



President's 2Q Report  
Prepared by staff  
Submitted: August 25, 2015

**Program:**

Grant Award Made:

- Hyland Johns Grants (2 awards totaling \$49,930)
- Robert Felix Memorial Scholarships (3 scholarships totaling \$9,000)
- John Wright Memorial Scholarship (1 scholarship of \$2,000)
- Fran Ward Scholarship (1 scholarship of \$2,000)
- Horace M. Thayer Scholarship (1 scholarship of \$2,000)
- Ohio Chapter ISA Education Grant (1 award of \$5,000)
- Arboriculture Education Grant (2 awards totaling \$10,000)

Final Reports Received:

Justin Morgenroth, 2013 John Z. Duling Grant "Image-based 3D Urban Tree Modeling"  
Hiram College, 2014 Ohio Chapter ISA Education Grant  
John Goodfellow, 2013 John Z. Duling Grant "Characterizing branch failure modes"  
Keeping Indianapolis Beautiful, 2014 Arboriculture Education Grant  
The Morton Arboretum, 2014 Arboriculture Education Grant  
City of Frankfort Tree Board/Commonwealth Gardens, 2014 EAB Grant

Interim Reports Received:

Susan Day, 2013 Hyland Johns Grant  
"Improving stormwater capture of urban forests through soil rehabilitation"

# of extensions requested/approved: 2

# of active grants: 28

**Communication of Research Results via TREE Fund Webinar:**

Webinars are a new way we are advancing our mission to disseminate information new knowledge in the fields of arboriculture and urban forestry. Our first webinar was broadcast on April 28, 2015, in partnership with the Utah State University Forestry Extension and the Utah Division of Forestry, Fire and State Lands. "Emerald Cash Borer: It Will Cost You Money - Ways to Manage the Ash Cash Flow" was an hour-long webinar featuring Dr. Richard Hauer (UW-SP) discussing his research on the economics of managing EAB. This research was partially funded by a John Z. Duling grant from the TREE Fund. Our Board Chair, Randall Miller, provided a brief introduction to the TREE Fund and our mission before introducing Dr. Hauer.

- The webinar was archived on USUFE's YouTube page and could be accessed through the TREE Fund website as well.
- Webinar participation was 79 people, much higher than the usual 50. The audience was a typical mix of 33.7% Arborist, 34.9% Urban/community forester, 10.8% State Agency, 1.2% Federal Agency, 4.82 % Extension or Research Professional. The best indication of the success of this program was that Utah has invited us to participate again in Fall 2015.

**Other Networking:**

Mary DiCarlo coordinated an Arbor Day event with Bartlett Tree Experts held at Elmwood School in Naperville for approximately 200 students. The event included a tree planting and educational program.

**Meeting Management:**

Committee Meetings held:  
 Governance: 2 meetings  
 Research & Education: 3 meetings  
 Board of Trustees: 1 meeting  
 Volunteer of the Year: 1 meeting  
 Audit: 1 meeting  
 Executive: 3 meetings  
 Tour: 3 meetings  
 Liaison: 1 meeting

**Finance:** In June 2015 unaudited financial reports indicate that our actual revenue was 41% of budget, and actual expenses were 36% of budget. Historically, our receipt of revenue and expenses are highest in the third quarter, when our special events occur. In the current fiscal year, special event revenues and expenses will be spread over the last two quarters. Net year to date ordinary revenue is \$26,108 for June 2015 compared to \$78,749 for June 2014. The endowment market value as of June 30, 2015 was \$2,952,002 compared to \$2,839,391 at June 30, 2014.

**Fund Development:**

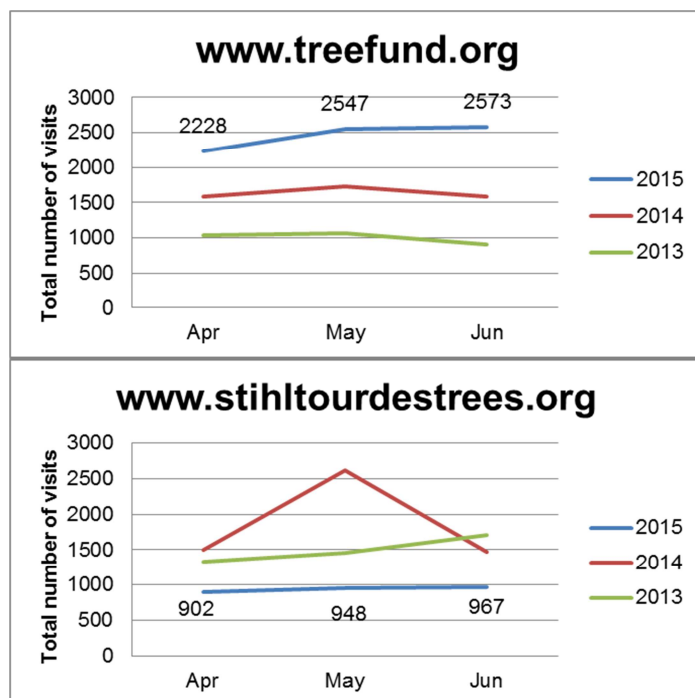
Filed non-profit state registration renewals for AR, AL, NH, CA, CO, HI, MA, NC, NY, OH, OR, SC, VA, KS, MD, NM, TN, NJ, MI, MN, WI, AK, OK, PA, KY, WV, WA, MS, UT

Chapter Challenge Levels				
Chapter	2012 Total	2013 Total	2014 Total	2015 YTD Total
Florida	\$16,351.00	\$19,885.00	\$25,289.51	\$29,860.00
Illinois	\$29,152.00	.	\$36,024.67	\$1,470.00
Indiana	\$9,836.00	\$17,681.73	\$21,503.50	\$445.00
Kentucky	\$9,090.24	\$2,155.00	\$2,470.67	\$350.00
Michigan	\$2,000.00	\$5,650.00	\$10,161.58	\$3,230.00
Mid-Atlantic	\$38,324.75	\$58,171.36	\$16,259.75	\$6,026.00
Midwestern	\$20,798.53	\$9,834.49	\$22,402.20	\$3,769.53
Minnesota	\$12,027.08	\$4,722.00	\$13,865.00	\$2,850.00
New England	\$30,144.61	\$31,759.00	\$32,721.79	\$4,114.00
New Jersey	\$24,518.50	\$18,790.00	\$17,929.61	\$1,475.00
New York	\$24,354.50	\$59,077.10	\$22,555.01	\$7,145.00
Ohio	\$68,881.77	\$45,775.15	\$72,762.98	\$44,823.00
Ontario	\$21,527.50	\$35,900.00	\$7,000.00	\$525.00
Pacific Northwest	\$33,805.83	\$21,761.00	\$22,443.66	\$7,416.00
Penn-Del	\$32,521.50	\$32,788.00	\$30,750.50	\$24,335.00
Rocky Mountain	\$18,627.00	\$18,101.30	\$14,139.64	\$4,200.00
Southern	\$19,351.11	\$15,515.00	\$21,028.23	\$4,124.00
Texas	\$54,573.00	\$13,495.00	\$4,946.86	\$0.00
Utah	\$23,260.00	\$17,120.00	\$18,111.00	\$15,000.00
Western	\$93,689.00	\$72,143.58	\$46,789.62	\$26,993.00
Wisconsin	\$44,950.00	\$22,172.00	\$104,716.96	\$17,990.00
<b>Total</b>	<b>\$627,783.92</b>	<b>\$522,496.71</b>	<b>\$563,872.74</b>	<b>\$206,140.53</b>

**Tour:** Full-time riders registered: 75  
 Partial Tour riders registered: 11  
 4 educational programs are scheduled, estimated attendance: 350-400  
 Library book donations in progress  
 Approximately 20 tree plantings scheduled along Tour route  
 Tour Fundraising effective 7/7/15: \$384,629 plus \$102,698 in-kind

### Website stats for Q2 2015:

Visits to the TREE Fund website are trending positively. On the STdT website, visits continue to be lower than in the two previous years. This is likely due to the fact that the Tour is taking place in October (instead of July, as in the previous two years), so people have fewer reasons to go to the website at this point in the year.



Percent New Visitors to Site Q1 2015			
	2015	2014	2013
TREE Fund	73.2%	68.5%	68.0%
STdT	54.8%	62.1%	47.2%

## Social Media

We are seeing growth on all our social media outlets, which gives us more ways to communicate and share the TREE Fund's message.

