

**Strategic Plan Objectives for 2009-2011**  
**Tactics and Committees for 2009-2010**  
**August 2009**

**Finance – 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.

**Tactics:**

1. Develop policies to meet new IRS Requirements
  - a. Whistleblower
  - b. Conflict of Interest
  - c. Documentation

**Resource – Chair – Matt Horowitz      Champion – Jack McCabe**

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

**Tactics:**

1. Continue semi-annual review of website
2. Develop ways to promote job bank to High Schools, Community Colleges and Universities.
3. Investigate option to expand informational articles on the website.
4. Develop long term strategy to create interest in possible careers in utility arboriculture.
5. Continue role in education of policymakers at Federal level and expand in similar role with states and NARUC.
6. Investigate possibility of utilizing social networking to enhance networking opportunities for UAA members.
7. Investigate possibility of obtaining a Standard Industry Classification Code (SIC) for Utility Arboriculture

**Marketing: - Chair – Ian Scott      Champion – Nelsen Money**

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

**Tactics:**

1. Develop a survey to determine why members may not renew.
2. Expand marketing of memberships to other types of utilities who manage vegetation (Gas, water, oil).
3. Continue to build on website sponsorships. Work to expand concept of shared sponsorships by utilities in each region.
4. Membership goal – 3000 in 2010 ; 3500 in 2011
5. Form Editorial Committee to assist with T&D supplement and change to six issues of *Utility Arborist Newsline*.
6. Provide shirts for chapter reps to help market UAA at their meetings.
7. Review sponsorship packages & Return on Investment across UAA.
8. Student memberships/sponsorships – Discussions on how best to reach students in process.
9. Develop Press releases for UAA regional meetings.

10. Market the value of the work of the summit committee internally and externally.
11. Establish relationship with organization like IEEE to educate on UAA issues and understand their issues.

**Research – Chair – Ward Peterson      Champion – Rich Hendler**

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

**Tactics:**

1. Secure funding for 3 projects per year with a stretch goal of 5
2. Update Research list sorting into three main areas – Current, general and region specific.
3. Gather completed research conducted by individual utilities and obtain permission to review and publish the results.
4. Develop a plan and obtain funding to establish a One million dollar endowment for utility research through the TREE Fund.
5. Develop and find funding for regional research projects that could be tied to UAA regional meetings.

**Training Committee– Chair – Kurt Elsesser      Champion – Chip Brown**

1. Assist in 2011 UAA Conference Planning
2. Explore other partnerships to expand regional meetings – 6-10 per year.
3. Assist in delivery of ROW Symposium.
4. Discuss Utility involvement with SMA in regard to Municipal Forestry Institute(MFI)
5. Investigate the possibility of utilizing webinars for UAA Regional meetings in remote locations.

**Education Committee – Chair – Deb Boyce      Champion – Will Nutter**

1. Assist in review of Utility Specialist Study Guide Revision -
2. Promote Pruning Brochure.
3. Assist in development of Trenching/Tunneling/Pruning DVD utilizing ISA Funding.
4. 6 CEUs worth material on UAA website.
5. Educate students on career in utility arboriculture. – work with community colleges – Review work done by New England Chapter
6. Develop materials to assist in education of other professions on utility arboriculture.
7. Work with ISA on possible development of crew level training.
8. Develop materials to educate conservation groups such as the pollinators, wild turkey federations etc. Look at possible wards programs for pollinator partnerships.

**Summit Committee - Chair – Dave Goodson      Champion – Randy Miller**

1. Summit meeting in 2010.
2. Utilize SME's to develop white papers and draft BMPs for review on the three topic areas from the 2009 meeting.