



**Present:**

Rebecca Johnson, President	Garrett Ryerson, Director	Jaime Thibodeaux, Director
Mark Bird, Past President	Kirsten Schneider, Director	Courtney Blevins, COR Liaison
Gary O'Neil, President-Elect	Kenney Shook, Director	Amy Heath, Director
Ronny Nelson, Vice President	Rachel McGregor, Director	John Giedraitis, ISAT Exec. Dir.
Jesse Neumann, Cert. Liaison	Penny Whisenant, Director	Gene Gehring, Assist. Exec. Dir.
A.J. Thibodeaux, Treasurer	Haywood Morgan, Director	Megan Wood, Program Mgr.

**Absent:**

Priscilla Files, Director	Heather McKnight, Editor
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**I. Call to order**

- a. President Johnson called to order the ISAT Board of Directors at 10:37 AM on March 24, 2023. A quorum was declared present.

**II. Approval of minutes**

- a. **A motion was made by Bird to accept the December 2022 and February 2023 Board meeting minutes. O'Neil seconded and the motion passed.** (p. 3-5)

**III. Executive Director Report**

- a. Giedraitis presented the ISAT Quick Stats overview charts and reported that the last fiscal year ended under budget and \$50,000 was added to the reserves. He also noted that the number of members and credential holders continues to grow. Giedraitis also announced that he is stepping down as executive director and let the Board know that he is available for Gene Gehring's transition to the leadership role. Giedraitis outlined some of the Chapter accomplishments in the ten years since he took on the executive director role. These include total income up 151%, membership up 91%, conference attendance up 69% and increases in certifications and qualifications. (p. 6-8)

**IV. Committee Reports**

**a. Educational Events Committee**

- i. Nelson reviewed the 2023 Schedule of Events. He noted that ISAT is now hosting many workshops and the committee is looking at several topics for 2024 including appraisal, bringing landscape architects and installers and arborists together and tree ROI for container trees. Gehring noted that the annual workshop/event schedule has many recurring events that will also be on the 2024 calendar. (p. 9-11).

**b. Texas Tree Conference**

- i. O'Neil noted that the dates are Sept. 20-22, 2023 in Waco and the theme is '*Where Trees Come to Talk*'. The committee meets monthly and the educational track speakers and topics are mostly set. He also reported that sponsor and exhibitor registration is open and this year there will be a Spanish language track on both Thursday and Friday. (p. 12)

**c. Texas Tree Climbing Championship**

- i. Schneider reported that the event will be held on May 19-20, 2023, with a bilingual tree climbing workshop on May 18 in Moya Park in Austin. She presented the TTCC checklist and noted that this year an event code of conduct will be implemented. (p. 13-14)

**d. Member Services**

- i. **Newsletter.** McKnight submitted her report. Johnson noted that Dr. David Appel has agreed to become the ISAT In the Shade newsletter editor and will work with McKnight to transition into the role. (p. 15-16)
- ii. **Digital and Social Media.** McGregor submitted her report. There are regular postings to 1,555 Facebook, 748 Twitter and 311 Instagram and 32 LinkedIn followers. (p. 17)
- iii. **Membership.** Files submitted a report that noted that there are a record 1,379 ISAT members. The results of the recent membership survey were presented and the updated membership customer service plan was shared as was the new 'Join ISAT' flyer. There was discussion on the strategic objectives including conducting a survey of non-members to understand their

demographics and reasons for not joining, including Certified Arborists who are not ISAT members. (p. 18-23)

- iv. **Outreach.** Bird reported that an ISAT Day of Service Committee has been formed, and they are working to develop a template for activities. (p. 24)
- v. **Credentialing.** Neumann reported that there are several exams scheduled for 2023 and that there are now 1,363 Certified Arborists, 69 BCMA, 397 TRAQ and 372 TOWQ. He noted that the ISA pandemic test taking protocols have ended. He also reported on the new CTWCS evaluator requirements. He reported that an ISAT Service Plan for Credentialing has been drafted in cooperation with ISA. Neumann also requested direction from the Board on the proposed three-year strategic plan for ISAT credentialing. He noted that rather than hire a contractor to review the program and make recommendations the committee proposed forming an ad-hoc committee made up of ISAT, other chapter executives and ISA credentialing committee members and staff. This group would come together in July for a facilitated meeting to outline steps on increasing, involving and retaining credential holders. The Board agreed to this action. (p. 25-31)

**e. Research and Students & Scholarships**

- i. **Research/TREE Fund Liaison.** A report was submitted by Heath that noted that the TREE Fund committee plans to hold the TREE Fund fundraiser at the Tree Conference Exhibitors Reception. She also reported that ISAT is sponsoring Herminio Griego as a Tour des Trees rider this year. (p. 32-33)
- ii. **Students and Scholarships.** Nelson reported that ISAT representatives will be attending scholarship banquets at SFA and TAMU in April. Nelson noted that the Texas Arborist Internship Program guidelines are complete but did not receive enough submissions. He also reported that plans are being made to bring students to the Tree Conference including continuing the mentorship program at the event. Shook reported that his committee on non-traditional scholarships has begun work. (p. 34-36)

**f. Legislation**

- i. Johnson noted that the Texas Legislature is meeting, and Keith Mars is monitoring tree related bills.

**g. Executive**

- i. **Governance.** Johnson noted that the Executive Committee is meeting monthly. She reported that a special Board meeting in February was held to appoint Ryerson and the Executive Committee is reviewing the association management contract. (p. 37)
- ii. **Nominations and Elections.** Bird reported that there are four directors up for election this year. (p. 38-39)
- iii. **Awards.** Bird reported that the committee will start meeting in April. (p. 40-43)
- iv. **Treasurer.** Thibodeaux reported on the year-to-date financial statements. He noted that the Chapter remains on sound financial footing with \$364,690 in cash and treasury securities. He noted that net income YTD of \$92,052. (p. 44-48)

**h. Liaison**

- i. **Council of Representatives.** Blevins reported that COR will be meeting in August. He noted that ISA is looking for translators. (p. 49)

**V. Old Business**

- a. **Review of the 2023 Work Plan:** Johnson reviewed the 2023 ISAT Work Plan and noted good progress is being made. (p. 50)

**VI. New Business**

**a. Interim Executive Director**

- i. The Board met in Executive Session and agreed to contract with Texas Arborist Management, LLC from April 1, 2023 to March 31, 2024 for Association Management Services. (p. 51-52)

**b. ISAT's Role in the Texas Legislative Session**

- i. The Board discussed ISAT's role in the legislative process and agreed that ISAT should keep members informed on legislation that can impact trees and arboriculture in Texas.

**VII. Meeting adjourned at 2:30 PM**

Next meeting June/July 2023, location TBA - Waco area.  
Minutes submitted by Giedraitis



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: Friday, February 3, 2023***

10:05 AM	<b>I. Call to Order - Johnson</b>
	<b>II. New Business</b>
	<p>Filling Vacant ISAT Director Position</p> <p><b>A motion was made by Thibodeaux to install Garrett Ryerson as Director to fill the unexpired term of Star Quintero. Nelson seconded and the motion passed.</b></p>
10:25 AM	<b>III. Adjourn</b>

***Present***

Rebecca Johnson, President	Courtney Blevins, COR Liaison	Kirsten Schneider, Director
Mark Bird, Past President	Jaime Thibodeaux, Director	
Gary O'Neil, President-Elect	Amy Heath, Director	John Giedraitis, Executive Director
Ronny Nelson, Vice Pres	Kenny Shook, Director	Gene Gehring, Assistant Executive Director
A.J. Thibodeaux, Treasurer	Haywood Morgan, Director	Megan Wood, Program Manager

***Absent***

Heather McKnight, Editor	Priscilla Files, Director	Jesse Neumann, ISA Certification Liaison
Penny Swanner, Director	Rachel McGregor, Director	



## Acorn Arbor Services, L.P.

February 10, 2023

Dear Rebecca,

As we have discussed, Acorn Arbor Services, LP will not be renewing our contract on April 1. However, I will be available to assist with the transition as Gene steps fully into his new role. It has been one of the great privileges of my life to serve as the Executive Director for these past ten years and I am now looking forward to the next chapter of my career.

The Texas Chapter continues to be recognized by its peers as among the top chapters in ISA and this past year has been one of its most productive and profitable. Highlights of the past year include:

- Under budget with record profit - Added \$50,00 to the ISAT reserves
- Continued growth in the number of members and credential holders
- Implementation of the annual work plan from the three-year strategic plan
- A record number of educational events with record profits
- The Texas Tree Conference with the highest net profit and near record attendance
- A safe and successful Texas Tree Climbing Championship
- Upgraded the Membership and Certification Specialist to a Program Manager
- Upgraded the Education Program Manager to Assistant Executive Director
- Implementation of the Membership Customer Service Plan
- Approved a new three-year ISAT Strategic Plan
- Over 70 on-demand webinars in the ISAT Online Learning Center

Looking back over the past ten years (2012-2022) there have many challenges and opportunities for the Chapter including hosting the ISA International Conference and the COVID-19 pandemic. Some key indicators of the Chapter's progress include:

- Total Income: ↑ 151% (\$619,076)
- Total Liabilities and Equity: ↑ 58% (\$283,414)
- Texas Chapter ISA Membership: ↑ 91% (1,373)
- Tree Conference Attendance: ↑ 69% (1064)
- Active Email Subscribers: ↑ 229% (6,084)
- Certifications and Qualifications:
  - Certified Arborists: ↑ 47%, BCMA: ↑ 300%, Municipal Specialist: ↑ 158%, Utility Specialist: ↑ 146%, TRAQ: 367 (from 2013)
  - ISAT Oak Wilt Qualified: 354 (from 2016)
  - ISAT Wildfire Risk Reduction Qualified: 113 (from 2017)

The Texas Chapter ISA is a successful, growing organization that has one of the highest chapter member satisfaction ratings in ISA. It has a dedicated and active leadership, and a committed contract staff that goes above and beyond expectations on a regular basis. It is in good hands and the future looks bright.

I would like to thank you, the Executive Committee, and the entire Board of Directors for your leadership in this time of transition. I appreciate the time and effort that you and the Board dedicate to the continued success of the Texas Chapter ISA.

Sincerely,

John Giedraitis  
Acorn Arbor Services, LP

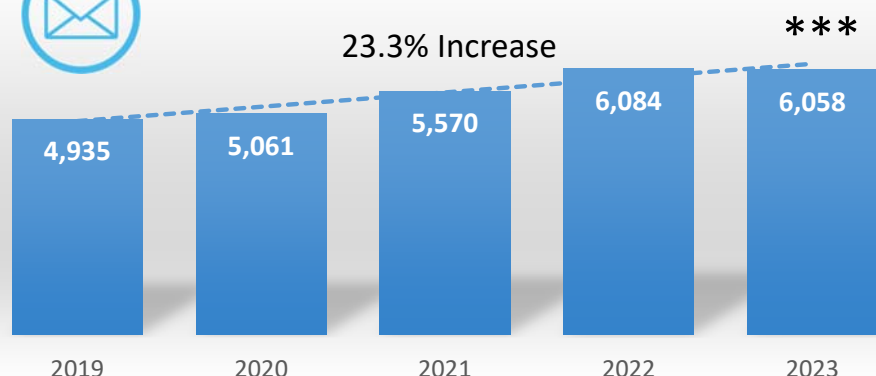
Cc: ISAT Board of Directors

# ISAT 2023 Year to Date - Quick Stats - Finances and Email

ISAT Quick Statistics:	***2023 YTD	2022	**2021	*2020	2019	2018	2017	2016	2015
Email Subscribers (Active Contacts)	6,058	6,084	5,570	5,061	4,935	4,482	4,190	3,749	3,310
Total Income	\$155,384	\$619,076	\$441,666	\$333,227	\$445,599	\$396,797	\$363,304	\$193,009	\$350,873
Net Income	\$92,052	\$46,564	\$68	\$1,578	\$4,272	(\$9,258)	\$38,250	(\$45,415)	\$10,631
Total Liabilities and Equity	\$375,466	\$283,414	\$236,850	\$236,680	\$232,207	\$227,935	\$237,193	\$199,198	\$244,613



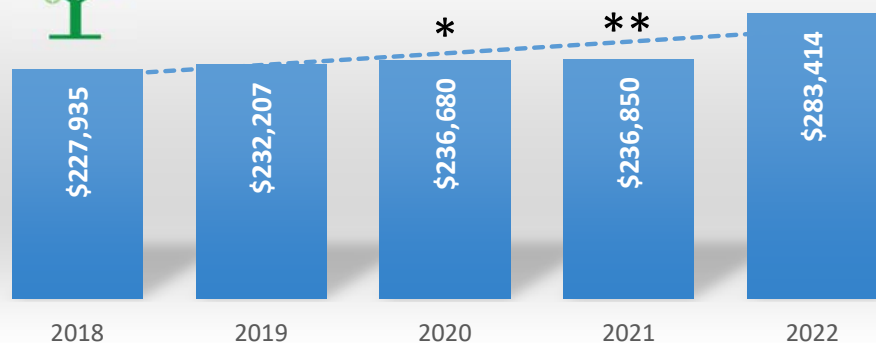
## Email Subscribers (Active)



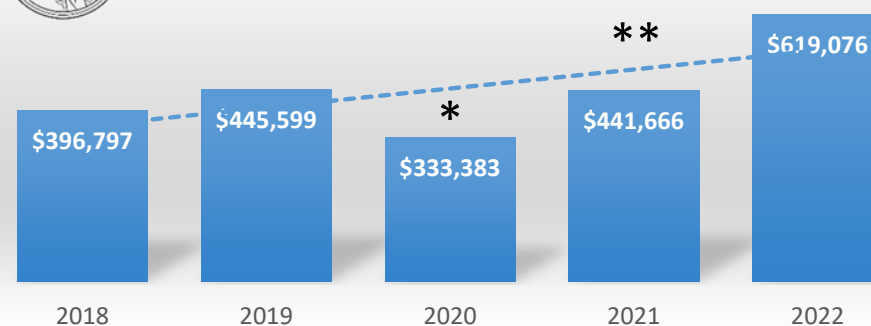
Email Quick Stats (365 days)	March 21, 2022 - March 21, 2023
Number of Campaigns:	66
Total Number Sent:	85,792
Total Unique Opens:	38,035
Open Rate	40%
Mobile Open:	12%
Desktop Open:	88%
Click Through Rate:	7%
Total Unique Clicks:	4,697



## Total Liabilities and Equity



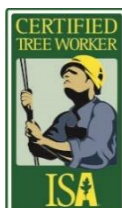
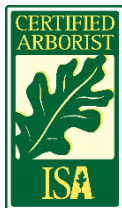
## Total Income



\*\*\* To March 21, 2023

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

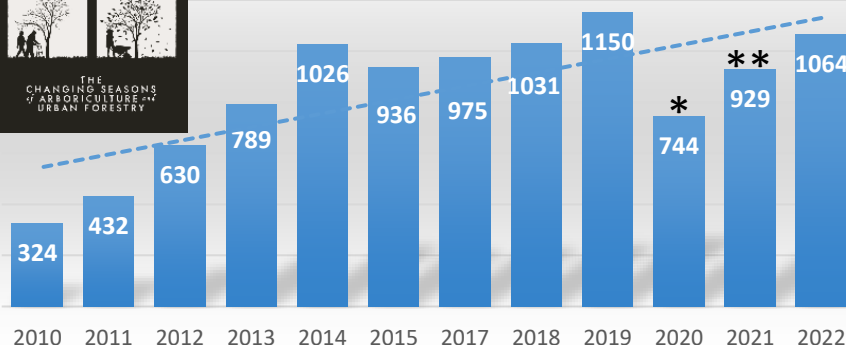
\*\* 2021 COVID 19 – Alpha variant in the Spring and peak Delta variant during the Texas Tree Conference



# ISAT 2023 Quick Stats: Education



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

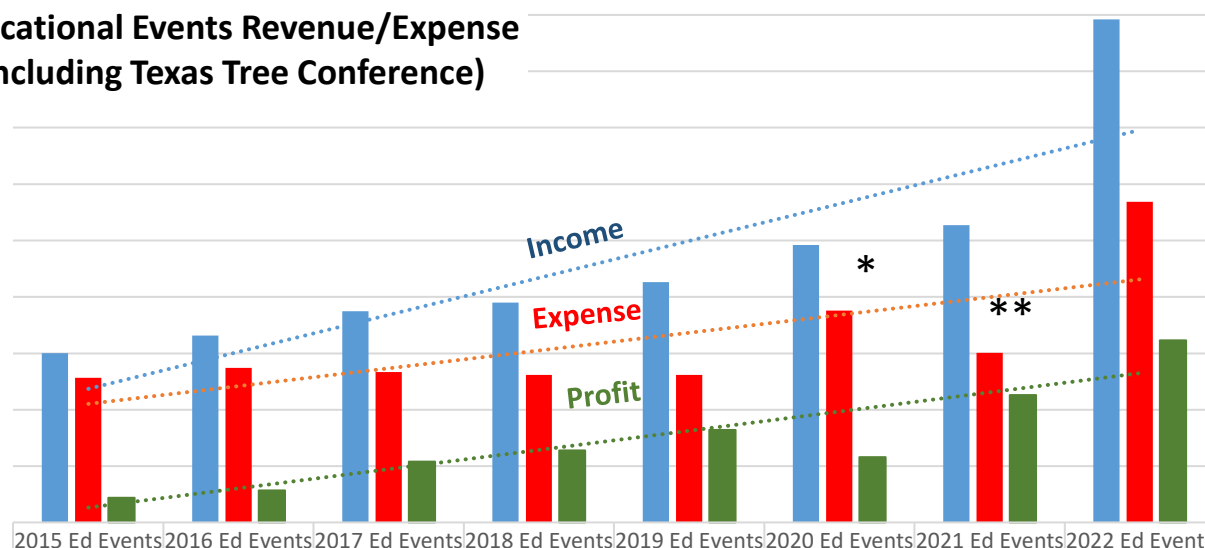


Texas Chapter  
International Society  
of Arboriculture

## Online Learning Series

Webinar Quick Stats (365 days)	March 21, 2022 - March 21, 2023
# of Live Sessions:	16
# of Attendees Live:	473
# of On-Demand Sessions:	23
# Attendees On-Demand:	290

## ISAT Educational Events Revenue/Expense (Not including Texas Tree Conference)



	2015 Ed Events	2016 Ed Events	2017 Ed Events	2018 Ed Events	2019 Ed Events	2020 Ed Events	2021 Ed Events	2022 Ed Events
Income	\$60,061.73	\$66,316.26	\$74,908.59	\$77,952.66	\$85,211.00	\$98,353.00	\$105,417.00	\$178,346.00
Expense	\$51,271.55	\$54,893.77	\$53,346.66	\$52,377.68	\$52,379.00	\$75,147.00	\$60,195.00	\$113,709.00
Profit/(loss)	\$8,790.18	\$11,422.49	\$21,561.93	\$25,574.98	\$32,832.00	\$23,206.00	\$45,222.00	\$64,637.00

\* 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.



## Education Committee Report

Prepared for Ronny Nelson  
Quarterly Board Meeting – Round Rock  
March 24, 2023

**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, Laura Miller

1) Committee Report:

- a) Educational Events – Ronny, Gene, 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) **Webinars – ISAT On-Line Learning Series (on-demand/'Instant Replay')**  
Spanish ISAT online learning series – Mark Duff in March with John. Demian MC? Pedro with the Plant Diagnostic Lab – PhD from TAMU, Pathologist from Columbia. 6 or 8 this year? Get with Amy Heath to see how to proceed.

**(2) Wildfire Risk Assessment Qualification Course and Assessment**

- (a) Kari Hines is conducting a course in Dallas December 15-16, 2022 Course was held with 29 people registered
- (b) Scheduled for April, March 28-29, 2023 at the LBJ Wildflower Center (Austin) – 26 registered

**(3) Tree Risk Assessment Qualification of Renewal**

April 11 - Renewal Arlington. Enchanted Lake Estates Clubhouse. 11. Sent to ISA  
April 11-14: TRAQ Full Enchanted Lakes Estates Clubhouse. 21 - 4 waitlisted. Sent to ISA  
May 3 – Virtual Renewal deadline April 3  
June 20-22: Full TRAQ. May 22 deadline. Harris County Flood Control, 12.  
Aug 2 – Virtual renewal  
Sept. 20 - Renewal Waco 1 registered  
Nov. 1 – Virtual Renewal  
Late Nov. early Dec. Austin/San Antonio

**(4) Oak Wilt Qualification or Renewal**

- (a) TOWQ course in Glen Rose - May 25,26 - 17 registered
- (b) Hye/ Fredericksburg – June 8,9 – 8 registered

- (c) We will hold an online TOWQ renewal May 31st.
- (d) 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” 75 Registered.
- (b) The committee is working on a topic for 2023

**(6) Diagnosis**

- (a) The diagnosis workshop was held in College Station over spring break. 24 people registered - full

**(7) Women’s Climbing** workshop was held in Wimberley.

**(8) Climbing Comp and Workshop** is in the process of planning – The workshop is scheduled for May 18 – looking at Mark Chisholm, The Comp is May 19 – 20

**(9) The Case for Trees**

April 27<sup>th</sup>: Bexar Branches. Gene registration - 10

**Action Items**

- 1) ?

Date	ISAT Events:	Notes
<b>2023</b>		
Jan. 25-27	<a href="#">Full TRAQ</a>	Austin - full 20 attendees
Feb. 22	<a href="#">Special ISAT Board Meeting</a>	
Feb. 15	<a href="#">North Texas Urban Forestry Conference</a>	Hurst Convention Center - 240 attendees - ISAT registration
Feb. 17	<a href="#">ISA Certified Arborist Exam</a>	Austin
Feb. 22	<a href="#">Virtual TRAQ</a>	Partnership with the Southern Chapter
Feb 23	<a href="#">SAAA Bilingual Workshop</a>	San Antonio/Schertz - 320 attendees - ISAT registration
March 3-5	<a href="#">Women's Climbing Workshop</a>	Wimberly - Sponsored an attendee
March 13-14	<a href="#">TAMU Tree Diagnosis Workshop</a>	College Station - full 24 attendees
March 24	<a href="#">ISAT Board Meeting</a>	Wells Branch, Austin
March 31	<a href="#">ISA Certified Arborist Exam</a>	Houston
March 28-29	<a href="#">Texas Wildfire Risk Assessment Qualification</a>	Ladybird Wildflower Center - Full 25 attendees
April 11	<a href="#">TRAQ Renewal</a>	Arlington - 11 attendees
April 12-14	February Freeze Damage and Oak wilt	Proposed Webinar
April 12-14	<a href="#">Full TRAQ</a>	Arlington - Full 21 attendees
April 24-25	<a href="#">Master's Series Workshop: Decay, Testing, Biology and Mechanics</a>	Arlington, Chris Luley, Frank Rinn - Full 75 attendees
April 27	<a href="#">Regional Urban Forestry Conference</a>	Bexar Branches Alliance - San Antonio
May 3	<a href="#">TRAQ Renewal Online</a>	Partnership with the Southern Chapter
May 18	<a href="#">TTC Hands-On Workshop</a>	Moya Park, Travis County
May 19- 20	<a href="#">Texas Tree Climbing Championship</a>	Moya Park, Travis County
May 25-26	<a href="#">Texas Oak Wilt Qualification</a>	Glen Rose. Inn on the River
May 25 June 7	<a href="#">Texas Oak Wilt Qualification</a>	Classroom Online/ Fieldwork Hye Meadow Winery
May 31	<a href="#">Texas Oak Wilt Qualification renewal online</a>	Online
June 7	<a href="#">Oak Wilt Qualification Fieldwork for Virtual</a>	Hye Meadow Winery, Fredericksburg
June 8-9	<a href="#">Texas Oak Wilt Qualification</a>	Hye Meadow Winery, Fredericksburg
June 15	ISA Certified Arborist Exam	Austin
June 20-22	<a href="#">TRAQ</a>	HCFC 102 MTSC Pavillion Houston
June/July	ISAT Board Meeting	Waco
Aug 2	TRAQ Renewal Online	Partnership with the Southern Chapter
Aug 9-11	Texas Nursery and Landscape Expo	San Antonio- booth
Aug. 13-15	<a href="#">ISA Annual Conference</a>	Albuquerque
September 20-22	ISAT Texas Tree Conference, Trade Show, Academy, and Tree School	Waco Convention Center
Sept. 20	TRAQ Renewal with Skip Kincaid	Waco Convention Center
Sept. 22	ISA Certified Arborist Exam	Waco Convention Center
Sept. 22	ISAT Board Meeting	Waco Convention Center
Sept. 26-Oct. 2	<a href="#">TREE Fund Tour de Trees</a>	Nevada/CA - support riders for tree research
Oct. 20-22	NATCC	D.C. area
Nov. 1	TRAQ Renewal Online	Partnership with the Southern Chapter
Nov. 3	Texas State Arbor Day	Location ?
<b>Nov. 15-17?</b>	Certified Arborist Prep Class	Laura Miller, AgriLife, Fort Worth
<b>Nov. 18?</b>	ISA Certified Arborist Exam	Ft. Worth
Dec. 5-7?	TRAQ	San Antonio Botanical Garden
Dec.	ISAT Annual Retreat and Board Meeting	



## **Conference Committee Report**

**Prepared by:** Gary O'Neil

**Prepared for the** March 24, 2023 ISAT Board of Directors meeting

### **Committee Mission:**

**Produce 2023 Tx Tree Conference** – *Where Trees Come to Talk*

### **Committee Members:**

G. O'Neil, G. Gehring and multiple Committee Chairs

### **Committee Report:**

1. The annual goals for this committee are:
  - a. Seek Track chairs, who then secure speakers for their track
  - b. Develop WCC contract, logistics, sponsors, exhibitors, moderators, et al
2. Progress made since last Board meeting  
Speaker slots are filling up nicely. Working on getting confirmed speakers to register their talks.
3. Work planned between now and next Board meeting in June  
Develop conference graphic, select schwag, further develop sponsors/exhibitors; advertise
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. n/a



## Texas Tree Climbing Championships - Committee Report

Prepared by: Kirsten Schneider

Prepared for the March 24, 2023 ISAT Board of Directors meeting

**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:

- a) Progress made since last board meeting:
  - a. Draft Code of Conduct review complete. To be introduced at this year's competition.
  - b. Committee meeting held 3/13
    - i. Present: Markus Smith, Kirsten Schneider, Kirbie Houser, Tom Berger, Sarah Campbell, Jesse Neumann, Gene Gehring, Megan Wood, Nevic Donnelly, Rachel Brewster
    - ii. Duties assigned per attached table
  - c. Volunteer and sponsorship registrations are open – share to your networks
    - i. Arbsession and Courant – sponsors to date
    - ii. 13 volunteers registered so far – need to push
  - d. Kirsten to set up Sponsor/Exhibitor subcommittee call w/ Megan, Kirbie, Markus, Kirsten
    - i. Make call assignments
    - ii. Concerns that sponsor options are confusing & expensive
  - e. Need additional scorekeepers this year
    - i. Download new scoring program, send link to new scorekeepers (add scoring to volunteer training sessions)
  - f. Connect w/Gene & Kirbie about signs – sponsored event stations & permanent signs
  - g. Trailer
    - i. Signage – Need graphic designer. Kirsten to reach out to AJ. Austin Architectural Graphics - recommendation from Nevic.
    - ii. Markus needs to bring for inspection
  - h. Emergency Communications plan (use draft from Waco) - Rachel to draft, Kirsten will send previous draft from Waco.
- b) Detail table:

# 2023 Climbing Competition Checklist (bulleted form).xlsx

## Climbing Competition Checklist

### Planning

Appoint Chair

Event Location and Layout

- See ISA Site Visit Checklist

Park Permit

- As soon as the park has been selected, obtain the permit

Insurance

- Event insurance form needs to be turned into IPG no later than four weeks prior to the event

Recruit Judges

Climber Registration Forms

World Record Attempt Application

CEU Determination

- Determine quantity per activity, assign individual to compile and report CEU sheets

Sponsorship/Exhibitors

Book Hotel Block

- About one month after the thank-you letters go out call the past sponsors to renew and start looking for potential new sponsors

- Gear check location at hotel?

Climber/Official Shirts

- Have order placed one month before competition

- what to do with old shirts?

Medals/Plaques/Gifts

- Have order placed at least two months before competition

- Arrange call to determine prize packages in advance

Food & Beverage

- If having a caterer onsite, look into securing a company five months prior to event

### Schedule of Events

Signage

- Secure a signage company two months prior to event and place order one month before event - this way you will have time to proof the signage before it goes to print.

Restrooms

- If you need additional restrooms onsite, secure a contractor two months before the event

EMT/Ambulance Service – Have on call or onsite

- Contact them to let them know the event is taking place

- Find out how far they are located from the site – determine if they need to be on site

Emergency Communications plan

Rotation Schedule

Marketing and Public Relations

### Onsite Needs

Radios

Current Rules, Score Sheets, and Scoring Program (updated each year)

Waiver Form

Protest Form

Climber Equipment Inspection Form (Gear Check form)

Accident Form

CEU Forms

### Post Event

Insurance Post Event Form

ITCC Registration Form

- Register contestant(s) with ISA Headquarters by deadline.

Assigned to:	Status (select from drop-down)	Notes
Markus	Complete	
	Complete	Met w/Travis County staff on site, event application submitted. "Good to go" per Dan Pacatte. Left message w/reservations staff asking to confirm.
Kirsten	In Progress	Dan Pacatte says we're good. Meeting pending to firm up site layout.
John	In Progress	Received quote from Arborisk. Accepted?
	Unassigned	Volunteer registration is open, please share to networks
John	Unassigned	Need social media push 1 week prior, Kirbie will post on Climbing Comp FB page
		How many in-vs. out-of-staters? Open April 1st.
Kirsten	In Progress	Form to print
Megan	In Progress	
	In Progress	
		Kirbie has a list of past sponsors. Kirsten to set up Subcommittee call. Arbssession & Courant so far.
Kirsten	Unassigned	Block to include 10-20
Kirby	In Progress	Suggestion: Foundry International for graphics assistance.
		> 1 year old shirts, sell at comp, state and international conference (?)
	In Progress	Kevin Bassett to send trophies w/Kirbie & Co.
Kirbie/Gene	In Progress	We have enough medals for this year, need to order more for next. Kirbie/Gene will order
Kirsten	In Progress	Kirsten & Kirbie to sort and assign prizes closer to event date
Gene	Unassigned	Gene/Megan to pick up on event days, or use Easy Cater
Megan/Gene	In Progress	Need sponsor signs. Megan & Gene will work w/Kirbie & Markus on signs.
	Complete	On site should be sufficient. Verify they will be open.
Kirsten	In Progress	
Rachel	In Progress	Kirsten to send background/guidance info to Rachel
Kirbie	In Progress	
Everyone	In Progress	Nevic will reach out to his contacts. Kirbie will send Kirsten press release template.
Markus	In Progress	
Kirsten & Kirbie	Unassigned	Order 100 rule books - Gene to order & have shipped to Kirbie. Kirbie to print & pre-fill score sheets.
Kirsten	Unassigned	To print
Kirsten	Unassigned	To print
Kirsten	Unassigned	Include Ascent setup form, re-emphasize this form's existence on registration announcement
Kirsten	Unassigned	To print
Kirsten	Unassigned	Megan to email forms to Kirsten once created.
Staff	Unassigned	
Staff	Unassigned	



## Newsletter Report

March 2023

Prepared by: Heather McKnight

Prepared for March 2023 Board of Directors Meeting

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

### Committee Members:

- Newsletter goes out by the 1<sup>st</sup> 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 April (Spring) newsletter is in process; the next newsletter will be June 2023 (Summer).
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 (Winter)	November 12	Texas Tree 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 March 22, 2023, 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:
  - 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-1,555
  - b) Twitter- 748
  - c) LinkedIn- 32
  - c) Instagram-311
  
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: 03/24/2023

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:

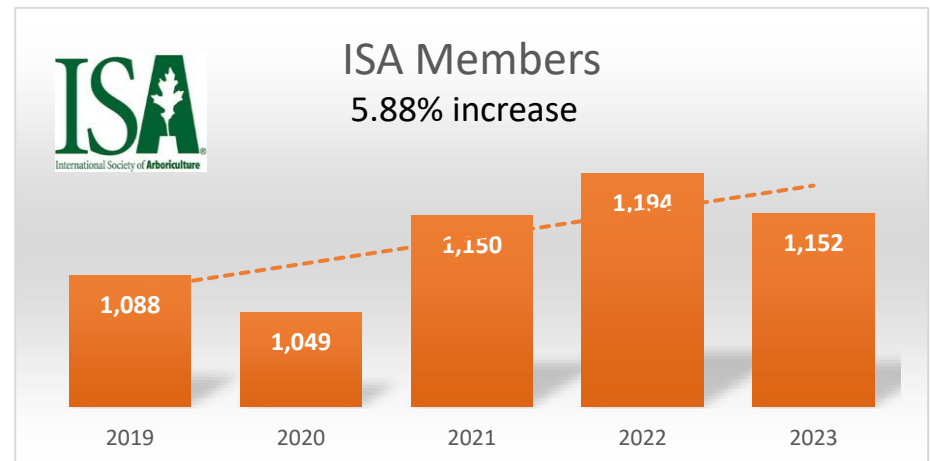
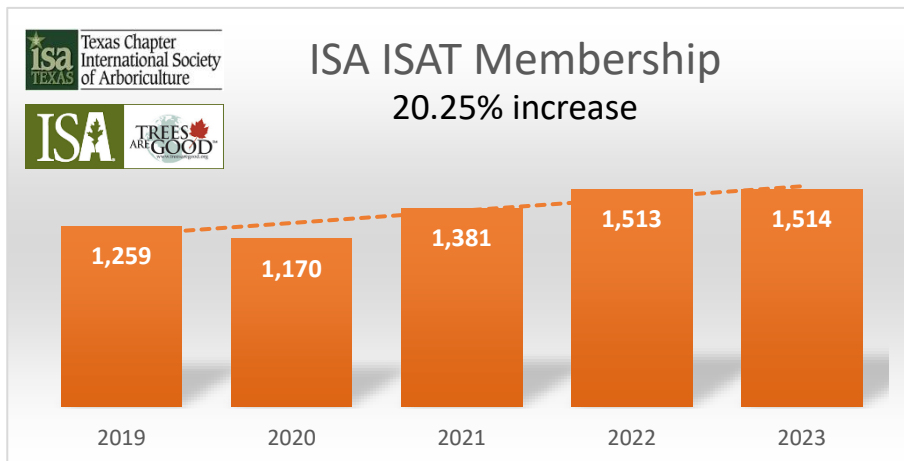
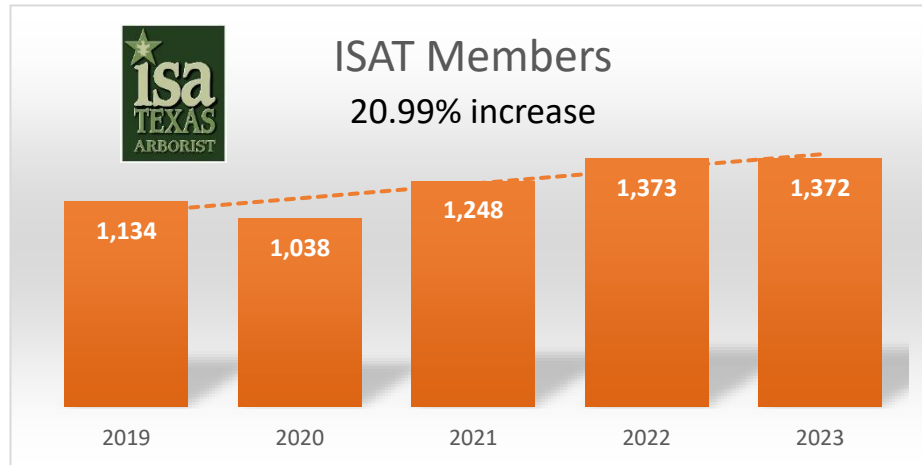
<b>Membership:</b>	<b>2023</b>
ISA & ISAT Membership	1515
Just ISA Members	136
ISAT Members	1379

1. 2022 Member Survey Results
2. Strategic Initiatives 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

# ISAT 2023

## Quick Stats: Membership

Membership	2023 YTD	2022	2021	2020	2019
ISA ISAT Membership	1,514	1,513	1,381	1,170	1,259
ISA Members	1,152	1,194	1,150	1,049	1,088
ISAT Members	1,372	1,373	1,248	1,038	1,134



# CARING FOR TEXAS TREES, TOGETHER.



The training opportunities that increase my knowledge and skills are very helpful. The qualification workshops and Conference keep us well-informed to share the industry information and tree care to our customers.

--Ulises, Austin

## ✓ GROW YOUR KNOWLEDGE

ISAT provides educational opportunities, mentorship, and professional contacts to anyone interested in the tree care industry. Your association with ISAT shows your commitment to the profession and participation in its advancement. Clients, customers, and employers like that.

- Workshops
- Texas Tree Conference
- In The Shade Magazine
- On-Demand Webinars

## ✓ BROADEN YOUR NETWORK

ISAT is the perfect spot to leverage your knowledge of the tree care industry. It's an ideal space to meet others who are connected to the tree care industry, whether you're an arborist or are in a profession that provides a service to arborists.

- Events
- LEAF Volunteer Program
- ISAT Social Media
- Arbor Chats

## ✓ CULTIVATE YOUR CAREER

ISAT provides the space to branch out and explore your passion. Involvement helps you meet people from all walks of life. Developing meaningful relationships around a common passion provides lifelong opportunities.

- Arborist Internship Program (AIP)
- Scholarships
- Job Board
- ISAT Board of Directors Service

### OUR MISSION & VISION

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

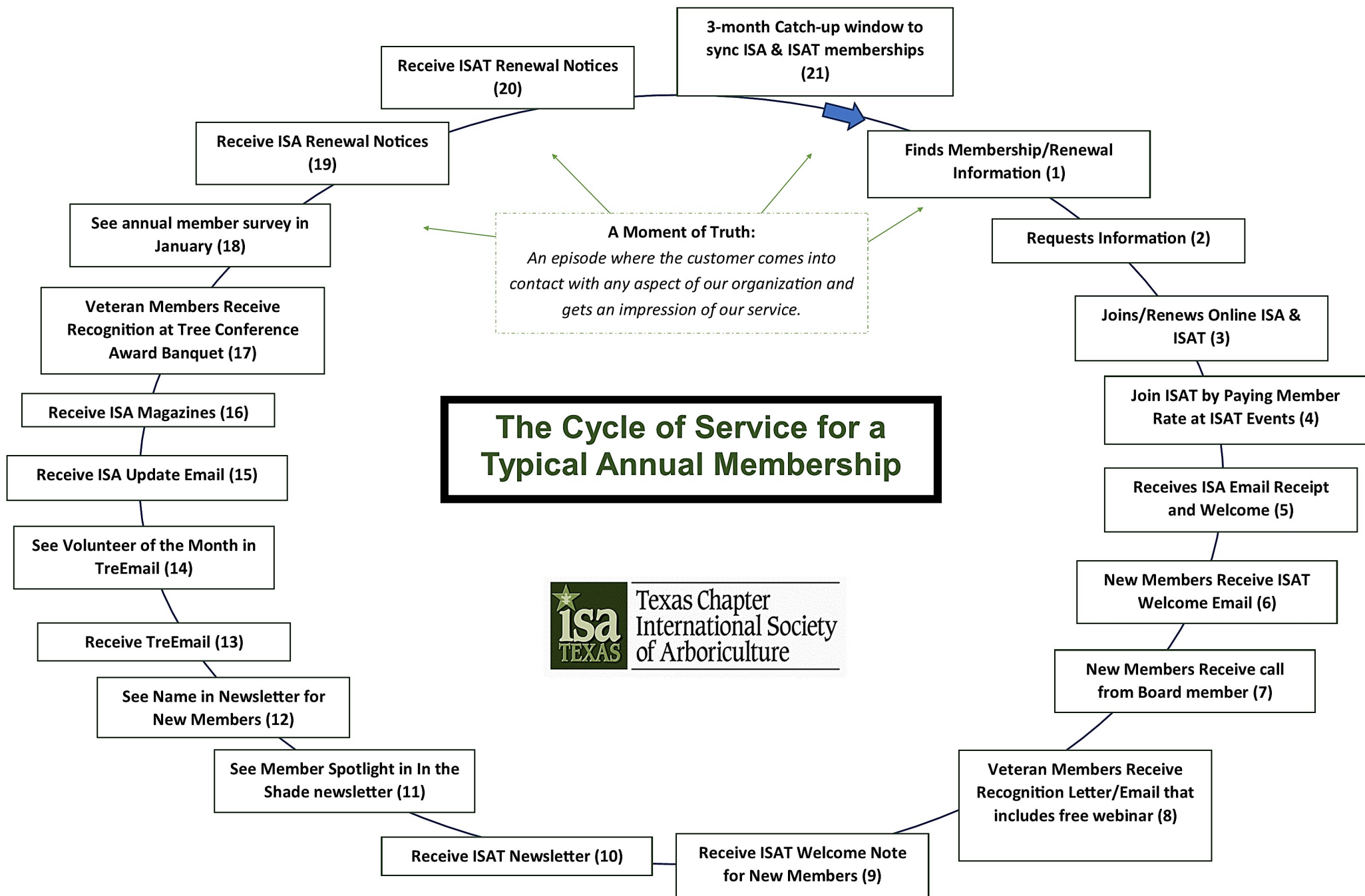
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[www.ISATexas.com](http://www.ISATexas.com)  
254.327.8017  
[megan@isatexas.com](mailto:megan@isatexas.com)



Texas Chapter  
International Society  
of Arboriculture



28 October 2022

## Service Blueprint for a Typical ISAT Annual Membership

Results=Moments of Truth		Activities and Who is responsible				
Cycle of Service #	Member	Megan	ISA	Gene	John	Board
1	Finds Membership/Renewal Information	Make information available via website; easy to navigate and access	Make information available			
2	Requests Information	Make sure contact information is easy to find on ISAT website	Answer calls/emails			
3	Joins/Renews Online	Make sure ISA is up to date on ISAT Chapter info on Join page	Receive application and fee			
4	Join ISAT by Paying Member Rate at ISAT Events	List is received from Gene then new members are entered into ISA database	ISAT	Provides Megan with any event registrations that require membership		
5	Receives ISA Email, Receipt, and Welcome	ISA provides	Sends email, receipt, and letter			
6	New Members Receive ISAT Welcome Email	New members receive email that is set up as a signature line	ISAT			
7	New Members Receive Welcome call from Board Member	Send new members email and phone to Board member to contact with script (script is set up as email signature line and board members are rotated for new members)	ISAT			Receives email list of new members to contact; reaches out to member
8	Vertern Menbers Receive Recognition Letter/Email that Includes Free Webinar	Send renewing member email that is set up as a signature line with link to webinars to select a free one	ISAT			
9	Receive ISAT Welcome Note for New Members	Find member address from ISA, write note on ISA card, add freebies, and send	ISAT			
10	See Member Spotlight in In The Shade newsletter	Find a member to highlight and send questions to, request picture, and then send to Heather by 12th of month prior to print; rotate male/female	ISAT			
11	See Name in Newsletter for New Members	New member list is included; pull data by date range of last magazine to current to find members	ISAT			
12	Receive ISAT Newsletter	Heather send this out	ISAT			
13	See Volunteer of the Month in TreEmail	Select a volunteer to highlight with a short write-up of what they have done and include a picture of them	ISAT			
14	Receive TreEmail	John sends	ISAT		Prepares and sends TreEmail	
15	Receive ISA Update Email	ISA provides	Sends monthly updates			
16	Receive ISA Magazines	ISA provides	Sends magazine			
17	Veteran Members Receive Recognition at Tree Conference Award Banquet	Slide with members by time period: 5 years, 10 years, 15 years, etc	ISAT			
18	See Annual Member Survey in January	Take the last year's ISA and ISAT member survey and create ISAT current year survey with 10 questions in a Google form, send this to members and then send a reminder two weeks later	ISAT			
19	Receive ISA Renewal Notices	ISA provides	Sends annual renewal notice for ISA only			
20	Receives ISAT Renewal Notices	Pull ISAT expiration list for the next month by the 15th of current month and send to members to remind them to renew	ISAT			
21	3-month Catch-up Window to Sync ISA & ISAT Memberships	If members ISA and ISAT memberships are out of sync, can offer up to 3 free months on ISAT membership to align them to same date	ISAT			

## PROCEDURES AND STANDARDS FOR ISAT MEMBERSHIP SERVICES

It is the responsibility of the ISAT Program Manager to consistently provide quality service at the moments of truth with our customers. This is achieved by completing Membership activities using the following procedures and to the following standards:

Cycle of Service #	Moment of Truth	Procedure	Standard
1	Finds Membership/Renewal Information	Make information available via website	Review monthly
2	Requests Information	Make sure contact information is easy to find on ISAT website	Review monthly
3	Joins/Renews Online	Make sure ISA is up to date on ISAT Chapter info on Join page	Review monthly
4	Join ISAT by Paying Member Rate at ISAT Events	List is received from Gene then new members are entered into ISA database	Within week of event
5	Receives ISA Email, Receipt, and Welcome	ISA provides	Within 48 hours
6	New Members Receive ISAT Welcome Email	New members receive email that is set up as a signature line	Within 48 hours
7	New Members Receive Welcome call from Board Member	Send new members email and phone to Board member to contact with script (script is set up as email signature line and board members are rotated for new members)	Within 48 hours
8	Veteran Members Receive Recognition Letter/Email that Includes Free Webinar	Send renewing member email that is set up as a signature line with link to webinars to select a free one	Within 48 hours
9	Receive ISAT Welcome Note for New Members	Find member address from ISA, write note on ISA card, add freebies, and send	Within 48 hours
10	Receive ISAT Newsletter	Heather send this out	Heather sends this out
11	See Member Spotlight in In The Shade newsletter	Find a member to highlight and send questions to, request picture, and then send to Heather by 12th of month prior to print; rotate male/female	1 month before it's due, send to individual; eg: Due for newsletter on July 15th, send to individual on June 15th
12	See Name in Newsletter for New Members	New member list is included; pull data by date range of last magazine to current to find members	Due on 15th every other month
13	Receive TreEmail	John sends	John sends out
14	See Volunteer of the Month in TreEmail	Select a volunteer to highlight with a short write-up of what they have done and include a picture of them	Monthly by the 12th
15	Receive ISA Update Email	ISA provides	ISA provides
16	Receive ISA Magazines	ISA provides	ISA provides
17	Veteran Members Receive Recognition at Tree Conference Award Banquet	Slide with members by time period: 5 years, 10 years, 15 years, etc	September 1, send to Mickey Merritt
18	See Annual Member Survey in January	Take the last year's ISA and ISAT member survey and create ISAT current year survey with 10 questions in a Google form, send this to members and then send a reminder two weeks later	Send by the end of January
19	Receive ISA Renewal Notices	ISA provides	ISA provides
20	Receives ISAT Renewal Notices	Pull ISAT expiration list for the next month by the 15th of current month and send to members to remind them to renew	Monthly by the 20th
21	3-month Catch-up Window to Sync ISA & ISAT Memberships	If members ISA and ISAT memberships are out of sync, can offer up to 3 free months on ISAT membership to align them to same date	Monthly



## **ISAT Day of Service**

**Prepared by: Mark C Bird**

**Prepared for the March 24, 2023, ISAT Board of Directors meeting**

**Committee Mission:** The Mission of the ISAT Day of Service is to give members the opportunity to join together to contribute professional tree care to communities throughout the state.

### **Committee Members:**

- Mark C Bird
- Mark Kroeze
- Michael Nentwich
- Bill Green
- Looking to add members from other areas of the state

### **Committee Report:**

1. The annual goals for this committee are: [List each goal and provide a status update]
  - a. Goal 1: Develop framework for annual day(s) of service (DoS)
  - b. Goal 2: Involve members in identifying locations around the state – considering county court houses, areas with recent weather-related impacts, specific agencies, organizations, service providers with special needs
  - c. Goal 3: Identify 2-4+ locations annually where ISA members provide tree maintenance services to include but not limited to: pruning, root collar excavation, soil remediation, tree removal, tree assessments, tree planting, tree inventories
  - d. Goal 4: promote ISAT Texas professional arborists and tree care consumers by contributing quality tree care services
2. Progress made since last Board meeting
  - o Discussed locations
  - o Begin drafting committee members
  - o Creating list of contacts
3. Work planned between now and next Board meeting in June
  - o Identify what funds are available to support DoS
  - o Add more committee members from around the state
  - o Identify 2-4 locations
  - o Make local contacts (ISAT members, POC for work locations)
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.
  - o Based on available earmarked funds propose \$2,500 budget (just asking....)



## Credentialing Committee

March 24, 2023

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: 69 (+1)

CA: 1379 1363 (-16)

U: 127 (-1)

M: 66 (-1)

CTWCS: 24 (-2)

CTWAS: 4 (-1)

TOWQ: 372 (+18)

TRAQ: 397 (+50)

WRRQ: 113 141 (+28)

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

#### 3. Regarding CTWCS:

- a. **Effective in 2023:** CURRENT Evaluators must renew their position for a 3-year term, with the opportunity to renew for multiple terms, by:
  - 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*);
  - signing confidentiality and conflict of interest agreements (*compulsory to maintain the position*);

- b. **Effective in 2026:** ALL Evaluators wishing to renew their position for another 3-year term will be required to:
          - complete continuing training for Evaluators
          - sign confidentiality and conflict of interest agreements;
          - earn or maintain their ISA Certified Tree Worker Climber Specialist credential.
4. Upcoming Exams: 2023 Exam Schedule
  - a. February 17 – Austin (13 registered)
  - b. March 31 – Houston
  - c. June 15 – Austin
  - d. September 20 – Waco
  - e. November 17 – Fort Worth
5. RFP for Credentialing Three Year Plan
  - a. Timeline:
    - December 2022: the Board of Directors allocated \$5000 towards assisting in the development of a Credentialing Service Plan that will guide ISAT in increasing, involving and retaining credential holders.
    - December 2022 & January 2023: the initial committee of John, Megan, Gene, and Jesse began outlining the process of credentialing from a credential holder's standpoint as well as reaching out to key partners from ISA and other chapters/components
    - February 2023: John, Gene, and Megan met with Luana Vargas from ISA (Director of Credentialing Services) to capture the cycle of credentialing from ISA's perspective
    - February and March 2023: ISAT formatted a Credentialing Cycle of Service, standards of service, and blueprint (attached)
  - b. Next steps:
    - The Credentialing Committee would like to propose using the allocated funds to host a facilitated meeting with a group of qualified individuals who are intimately familiar with the ISA credentialing process to help guide the next steps based on the Credentialing Cycle of Service that ISAT has developed.
      - Individuals might include Paul Reis, Skip Kincaid, Beau Brodbeck, Luana Vargas, etc.

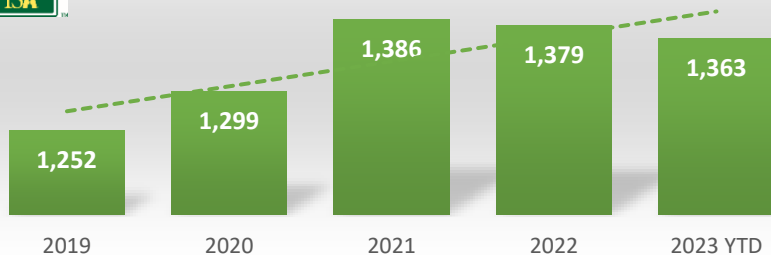
# ISAT 2023 YTD Quick Stats: Credentials

Certification:	2023 YTD	2022	2021	2020	2019
Certified Arborists	1,363	1,379	1,386	1,299	1,252
Municipal Arborists	66	67	64	62	59
Utility Arborists	127	128	122	107	103
Certified Tree Worker Climber Specialist	24	25	25	25	28



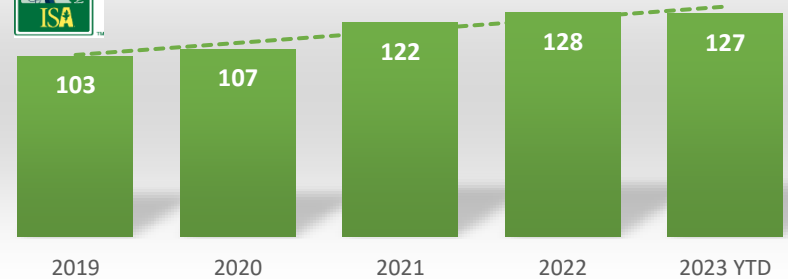
## Certified Arborists

8.1% Increase



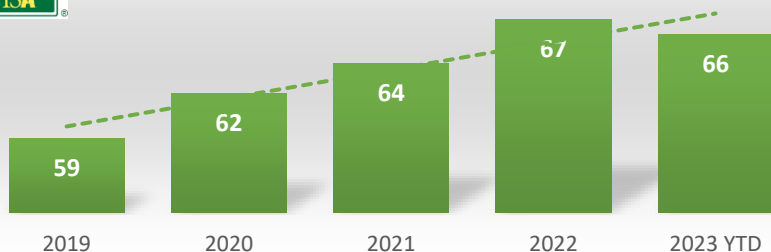
## Utility Arborists

18.9% Increase



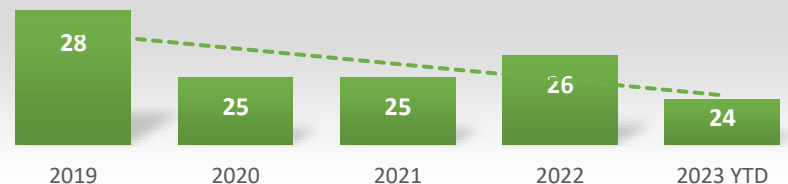
## Municipal Arborists

10.6 % Increase



## Certified Tree Worker Climber Specialist

16.7% Decrease



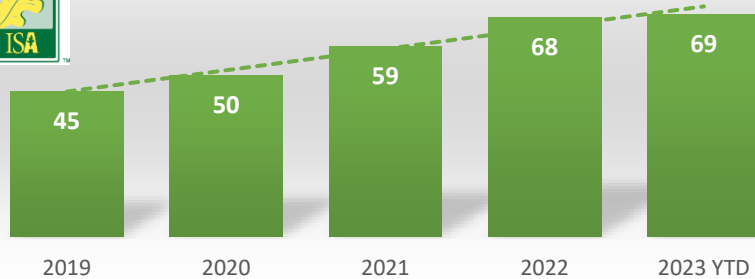
# ISAT 2023 Quick Stats: Credentials (continued)

Certification:	2023 YTD	2022	2021	2020	2019	2020
Board Certified Master Arborists	69	68	59	50	45	50
Tree Risk Assessment Qualified	397	367	331	284	251	284
Wildfire Risk Reduction Qualified	141	113	86	86	73	86
Texas Oak Wilt Qualified	372	354	319	251	217	251



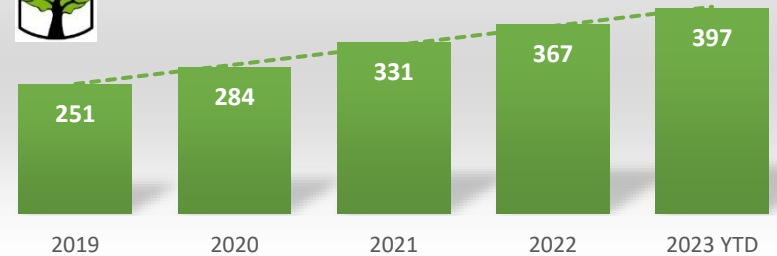
## Board Certified Master Arborists

34.8% Increase



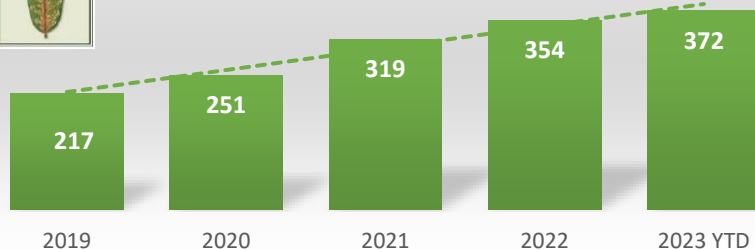
## Tree Risk Assessment Qualified

36.8% Increase



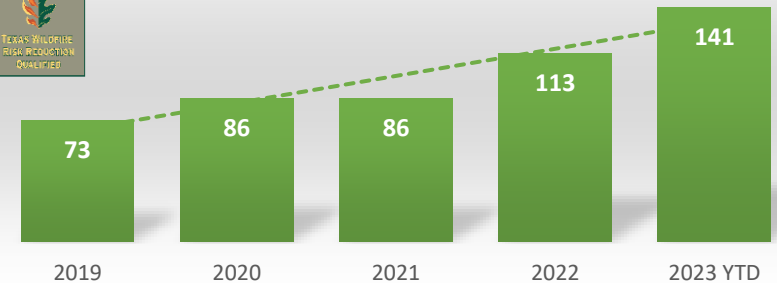
## Oak Wilt Qualified

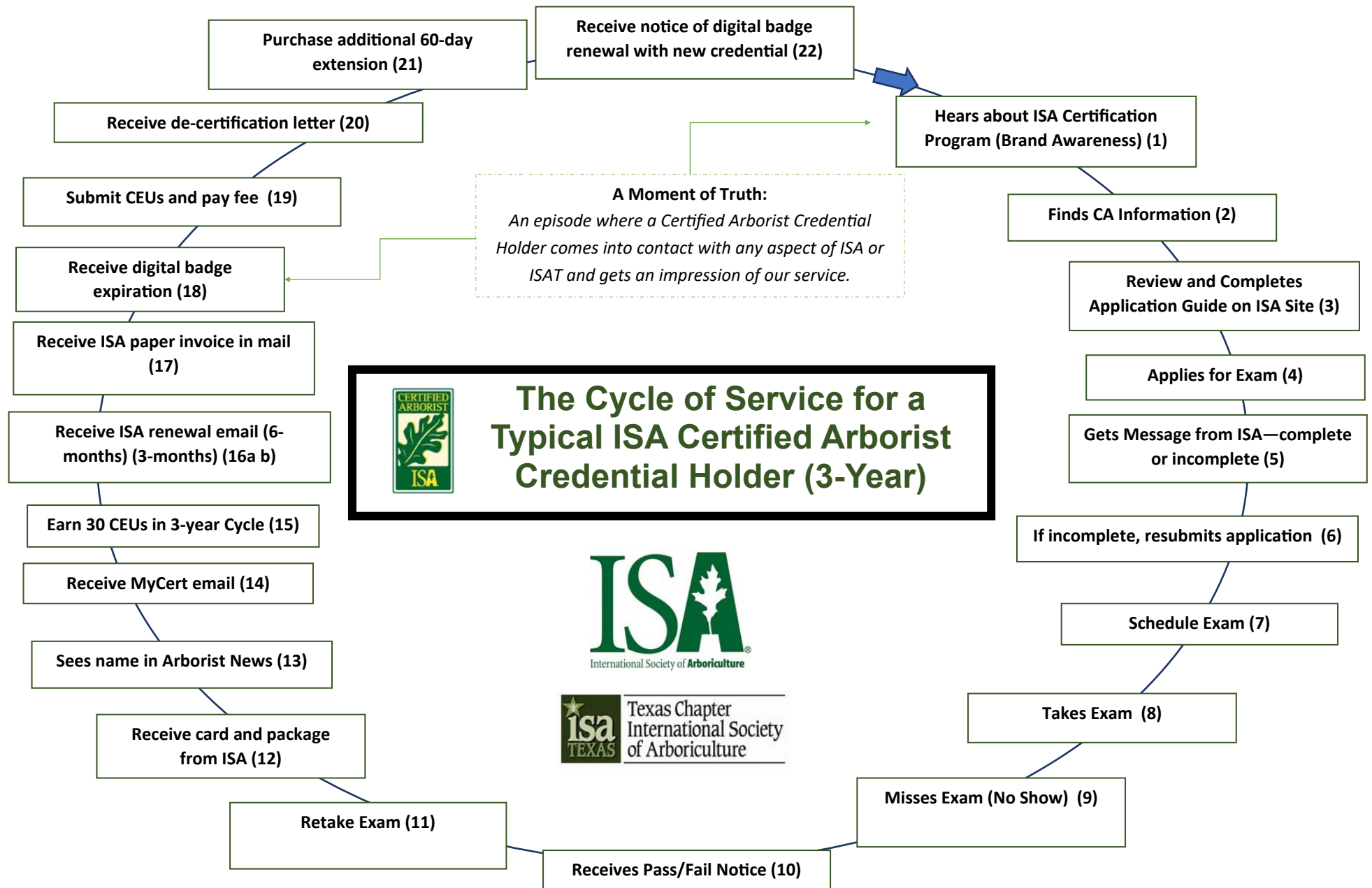
41.7% Increase



## Wildfire Risk Reduction Qualified

48.2% Increase





Service Blueprint for a Typical ISA Credential Holder				
Results=Moments of Truth		Activities and Who is Responsible		
Cycle of Service#	Credential Holder	ISA	Megan	ISAT Committees
1	Looks for CA Information (Brand Awareness)	Make information available on website	Make information available on website & events	
2	Finds CA Information	Make information available on website	Make contact information easy to find on ISAT website	
3	Review and Completes Application Guide on ISA website	Makes application available	Be aware of application guidelines and requirements to help applicant	
4	Applies for Exam	Receives applications	Be available to review applications prior to submittal	
5	Gets Message from ISA--application is complete or incomplete	Reviews applications		
6	If incomplete, resubmits application	Returns application to person	Be available to review application or connect person with ISA	
7	Schedules Exam	Makes exam information available on website	Coordinate Paper Based Tests (PBT) across state	Coordinate PBT across state (Cert Liaison)
8	Takes Exam	Sends exams to PBT locations	Provide PBT exams and proctors	Provide PBT exams and proctors (Cert Liaison)
9	Misses Exam (No Show)	Reschedules test if applicant contacts ISA		
10	Receives Pass/ Fail Notice	Scores exam		
11	Retakes Exam	Provides additional exam opportunities on website		
12	Receives package from ISA & card from ISAT	Sends congratulations package with information	Sends a congratulations card to member or nonmember (includes ISAT info if nonmember)	
13	Receives MyCert email	Send email		
14	Earns 30 CEUs in 3-year cycle	Compiles CEUs for individual	Sends in CEUs as received	
15	Receives ISA renewal email (6-months) (3-months)	Sends emails at 6months and 3months before expiration	Sends Constant Contact message to expiring credential holders reminding them of on-demand webinars for CEUs	
16	Receives ISA paper invoice in mail	Sends paper invoice 6months before expiration		
17	Receives digital badge expiration alert	Sends digital badge expiration alert		
18	Receive de-certification letter	Sends letter		
19	Purchase additional 60-day extension	Processes a 60 day extension		
20	Submits CEUs and pays fee	Processes fee and renews credential		
21	Receives notice of digital badge renewal with new credential	Digital badge renews		
22	Sees name in Arborist News	Publishes new credential holders in quarterly magazine	Submits new credential holders who are ISAT members to In the Shade editor	Publishes new credential holders (Editor)



### Procedures and Standards for Credentialing Services

It is the responsibility of the Program Manager to consistently provide quality service at the moments of truth with our customers. This is achieved by completing credentialing activities following these procedures and to the following standards:

Cycle of Service#	Procedure	Standard
1	Make CA Information available on ISAT website (Brand Awareness) -- information, application, and contact information	Review monthly (Megan)
4 & 6	Be available to review applications	As needed (Megan or Certification Liaison)
7 & 8	Makes exam information available on website (Involves coordinating with CA prep courses throughout state, coordinating proctors, location site, date, submitting to ISA at least 30 days in advance for approval; posting to ISAT website and social media)	Exams must occur at least twice a year; ideally five times/year in a variety of locations (Megan and Certification Liaison)
12	Sends a congratulations card to member or nonmember (include ISAT info if nonmember)	Review Initial Certification Date Report at the end of each month (Megan)
14	Sends in CEUs as received from members	Weekly and after events (Megan)
14	Creates CEUs for affiliates	As needed (Megan)
15	Sends Constant Contact message to expiring credential holders reminding them of on-demand webinars for CEUs	Quarterly (February, May, August, November) (Megan)
22	Publishes new credential holders who are ISAT members in In the Shade	Bi-monthly by 15th (Megan provides to Editor)



## **TREE Fund Committee Report**

**Prepared by:**

**Prepared for the March 24, 2023, 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

John Giedraitis was contacted San Antonio City Arborist Herminio Griego about sponsorship for Tour des Trees bike ride and agreed to sponsor for \$500 and include in TreEmail.

<https://tour-des-trees-2023.blackbaud-sites.com/fundraising/herminios-tdt-2023-fundraising-page>

<https://tour-des-trees-2023.blackbaud-sites.com/>

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.

2023 Tour des Trees Nevada/California Donation

1 message

**Herminio Griego (DSD)** <Herminio.Griego@sanantonio.gov>  
To: "jpg@isatexas.com" <jpg@isatexas.com>, "gene@isatexas.com" <gene@isatexas.com>, "megan@isatexas.com" <megan@isatexas.com>, "Rebecca@arborholiC.com" <Rebecca@arborholiC.com>

Mon, Mar 20, 2023 at 3:38 PM

Good Afternoon ISA Texas,

Thank you very much for your generous donation and support on previous Tour des Trees rides. I recently registered for the 2023 Tour des Trees Nevada/California ride and humbly ask if you would consider donating to my fundraising page. Below are links to my fundraising page and tour info. If you have any questions, please feel free to contact me. Thank you.

Herminio's TDT 2023 Fundraising Page  
<https://tour-des-trees-2023.blackbaud-sites.com/fundraising/herminios-tdt-2023-fundraising-page>

2023 Tour des Trees Info  
<https://tour-des-trees-2023.blackbaud-sites.com/>

*Herminio Griego*  
*Assistant City Arborist*  
*Development Services Department - Land Development*  
*1901 S. Alamo, San Antonio, TX 78204*  
*office (210) 207-6042*  
*[herminio.griego@sanantonio.gov](mailto:herminio.griego@sanantonio.gov)*

*"In nature there are neither rewards nor punishments; there are consequences." – Robert Green Ingersoll*

*"Chaos was the law of nature, order was the dream of man." – Henry Adams*





## Student Committee

Prepared by Ronny Nelson

Prepared for 2023-03-24

### 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. Ronny will be attending the SFASU Environmental Science & Forestry Scholarship Banquet on April 5, 2023. Hans will provide the names of the recipients once this has been determined.
  - c. Working with Dr. Kulhavy about the \$1500 that we have offered for undergraduate research.
2. Scholarships – TAMU
  - a. Currently we sent \$2,000 to TAMU for a student scholarship that went to one student. Working with Lindsay Hutchins. John G. and Colby Lee will be attending the TAMU Scholarship Banquet on April 3, 2023.
3. Texas AIP
  - a. After we complete the work and launched the program, we many people who were interested, but we did not receive enough submissions to continue with this program. We will offer this guide and support to the members if they are interested in creating a program. All three submissions were Dallas companies and current members of the student committee.
4. Texas Tree Conference (2023)
  - a. Student committee will work with SFASU to encourage increased poster submission for new and current research. We have a private donation \$250 toward best poster.

- b. We will work to build a great group with diverse backgrounds for our mentoring program at the conference. This work doesn't start until August when we know how many students will be attending.
  - c.
- 5. Action items: N/A



## **Non-Traditional Scholarship Committee Report**

**Prepared by: Kenney Shook**

**Prepared for the March 24, 2023, ISAT Board of Directors meeting.**

**Committee Mission:** (Develop an annual scholarship for the development of future Arborists)

### **Committee Members:**

Haywood Morgan

Ronny Nelson

Kristen Schneider

Megan Wood

### **Committee Report:**

1. The annual goals for this committee are: [List each goal and provide a status update]
    - a) Scholarship outline
    - b) Fund amount
    - c) Review student selection rubric
    - d) Implementation process
  2. Progress made since last Board meeting.
    - Working with Heather Leff from the New England ISA Chapter on their system and implementation of scholarships.
  3. Work planned between now and next Board meeting in June.
    - Monthly Zoom meeting:
- 
1. 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.



## Executive Committee Report

12/5/22

Prepared by: Rebecca Johnson

Prepared for December 12<sup>th</sup> and 13<sup>th</sup> 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.



## Elections & Nominations Committee Report

Prepared by: Mark C Bird

Prepared for the March 24, 2023, ISAT Board of Directors meeting

**Committee Mission:** The purpose of this committee is to seek out quality individuals to nominate for leadership positions with the ISAT and coordinate and hold fair elections in order to maintain a strong, committed, and diverse Board of Directors

### Committee Report:

There were recently two Board of Director positions filled by candidates who were not initially elected by the ISAT members. We are very thankful to Kenny Shook and Garrett Ryerson for their willingness to serve on the ISAT Board. As members of the ISAT Board of Directors it is our responsibility to recruit quality individuals who have a passion for trees and a passion to serve.

The table below shows the current board make-up and which positions will require nomination and election during the 2023 calendar year. Calls for nominations are open and will remain open until July 29, 2023. Currently we have open positions. Please encourage members to consider serving as ISAT Board Directors. Until then all board members are asked to contribute potential candidates for nominations.

<b>2023 Board of Directors</b>			
<b>Position</b>	<b>Name</b>	<b>Year Term Expires</b>	<b>Sector</b>
Immediate Past President	Mark C Bird	2023	Government
President	Rebecca Johnson	2023	Commercial
President-Elect	Gary O'Neil	2023	Utility
Vice President	Ronny Nelson	2023	Commercial
Treasurer	A.J. Thibodeaux	2023	Commercial
Editor	Heather McKnight	2023	Government
Director	Priscilla Files	2023	Non-Profit
Director	Rachel McGregor	2025	Non-Profit
Director	Amy Heath	2023	Commercial
Director	Kenny Shook	2023	Commercial
Director	Garrett Ryerson	2024	Commercial
Director	Jamie Thibodeaux	2025	Commercial
Director	Kirsten Schneider	2024	Government
Director	Haywood Morgan	2023	Government
Director	Penny Swanner	2024	Utility
Certification Liaison	Jesse Neumann	2024	Government
CoR Liaison	Courtney Blevins	2023	Government

**Requires Nomination and Vote in 2023**



## **Texas Tree Awards Committee Report**

**Prepared by: Mark C Bird**

**Prepared for the March 24, 2023, ISAT Board of Directors meeting**

**Committee Mission:** The Texas Community Forestry Awards Program celebrates the accomplishments of those who have dedicated their talents to spreading a leafy green canopy over Texas. This program is open to anyone who has a role in building stronger Texas communities by planting, maintaining, or protecting trees.

### **Committee Members:**

- Laura Miller
- Mickey Merritt
- Mac Martin

### **Committee Report:**

1. The annual goals for this committee are:
  - a. Goal 1: Promote Texas Tree Awards through ISAT media and membership
  - b. Goal 2: Recognize the diversity and dedicated talents of individuals, organizations, and communities for their commitment to the Trees of Texas
2. Progress made since last Board meeting
  - o Committee meeting scheduled for April 20th
3. Work planned between now and next Board meeting in June
  - o Update online nomination form (Chair & Co-Chair)
  - o Promote and solicit nominations statewide
  - o Open nominations
  - o Schedule follow up committee meetings
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.

## **Texas Tree Awards**

### **Overview**

The Texas Tree Awards Program celebrates the accomplishments of those who have dedicated their talents to the protection, planning, and proliferation of their Texas community forest canopy. This program is open to anyone who has a role in building stronger Texas communities by planting, maintaining or protecting trees.

Winners will be recognized at the Texas Tree Conference.

### **Award Categories**

1. Arborist of the Year
  - a. Description: Nominations for individual awards are evaluated for leadership, commitment, innovation, impact, and sustainability.

b. Criteria: At least 10 years of experience in the industry and demonstrated exemplary service and/or leadership within the field of arboriculture.

## **2. Arboricultural Project of the Year**

a. Description: Recognition of a short-term specific tree care, protection, or planting project that exemplifies arboricultural best practices and customer service. Nominees may include arborists, tree care companies, landscape contractors, etc.

b. Criteria: There must be an ISA Certified Arborist of record affiliated with the project. The project must clearly demonstrate above-and-beyond tree care practices.

## **3. Outstanding Landscape Improvement**

a. Description: This award recognizes individuals, organizations, or municipalities that have made significant contributions through tree planting and landscaping which enhances environmental protection, conservation, beautification, energy conservation, or wildlife protection. Criteria: Projects must show significant impact over several years.

## **4. Outstanding Community Forestry Program**

a. Description: An award to recognize individuals, organizations, or municipalities that have promoted community forestry through a program that significantly engages, educates, or enhances the community.

b. Criteria: Project or program must clearly engage with the community and actively promote best practices.

## **5. Texas Chapter ISA President's Award of Merit**

a. Description: This award recognizes an individual who has made significant contributions to the Texas Chapter ISA. This could be a volunteer, member, or a significant contributor in other ways. Note – this award is at the discretion of the current President and does not require a vote by current awards committee or ISAT Board. It is sponsored by ISAT only, not co-sponsored with TFS. President may seek recommendations from Board or others as desired.

b. Criteria: Demonstrated superior service to the field of arboriculture and community forestry. Preferred member of Texas Chapter ISA, but not required.

## **Roles**

The Texas Community Forestry Awards Program is sponsored by the Texas A&M Forest Service and the Texas Chapter of the International Society of Arboriculture. Programmatic decisions are made through discussion, compromise, and ultimately consensus by both organizations.

## **Committee Members**

- TFS Urban Forestry Program Manager (Chair, non-voting)
- ISAT President or ISAT Executive Director (Co-Chair, non-voting)
- Three-member Voting Selection Committee:
  - ISAT Past-President (rotating)
  - Texas A&M Forest Service Regional Forester representative (rotating)
  - Third Party Representative (organization selected by ISAT President and TFS Urban Forestry Program Manager)

■ The representative organization shall be involved in arboriculture, urban forestry, natural resources or similar, such as a regional urban forestry council or tree advocacy group.

#### **TFS Urban Forestry Program Manager**

- Designates and assigns rotating TFS Regional Forester
- Updates online nomination form annually or as needed
- Host online nomination form
- Schedule and host judging/selection committee meeting
- Contributes framed Texas tree awards
- Collaborates on script for awards luncheon
- Present awards at luncheon

#### **ISAT President or Executive Director**

- Updates and maintains support documentation annually
- Reports at ISAT Board meetings
- Liaisons with the Texas Tree Conference Chair
- Ensures Chapter promotion of awards nominations
- Contributes ISA/ISAT sponsored awards
- Collaborates on script for awards luncheon

All committee members are expected to:

- Attend scheduled meetings
- Assist with marketing the awards program once the nominations are open
- Represent their organization fairly and without bias
- Evaluate nominations
- Specific tasks for specific individuals are noted in the timeline
- Develop agenda for awards luncheon in collaboration with Texas Tree Conference Chair

#### **Process**

##### **Nominations**

Google Forms (or similar online platform) is used for the nomination process. The nomination form will be updated annually.

Nominations will only be accepted through the online form.

##### **Evaluations**

The Awards Selection Committee evaluates all nominations within each category, with the exception of ISAT-only sponsored awards.

Each committee member is required to fill out the spreadsheet matrix and submit to the Committee Chair. The matrix lists criteria for evaluating each category and provides a method for consistent evaluation among committee members. Following individual ranking submission, the full committee (Chairs and voting members) will meet to approve final ranking.

##### **Timeline**

- April
  - Form committee (Chair and Co-Chair)
  - First committee meeting: review process and determine deadlines

- **May**
  - Update online nomination form (Chair and Co-Chair)
  - Promote award program statewide (Committee + partners)
  - Open Nominations (TFS)
- **June**
  - Promote award program statewide (Committee + partners)
- **July**
  - Close nominations, package and distribute to committee (TFS)
  - Individually review, evaluate, and rank projects (Committee)
  - Reach consensus on awardees (Committee)
  - Notify ISAT Executive Committee of award recommendations (Co-Chair)
- **August**
  - Arrange for awards (Chair and Co-Chair)
  - Notify both winners and losers (Chair)
  - Develop presentation (Chair and Co-Chair)
  - Develop awards luncheon agenda (Committee)
- **September**
  - Celebrate awards!



## Treasurer's Report/ Finance Committee

March 20, 2023

Prepared by: A.J. Thibodeaux

Prepared for the March 24, 2023, 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 \$364,690.11 of cash and treasury securities on hand as of March 17, 2023. The chapter has approximately \$375,466.29 in total equity as of March 17, 2023.
  - a. Total Current Assets: \$364,690.11
  - b. Total Fixed Assets: \$10,776.18
  - c. Total Liabilities & Equity: \$375,466.29
2. The chapter has a shown net income of \$92,052.10 as of March 17, 2023.
  - a. Total Income: \$155,383.60
  - b. Total Expenses: \$63,331.50
  - c. Net Income: \$92,052.10

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03/17/23

Cash Basis

# ISAT

## Profit & Loss

### January through December 2022

	Jan - Dec 22
Ordinary Income/Expense	
Income	
Scholarship Fund	2,000.00
Online Learning Revenue Share	2,732.00
Advertising Income	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	5,507.79
Advertising Expense	600.61
Office Supplies	178.38
Association Management Services	172,166.88
Research	2,500.00
Accountant	2,665.00
Awards	269.97
Board Expenses	32,107.59
Certification Expenses	674.66
Conference Expenses	179,232.22
Insurance	2,169.00
Member Services	3,281.76
Misc. Expense	509.24
Newsletter Expenses	28,088.69
Publication Purchases	945.00
Publicity	2,960.29
Scholarships	5,305.26
TTCC and Workshop	19,589.06
Workshop Expenses	113,709.49
Total Expense	572,512.06
Net Ordinary Income	46,564.30
Net Income	46,564.30

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03/17/23

Cash Basis

**ISAT**  
**Balance Sheet**  
As of December 31, 2022

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	Dec 31, 22
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Wells Fargo	150,200.86
Total Checking/Savings	150,200.86
Other Current Assets	
Treasury Direct	122,437.15
Total Other Current Assets	122,437.15
Total Current Assets	272,638.01
<b>Fixed Assets</b>	
Trailer TTCC	9,721.13
Accumulated Depreciaton	-604.00
Office Equipment	1,659.05
Total Fixed Assets	10,776.18
<b>TOTAL ASSETS</b>	<b>283,414.19</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Retained Earnings	236,849.89
Net Income	46,564.30
Total Equity	283,414.19
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>283,414.19</b>

12:43 PM

03/17/23

Cash Basis

**ISAT**  
**Balance Sheet**  
As of March 17, 2023

---

	Mar 17, 23
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Wells Fargo	196,885.45
Total Checking/Savings	196,885.45
Other Current Assets	
Treasury Direct	167,804.66
Total Other Current Assets	167,804.66
<b>Total Current Assets</b>	364,690.11
<b>Fixed Assets</b>	
Trailer TTCC	9,721.13
Accumulated Depreciaton	-604.00
Office Equipment	1,659.05
<b>Total Fixed Assets</b>	10,776.18
<b>TOTAL ASSETS</b>	<b>375,466.29</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Retained Earnings	283,414.19
Net Income	92,052.10
<b>Total Equity</b>	375,466.29
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>375,466.29</b>

12:41 PM

03/17/23

Cash Basis

# ISAT

## Profit & Loss

January 1 through March 17, 2023

	Jan 1 - Mar 17, 23
Ordinary Income/Expense	
Income	
Online Learning Revenue Share	846.00
Advertising Income	18,255.00
Certification	14,180.00
Conference Income	29,900.00
Membership	19,040.00
Misc. Revenue	94.45
TTCC & Workshop	1,000.00
Workshops Income	72,068.15
Total Income	155,383.60
Gross Profit	155,383.60
Expense	
Cloud Computing Services	673.17
Advertising Expense	812.30
Office Supplies	29.90
Association Management Services	42,785.09
Accountant	740.00
Board Expenses	713.63
Conference Expenses	953.86
Insurance	2,170.00
Member Services	1,207.38
Misc. Expense	151.79
Newsletter Expenses	2,476.96
TTCC and Workshop	34.89
Workshop Expenses	10,582.53
Total Expense	63,331.50
Net Ordinary Income	92,052.10
Net Income	92,052.10



## CoR Committee Report

Prepared by:

Prepared for the March 24, 2023 ISAT Board of Directors meeting

**Committee Mission:** (What is the problem the committee is trying to solve?)

*Council of Reps*

**Committee Members:**

Courtney Blevins

**Committee Report:**

1. The annual goals for this committee are: [List each goal and provide a status update]
  - a. Goal 1
  - b. Goal 2
  - c. Goal 3
2. Progress made since last Board meeting  
There has been no further activity since the last report
3. Work planned between now and next Board meeting in June  
3/21 North American network mtg (optional)
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.

FY 2023 ISAT Approved Work Plan

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 Committee	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. Will conduct this summer.
Member Services	Program educational offerings to attract and benefit Spanish language members	Ad Hoc Bilingual Committee	Education Committee	Ad Hoc Committee: Amy Heath Chair. Planning for a Spanish language track in Conference. Will record 5 Spanish language on-demand webinars that will be available on the ISAT website this year.
Member Services	Contract for a three-year strategic plan for ISAT credentialing that will increase and retain credential holders	Credentialing		Perpared Draft Credential Holder Service Plan. Present to Board at March meeting for review and discussion.
Educational	Create a 3-year educational event matrix covering diverse content, teaching levels, and geography.	Education Committee		
Educational	Develop an ISAT scholarship program for educational events for non-government members.	Ad Hoc Non-Traditional Scholarship Committee	Education Committee	Ad Hoc Committee: Kenny Shook Chair
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
				<b>March 9, 2023 update.</b>
				<b>Dec. 13, 2023 Approved</b>

February 14, 2023

Ms. Rebecca Johnson, President  
Executive Committee  
Texas Chapter International Society of Arboriculture  
Austin, Texas

Executive Committee,

Thank you for the opportunity to serve as the interim Executive Director of the Texas Chapter of ISA. I have thought for several years it would be a fitting capstone to my career in arboriculture to serve as the Executive Director. I have been a member of ISA/ISAT since I was a student at Texas A&M, having first joined in 1987. While at Texas A&M, I earned a bachelor's degree in Urban Forestry and a master's degree in Plant Pathology.

Over the years, I have had the opportunity to work in almost every facet of the industry. In high school, I worked at a plant nursery and in college worked for a landscape maintenance/construction company. While in college I worked on several mass tree planting and freelance climbing/pruning projects. Between degrees, I worked for a tree care company on Long Island as a climber/foreman.

After receiving my master's degree, I joined the Texas Forest Service as the Oak Wilt/Urban Forester in the Austin area and served in that position for eight and a half years. For five years, I was the coordinator of the Oak Wilt Suppression Project. After leaving TFS, I worked for Rainbow Treecare Scientific Advancements as a technical representative.

In 1999, I started my own business as a consulting arborist. I focused on oak wilt management but had the opportunity to work on a variety of projects such as tree appraisals, inventories, transplanting and tree preservation during construction. I sold my company to Arbormaster and continued as a consultant as a PHC/sales arborist/trainer.

I was delighted when the opportunity arose to work for ISAT. As you know, I have worked with John the past three years helping to coordinate all of the chapter's educational events. That was especially challenging during the COVID shutdowns.

I have had a lot of experience working with or serving on boards. In college I was actively involved in the forestry club as an undergrad and with the PLPA graduate student association. While in Austin I was on the boards of TreeFolks and the Austin Arborist Association. I have served on the ISAT board on two separate occasions. The first time beginning as the education committee chair, then serving a three-year board term and ending on the executive track.

I am or have been on the board for the Texas Urban Forestry Council, Cross Timbers Urban Forestry Council and the Oak Wilt Advisory Committee. I was appointed by the Arlington City Council and served six years on the city's Parks and Recreation board. Outside the green industry, I served in various roles in Leadership Arlington for several years. I have served on the board and been president of my neighborhood homeowner's association.

I have had the honor and privilege to work with many of you over the years. Not only on the ISAT board, but at other events such as the Tree Climbing Competition, the Annual Conference and other ISAT events. I have worked with some of you on professional tree care projects outside of ISAT.

I believe I am uniquely qualified to lead the Texas Chapter of ISA through its next transition. Combining my knowledge from working in almost every facet of the industry, being a Board Certified Master Arborist, and knowing a lot of members personally, I believe I can be an effective Executive Director of ISAT.

Thank you for your consideration.

Gene Gehring