



Council of Representatives Report

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TREE Fund Representative to the ISA Council of Representatives

October 9, 2017

Meetings:--Since my last report dated April 29, 2017, the Council of Representatives (CoR) had its face to face annual meeting on July 30, 2017 at the beginning of the ISA Annual Conference. Thirty-five (35) of the sixty-one (61) member council (57%) attended the day-long meeting. Except for four members, from North America, the remaining absent members were from overseas. In addition to members of CoR, several ISA staff members were present plus a joint meeting with the ISA Board of Directors.

- Election was held and Chair David James (New Zealand) and Vice-Chair Meg Hanna (Quebec, Canada) were selected to serve for another year.
- A couple of minor changes in CoR policy were approved with appointment of a task force to review the entire CoR policy.
- A professional presentation on PR and Communications was given to Council members including developing strategic communication plans for individual units.
- A discussion on marketing and membership retention took place.
- Recognition of CoR members' participation for the year was made. TREE Fund was one of the recipients of the 38 awards for at least 75% participation. (TREE Fund had 100% participation in all meetings, conference calls and responses to specific requests for information.)
- After lunch Eric Smith gave an outstanding presentation on "Fundraising and Research". This was followed by Dr. Rich Hauer (a CoR representative and recipient of TREE Fund Research Grants) on "Research Funding Needs". These two presentations were well received by Council members who were furnished with new thoughts and information to take back to their Chapters and organizations.

- One issue CoR presented to the ISA Board was the concern over conflict with the ITCC and CoR activities during the annual meeting. It was agreed further discussions and suggestions from CoR members should occur before next year's ITCC. (Since the meeting a survey was sent to all CoR members for input).
- In addition to a presentation by ISA Board President, Michelle Mitchell, the group heard from newly appointed Executive Director Caitlyn Pollihan. (I was fortunate to be able to spend some time and talked to Caitlyn about TREE Fund, our fund raising and Research and Education Grants. Caitlyn had previously worked for the U.S. Forest Service, Council of Western State Foresters, and was formerly State Forester in Washington and Arizona. She is knowledgeable about Urban and Community Forestry, Arboriculture and needs for Research.)
- The meeting was wrapped up with a presentation by Mark Bluhm covering the recent survey of over 62,000 individuals sent to help ISA staff and leadership understand where ISA should be going over the next 5-10 years. The results will be communicated during the 2017 Leadership Workshop.
- Conference calls will be conducted occasionally through the year to communicate with all Council members. Because of major differences in time zones there are usually 2 conference calls covering the same agenda.