



**Liaison Committee Report**  
**Prepared by: Steve Geist, Chair**  
**Date Submitted: August 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	Apr 19, 20	2015 Challenge
<b>Florida</b>	Eric Hoyer	X	X***	X***	Platinum
<b>Illinois</b>	Mark Younger	X	X		
<b>Indiana</b>	Tom Ordway	X	X		
<b>Kentucky</b>	Dave Leonard	X	X		
<b>Michigan</b>	Kathy Gilmour	X*	X	X	
<b>Mid-Atlantic</b>	Kristin Bezanson		X	X	Bronze
<b>Midwestern</b>	Jeff Iles			X	
<b>Minnesota</b>	Ryan Gustafson	X	X		
<b>New England</b>	Aaron Dickinson	X	X	X	
<b>New Jersey</b>	Steve Chisholm	X		X	
<b>New York</b>	Frazer Pehmoeller		X		
<b>Ohio</b>	Beth Buchanan	X**	X**	X****	Gold
<b>Ontario</b>					
<b>Pacific Northwest</b>	Wendy Robinson		X	X	
<b>Penn-Del</b>	Kristin Wild	X	X	X	
<b>Rocky Mountain</b>	Steve Geist	X	X	X	Bronze
<b>Southern</b>	Beau Brodbeck	X	X		
<b>Texas</b>	Laura Shuman				
<b>Utah</b>	Shirl McMayon				*****
<b>Western</b>	Dana Karcher	X	X		
<b>Wisconsin</b>	Adam Alves				
<b>Staff</b>	Mary DiCarlo	X	X		X
<b>Staff</b>	Karen Lindell	X	X		X

\*Michigan represented by Annie Kruse.

\*\* Ohio Both Beth Buchanan and Laurie Skul attended.

\*\*\*Florida represented by Andy Kittsley

\*\*\*\* Laurie Skul

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

Green = new position

Blue = vacant position

#### **April 2015 Conference Call**

This call was focused on special events and asking chapters to commit by June 15 with auction packages. In addition to the auction, updates were provided for STIHL Tour des Trees and the promotion of the first TREE Fund Webinar – Emerald Cash Borer. It was announced that Dick Rideout was selected for the 2015 Ken Ottman award.

**Accomplishments:**

- Strong participation by liaisons and other chapter representatives at the Florida ISA Conference.
- Fourteen out of the eighteen live auction packages were underwritten or partially underwritten by the chapters.
- Chapters participated in providing silent auction items and offerings for the liquor ring toss.

**Objectives for the fourth quarter of 2015:**

- Welcome and orient new liaisons to the committee.
- Develop a meeting attendance policy for liaisons. I don't want to alienate chapters, but an official policy of meeting attendance would be helpful in getting more participation. I am suggesting that after three consecutive missed meetings constitutes abandonment of the position.
- Obtain 100 percent contact of the 2015 scholarship awardees by chapter liaisons. Have set goals and missions. Staff has been helpful in starting the process and I have edited it. Several of the scholarships were awarded to non-traditional students and present different opportunities for the TREE Fund to champion.
- Finish with a strong STIHL Tour des Trees. Ten liaisons are participating in the tour.

**Next Meeting Date:**

September / October 2015. Focus will be on thanking our volunteers for their help at the ISA Annual Conference, 2015 STDT and planning for our December meeting.