2018 Strategic Plan

Foster interest, establish standards, exchange professional ideas and pursue scientific research in arboriculture

1. **FOSTER A $500 IPSI & TCIA SCHOLARSHIP**
   - Send out announcement in early May
   - Award Scholarship by mid-June
   - Follow up with winner to provide newsletter article by October 31, 2018
   Champions: Steve Ludwig, Peggy Drescher
   Amount requested: $1000

2. **HANDS ON TREE RISK COMPETITION DURING ANNUAL TREE CLIMBING COMPETITION**
   - Add knot tying ID as a component
   Champions: Steve Lane, Eduardo Medina, Aaron Schulz
   Amount requested: $0

3. **FIRE DEPARTMENT TRAINING**
   - Continue training with all individuals trained by North American Training Solutions
   - Have a committee meeting to decide market the training and create a policy for borrowing IAA gear, class cost and teacher pay
   Champions: Eduardo Medina, Don Roppolo
   Amount requested: $0

4. **ADVANCED TRAINING**
   - Program database to determine graduates and upcoming classes
   - Provide train the trainer for all teachers
   Champion: Steve Lane
   Amount requested: $12,000

5. **STUDENT AWARENESS**
   - Work with the Chicago School of Ag.
   - Kids climb
   - Scholarships to IAA conference
   - University student grants
   - Utilize Tree City USA connections
   Champions: Jim Semelka, Eduardo Medina
   Amount requested $500
STUDENT FORESTRY FIELD DAY

- This will be a 3 day event - May 15-17, 2018 coordinated with Dr. Groninger and SIU. All students/schools are welcome.

  Champion: Roger Smith
  Amount requested: $1500

STUDENT/INTERN OPPORTUNITIES

- Pilot this with the SIU IT department to link to IAA website
- Students can upload their resumes
- SIU develops and IAA reviews

  Champion: Roger Smith
  Amount requested: $1200 contingent upon 6-8 companies or users

SPONSOR THE EAB WORKSHOPS

- Workshops will be held on 2/21 Carbondale, 2/22 Collinsville, 2/23 Effingham, 2/26 & 2/27 in Macomb

  Champion: Roger Smith
  Amount requested: $500
<table>
<thead>
<tr>
<th>Number</th>
<th>Category</th>
<th>Tasks</th>
<th>Champions</th>
<th>Amount Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>E-Learning</td>
<td>Develop a pilot, Research access points, Promotion/Marketing, LMS</td>
<td>Eduardo Medina, April Toney, Chad Toney</td>
<td>$100</td>
</tr>
<tr>
<td>12</td>
<td>Research</td>
<td>Money has been reallocated to endowment, Framework for needs, Create an ad-hoc committee</td>
<td>Jake Miesbauer</td>
<td>$0</td>
</tr>
<tr>
<td>13</td>
<td>Day of Service</td>
<td>Criteria is done, Application process complete, Inquiries are coming in, Host a Day of Service in 2018</td>
<td>Todd Haefke</td>
<td>$1000</td>
</tr>
<tr>
<td>14</td>
<td>Advancement via Individual Determination - AVID (Middle School and High School)</td>
<td>Contract with AVID teachers to introduce students to the Arborist profession</td>
<td>Steve Ludwig</td>
<td>$0</td>
</tr>
<tr>
<td>15</td>
<td>Foster Partnerships with American Public Works Assoc. and Illinois Green Industry Assoc.</td>
<td>Establish a Growers and an APWA contact/liaison</td>
<td>Jim Semelka</td>
<td>$0</td>
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<tr>
<td>16</td>
<td>Legislative</td>
<td>Connect event outcomes to IAA, Federal, State - hire a lobbyist?</td>
<td></td>
<td>$TBD</td>
</tr>
<tr>
<td>17</td>
<td>Insurance</td>
<td>Develop insurance contacts, Produce materials, Endorsement/support, Make at least an initial presentation to the insurance companies</td>
<td>Jim Semelka</td>
<td>$5000</td>
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<tr>
<td>18</td>
<td>Urban Wood Utilization</td>
<td>Define compost vs mulch, Lobby to educate the EPA on the definition of compost vs mulch</td>
<td>Jim Semelka</td>
<td>$8000 contingent upon hiring lobbyist</td>
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</tbody>
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