**Illinois Arborist Association**

**Strategic Plan**

**2013**

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**Training**

**Aerial Lift/Climber Specialist:** Run a “Train the Trainer” class and exams.

**Champions:** Don Roppolo, Eduardo Medina, and Mark Duntemann

**Amount requested:** $6000

**SAWW or Stihl Training:** Stephanie Adams will look into the differences between the two programs. Once we identify which one is better, we will run the training in 2013.

**Champion:** Stephanie Adams

**Amount requested:** $1500

**Run “Hands on Training”** on a regular basis at the IAA conference. Also, run FA/CPR, Aerial Rescue, and EHAP. To be held at Glenwood Tree Experts place for $1 per year.

**Champions:** Stephanie Adams, Peggy Drescher, Eduardo Medina, Grant Jones, Mark Duntemann, April Toney.

**Amount requested:** $1

**Create a Spanish version for all strategic plan topics e.g., climbing, rigging, felling, safety.** Make small videos of these.

**Champions:** Eduardo Medina, April Toney

**Amount requested:** $0

**IAA and TCIA will work together on programs for commercial companies.** Peggy will help the program committee integrate TCIA topics into the annual conference agenda as well as providing stand-alone programs.

**Champion:** Peggy Drescher

**Amount requested:** $0

**Evaluate the Advance Training program and make changes if necessary.**

**Champions:** Mark Duntemann, Grant Jones

**Amount requested:** $0

**Create short educational videos to cover the basics.** Videos can be used for on-line education for industry people or for the public and placed on YouTube.

**Champion:** April Toney, Chad Toney and Christine Esposito

**Amount requested:** $500

**Host a Plant Health Care Training program.** Either revamp the Advanced Training program or offer a stand-alone PHC training.

**Champions:** Mark Duntemann and Steve Ludwig

**Amount requested:** $0

**TRAQ—“Train the Trainers” and run the Tree Risk Assessment Qualification.**

**Champions:** Mark Duntemann

**Amount requested:** $3000

**Host a Summer Conference at Allerton House.**

**Champions:** Stephanie Adams and Bill Vander Weit

**Amount requested:** $0

**Total Training Funds Requested:** $11,001

**Marketing**

**Market the use of the IAA logo to members for printing on business cards, ads, utilize on websites and in literature.** Write a newsletter article about using the logo to promote your company’s professionalism. Create “printable” Arbor Day tags to be used with seedlings or with planting information. Create a large “cling” of logo to be used on member vehicles.

**Champion:** Steve Ludwigwill write newsletter article about using IAA logo.

**April Toney** will create Arbor Day tags and large decals of logo for vehicles.

**Amount requested:** **$1000**

**Partner with other organizations like APWA to provide training webinars to larger groups.**

**Champions:** Peggy Drescher, Mark Duntemann, Reinee Hildebrandt, April Toney

**Amount requested:** $0

**GIS Training**

**Champion:** Mark Duntemann

**Amount requested:** $0

**Consumer FAQs on website, or snippet video’s.**

**Champions:** Steve Ludwig and April Toney

**Amount requested:** $0

**Specialty License Plate to raise training funds for the Chapter.**

**Champions:** April Toney and Jenni Purdue

**Amount requested:** $0

**Total Marketing Funds Requested:** $1000

**IAA Outreach**

**Keep IAA logo on CTI posters**

**Recommend we partner with the DNR and US Forest Service by IAA helping run Tree City USA and Strike Team initiative.**

**Champions:** Mark Younger and Reinee Hildebrandt

**Amount requested:** $0

**Provide nurseries copies of “Under the Canopy” and/or ISA brochure wholesale or retail.**

**Champion:** Katie Runyan

**Amount requested:** $0

**TREE Fund Fundraiser: Beer/Wine Tasting Event.**

**Champion:** Mark Duntemann and Katie Runyan

**Amount requested:** $4000

**Total Outreach Funds Requested:** $4000

**Legislative**

**Update the wrongful tree-cutting act because it is misinterpreted for use with landscape trees.**

**Champion:** Mark Duntemann

**Amount requested:** $0

**Create a utility law to provide more control over vegetation in easement.**

**Champions:** Cal Williams and Mark Duntemann

**Amount requested:** $0

**Define a co-owned tree.**

**Champion:** Mark Duntemann

**Amount requested:** $0

**Create a Specialty License Plate to create funds for IAA.**

**Champion:** April Toney

**Amount requested:** $0

**Look into the 4% Wood Harvest Fee. Make members aware of this fee so they are not in violation of the law.**

**Champion:** Reinee Hildebrandt

**Amount requested:** $0

**Total Legislative Funds Requested:** $0

**EAB**

**Post a replanting guide with a link to the Green Industry Association on the IAA website.** Or a link to nurseries that contribute to the guide.

**Champions:** Stephanie Adams and April Toney

**Amount requested:** $0

**Provide homeowner education outside of suburbs.** Public television, papers, radio. When homeowner Associations contact IAA will then send a representative to present on EAB options for treatment, removal and replanting.

**Champions:** Mark Simon, Stephanie Adams, and April Toney

**Amount requested:** $0

**Provide EAB educational session for municipalities.**

**Champions:** Mark Simon, Stephanie Adams, and April Toney

**Amount requested:** $0

**Total EAB funds requested:** $0

**Total strategic plan funds requested: $16,001**