------------

I. Call to order

- a. President Bird called to order the ISAT Board of Directors at 10:36 AM on July 15, 2022. A quorum was declared present.

II. Approval of minutes

- a. **A motion was made by Thibodeaux to accept the March 4, 2022, Board meeting minutes. Johnson seconded and the motion passed. (p. 3)**

III. Executive Director Report

- a. Giedraitis reported that the Chapter has held a variety of educational events since March. While the COVID-19 Omicron variant is widespread, it has had less effect on attendance than previous variants. He introduced Megan Wood, the new ISAT Program Manager. He also presented the Quick Stats overview charts that showed that total email subscribers are now at 5,551 with over 79,400 emails sent in the past year. He also reported that in the past year, ISAT has presented 11 live webinars with 284 attendees and now has 49 on-demand webinars on the ISAT website that have been attended by 348 attendees. (p. 5)

IV. Committee Reports

a. Educational Events Committee

- i. O'Neil reported that the Master's Series event on The Science of Pruning, several TRAQ courses, Oak Wilt Qualification courses and renewals including virtual options, a Wildfire Risk Assessment Qualification course and the popular Diagnosis Workshop at Texas A&M have been held. The proposed 2023 Master's Series on decay was presented. It will be coordinated with the Southern Chapter. There was some discussion on including Spanish in the educational events. (p. 10 & 6)

b. Texas Tree Conference

- i. Johnson noted that the dates are Sept. 27-29, and the theme is 'The Changing Seasons of Arboriculture and Urban Forestry'. The program is nearly complete, sponsors and exhibitors are registering, and regular registration will open in July. (p. 16)

c. Texas Tree Climbing Championship

- i. Schneider reported that the event was held in New Braunfels on May 20-21, and Miguel Pastenes and Star Quintero were the champions. She noted that debrief meetings are being held with event personnel and these notes will be shared. Dates for next year are May 26-27, 2023, with location to be announced. There was discussion on recognizing the winners at the Texas Tree Conference and the need for an annual insurance policy. The event code of conduct was also discussed. There was discussion about volunteer trainings so the rules and policies can be reviewed. (p. 17)

d. Member Services

- i. **Newsletter.** McKnight reported on the publication schedule and noted that she would like each committee to get her one article per year. (p. 18)
- ii. **Digital and Social Media.** McGregor reported that there are regular postings to 1,497 Facebook, 750 Twitter and 242 Instagram followers. A new LinkedIn account has 2 followers. (p. 20)
- iii. **Membership.** Files submitted report noted that there are 1,247 ISAT members. She also noted that she has met with Megan Wood to review the 3-Year Membership Plan. There was discussion on the Business Owners ArborChat to open it up to members who are Tree Care

Business Professionals. Wood reported that she and Giedraitis will be meeting soon to formalize a membership customer service plan. (p. 21 & 7)

- iv. **Outreach.** Bird noted that Amy Burkett will be assisting once again with TNLA Expo booth this August.
- v. **Credential/Certification.** Neumann reported that there are several exams this year and that there are now 1,373 Certified Arborists, 66 BCMA, 347 TRAQ and 354 TOWQ. He noted that ISA has granted extensions for credential deadlines due to the pandemic. He also reported on the new CTWCS evaluator requirements and that the Spanish language Certified Arborist exam has been extended from 3.5 to 4 hours. (p. 23 & 8,9)

e. Students and Scholarships

- i. Nelson presented a final draft of the new Arborist Internship Provider program that will link employers to students. He also reported that he attended the SFA awards banquet in April and scholarships were awarded to two students. The TAMU scholarship was awarded to one student. Nelson noted that he is already working with Texas colleges to bring students to the Texas Tree Conference in September. He will organize a mentor program at the conference for students. (p. 26)

f. Advocacy

- i. No report. Bird noted that the Texas Legislature will meet again in January, and he is monitoring tree related bills.

g. Executive

- i. **Governance.** Bird noted that the Executive Committee is meeting monthly and that a 3-year strategic planning session was held on May 4-5 in San Antonio with Dr. Paul Ries as facilitator. This plan will be presented to the membership at the annual meeting in Waco. He reported that the Chapter has a healthy financial position and that he will be establishing an ISAT Day of Service committee. (p. 35 & 5)
- ii. **Nominations and Elections.** Thibodeaux noted that two Director seats are open in 2022. He reported that the nomination form was sent out with a due date of July 29th. (p. 36)
- iii. **Awards.** Thibodeaux reported on the updated awards process and timeline. Nominations are now open and will close on July 29th. (p. 37)
- iv. **Treasurer.** Manich reported on the year-to-date financial statements. He noted that the Chapter remains on sound financial footing with roughly \$285,895 in cash and treasury securities. He noted that workshop income is up. (p. 39)

h. Liaison

- i. **Council of Representatives.** Blevins reported that COR meets on a regular schedule, and he attends the meetings.
- ii. **TREE Fund Liaison.** Heath noted that the TREE Fund committee is working with the Tree Conference Committee for the TREE Fund fundraiser at the Exhibitors Reception. She also reported that the Tour de Trees is looking at the Texas Chapter ISA to host a future tour. (p. 25)

V. Old Business

- a. **ISAT Bylaw Revisions:** Thibodeaux presented revisions to the ISAT Bylaws that would move the COR Liaison position from a three-year to a one-year term. **A motion was made by Blevins to accept the revised ISAT Bylaws. Schneider seconded and the motion passed.** (p. 44)

VI. New Business

a. Three-Year Strategic Plan

- i. Bird reviewed the draft strategic plan by reviewing the vision, mission and values. He then covered the five major goals (Governance, Member Services, Educational, Public Awareness and Research) and the top innovation objectives under each. He also noted the two strategic objectives of increasing diversity and inclusiveness and ISAT Succession Management. **A motion was made by Thibodeaux to accept the amended Strategic Plan and present it to members at the business meeting at the 2022 Texas Tree Conference. Johnson seconded and the motion passed.** (p. 50)

- b. **Open Discussion on Professionalism:** Bird reviewed the Board Code of Conduct and there was discussion about the need to conduct ISAT business in a professional manner by all involved. (p. 58)

VII. Meeting adjourned at 2:56 PM

Next meeting September 29, 2022, at the Texas Tree Conference in Waco.
Minutes submitted by Giedraitis

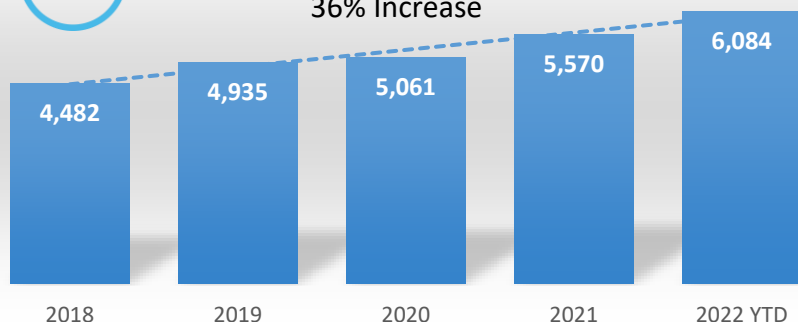
ISAT 2022 Year to Date - Quick Stats - Finances and Email

ISAT Quick Statistics:	***2022 YTD	**2021	*2020	2019	2018	2017	2016	2015	2014
Email Subscribers (Active Contacts)	6,084	5,570	5,061	4,935	4,482	4,190	3,749	3,310	2,888
Total Income	\$619,076	\$441,666	\$333,227	\$445,599	\$396,797	\$363,304	\$193,009	\$350,873	\$342,975
Net Income	\$96,798	\$68	\$1,578	\$4,272	(\$9,258)	\$38,250	(\$45,415)	\$10,631	\$44,950
Total Liabilities and Equity	\$333,648	\$236,850	\$236,680	\$232,207	\$227,935	\$237,193	\$199,198	\$244,613	\$233,983



Active Email Subscribers

36% Increase



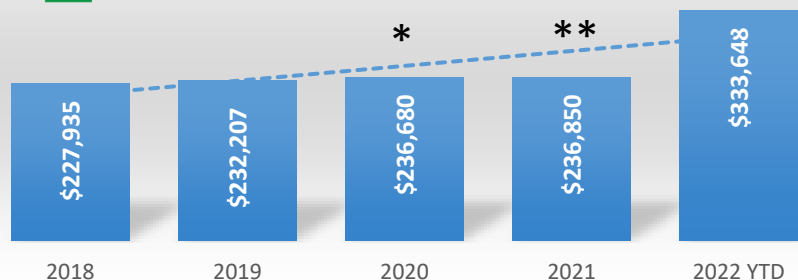
Email Quick Stats (365 days)

Dec 8, 2022 (Dec. 3, 2021)

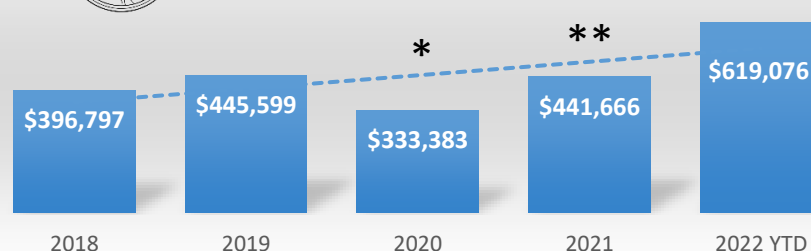
Number of Campaigns:	65 (52)
Total Number Sent:	82,757 (81,666)
Total Unique Opens:	38,035 (28,882)
Open Rate	47% (51%)
Mobile Open:	13% (36%)
Desktop Open:	87% (66%)
Click Through Rate:	7% (18%)
Total Unique Clicks:	5,326 (5,101)



Total Liabilities and Equity



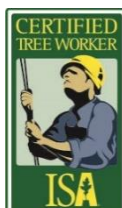
Total Income



*** To Dec. 6, 2022

* 2020 COVID 19 – Many live events cancelled and virtual conference instead of the live event

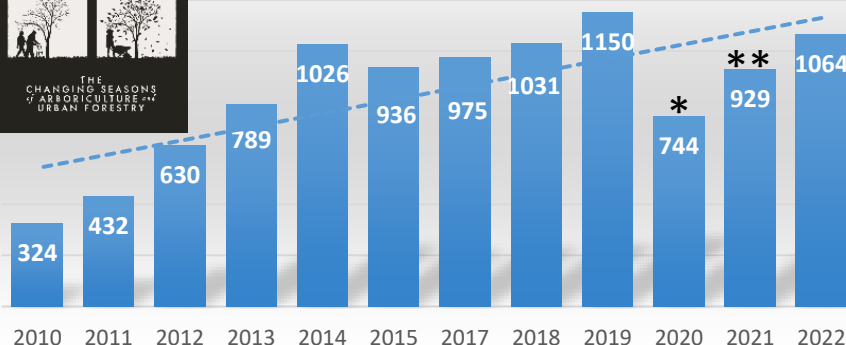
** 2021 COVID 19 – Alpha variant in the Spring and peak Delta variant during the Texas Tree Conference



ISAT 2022 Quick Stats: Education



Texas Tree Conference, Academy, Trade Show and Tree Schools Attendance



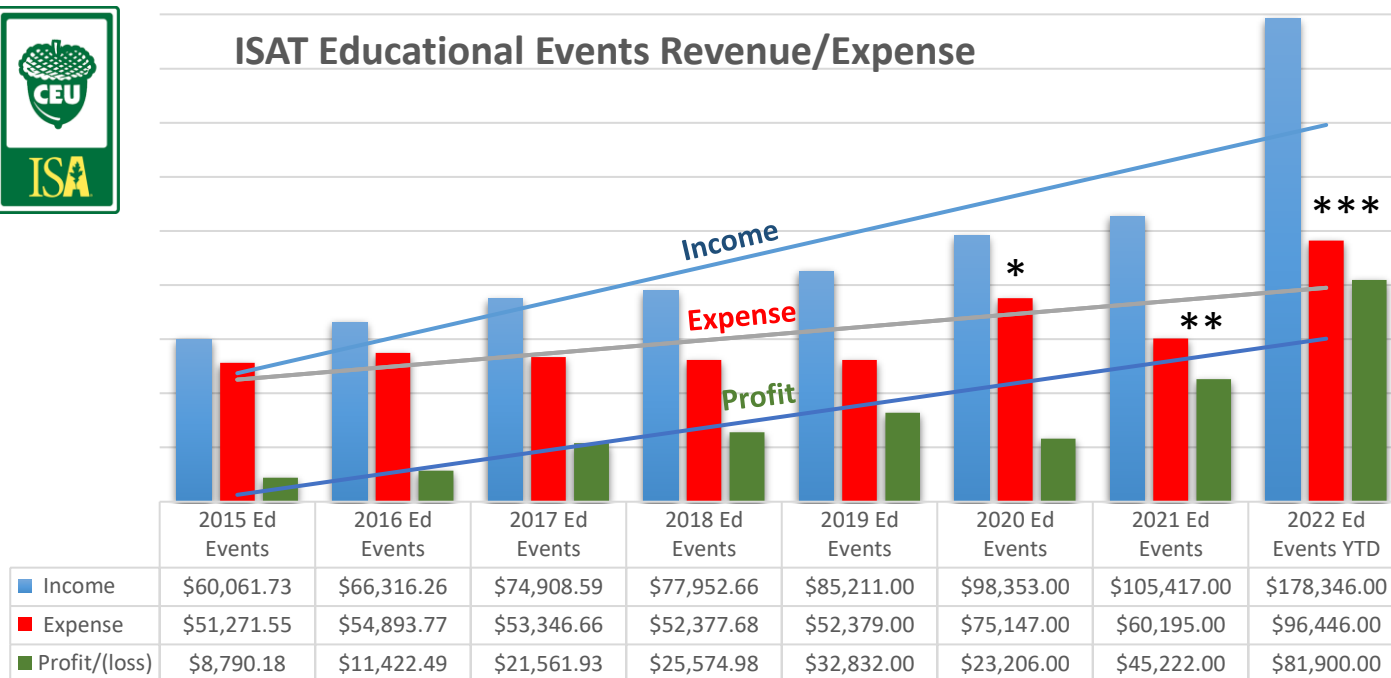
Texas Chapter
International Society
of Arboriculture

Online Learning Series

Webinar Quick Stats (365 days)	Dec. 6, 2022 (Dec. 2, 2021)
# of Live Sessions:	12 (11)
# of Attendees Live:	509 (817)
# of On-Demand Sessions:	71 (45)
# Attendees On-Demand:	793 (372)



ISAT Educational Events Revenue/Expense



* 2020 – COVID-19 pandemic. Many events canceled. Numbers are for the Virtual Conference and Academy.

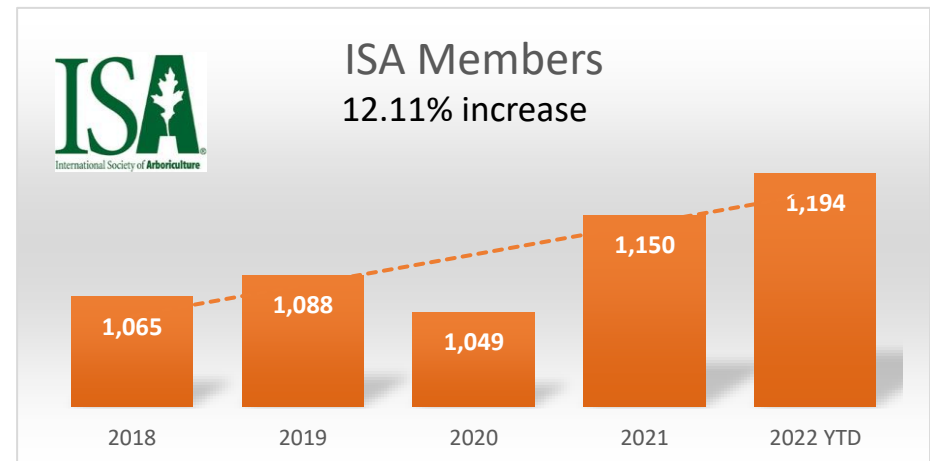
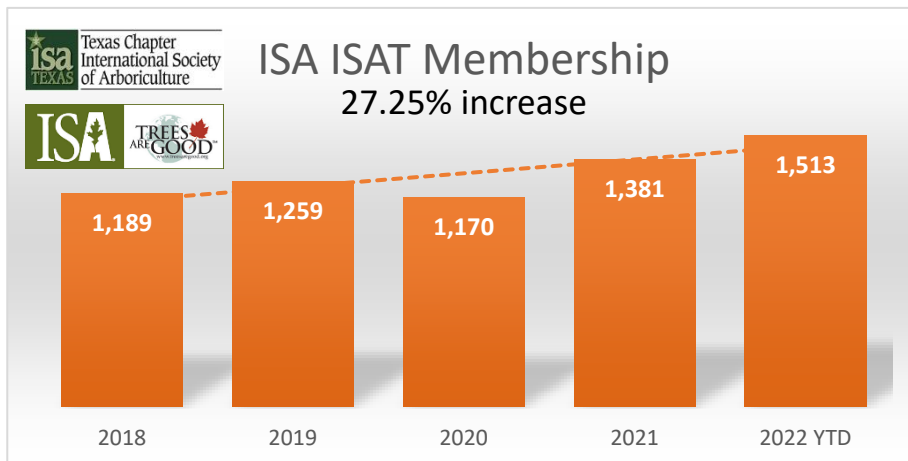
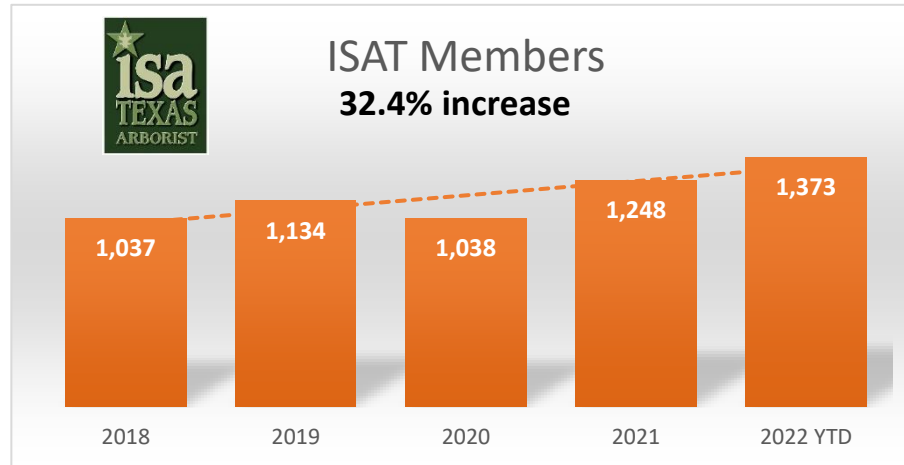
** 2021 – COVID-19 pandemic. Alpha variant in spring and peak Delta variant in McLennan County during Texas Tree Conference and Academy.

*** YTD Dec. 6, 2022

ISAT 2022

Quick Stats: Membership

Membership	2022 YTD	2021	2020	2019	2018
ISA ISAT Membership	1,513	1,381	1,170	1,259	1,189
ISA Members	1,194	1,150	1,049	1,088	1,065
ISAT Members	1,373	1,248	1,038	1,134	1,037



ISAT 2022 YTD Quick Stats: Credentials

Certification:

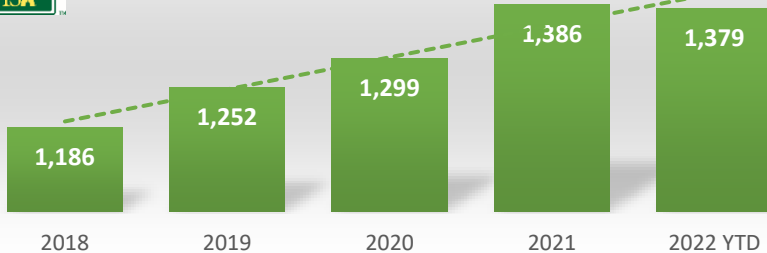
	2022 YTD	2021	2020	2019	2020	2018
Certified Arborists	* 1,379	1,386	1,299	1,252	1,299	1,186
Municipal Arborists	67	64	62	59	62	53
Utility Arborists	128	122	107	103	107	96
Certified Tree Worker Climber Specialist	25	25	25	28	25	24
Certified Tree Worker Aerial Lift	5	5	7	7	7	7



Certified Arborists

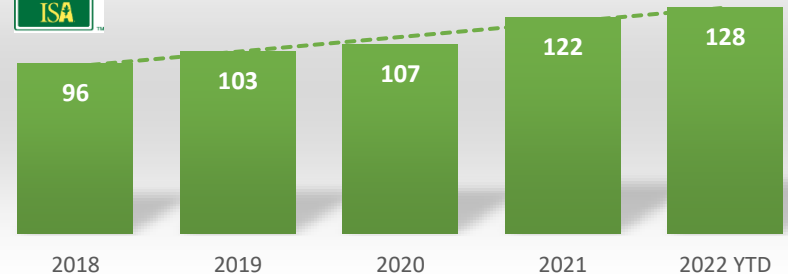
16.3% Increase

*



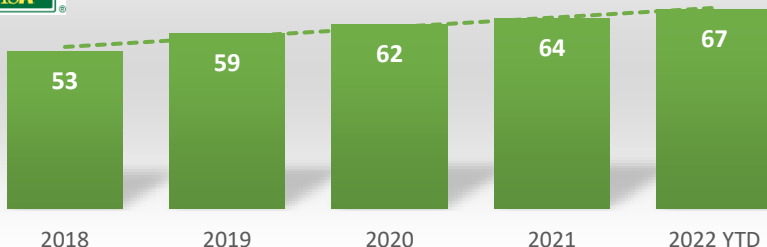
Utility Arborists

33.3% Increase



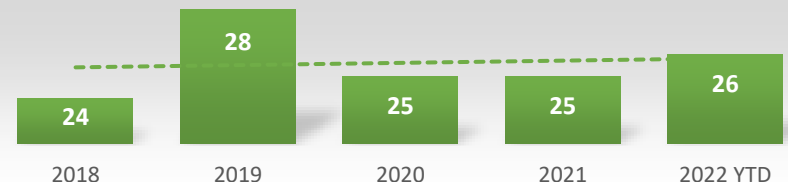
Municipal Arborists

26.4 % Increase



Certified Tree Worker Climber Specialist

4.2% Increase



* COVID 19 Credential Extensions ended June 2022

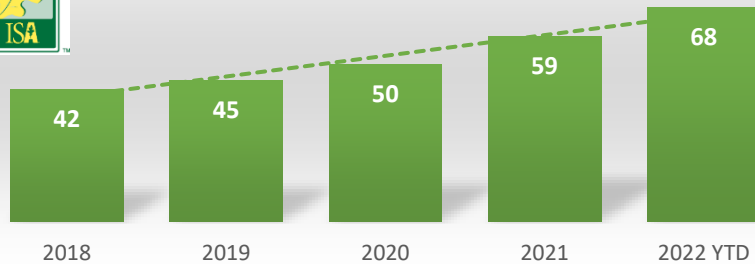
ISAT 2022 Quick Stats: Credentials (continued)

Certification:	2022 YTD	2021	2020	2019	2020	2018
Board Certified Master Arborists	68	59	50	45	50	42
Tree Risk Assessment Qualified	367	331	284	251	284	218
Wildfire Risk Reduction Qualified	113	86	86	73	86	48
Texas Oak Wilt Qualified	354	319	251	217	251	132



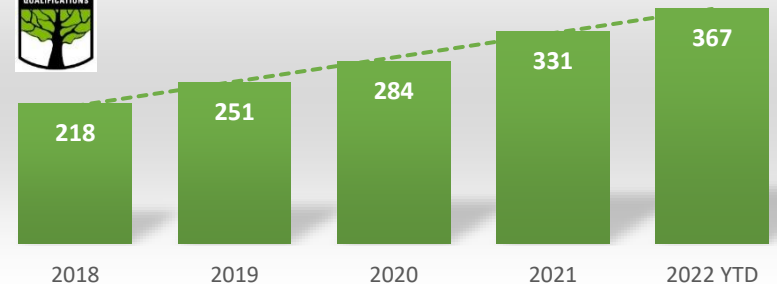
Board Certified Master Arborists

61.9% Increase



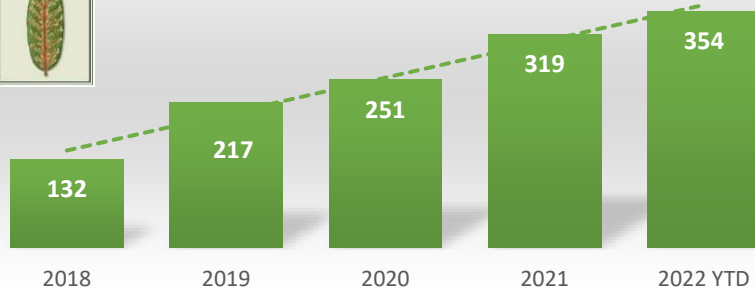
Tree Risk Assessment Qualified

68.6% Increase



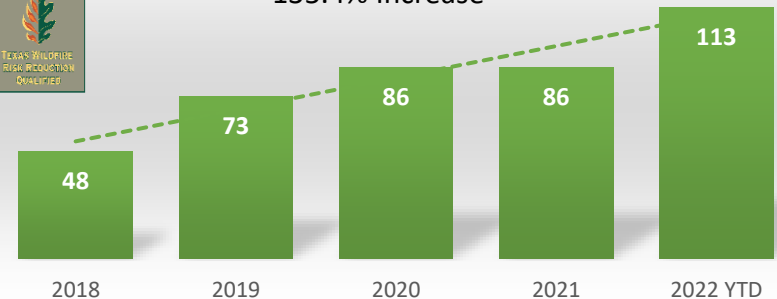
Oak Wilt Qualified

168.2% Increase



Wildfire Risk Reduction Qualified

135.4% Increase





Education Committee Report

Prepared for Ronny Nelson
Quarterly Board Meeting – San Antonio
December 13, 2022

Education Committee Mission: Facilitate statewide professional development opportunities to meet the educational needs of Certified Arborists. To organize at least one learning opportunity each month.

Monthly calls are the last Monday of each month at 3:00 pm.
Proposed Education sessions over the next year – *see attached*.

Committee Members: Ronny Nelson, Chair; Gene Gehring, Chapter Staff; Juan Guerra, Bill Green, Kymberli Herron, Kari Hines, Meaggan Reid

1) Committee Report:

- a) Educational Events – Gene, Gary, and the Committee
 - i) 2023 Schedule of Events – refer to 2023 Schedule of events – *attached*.

(1) Online Learning: Webinars; Classes and such

- (a) 2022 TTC & Academy presentations are available online for further education and CEU's
- (b) Series of 5 webinars for TDA applicators – Do we repeat? Topic? Insects? Chemicals?

(2) Wildfire Risk Assessment Qualification Course and Assessment

- (a) Kari Hines is conducting a course in Dallas December 15-16, 2022
- (b) Tentatively scheduled for April, 2023 at the fire station in Oak Hill (Austin)

(3) Tree Risk Assessment Qualification of Renewal

- (a) We have a full TRAQ (20) course in Austin at the COA offices January 25-27, 2023. The class is full with 8 people on the waitlist
- (b) We tentatively holding a Renewal and Full course in Dallas in April.
- (c) We are tentatively scheduling a full TRAQ course Houston in June.
- (d) We will have a renewal on September 20th in Waco.

(4) Oak Wilt Qualification or Renewal

- (a) We will hold the TOWQ courses in Glen Rose in May and in Fredericksburg in June.
- (b) We will hold an online TOWQ renewal in June.
- (c) We will hold a virtual TOWQ course with the classroom portion the day of the Glen Rose course and the field day in Hye, Texas the day before the Fredericksburg course.

(5) Masters Series

- (a) Thanks to Meaggan Reid we have scheduled a workshop April 24-25, 2023 with Dr. Chris Luley and Frank Rinn on “Decay Testing, Biology and Biomechanics” They can accommodate up to 75 people.
- (b) The committee is working on a topic for 2023
- (6) Diagnosis**
 - (a) The diagnosis workshop is tentatively being held in College Station over spring break. Sheila McBride is retiring effective the end of January.
- (7) Women’s Climbing** workshop is scheduled at the SW Texas State University camp in Wimberley.
- (8) Climbing Comp and Workshop**

Action Items

- 1)** Approve Education Budget

Date	ISAT Events:	notes
2022		
Nov. 1-3	ISA Leadership Workshop	Atlanta
Nov. 4	Texas State Arbor Day	
Nov. 8	PLPA Webinar 1	Dr. Appel
Nov. 10	PLPA Webinar 2,3	Dr. Appel, Laura Miller
Nov 15	PLPA Webinar 4	Dr. Appel
Nov 17	PLPA Webinar 5	Dr. Appel
Nov. 15-17	Certified Arborist Prep Class	Laura Miller, AgriLife, Fort Worth
Nov. 18	CA Exam	Ft. Worth
Dec. 5-7	TRAQ	San Antonio Botanical Garden
Dec. 12-13	ISAT Annual Retreat and Board Meeting	Round Rock
Dec. 15-16	Wildfire Risk Reduction Qual	South Dallas
Dec. 13-14	ISA Virtual Conference	Online
2023		
Jan. 25-27	Full TRAQ	Austin - full 20
Feb. 15	NTUFC	Hurst Convention Center
Feb 23	Bilingual Workshop	San Antonio/Schertz
March 4?	Board Meeting	
March 3-5	Women's Climbing Workshop	
March 14 - 15?	Tree Diagnosis Workshop	College Station
April 24-25	Master's Series Workshop: Decay, Testing, Biology and Mechanics	Arlington, Chris Luley, Frank Rinn
April 11?	TRAQ Renewal	DFW
April 11-14?	TRAQ	DFW
April 26-27?	Wildfire Risk Assessment Qualification	Oak Hill Fire Station -
May 18?	TTC workshop	Location?
May 19- 20?	Climbing Comp	Location?
May 25-26	Oak Wilt Qualification	Glenrose. Inn on the River
May 25 June 7?	OWQ Virtual	online
June 1?	Texas Oak Wilt Qualification renewal online	
June 7?	Oak Wilt Qualification Fieldwork for Virtual	
June 8-9?	Oak Wilt Qualification	Fredericksburg
June 27-29?	TRAQ	HCFCO Office Houston
June/July	ISAT Board Meeting	
Aug 9-11	TNLA	San Antonio- booth
August 5-7	NATTC	Minneapolis
Aug. 13-15	ISA Annual Conference	Albuquerque
September 20-22	ISAT Texas Tree Conference, Trade Show, Academy, and Tree School	Waco
Sept. 20	TRAQ Renewal with Skip Kincaid	Waco
Sept. 22	CA Exam	Waco
Sept. 22	ISAT Board Meeting	Waco
Nov. 1-3?	ISA Leadership Workshop	Virtual
Nov. 4	Texas State Arbor Day Booth	
Nov. 15-17?	Certified Arborist Prep Class	Laura Miller, AgriLife, Fort Worth
Nov. 18?	CA Exam	Ft. Worth
Dec. 5-7?	TRAQ	San Antonio Botanical Garden
Dec.	ISAT Annual Retreat and Board Meeting	

ISAT 2023 - Work Plan				
Goal	Innovation Objective	Primary lead	Secondary lead	Notes
Governance	Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff	Executive Committee (Governance)		
Member Services	Develop a service day program for members.	Outreach	Membership	Ad Hoc committee. Mark Bird Chair
Member Services	Conduct a survey of non-members to understand their demographics and reasons for not joining.	Membership		Focus on Certified Arborists who are not ISAT members.
Member Services	Program educational offerings to attract and benefit Spanish language members	Ad Hoc Bilingual Committee	Education	Include Eng/Span speakers who are bilingual and can present 2x at the TCC. Spanish language on-demand webinars added to Online Learning Series. Options for including in workshops. Survey email list for committee volunteers. Amy Chair. Demian Gomez (TFS), Rene Pina (SA), MX ISA, ISA Hispanic Committee. IRA funding?
Member Services	Contract for a three-year strategic plan for ISAT credentialing that will increase and retain credential holders	Credentialing		
Educational	Create a 3-year educational event matrix covering diverse content, teaching levels, and geography.	Education Committee		John has draft for the committee
Educational	Develop an ISAT scholarship program for educational events for non-government members.	Ad Hoc Non-Traditional Scholarship Committee	Education Comm	See New England Chapter has a scholarship program that funds non-traditional members. Start with the Tree Conference. Chair Kenney. Haywood, Kirsten, Ronny, Kenney, star. Funding from sponsors. Bring program back to Board for approval. Possible Inflation Reduction Act \$ or Beattra 2022 - \$10,000.
Educational	Conduct webinars with allied professionals.	Education Committee		Offer speakers on topics relevant to allied green industry groups. Texas Chapter Landscape Architects. One topic: Need for Certified Arborists
				Dec. 13, 2023 Approved



2023 Texas Tree Conference - Committee Report

Prepared by: Gary O'Neil

Prepared for the December 13, 2022, ISAT Board of Directors meeting

Committee Mission: Develop a comprehensive program for the 2023 Texas Tree Conference.

Committee Members: Gary O'Neil- 2023 Chair, Rebecca Johnson-past Chair, Mark Bird - past President, Kirsten Schneider, Haywood Morgan, Penny Swanner, Laura Miller, Guy LeBlanc, Jesse Neumann, Priscilla Files, Jason Alfaro, Amy Heath; Alex Husby, Mark Duff, Bill Green, Paul Johnson, Ginny Sills, Ronny Nelson, Megan Ward, Sam Hill, Sherry Fabricant; Jamie Thibodeaux, ISA-Tx staff: Megan Wood, Gene Gehring, John Giedraitis

Committee Report:

- 1) The annual goals for this committee are:
 - a) Select Conference Dates
 - b) Secure Committee Chairs
 - c) Select Conference Theme & Logo
 - d) Schedule Committee Conference Calls
 - e) Open Speaker Registration
 - f) Send out Exhibitor/Sponsor Postcard
 - g) Secure Waco Convention Center and Hotel Contract
 - h) Retain Graphics Designer for conference logo
2. Progress made since last Board meeting
 - a) 43rd Annual TTC: Sept. 20 – 22, 2023
 - b) Chairs are ~99% confirmed
 - c) Conference theme: choices 1) *Here You Grow!* 2) *Where Trees Come to Talk.* 3) *CEU's In a Meat Locker Setting*
 - d) Monthly TTC calls will be to begin 1st Wednesday, 10-11am starting 1-4-23
3. Work planned between now and next Board meeting
 - a) have first call
 - b) develop Conference logo
 - c) select ISAT bookstore volunteer

2023 TCC Committee Chairs

<u>Discipline/Track</u>	<u>Lead</u>	<u>email</u>	<u>phone</u>	<u>Tasks</u>
TTC Program Chair	Gary O'Neil	gary.oneil@centerpointenergy.com	832-547-7209	Deliver the 2023 TTC
Urban Forestry Chair	Haywood Morgan	Haywood.Morgan@cityofdenton.com	c 816-260-4741	Select speakers to fill the Urban Forestry track
Commercial Chair	Sam Hill	sam@samhilltreecare.com	972-877-9931	Select speakers to fill the Commercial Track
Commercial Co-chair	Amy Heath	amy@texastreesurgeons.com	214-415-5524	
Utility Chair	Penny Swanner	Penny.Swanner@peci.com	830-225-0696	Select speakers to fill the Utility Track
Utility Co-chair	Alex Husby	alexhusby@gmail.com	361-433-0502	
Academy	Jason Alfaro	jalfaro@victoriatx.gov	(512) 581-1770	Coordinate Wednesday Academy
TRAQ Renewal				Coordinate TRAQ Renewal course with Skip
Utility Specialist Prep				Coordinate Utility Arborist Wed. session
TDA license renewal				Coordinate TDA license holders - Wed. session
Urban Forestry session		Diseases, Insects or Pesticides		English
Spanish Tree School	Bill Green	bgreen@tfs.tamu.edu	956-373-8543	Coordinate Spanish Tree School
Spanish Tree School	Mark Duff	markduff432@yahoo.com	210-601-4667	
English Tree School	Guy LeBlanc	arborguy8700@sbcglobal.net	512-633-5245	Coordinate English Tree School
co-Chair	Paul Johnson	paul.johnson@forests.org		
Exhibitors/Sponsors	Kirsten Schneider	Kirsten.Schneider@austintexas.gov	512-964-9573	Organize exhibitors in the Texas Tree Trade Show
Wed. Evening Social	Mark Bird	Mark.Bird@sanantonio.gov		Coordinate the evening social
TREE Fund Fundraising	Amy Heath	amy@texastreesurgeons.com	214-415-5524	Fundraising for TREE Fund; sponsor acquired
Awards	Rebecca Johnson	rebecca@arborholic.com	512-318-1255	Coordinate TCC annual awards
Bookstore	open slot			Host the ISA Bookstore in Exhibitors Hall
Silent Auction	Ginny Sills	ginny.sills@gmail.com	972-268-4653	Coordinate the Silent Auction in Exhibitors Hall
Silent Auction Co-chair	Sherry Fabricant	sfabricant@savatree.com		defer to JPG as to the Co-chair
Silent Auction Co-chair	Jamie Thibodeaux	jthibodeaux@savatree.com	817-524-9200	
Students & Scholarships	Ronnie Nelson	ronny.nelson@outlook.com	972-750-8386	972-750-8386 Coordinate students and mentors
	Megan Ward	megan@samhilltreecare.com		
Moderators	Committee Chair			Coordinate moderators for each Track.
SCHWAG	John G./Gary O'	jpg@isatexas.com		Coordinate schwag items
Volunteer Coordinator	Megan Wood/Pris	treesforgalveston@gmail.com	254-327-8017	Coordinate volunteers at the event
Poster Session	Laura Miller	Laura.Miller@ag.tamu.edu	817-681-9956	Coordinate poster session
ISA CEU's	Megan Wood	megan@isatexas.com	254-327-8017	Coordinate recording ISA CEU's
ISA CEU's Co-chair	Jessie Neumann	jesse.neumann@austintexas.gov	262-617-6966	
TCC Logistics	John Giedraitis	jpg@isatexas.com	979-324-1929	Coordinate AV, Webinar, Staff; Secure Schwag
TCC Logistics	Gene Gehring	gene@isastexas.com	817-395-9055	Assist with educational sessions development.



Texas Tree Climbing Championships

December 2022

Prepared by: Kirsten Schneider

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

Committee Report:

1. Progress made since last board meeting:

- a) Draft Code of Conduct almost ready for review & 1st round of feedback/edits
- b) Kirbie is back from maternity leave, ready to work on shirts and sponsors as soon as location is determined.
- c) New rule book - link sent to all volunteers

2. Next steps:

- a) Determine location ASAP/within 30 days
 - a. Travis County (Webberville Park suggested by Dan P.)
 - b. Tyler
 - c. Other suggestions?
- b) Confirm Sarah Campbell is willing to serve as new quartermaster
- c) Address gear needs as described in debrief notes (below)
- d) Trailer signage
- e) Training for volunteers – ISA indicated they were producing some videos, need to follow up.
- f) Hold the date message to past volunteers

2022 Aerial Rescue – debrief

06/22/2022

5pm

- Gear issues/needs
 - 1st aid kit(s)
 - Smaller blocks – <https://arbsession.com/isc-compact-rigging-block-1-2.html>;
<https://arbsession.com/isc-medium-cast-block-3-4.html>.
 - Rope – Poison Ivy/Poison Moon/Drenaline/Xstatic
 - Handsaw for the dummy (reflective of ANSI standard)
 - Can we create/locate a reference table of rope/gear compatibility?
 - Disseminate GRCS video ahead of event to refresh memory of techs/judges, assign one person as GRCS master.
- Rules issues
 - Are contestants required to carry a handsaw? (ISA sez no, ANSI sez yep.)
 - Need clarity about glasses + face shield (confirm okay to wear non-ANSI eyewear below approved face shield)
 - Should gatekeepers assess ANSI compliance of gear, or should judges after they've entered the ring? Question of professional responsibility. Do they need to

- enter the ring with their required PPE on and visible? How to ensure this is covered during gear check?
 - When attaching to required ascent line, can you use Blake's hitch around both strands instead of a Prusik?
 - Check for Keith's email immediately after the event. Incorporate notes.
 - New rule! No one stands under the dummy during reset.
- Culture & community
 - Do we need to send someone to TCIA training to ensure adequate familiarity with current systems?
 - Emphasize/promote value of attending gear check as a learning opportunity
 - Recommendation that gear check be conducted in pairs of assessors.
 - In October, inappropriate comments sexualizing the dummy & actions around it. Frequently heard during AR (also in the most recent workshop). Note: female climbers are often uncomfortable with the idea of being rescued by coworkers after hearing this type of commentary.
 - Need to refocus on professional conduct.
 - Remind judges of discretionary penalties. May be imposed for unprofessional conduct.
 - Code of conduct needs to be examined, possibly updated/expanded/made more specific. Emphasize at beginning of comp, possibly require signature.

2022 Ascent – debrief

6/23/2022

- Gear issues
 - 90% used their own ascent line, but we were supposed to have one available if needed. Contestants wanted a more rigid line that we had for SRT applications.
 - Need more rigging carabiners
- Rules issues
 - P.40, 7.3.3 - If contestant times out on any section will be called to the ground and only get points earned to that point (Consult w/ISATCC). It does not indicate that they are disqualified. Are they allowed to continue?
 - ISATCC runs stopwatches differently, w/o stopping between phases of the event.
- Culture & Community
 - Volunteer training. Ask ISATCC/NATCC whether they could share list(s) of head judges who might be contacted to provide training. Alternately, hire Guy, etc. (local). Talk to Gene about this.

2022 Belayed Speed Climb – debrief

6/23/2022

- Gear issues
 - Three additional harnesses (different sizes if possible)
 - Include (laminated?) description of setup in gear box?
- Rules issues
 - Should a second line be attached to the climber? Not used at ITCC

- Are contestants required to use the provided harness, or can they use their own?
What does ITCC do?
- Roles & responsibilities of the gatekeeper need to be clarified.
- Culture & Community
 - Judges/Techs needed more experience w/rules & gear requirements
 - Judges/Techs need a better introduction to their event rules & setup.

2022 Throwline – debrief

6/24/22

Attendees: Curtis Hopper, Joe Rapanut, Steve Bassett, Kirsten Schneider

- Gear
 - Check that gear box is labeled. Include inventory list inside/on lid.
 - Double-check we have 4 different colors of duct tape.
 - Set-up sample diagram or description?
- Rules
 - Reinforce 3-point penalty for not installing climbing line.
 - Use “TO” to indicate contestant has timed out.
 - Can you set a line in the tree (out of the way) to facilitate retrieval of stuck lines?
- Culture
 - “Trained volunteer” (inc. new judges & techs) recognition – shirts, badges, etc.?
 - Christian (?) – worked BSC at the San Antonio ITCC
 - Emcee
 - Allow contestants to set tone in Master’s. Do they prefer silence or cheers?
 - Silence during a contestant’s climb, okay to emcee in between.

2022 Work Climb – debrief

6/24/22

Attendees: Rachel Brewster, Zach Anthony, Joshua Erickson, Keven Bassett, Steve Houser, Kirsten Schneider

- Gear
 - Second set of rings if second tie-in is needed
 - Need new ascent system (simple)
- Rules
 - Expand conduct expectations to include certain types of comments
 - Dropped rope bag
 - During contestant setup, contestants need to wait for a response to their audible before throwing. Too much time taken by some, excessive assistance requested of judges/techs. Head judge can establish at beginning that they cannot/will not assist.
 - Must have responsive and focused judge answering audibles.
 - Judging team/assigned judge or tech needs to call penalties so contestant is aware.
 - Create cheat sheet of penalties for judges?
 - Use a bucket to speed up transition between contestants? May reduce their preparation for vertical demands of NATCC/ITCC.

- Check ITCC example(s) for weighted station configurations allowing for lateral movement.
- Culture/Community/Organization
 - Inappropriate commentary toward female techs, ability questioned. Comments went unchallenged.
 - Update code of conduct & expectations for professionalism, esp. w/regard to gendered commentary. Identify ways to reiterate & communicate this to volunteers & contestants.
 - Are all treetop techs adequately trained in aerial rescue? Pre-competition AR test?
 - Head judges should have pre-game meetings w/their teams, develop safety plan.
 - Head judge should be main poc between contestant and judging team.
 - Need more qualified gatekeepers.
 - ISA membership for longtime/committed volunteers?
 - Schedule breaks!
 - Give time at Conference awards ceremony to recognize TxTCC champions!
 - Job descriptions for volunteers. What roles are there, and what skills are necessary for each?



Newsletter Report

December 2022

Prepared by: Heather McKnight

Prepared for December 2022 Board Retreat

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

Committee Members:

- Newsletter goes out by the 1st of the month, every other month
- Solicit articles from a variety of people covering tree-related topics
- Provide educational content in each issue

Committee Report:

Heather McKnight—Editor

Joan Ivy—Associate Editor

1. The December (Winter) newsletter went out; next newsletter is for February 2022 (Late Winter).
2. **We've been running behind due to content coming in late (past the email deadline). Please note the deadlines, as outlined in the reminder emails and below.**
3. Here is our projected publication schedule:
 - a.

Issue Month	Deadline	Highlight	Notes
February (Late Winter)	January 12	Board Retreat	
April (Spring)	March 12	??	
June (Summer)	May 12	??	"Save the Date" for Texas Tree Conference
August (Late Summer)	July 12	Texas Tree Climbing Competition (date??)	Texas Tree Conference—detailed
October (Fall)	September 12	??	
December	November 12	Texas Tree	

December 2022

Page 1 of 2

(Winter)		Conference and 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	Texas Tree Climbing Competition	This is part of the highlight
October	September 12	Certification	People 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:

- c. 400-500 words with two pictures fills a page, a picture with ~50 word caption is ¼ page
- d. 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. If I send it to you, I can't wait a week.
- e. 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.
- f. 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.
- g. 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).



Social Media- Committee Report

Prepared by: Rachel McGregor

Prepared for the December 12, 2022, ISAT Board of Directors Meeting

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

Committee Members:

Committee Report:

1. The [Annual Work Plan](#) goals or goals for this committee are: [List each goal and provide a status update]
 - a. Analytics from Facebook, Twitter, LinkedIn and Instagram
 - b. Post twice a week on all ISAT social media accounts
2. Progress made since last Board meeting (July 2022); we continue to increase our numbers/
Followers:
 - a) FB-1,617- 120 new followers
 - b) Twitter- 742
 - c) LinkedIn- 12- 10 new followers
 - c) Instagram-288- 46 new followers
3. We will continue to post relevant information twice a week to all ISAT social media accounts.



Membership Report

Prepared by: Priscilla Files

Prepared on: 12/13/2022

Prepared for: Quarterly Board Meeting

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:

Membership:	2022
ISA & ISAT Membership	1514
ISA Members	139
ISAT Members	1375

1. Texas Tree Conference review
2. Membership Services Cycle is done and being executed within daily workflow
3. Membership strategic plan initiatives for 2023:
 1. Focus on membership within those certified in TX but not members of ISA or ISAT (~500)
 2. Focus on membership within those that are in TX and members of ISA but not ISAT (~139)
 3. Focus on diversity and inclusion of all members in ISAT through visibility of ISAT “staff” at more events, Spanish-speaking opportunities, and research into membership



Credentialing Committee

December 12, 2022

Prepared by: Jesse Neumann

Prepared for: Quarterly Board Meeting

Credentialing 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: Jesse Neumann

Committee Report:

1. Certification Numbers

BCMA: 68 (+2)

CA: 1379 (+6)

U: 128 (+4)

M: 67 (+4)

CTWCS: 26 (+1)

CTWAS: 5 (-1)

TOWQ: 354

TRAQ: 347

WRRQ: 113

**TRAQ course was held on December 5-7 and WRRQ scheduled for December 14 & 15.

2. We currently have 10 active exam proctors, 14 CTW CS evaluators and 5 CTW AS evaluators.

3. Regarding CTWCS:

- a. **Effective immediately:** NEW Evaluators for the program shall be current ISA Certified Tree Worker Climber Specialist credential holders.
- b. **Effective in 2023:** CURRENT Evaluators must renew their position for a 3-year term, with the opportunity to renew for multiple terms, by:
 - i. completing continuing training for Evaluators (*training for the revised rubric for the skills exam will be provided before the end of 2022 and will be compulsory to maintain the position*);
 - ii. signing confidentiality and conflict of interest agreements (*compulsory to maintain the position*);

- c. **Effective in 2026:** ALL Evaluators wishing to renew their position for another 3-year term will be required to:
 - i. complete continuing training for Evaluators
 - ii. sign confidentiality and conflict of interest agreements;
 - iii. earn or maintain their ISA Certified Tree Worker Climber Specialist credential.
- 4. Upcoming Exams: 2023 Exam Schedule TBD
- 5. ISAT Logo Policy (attached)
- 6. RFP for Credentialing Three Year Plan
 - a. The Credentialing Committee would like to hire an outside contractor who is familiar with the ISA Continuing Education Unit process to assist in the formation of a three-year plan to focus on the credentialing and certification process so that ISAT can better communicate, award, and market CEUs to certified arborists as well increase the number of credentialed arborists in Texas. This plan would be implemented for 2023, 2024, and 2025.
 - b. The timeline would begin January 1 to find this individual. John, Megan, and the Credentialing Committee Chair (Jesse Neumann) would work with this individual to develop the plan, and a draft would be presented at the Board Meeting in July for approval.
 - c. The Credentialing Committee requests \$5,000 to secure the services of a private consultant for this plan. This individual should demonstrate knowledge of ISAT, the CEU process, and the ability to formulate a plan that will expand ISAT's credentialing services. The individual will submit hourly cost, billable hours, and the estimated cost of the overall project. John and Megan will send out the RFP and select the contractor to facilitate plan development.



Texas Chapter International Society of Arboriculture

Texas Chapter International Society of Arboriculture Qualification Logo Use Policy

Proposed for Use/Accepted for Use: December 13, 2022

Purpose

Texas Chapter ISA created and owns both the Oak Wilt Qualification logo and the Wildfire Risk Reduction Qualification logo since their introduction in 2016. The policy below sets the boundaries for the use of these logos.

Logo Misuse and Violation

We recognize that on occasion, there may be either intentional or unintentional misuse of these logos. This information has been prepared to help you better understand the difference between a logo misuse and a violation and what one can expect when a complaint has been filed.

Logo Misuse: If an ISAT member or credential holder is not using a logo correctly, it is considered logo misuse. Some examples of logo misuse include using a retired logo, not following style and color guidelines, companies using the logos incorrectly, or using unapproved logos without consent. The logo may not be used once an individual's qualification expires, unless they renew the qualification.

Logo Violation: Use of a logo without membership or certification is considered a logo infringement. Examples of infringement include: an individual who is not an ISAT member or credential holder using an Oak Wilt Qualification or Wildfire Risk Reduction Qualification logo; companies using a logo without employing qualified members or credential holders, or without consent; or members and credential holders who use a logo they are not authorized to use.

Reporting: When an individual is reported for logo misuse or violation, ISAT will take the following steps to correct the matter.

- » ISAT will review all complaints submitted to our office. Complaints must be completed in full, and documentation must be included at time of submission.
- » A communication is e-mailed to the company or individual misusing or violating the logo giving them 30 days to correct the issue and provide evidence of compliance.
- » If the matter has been brought to compliance, the file is closed.
- » If the matter is not corrected within 30 days, ISAT's Board of Directors will decide whether the logo shall be revoked and reserves the right to ask any individual to remove our logos. If the individual does not comply, ISAT reserves the right to remove the current membership and refuse membership in the future.

ISAT encourages you to use this guide to understand the proper use of the ISAT logos.

If logo misuse is suspected, direct as much information as possible to the Program Manager, Megan Wood at megan@isatexas.com or Certification Liaison, Jesse Neumann at jesse.neumann@austintexas.gov.

Logo Issuance

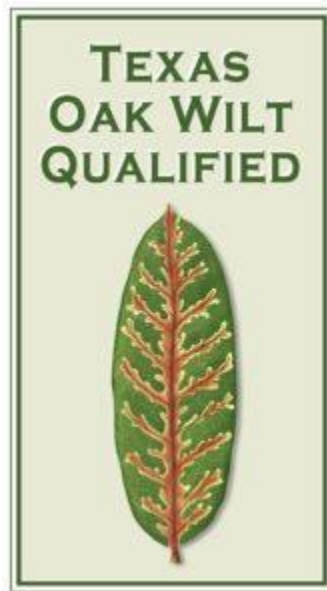
ISAT will issue logos for the Oak Wilt Qualification and Wildfire Risk Reduction Qualification only to individuals who have gained the qualification through the organization's program and are members of the Texas Chapter ISA in good standing. We reserve the right to verify membership and credential holder status and may refuse a person if not in compliance.

ISAT will offer these certificates and logos as another member benefit by emailing our Program Manager, Megan Wood, at megan@isatexas.com. It offers credential holders a variety of ways to share and validate their ISAT credentials and professional achievements with their peers, clients, and employers.

Style and Branding Guide

The logo must display the credential holder's full name directly underneath the logo and their corresponding number for the qualification. Wearing the logos on personal apparel, such as a hardhat or shirt, if worn by the qualificant, does not require name and qualification number. For vehicles, signage, business cards or other public displays not on the qualified individual, the person's name and qualification number are required. These logos are not for generalized use by a company by showing the logo with the words "member" or "on staff".

Correct logo and display of qualification name and number:



Joe Smith
TOWQ-000

Approved wordmark:
Texas Oak Wilt Qualified

Approved Colors for Usage:
GREEN (leaf and font): PMS 7735
YELLOW: PMS 7403
WARM RED: PMS 7598
DARK BROWN (petiole and veins): PMS 7617



Joe Smith
TXWRRQ-000

Approved wordmark:
Texas Wildfire Risk Reduction Qualified

Approved Colors for Usage:
PALE GREEN (house): PMS 453
YELLOW (font and accent on leaf): PMS 7403
ORANGE (inner flame): PMS 1575
WARM RED (outer flame): PMS 7580
MEDIUM GREEN (background): PMS 5773
DARK GREEN (leaf): PMS 343



TREE Fund Committee Report

Prepared by:

Prepared for the December 13, 2022, ISAT Board of Directors meeting

Committee Mission: TREE Fund Liaisons provide a vital link to allied organizations in the fields of arboriculture and urban forestry – primarily local ISA Chapters. Liaisons are a critical communication conduit between TREE Fund and the industry organization they represent. Liaisons “friendraise” for TREE Fund by sharing TREE Fund news and research results with their organization, working a TREE Fund booth at their annual Chapter conference, encouraging their Chapter and its members to support TREE Fund, and connecting people in their circle of influence with TREE Fund and its activities.

Committee Member: Amy Heath

Committee Report:

1. The annual goals for this committee are: [List each goal and provide a status update]

Continue to foster a beneficial relationship with the TREE Fund.

2. Progress made since last Board meeting

Hosted fundraiser at Texas Tree Conference

3. Work planned between now and next Board meeting in June

Participate in TREE Fund’s next Liaison meeting.

4. Action items: any items that require a full Board discussion and vote. Include any necessary back-up materials board members will need to be informed.

Recruitment of Mark Bird or other ISAT cyclists to organize a team for next year’s Tour des Trees bike ride? Texas Tree Surgeons is happy to continue organizing the heads/tails fundraiser at the conference, but an avid cyclist who could spearhead the bike ride seems like a great next step.

Follow up with John Giedraitis about a possible new sponsor opportunity that came up at the conference.

Would we like a TREE Fund rep to attend the conference next fall?



Student Committee

Prepared by Ronny Nelson
Prepared for 2022-12-06

Student Committee

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 and with our members through potential employment opportunities, while supporting students with scholarships to the Texas Tree Conference and provide tuition assistance.

Committee Members:

- 1.) Chair: Ronny Nelson
- 2.) Member: Megan Ward (Co-Chair)
- 3.) Member: Colby Lee
- 4.) Member: Kenney Shook

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 in April 2023 (TBD). Hans will provide the names of the recipients once this has been determined.
 - c. Connected with Dr. Hans Williams at SFASU to discuss scholarship opportunities for undergraduate research. Hans thinks that this would help toward things relevant to Texas Arboriculture.
2. Scholarships – TAMU
 - a. Currently we sent \$2,000 to TAMU for a student scholarship that went to one student. Working with Lindsay Hutchins.
3. ISA Texas Approved Internship Provider Program
 - a. Launched this program following the Texas Tree Conference.
 - b. Current AIP Members: Southern Botanical, Sam Hill Tree Care, Davey Tree Care, Simply Horticulture
 - c. Interested in becoming AIP Members: Hildebrandt Tree Tech (Casey said he will work on this after thanksgiving) and Holcomb Tree Service
 - d. Will send an E-blast to members about signing up before the end of the year.
4. Texas Tree Conference (2022)
 - a. Working with SFASU (H. Williams) to connect more students and involve/develop Poster Boards. Private donation \$250 toward best poster.
 - b. Build a group of student liaisons for the 2023 Texas Tree Conference. This year we had some great mentors: Mark Bird, Laura Miller, Gary O'Neil, and the Committee Members
5. Action items: N/A



Name of Committee Report

Prepared by: Keith Mars

Prepared for the December 13, 2022, ISAT Board of Directors meeting

Committee Mission: Inform ISAT board on federal and state legislative matters within ISAT's purview.

Committee Members: Keith Mars

Committee Report: December 2022

1. The annual goals for this committee are: [List each goal and provide a status update]
 - a. Inform board of timely and relevant matters from the 88th Texas legislative session.
 - b. Inform board of federal legislative matters.
2. Progress made since last Board meeting
NA
3. Work planned between now and next Board meeting in June
State Matters
The Texas legislature convenes in 2023 on January 10 and adjourns May 29. To date no known bills have been filed related to ISAT's purview.

Federal Matters
The Inflation Reduction Act (IRA) was signed into law. The IRA appropriated a one-time \$1.5 billion funding for urban and community forestry. More information to come as details emerge from USFS, EPA, and DOT on how these monies are going to be distributed and the Notice of Funding Opportunity (NOFO) is issued.
4. Action items: any items that require a full Board discussion and vote. Include any necessary back-up materials board members will need to be informed.

None at this time.



Executive Committee Report

12/5/22

Prepared by: Rebecca Johnson

Prepared for December 12th and 13th Retreat and Board 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:

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

Committee Members:

Past president: Mark Bird

President: Rebecca Johnson

President-elect: Gary O’Neil

Vice president: Ronny Nelson

CoR Liaison: Courtney Blevins

Treasurer: AJ Thibodeaux

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. Replaced Treasurer and board member through special meeting.
 - b. Drafted a proposed budget for discussion and adoption at the upcoming meeting.
 - c. A handful of committee members and staff attended the ISA Leadership Workshop.
 3. Work planned between now and next board meeting:
 - a. Start reviewing professional services contract.
 - b. Continue monthly calls with committee members.
1. Action items: none at this time
 - a. Discuss, adjust, and/or adopt proposed 2022 budget.



Treasurer's Report/ Finance Committee

December 6, 2022

Prepared by: A.J. Thibodeaux

Prepared for the December 13, 2022, ISAT Board of Directors Meeting

Treasurer / Finance Committee Mission: Keeping a hand on the financial tiller of the Chapter. Duties include the administration of the fiscal and financial policies of the Chapter; supervision of corporate financial records; oversight of financial accounts and the fiscal management of Chapter monies; and the preparation of required financial documentation.

Committee Members: A.J. Thibodeaux - Treasurer

Committee Report:

1. ISA Texas remains in sound financial standing with approximately \$322,000 of cash and treasury securities on hand as of December 2, 2022. The chapter has approximately \$333,000 in total equity as of December 2, 2022.
2. The chapter has a shown net income of \$96,797.66 as of December 2, 2022.

January 1, 2022 - December 2, 2022

Income:	\$619,076.36
Expenses:	\$522,278.70
Net Income:	\$96,797.66

ISAT
Profit & Loss
January 1 through December 9, 2022

	Jan 1 - Dec 9, 22
Ordinary Income/Expense	
Income	
Scholarship Fund	2,000.00
Online Learning Revenue Share	2,732.00
Advertising	19,155.00
Certification	46,513.00
Conference Income	291,913.40
Membership	55,030.00
Misc. Revenue	877.02
TTCC & Workshop	22,510.00
Workshops Income	178,345.94
Total Income	619,076.36
Gross Profit	619,076.36
Expense	
Day of Service Expense	51.17
Cloud Computing Services	4,096.36
Advertising Expense	600.61
Office Supplies	178.38
Association Management Services	157,863.99
Research	2,500.00
Accountant	2,375.00
Awards	269.97
Board Expenses	22,052.96
Certification Expenses	674.66
Conference Expenses	178,270.62
Insurance	2,169.00
Member Services	332.54
Misc. Expense	509.24
Newsletter Expenses	28,088.69
Publication Purchases	945.00
Publicity	2,960.29
Scholarships	2,305.26
TTCC and Workshop	19,589.06
Workshop Expenses	96,445.90
Total Expense	522,278.70
Net Ordinary Income	96,797.66
Net Income	96,797.66

ISAT
Balance Sheet
As of December 2, 2022

	Dec 2, 22
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	200,434.22
Total Checking/Savings	200,434.22
Other Current Assets	
Treasury Direct	122,437.15
Total Other Current Assets	122,437.15
Total Current Assets	322,871.37
Fixed Assets	
Trailer TTCC	9,721.13
Accumulated Depreciaton	-604.00
Office Equipment	1,659.05
Total Fixed Assets	10,776.18
TOTAL ASSETS	333,647.55
LIABILITIES & EQUITY	
Equity	
Retained Earnings	236,849.89
Net Income	96,797.66
Total Equity	333,647.55
TOTAL LIABILITIES & EQUITY	333,647.55

ISAT

Profit & Loss

January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
Online Learning Revenue Share	1,564.00
Advertising	16,835.00
Certification	34,661.00
Conference Income	222,989.00
Membership	46,030.00
Misc. Revenue	1,058.83
TTCC & Workshop	13,110.57
Workshops Income	105,417.23
Total Income	441,665.63
Gross Profit	441,665.63
Expense	
Day of Service Expense	34.09
Cloud Computing Services	7,184.98
Advertising Expense	320.48
Office Supplies	771.64
Association Management Services	163,162.59
Research	2,500.00
Accountant	2,735.00
Board Expenses	10,076.28
Certification Expenses	2,033.58
Conference Expenses	145,526.94
Fees	53.06
Insurance	2,177.00
Member Services	1,263.54
Misc. Expense	1,021.50
Newsletter Expenses	18,320.14
Publicity	2,555.46
Scholarships	5,000.00
TTCC and Workshop	12,713.30
Web Site	4,340.46
Workshop Expenses	60,195.26
Total Expense	441,985.30
Net Ordinary Income	-319.67
Other Income/Expense	
Other Income	
Interest Income	387.46
Total Other Income	387.46
Net Other Income	387.46
Net Income	67.79

ISAT
Balance Sheet
As of December 31, 2021

	Dec 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	102,097.14
Total Checking/Savings	102,097.14
Other Current Assets	
Treasury Direct	123,976.57
Total Other Current Assets	123,976.57
Total Current Assets	226,073.71
Fixed Assets	
Trailer TTCC	9,721.13
Accumulated Depreciaton	-604.00
Office Equipment	1,659.05
Total Fixed Assets	10,776.18
TOTAL ASSETS	236,849.89
LIABILITIES & EQUITY	
Equity	
Retained Earnings	236,782.10
Net Income	67.79
Total Equity	236,849.89
TOTAL LIABILITIES & EQUITY	236,849.89



COR Committee Report

Prepared by: Courtney Blevins

Prepared for the December 13, 2022, ISAT Board of Directors meeting

Committee Mission: Represent ISAT to the ISA Council of Representatives

Committee Members:

Courtney Blevins: ISAT COR Rep

Committee Report:

In October we voted on representatives to the cor board. I voted on the individuals from Thailand and New Zealand just to increase diversity. Everyone was qualified.

also voted for CoR EC Chair and Secretary

Tom Smiley is the new CoR liaison to ISA international.

The annual CoR meeting is next Wednesday the 14th at 3 PM



Texas Chapter International Society of Arboriculture

Board Code of Conduct

Directors shall conduct themselves in a manner which is ethical, business-like, lawful, and upholds the reputation of ISA and the Texas Chapter ISA. This includes proper use of authority and appropriate decorum when acting as Directors. Directors shall treat one another and staff members with respect, co-operation, and a willingness to deal openly on all matters.

1. Directors must have loyalty to the ownership that supersedes any loyalties to staff, other organizations, or any personal interest as a consumer of the organization's services.
2. Directors are accountable to exercise the powers and discharge the duties of their office honestly and in good faith. Directors shall exercise the degree of care, diligence, and skill that a reasonably prudent person would exercise in comparable circumstances.
3. Directors must avoid a conflict of interest with respect to their fiduciary responsibility.
 - 3.1. There must be no self-dealing or any conduct of private business or personal services between any Director and the association, except as procedurally controlled to assure openness, competitive opportunity, and equal access to otherwise "inside" information. Directors will annually, or when it becomes relevant, disclose their involvements with other organizations, vendors, or any associations that might be or might reasonably be seen as being a conflict.
 - 3.2. When the Board is to decide upon an issue, about which a Director has an unavoidable conflict of interest, that Director shall abstain without comment, from not only the vote, but also from the deliberation.
 - 3.3. Directors will not use their board position to obtain employment in the association for themselves, family members, or close associates. Should a Director apply for employment, he or she must first resign from the Board.
4. Directors will respect the confidentiality appropriate to issues of a sensitive nature.
 - 4.1. Directors will not communicate any matter designated as confidential to anyone who is not entitled to this information and will abide by the confidentiality of said confidential information in perpetuity.

5. Directors shall not attempt to exercise individual authority over the organization.
 - 5.1. When interacting with staff, Directors must recognize that individual directors have no authority to instruct or evaluate employees, and no authority to insert themselves into employee operations.
 - 5.2. The President or designate is the only person authorized to speak to the media on behalf of the Board. Directors shall not presume to speak for the board when interacting with the public. Directors shall only report actual board policy decisions when interacting with the public.
6. Directors shall be familiar with the incorporating documents, relevant legislation and regulations, by-laws, and governing policies of the Texas Chapter ISA as well as the rules of procedure and proper conduct of a meeting so that any decision of the board may be made in an efficient, knowledgeable, and expeditious fashion.
7. Directors will support the legitimacy and authority of board decisions, regardless of the Director's personal position on the issue.
8. Directors will be properly prepared for board meetings.
9. Directors will maintain an accessible email account and be able to communicate electronically. A director will notify the board if they will be unable to access email communication for longer than one week.
10. Directors will not share or post information on social media that compromises the Texas Chapter ISA's or the Board's reputation.
11. Directors shall attend meetings (in person or virtual) on a regular and punctual basis. A Director shall be deemed to have resigned after failure to attend two consecutive board meetings or a total of three board meetings within a three-year term of office following their induction as a Director at the Board meeting held at the Texas Chapter ISA Annual Conference.
12. Directors will take part in Board-scheduled activities for Board members.
13. Directors who attend business or associated social events as part of the Texas Chapter ISA Board, or as its designated representative, will behave in a manner above reproach. Events include but are not limited to the ISA Annual Conference, ISA Leadership Workshop, meetings with other ISA Components and industry related gatherings in which ISA or the Texas Chapter ISA is recognized.
 - 13.1. Directors will wear provided ISA clothing within the guidelines agreed upon by the Board.
 - 13.2. Directors will maintain a professional demeanor.
14. Directors traveling on Texas Chapter ISA business are expected to avoid impropriety, or the appearance of impropriety, in any travel expense. They must conduct Texas Chapter ISA business

with integrity, in compliance with applicable laws, and in a manner that excludes consideration of personal advantage.

15. A Director receiving an individual request for presentation as a representative of ISAT from ISA, any ISA Component or any other entity shall advise the Board. A Director submitting a presentation to ISA, any ISA Component or any other entity as a representative of the Board shall advise the Board.
16. **A Director will not condone activities that are unethical or may negatively impact the Texas Chapter ISA's reputation.**
17. Directors will sign their agreement to abide by this policy at the Board meeting held at the Texas Chapter ISA Annual Conference each year.
18. A Director who is alleged to have violated the Code of Conduct shall be informed in writing and shall be allowed to present his or her views of such alleged breach at the next board meeting. The complaining party must be identified. If the complaining party is a Director, he or she and the respondent Director shall absent themselves from any vote upon resolution of censure or other action that may be brought by the Board. Directors who are found to have violated the Code of Conduct may be subject to censure and/or removed from the Board by a majority vote of the Board of Directors.

Name: _____

Signature: _____

Date: _____

ISAT 2023 - Work Plan				
Goal	Innovation Objective	Primary lead	Secondary lead	Notes
Governance	Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff	Executive Committee (Governance)		
Member Services	Develop a service day program for members.	Outreach	Membership	Ad Hoc committee. Mark Bird Chair
Member Services	Conduct a survey of non-members to understand their demographics and reasons for not joining.	Membership		Focus on Certified Arborists who are not ISAT members.
Member Services	Program educational offerings to attract and benefit Spanish language members	Ad Hoc Bilingual Committee	Education	Include Eng/Span speakers who are bilingual and can present 2x at the TCC. Spanish language on-demand webinars added to Online Learning Series. Options for including in workshops. Survey email list for committee volunteers. Amy Chair. Demian Gomez (TFS), Rene Pina (SA), MX ISA, ISA Hispanic Committee. IRA funding?
Member Services	Contract for a three-year strategic plan for ISAT credentialing that will increase and retain credential holders	Credentialing		
Educational	Create a 3-year educational event matrix covering diverse content, teaching levels, and geography.	Education Committee		John has draft for the committee
Educational	Develop an ISAT scholarship program for educational events for non-government members.	Ad Hoc Non-Traditional Scholarship Committee	Education Comm	See New England Chapter has a scholarship program that funds non-traditional members. Start with the Tree Conference. Chair Kenney. Haywood, Kirsten, Ronny, Kenney, star. Funding from sponsors. Bring program back to Board for approval. Possible Inflation Reduction Act \$ or Beattra 2022 - \$10,000.
Educational	Conduct webinars with allied professionals.	Education Committee		Offer speakers on topics relevant to allied green industry groups. Texas Chapter Landscape Architects. One topic: Need for Certified Arborists
				Dec. 13, 2023 Approved

Texas Chapter ISA
2023-2025 Strategic Plan
For editing at the 2022 Board Retreat



VISION STATEMENT

Texas communities are enhanced when trees and urban forest resources are cared for and managed by qualified professionals using best practices.

MISSION STATEMENT

Empower members to provide professional arboricultural and urban forestry services through education, research, and networking, creating greater public awareness of the value of trees.

CORE ORGANIZATIONAL VALUES

ISA Texas (ISAT) fulfills its vision and mission within the context of these core organizational values:

PROFESSIONALISM - ISAT values and promotes professionalism through inclusiveness and innovation within the organization. We demonstrate this value by providing opportunities through educational programs, events, and other resources. We help educate the public to value and hire Certified Arborists to professionally care for their trees.

INTEGRITY - ISAT is committed to the highest ethical and professional standards. We serve our members with transparency and trustworthiness, empowering them to provide exemplary professional arboricultural and urban forestry services.

LEADERSHIP - Through integrity, innovation, and passion, ISAT is the statewide leader in providing tree care professionals with educational opportunities and credentialing. We provide leadership to enhance our neighborhoods, communities, and the state by raising awareness of the proper care, value, and benefits of trees.

COLLABORATION – By being transparent, open, and inclusive, ISAT excels through collaboration with diverse groups and communities.

GOALS and OBJECTIVES

To progress towards achieving the ISAT vision and fulfilling its mission, specific and measurable goals and objectives have been adopted by the ISAT Board of Directors. The goals are broad statements of big-picture activities that can be monitored and evaluated. Objectives are divided into two categories: **on-going** objectives that maintain the organization, and **innovation** objectives representing areas of growth that help the chapter become more efficient and effective, and to have a broader impact. Some innovation objectives will be completed, and the organization will move on to other initiatives, while other innovation objectives will move to the on-going category in future years. The following goals and objectives will guide the organization in the next three years:

GOVERNANCE GOAL: Ensure organizational capacity and structure that supports a sustainable chapter.

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none">● Maintain an inclusive and transparent nomination and election process● Ensure compliance with state and federal regulations for non-profit status and risk management best practices● Conduct annual planning retreat to evaluate strategic goals, and orientation of new Board members● Hold regular board meetings and an annual meeting for members● Maintain chapter records and filings● Maintain a governance committee that regularly reviews bylaws and policies● Maintain an Executive Committee that administers operational functions● Maintain a finance committee with regular Board review of finances● Represent the chapter at the ISA level (CoR, Credentialing, Chapter Execs, Operating MOUs)● Collect, track, manage, and report financial information, taxes, and accounting in accordance with standard accounting procedures● Administer association management services contract as budgeted● Maintain member and Credential holder data● Maintain communication systems for members, the public, ISA, and partners● Develop and administer an annual budget	<p>Top Priorities</p> <ul style="list-style-type: none">● Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff● Acquire an integrated association management system● Develop a policy for the responsible management of reserve funds <p>Additional Priorities</p> <ul style="list-style-type: none">● Explore alternative revenue sources such as additional sponsorships, merchandise and grants● Examine efficiency of current operations and ways to leverage current efforts● Develop a volunteer management system including volunteer coordinator position description, recruiting and retention process, and a Volunteer Management manual● Explore methods of reaching the younger generation of arborists● Develop policies to address issues of risk and ethics

<ul style="list-style-type: none"> ● Maintain clear job descriptions and duties for board members and volunteers as part of a Board Manual 	
---	--

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

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> ● Hold annual Texas Tree Climbing Championship event ● Provide newsletter 6 times annually ● Provide monthly TreEmail ● Maintain Social Media accounts, such as Facebook page, Blog, etc. ● Complete update of oak wilt web page ● Continue providing Oak Wilt Qualification credentialing ● Maintain an ISAT office for members to interact with (phone number, email address, etc) ● Provide non-members attending events the opportunity to become members ● Facilitate volunteer opportunities that support the organization and contribute to their professional development ● Maintain credential support including testing, CEU's, and point of contact ● Continue to work with Texas A&M Forest Service to develop Wildfire Risk Reduction Qualification credentialing ● Continue to seek additional opportunities for networking ● Continue implementation of 3-year strategic membership plan 	<p>Top Priorities</p> <ul style="list-style-type: none"> ● Explore ISAT app development to engage members through the use of technology ● Target recruitment efforts and educational offerings to attract and benefit underserved segments of the tree care industry ● Coordinate service day(s) opportunity for members ● Conduct a survey of non-members to understand their demographics and reasons for not joining <p>Additional Priorities</p> <ul style="list-style-type: none"> ● Plan for additional member outreach ● Conduct assessment of Certification program to increase credentials, retain, involve them

EDUCATIONAL GOAL: Support continuing education programming to meet the needs of current and prospective members

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> ● Manage, promote, and facilitate educational events according to annual work plan ● Provide online, virtual and print materials to further members' continuing education ● Host annual Texas Tree Conference, Trade Show, Academy and Tree School ● Hold Texas Tree Climbing Championship and pre-climb workshop ● Publish newsletter that provides industry updates and educational information to members ● Continue to offer Qualification trainings including Texas Oak Wilt, TRAQ, and Wildfire Risk Assessment ● Maintain education committee that plans and implements events ● Support an Event coordinator position that works with Education Committee ● Maintain mechanism for event participant survey data tracking 	<p>Top Priorities</p> <ul style="list-style-type: none"> ● Create a 3-year educational event matrix covering diverse content, teaching levels, and geography ● Make available simultaneous language translations at select events and workshops ● Initiate newsletter CEU articles ● Explore adding Climber/Tree Worker specific events/workshops ● Explore a scholarship program for educational events <p>Additional Priorities</p> <ul style="list-style-type: none"> ● Partner with others for arborist apprentice program ● Partner with TAMU to develop field diagnostic guide for pest/pathogens ● Create a branding and marketing mechanism to increase event attendance ● Partner with other allied industries to support events ● Host educational event/arbor fair at Texas Tree Climbing Championship ● Explore structuring annual conference sessions to offer relevant content for allied professionals

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

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none"> ● Maintain a public facing portion of website ● Support statewide Arbor Day observances ● Outreach to allied professional groups ● Send newsletter and TreEmail beyond chapter members and make available digitally on website ● Offer academic tuition and conference registration scholarships to college students ● Make allied professional CEUs available as applicable at ISAT events ● Maintain public communications for disseminating information to the state during a natural disaster 	<p>Top Priorities</p> <ul style="list-style-type: none"> ● Create a template for service projects (e.g. annual work day, storm recovery) ● Promote ISAT professional development opportunities to allied professionals ● Host two webinars for allied professionals ● Utilize a template for conducting arbor fairs in conjunction with Texas Tree Climbing Championship events ● Promote and leverage Arbor Day/Tree City/Campus/Line USA programs with TFS ● Develop and promote a chapter speaker roster ● Actively promote ISAT newsletter articles to other audiences <p>Additional Priorities</p> <ul style="list-style-type: none"> ● Explore how to promote/leverage Texas Tree Climbing Championship ● Video tree climbing event and post to website/promote ● Kids climb – build framework for use and adoption globally ● Develop a strategy to increase ISAT presence at allied professional conferences (Board member, exhibit booth, volunteer, attend, offer as speaker) ● Develop a plan for public awareness that includes goals, platforms for information dissemination

RESEARCH GOAL: Promote and support arboricultural research

ON-GOING OBJECTIVES	INNOVATION OBJECTIVES
<ul style="list-style-type: none">● Maintain current donation to TREE Fund● Enhance partnerships with universities to explore research opportunities● Support Tour de Trees riders● Offer grants for Texas-specific research and find technology transfer methods within the state● Maintain a TREE Fund liaison position	<p>Top Priorities</p> <ul style="list-style-type: none">● Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension● Encourage applications to the TREE Fund for Texas-focused research proposals● Update policies for promoting and supporting research, fundraising, etc.● Promote use of Urban Forest Inventory and Analysis in Texas communities

STRATEGIC INITIATIVES

Strategic initiatives are specific areas of focus for the organization during the time covered by the plan.

Increasing diversity and inclusiveness

The ISAT is committed to having a diverse and inclusive society that meets the needs of its members and supports the advancement of tree care in the state. As part of this strategic plan, we are including a strategic initiative to increase diversity and inclusiveness across all of our programs. As part of this effort, we will take a deep dive into the following aspects of our work

- **Membership:** Who are our members? What kind of events/classes/career development are we offering? How can we broaden our approach?

- **Focus:** We intend to identify and reach out to under-represented groups within our membership and our potential members. Initially, these might include developing outreach initiatives to industry and allied groups (climbers, tree-workers, planners, architects for example), and gender, ethnic identity and age groups.
- **Actionable items:** We anticipate developing more offerings for climbers/tree workers and career development. This might include:
 - Creating a framework for Certified Tree-Worker Training
 - Developing an outreach plan to create a high school – University pipeline for career pathways training. This may include creating and sending information packets to school districts for high school guidance counselors.

ISAT Succession Management Plan

Our second strategic initiative to be undertaken during the life of this plan is to engage in better successional planning at all levels of the organization. The focus of succession management planning will include:

ISAT “Career Path”: Each Staff Member, Committee Chair or Board Member should continuously be aware and be looking for individuals to bring to their next level with an eye towards the logical progression of an individual in our industry. A possible “career path as an ISAT volunteer might look like this:

Interest in Arboriculture > ISAT Member > Event Volunteer>Board Member or Committee Chair

ISAT Staff: Currently the Chapter’s staff are 1099 employees contractually bound to the Chapter. A suggested improvement for the next round of contract negotiations with staff would be for ISAT to drive the contract process as opposed to approving what is presented by the vendor.

Volunteers: ISAT runs on volunteers, from the event organizers to the Board members. We will seek to develop strategies that increase our volunteer recruitment, training, and retention. These will include:

- Use ArborChat as a vehicle to recognize and to further the arborist’s level of involvement within the Chapter.
- Deepen the relationship of volunteers through recognition (award, photo op, etc) to further the commitment beyond “a once a year” involvement.

Board of Directors: A healthy and high-functioning Board of Directors is key to the ongoing success of the Chapter. Our focus will include:

- Formalizing the 4 year track of Presidency – Currently this is handled by the Nomination Committee which is chaired by the Past President per the bylaws. The Committee makes a recommendation to the Executive Committee for VP. If approved, that nominee is on the General Election ballot. If elected they are inaugurated during the Business Meeting at the annual conference. The potential “career path” for a new board member is a 4 year track going from Vice President, to President Elect, to President, to Past President.
- A Board position is typically a mid to late career position, which can skew the average age of the Board upward. We should explore getting younger arborists and urban foresters involved in the Board wherever possible.
- The Annual Business meeting attendees are people who have a higher level of interest in the Chapter. But who are they? We should begin taking attendance and explore with attendees about what their interest shows as far as volunteer potential.
- We will consider creating a “Breakfast with the Board” session at the annual conference, which would be an informal time for members to learn about what the board does and who is serving on it
- We will schedule an upcoming ArborChat with the Board – holding a session to help members understand what it means to serve on the Board

CONCLUSION

ISAT strives to be an organization characterized by continued growth, innovation, and excellence. This strategic plan is our commitment as an organization to advance our vision, mission, and values for the benefit of members and the health of the urban forest. Every member of ISAT has a role to play in implementing this plan. The ISAT Board of Directors is committed to utilizing this plan to its fullest potential as we care for the trees in Texas landscapes and communities.

=====

Created with the assistance of Insightful Nature LLC, 5/4-5/2022

Approved by the Board July 15, 2022

Approved by the Membership Sept. 29, 2022

ISA-Texas Operating Budget	2023 Approved
Advertising	
Total Advertising	\$ 16,000
Total Certification	\$ 45,000
Conference	
Total Conference	\$240,000
Total Conference net	\$ 70,000
Membership	\$ 53,000
Misc.	\$ 1,500
Online learning Rev. share	\$ 2,000
TTCC & Workshop	
Total TTCC & Workshop	\$ 20,000
Total TTCC & Workshop net	
Total Workshops	\$127,500
Total Workshops net	\$ 38,900
Total Income	\$525,000
Expenses	
Accountant	\$ 2,700
Advertising	\$ 500
Awards	\$ 250
Board Expenses	\$ 15,000
**Certification	\$ 5,000
Cloud email/registration/meeting	\$ 5,000
Conference	
Total Conference expense	\$170,000
Chapter Administration	
Total Chapter Admin. Expenses	\$191,267
Day of Service	\$ 2,000
Insurance	\$ 2,200
Liaison Travel	\$ 2,000
Member Services	\$ 2,500
Newsletter	\$ 28,000
Publication Purchases	\$ 200
Publicity	\$ 2,500
Research	\$ 3,000
Scholarships	\$ 5,000
Special Projects	\$ 2,000
TTCC and Workshop total	\$ 18,000
Workshops	\$ 88,600
Total Expenses	\$540,717
Net	\$ (15,717)
Interest income	\$ 650
Total net	\$ (15,067)
** 2023 Strategic Plan Innovative Objectives: \$5,000 for a Three-Year Credentialing/Certification Strategic Plan	