

IAA 2016 Strategic Goals

Every year the IAA board of directors revisits the strategic plan and updates our achievements. At that time, we add new goals that may be pertinent to the organization or the industry. The annual revision of the plan helps promote buy in and creative vision for the new year.

Training

The IAA's mission is to educate and we take this very seriously. Every year we re-evaluate our goals and the members' needs.

- **Joint Training IAA/TCIA**
 - * Run two Aerial Rescue Trainings
 - * Apply for grant to run Chipper Safety from TCIA in Central/Southern IL.Champions: Norm Hall and Peggy Drescher
Amount Requested: \$4,500
- **EHAP**
 - * Offer in conjunction with the IAA Annual Conference, October 2016.Champion: Peggy Drescher
Amount Requested: \$1,000
- **Aerial Lift Training**
 - * Utilize OSHA, TCIA, ASTI grants—only commercial arborists are eligible for the grant funds.Champions: Norm Hall and Peggy Drescher
Amount Requested: \$1,000
- **Chainsaw Safety and Operation—Quad Cities**
 - * Utilize TCIA grant funds.Champion: Norm Hall
Cost: \$1,000
- **Hands-on climbing workshops (large tree pruning)**
 - Champion: Norm Hall**Cost: \$1,800**
- **Fire Department Training**
 - * Partner with Elevated Safety/Nate Paulsberg.
 - * Program created by Nate to teach TRT teams in rescue techniques using FD equipment.
 - * Need to purchase gear that TRT teams use to facilitate a rescue, i.e., Petzl rescue harness (Petzl Avao), Petzl Croli, NFPA approved rope, various webbing loops for anchors, 1 additional camming device. All instructors must have their own gear.Champions: Norm Hall
Cost: \$3,000

- **Advanced Training Program**
 - * Pare down urban forestry classes
 - * Write curriculum for all classes
 - * Determine timing and location of classes
 - * Develop teaching materials (PPTs, handouts)
 - * Create tests
 - * Stay consistent with ISA certs/BMP/ANSI
 - * Complete & distribute course catalog
 - * Determine costs and hours for each course
 - * Determine compensation for teaching and prep
 - * Enhance field components
 - * Train teachers for consistency
 - * Determine number of classes to be offered per year
 - * Reevaluate required and elective classes
 - * Pesticide Safety/Application—clep out with Uof I Pesticide Licensing?

Champions: Steve Lane, Bill Bolt, Eric Hendrickson, Norm Hall

Amount Requested: \$10,000

Total funds requested for training: \$22,300



Marketing

IAA promotes the profession by educating the public about Certified Arborists, the importance for proper tree care and the value of trees. It's important for members to seek continuing education and value the IAA mission.

- **Create "Snip-It" Videos**
 - * Find contractor/Issue contract
 - * Create storyboards/scripts
 - * Find market avenues
 - * Why hire an arborist?Champions: Tom Milas and Steve Ludwig
Cost: \$10,000
- **Day of Service**
 - * Create an application form/site selection
 - * Logistics/sponsors/utilities
 - * Market to local area
 - * Costs –shirts, food, insuranceChampions: Brian Sprinkle and Todd Haefke
Cost: \$4,000

Marketing continued...

- **PSA on “Poisonous or Perceived Dangerous” Trees**
 - * Separate myth vs. truth
 - * Educate the public

Cost: \$1,000

Total funds requested for marketing: \$15,000

Invasives

Invasive species pose a constant threat to the urban forest. The IAA makes a point to stay abreast of new species that may affect Illinois trees.

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

Champions: TBD

Total funds requested for Invasives: \$0

IAA Outreach

The heart of the IAA’s mission is to inform and educate members and non-members about arboriculture, as well as, be active in recruiting students into the industry. Continuing research is imperative to keeping the IAA at the forefront of the issues that face the industry.

- **Student Outreach**
 - * Contact tech schools/high schools
 - * Find mentors (CHSAS)
 - * Distribute materials (pencils/pamphlet)
 - * In-class presentations
 - * Make tree care “science and salesy)
 - * Show coolness of tree care (cranes and saws)
 - * Money to be made?
 - * Sectors/advancement opportunities

Champion: Don Roppolo, Steve Lane, Steve Ludwig

Cost: \$7,500

- **Host MUTCF**
 - * Form a committee
 - * Pin down a date
 - * Sites and presenters
 - * Sponsors
 - * Outreach to faculty (marketing)
 - * Logistics

Champions: Steve Lane, Don Roppolo, Steve Ludwig

Cost: \$0

- **Mooseheart Student Outreach/Day of Service Combined**

Champions: Don Roppolo, Eduardo Medina, April Toney

Cost: \$500

- **AVID**

* Connect with guidance counselors

Champions: Don Roppolo, Steve Lane, Brian Sprinkle, Eric Hendrickson

- **Utilize Insurance Companies and Realtors**

* Educate homeowners on the importance of hiring arborists for tree care.

Champions: April Toney

- **ILCA, APWA & IGIA Outreach**

Champions: Jim Semelka and Jake Miesbauer

Cost: \$0

Total Funds Requested for Outreach: \$8,000



Legislative

IAA spreads the word about what a great investment our urban forest can be. We also speak up when certain bills or legislation impact our industry.

- **Foster grants for small communities**
 - * Maintain issue on agendas of UFC and IFDC
 - * Find and review other potential avenues like the Council of Mayors, etc.
 - * IPSI Grants—2 at \$500 each
 - * TCIA Expo Attendance Grant—\$400
- Champion: Steve Ludwig
- Cost: \$1400**
- **Review Bills**
 - * Look for other possible local partnerships—ILCA, OGA, ComEd, CRTI, Morton Arboretum, Forestry Council, IL Forestry Association
 - * Search for possible services or resources to provide bill information
 - * Research possible grants to pay for cost (\$750/month—\$5000)
 - * Establish small committee to review and determine importance of possible bills.
 - * Discard unimportant bills and summarize bills for review of important issues.
 - * Draft responses for bills.

Champions: Jake Miesbauer, Rob Sproule

Cost: \$0

- **TCIA Lobbyist Information**

Champion: Peggy Drescher

Total Funds Requested for Legislative: \$1400

Research

Tree research directly affects tree care practices, people's lives and arborists' techniques every day. From public safety, insect and disease control, to planting depth and soil mixtures just to name a few. Professional tree care, based on science, enhances the beauty, safety and livability of our communities, and helps to protect the people who work in trees.

- **Research Steering Committee**
 - * Form a committee and survey membership for perceived gaps in research.
 - * Communicate results to the TREE Fund to solicit call for proposals.
 - * Develop sustained funding for research.Champions: Jake Miesbauer and Rob Sproule

Total Funds Requested for Research: \$500

Internal Administration

Management of the affairs of the association is important to the success of the IAA.

- **Internal Administration**
 - * Develop committee job descriptions
 - * Review the need for additional committees
 - * Write advertising policy
 - * Write Finance Committee proceduresChampions: Ron Gatewood and April Toney

Total Funds Requested for Internal Administration: \$0

Events

Events provide opportunities for our members to learn, engage, network and have fun.

- **Tree Risk Assessment—Educational Competition**
Champions: Steve Lane and Jake Miesbauer
Cost: \$0

Total Funds Requested for Events: \$0



Urban Wood Utilization

Utilizing wood from trees infected by invasive species or diseases in an effort to be environmentally conscience.

- **Develop or approve the following:**
 - * Sogrling-Utilities, cost sharing?
 - * Logistics
 - * Yards
 - * Specifications
 - * Leave on site (cuts cost for utility)
 - * Location of removals
 - * Size limitations
 - * Leave "Spars"
 - * Appeal to "Green" aspects
 - * Lessens cost

- **Create Wood Utilization App**
Champions: Jim Semelka, Brian Sprinkle, Jake Miesbauer, Steve Lane

Total Funds Requested for Urban Wood Utilization: \$0



Total Funds Requested for 2016 Strategic Plan: \$47,200

2016 Strategic Plan Champions

Bill Bolt
Peggy Drescher
Ron Gatewood
Todd Haefke
Norm Hall
Eric Hendrickson
Steve Lane
Steve Ludwig
Jake Miesbauer
Eduardo Medina
Tom Milas
Don Roppolo
Jim Semelka
Brian Sprinkle
Rob Sproule
April Toney