

Tree Talk

Education, Training, Communication, Professionalism
& Public Awareness in Arboriculture



A Word from our Past President, Todd Reese

Greetings IAA Members:

With the beginning of 2015, I am coming to the end of my term as your Past President. As I look back on my three years serving as an executive for this association, I must say it has been an honor for me to represent the IAA. Since 2012, we have made great strides in improving the inner workings of this association. From introducing a method of capturing revenue through the use of credit cards, to rebuilding your web site to a state of the art site we all can use. One of the biggest accomplishments we achieved this year was for the first time we were able to put on our annual climbing day, with our own equipment and insurance. This would not have happened without donations from several of our biggest supporters: Wright Tree Service, Asplundh Tree Service, IBEW, Vermeer, Perfect Cut, and many others. Because of their support, we will be able to have this event independent of other associations for years to come. Even your own board threw in countless hours and personal money to help achieve our independence, and for that I personally thank you.

To my friends on the board, thank you. I know

that sometimes we have disagreed, but we could not have accomplished so many great things without all of our different points of view. You are all professionals in this field and I hope to be working with you all in the future.

To the membership of the IAA, thank you for your support and electing me as your President in 2012. I have learned so much and if you ever have a chance to serve on this board - go for it! You will be working with the finest people in your profession.

Todd Reese
Past President, IAA

Click on the following link for an interesting article and photos from Mark Rouw's trip to Colorado.

<http://www.iowaarboristassociation.org/people-2/mark-rouw.html>



From your President, Scott Carlson

As my term as president winds down I reflect on the challenges and successes of the past year. As I've discussed several times before in this newsletter, I have striven to lead a board of directors who are a direct reflection of the will of the members of IAA. As I've also written here, we don't receive a lot of feedback - positive or negative. One of the few things I did hear years ago, before I started my first term as president, was that members desired a trend toward more of a blue collar, and less of a management organization. I made a concerted effort to honor those wishes. Ten years later, as my second term ends, I still haven't heard too many complaints about the direction of your IAA. I will take your silence as tacit approval of the direction we are headed. If I am wrong, please tell your next president... or me.

We are all busy and easily distracted by life. I have leaned heavily on a board that possesses skills and energy that I often lack.

I would like to personally thank our immediate past president Todd Reese for quietly stepping in and handling several of the more technical challenges as he saw me struggling with them. His humility complimented my incompetence nicely.

I would also like to thank our incoming president Brandt Jelkin for

his enthusiasm in exploring new directions for IAA. While I often continued working on my single, same old part on the assembly line he would often remind me of just what the heck we were actually building. He will make a tireless and focused president.

Again, I must thank the entire Board of Directors of IAA. Each brings specific strengths and abilities to our table. It is often a thankless job with more going on behind the scenes than some may realize. When an event comes together and runs smoothly, rest assured more than a little stress and strain went into it.

I want to thank you all for trusting me to serve as your president. I hope I did an adequate job and will continue to serve as your immediate past president for another year. Do not hesitate to tell me if you see a way our organization can improve. I am especially interested in hearing from you if you have a suggestion about a way YOU can improve IAA. Let's talk.

Thank you,
Scott Carlson

Membership News and Information From the desk of the SW Representative and Membership Chairperson, Mindy Charron:

2014 has been a great year for membership in the IAA- at the end of 2014, we had 163 current members! This was a 30% increase in membership since 2013!

Now that 2015 has arrived, it is again time to renew! Please visit our website www.iowaarboristassociation.org, or this link to the printable membership form to get your membership updated for 2015.

http://www.iowaarboristassociation.org/pdf_files/IAA%20Membership%20form-Nov,2012-0611.pdf!

Happy New Year and thank you from your IAA Board of Directors!

2015 Elections

Mindy Charron has decided to run for President of the Association.

All other board members are asking to continue their current positions.

Elections will be held at our Annual Business Meeting during Shade Tree, February, 25th 2015.