



TREE FUND
Cultivating Innovation
Liaison Committee Report
Prepared by: Beau Brodbeck, Chair
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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.
- Provide mentorship for TREE Fund scholarship recipients within your chapter. Also be available to assist in mentoring scholars from other chapters with your specific area of expertise.**

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 Attendance and Known Liaison Status

Chapter	Name	Liaison Status	Sept. 15 16, 2015	Dec. 7, 2015	Feb/March , 2016
Florida	Eric Hoyer	1	X	X	X
Illinois	Mark Younger	1			X
Indiana	Tom Ordway	1		X	
Kentucky	Dave Leonard	2	X		X
Michigan	Kathy Gilmour	3	X	X	X
Mid-Atlan.	Doug Peterson	3	X	X	X
Midwestern	Jeff Iles	3	X		X
Minnesota	Ryan Gustafson	1	X	X	X
New England	Jeff Carney	3			
New Jersey	Todd Mastrobuoni	3		X*	X*
New York	Frazer Pehmoeller	1		X	X
Ohio	Beth Buchanan	3	X****	X****	X
Ontario					
Pacific NW	Wendy Robinson	1	X		X
Penn-Del	Kristin Wild	1	X		X
Rocky M.	Jon Elliott	3	X	X***	X
Southern	Beau Brodbeck	1	X	X	X
Texas	Gene Gehring	3	X	X	X
Utah	Shirl McMayon	3	X	X	X
Western					
Wisconsin				X**	
Staff	Mary DiCarlo		X	X	X
Staff	Karen Lindell		X	X	

	1	In place, stable no known changes in next 12 months.
	2	Vacated or looking to vacate and appoint new liaison within 6 months
	3	New Liaison within the past 12 months
Green		Vacant positions
	*	Represented by Steve Chisholm
	**	Represented by Adam Alves
	***	Represented by Steve Geist
	****	Represented by Laurie Skull

February/March 2016 Conference Call

Welcomed and introduced our newest liaisons, John Elliot, representing Rocky Mountain and Todd Mastrobuoni, representing New Jersey. Staff provided a wrap-up summary of the 2015 year including, scholarships, grants, annual appeal and chapter challenge reports. The staff recognized liaison concerns regarding increasing chapter achievement levels and shared Eric's revamped Chapter Challenge achievement levels.

Staff unveiled the new 2016 three key messages. 1) Rolling out more funding for grants and education, 2) Friend-raising and its important role to fundraising and 3) opening the circle for finding new funding sources. Priorities for the 2016 plan discussed included 1) increasing awareness of research findings and 2) Laying groundwork for tripling the endowment by 2020 and its relation to opening the funding circle.

Updated the liaisons on current and new fundraising efforts including the Tour de Trees, the new After Hours friend-raiser and the new PG&E matching gift. Liaisons were reminded of upcoming grant deadlines, Ed Gilman's webinar, and Tree Fund 2015 published works at their disposal.

In the student mentoring program liaisons expressed some difficulties in getting responses from scholarship recipients, but have agreed to keep trying various methods to contact them in 2016.

Objectives for the Next 3 Months:

- Determine chapter support of the Tree Fund After Hours events
- Continue to encourage liaisons to share Tree Fund published work with their chapters
- Promote the May 11 Ed Gilman webinar
- Continue to disseminate Tree Fund Bulletins to chapters
- Encourage liaisons to work with their chapter leadership to ID new corporate partners or donors