

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

* 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



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.



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 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.

*** 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**

2017 Strategic Plan Champions

Peggy Drescher
Rich Christensen
Peggy Drescher
Ron Gatewood
Todd Haefke
Eric Hendrickson
Ashley Karr
Steve Lane
Steve Ludwig
Eduardo Medina
Jake Miesbauer
Don Roppolo
Aaron Schulz
Jim Semelka
Charles Shonts
Roger Smith
Brian Sprinkle
Rob Sproule
April Toney
Mark Younger

2017 Strategic Plan Facilitators

Mark Bluhm
Sheila Beaumier