

The TREE Fund's mission is to identify and fund projects that advance knowledge in the field of arboriculture and urban forestry to benefit people, trees and the environment. Additional information about the TREE Fund can be obtained on the Web site, www.treefund.org.

ADMINISTRATION

The Strategic Plan for the TREE Fund has been approved. The vision is: We (the TREE Fund) will be the pre-eminent foundation for funding urban forestry and arboricultural research and education. The mission is as stated above. Five values are included in the plan: integrity, transparency, collaboration, discovery and accountability. The 2007–2010 strategic plan has a goal to grow the endowment to \$3 million by 2010 and fund \$300,000 in research. The revenue goals can easily be reached if every member donates \$40 to the TREE Fund. Do your part, please donate! In 2007 \$70,470 was added to the endowment, which now stands at \$1.2 million. An endowment campaign will begin this month to raise \$2 million by 2010. Several "lead gifts" have been pledged. Lead gifts are \$100,000 and go directly to the endowment.

GRANT PROGRAMS/RESEARCH

Since 1975 the TREE Fund through the ISA Research Trust has awarded grants to aid, stimulate and encourage scientific studies of trees.

Hyland Johns Grants

The TREE Fund awarded six grants for a total of \$125,000 in 2007. Applications can be downloaded off www.treefund.org. Deadline for 2008 is May 1, 2008.

John Duling Grants

The TREE Fund awarded fifteen grants for a total of \$72,941 in 2007. Application deadline for 2008 was January 20th, 2008. Deadline for 2009 is November 1, 2008. Grants are up to \$7,500 and the priorities for funding are compiled by the research committee. The research committee is currently reviewing the applications.

Robert Felix Memorial Scholarship

Four students are selected each year and given \$3,000 for pursuing a career in arboriculture. Applications can be downloaded from www.treefund.org. Deadline for 2008 is May 1, 2008.

The Safe Arborist Fund (formerly the Tree Dynamics and Arborist Techniques Fund)

The purpose of the fund is to provide research grants supporting training and the techniques and equipment that arborists use in climbing, rigging and working on trees; and the means of identifying potential hazards to provide a safer working environment.

CAREERS IN ARBORICULTURE DVD

The DVD was released in spring 2006. It was funded by a NUCFAC grant and three corporate donors. TREE Fund board member Dave McMaster helped produce the 10-minute DVD designed to promote careers in arboriculture to young adults. The DVD has won two media awards and has been received favorably by all who have viewed it. Two thousand DVDs were distributed in 2007 raising the total to 5000 since the DVD was released. They can be purchased individually from the TREE Fund for \$24.95 plus shipping and handling.

TOUR DES TREES

The WAA had one rider in the 2007 Tour des Trees—Dick Rideout. He helped raise over \$16,257 for the TREE Fund. His commitment and dedication are appreciated. We were fortunate to have Dick representing our chapter. We are looking for riders for 2008!

The "Breaking Away to the Gateway" Tour des Trees 2008 will take place July 21st to July 27th. The 17th annual Tour des Trees fundraising bike ride will begin in Indianapolis, Indiana, with a lap at the Indianapolis Speedway, and end six days and 500 miles later in St Louis, Missouri. Contact the TREE Fund office at (630) 221-8127 for information and a registration form or visit www.tourdetrees.org.

2007 TREE FUND GALA AUCTION

The 2007 TREE Fund Gala Auction in Hawaii was very successful, netting more than \$80,000. Many thanks again to our WAA members who helped underwrite the expense of offering: The Bog golf package (We Energies and Jeff Treu) and the muskie fishing trip (First Choice Tree Care, Ken Ottman, Mark and Paul Pinkalla) for the TREE Fund Gala Auction. These items raised \$1,900 for the TREE Fund.

CHAPTER CHALLENGE UPDATE

The TREE Fund board approved a three-tiered chapter challenge on a trial basis for 2006. The TREE Fund board and liaison committee decided to continue the three-tiered challenge. The three tiers are Bronze Leaf (\$20/member), Gold Leaf (\$30/member) and Platinum (\$40/member). The thought with the tiered approach is that those chapters that never reached their challenge will be recognized for what they do raise and those chapters (WAA included) that raise more than their challenge will also be recognized for the higher level. In 2006, the Wisconsin Chapter was one of only six to achieve the platinum level.

The Chapter Challenge for 2007 ran for one year (January 1–December 31st). The WAA challenge for 2007 was \$18,680 to reach the platinum level. This challenge is based on numbers of ISA members within the chapter. Although the final numbers are not in yet the WAA met our challenge and achieved the platinum level for 2007. This has been accomplished by WAA members raising money from the Tour des Trees, the chipper raffle, the winter golf outing, contributions to the Felix Scholarship, direct donations to the TREE Fund and from our Gala Auction packages.

A sincere thank you to all WAA members, vendors and sponsors who contributed to the TREE Fund this past year. I have truly enjoyed being the TREE Fund liaison for the past six years. Thank you for the opportunity.

Thank You!

The WAA would like to thank Gary Majeskie for his many dedicated years as the ISA TREE Fund liaison to the WAA! Also, welcome aboard to our new TREE Fund liaison, Laura Wyatt.