



Liaison Committee Report
Prepared by: Beau Brodbeck, Chair
Date Submitted: September 22, 2016

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	Dec. 7, 2015	March, 2016	Sept., 2016
Florida	Eric Hoyer	1	X	X	X
Illinois	Mark Younger	1		X	X
Indiana	Tom Ordway	1	X		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	2		X	X
Minnesota	Ryan Gustafson	1	X	X	X
New England	Jeff Carney	3			
New Jersey	Todd Mastrobuoni	3	X*	X*	X
New York	Frazer Pehmoeller	1	X	X	
Ohio	Beth Buchanan	3	X****	X	X
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	Rick Cober	3			
Wisconsin			X**		
Staff	Mary DiCarlo		X	X	
Staff	Karen Lindell			X	X
Staff	Eric Smith				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

September 2016 Conference Call:

Began by announcing our newest liaisons Rick Cobber representing Western Chapter. Staff provided a news update for 2016 including; a review of the After Hours Auction, upcoming grant cycles, deadlines for the 2016 Tour, synopsis of the 2017 tour, annual appeal reminder and the next webinar date, topic and speaker.

Next Eric Smith discussed potential changes he foresees for the liaison committee. Including shifts from operational to strategic activities, encouraging more liaison and trustee interactions and restructuring conference calls to improve both staff efficiency and encourage bimonthly thematic conference calls. Eric also discussed suspending the chapter challenge as it places escalating expectations on liaisons and is difficult for staff to track. Instead he hopes to move towards a friendraising model where chapters are treated as corporate partners and liaisons serve an outreach and communication role. Overall, liaisons were supportive of proposed changes.

Finally, Beau Brodbeck, discussed term limits with liaisons and the new governance document encouraging 3-year term limits. Beau will be polling liaisons in the following weeks to better understand each chapter's specified (if any) term limits and the time each liaison has spent in their position. Liaisons were concerned that enforced term limits might increase the difficulty of finding new liaisons every 3 years and felt this had been recently attempted with no results. At the conclusion of the call Beau encouraged liaisons to suggest discussion and training topics for the December meeting, as their traditional fundraising roles might begin to change.

Objectives for the Next 3 Months:

Task	Assigned to	Due date
Advise Beau or Karen if you would like to mentor a scholarship recipient	Liaisons	ongoing
Send mentorship information to Kristin Wild	Karen Lindell	9/30/16
Advise Chapter members of webinar on November 30	Liaisons	11/30/16
Advise riders that fundraising minimums are due 10/8; credit cards will be charged for balance due	Liaisons	10/1/16
Contact Karen Lindell for Annual Appeal Chapter Match	Liaisons	10/30/16
Forward TCI Expo information on equipment auction to benefit TREE Fund to contacts	Liaisons	10/15/16
Send email to Liaisons re: Chapter term limits	Beau Brodbeck	11/15/16
Send comments re: Liaison role to Beau	Liaisons	9/26/16
Send December meeting topics to Beau	Liaisons	11/15/16
Send any ideas, suggestions or concerns to Beau	Liaisons	ongoing