

**2015**

**IAA Strategic Plan**

**Training**

**Scholarships for Professional Development**

Articles for Newsletter as requirement

Champions: Steve Ludwig & Executive Committee

**Amount Requested: $5,000**

**Aerial Lift Safety Course**

Champions: Norm Hall

**Amount Requested: $6,000**

**SAWW Training or equivalent**

Investigate how to take it statewide

Partner with Council on Forestry Development

Champions: Jim Semelka and Don Roppolo

**Amount Requested: $5,000**

**IAA/TCIA Joint Training**

EHAP

Chipper Operator

Champions: Norm Hall and Peggy Drescher

**Cost: $5,000**

**Advanced Training Program**

Curriculum & Teaching Aides

Printed and out by February

Create a Course Catalog

Champions: Mark Duntemann & Reinee Hildebrandt

**Cost: $2,000**

**Update all Certified Arborist and Municipal Specialist PowerPoint’s**

Review from speakers

Champions: Mark Duntemann

**Cost: $1,000**

**Setup and Conduct Fire Department Training**

Funding Sources?

Champions: Norm Hall

**Cost $4,000**

**Total funds requested for training: $28,000**

**Marketing**

**Create “Snip-It” Videos**

\* Fire Department Training

\* What is an arborist?

\* Careers in arboriculture

\* Municipal

\* Why hire an arborist?

Champions: Tom Milas and Steve Ludwig

**Cost: $10,000**

**Day of Service in Springfield**

Champions: Guy Sternberg

**Cost: $0**

**Link Resource Video with TCIA**

**Total funds requested for marketing: $10,000**

**IAA Outreach**

**Social Media**

Expand use of Facebook and Twitter

Champions: April Toney and Jeannie Kelley

**Cost: $0**

**Student Outreach**

Younger Targets

Sponsor HS students to attend the IAA Conference

Champion: Paul Blome and Don Roppolo

**Cost: $0**

- How to hire interested students

- Kids do not know what tree care is

- Vocational tests (? Arboriculture) – want to go to big cities

- Contact Chicago School of Ag (IAA Conference)

- Go to HS career days (talk to Industrial Ed)

- Try and contact counselors in HS

- Grade school – Arbor Day (create a video on why tree care is fun, climbing)

- RTI - provide feedback to get kids involved

- Reach out to rock climbing outfitters

- Meet with Teacher Association and educate them to teach about trees

- Arbor Day Foundation

- Non-college route – not everyone goes to college

- Billboard - “Arborists making the world a better place – one tree at a time.” (keeping

yourself in shape – immediate openings)

**Reach out to insurance companies and realtors**

Educate homeowners on arborists for tree care

Champions: April Toney

**Cost: $0**

**Total funds requested for IAA outreach: $0**

**Legislative**

**Write Policy / Create IAA Board Liaison**

Policy to include how to review proposed bills, how often and how to communicate back to the IAA Board

Champion: Mark Duntemann

Cost: $0

**State License Plates**

Champion: April Toney

Cost: $0

**Continue to work with IFDC and other partners to lobby for funding or low interest loans and Reinee’s Grant Program.**

Champion: Reinee Hildebrandt

Cost: $0

**Investigate resources/partnerships or develop a committee to monitor bills that would impact the IAA membership (ongoing)**

Champions: Mark Duntemann

Cost: $0

**Foster support for state funded grant programs addressing EAB tree removal / reforestation and treatment (5 year plan)**

Champions: Steve Ludwig

Cost: $0

**Total funds requested for legislative: $0**

**Invasives**

**Have representation on the National Invasive Species Council**

Champions: Stephanie Adams (will report back to the board)

**Cost: $1,000**

**Illinois Invasive Species Council - DNR**

**Total funds requested for Invasives: $1,000**

**Internal Administration**

**Board Committee Review**

Champion: Derek Vannice and April Toney

**Cost: $0**

**Develop Job Descriptions for October, 2015:**

- Board Members

- Committee Chairs (Term Limits)

Champion: Derek Vannice, April Toney and Ron Gatewood

**Cost: $0**

**Write Advertising Policy**

Use of Member Lists – What we should & shouldn’t release

Champion: Derek Vannice and April Toney

**Cost: $0**

**Finance Committee Procedures (UAA) March**

- Chair, 2 terms – 2 years

- Vice Chair?

Champions: Ron Gatewood, Derek Vannice, and April Toney

**Cost: $0**

**Review Procedure for Executive Director, April 2015**

Champions: Derek Vannice, Ron Gatewood and April Toney

**Cost: $0**

**Review the need for additional committees based on Strategic Plan?**

- Safety Committee

Champion: Derek Vannice and April Toney

**Cost: $0**

**Total funds requested for Internal Administration: $0**

**Urban Wood Utilization**

**Develop or approve the following:**

* Uniform standard or specification for Urban Timber Harvesting (ANZI, A300 Part 11)
* Gauge interest in municipalities, FPD’s, park districts, golf courses (residential), lot clearing
* Gauge interest or opposition from tree care companies involved in tree removal operations
* Co-operation with competition for traditional forestry
* 4% timber tax – Harvest Fee (SAWW Training)
* Develop alternative markets for more sustainable products made from urban timber
* Marshaling/ movement / storage
* Cost vs. “free” pickup

**Wood Utilization App**

Create

Champions: Jim Semelka

**Cost: $1,000**

**Total funds requested for Internal Administration: $1,000**

**Review & Evaluate**

**MUTCF**

Evaluate where the conference needs to go.

Champion: Peggy Drescher will follow-up with committee

**Cost: $0**

**Total funds requested for Internal Administration: $0**

**Board True Colors**

**Name**

April Toney Gold Blue Green Orange

Jeannie Kelley Blue Orange Gold Green

Monica Mink Blue Gold Orange Green

Stephanie Porter Gold Blue Green Orange

Dru Sabatello Orange Blue Gold Green

Ron Gatewood Gold Blue Orange Green

Reinee Hildebrandt Gold Green Orange Blue

Steve Ludwig Blue Orange Gold Green

Derek Vannice Gold Green Orange Blue

Jim Semelka Orange Blue Green Gold

Steve Lane Green Orange Blue Gold

Steve Miller Green Blue Orange Gold