



Liaison Committee Report
Prepared by: Steve Geist, Chair
Date Submitted: April 20, 2015

The Liaison Committee is charged with the following

Basic Function: To establish and maintain a sound, dynamic relationship between ISA Chapter Officers, members and other supporting organizations and the TREE Fund Board and Staff. Each Liaison serves as the primary communication link between their supporting organization and the TREE Fund. Liaisons are an essential part of the TREE Fund leadership team and must have the appropriate forums for relating information and issues to both their organization and the TREE Fund.

Responsibilities:

- Participate in their Chapter's Board meetings;
- Utilize their Chapter's communications tools to keep the membership informed about current TREE Fund opportunities, events and achievements;
- Establish regular, proactive communication with the TREE Fund Board and staff regarding relevant opportunities and issues within their Chapter;
- Facilitate the inclusion of a TREE Fund exhibit booth at their Chapter's annual conference or meeting;
- Ensure that time is scheduled on the agenda of their Chapter's general membership program for a TREE Fund presentation;
- Assist the TREE Fund Development Committee members and staff with identification and solicitation of potential funding sources and donors within your Chapter;
- Encourage strategic alliances with other stakeholder groups to enlist their support of the TREE Fund;
- Assist their Chapter in reaching its goal in the TREE Fund Chapter Challenge program by involving the membership in fundraising projects such as Tour des Trees, "Raise Your Hand for Research" auction, local auctions, golf tournaments, etc.;
- Communicate to the TREE Fund Research Committee research and education topics of special concern to their Chapter members;
- Encourage past TREE fund grant recipients to participate in Chapter education programs to communicate research results and the value of TREE Fund-sponsored projects; and
- Be an advocate for the TREE Fund and arboriculture research and technology transfer in general.

Related Strategic Initiatives:

- Identify and Connect to New Resources
- Evaluate Potential Relationships with Possible Funding Sources
- Ensure User Groups Know What We Have Accomplished
- Target Constituencies for Feedback

Meetings: Please include dates, those who participated, topics and actions.

Meeting Attendance

		Dec 8	Feb 9, 13	2015 Challenge
Florida	Eric Hoyer	X	X***	Platinum
Illinois	Mark Younger	X	X	
Indiana	Tom Ordway	X	X	
Kentucky	Dave Leonard	X	X	
Michigan	Kathy Gilmour	X*	X	
Mid-Atlantic	Kristin Bezanson		X	Bronze
Midwestern	Jeff Iles			
Minnesota	Ryan Gustafson	X	X	
New England	Aaron Dickinson	X	X	
New Jersey	Steve Chisholm	X		
New York	Frazer Pehmoeller		X	
Ohio	Beth Buchanan	X**	X**	Gold
Ontario				
Pacific Northwest	Wendy Robinson		X	
Penn-Del	Kristin Wild	X	X	
Rocky Mountain	Steve Geist	X	X	Bronze
Southern	Beau Brodbeck	X	X	
Texas				
Utah	Tony Dietz			****
Western	Helen Stone	X	X	
Wisconsin	Adam Alves			
Staff	Mary DiCarlo	X	X	X
Staff	Karen Lindell	X	X	X

*Michigan represented by Annie Kruse.

** Ohio Both Beth Buchanan and Laurie Skul attended.

***Florida represented by Andy Kittsley

**** Utah responded, however unable to commit to a challenge level.

Green = new position

Blue = vacant position

Accomplishments:

December 2014 Rosemont:

The December meeting was one of our best. There was good attendance by the active chapters and excellent exchange. Also we welcomed Annie Kruse from Michigan. We are excited that we again have representation and participation from the Michigan Chapter of ISA. The Penn Del Chapter will be offering the Horace Thayer and Fran Ward scholarships through the TREE Fund beginning in 2015. Scholarship mentor program continues to be well received; however we have not come up a cycle where liaisons have been able to participate. Several local fundraising events were discussed and liaisons outlined how these are done at their chapters.

This information will be entered into the liaison resource page. Beth Buchanan brought training documents for training new liaisons.

February 2015 Conference Call

The focus of this call was a thank you for the liaison's efforts in 2014, money raised and that fact that we awarded over \$300,000. Updates on 2015 planned events was given and important dates for scholarships and educational grants. The April Utah / EAB webinar was promoted and new items on the liaison resources page highlighted.

Objectives for the first quarter of 2015:

- Promote April 28 TREE Fund / Utah webinar.
- Provide mid-sized tree care company data to Mary. Bill Schleizer (trustee) provided a list to include all of the United States.
- Encourage the chapters to support their tour riders.
- Develop live auction packages.
- Include TREE Fund bulletin information in chapter newsletters.

Next Meeting Date:

April 2015. Focus will be on 2015 events and nailing down commitments.