## IAA 2017 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 reevaluate our goals and the members’ needs.

* **Joint Training**
  - Four grants (TCIA) - two downstate, two local
    Champions: Peggy Drescher, April Toney by 2/15 and 7/15
    Amount Requested: $500

* **Foster Grants - Continue**
  - ISPI - Steve Lane
  - TCIA - Peggy Drescher
    Amount Requested: $1,500

* **Chainsaw Safety (SIU) Fall 2017**
  Champions: April Toney, Roger Smith and Charles Shonts
  Amount Requested: $1,000

* **Hands on Field Arborist TCC**
  Champion: Brian Sprinkle
  Amount Requested: $1,000

* **Fire Department**
  Amount Requested: $1,000

* **Advanced Training**
  Champion: Steve Lane
  Amount Requested: $20,000

* **Summer Conference/SIU**
  Champion: Peggy Drescher
  Amount Requested: $1,000

Total Funds Requested for Training: $26,000

### 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.

* **Student Awareness**
  - High School Student Exposure
  - Develop Materials - AVID
  - Job Fairs
  Amount Requested: $1,500

* **ITCC Tie-in**
  Champions: Aaron Schulz, Steve Lane, Steve Ludwig, Eduardo Medina and Roger Smith
  Amount Requested: $1,000

* **MUTCF - Refocus**
  Champions: Don Roppolo, Jake Miesbauer, Steve Lane and Steve Ludwig
  Amount Requested: $3,000

* **FFA Attendance - June 2017**
  Champion: Charles Shonts
  Amount Requested: $1,000

* **Mooseheart - Continue**
  Champions: Don Roppolo, Eduardo Medina and Charles Shonts
  Amount Requested: $0

* **AVID - Materials #1**

* **Insurance - Discontinue**

* **ILCA/APWA/IGIA - Continue Training/Program Participation**
  Champions: Jake Miesbauer and Jim Semelka
  Amount Requested: $1,000

* **Snip-It Videos - Continue, Fall 2017 PSA**
  Champion: Steve Ludwig
  Amount Requested: 5,000

* **Day of Service - Continue, Fall 2017**
  Champions: Todd Haefke, Brian Sprinkle and Aaron Schulz
  Amount Requested: $1,000

Total Funds Requested for Marketing: $13,500

### 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.
* Review Bills
- Partnerships - Lobbyists, TCIA Lobbyists
Ad-Hoc Committee
Champions: Rob Sproule, Peggy Drescher and Jake Miesbauer
Amount Requested: $7,000

Research
Tree research directly affects tree care practices, people’s live 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.

* Steering Committee; Tree Fund Allocation;
  Framework of Research and Needs/Priorities
Champions: Jake Miesbauer, Rob Sproule and Eric Hendrickson
Amount Requested: $500

Urban Wood Utilization

* Create an Ad-Hoc Committee
* Write articles for the Newsletter
  Champions: Steve Lane, Roger Smith
* Wood Utilization App - Discontinue

Amount Requested: $0

Total Funds Requested for 2017 Strategic Plan: $47,000