



Trustee Meeting Agenda
Monday, December 10, 2018 at Noon Eastern Time
Bartlett Lab, Charlotte, NC

- | | | |
|-------|--|---------------|
| 12:00 | Call to Order and Consent Agenda | Geist |
| | • Consent Agenda | |
| | ○ Minutes from September 20, 2018 Trustee Meeting | Tab 1 |
| | ○ President and CEO's Report | Tab 2 |
| | ○ Executive and Governance Committee Report | Tab 3 |
| | ○ Treasurer's Report | Tab 4a |
| | ○ October 2019 Balance Sheet and P&L | Tab 4b |
| | ○ 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 |
| 12:15 | Chairs Briefly Summarize Committee Highlights Beyond Reports
(October to December 2018) | |
| | • Ray Henning, Audit and Finance Committee | |
| | • Steve Geist, Executive and Governance Committee | |
| | • Paul Fletcher, Development Committee | |
| | • Dave Krause, Communications Committee | |
| | • Randall Miller, Liaison Committee | |
| | • Al West, Council of Representatives | |
| | • George Hudler, Research and Education Committee | |
| 12:45 | Research Grants | Hudler |
| | • Recommendation and Vote on Duling Grant | Tab 10 |
| | • Recommendations and Vote on Kimmel Grants | Tab 11 |
| | • Recommendation and Vote on UAA Sponsored Grant | Tab 12 |
| | • Research Outputs, Outcomes and Impacts Report | Tab 13 |
| | • Research Workshop Agenda | Tab 14 |
| 1:45 | 2019 Budget Presentation and Resolution | Henning/Smith |
| | • 2019 Budget Resolution with Top Level Budget | Tab 15 |
| 2:30 | Break | |

2:45	Election of Officers, Trustees, Confirm Committee Chair Appointments	Geist
	<ul style="list-style-type: none"> • Vote on New Trustees (two-year terms) <ul style="list-style-type: none"> ○ Jacques Brunswick ○ Jeff Edgar (First Alternate) ○ Dave Krause (1st term, after completing Brent Asplundh term) • Vote on Renewals (two-year terms) <ul style="list-style-type: none"> ○ Paul Fletcher (3rd) ○ Steve Geist (2nd) ○ Sharon Jean-Philippe (2nd) ○ Sharon Lilly (2nd) • Vote on Slate of Officers (one-year terms): <ul style="list-style-type: none"> ○ Chairman – Steve Geist ○ Chair Elect – Beau Brodbeck ○ Vice Chair – Tom Wolf ○ Treasurer – Ray Henning • Vote on Committee Chair Appointments (one-year terms): <ul style="list-style-type: none"> ○ Research and Education – George Hudler ○ Executive/Governance – Steve Geist ○ Development – Paul Fletcher ○ Communications – Dave Krause ○ Audit/Finance – Ray Henning ○ Liaison – Will be elected at Liaison Meeting ○ CoR – Allan West 	Tab 16 Tab 17
3:00	Old Business	
3:30	New Business	
	<ul style="list-style-type: none"> • Recognize Outgoing Trustee Jim Barborinas • Strategic Plan Update 2021 (Ad hoc committee) • TREE Fund Future Office Location (Ad hoc committee) • 2019 Meeting Dates and Locations <ul style="list-style-type: none"> ○ May 5-6, 2019 Trustee Dinner/Meeting in Naperville/Lisle ○ September 9, 2019 Zoom Meeting ○ December 2019 Location? Date? 	Geist Geist Geist Smith/Duke
4:15	Annual Appeal and Partnership Updates	Smith
4:30	Executive Session	
5:00	Adjourn	



Trustee Meeting Minutes

Date & time of meeting: September 20, 2018, 10:00am Central Time via Zoom Meeting

Attending: Chairman Steven Geist, Vice Chair Tom Wolf, Treasurer Ray Henning. Trustees: Jim Barborinas, Paul Fletcher, Brett Heinrich, George Hudler, Sharon Jean-Philippe, Dave Krause, Sharon Lilly, Randall Miller, Will Nutter, Mundy Wilson Piper, James Urban, Chairman Emeritus Al West, President and CEO J. Eric Smith

Absent: Chair-Elect Beau Brodbeck

Meeting call to order: Chairman Geist called the meeting to order at 10:03am Central Time.

Consent Agenda:

Chairman Geist asked the Trustees whether they had any items they would like pulled from the Consent Agenda; none were requested. Motion was made by Treasurer Henning to accept the Consent Agenda; seconded by Trustee Hudler. No discussion. Motion carried.

- Consent Agenda items:
 - Minutes from May 21, 2018 meeting
 - President and CEO's Report
 - Executive and Governance Committee Report
 - Treasurer's Report
 - Development Committee Report
 - Communications Committee Report
 - Research and Education Committee Report
 - Liaison Committee Report
 - Council of Representatives Report

Chair Summaries of Committee Highlights (May to September 2018): Committee Chairs reviewed key committee developments since the last board meeting. Maggie Harthorn is joining TREE Fund as a part-time temporary employee in October to take over Tour planning, as Community Engagement Associate; President Smith will evaluate the part-time opportunity in March 2019 to consider whether this is an effective approach to Tour planning.

Future Meeting Planning:

- December 10 and 11 joint Trustee/Liaison meetings will be held at Bartlett Labs along with Research Workshop on December 12. Bartlett will be contacting attendees to make travel arrangements. Research and Education Committee Chair Hudler will be sending a memo regarding the Research Workshop to Trustees. President and CEO Smith will send copy of grant programs and current descriptions to Trustees.
- Trustees agreed to hold May 2019 meeting at The Morton Arboretum and stay in Naperville.
- Trustees agreed to hold September Trustee Meeting via Zoom. Chairman Geist asked Trustees to consider format of Committee Chair Reports for this meeting.
- Trustees were asked to send suggestions for December Liaison and Trustee meeting locations to President and CEO Smith



Old Business:

- **Trustee and Committee Members Recruitment:** Chairman Geist asked Committee Chairs whether additional members were needed for their committees. Research and Education Chair Hudler expressed his desire for more members for the Research sub-committee. Trustee Barborinas agreed to remain on the committee after his retirement from the board at year end. Suggestion was made by Dr. Hudler ask Liaisons to identify people in their geographic areas as possible Committee members. Jacques Brunswick has applied to join the Board; action will be taken at December Trustee Meeting.
- **Strategic Plan Check-In:** Deliverables for each Committee were reviewed. All Committees are current with completion of deliverables. Strategic Plan deliverables will be reviewed at December Trustee/Liaison meeting and an additional year will be added. Deliverables for 2019 will be added to Committee Meeting Agendas.
- **Tour des Trees Implementation 2019-2021:** Dates, hub location and shorter Tour announced for 2019 with positive feedback.

New Business:

- President and CEO Smith reviewed his recommendations for the Spring and Fall Grant Cycles. Trustees agreed that the Spring Cycle will include all scholarships, Ohio Chapter ISA Education Grant, Hyland Johns and UARF Grants. Fall Cycle will include Duling, Kimmel, Safe Arborist Techniques, Skiera/White Building Bridges, and Barborinas Grants.

Executive session commenced at 11:42am Central Time. Meeting adjourned at 12:00pm Central Time.

Respectfully submitted by Barbara Duke.

TREE FUND MEMORANDUM

Date: November 27, 2018

To: TREE Fund Board of Trustees

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

Re: Report for December 10-11, 2018 Trustee Meetings at Bartlett Labs

INTRODUCTION:

With a relatively short span of time since our September 20, 2018 teleconference, my report for our Annual Meeting is brief, supplementing information contained in the chairs' reports from each of our committees. As always, please hold this report close, as it contains confidential personnel information, along with discussion of other business sensitive matters.

GOVERNANCE/EXECUTIVE:

- I am grateful for the confidence expressed in my work through the CEO Evaluation process this year, and for the generous bonus and salary increase you approved for me in 2019. I am also most appreciative of your flexibility in accommodating my personal situation in a way that allows me to continue serving our organization without continuing periods of sustained separation from my family. Thank you all for that.

AUDIT/FINANCE:

- As noted in my report for our September teleconference, our annual engagement letters with Sassetti LLC, our independent financial auditors, clearly define the reports that they are to file on our behalf, including the annual IRS Form 5500, *Annual Return/Report of Employee Benefit Plan*. In June this year, we received notice from the IRS that they had not received our 2016 IRS Form 5500, and upon investigation we discovered that Sassetti had not filed it. We have since filed both the 2016 and 2017 reports, but have received notice from the IRS of a \$9,525 penalty for late filing of the 2016 report. We are appealing the penalty at this point, but I am holding Sassetti responsible if we do have to pay. I do not intend to sign the 2019 audit engagement letter with them until I know the outcome of this matter, and whether they will cover the cost of the fine. I have been very happy with their audit department, but their tax department has not been up to snuff in terms of filings, even before this very significant miss.
- On an accrual basis for 2018, we had budgeted ~\$460,000 bottom line net income for the year, and I project we will finish at about ~\$425,000. Our cash position is good as we go into 2019, and we have successfully come through what we knew was going to be a tough year in terms of stacked up grants payable in 2018. Pending November and December returns, we are just shy of our Strategic Plan goal for the endowment (\$4.75M at CCT, with another \$250K pledged). The underruns are due in large part to unanticipated delays in our Tree and Soil Research Fund campaign, which I am stretching out from two years to five years in the 2019 budget to reflect cooler-than-expected initial responses from the Landscape Architecture community at large; Jim Urban pulled together a group of industry leaders who met six times this year to help us better brand and market the fund in 2019 and beyond, so I believe we are in good shape going forward with a less aggressive timeline.

- While you may recall that we did not budget salary increases in 2018, I have provided bonuses or increased hourly rates where staff performance has merited such recognition, as I committed to you at our December 2017 meeting that I would do. Maggie Harthoorn has been working on a part-time remote basis since October as an Event Associate, and she has accepted an offer to come work in the Naperville office full time beginning on February 1, 2019. We will reorganize a bit internally to reflect this new hire and to reallocate activities among the staff team. Maggie will actually be the first trained and (soon to be) certified arborist we have employed on staff, so I see her being of great value to the organization in events management and “friendraising,” communications and outreach (taking some of the travel burden from me), grant management, and donor cultivation and stewardship.
- I have provided the Audit/Finance Committee with my proposed 2019 Budget, and we have had our first teleconference to discuss it. We will be meeting online again on November 29 to review any final changes, and then I will provide a summary budget with highlights to the full Board via the Trustee Portal in advance on Monday, December 3. Secretary/Treasurer Henning and I will present the budget at our December 10 meeting with a resolution for your approval, should you be prepared and inclined to vote it at that time.

RESEARCH AND EDUCATION:

- Dr. Hudler and his research committee will be bringing two Kimmel International Grants, one John Z. Duling Grant, and one Utility Arborist Association (UAA) Sponsored Grant forward for your consideration and approval. The UAA Sponsored Grant (~\$50,000) uses funds that were raised but not endowed during the Utility Arborist Research Fund (UARF) campaign, supplemented by a new payment from UAA. We also are working with Sonoma State to extend the IVM project there for an additional two-to-three years using other temporarily restricted funds provided by PG&E during the UARF campaign, so I expect to have a recommendation to you on that before our May meeting. Because the UAA and PG&E grants are being paid out of funds already in our normal operating account without endowment backing, I am reducing the 2019 Hyland Johns Grant from \$50,000 back to \$25,000 for one year only to better balance our cash flow with new awards.
- We have a good, cross-sectional group of Trustees and Researchers committed for the December 12 Research Workshop at Bartlett Labs, after our Board and Liaison Meetings in Charlotte. Attendees will receive a copy of the “TREE Fund Research Outputs, Outcomes and Impacts” report prepared as a Trustee Directed Grant by Drs Andrew Koeser and Rich Hauer. Our key goals for this meeting will be to come out with tight, specific language for each grant line, for each year, from 2019 to 2021 (or longer, if possible), and to discuss how to roll out and leverage the Koeser-Hauer report to maximum benefit for TREE Fund in the years ahead (e.g. Send to donors? Post on website? Use in endowment appeals?). We have already posted our Spring 2019 RFPs for grants on the website with notes that each will be updated in December 2018/January 2019 with specific areas of inquiry for each grant line.

DEVELOPMENT/LIAISON:

- We are already deep into the planning process for the 2019 Tour des Trees. We will formally announce the route (a circular five-day Tour beginning and ending in Nashville, Tennessee with three nights spent in Tennessee and three in Kentucky) on January 15, 2019 with rider registration opening on February 1, 2019.

- We are also deep into our 2019 Partnership Appeal and the 2018 Year-End Operating Appeal. I will provide a real-time update at our meeting and, as always, appreciate any ideas or leads you may have, as well as your own support of the campaign by calling or contacting your networks, or helping with specific asks.
- We will be using the Liaison Meeting in Charlotte to continue focusing on the ways in which our Liaisons can become champions and communicators for us within their organizations, rather than just focusing on small event fundraising. Overall, this transition has been a favorable one, with many Chapters just budgeting their support for us now rather than raising it via labor intensive events, but it still remains a work in progress, with some further along than others. We also would like to see liaisons more active and engaged in the communications function, serving as conduits for news and opportunities, so Karen Lindell is working on a chapter by chapter review to see where we can more efficiently and effectively integrate our websites, publications, etc.

COMMUNICATIONS:

- The Communications Committee remains active and engaged, with a focus on improving our social media performance in recent months on both Facebook (Karen Lindell administers that account) and Twitter (I administer this one). We have a Strategic Plan deliverable to update our website in December; this will slip until January/February 2019 as I don't want to do anything in the middle of our year-end appeals that will confuse donors and/or cause any outages to our website at a crucial online donation period. We changed our web host this fall, and our new provider gives us better opportunities to improve the look and function of the website, moving to a cleaner, more modern interface and style.

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: November 26, 2018

Meetings:

Since our last TREE Fund Trustee meeting, our committee has met twice via Zoom conference and have communicated several times by e-mail. Our Zoom meetings occurred on October 10 and November 14, 2018. On October 10 Steve Geist, Beau Brodbeck, Ray Henning, Tom Wolf, Eric Smith and Barb Duke were present. On November 14 Steve Geist, Beau Brodbeck, Ray Henning, Tom Wolf, Sharon Jean-Philippe, Eric Smith and Barb Duke were present.

Accomplishments:

We worked with Eric Smith on his move back to Des Moines, Iowa and the details surrounding that move. The committee worked on communicating this as soon as we could to TREE Fund Trustees. The response from the Trustees was both positive and supportive. Three policy documents including Due Diligence, Trustee Recruitment, and Board of Trustees Composition Matrix were written and approved. We also worked on the 2019 slate. All Trustees whose terms were ending and eligible for another term on the board chose to stand for a new term. We had 2 candidates for Jim Barborinas' open trustee position. We interviewed both Jacques Brunswick and Jeff Edgar. The Executive and Governance Committee voted to recommend Jacques Brunswick to fill the 1 vacancy. Eric Smith brought forth the concept of a First Alternate board position where the individual would be invited to board meetings as a non-voting participant. This is a pre-vetted position and the individual is eligible for the next board opening. The Committee voted to recommend Jeff Edgar to the position of First Alternate. All standing committee chairs have expressed a willingness to continue in their capacities for 2019.

Objectives for the next 3 months:

We will be looking at the results of the December 2018 Customer Satisfaction survey disseminated to all TREE Fund constituents and stake holders. The Committee will take up the matter of succession planning in the executive committee. Also we will look at committees and begin to enforce term limits for members.

Next Meeting Date: January 9, 2019



Audit/Finance Committee Report
Prepared by: Ray Henning, Chair
Date Submitted: November 26, 2018

Meetings:

Date: September 18, 2018

Participants: Ray Henning, Treasurer; Terry McGonegle; Tom Wolf; J. Eric Smith

Topics and actions: Reviewed the July 2018 CCT statement and August 2018 financial statements. Partnerships down due to accelerated partnership payments received in late 2017 for 2018; hope to recover by 4Q with 2019 partnerships coming in. We had about \$80,000 in funds raised via the Tour that were restricted to endowment pools and so moved to that account. Special Event Expenses are significantly down from prior years, close to budget. In September Wright Tree paid off their 10-year commitment early to complete the endowment of the Wright Fund. We will be offering a UAA sponsored grant in first quarter 2019 with UAR-C Funds that have been held for several years in temporary restriction. UAA will work with ECI to have a proposal ready for the December Trustee Meeting. The White Fund should be completed by year end or early 2019. Cash flow looks solid for the remainder of the year.

A draft of the 2019 budget will be sent to the Audit and Finance Committee by November 1. It will be reviewed at the November 20 Audit and Finance Committee meeting and a supplemental meeting will be scheduled November 29 for final budget review. Also working to evaluate and document a cash reserve policy as part of 2019 budget review which can be used as a benchmark for a five-year plan. Izabela Poludniak from Sasseti will be invited to join the October Audit and Finance Committee meeting to advise on how to prepare for IRS rule changes.

Date: October 16, 2018

Participants: Ray Henning, Treasurer; Jacques Brunswick; Terry McGonegle; John Signorini; Tom Wolf; J. Eric Smith; Izabela Poludniak (Sasseti LLC)

Topics and actions: Reviewed the August 2018 CCT statement and September 2018 financial statements. Draw down of former unrestricted funds from CCT has been completed; transfers

will start to be made quarterly. Growth Pool statement from CCT will be provided prior to November meetings for committee review.

Izabela Poludniak from Sasseti LLC, reviewed the IRS regulation changes for 2019 pertaining to restricted funds and liquidity requirements. New requirements will define net assets as either “with donor restriction” or “without donor restriction.” Legal requirements still require differentiation of temporarily restricted and permanently restricted funds. Restrictions must be designated in footnotes. Expenses must be presented based both on the function and nature of the expense, specifically. Definition of what is a management and general expense versus program expense has been strengthened. Organization must disclose its cost allocation methodology, including which costs are allocated. New liquidity reports must provide quantitative disclosure of what financial assets the Organization has as of its balance sheet date, available to use for general operating purposes for one year from the balance sheet date, and qualitative description of how it generally manages its liquidity.

Date: November 20, 2018

Participants: Ray Henning, Treasurer; Jacques Brunswick; Rick Joyce; Terry McGonegle; Tom Wolf; J. Eric Smith

Topics and actions: The meeting was called to order and went into Executive session to review the proposed 2019 budget. The entire meeting was devoted to the review and discussion of the budget. The monthly finance reports will be reviewed at the November 29 meeting along with the final budget approval.

- **Objectives for the next 3 months:** Maintain the financial integrity of the TREE Fund by monitoring the monthly financial statements and implementation of the following Strategic plan items: Evaluate and document a cash reserve policy as part of 2019 budget review; Review CEO proposed budget for 2019 with goal of positive net unrestricted income; Evaluate CCT Growth Pool results; 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; Complete audit engagement process; Submit budget to Trustees for final approval.

Next Meeting Date: November 29, 2018



TREE Fund
Statement of Financial Position
As of October 31, 2018

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
1003 Petty cash	\$ 553
1006 Wintrust	\$ 175,727
Total Bank Accounts	<u>\$ 176,280</u>
Accounts Receivable	
1410.00 Grant Receivable	\$ 35,000
1510 Pledge Receivables	\$ 403,547
Total Accounts Receivable	<u>\$ 438,547</u>
Other Current Assets	
Investments held at CCT	\$ 4,576,724
Total Other Current Assets	<u>\$ 4,576,724</u>
Total Current Assets	<u>\$ 5,191,552</u>
Fixed Assets	
1600 Fixed Assets	\$ 3,678
1699 Accum Depreciation	\$ (736)
Total Fixed Assets	<u>\$ 2,942</u>
TOTAL ASSETS	<u>\$ 5,194,494</u>
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	\$ 20,561
2050 Grants Payable	\$ 272,460
Total Accounts Payable	<u>\$ 293,021</u>
Credit Cards	
2210 First National Bank of Om- 7979KL	\$ 556
2220 First National Bank of Om - BAD	\$ 46,530
2230 First National Bank of Om - 3321JES	\$ 1,441
2240 First National Bank Om-MO	\$ 1,893
Total Credit Cards	<u>\$ 50,420</u>

Other Current Liabilities	
2450 Accrued PTO	\$ 15,956
Total Other Current Liabilities	<u>\$ 15,956</u>
Total Current Liabilities	<u>\$ 359,396</u>
Total Liabilities	<u>\$ 359,396</u>
Equity	
3200 Unrestricted-Operating	\$ 31,275
3600 Temporarily Restricted	\$ 115,028
3800 Permanently Restricted	\$ 4,569,842
3900 Retained Earnings	\$ (359,473)
Net Revenue	\$ 478,425
Total Equity	<u>\$ 4,835,097</u>
TOTAL LIABILITIES AND EQUITY	<u>\$ 5,194,494</u>



TREE Fund
Budget vs. Actuals (Accrual)
January to October, 2018

	Actual	Year-to-Date Budget	Year-to-Date Variance	Annual Budget	Year-End Forecast	Notes: Changes to Align with 2019 Budget
Revenue						
4001.00 Unrestricted Operating	\$168,442	\$148,400	\$20,042	\$190,000	\$188,000	Now includes Other Income
4700.00 Program Income	\$491,572	\$405,650	\$85,922	\$565,000	\$525,000	Tour Income Split to Program and Other
4900.00 Tour des Trees Income	\$444,413	\$532,500	(\$88,087)	\$525,000	\$505,000	Tour Income Split to Program and Other
4950.00 Other Special Event Income	\$25,135	\$40,000	(\$14,865)	\$50,000	\$45,000	Tour Income Split to Program and Other
5999.00 Transfers From CCT	\$141,102	\$154,000	(\$12,898)	\$154,000	\$141,000	
Total Revenue	\$1,270,663	\$1,280,550	(\$9,887)	\$1,484,000	\$1,404,000	
Gross Profit	\$1,270,663	\$1,280,550	(\$9,887)	\$1,484,000	\$1,404,000	
Expenditures						
6010.00 Board & Liason Expense	\$4,897	\$6,000	(\$1,103)	\$15,000	\$7,000	
6020.00 Research and Education Expense	\$258,509	\$173,600	\$84,909	\$217,000	\$275,000	
6050.00 Occupancy Expense	\$24,764	\$21,840	\$2,924	\$28,000	\$27,500	
6100.00 Office Expense	\$19,970	\$25,600	(\$5,630)	\$30,000	\$25,000	Now includes Service Fees
6150.00 Personnel Expenses	\$275,168	\$283,920	(\$8,752)	\$338,000	\$325,000	
6200.00 Professional Fees	\$26,388	\$38,220	(\$11,833)	\$45,500	\$35,000	IT moved to Technology Expense
6900.00 Tour des Trees Expenses	\$193,204	\$193,000	\$204	\$193,000	\$200,000	Tour Expenses Split to Other
6950.00 Other Special Event Expense	\$14,485	\$20,000	(\$5,515)	\$20,000	\$15,000	Tour Expenses Split to Other
7000.00 Technology Expense	\$14,090	\$5,000	\$9,090	\$10,000	\$15,000	Now includes IT retainer
7100.00 Travel & Meetings	\$23,052	\$18,060	\$4,992	\$21,000	\$25,000	
7200.00 Communications	\$26,196	\$34,000	(\$7,804)	\$40,000	\$27,500	
Total Expenditures	\$880,723	\$819,240	\$61,483	\$957,500	\$977,000	
Net Operating Revenue	\$389,940	\$461,310	(\$71,370)	\$526,500	\$427,000	



Communications Committee Report

Prepared by: Dave Krause, Chair

Date Submitted: November 23, 2018

Meetings:

Date: Sept. 18, 2018

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

Topics:

- Davey PR coverage of Tour was very successful and was featured in Nursery Management magazine
- Survey results rated communications before and during Tour 4.6 & 4.7 respectively on a scale with 5 being top score.
- ISA Booth top items for future research were 1-Safety, 2-Roots/Soil, 3-Climate Change, 4-Pests, 5-Workforce issues.
- Karen identified local ISA Chapters to increase awareness and promotion of TREE Fund webinars.
- Brandon Gallagher Watson recommended a posting calendar with monthly theme (hub and spoke method where central theme is surrounded by varying types of social media)
- Discussed strategic plan
- Animated video messaging. Consider content not be dated to allow more utilization throughout the year.

Actions:

- Advertisements (print) were posted in Arborist News, UAA NewsLine and TCIA Magazine.
- Sent out Aug & Sept. TREE Press.
- Press release sent out for Spring Grant/Scholarship Awards
- E-Blasts on 2019 Tour & webinar with Dr. Brian Kane on Arboricultural Biomechanics.
- Updated Liaison poster with spring grant/scholarship awards
- Reviewed list of potential partnerships.
- Karen Lindell will look for 'in-kind' partnership opportunities (vs just financial contributions)
- Requested \$7,000 be included in 2019 budget for animated videos

Date: October 16, 2018

Attending: Dave Krause, Chair; Rebecca Johnson; Randall Miller; Mundy Wilson Piper; Brandon Gallagher Watson, J. Eric Smith; Karen Lindell

Topics:

- Reviewed print advertising and new host for website.
- Discussed budget for 2019 to submit to Audit and Finance Committee by November 1.
- Planning for 2019 Tour, colors, theme and marketing style.

Actions:

- Year-end appeal ad was placed in industry publications
- Poster prepared for TCI EXPO with focus on Felix Scholarships & workforce development
- Brandon Gallagher Watson designed a new webinar logo
- Created social media calendar (of topics for Twitter, Facebook, etc.)

Date: November 20, 2018

Attending: Dave Krause, Chair; Randall Miller; Mundy Wilson Piper; Brandon Gallagher Watson, J. Eric Smith; Karen Lindell

Topics:

- Webinars for November & December
- Year-end appeal for TREE Fund.
- 2019 Tour emblem.
- Boosts on social media showed good results
- Reviewed Twitter and Facebook activity
- Suggestions for survey for content, timing and number of questions
- Suggestion to tie Saluting Branches event with Tour des Trees due to overlap on Wed.

Actions:

- New 2019 Tour des Trees emblem created by Brandon Gallagher Watson approved.
- Perform another social media audit in 2019
- Request Liaisons to follow TF social media and share our posts
- Conduct Customer Satisfaction Survey via Survey Monkey

Accomplishments:

- New Webinar Logo
- New Tour des Trees Logo
- Tracking social media responses on Twitter and Facebook
- Karen Lindell working with ISA Chapters to improve promotion on their websites

Objectives:

- Budget Approval
- Continue social media tracking metrics
- Identify additional corporate partners



Research and Education Committee Report

Prepared by: George Hudler, Chair

Date Submitted: 26 November 2018

MEETINGS:

Date & time of meeting: November 15, 2018 9am Central Time via conference call

Attending: George Hudler, Chair; Beau Brodbeck; Chip Brown; Hallie Dozier; Sharon Lilly; Dan Struve, Jim Urban; Robert Vanderhoof

Kimmel Research Grant for International Research (2 at \$10,000)

From a cohort of 15 proposals that passed requirements for applicability to TREE Fund research mandates in the call for proposals, the Committee agreed to recommend awards to:

Benoit St-Onge – University of Quebec at Montreal, “Automated mapping and spatial analysis of the urban forest using LIDAR to improve management”

... and ...

Brandon Winfrey – Monash Univ., Clayton VIC, “Enhancing tree health in water sensitive urban design: role of mycorrhizae”

Several others were also in strong contention and authors of those unsuccessful proposals will be invited to submit again with some suggested modifications that might strengthen their submissions.

Duling Research Grant Program (1 at \$25,000)

Here we had a cohort of 20 applications that passed the “eligibility cut” and were passed on to the review committee. After extensive written review and a lengthy phone call conference, the committee winnowed the group down to five proposals that were *extremely* closely ranked. After a reconsideration and second vote on the final five, the following proposal was chosen:

Jeanne Romero-Severson – University of Notre Dame, “A Three Pronged Approach to understanding the defensive mechanisms in Green Ash (*Fraxinus. pennsylvanica*) resistant to EAB (*Agrilus planipennis*)”

Other Pending Grants

Utility Arborists Association Grant: The UAA grants committee reviewed one proposal and agreed that it was not only appropriate but with high potential for the profession. Thus the following recommendation goes forward to the TREE Fund Board of Trustees:

J.M. Sparkman Jr. - Environmental Consultants, LLC d.b.a. ECI, "Development of a regional research approach to modeling tree failure risk probability affecting distribution overhead lines" for \$49,730

Interim/final reports approved

Kathleen Wolf – "Urban forests for human health – a focused economic evaluation" 2017 Hyland Johns Grant Interim Report

Brian Kane – "Arboricultural safety around the world" 2017 Safe Arborists Techniques Fund Interim Report

Mitchell Pavao-Zuckerman - "Innovative practices to enhance soil quality for vacant lot afforestation" 2016 Research Fellowship Interim Report

Columbus State Community College – "The Columbus State Arboriculture Education Expansion and Tree Care Academy Project, 2017 Ohio Chapter ISA Education Grant Final Report

Changes In Contract Terms

The following changes in contract terms were approved and recorded with the Naperville staff:

Susan Day – with a project intended to look at urban tree plantings as mediators for storm water runoff terminated with Dr. Day's relocation from West Virginia University to the University of British Columbia, unspent funds will be returned to the Fund with some indication that Dr. Day would be reapplying with a similar, but different, project and new proposal once she was fully situated in Vancouver.

Mitchell Pavao-Zuckerman – was granted a contract extension (time only, no \$\$\$) in view of unexpected changes in site location due to deteriorating safety conditions at the original study site.

Kathleen Wolf – was granted a contract extension because of unexpected changes in technical/student assistance.



Liaison Committee Report
Prepared by: Randall H. Miller, Chair
Date Submitted: 11/26/2018

Meetings:

Date & time of meeting: October 10, 2018, 3:00pm Central Time via conference call

Topics: TREE Fund News, President and CEO Report, Liaison Toolbox, Chapter Partnerships

Attending: Randall Miller, Chair; Lori Brockelbank; Jon Elliott; Ryan Gustafson; Eric Hoyer; Nathan Schuettepelz; Christian Siewert; Peter Sortwell; Evan Sussman; Kristin Wild; Karen Lindell

Absent: Chris Donnelly, Gene Gehring, Henry Gulich, Jeff Iles, Dave Leonard, John Morris, Tom Ordway, Doug Petersen, Jeff Picher, Pete Smith, Brian Sprinkle

Accomplishments:

Liaisons to let staff know what materials they would like such as table top displays, published research reports, etc.

Objectives for the next 3 months: Expand liaison committee to affiliate organizations (e.g., American Society of Landscape Architects, National Association of Landscape Professionals, Association of Professional Landscape Designers, American Public Works Association, Landscape Professionals at state level, American Society of Foresters, nurserymen, golf course superintendents, Utility Arborist Association, Society of Municipal Arborists, and Association of Professional Landscape Designers). Committee was asked to send additional suggestions to Liaison Committee Chair Miller.

Continue to communicate with chapters, actively engage chapters in fund raising, link chapter websites to TREE Fund webinars page.

Next Meeting Date: February 12, 2019



Council of Representative Report

Allan West

TREE Fund representative to the ISA Council of Representatives

November 14, 2018

There has been limited activity regarding the Council of Representatives (CoR) since the September Board of Trustees conference call. Most activity at ISA headquarters is focused on the office relocation to Atlanta, GA. The physical official move is planned for January 1, 2019 and a few staff are in place to facilitate the transition.

In an e-mail to CoR members October 6, 2018, Executive Director Caitlyn Pollihan reported details on location and staff changes will be announced soon after January 1, 2019. In the meantime she announced the hiring of three new team members to join her Director's Team

Curtis Conner - Director of Financial Services
Tucker Kendall - Director of Member Services
Linda Martinez - Director of Marketing Services

Some of the Trustees may have met them if you attended the ISA Leadership Workshop.

I will keep TREE Fund Trustees informed as more information becomes available.

Duling Grant Recommendation:

Jeanne Romero-Severson

University of Notre Dame

“A Three Pronged Approach to understanding the defensive mechanisms in Green Ash (*Fraxinus. pennsylvanica*) resistant to Emerald Ash Borer (*Agrilus planipennis*)”

Request: \$25,000

Project Summary

Emerald ash borer (EAB, *Agrilus planipennis*), an accidentally introduced Asian beetle, poses an acute threat to the native *Fraxinus* species in North America. Mass mortality in green ash (*F. pennsylvanica*) and white ash (*F. americana*) affects broad swaths of the landscape, from forests and farmland to urban streets. Urban foresters and communities are fighting this spread which cost upwards of 1.7 billion dollars in 2011 alone. While some communities like Naperville (a suburb of Chicago) maintain their trees by spending almost 900,000 dollars a year on chemical treatments, American ashes are being functionally removed from every other landscape.

This annihilation is due to the lack of base resistance against the invasive EAB, as American ashes never acquired necessary protections through co-evolution. However, a few green ash (<1%) termed “lingering” have been noted to survive for years after all other local green ash have died. Our collaborators collected these trees, and after challenging them with directly applied EAB, have confirmed defensive responses (killing some EAB larvae or slowing their growth) in clonally replicated studies. Because these trees appear to use different methods of resistance, these multiple traits can be ‘stacked’ or pyramided in a selective breeding program to produce trees with greater long-term resistance to EAB.

We propose a multi-faceted, interdisciplinary approach to examine the functional basis for resistance to EAB in lingering green ash. We will employ transcriptomics, proteomics and metabolomics to examine differences in gene expression, proteins and secondary metabolites in susceptible green ash vs lingering green ash. We will apply this analysis to 200 progeny from lingering x lingering and susceptible x susceptible crosses in twelve different families. We propose to analyze these samples to find indicators and mechanisms of resistance. From this, we can create a test that allows us a strong prediction of resistance from a small tissue sample. This allows for a higher throughput in collecting new potential lingering trees from the wild to increase the genetic diversity in the breeding pool. By increasing the rate at which defensive traits in ash can be selected for in a targeted breeding program, we can produce an ash with enough resistance that EAB becomes a pest instead of a deadly plague. Therefore, once we can understand the defensive mechanisms, we can better guide the breeding program, vastly increasing the pace to restore green ash on the landscape and in our cities.

Kimmel Grant Recommendations:

Benoît St-Onge

University of Quebec at Montreal

“Automated mapping and spatial analysis of the urban forest using LIDAR to improve management”

Request: \$10,000

Project Summary

Urban forests have both positive and adverse effects on human well-being, while their sustainability, given climate change and invasive species, is at risk. Setting targets for key attributes such as optimal tree density, age/size distribution, species variety, in this context will thus require precise data on public and private trees. Tree detection performed using airborne lidar 3D models can provide information on the size of most urban trees, and can also identify species or species groups with a good accuracy. We propose to test these methods on existing lidar data for the City of Montreal, used as a case study representative of North American cities, and derive the above-mentioned key attributes. From these we will produce indicators at the neighborhood level for the entire island of Montreal (500 km²) such as: local density and height of trees, species biodiversity, etc. The overarching goal is to develop methods for characterizing a) individual trees and b) features of the urban forest at the neighborhood level.

This project will be carried out in close collaboration with the City of Montreal, Canada. Having started to work on the above goals with them in 2018, but without external funding, the foundations of the proposed project are already laid out. Because the software tools will have to be delivered and explained to the personnel of the City of Montreal at the end of the project, the City's personnel will be autonomous for applying the methods as soon as 2019, as well as in the future, such that updating the data outputs will be possible. These outputs, i.e. a map of all individual trees visible from the air (both public and private) and their attributes and species, as well as maps of neighborhood level indicators, will help guide the City of Montreal in decisions for creating an urban forest that has a positive impact of human health and wellbeing, and that is more resilient to climate change and invasive insect species. The results will be disseminated at three levels: at the City of Montreal itself (one-day workshop), at the regional level (during a presentation at a conference attended by municipal actors from the entire province of Quebec, Canada), and internationally (during a presentation at one conference in the U.S.A., and in a paper in one international journal). Based on Montreal's case, we hope that the adoption the proposed approach and related technology by other municipalities will be facilitated.

Brandon Kyle Winfrey

Monash University, Australia

“Enhancing Tree Health in Water Sensitive Urban Design: Role of Mycorrhizae”

Request: \$10,000

Project Summary

Stormwater control measures (aka, Water sensitive urban design (WSUD) approaches) capture and treat urban runoff that would otherwise impact ecosystem and human health. Urban trees that are planted in WSUD play significant roles in mitigating pollution and hydrologic effects from stormwater [1], enhancing aesthetics [2], and microclimate cooling [3]. However, growing conditions for trees in these systems may be compromised for other design goals, such as promoting infiltration through coarse filter media [4]. Stormwater biofilters are a widely adopted WSUD approach that remove pollutants from stormwater runoff by supporting removal processes in a vegetated filter media bed designed to promote infiltration, thereby protecting waterways and public health. Microbial communities in stormwater biofilter filter media play crucial roles in processing pollutants and supporting plant growth. Consequently, the capacity of biofilters to remove nutrients and metals is affected and, at times, driven by the microbial communities that are present [5]. Trees are in integral part of many stormwater biofilters and are present in roughly one out of five of all surveyed roadside biofilters in Australia [6].

Vesicular arbuscular mycorrhizal fungi (VAM) associate with most terrestrial plants [7]. VAM establish a mutualistic association with plants in natural ecosystems and have been observed in biofilters [8]; VAM can improve the supply of nutrients and water for plants, enabling them to increase their photosynthetic capacity and growth, even under water stressed conditions [9]. Pollutant removal in stormwater biofilters corresponds to plant health [10], which can diminish during dry periods; inoculating biofilter plants with VAM may facilitate plant physiological processes that improve drought tolerance, mitigate the effects of these dry periods on plant health, and thereby improve pollutant removal in subsequent wet periods.

The aims of this research are to 1) evaluate effectiveness of inoculating biofilter tree roots with VAM using two common methods, 2) test the response of inoculated biofilter plants (forb and tree species) to remove nutrients and metals following a prolonged dry period in VAM and control roots, and 3) determine effects of VAM on biofilter plant health during and following a prolonged dry period.

The work proposed in this application leverages a larger project which evaluates the same inoculation methods and resulting effects on two forb species common in Australian biofilters.

UAA Grant Recommendation:

J. M. Sparkman Jr.

Environmental Consultants, LLC d.b.a. ECI

“Development of a Regional Research Approach to Modeling Tree Failure Risk Probability Affecting Distribution Overhead Lines”

Request: \$49,730

Project Summary

Electric utilities and regulators are constantly evaluating means to improve both reliability and public safety while also reducing cost. As trees are among the most frequent causes of interruptions and represent one of the largest maintenance costs, vegetation management is a frequent subject of inquiry.

Recent development in tree risk management has moved the arboriculture industry from simply identifying hazard trees, toward a Tree Risk Assessment process where both the risk and consequences of a tree failure are taken into account. The primary inputs include the likelihood of failure, likelihood of impact and consequence of the potential impact to derive a risk rating that ranges from low to extreme. While determining the likelihood of impact and the potential consequence has a degree of subjectivity, these two inputs are reasonably objective. Yet, determining the likelihood of failure continues to be a challenging task as there are a large host of factors that potentially influence the tree stability. Which explains why understanding the probability of tree failure is listed as one of the Utility Arborist Association’s top 5 research priorities.

Trees continue to be among the leading causes of electric distribution system service interruptions. Tree maintenance is often the largest O&M expenses. Utilities are increasingly looking beyond routine maintenance zones to address tree conditions that may lead to interruptions. Failure can be categorized as either from roots, stems or branches. Our team will review what is known about failures from these three zones, concentrating on why seemingly healthy trees fail. The approach of investigating why seemingly healthy trees fail is important as it has been reported that as many as 50-65% of failures take place in trees with no externally detectable defects. This suggests the utility arboriculture industry has much to learn as to why trees fail and how to predict the likelihood of failure.

Development of failure risk probability models to include observable and non-observable defects and lack thereof within severity ranges will help utilities and regulators better understand the risks and benefits of programs designed to further reduce tree-caused outages over specific time periods. Environmental and fiscal responsibility can be enhanced through prioritization of high failure probability conditions.



Research Workshop Meeting Agenda
Wednesday, December 12, 2018 at 8am Eastern Time
Bartlett Lab, Charlotte, NC

8:00am	Welcome from Bartlett Labs <ul style="list-style-type: none">• Orientation• Introductions	Bartlett Host/Geist
9:00am	TREE Fund Research Grant Lines and Endowments Review for 2019 to 2023	Smith
9:30am	TREE Fund Research Outputs, Outcomes and Impacts Report	Hudler
10:30am	Break	
10:45am	TREE Fund Research Themes for 2019 to 2023	Hudler
Noon	Lunch and Fellowship	
1:00pm	Alignment of Themes with Grant Lines for 2019 to 2023	Smith
2:15pm	Break	
2:30pm	Reflections and Other Recommendations and Actions <ul style="list-style-type: none">• RFP or Applications Changes?• New Funding Sources?• Ways to Better Disseminate Findings?• Other?	Hudler
3:30pm	Adjourn and Transit to Airport	

2019 BUDGET RESOLUTION

The Finance and Audit Committee unanimously recommends the Board of Trustees' approval of the attached 2019 summary budget containing the following key financial elements, presented on an accrual basis:

- *Total revenues of \$1,377,000; which includes \$160,000 in earnings transferred from Chicago Community Trust (CCT) and \$280,000 in time or donor restricted funds, unavailable for operating expenditures in 2019;*
- *Total expenses of \$1,165,500; which includes \$487,500 in new grant awards, of which \$267,500 will be payable in 2019, atop \$169,000 in prior year grants payable in the budget year;*
- *A net positive income of \$211,500; cash flow will be evaluated regularly throughout the year, and subject to satisfactory operating reserves and in compliance with donor intentions, these funds will be transferred to CCT before year-end to applicable endowments.*

2019 TOP LEVEL SUMMARY OPERATING BUDGET
TRUSTEE SUMMARY: PERSONNEL AND BUSINESS SENSITIVE
INFORMATION REDACTED AFTER AUDIT/FINANCE REVIEW
(ACCRUAL BASIS)

2019 INCOME:

4001.00 Unrestricted Operating
4700.00 Program Income
4900.00 Tour Des Trees Income
4950.00 Other Special Events Income
5999.00 Transfers from CCT

2019 TOTAL INCOME:

FY 2018	
REQUESTED BUDGET	ESTIMATED YEAR-END
\$190,000	\$188,000
\$515,000	\$525,000
\$587,000	\$505,000
\$38,000	\$45,000
\$154,000	\$141,000
\$1,484,000	\$1,404,000

FY 2019		
REQUESTED BUDGET	CURRENT YEAR OPS AVAILABLE	CURRENT YEAR NOT AVAILABLE
\$205,000	\$185,000	\$20,000
\$440,000	\$215,000	\$225,000
\$500,000	\$470,000	\$30,000
\$72,000	\$67,000	\$5,000
\$160,000	\$160,000	\$0
\$1,377,000	\$1,097,000	\$280,000

PRIOR YEAR ACCRUALS TO BE RECEIVED IN 2019:
AVAILABLE FOR 2019 OPERATIONS:

\$0	\$17,500	\$55,000
	\$1,114,500	

2019 EXPENSES:

6010.00 Board and Liaison Expense
6020.00 Research and Education Expense
6050.00 Occupancy
6100.00 Office Expense
6150.00 Personnel Expense
6200.00 Professional Fees
6900.00 Tour des Trees Expense
6950.00 Other Special Events Expense
7000.00 Technology Expense
7100.00 Travel and Meeting Expense
7200.00 Communications

2019 TOTAL EXPENSE:

FY 2018	
REQUESTED BUDGET	ESTIMATED YEAR-END
\$15,000	\$7,000
\$217,000	\$275,000
\$28,000	\$27,500
\$30,000	\$25,000
\$338,000	\$325,000
\$45,500	\$35,000
\$200,000	\$200,000
\$13,000	\$15,000
\$10,000	\$15,000
\$21,000	\$25,000
\$40,000	\$27,500
\$957,500	\$977,000

FY 2019		
REQUESTED BUDGET	CURRENT YEAR OPS PAYABLE	CURRENT YEAR NOT PAYABLE
\$15,000	\$15,000	\$0
\$487,500	\$267,500	\$220,000
\$27,500	\$27,500	\$0
\$20,000	\$20,000	\$0
\$323,000	\$323,000	\$0
\$25,000	\$25,000	\$0
\$180,000	\$180,000	\$0
\$17,500	\$17,500	\$0
\$15,000	\$15,000	\$0
\$25,000	\$25,000	\$0
\$30,000	\$30,000	\$0
\$1,165,500	\$945,500	\$220,000

PRIOR YEAR GRANTS PAYABLE IN 2019
NEEDED FOR 2019 OPERATIONS
NET OPERATING BALANCE

\$0	\$169,000	\$0
	\$1,114,500	
	\$0	

2019 ORDINARY INCOME (ACCRUED)

\$526,500	\$427,000
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\$211,500	← Year-End Goal for Endowment Transfers
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Jacques Brunswick

73 Payson Avenue
New York, NY 10034
(860) 857-7646
Jacquesbrunswick@mac.com

Jacques Brunswick & Associates, LLC

July 2018-Present

Consultant

Provide management consulting and project management services for several nonprofits including The Apollo Theater, The English Speaking Union and The Tree Fund.

The Apollo Theater, New York, NY

2013-2018

Real Estate Projects

January 2018 - June 2018

Managed multiple facility expansion and real estate projects for the "World Famous" Apollo Theater in Harlem, NY. Coordinating architects, consultants, attorneys, developers and several government agencies to assure the completion of three major projects. The completion of these projects support future Apollo programming and will allow the Apollo to take its place as one of the premier cultural institutions in the country.

Chief Operating Officer

2013-2017

Reported to the President and the Board of Directors. Managed the finances and the daily operation of the Apollo Theater. Worked with the President and staff to develop a strategic plan for the organization. Oversaw the following departments: General Management, Production, Facility Rentals, Theater Operations, Finance, Information Technology, and Human Resources. Managed union relations with IATSE Local One, Musican's union 802 and the Box Office Treasurers. Managed new business ventures at the Apollo including a Hologram Show, and other partnerships with commercial producers. Served the following board committees: Executive, Finance and Real Estate. The Apollo has launched a \$65 million capital campaign. Provided oversight for the \$45 million renovation/restoration and expansion of the facility.

The Guthrie Theater, Minneapolis, MN

2006-13

Chief Administrative Officer

Reported to the Artistic Director/CEO and the Board of Directors. Successfully managed the Theater through its first six seasons in a new \$125 million, 285,000- square foot facility designed by Jean Nouvel. Responsible for the business affairs, bottom line, and operations of the nation's premier regional theater with an operating budget of \$28 million and a \$46 million endowment. Administered three theaters, two restaurants, and 11 bars; facility is open 18 hours a day, 362 days a year. Annual attendance 420,000. Worked with the Senior Management team (Artistic Director, Director of External Relations, Director of Development, and Director of Production) to plan, budget, and produce 42 productions and 795 performances. Served the following board committees: Executive, Finance, Long Range Planning, Governance, Facilities, Government Affairs, and Investment. Negotiated enhancement deals/partnerships with Broadway Producers including: *Little House on the Prairie* (Sprecher/Florenza Productions); *The Intelligent Homosexual's Guide to Capitalism and Socialism with a Key to the Scriptures* (Scott Rudin Productions); *The Scottsboro Boys* (Barry and Fran Weissler, Producers); *The End of the Rainbow* (Joey Parnes, Producer); and *Roman Holiday* (Paul Blake, Producer). Supervised General Management, Company Management, Finance, Facilities, Information Systems, Human Resources, and Food Services Departments. Managed union contracts. Created a Long Range Plan with the Planning Committee that formed the basis of the current \$35 million Capital Campaign for operating support and endowment funds.

Mystic Seaport, Mystic, CT

1992-2006

Vice President, Finance and Administration, CFO

Reported to the Director and Board of Trustees. Managed finances and operations of America's premier 17-acre maritime museum with an operating budget of \$23 million and a staff of 330 with 300,000 annual visitors. Supervised the Finance, Facilities, Construction, Information Technology, Human Resources, Museum Stores, and Food Services departments. Provided staff leadership for the Investment, Finance, Audit, Facilities and I.T. committees of the Board. Managed the Museum's investments, insurance, legal, and governmental affairs. The Museum had a \$50 million endowment and

completed \$30 million of capital renovations. Led the effort to create a new Program and Campus Master plan. Secured the funding for the *Amistad* construction project and negotiated the location contract for the Spielberg film production.

BAM (Brooklyn Academy of Music), Brooklyn, NY

1980-1992

Vice President for Finance and Administration, CFO (1988-92)

Reported to the President and the Board of Directors. Directed the finances and administration of this four-theater performing arts center with a \$12 million operating budget. Developed and managed the annual budget. Supervised Finance, MIS, Box Office, Building Management, Construction, Personnel and Concessions. Additional administrative responsibilities: governmental relations, union contracts, and real estate development, including the renovation of the Majestic Theater, now the Harvey. Represented BAM as a member of New York City's Cultural Institutions Group.

Director of Marketing (1983 - 1988)

Designed and executed marketing campaigns for BAM's first NEXT WAVE Festival and other programs. Designed and implemented computerized ticketing, fund raising, financial systems and facility scheduling.

Related Experience

The English Speaking Union, New York, NY, Board Member

League of Resident Theaters (LORT) Executive Committee and Equity negotiating committee for 2008 and 2013

The Bolz Center for Arts Administration at the University of Wisconsin-Madison, Board Member

Vista Life Innovations, Westbrook, CT, Board Chair

651 Arts Center, Brooklyn, NY Founding Board Member

Amistad America, New Haven, CT Founding Board Member

Education

M.A. Business Administration Bolz Center for Arts Administration - **University of Wisconsin, Madison**, 1980

Bachelor of Arts, English - **Grinnell College**, Grinnell Iowa, 1976

Other

Dual citizen of Germany and the United States.

Résumé for:

Jeffrey L. Edgar
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Updated October 10, 2018

Current:

- *Owner of Silver Creek Nurseries, Inc. in Manitowoc, WI
- *Program Advisory Board member and past chair at Lakeshore Technical College (Cleveland, WI)
- *Program Advisory Board Member at Northeast WI Technical College (Green Bay, WI)
- *Member and representative from WI to the North Central Nursery IPM Working Group (USDA)

Past:

- *Board Member of the WI Nursery and Landscape Assoc. (WNLA)
- *Board Member and President of the WI Nursery Assoc. (now WNLA)
- *Board Member and President of the WI Landscape Federation (now WI Green Industry Federation)
- *Represented WI as Governor/Senator for American Nursery and Landscape Assoc. (ANLA) (now American Hort)
- *Board Member and chair of the WI Urban Forestry Council
- *Program Advisory Board Member at Milwaukee Area Technical College (Mequon, WI)
- *General laborer at Silver Creek Nurseries and Landscape, Inc. from 1971 to 1974
- *General laborer at Moller's Nursery, Gresham, OR from 1974 to 1975
- *Field operations and sales at Silver Creek Nurseries, Inc. 1977 to present
- *Sales for Berryhill Nursery, Springfield, OH 1981 to 1992 (est.)
- *Sales for Scarff's Nursery, New Carlisle, OH 1992 to 1999 (est.)
- *Sales for Teufel Nursery, Portland, OR 1992 to 1996 (est.)

Work related activities:

- *Oversee the daily operations of our nursery. My work duties find me indoors and outdoors in all phases of the company.
- *Invented, manufacture and market the Calipro Tree Inventory System (U.S. Patent #5,884,240, now expired)
- *Listed as co-author, et.al. of: *Impacts of Wire Basket Retention and Removal on Planting Time, Root Ball Condition, and Early Growth of Acer platanoides and Gleditsia triacanthos var. inermis*, which has been published in the ISA publication Arboriculture and Urban Forestry January 2015
- *Assisting in the development of a sterile Ornamental Pear with Dr. Susan Wiegrefe.
- *Propagating and reintroducing trees of historic importance, such as Johnny Appleseed's and Sir Isaac Newton's apple trees.
- *Propagator and orchard specialist for a large Wisconsin based cheese company's corporate headquarters.
- *Implemented a unique container tree growing system, to promote better root development and to lessen the carbon footprint of tree production at our nursery.
- *Started an industry wide horticulturally based discussion group for WI on LinkedIn called the Wisconsin Green Industry Professionals Network (inactive).
- *Member of Rare and Heirloom Fruit Growers discussion group (inactive) on LinkedIn.
- *Wrote several articles for national and state trade magazines, such as Nursery Manager, American Nurseryman, Green Side Up (WI), Wisconsin Arborist, and Morning Ag Clips (WI Edition).
- *Raised funds and rode in the 2014, 2016, 2017, and 2018 (Stihl) Tour des Trees fund raising bicycle tour for the TREE (Tree Research and Education Endowment) Fund.

Education: Associate Degree in Horticulture Production (1977) – Gateway Technical College (Kenosha, WI)

Personal activities:

- *Member of the Lakeshore Pedalers Bicycle Club

Personal: Married 40 years. 3 sons and 2 grandchildren