



Trustee Meeting Itinerary  
Sunday, May 20 and Monday, May 21, 2018  
Hotel Indigo, 120 Water St, Naperville, IL 60540  
(630) 778-9676

A room reservation has been made for you at Hotel Indigo. They do not offer shuttle service from the airport. The hotel is located approximately 26 miles from O'Hare Airport and 30 miles from Midway Airport.

**Sunday, May 20:**

Reception at TREE Fund office: 5:00pm (5 minute walk from Hotel Indigo)  
552 S. Washington St., Suite 109  
Naperville, IL 60540

Trustee Dinner: 6:00pm  
Rosebud Restaurant (5 minute walk from TREE  
Fund office and Hotel Indigo)  
22 E Chicago Ave.  
Naperville, IL 60540

**Monday, May 21:**

***Breakfast on your own at Hotel Indigo. The Plank Kitchen opens at 6:30am***  
***Shuttle leaves Hotel Indigo lobby at 7:30am for The Morton Arboretum***  
***Plan to check out of Hotel Indigo prior to the 7:30am shuttle pick up and depart to airport directly from Trustee Meeting***

Trustee Meeting 8:00am – 1:00pm  
The Morton Arboretum  
Chestnut Room in Visitor's Center  
(20 minute ride from Hotel Indigo)  
4100 Illinois 53  
Lisle, IL 60532



Trustee Meeting Agenda  
Monday, May 21, 2018, 8:00am  
The Morton Arboretum, Lisle, IL  
Chestnut Room in Visitor's Center

**Breakfast on your own at Hotel Indigo; the Plank Bar & Kitchen opens at 6:30 am.  
Shuttle to The Morton Arboretum departs Hotel Indigo at 7:30am.  
If you need transportation to the airport after the meeting, please notify Barb Duke  
to make arrangements.**

8:00 Call to Order and Consent Agenda

- Consent Agenda:
  - Minutes from December 5, 2017 meeting Tab 1
  - President and CEO's Report Tab 2
  - Executive and Governance Report Tab 3
  - Treasurer's Report Tab 4
  - Development Committee Report Tab 5
  - Communications Committee Report Tab 6
  - Research and Education Committee Report Tab 7
  - Liaison Committee Report Tab 8
  - Council of Representatives Report Tab 9

8:15 Chairs Briefly Summarize Committee Highlights (December 2017 – May 2018)

- Steve Geist, Executive and Governance Committee
- Ray Henning, Audit and Finance Committee
- Paul Fletcher, Development Committee
- Dave Krause, Communications Committee
- George Hudler, Research and Education Committee
- Randall Miller, Liaison Committee
- Al West, Council of Representatives
- J. Eric Smith, President and CEO

8:45 Independent Financial Audit Report Summary

Henning

- |       |   |                                 |
|-------|---|---------------------------------|
| 9:00  | Research and Education Committee  | Hudler                          |
|       | <ul style="list-style-type: none"> <li>• Vote to award Grants and Scholarships per Committee Recommendation             <ul style="list-style-type: none"> <li>○ Hyland Johns Grant</li> <li>○ Safe Arborist Techniques Fund Grant</li> <li>○ Utility Arborist Research Fund Grant</li> <li>○ Ohio Chapter ISA Education Grant</li> <li>○ Bonnie Appleton Memorial Scholarship</li> <li>○ Robert Felix Memorial Scholarships</li> <li>○ Horace M. Thayer Scholarship</li> <li>○ John Wright Memorial Scholarship</li> <li>○ Fran Ward Women in Arboriculture Scholarship</li> </ul> </li> </ul>   |                                 |
| 9:30  | Executive and Governance Committee  | Geist                           |
|       | <ul style="list-style-type: none"> <li>• President's Report on Tour des Trees (Executive Session)</li> <li>• President's Annual Evaluation Process (Executive Session)</li> <li>• New Trustee Recruitment</li> <li>• Campaign Leadership Recruitment (TSRF, General Campaign)</li> </ul>  | Tab 10                          |
| 10:30 | Future Meeting Planning   | Smith/Geist                     |
|       | <ul style="list-style-type: none"> <li>• Fall Video Conference September 27 or October 4 at 1-3pm</li> <li>• December meeting schedule at Bartlett Research Lab             <ul style="list-style-type: none"> <li>○ December 10: Trustee Meeting afternoon, Joint Trustee and Liaison Dinner</li> <li>○ December 11: Joint Trustee and Liaison Meeting morning; Liaison meeting afternoon</li> <li>○ December 12 Research Workshop                 <ul style="list-style-type: none"> <li>▪ Invite which 12-15 attendees?</li> <li>▪ Which Trustees attend?</li> </ul> </li> </ul> </li> <li>• Should we do May 2019 meeting by video conference?</li> </ul> |                                 |
| 11:00 | Old Business:   |                                 |
|       | <ul style="list-style-type: none"> <li>• Education Program Review</li> <li>• Research Program Review</li> <li>• Strategic Plan Check-In</li> </ul>  | Smith<br>Smith<br>Geist- Tab 11 |
| 11:30 | Lunch and Open Discussion   |                                 |
| 12:00 | New Business  |                                 |
| 12:30 | Closing Items/Executive Session   |                                 |
| 1:00  | Adjourn   |                                 |



## Trustee Meeting Minutes

**Date & time of meeting:** December 5, 2017, Noon Central Time at Embassy Suites, Rosemont, IL

**Attending:** Brian Sayers, Chairman; Steven Geist, Chair Elect; Tom Wolf, Vice Chairman; Ray Henning, Treasurer. Trustees: Jim Barborinas (via phone), Beau Brodbeck, Paul Fletcher, George Hudler, Sharon Jean-Philippe, Dave Krause, Sharon Lilly, Will Nutter, Jim Urban. President and Chief Executive Officer: J. Eric Smith, Chairman Emeritus: Al West

**Absent:** Trustees: Bill Schleizer, Jeff Wilson

**Guest:** Mundy Wilson Piper

Meeting call to order: Chairman Sayers called the meeting to order at noon.

Motion was made by Chair Elect Geist to accept the Consent Agenda; seconded by Trustee Krause. No discussion. Motion carried.

- Consent Agenda items:
  - Minutes from October 18, 2017 meeting
  - President and CEO's Report
  - Treasurer's Report Including October Financials
  - Development Committee Report
  - Communications Committee Report
  - Research and Education Committee Report
  - Governance Committee Report
  - Liaison Committee Report
  - Council of Representatives Report

Chair Summaries of Committee Highlights (October to December 2017): Committee Chairs reviewed key committee developments since the last board meeting.

Proposed 2018 Budget: Trustees went into Executive Session at 1:35pm. Motion was made by Trustee Lilly to approve the 2018 budget resolution below; seconded by Trustee Urban. Motion approved unanimously. Executive Session adjourned at 1:55pm.

*The Finance Committee recommends the Board of Trustees' approval of a 2018 operating budget containing the following key financial elements, presented on an accrual basis:*

*Total revenues of \$1,330,000; which includes \$515,000 in permanently or temporarily restricted funds for TREE Fund's programmatic mission, supporting the approved Strategic Plan goal of an endowment balance of \$4.75 million by December 31, 2018;*

*Total expenses of \$957,500; which includes \$217,000 in new grant awards, to be issued atop all prior year awards payable in 2018 and beyond;*

*Total investments in endowment funds of \$450,000 to be invested at Chicago Community Trust (CCT), offset by withdrawals from CCT of \$140,000 in Endowment Earnings, and a \$14,000 donor advised distribution from the Collier Arborist Training Trust.*

*A net positive income of \$76,500 to offset operating shortfalls in 2017, and ensure adequate cash flow in 2018.*



#### Research Committee Grant Award Recommendations:

- Motion was made by Trustee Nutter to award the following:
  - John Z. Duling Grant for \$22,869 to Dr. Nina Bassuk, Cornell University for her project “Enhancing Tree Transplant Success Through the Manipulation of Root Hydraulic Conductance.” Jack Kimmel International Grant for \$10,000 to Dr. Liliana Franco-Lara, Universidad Militar Nueva Granada, Bogota, Columbia for her project “Identification of possible insect vectors of phytoplasmas in Quercus humboldtii Bonpla in Bogotá, Colombia” and a Jack Kimmel International grant for \$9600 to Dr. Rachael Antwis, University of Salford, U.K. for her project “Fighting Microbes with Microbes to Protect Our Native Trees”

Motion was seconded by Treasurer Henning. No discussion. Motion carried.

Election of Officers, Trustees, and Confirmation of Committee Chair Appointments: Governance Chair Geist noted that the Executive and Governance Committees will be combined in 2018 along with the Audit and Finance Committees.

Governance Chair Geist stated that the Governance Committee recommended Mundy Wilson Piper and Brett Heinrich as trustees with their first two-year terms beginning January 1, 2018. Motion was seconded by Treasurer Henning. No discussion. Motion carried.

Motion was made by Chairman Sayers to renew trustee terms for Ray Henning, George Hudler, Will Nutter, Jim Urban and Tom Wolf. Motion was seconded by Trustee Lilly. Discussion: confirmed that Trustee Krause is completing Brent Asplundh’s term ending December 31, 2018. Motion carried.

Governance Chair Geist presented the slate of officers for a one year term:

Chairman: Steve Geist  
Chairman Elect: Beau Brodbeck  
Vice Chair: Tom Wolf  
Treasurer: Ray Henning

Motion was made by Chairman Sayers to accept the slate of officers; seconded by Trustee Urban. Discussion: confirmation was made that this election was for a one year period. Motion carried.

Governance Chair Geist presented the Committee Chair Appointments for a one year term:

Research and Education: George Hudler  
Executive and Governance: Steve Geist  
Development: Paul Fletcher  
Communications: Dave Krause  
Audit and Finance: Ray Henning  
Liaison Chair to be elected by Liaison Committee December 5  
Council of Representatives: Al West

Motion was made by Chairman Sayers to accept the Committee Chair appointments, seconded by Vice Chair Wolf. No discussion. Motion carried.



#### New Business:

- Chairman Sayers was thanked for his service and recognized as outgoing Chairman. Trustees Schleizer and Wilson were recognized and thanked for their service as outgoing Trustees.
- President and CEO Smith noted that the Strategic Plan deliverables will be added to each monthly Committee meeting agenda. The Strategic Plan will be reviewed in December 2018 and the plan for 2021 will be added.
- Committee Membership Term Limits will be determined after staff provides matrix to the Governance and Executive Committees.
- 2018 Meeting Schedule options were reviewed and suggestions made for timing and location. Staff will make proposal to Executive Committee in January 2018.
- Motion was made by Trustee Nutter to approve the Board Resolution authorizing TREE Fund President and CEO J. Eric Smith to negotiate and enter into a commercial line of credit with Wheaton Bank & Trust Co., ISAOA/ATIMA, 100 N. Wheaton Ave., Wheaton, IL 60187, for up to \$100,000 and for a term not to exceed 12 months. Motion was seconded by Trustee Urban. No discussion. Motion carried.

#### Old Business:

- Trustee and Committee Member Recruitment: Governance Chair Geist asked the Trustees to send candidate nominations to him. Priorities are not for profit experience, development, nurseryman and philanthropy. Trustee vetting process will be put into place by Governance Committee.

Annual Appeal: Appeal has received a good return. A list of “Last Year But Not This” was distributed for Trustee review; contact information will be provided.

Executive session commenced at 3:40pm Central Time. Meeting adjourned at 4:00pm Central Time.

Respectfully submitted by Barbara Duke.

# **TREE FUND MEMORANDUM**

Date: May 8, 2018

To: TREE Fund Board of Trustees

Fm: J. Eric Smith, President and Chief Executive Officer

Re: Report for May 21, 2018 Trustee Meeting

## **INTRODUCTION:**

Three years ago this month, I was beginning my family transition from Des Moines to Chicago, while the TREE Fund Board of Trustees was holding its last meeting with Janet Bornancin as your President and CEO. Eight weeks later, we'd shaken hands (virtually speaking) on an offer for me to serve as your new principle executive. The time since then has passed quickly, and I believe we have accomplished a great deal together in three years.

For me, one of our most important accomplishments was our new 2018-2020 Strategic Plan, which is exceptionally helpful for me and the staff as we work to turn your collective strategic visions into executable tactical realities. By keeping the plan deliverables in front of us in all of our Board Committee meetings, we work together effectively and efficiently, and I am pleased that we are on track and schedule with all milestones this year.

I consider the Tour des Trees analysis required by the Strategic Plan to be a particularly important piece, and I appreciate your thoughtful review and consideration of the options and recommendations communicated there. I have encouraged Chairman Geist to hold the Board's deliberations on this document in executive session, to allow frank discussion and debate at a governance level that might be hampered by staff (myself included) participation. I hope that discussion is fruitful and results in both internal and external clarity on what the Tour is supposed to be, why we do it, and what we expect from it.

Because that report ran nine dense pages, I will keep this report brief, only documenting items of particular concern and interest, mirroring our Committee reports.

## **GOVERNANCE/EXECUTIVE:**

- The Governance/Executive Committee has reviewed and concurred with my Tour des Trees recommendations, and will be carrying them in for discussion at the Board meeting.
- I also worked with the Committee to develop a new form and schedule for conducting my annual evaluation; Chairman Geist will discuss this with you at the Board meeting as well.

## **AUDIT/FINANCE:**

- We completed our second annual review with Sassetti LLC as our independent financial auditor, and received a clean bill of health with no reportable items of note. The Audit/Finance Committee accepted Sassetti's report on behalf of the full Board of Trustees, and we will be filing our 990 this month per normal State and Federal schedules.

- Our 2018 budget is a conservative one, specifically designed to help us recover from a challenging year in 2017 with several unexpected financial hits. We are doing well against budget so far this year on a macro, accrual basis, especially with endowment commitments like the Davey Fund instrument of gift, but we are still running tight on the operating cash side, with several large grant payments for new and ongoing work due in the next few months. Tour revenue will be peaking over the summer, and we are focused hard this month on securing corporate partners before we go into Tour and ISA International production and printing, so we should be in good balance between those factors.
- Before we were accurately reflecting the nature of our relationship with Chicago Community Trust (CCT) in our financials, we had transferred unrestricted funds to CCT to achieve better earnings than those offered in our general banking accounts. In our 2016 audit, we properly reflected that all funds transferred to CCT are, by definition, permanently restricted per the terms of our instrument of gift with the Trust – including those funds that could and should have been available for operations, but which now are not readily transferred back to operations without action by both TREE Fund's and CCT's boards. As part of our cash management plan this year, as donor restricted gifts come in for the endowment, we are transferring funds from this formerly-unrestricted pool, rather than from our operating bank account. We will continue to do so until we draw that pool down, probably later this year. We began this process late in 2017, and I have kept our Auditors and the Audit/Finance Committee aware as we move forward with cleaning up this last relic of our inaccurately documented relationship with CCT. The downside is that the total CCT endowment value does not increase, but I consider this to be an acceptable situation for now as we rebuild cash balances in anticipation of new audit requirements this year to publicly disclose liquidity information in our financial statements. The Audit/Finance Committee has a strategic plan deliverable later this year to evaluate our cash reserve policies and positions.

## **COMMUNICATIONS:**

- We recently engaged the Kansas State University Center for Rural Enterprise Engagement to conduct an audit of our social media platforms and usage; they are experts on helping green industry businesses leverage social media to achieve organizational goals.
- We launched the new *TREE Press* newsletter in April and have had favorable feedback on the design and contents. We will be doing a quarterly *Research Reports* supplement beginning this summer, and going into deeper detail on recent projects or findings of note. We also published a standalone Annual Report as a mail-ready promotional piece.
- We have added two new webinars to our 2018 calendar, bringing the total to six. I continue to consider this a great programmatic success for us, as we are averaging over 400 participants on each of these calls, and doing an excellent job of getting our researchers' findings out for general practitioners.

## **DEVELOPMENT:**

- Tour rider fundraising is ahead of where it was at this time last year, though rider registrations are at about the same level as they were last year at this time. Registration closes May 31, so we are pushing hard to encourage sign-ups throughout the month. I am hopeful that our rider contingent will be about the same size as it was two years ago in the Carolinas, when we had a record-setting level of rider and team fundraising.



- With UARF, Appleton and Barborinas Funds completed in 2017, our primary endowment building focus in 2018 is on our new Tree and Soil Research Fund for Landscape Architects. We are currently working with Jim Urban to develop a leadership committee for this effort, and are pursuing various direct appeal approaches to early gifts. I believe we need an analog of PG&E's matching gift program for UARF for this campaign as well, so we are also working with Jim quietly on identifying some major donors who may be able and willing to establish such a challenge or matching gift.
- We will be partnering with Ohio Chapter ISA (OCISA) this year for our TREE Fund After Hours event at ISA International in Columbus. We are taking the event off-site to remove some of the "institutional" feel of holding it in a convention center space, and also to dramatically reduce costs, with OCISA paying 60% of the total food, drink and space costs.

## **RESEARCH AND EDUCATION:**

- Dr. Hudler will be providing his committee's recommendations for your vote at our meeting. We will be awarding one Hyland Johns Grant, one Safe Arborist Techniques Fund Grant, one Utility Arborist Research Fund Grant, one Ohio ISA Education Grant, and seven scholarships from our various programs. This spring grant cycle was the first one we managed since abandoning the WizeHive system. I believe it went very well – and it saved us \$11,000 in fees for a software application that was glitchy and complicated for applicants and reviewers alike. Our remaining grant programs will be processed in the fall cycle, so we no longer have a summer application and review season.
- One of the Kimmel grants awarded in December to Dr. Liliana Franco-Lara of Universidad Militar Nueva Granada in Colombia has not been contracted. Dr. Franco-Lara has presented a variety of evolving concerns and challenges with her institution, and I am skeptical at this point as to whether this grant will go forward. We have given her and her institution until June 30 to complete the contract process, with the offer rescinded after that. Canadian TREE Fund (who pays for these grants) is only likely to fund a single grant in 2018 (they base their payments to us on the number of Tour riders on Team Canada), so if this one falls through, we will still offer two in 2018, using residual Canadian funds from last year.
- We awarded \$5,000 to Dr. Eric Wiseman last year to conduct an Arboriculture Education Benchmark Review to help us better define the types of education programs we fund. The original plan was to have his final report in hand before this month's Board meeting, but he recently informed us that he has experienced some delays, and the report will not be submitted until June 15. As part of Davey's pledge to establish a new education fund, we have committed to providing them with this report so that they may work with us to make sure that when the Davey Fund goes live, its educational grants are supported by these findings.
- We also awarded \$20,000 to Drs. Andrew Koeser and Rich Hauer last year for a Research Impacts and Outcomes Survey, attempting to better understand and document how the research we have funded has benefited our industry. This report is due in November, in advance of our December meetings at the Bartlett Labs in Charlotte, North Carolina. The day after our normal Trustee and Liaison meetings, we will be holding a Research Workshop where we will invite a dozen or so representatives of our research community to help us evaluate the findings of the Koeser-Hauer report, and use them to create more specific RFPs for all of our research grants for the next three to five years, to ensure we are seeking proposals that will address the most pressing and important issues in our fields of study.

- We have been administering two scholarship programs – the Horace M. Thayer and Fran Ward Women in Arboriculture Scholarships – for PennDel Chapter of ISA for several years. These scholarships are restricted to students from Pennsylvania and Delaware, and one of them is restricted to female students. We get very few qualified applicants for either grant, despite significant efforts to recruit applicants. There is no endowment underlying these grants, nor any current plans by PennDel to establish one; PennDel just provides the funding for the scholarships, plus our customary 7.5% administrative fee, which does not begin to cover the time and effort we put into these programs. Unless PennDel elects to make a significant endowment gift, or changes the scope of these scholarship programs to be national, as is the case for all of our others, I do not see any justification for TREE Fund continuing to administer these programs. Most ISA Chapters have scholarship funds and programs that they administer internally, and PennDel should be doing so for this scholarships as well, since regional, non-endowed programs are inconsistent with our operating practices and principles.
- I have been working with Dave Krause at Asplundh and Carolyn Mahan at Penn State University to have TREE Fund become the contract administrator for the “Bramble and Byrne” projects on State Game Lands 33 and associated sites. The current contract for this work expires at the end of June, so we are working to see if we can get a new contract in place before then, under our Sponsored Grants Program. We’ve run into some hurdles, but I am still cautiously optimistic that we can get a one-year contract in place with two option years. Even though it is a pass-through arrangement (we get a 7.5% administrative fee), it will help our program percentage numbers significantly, since we will award a research contract of about \$120,000 this summer, a significant increase over our budgeted amount this year.

#### **LIAISON:**

- We continue to work with the liaisons on moving Chapters from the “chapter challenge” retail approach to fundraising, and into a “partnership” model consistent with how we engage corporate supporters. I believe the transition continues to go well, and most of the Chapters have declared their partnership intentions for 2018.
- As per the 2018 budget, we are traveling less as a team to Chapter and other events this year, trying to focus on those with the greatest returns on investments in terms of making or retaining friendly, supportive relationships. We are also sharing the travel load in the office this year, with Karen Lindell and Monika Otting representing TREE Fund at events where I have travelled in the past two years.

#### **CONCLUSION:**

As always, please let me know if you have any questions, concerns or comments on anything in this report. I remain grateful for your wise counsel and support.

All best,



J. Eric Smith,  
President and Chief Executive Officer



## **Executive and Governance Committee Report**

**Prepared by: Steve Geist, Chair**

**Date Submitted: May 4, 2018**

		January 10	February 14	March 12	April 16
<b>Attending</b>					
<b>Chair</b>	Steve Geist	P	P	P	P
<b>Trustee, Chair-Elect</b>	Beau Brodbeck	P	P		P
<b>Trustee, Vice Chair</b>	Tom Wolf	P	P		P
<b>Trustee, Treasurer</b>	Ray Henning	P	P	P	P
<b>Trustee</b>	Sharon Jean-Philippe	P		P	
<b>Staff</b>	Barb Duke	P	P	P	
<b>Staff</b>	Eric Smith	P	P	P	P

### **Meetings:**

#### **Accomplishments:**

1. January
  - a. Merged the Executive and Governance committee. Approved 2018 meeting dates.
2. February
  - a. Recruited Jacque Brunswick for Development Committee.
3. March
  - a. The committee edited and approved the President and CEO Evaluation Form.
4. April
  - a. Executive session.

#### **Objectives for the next 3 months:**

1. Develop a Board Composition matrix.
2. Develop policy statement for ethics and financial due diligence.
3. Work with President and CEO Eric Smith on any job description changes and ensure the evaluation process is on track.

Next Meeting Date: June 2018



## **Audit/Finance Committee Report**

**Prepared by: Ray Henning, Chair**

**Date Submitted: May 4, 2018**

### **Meetings:**

**Date:** November 29, 2017

**Participants:** Ray Henning, Rick Joyce, Terry McGonegle, Bill Schleizer, Tom Wolf, J. Eric Smith

**Topics and actions:** : The Finance Committee met in executive session to review and approve the draft 2018 TREE Fund Budget to be taken to the full Board for approval.

**Date:** January 16, 2018

**Participants:** Ray Henning, Treasurer; Jacques Brunswick; Terry McGonegle; Will Nutter; John Signorini; J. Eric Smith; Izabela Poludniak, Audit Manager, Sassetti, LLC

**Topics and actions:** The Audit and Finance Committees are merged in 2018 but the Audit group may hold separate meetings, if deemed necessary. Reviewed the October CCT statement and November 2017 financial statements. December financials will be completed when Dipika Vyas returns with no impact in audit schedule. New grants awarded in 2017: \$225K. Ongoing grant payouts: \$220K. Increased endowment by \$600K. Within the CCT endowment pool, we will be drawing down the unallocated funds in the account over next couple of years so that all funds in the endowment are tied to specific pools and programs. Endowment-building goals for 2018 include Tree and Soil Research Fund (\$500K by end of 2019), complete Skiera Fund, White Fund, and Hall Fund. Another objective is to get all grants endowed, i.e. Hyland Johns and Research Fellowship. Fellowship grants will be on hold until endowment fund is funded. There will be no Arboriculture Education Grant in 2018; Davey is planning to establish an education fund later this year. Reached \$4.4 Million in endowment. The 2018 endowment goal per the Strategic Plan is \$4.75 Million.

Izabela Poludniak, Sassetti, LLC Audit Manager reviewed the audit schedule. Preliminary financial statement will be delivered mid-March. Key items to review: revenue recognition, proper allocation classes, grants payable properly reflected, internal controls reviewed. Policies and Procedures were revised in 2017; this will be reviewed as well. Beginning in 2018 there will be a new accounting guideline that temporarily restricted funds will be removed from reporting. Gifts will be classified as either donor restricted or not restricted. Presentation on financials is only difference.

**Date:** February 20, 2018

**Participants:** Ray Henning, Treasurer; Jacques Brunswick; Terry McGonegle; David McMaster, Will Nutter; J. Eric Smith

**Topics and actions:** The audit fieldwork was completed; nothing of substance to report. Sassetti is on track to have financials completed by March 15. Reviewed the December 2017 CCT statement and December 2017 and January 2018 financial statements. TREE Fund endowment has reached \$4.5 Million. Reached goal for Barborinas Fund and will begin issuing \$10,000 awards in 2019. UARF and Appleton Funds have reached their goals and grant and scholarship applications are currently being accepted. Focus for 2018 is on completing funding for Skiera Fund, White Fund and Hall Fund. Donations are coming in for the Tree and Soil Research Fund for Landscape Architecture.

**Date:** March 20, 2018

**Participants:** Ray Henning, Treasurer; Jacques Brunswick; Terry McGonegle; Will Nutter; John Signorini; Bill Schleizer; Tom Wolf; J. Eric Smith; Izabela Poludniak, Sassetti

**Topics and actions:** The draft audit of the financials was reviewed. Sassetti provided a clean opinion. No material adjustments were suggested by Sassetti beyond making the planned entry to discount for multi-year pledges receivable. Footnotes are comparable to previous year. New accounting standards adopted by FASB regarding presentation of financial statements for not-for-profit entities will become effective December 31, 2018, and will be included in the next year's audit report. Management letter noted non-material sensitive disclosure of CCT relationship. Sassetti had no disagreements with management. Audit recommendations (not findings): disclosure of how indirect cost allocation begins next year based on actual vs. budgeted; procedure has already been implemented. Safeguard bank transfers procedure: authorization must be received from authorized signor prior to or after transfer; same policy as checks over \$5,000. Implement process to reconcile donor database to accounting records; process has been implemented to reconcile monthly. Audit/Finance Committee will vote to approve audit at April 17 meeting. Form 990 will be sent to Trustees in April for review prior to release.

Reviewed the January CCT statement and February 2018 financial statements. The only notable variances from budget are from timing of income received and contract awards for grants falling into December 2017 instead of January 2018.

**Date:** April 17, 2018

**Participants:** Ray Henning, Treasurer; Jacques Brunswick; Bill Schleizer; Tom Wolf; J. Eric Smith; Izabela Poludniak and Jeff Schroeder, Sassetti

**Topics and actions:** Izabela Poludniak reviewed the additional disclosures added to the Audit draft, which were the only changes made.

Note #3: Note to disclose gross pledges receivable and the related present value discount

Note #11: Note to disclose that TREE Fund has a line of credit available

Note #12: Note to disclose concentrations related to cash, special events and pledges receivable.

Since a quorum was not present a motion was approved to call for an email vote among all committee members to approve the audit. Jeff Schroeder from Sassetti stated that he will review the Form 990 and get the draft out this week. Following management review, the 990 will be provided to the board with sufficient time for review and comment prior to signature by the President/CEO and filing.

An electronic vote was sent to the entire Committee. The audit was approved by electronic vote.

Reviewed the February CCT statement and March 2018 financial statements. There were no significant material variances beyond time sequencing of some revenue and expense lines in the monthly P&L. Sonoma State submitted their interim report on April 16; it was originally due December 2017; wildfires in California have delayed their project. Based upon delay; grant payments for this project may slip into 2019, along with other projects with late 2018 report dates. May grant awards will be approximately \$120,000; with 75% to 80% due this year. Chicago Community Trust performance has previously not been posted to Balance Sheet until year end. Going forward, it will be updated monthly with one month lag for CCT report.

**Accomplishments:** The Audit/Finance Committee has provided overall direction and oversight of the finances of the TREE Fund to insure the integrity of our resources. We have provided a financial plan which is supportive of our strategic plan; ensured the availability of sufficient liquid cash to support operations; prepared financial reports which are accurate, comprehensive and informative and maintained a reserve equal to 30% of annual estimated operating budget. In addition the Audit/Finance Committee has; facilitated the completion of the 2017 audit, reviewed the monthly CCT and financial statements and have continued to meet monthly.

- **Objectives for the next 3 months:** Maintain the financial integrity of the TREE Fund by monitoring the monthly financial statements and implementation of the Strategic plan items. Complete review of all TREE Fund insurance policies to ensure adequate risk protection.

**Next Meeting Date:** May 15, 2018



**Development Committee Report**  
**Prepared by: Paul Fletcher, Chair**  
**Date Submitted: May 4, 2018**

Meetings:

**January 17, 2018**

Attending: P. Fletcher, W. Nutter, J.E. Smith, M. Otting

**Topics:**

1. As of this meeting, the year-end financials were not complete. The forecast for year-end income was \$1.3-million and net income forecast was \$31,500. Year-end appeal landed at \$30,000 for operations-Notes from Trustees were very effective. Some 2018 partnerships received at end of 2017. Focus in 2018 is philanthropic giving.
2. Tour related Development Systems: To the credit of staff, Everyday Hero replaced Crowdrise as the vehicle for donating to riders online, linking with the new database systems e-Tapestry and QuickBooks. A Virtual Tour option is now available to individuals willing to raise money while doing the miles in a different fashion.

Discussed the time commitment and investment required to run the Tour, as well as the potential for mishaps that could be very costly. President, J. Eric Smith will analyze options for the future and submit recommendations in May.

TREE Fund After Hours-August 7 at ISA host hotel, Hilton, Columbus. Ideas were discussed. Nothing finalized. Discussed presenting appreciation awards to top tier donors.

3. Tree and Soil Research Fund off to a great start; \$14,000 in contributions- 90% of donations from new donors. Goal: \$500k by 2019.
4. 2018 Endowment Priorities: Completion of fundraising for Tree and Soil Research Fund, White Fund, Hall Fund and Skiera Fund. Wright Fund will be a priority in 2019.

## **March 13, 2018**

Attending: P. Fletcher, W. Nutter, J.E. Smith, M. Otting, Jeff Wilson, Ken Ottman, Guest-Jacques Brunswick

### **Topics:**

1. Strategic Plan March deliverable-Engage digital marketing partners. Partner identified-proposal pending.  
  
J. Eric Smith spoke of the annual report, which was to be complete by March 31. The report has since been distributed to high-level donors and put up on the website in the Liaison toolbox.
2. Monika Otting asked committee members if they would be comfortable calling any of the corporate partners that had donated in the past but are not committed yet this year. As always, Will Nutter stepped up to accept several calling assignments. Eric Smith stated plans to contact Mike Neal at the Minnesota Shade Tree Short Course regarding Mowbray's partnership. Staff to call and follow up with remaining partners.
3. TREE Fund After Hours/Auction planned in coordination with Ohio Chapter party. Location will be an offsite venue. Discussed auction items. Will Nutter won and went on the Guatemala trip from last year's auction. Raved about the experience. Also looking for smaller items that would generate a different level of participation. Arborwear donating item. Climbing gear donation suggested.
4. 2018 Tour Update: Committee members were asked to encourage riders to register. Peter Sortwell registered as a new rider and has brought in new TREE Fund donors outside of the industry. Karen Lindell is working with the Tour Planning Committee to schedule community engagement events and education events with Professor Pricklethorn along with tree plantings and dedications. Stops include Davey tour, Weaver Leather tour, Arborwear tour and a liberty tree planting at Ohio State House. Committee Chair Fletcher offered to rent a car to provide shuttle service for Professor Pricklethorn and/or the photographer.
5. Endowment Priorities Update: Focus is on getting the following funds to reach their goals: White Fund (appeal letter later in year), Hall Fund (April appeal letter), Skiera Fund (April appeal letter), Tree and Soil Research Fund (Trustee Jim Urban continues to raise funding).
6. President and CEO Smith noted that an evaluation of the Tour after 2018 is a Strategic Plan deliverable due to the Executive Committee on April 11. Mr. Smith will send the evaluation to committee for feedback in April. Trustees will review it at May 21 board meeting.



## Accomplishments:

Thanks to the leadership of President and CEO, Eric Smith, TREE Fund has made great strides in development. His unwavering commitment to steer and guide the organization in a positive direction has caused those who might have been skeptical to take notice. Attached, as an addendum to this report, is one example that shows the ease of our jobs when attempting to reconnect old and connect new partners to TREE Fund.



JES Memo re  
Meetings at Bartlett

## Objectives for the next 3 months:

Encourage financial support of Tour riders  
Promote Tour and After Hours events

Next Meeting Date: May 8, 2018



Date: January 11, 2018

To: Jim Ingram, President and COO, Bartlett Tree Experts  
Paul Fletcher, Vice President, New England Division Manager, Bartlett Tree Experts

Fm: J. Eric Smith, President and CEO, TREE Fund

Re: Meetings at Bartlett Tree Research Laboratories in December 2018

On behalf of everyone at TREE Fund, I again want to express my gratitude for your invitation to host TREE Fund's annual Trustee/Liaison Meeting (essentially our Annual Meeting of the Corporation) at the Bartlett Tree Research Laboratories on Monday and Tuesday, December 10 and 11, 2018. I also appreciate the opportunity to discuss whether a Research Summit to follow the Annual Meeting would be a possibility of benefit to Bartlett Tree Experts, TREE Fund, and the overall industry we serve.

Personnel involved in the Annual Meeting are as follows:

- TREE Fund's Trustees: 15 regular members, plus two non-voting *ex officio* members (myself and Alan West, representing TREE Fund to the ISA Council of Representatives) for a total of 17 participants. The Trustees are a nationally-based volunteer body who collectively bear the ultimate responsibility for the activities and health of our organization. The Chairman of the Board of Trustees is Steve Geist, Senior Consulting Arborist with Swingle Tree/SavATree.
- TREE Fund's Liaisons: 21 regular members. The Liaisons are elected or appointed representatives from all of the ISA Chapters in the United States. The Chairman of the Liaison Committee is Randy Miller, Director of Research, Development and Industry Intelligence, CN Utility Consulting.
- TREE Fund Staff: Three professional employees, in addition to me.

For planning purposes, our typical meeting schedule would be as follows:

- Monday morning: Trustee Travel Time (some may need to arrive Sunday night)
- Monday, Noon: Working luncheon for the Trustees, followed by:
- Monday, 12:30 PM to 5:30 PM: Annual Meeting of the Board of Trustees
- Monday, 6:00 PM: Joint Dinner for the Trustees and Liaisons, with educational component
- Tuesday, 8:00 to 10:00 AM: Joint Meeting of the Trustees and Liaisons; Trustees may depart upon completion of this meeting
- Tuesday 10:00 AM to 3:00 PM: Annual Meeting of the Liaison Committee, with working lunch at Noon; Liaisons may depart upon completion of this meeting

We can adapt this schedule as necessary to best fit with the opportunities presented to us by being at the Laboratories, and we would be honored if you and/or Robert or your designees were available to meet with us at any time during the proceedings. It would be outstanding and greatly appreciated by everybody in attendance if a tour of the labs was available during the times when both Trustees and Liaisons are onsite, e.g. early Monday evening, or Tuesday morning during the normal Joint Meeting Time. I will be happy to work with your team to set up the best and most expeditious way to achieve maximum benefit and exposure for Bartlett and its research staff in the least obtrusive manner possible.

Regarding the possibility of the Research Summit, I would envision this being an additional meeting to be held on Wednesday, December 12. The goal of such a summit would be to hone TREE Fund's Research Priorities for a period of three to five years to ensure we award the highest possible number of meaningful grants for the benefit of tree care professionals and their clients.

By way of background and explanation: for many years, TREE Fund has identified five key areas of interest for grant applications:

- Root and soil management
- Tree planting and establishment
- Plant health care
- Risk assessment and worker safety
- Urban and community forest management


While these are adequate, they are so broad and vague that virtually any tree-related research project could be slotted into one of them, whether it had any real, practical benefit to tree care professionals or the communities in which they work. In the years since those areas of interest were established, ISA has conducted a research needs assessment, NUCFAC has issued its new ten year plan – and our organizational response has been to look at these five areas and essentially say “Yes, they still work.” Which, of course, they would – because they are so broad and vague.

In October 2017, TREE Fund awarded a \$20,000 grant to Drs Andrew Koeser (University of Florida, Gulf Coast) and Richard Hauer (University of Wisconsin, Stevens Point) to evaluate all TREE Fund research grants from 2002 to 2017 to assess the actual impacts, outputs, and outcomes that have emerged across the tree care industry as a result of the \$3.0+ million in awards we have issued. We will have the results of their study in November 2018.

I see the Research Summit as providing the opportunity to evaluate their findings and other research needs assessments identified above (or others to be identified) to create a meaningful, more detailed list of research priorities aligned with TREE Fund's grant lines (some endowed, some not) for 2019 to 2021, with options for extension in 2022 and 2023. I do not see it being a particularly large group: representatives from TREE Fund's Research Committee, Bartlett Research Laboratories, Davey Institute, ISA's Science and Research Committee, UAA's Research Committee, plus a select group of TREE Fund research recipients who have issued particularly insightful and impactful work over the past decade. 15 participants plus staff support would seem to be a viable target number, and I believe the group could achieve its goals over the course of a normal working day.

The results of such a summit could serve to both increase the quality of the grant applications that TREE Fund receives, and also provide stronger marketing and fundraising materials as we seek to “expand the circle” of supporters beyond those who have sustained us over the past 15 years, Bartlett key among them. That said, I obviously do not wish to overstep the bounds of your generous invitation to come to Charlotte in December, so I look forward to discussing this with you both, with gratitude.

Best regards,

A handwritten signature in black ink, appearing to read "John Smith", with a long horizontal flourish extending to the right.



## **Communications Committee Report**

**Prepared by: Dave Krause, Chair**

**Date Submitted: May 1, 2018**

### **Meetings:**

**Date: January 16, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson, Karen Lindell, John Suffern, J. Eric Smith

**Topics:** Karen Lindell updated the committee on the following:

- Reviewed Annual Media Calendar changes from 2017 include emphasis on published research summaries vs. what was awarded.
- Reported that we have about 2000 Facebook followers.
- Ms. Lindell met with Davey to review PR needs and what Davey can provide. Davey will have a representative on the Tour Planning Committee.
- Received positive feedback from committee on TREE Press. Quarterly research reports will be added as an insert (digital and as stand-alone document).

### **Actions:**

- Partners will receive TREE logos for their respective websites
- Four speakers scheduled for 2018 webinars
- Creating mini video showing 2017 webinar viewer locations
- New header for TREE Press
- New Tour registration completed
- TREE Press will be established as a periodical journal, e.g. first issue will carry a header with Volume 1, Issue 1. President and CEO Smith will provide content each month; expanded from quarterly.
- President and CEO Smith noted that 2018 Strategic Plan deliverables will be included on monthly meeting agendas.

**Date: February 20, 2018    \*\*CANCELLED\*\***

**Date: March 20, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson; Randall Miller; J. Eric Smith; Karen Lindell

**Topics:** Chair Krause informed committee that John Suffern resigned from the Committee effective Feb 28, 2018 due to new position with Cloudbakers to avoid any potential conflict of interest.

Karen Lindell updated the committee on the following:

- The first print ad from the new designer will appear in March and April publications
- TREE Press first edition was sent electronically and is set up for print mailing in June
- Tour registration stands at 41 full time riders, 3 part time riders and 3 virtual riders
- The February Dr. Mike Arnold webinar had ~500 attendees; received good feedback
- We were asked by Chicago Regional Trees Initiative to provide insight on communicating with and marketing to a national audience
- Call scheduled in early April with new social media specialist
- Added language to website to contact publisher for additional information to avoid issues with publication rights.
- Plan to pitch article to TCI Magazine as a follow up to assessing risk article
- American Forests posted an article on Hurricane Irma recovery regarding the benefits of trees; will write to them to pitch a response/expansion of article.
- Five web designers were contacted, waiting on proposals

**Actions:**

- Placing an article about the Tour in April edition of Tree Source newsletter
- Committee was asked to review ISA's new website and be ready to suggest/review other websites to generate ideas for updated TREE Fund website.
- Karen Lindell asked Committee (& John Suffern) for referrals for new webmaster.
- Look for new potential partners
- Committee members were asked to send Chapter conference photos to Karen Lindell for posting on social media.

**Date: April 20, 2018**

**Participants:** Dave Krause, Chair; Rebecca Johnson; J. Eric Smith; Karen Lindell

**Topics:** Karen Lindell updated the committee on the following:

- Annual report was distributed via email, posted on the website and sent to lead donors via U.S. Mail and trustees who request the printed version.
- March Tour Ride Guide is out.
- TREE Press April edition is out.

- Second round webinar advertising is out. First time advertising in Society of Municipal Arborists, ASCA and National Association of Landscape Professionals magazines. Illinois Chapter offered ad space in their newsletter as part of their partnership.
- New donation platform on website links to new database system.
- John Suffern recommended a website maintenance contractor.
- Email conversion is in progress with E-Tapestry.
- Steve Geist is working on response to article in TCIA magazine.
- Vibrant Cities Lab may be a good research connection. Ms. Lindell will contact them to promote TREE Fund and perhaps link to research archive.
- Karen Lindell attended Geographical Association Conference and found it a good fit for TREE Fund to promote grant RFPs/encourage our researchers to present to Association.
- Tour update: 51 registered riders; and fundraising is up from previous years.

#### Review of Website Recommendations from Committee:

- Dovetail, Inc. – Chair Krause recommended for easy access to information, scrolling newsfeed, good structure, simplicity
- Nature Conservancy – prominent “donate” button, clear mission
- 4 Rivers Smokehouse – moving photo, clean
- Chipotle – still photo, simplicity
- President and CEO Smith referenced the Tree and Soil Research Fund brochure for “these are the trees we live with” photos we should use on website.
- Karen Lindell will inquire from E-Tapestry regarding use of app, cost, etc.
- Social Media contractor and Website Maintenance contractor will also be asked for ideas on relevant apps for TF.

Chair Krause mentioned that Asplundh and Penn State are in discussions with TREE Fund about establishing a new Fund for the 65-year old Game Lands 33 Project. Noted increase in TREE Fund exposure with utility industry.

President and CEO Smith stated that TREE Fund After Hours will be held on Tuesday night of ISA International Conference offsite in coordination with the Ohio Chapter party.

#### **Action Items:**

- Karen Lindell will email Liaisons asking to add TREE Fund Corner with link to newsfeed, TREE Press so that current updates and research archives are easily accessible. Scheduled our sixth webinar for 2018 - Host Utah State, requested a webinar on protection of trees during construction. Dr. Nina Bassuk to present this webinar on December 13.
- Submitted Tree Source article for April edition, will forward to Committee when published.
- Have signed social media audit contract. Will have findings at next meeting.
- President and CEO Smith suggested Communications Committee define architecture at July or September meeting, prior to designer review.
- Committee is asked to send other website recommendations to Karen Lindell.
- Committee members are asked to advise either Karen Lindell or J. Eric Smith of potential partners for October Communications Committee Strategic Plan deliverable.

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**Accomplishments:**

- New TREE Fund brochure
- Website enhancements
- National Association of Landscape Professionals is now offering CEUs for TF webinars
- New header for TREE Press launched in March
- New Tour registration system completed
- Public Annual Report for 2017: prepared including a list of \$500+ donors and aggregated list for those under \$500, and a summary of year's highlights. Report will be posted on the website and a print version will be added to the Liaison Toolbox

**Objectives for the next 3 months:**

- Implementing the recommendations that come out of the social media audit
- Working with the Tour Committee and Davey's PR Department to have a successful Tour with top-notch community engagement programs

**Next Meeting Date: May 15, 2018, 10am Central Time**





**Research and Education Committee Report**  
**Prepared by: George Hudler, Chair**  
**Date Submitted: May 4, 2018**

The Research and Education Committee, as two independent subcommittees, held the following meetings between December 5, 2017 and May 15, 2018:

**April 23, 2018: Utility Arborists Research Fund Advisory Committee.**  
Attending: George Hudler, Peter Beesley; Brett Heinrich; Randy Miller; Anand Persad; Ward Peterson

Three proposals were submitted to this competition. All three were well written and interesting with potential to improve utility vegetation management. The committee chose one prepared by John Goodfellow - "The Cost-effectiveness of Integrated Vegetation Management" - to receive the grant.

**April 23, 2018: Research Subcommittee.**

Attending: George Hudler, Chair; Jim Barborinas; Beau Brodbeck; Chip Brown; Dan Struve; Robert Vanderhoof; Jim Urban. Absent but submitting written evaluations: Sharon Lilly

Of a total of twenty proposals submitted for the Hyland Johns Research Grant Competition, six surfaced as needing in-depth discussion by the Committee. Of those, one submitted by Dr. Andrew Hiron titled "Enhancing the performance of urban storm water management schemes with tree selection: developing a new approach to assessing waterlogging tolerance in temperate trees" was selected for an award pending approval by the Board of Trustees.

**April 30, 2018: Safe Arborists Technique Fund Advisory Committee.**  
Attending: George Hudler, Chair; Tim Bushnell, Sharon Lilly, Kevin Martlage, Scott Prohett. Absent but submitting written evaluations: Will Koomjian

Two proposals were submitted to this competition. One by Alexander Laver titled "Optimised techniques for arboreal activities" was selected for funding.

**May 3, 2018: Scholarship and Education Subcommittee.**

Attending: G. Hudler Jim Barborinas, Kristina Bezanson, Steve Geist, Jen Grimes, Donna Miller, Peter Stoltman, Randall Swanson, Kristin Wild.

Of five applications submitted for the Ohio Chapter ISA Education Grant program, one by the Kent Roosevelt High School Forestry and Landscape Management program titled "Setting Young People Up for a Future in Arboriculture" was selected for funding.

The committee deferred action on the recommendation of scholarships pending further information and committee review. Final decisions are expected by May 15.

Chairman Hudler, on behalf of the Committee accepted and approved interim or final reports from the following:

Dr. Michael Arnold "Long-Term Impact of Container Size on Tree Establishment" 2015 John Duling Grant final report

Dr. Jason Miesbauer/Dr. Andrew Koeser "Assessing Wound-Induced Response to Growth In Two Common Urban Tree Species" 2015 Hyland Johns Interim Report

Friends of the Urban Forest "Green Teens - Vocational Skills Job Training" 2017 Arboriculture Education final report

Holden Arboretum "Forest Immersion XP (FIXP)" 2016 Ohio Chapter ISA Education Grant Final Report

Sonoma State University "Integrated Vegetation Management on Powerline Rights-of-Ways: Effects of Vegetation Treatment on Plant Communities and Wildlife Diversity" 2016 Utility Arborist Research Fund Grant Interim Report

Dr. Eric Wiseman's 2017 Education Review Program Grant final report has been delayed until June 15, 2018.

Dr. Dr. Liliana Franco-Lara's 2017 Kimmel Grant award project "Identification of possible insect vectors of phytoplasmas in *Quercus humboldtii* Bonpl. in Bogotá, Colombia" has not yet submitted a signed Grant Agreement due to university regulation changes. Executed Agreement is due June 30, 2018. If not received by that date, the award will be rescinded.



**Liaison Committee Report**  
**Prepared by: Randall H. Miller, Chair**  
**Date Submitted: 5/4/2018**

**Meetings:**

February 14, 2018, 3:00 pm Central Time via conference call

**Attending:** Randall Miller, Chair; Lori Brockelbank; Jamie Donkersloot on behalf of Christian Siewert; Gene Gehring; Henry Gulich; Jeff Iles; Dave Leonard; Tom Ordway; Doug Petersen; Jeff Picher; Nathan Schuettepelz; Brian Sprinkle; Evan Sussman; Kristin Wild; Karen Lindell; J. Eric Smith

**Absent:** Beau Brodbeck, Rick Cober, Chris Donnelly, Jon Elliott, Ryan Gustafson, Eric Hoyer; Pete Smith

**Accomplishments:**

- Promoted Dr. Michael Arnold February 22 webinar, “Do Planting Stock Decisions Really Make Much Difference Down the Road?”
- Publicized the 2017 awards news release.
- Related open grants and scholarships’ March 15, 2018 due date. Used RFPs from President and CEO Smith to spread the word.
- Described tour registration and new virtual Tour.
- Shared Chapter social media consultant/agency contacts with Karen Lindell.
- Explained progress on TREE Fund audit, including financials and IRS Form 990 that appear on the website under the “About/Documents,” following approval by Trustees at the May 21 Board Meeting.
- Communicated that the endowment reached \$4.52 Million in 2017, exceeding the goal of \$4 Million.
- Updated Karen Lindell on status of “good faith estimate” of Chapter partnerships

April 11, 2018, 3:00pm Central Time via conference call

**Attending:** Randall Miller, Chair; Lori Brockelbank; Rick Cober; Jon Elliott; Henry Gulich; Ryan Gustafson; Jeff Iles; Dave Leonard; John Morris; Jeff Picher; Nathan Schuettepelz; Christian Siewert; Evan Sussman; J. Eric Smith

**Absent:** Beau Brodbeck, Chris Donnelly, Gene Gehring, Eric Hoyer, Tom Ordway, Doug Petersen, Pete Smith; Brian Sprinkle, Kristin Wild, Karen Lindell

- Detailed the April 12 TREE Press viability.
- Provided detail on the spring grant cycle as producing qualified applications for Hyland Johns, Safe Arborist Techniques, UARF, and Ohio Education Grants and the five scholarships. Explained that applications are currently under committee review, and that awards will be made available May 21 with a late June announcement.
- Promoted the May 2 and May 23rd webinars of Dr. Whitney Cranshaw, and CEO Smith and Dr. Christopher M. Halle, respectively.
- Promoted the Ohio Tour
- Detailed Arbor Day appeal.
- Described TREE Fund social media partnership with Kansas State University.
- Communicated the availability of the Annual Report on the website under “Documents”.
- Explained that 2018 is starting off strong and the TREE Fund is are continuing to build revenues.

Objectives for the next 3 months:

Speakers Bureau list

Continue to partner with chapters

Link Chapter websites to TREE Fund webinar page.

Next Meeting Date: June 13, 2018



## Council of Representative Report

Allan West

Tree Fund representative to the ISA Council of Representatives

May 3, 2018

**Meetings:** There have been two conference calls since the last report to the Board. First, December 13, 2017 and a second, April 11, 2018. Because of the large number of Representatives (Chapters, Associates and Professional Affiliates—about 60+) there are two separate calls on the same day to allow all to participate throughout the world. There were about 40+ members on each of the December and April calls which is enhanced by being done via computer. It is important for the TREE Fund to participate in these meetings in order to keep all CoR members, especially those outside North America, informed of the work of the TREE Fund and its important value to the arboriculture profession.

**Accomplishments:** Jim Wolfe, a former TREE Fund trustee and Chapter Liaison, currently an ISA Director, is the ISA Board's liaison with CoR.

- CoR uses an “Intake Form” process to obtain comments and information on issues from individual CoR members. It is a good way to get all 60+ members involved in providing the ISA Board a spectrum of needs and thoughts. Intake Form #29 led to the decision to hold the Annual CoR meeting at the end of the ISA Conference so it does not conflict

with ITCC and the Education Sessions. This also affects the timing of the ISA Annual report which will now be presented on Tuesday morning session on the Trade Show floor.

- CoR members selected John Gathright, Japanese Arborist Association, as an Isa Board Director at the January election.
- Networking opportunities for CoR members has been frequently discussed. An opportunity has been made at a session ‘Greet and Meet’ on Sunday evening Trade Show opening.
- Each CoR member is requested to submit 2 or 3 photos that can be presented in a continuous slide presentation. These should represent a unique aspect of each organization’s program. I will work with the TREE Fund staff for something such as Tour des Trees Riders planting trees with children, a unique research project, education situation or webinar session, etc. Give me or staff your thoughts. It gives us additional exposure to ISA Chapters and members-at-large.
- Discussion and an “Intake Form”, with questions, was sent to CoR members regarding a revised Certified Tree Worker Plan. The Credentialing Department felt some areas could be improved and a single day event could be an option.
- There will be an election at the CoR annual meeting for three positions on the CoR Executive Committee. Lee Huss and Jim Vaughan will be up for reelection and there is one vacant position. CoR members have been asked to consider becoming a member on the Executive Committee.

NEXT MEETING DATE: Annual CoR meeting will be held Wednesday, August 8 from 1:00 p.m. – 7:00 p.m. during the ISA Annual Conference.

# TREE Fund President/CEO Evaluation Survey Form

**PRESIDENT/CEO NAME:** J. Eric Smith

**PERIOD OF EVALUATION:** August 1, 2017 to July 31, 2018

**NAME OF INDIVIDUAL COMPLETING THIS REVIEW:** \_\_\_\_\_

## **ANNUAL TIMELINE PER TREE FUND STRATEGIC PLAN:**

- **By July:** President/CEO evaluate job description and make recommendation any changes to Executive/Governance Committee
- **By July:** President/CEO provide self-assessment of prior year performance to Committee
- **By August:** Executive/Governance Committee conduct “360 review” of President/CEO’s performance, with input from all staff members and trustees
- **August:** Executive/Governance Committee provide summary results of performance evaluation to President and CEO
- **September:** Executive/Governance Committee provide summary report and recommendations to full Board of Trustees for any changes to CEO compensation or employment (as necessary); Trustees should act on recommendation prior to October to support annual budgeting process

## **NOTES FOR RATING AND REVIEW OF PRESIDENT AND CEO**

- The Executive/Governance Committee will manage the President and CEO's evaluation.
- All Trustees and staff will complete the following rating form, selecting one performance category (Outstanding, Very Good, Fine, Improvement Needed, or Not Observed) for each attribute defined in the form. “Not Observed” ratings recognize that not all Trustees and staff members have meaningful exposure to all aspects of the President/CEO’s work. Supporting comments may be provided in the space provided; these are especially important in cases where reviewers cite “Improvement Needed.”
- Trustees and staff members will confidentially provide their completed forms to the Chairman of the Board, and the President/CEO will not be entitled to see or review individual rating forms.
- The Executive/Governance Committee will develop a summary report to the President/CEO documenting input collected from all stakeholders, with any identifying information specific to any stakeholder removed to protect their confidentiality. Rather than compiling a simple "average," Executive/Governance Committee will consider the number of attributes marked "outstanding" and "improvement needed," as all reviewers marking "fine" is quite different from half of them marking "outstanding" while another half mark "improvement needed."
- The President/CEO will be given an opportunity to respond (in person or in writing) to the full Board of Trustees after reviewing the summary report.
- The summary report and response (if there is one) will placed in the President/CEO's personnel file.

1. ORGANIZATIONAL PERFORMANCE	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	NOT OBSERVED
a. Works with the Trustees and staff to develop strategies for achieving mission goals and financial viability.					
b. Appropriately provides both support and leadership to Trustees.					
c. Demonstrates quality of analysis and judgement related to progress and opportunities, and need for changes.					
d. Maintains and utilizes a working knowledge of significant developments and trends in the field					
e. Builds respect and profile for the organization in its various constituencies. Supports the overall field/movement in which the organization works.					
f. Establishes ambitious goals for excellence and impact and initiates, maintains, and adapts programs with excellence and impact.					
g. Comments on organizational performance:					



2. COMMUNITY LEADERSHIP	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	NOT OBSERVED
a. Serves as an effective spokesperson. Represents the organization well to its constituencies, other nonprofits, government agencies, elected officials, funders, and the general public.					
b. Establishes and makes use of working relationships with organizations and individuals in the field.					
c. Sees that communication vehicles are developed and utilized well.					
d. Comments on community leadership:					

3. MANAGEMENT AND ADMINISTRATION	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	NOT OBSERVED
a. Establishes and leads an effective staff and volunteer team.					
b. Actively works to recruit and retain a diverse staff and volunteer team.					
c. Maintains sound balance of resources between core mission programs and administration.					
d. Ensures that procedures and organizational culture maximize volunteer involvement.					
e. Ensures compliance with relevant workplace and employment laws.					
f. Leads staff and volunteers in maintaining a climate of excellence, accountability, and respect.					
g. Comments on management and administration:					

4. MISSION IMPACT AND SUSTAINABILITY	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	DON'T KNOW
a. Assures adequate control and accounting of all funds.					
b. Sees that programs are developed, executed, modified, and/or dismantled to maximize impact.					
c. Collegially prepares budgets, monitors progress, and initiates financial changes as appropriate.					
d. Sees that official records are retained and ensures compliance with federal state and local regulations.					
e. Develops ambitious, yet achievable plans for acquiring funds.					
f. Manages official correspondence and executes legal documents and contracts appropriately.					
g. Successfully involves others in fundraising and in earned income generation.					
h. Maintains positive relationships with corporate and institutional funders.					
i. Maintains positive relationships with individual donors.					
j. Comments on mission impact and sustainability:					

5. TRUSTEE RELATIONSHIPS	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	DON'T KNOW
a. Effectively supports the Trustees in their governance/strategic roles in a respectful and inclusive fashion.					
b. Provides appropriate management/tactical direction to staff, in alignment with governance/strategic objectives.					
c. Sees that Trustees are fully informed in a timely fashion on the current condition of the organization and important factors influencing it.					
d. Sees that Trustee and other volunteer committees are appropriately supported.					
e. Works with the Executive/Governance Committee to ensure that the Trustees are effective as a body and that recruitment, involvement and departures of individual Trustees are effective.					
f. Comments on trustee relationships:					

6. STRATEGIC PLAN DELIVERABLES JANUARY TO JULY 2018	OUTSTANDING	VERY GOOD	FINE	IMPROVEMENT NEEDED	DON'T KNOW
a. Development Committee: <ul style="list-style-type: none"> <li>• <b>March:</b> Engage digital marketing partners</li> <li>• <b>May:</b> Complete review of Tour des Trees before Trustees meeting</li> </ul>					
b. Research and Education Committee: <ul style="list-style-type: none"> <li>• <b>May:</b> Make recommendations for awards to Board of Trustees from Spring Cycle</li> <li>• <b>June:</b> Review/make recommendations about future Education Grants based on Education Benchmark Grant findings</li> </ul>					
c. Communications Committee: <ul style="list-style-type: none"> <li>• <b>January:</b> Develop annual media calendar to be reviewed monthly through 2018</li> <li>• <b>February:</b> Review 2017 final grant levels/findings and integrate into 2018 communications narratives</li> <li>• <b>March:</b> Prepare a public annual report on 2017 activities</li> <li>• <b>March:</b> Engage digital marketing partners</li> <li>• <b>March:</b> Re-brand TREE Fund newsletter</li> </ul>					
d. Executive/Governance Committee: <ul style="list-style-type: none"> <li>• <b>Monthly:</b> Report organizational progress</li> <li>• <b>January:</b> Implement Trustee Handbook</li> <li>• <b>July:</b> Evaluate job description, including recommendations for changes, if any</li> <li>• <b>July:</b> Provide annual self-assessment</li> </ul>					

<p>e. Finance/Audit Committee</p> <ul style="list-style-type: none"> <li>• <b>Monthly:</b> Prepare timely financial reports</li> <li>• <b>April:</b> Complete review of audit and accept findings on behalf of trustees to support on-time tax filing</li> <li>• <b>May:</b> Present audit results to board of Trustees</li> <li>• <b>June:</b> Review insurance policies to ensure adequate risk protection</li> </ul>					
<p>f. Liaison Committee</p> <ul style="list-style-type: none"> <li>• <b>January:</b> Distribute signage and other materials to all chapters, etc.</li> <li>• <b>January:</b> Develop annual calendar of meetings and schedule staff participation</li> <li>• <b>May:</b> Disseminate a formal annual report to Chapters and members</li> </ul>					
<p>g. Comments on strategic plan deliverables:</p>					

**7. Are there additional comments you would like to make that are not within the above categories?**

## 2018 STRATEGIC PLAN DELIVERABLES

### Development Committee (Goals by end of each month):

- **March:** Engage digital marketing partners (*with Communications Committee*)
- **May:** President/CEO complete review of Tour before Trustees meeting
- **October:** Develop list of new partnership and individual prospects for 2019 (*with Communications and Liaison Committees*)
- **October:** Develop calendar of events for 2019
- **December:** Evaluate endowment results, toward goal of \$4.75M in endowment, plus additional \$250K pledged
- **December:** Implement new website (*with Communications Committee*)

### Research and Education Committee (Goals by end of each month):

- **May:** Make recommendations for awards to Board of Trustees from Spring Cycle
- **June:** Review and make recommendations about future Education Grants based on Education Benchmark Grant findings
- **September:** Review and update (as necessary) all RFPs for 2019
- **September:** Review and update (as necessary) 2019 application and review calendar
- **September:** Review and update (as necessary) rating and screening metrics for 2019 Review
- **December:** Make recommendations for awards for Board of Trustees from Autumn Cycle

### Communications Committee (Goals by end of each month):

- **January:** Develop annual media calendar to be reviewed monthly through 2018
- **February:** Review 2017 final grant levels/findings and integrate into 2018 communications narratives
- **March:** Prepare a public annual report on 2017 activities
- **March:** Engage digital marketing partners (*with Development Committee*)
- **March:** Re-brand/re-format TREE Fund newsletter
- **October:** Develop list of new partnership and individual prospects for 2019 (*with Development and Liaison Committees*)
- **December:** Implement new website (*with Development Committee*)

### Executive/Governance Committee (Goals by end of each month):

- **Monthly:** Supervise CEO via scheduled calls and communications
- **January:** Implement new Trustee Handbook
- **July:** CEO evaluate job description and make recommendation for changes (as necessary) to Committee
- **July:** CEO provide self-assessment to Committee
- **August:** Conduct board/staff “360 review” on CEO performance



- **August:** Committee provide performance evaluation to CEO
- **September:** Make recommendations to full board for any changes to CEO compensation or employment (as necessary)
- **September:** Develop a policy to conduct an annual due diligence process that affirms TREE fund is performing its mission in a financially and ethically correct fashion; policy will be adapted into Trustee Handbook by January 2019
- **October:** Develop a Board Composition Matrix that seeks to balance professional, geographic, and diversity goals to focus recruitment efforts
- **December:** Conduct a client satisfaction survey to assess organizational effectiveness
- **December:** Review all Committee chair reports against charters contained in new Trustee Handbook to ensure Committees are working toward

#### **Finance and Audit Committee (Goals by End of Each Month):**

- **Monthly:** Review CEO financial reports to ensure TREE Fund operates in a cost-effective and responsible manner
- **April:** Complete review of audit and accept findings on behalf of trustees to support on-time tax filing
- **May:** Present audit results to board of Trustees
- **June:** Complete review of all tree fund insurance policies to ensure adequate risk protection
- **October:** Evaluate and document a cash reserve policy as part of 2019 budget review
- **October-November:** Review CEO proposed budget for 2019 with goal of positive net unrestricted income
- **November:** Evaluate CCT Growth Pool results
- **November:** Prepare a high-level five-year financial plan built on 2019 budget, incorporating Endowment Building Plan and any proposed changes to Tour or other events
- **November:** Complete audit engagement process
- **December:** Submit budget to Trustees for final approval

#### **Liaison Committee (Goals by End of Each Month):**

- **January:** Distribute signage and other materials to all chapters to support conferences, etc., with goal of ensuring donors understand the value of their contributions
- **January:** Develop annual calendar of meetings and conferences and identify where and when TREE Fund staff will participate
- **May:** Disseminate a formal annual report to Chapters and members (*with Development and Communications Committees*)
- **October:** Develop list of new partnership and individual prospects for 2019 (*with Development and Communications Committees*)
- **October:** Develop new approaches and plans for engaging the new partners and individuals in 2019 (*with Development and Communications Committees*)
- **December:** Release annual findings documented in Research/Education and Communication Committees sections above to Chapters via Liaisons annually in December