

**UAA Board, Committee Chairs, Past Presidents, and Chapter Reps.
Annual Planning Session
July 26, 2010 4:00 – 6:00 PM**

Finance Committee – Chair – Lynn Grayson

Champion – Ray Henning

Objective: Maintain the UAA as a financially sound 501c3 non-profit organization that operates in a cost effective manner while providing sufficient funding to support its strategic initiatives and maintain an appropriate cash reserve.

1. Establish Subcommittee on the new Utility Arborist Research Endowment Fund
2. Develop policy and procedures for the Fund

Resource Committee – Chair – Anne-Marie Moran

Champion – Jack McCabe

Objective: Establish UAA, internally and externally, as the primary resource for all pertinent issues related to utility arboriculture.

1. Continue Semi-annual review of the UAA website
2. Send Survey to students – in fall 2010 to peak interest in UAA, Job Bank and investigate utility arboriculture image perceptions
3. Analyze Social Networking – LinkedIn, Facebook, etc. for marketing to future members/leaders of the industry
4. Finalize Subcommittee for Washington DC Visit (August 2010) (with EEI) to do the following:
 - create awareness of UAA, letting government agencies know the obstacles there are to perform vegetation management
 - Develop possible quarterly calls with gov't agencies
 - Exemptions on federal lands

Marketing Committee – Chair – Renee Bissett

Champion – Ryan Brockbank

Objective: Communicate the value of UAA to all stakeholders and potential stakeholders.

1. Develop qualitative survey for why members do not renew their UAA membership
2. Expand marketing of memberships to other types of utilities who manage vegetation (gas, water, oil).
 - Set numeric goal of new members outside our direct industry
 - Develop Pipeline focused regional meeting with Training Committee
3. Continue to expand website sponsorship

- Rotating sponsorships at the regional utility level
 - Develop formal rotation
4. Membership goal of 3000 in 2011.
 5. Identify faculty members to promote UAA at the student level.
 6. Develop process for press releases for regional meetings.
 7. Establish and communicate value of System Foresters Summit to members
 8. Establish relationship with IEEE (J. Goodfellow).
 9. Expand marketing efforts internationally.
 10. Establish relations to work with NRECA (conjointly with the Research Committee).

Research Committee – Chair – Ward Peterson

Champion – Tom Sullivan

Objective: Establish funding, direction and guidelines to promote research for utility arboriculture

1. Obtain Funding for 3 projects based on 5 prioritized research projects.
2. Send RFP on Lit reviews based on prioritized research projects. (Research/Industry) (with ISA)
3. Establish Utility Arborist Endowment Fund Raising Committee with a goal of 1 million. Mitigation of fines as a source of funding.
4. Develop research projects w/funding.
5. Talk with NRECA on research.
6. Develop regional research projects.
7. Develop RFP for Deferred Maintenance Study update.
8. Communicate Tree Biomechanics Week project results.

Training Committee – Chair – Kurt Elsesser

Champion – Rich Hender

Objective: Position UAA as the primary resource for training utilizing scientifically based vegetation management practices to professionals, regulatory agencies and the public. UAA will serve as the primary contact on professional development for utility arborists.

1. Continue Regional Meetings – reach out to pipeline companies
 - Develop regional meeting template, list of planned meetings.
 - Videotape meetings
2. Investigate Webinar meetings
3. Hold North American Tree Conference - Savannah 2011
4. Facilitate Program Committee development for Australia 2011
5. Facilitate ROW 10 – Phoenix, October, 2012

- Survey potential attendees on desired topics
 - Engage pipelines in program
 - Call for papers -
6. Investigate Online CEU Pesticide Credits.

Education Committee – Chair – Duane Dickinson

Champion – Will Nutter

Objective: Position UAA as the primary resource for educational materials for scientifically based vegetation management practices to professionals, regulatory agencies and the public. UAA will serve as the primary contact on professional development for utility arborists.

1. Continue 6 CEU worth of material to put on UAA website.
2. Distribute PowerPoint for Careers in Utility Arboriculture.
3. Distribute Survey on clarification of vegetation management educational material.
4. Develop materials to assist in education of other professionals about the work of utility arborists.
5. Develop materials to assist in education of conservation groups.
6. Investigate Spanish Translations of utility related publications.
7. Investigate Training DVD with Department of Interior.
8. Educate property owners when hiring tree professionals (with ISA).
9. Raise the bar on “wire zone border zone” issues.
10. Update of MOU with Federal agencies and Review.

Summit Committee – Chair – Dave Goodson

Champion – Anne Beard

Objective: TBD

1. Hold and facilitate meeting in Savannah in February 2011
2. White papers need to be finalized, new white papers developed from 2011 meeting results?

Editorial Committee – Chair – Larry Abernathy

Champion – Nelsen Money

Objective: TBD

1. Continue to work with T&D World Magazine to gather articles for their annual supplement.
 - Herbicide issue
2. Support articles for the City Trees Publication
3. Support the Utility Arborist Newslines by gather items, creating themes,
4. Utility Arborist Profile

5. Developing themes for 2011 articles.
 - Environmental Stewardship
 - Risk Management
 - Worker Safety
 - **UVM Around the World**
 - o **Glossary of terms**
 - **Measurement/Productivity**
 - **Success Stories with Federal Agencies**
 - **Working with Municipalities**
 - **UVM Technology**
 - **Good specification writing**