



**Liaison Committee Report**  
**Prepared by: Beau Brodbeck, Chair**  
**Date Submitted: November 18, 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	Susan Paul	3			
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	Nate Schuettpehlz	3			
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

### **Accomplishments:**

The liaison committee has 3 liaisons for Ohio, Western, and Wisconsin Chapters. On October 14 we had an “Onboard Welcoming” conference call for the new liaisons with Karen Lindell. Two of the new liaisons were able to join us (Nate Schuettpehl from Wisconsin Chapter and Susan Pual from Ohio Chapter). Both were enthusiastic and positive and will make excellent liaisons. I have not reconnected with Rick Cober but hope to meet him in December.

Mentoring of Tree Fund scholarship recipients is underway. Kristin Wild (Penn-Del Chapter) has agreed to mentor, and recruit other mentors, for two students in her chapter Allison Wilson and Thomas McNulty. Jeff Carney (NE Chapter) has agreed to mentor Conor Smith.

As we look forward to our December Liaisons meeting Karen and I have developed a full agenda to update, gain feedback and discuss the changing roles of liaisons in 2017. Items on our agenda include:

1. News update – includes grants, webinars, endowment building campaign, Tour past and future and booth materials.
2. Feedback session – provides staff an opportunity to hear liaison feedback on bulletins, web-resources and other liaison needs.
3. Changing liaison roles – session to discuss formalizing liaison roles, term limits, conference class and annual retreat locations.
4. Shifting away from chapter challenge – introduce liaisons to chapters being recognized as corporate partners and discuss streamlined and budget driven chapter donations.
5. Fundraising idea swap – a valuable exercise to learn from other chapters’ success.
6. Open discussion

### **What’s your committee done this year to support the strategic plan?**

At our upcoming December liaison meeting we will be discussing the following strategic plan related topics:

1. Formalizing liaison roles with chapters
2. Placing time limits on liaisons

### Objectives for the Next 3 Months:

Task		Assigned to		Due date
Develop themes for bimonthly conference calls		liaisons		December 2016
Discuss new locations for liaison retreat		liaisons		December 2016
Formalized liaison roles in chapters		Liaisons		Ongoing
Streamlining chapter donations with budgets		Liaisons		Ongoing

### Next Meeting:

December 5, 2016, Chicago, IL