



Liaison Committee Report
Prepared by: Beau Brodbeck, Chair
Date Submitted: 10.04.2017

A. Meetings:

1. Meetings Attendance and Known Liaison Status:

Chapter	Name	Liaison Status	June 2017	August 2017
Florida	Eric Hoyer	1		X
Illinois	Brian Sprinkle	3	X	X
Indiana	Tom Ordway	1	X	X
Kentucky	Dave Leonard	2	X	X
Michigan	Nathan Scheuttpelz****	2	X	
Michigan	Christian Siewert****	3		
Mid-Atlan.	Doug Peterson	1	X	
Midwestern	Pete Smith	3	X	
Minnesota	Ryan Gustafson	1		X
New England	Jeff Carney*	2		
New England	Chris Donnelly*	3		
New Jersey	Todd Mastrobuoni**	2		
New Jersey	Jeff Picher**	3		X
New York	Frazer Pehmoeller	2		
Ohio	Susan Paul	3		X
Ohio	Henry Gulich*****			
Pacific NW	Wendy Robinson***	2	X	
Pacific NW	Evan Sussman***	3		
Penn-Del	Kristin Wild	1	X	X
Rocky M.	Jon Elliott	1	X	X
Southern	Beau Brodbeck	1	X	X
Texas	Gene Gehring	1		X

Texas	Zaina Gates	1		
Utah	Randy Miller	1		X
Western	Rick Cober	1	X	X
Wisconsin	Nate Schuettelpelz	1	X	
Staff	Karen Lindell		X	X
Staff	Eric Smith		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
- * Jeff Carney stepped down in October 2017 and will be replaced with Chris Donnelly
- ** Todd Mastrobuoni stepped down in August of 2017 and replaced with Jeff Picher
- *** Wendy Robinson stepped down in September of 2017 and replaced with Evan Sussman
- **** Nathan Scheuttelpelz stepped down in September of 2017 and will be replaced by Christian Siewert
- ***** Susan Paul stepped down in September and will be replaced by Henry Gulich

2. Topics:

a. June Meeting:

i. Tree Fund news updates:

1. Review of upcoming grants
2. New education and research impact one-time grants
3. Upcoming webinars
4. TF Tour update and items needing liaison assistance
5. TFAH volunteer sign up and discussion of packages
6. Tree Fund store added to the webpage
 - a. Contact Karen to add items – proceeds to benefit TF.

ii. Eric's report

1. Endowment building campaign has been affirmed at \$3 million
2. Strategic planning process for 2018-2020
3. Monika Otting hired

iii. Beau Brodbeck led a strategic planning session for the Customer Satisfaction portion of the strategic plan with the liaisons.

b. August Meeting

- i. Karen Lindell provided a TREE Fund news and update
- ii. Discussed upcoming grants
- iii. Informed liaisons of upcoming webinars and need to advertise in local chapters
- iv. Upcoming events recap including: TF Booth, the Tour, and TFAH
- v. Karen updated liaisons on the new TF Bulletin Volunteer Spotlight to be conducted every month.
- vi. Discussed improving the year-end appeal. Liaison ideas included:
 1. Prizes if donating by a certain date

2. Finding donors to provide a matching donation
3. Asking researchers to make video appeals
4. Having a researcher or VIP co-signor on appeal letters
- vii. Eric report:
 1. PG&E match challenge complete
 2. Safe Arborist Techniques Fund met
 3. Various other grants funds are close
- viii. Discussion topics:
 1. Partnership and friendraising feedback:
 - a. New partnership matrix is receiving positive feedback
 2. Discussed developing a by topic poster for use at conferences
 3. Speakers bureau – interest in developing a list of available researchers by topic.
 4. Discussion of replacing bandanas with another item for conference fundraisers

B. Accomplishments:

1. Outreach Webinars:
 - a. Have conducted 3 of 4 webinars scheduled for 2017
 - i. Richard Hauer – Municipal Forestry Baseline, Trends and Dashboard
 - ii. Susan Day – Soil Profile Rebuilding: Rehabilitating Compacted Soils
 - iii. Andrew Koeser – Tree Risk Assessment- Perceptions, Reality and Reliability
 - b. Webinars have strong support:
 - i. Approx. 800 to 900 attendees
 - ii. Approx. 95% of attendees agreed or strongly agreed the webinar increased their knowledge on the topic and is useful in their profession.
 - c. Karen and Beau Brodbeck developed 2018 webinar speaker list:

Dr. Michael Arnold	Texas A&M	Long-Term Impact of Container Size on Tree Establishment
Dr. Travis Marsico	Arkansas State U.	Determining influences of stream channelization and an invasive species on rate of canopy tree growth in an urban park
Dr. Mohammad Asrafur Rahman	Technical Univ. of Munich, Germany	Quantifying the cooling effectiveness of urban street trees in relation to their growth
Dr. Andrew Hirons	Myerscough College, UK	Improving Urban Forest establishment, Resilience and Performance using Trait-Based tree Selection
Dr. Whitney Cranshaw	Colorado State	Improving Management Tools for Drippy Blight of Red Oaks
John Goodfellow.	BioCompliance Consulting, Inc	Development of a Business Case for Scheduling Utility Vegetation Management on a Preventive vs. Corrective Maintenance Basis

2. Liaison committee has successfully replaced 4 liaisons who have either rolled off or needed to step down (see chart above).

3. Liaison committee drafted the Client and Patrons Satisfaction portion of the Strategic Plan
4. Multiple liaisons volunteered in the Tour des Trees and the TFAH events.
5. Continued liaison support during their conferences conducting multiple events including:
 - a. Golf outings
 - b. Raffles
 - c. Head and tails fundraisers
 - d. Evening dinners/picnics etc....

C. Objectives for the next 3 months:

- Continue to promote webinars, upcoming webinars:
 - November 8 – Drought Tolerance in Trees – Improving Tree Selection for Challenging Urban Sites – Dr. Andrew Hirons
- Continue to develop the speaker's bureau:
 - A list of available and willing research grant awardees willing to speak at education events
- Work with staff to develop a poster to be used at conferences. Poster will list past research by topic.
- Promote year-end appeal.
- Develop discussion topics for the December retreat.

D. Next Meeting Date:

- October 10 at 2:00 PM CT