

ANNUAL REPORT

FY 21-22

September 2021 - August 2022

MEMBER ENGAGEMENT
TRAINING & CREDENTIALING
MEMBER EXPERIENCE
WORKFORCE & EDUCATION
INDUSTRY STANDARDS



TREE CARE INDUSTRY ASSOCIATION

Advancing tree care businesses since 1938.



The Tree Care Industry Association (TCIA) is a non-profit trade association of 2,000-plus tree care firms and affiliated companies, established in 1938 as the National Arborist Association.



As you will see in our 2022 Annual Report, the association is in a strong position and is working actively on many fronts. The following pages detail how the association – under the strong guidance of David White, senior leadership and all of the dedicated staff – has continued to adapt to a unique operating environment and manage in a way that is not only prudent but will also allow us to experience continued growth into the future. This is a major accomplishment given the stresses and strains that we have all experienced since the pandemic disrupted our business model nearly three years ago.

We continue to invest in the association and all levels of programming to ensure we are providing best in class services to our 2000+ member companies and partners. No doubt the past year has been challenging – We are all adjusting to what the new normal looks like and our current environment is no exception. We are in the midst of an extremely tight labor market, historic inflation and a supply chain that has not yet fully recovered. However, TCIA continues to create an environment that is sustainable and scalable to meet future challenges of our membership and the industry as a whole.

I would like to extend my thanks to our Board for their leadership this year. Each of the individuals gives their time willingly on a volunteer basis and are strong proponents of our core values – Be Committed; Be Team Players, Be Open-Minded, Be Stewards of the Industry and Be Strategic. Together as a group we have the important role of monitoring the strategic plan and ensuring financial stability – and on both fronts, I am pleased to say, we are in a strong position as we move into the new year.

It has been a privilege to serve as chair of the TCIA Board of Directors. TCIA is an incredible organization with a long and distinguished history and I am proud to have been able to contribute my time and energy in leading such a wonderful group this year. I have appreciated the opportunity to interact with so many people who are dedicated to the mission of our association – advancing tree care businesses.

I would also like to take a moment and thank you, our members, who have continued to show your support and belief in what TCIA brings not just to the tree industry but to our lives as well. I hope you enjoy reading about all of the good work TCIA has completed on your behalf for 2022!

A handwritten signature in black ink that reads 'David Fleischner'. The signature is written in a cursive, flowing style.

David Fleischner, TCIA Board Chair, 2022-2023

This Annual Report chronicles the accomplishments and journey of TCIA during the fiscal year, September 2021 - August 2022.

Our core focus is to advance tree care businesses.

What we're good at:

Providing quality connections, resources and training to the tree care business community.

LOOKING TO THE FUTURE...

3-year goals (8/31/2024):

2,000 Active Members (1,200 Engaged)
395 Corporate Members (237 Engaged)
95% Member Retention Rate
Update and launch Accreditation 2.0

10-year target goal (2030):

To be the essential resource for 6,000 successful tree care businesses.

TCIA STAFF CORE VALUES

- Be of Service**
- Be Team Players**
- Be Driven**
- Be Adaptable**
- Be Principled**

TCIA BOARD CORE VALUES

- Be Committed**
- Be Team Players**
- Be Strategic**
- Be Open-Minded**
- Be Stewards of the Industry**



MEMBER ENGAGEMENT

September 2021 thru August 2022

TREE CARE COMPANY MEMBERSHIP

BASIC STATS

- 234 first-time new member tree care companies.
- 913 tree care companies renewed their memberships.
- 488 tree care companies rejoined TCIA.

1,694 tree care member companies.

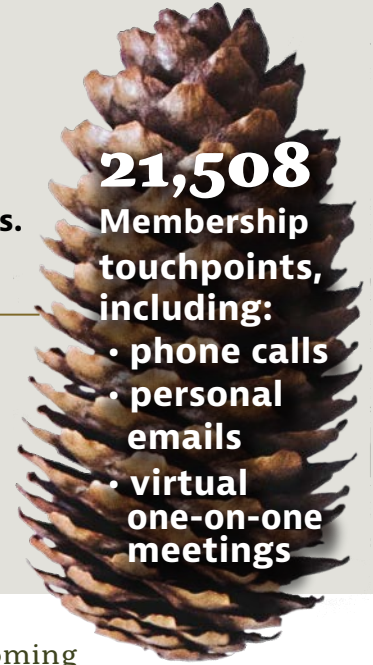
Strong work by the four Managers of Member Engagement resulted in an

84% member retention rate

21,508

Membership touchpoints, including:

- phone calls
- personal emails
- virtual one-on-one meetings



MAKING CONNECTIONS

- 2,019 mobile app users
- TCIA Podcast: 3,600 downloads
- 23,639 new users to OutsideCareers.org
- 163,823 new users to TCIA.org

Followers on social media: **62.8k** TOTAL

Social Impressions:
8.46 million!

- IG 20,600
- FB 23,500
- Twitter 7,861
- Youtube 2,074
- LinkedIn 10,007

Social Engagements:
113,000

Less than **5%** of incoming calls to TCIA go to voicemail during open hours.

Call resolution rate
99.87%



Our tcia.org chatbot had **18,000** engagements with web visitors.

BASIC STATS

As of August 2022, TCIA had **350** corporate members (manufacturers, distributors and service providers for the tree care industry).

This is a **10+%** increase from the previous year.

SPONSORSHIP OPPORTUNITIES

TCIA enhanced the TCI EXPO onsite brochure by selling ads for the first time. Exhibitors could highlight their booth and attendees got a taste of what was new before they even hit the show floors!

Indianapolis TCI EXPO'21

November 4 - 6

More than **5,563** tree care industry professionals descended on Indianapolis, IN, for TCI EXPO'21. A record **4,064** attendees plus **1,499** exhibitor-booth personnel representing **223** exhibitors in more than **310,000** sq.ft. of space!

New features:

- ▶ The All-Access Digital Pass gave attendees access to the **40** pre-recorded TCI EXPO sessions for an extended time.
- ▶ ISA and CTSP CEUs were able to be digitally scanned and registered through the app!

TCIA[®]

CORPORATE MEMBERSHIP

In 2022, we had **21** annual sponsors.

Corporate members also took advantage of individual event and experience sponsorships, including for our podcast.



PRINT
MAGAZINE
24,469
monthly
subscribers!

ONLINE GROWTH

TCIMAG.TCIA.ORG

With **106,659** new users, the *TCI Magazine* website averaged approximately **10,241** unique users each month.


Pageviews rose by **73%** from the year before.

70 new features were added to enhance the online experience.

TRAINING & CREDENTIALING

September 2021 thru August 2022

Getting the right people, the right training and the right courses to meet the needs of the industry.



TREE CARE ACADEMY CAREER PATHWAY ONLINE COURSES ADDED:

Aerial Lift Operations 2:
Aerial Lift Rescue *(English)*

EHAP - updated!
(English and Spanish)

Ground Operations 1:
Fundamentals *(Spanish)*

Ground Operations 2:
Chipper Specialist *(Spanish)*

Ground Operations 3:
Chain Saw Specialist *(Spanish)*

Ground Operations 4:
Tree Rigging and Removal
(English)

Introduction to Arboriculture
Safety *(Spanish)*

Tree Climber Specialist 1:
Fundamentals *(English)*

21 individuals passed the TCIA Trainer Qualification Course. These individuals meet an immediate need of the industry by offering free training workshops utilizing our online courses through the OSHA Susan Harwood Grant.

Crew Leader workshop materials were translated into Spanish.

5 new Crew Leader workshop Instructors were trained, three of whom are bilingual.

TCIA training portals are being piloted by TCIA Qualified Trainers to execute workshops for EHAP and Tree Care Academy Career Pathway courses.

Our first TCIA training portals were deployed for two tree care companies: Carr's Tree Service and SavaTree, as well as for our first educational partner: Alamance Community College.

A Spanish language pack was deployed for online courses to allow a seamless user navigation experience for our Spanish-speaking members.

2 bilingual course developers are collaborating with Spanish-speaking industry experts for review of online courses.



Scan to learn
more about
our online
courses.



TCIA was awarded an **OSHA Susan Harwood Training Grant** for safety training for 2022.

507 course certificates were awarded to tree care workers and training was funded for the following courses:

- Aerial Lift 1: Fundamentals
- Electrical Hazards Awareness Program (EHAP)
- Ground Operations 2: Chipper Specialist
- Ground Operations 3: Chain Saw Specialist



499

CTSP certifications were issued, from **26** sold out workshops.

There were a total of **2,658** CTSPs at the end of August 2022.

5,125

educational/training program certificates were issued for

- ▶ *EHAP Electrical Hazard Awareness Program*
- ▶ *TCA Career Pathway Online Courses*
- ▶ *Tree Care Academy*
- ▶ *Qualified Crew Leader*

TCIA'S WEB PRESENCE and ONGOING DEVELOPMENT

TCIA continues to launch informative and timely micro-sites to better help us connect with our members.

[ADVOCACY.TCIA.ORG](https://advocacy.tcia.org)

[EXPO.TCIA.ORG](https://expo.tcia.org)

[MEMBER.TCIA.ORG](https://member.tcia.org)

[WMC.TCIA.ORG](https://wmc.tcia.org)

Sept. 2021

Oct. 2021

Nov. 2021

MEMBER EXPERIENCE

September 2021 thru August 2022

BUSINESS SOLUTIONS

The Business Solutions team began a revamp of the TCIA mentoring process that includes TCIA mentoring programs.

- Member-to-member mentoring
- On-site Business Consulting
- Peer-to-Peer Groups

Business Solutions initiatives include:

- 401(k) Retirement Plan
- ArborMAX Insurance
- Business Webinars
- CEO Pulse Survey
- Savings4Members Program
- Wage & Benefit Survey

INFRASTRUCTURE

TCIA PRODUCTION STUDIO

TCIA launched an in-house production studio with high-quality AV equipment that will enhance the member experience with our enhanced videos and our podcast.

PREMIER BUSINESS CONFERENCE

Grand Hyatt Kauai
TCIAWMC'22
WINTER MANAGEMENT CONFERENCE
Jan. 30 - Feb. 3, 2022

506 attendees for WMC'22!

Many enhancements were made to the WMC program, resulting in attendees giving WMC a rating of 4.7 out of 5 stars in our follow-up survey.



Dec. 2021

Jan. 2022

Feb. 2022

WORKFORCE & EDUCATION

September 2021 thru August 2022



Recruiting a new workforce begins with education

- ▶ A new navigation pathway for apprenticeship programs was created for TCIA.ORG and OUTSIDECAREERS.ORG offering recruiting and employer strategies.

- ▶ Apprenticeship intake is **100%** up and running. We had four active apprenticeship intakes in the second quarter (*two partners and two companies*).

- ▶ A new Manager of Workforce Recruitment & Retention began to implement:

- Student Career Day
- Women in Tree Care
- Tree Care Careers Plan
- Apprenticeship

providing more focus and support for workforce development programs in the tree care industry.

13,354 new users to

OUTSIDECAREERS.ORG

7

organizations added their scholarships to be featured on OutsideCareers.org, to help promote careers in arboriculture horticulture, and forestry for current and prospective students.

1,256 new job postings on Career Center Job Board

FREECOURSES.TCIA.ORG

Introduction to Arboriculture Safety

Certificate Program Course: **495** passed scores. This free, online safety education is a key component of our future tree care careers initiative, introducing the world of arboriculture to a new generation of prospective tree care professionals.



87 attendees

Mar. 2022

Apr. 2022

May 2022



INDUSTRY STANDARDS

September 2021 thru August 2022

ANSI A300 STANDARDS

■ Key planning revolved around consolidation of the **10 ANSI A300** standards into one unified standard.

■ The A300 committee held outreach workshops in collaboration with ISA Western and New England chapters for more than **300** attendees.

■ TCIA and the A300 committee were re-accredited by ANSI after passing a rigorous ANSI audit which is done once every 5 years.



ACCIDENTBRIEFS.TCIA.ORG

A new website was launched that shares TCIA's accident briefs in a searchable and printable format for the tree care industry to use as an informative and educational tool.



The SVP of Industry Expertise, Peter Gerstenberger, participated in **10 Z133** committee virtual meetings and in four section task groups - the aim of the group is to publish a revised standard by the Fall of 2023.



Peter also had **9** site visits, consulting with tree crews in northeastern Massachusetts to provide feedback on matters of safety and compliance.



Jun. 2022

Jul. 2022

Aug. 2022



12 Newly TCIA Accredited facilities

Helped Accredited companies earn **28%** more revenue per production employee and saved **14.5%** on Workers' Comp Insurance.

Conducted **69** Loss Control site visits (for safety and business liability), **124** accreditation site visits, and **2** business consulting site visits.

PUBLIC POLICY AND ADVOCACY



More than 70 advocacy “connections” were made with members and/or lawmakers and regulators to discuss issues of importance to TCIA membership.

ADVOCACY.TCIA.ORG

new website was launched: This provides TCIA's Public Policy and Advocacy online communications for members and the tree care industry.

Or scan



Visit

ANNUALMEETING.TCIA.ORG

for more info about the state of our association.

TCIA STAFF LEADERSHIP TEAM

Eileen Demers | VP, Finance & Accounting

Peter Gerstenberger | SVP, Industry Expertise

Mike Rennie | SVP, Marketing & Member Engagement

Bob Rouse | SVP, Programs & Services

Amy Tetreault | Executive Vice President

Dave White, CAE | President & CEO

TCIA BOARD OF DIRECTORS 2022

David Fleischner, Chair | Asplundh Tree Expert, Willow Grove, PA

Tom Prosser, Vice Chair | Rainbow Treecare, Minnetonka, MN

August Hoppe, Senior Director | Hoppe Tree Service, Milwaukee, WI

Directors

Arthur Batson, III | Lucas Tree Expert Co., Portland, ME

Noel Boyer, CTSP | All About Trees, Springfield, MO

Amy A. Burkett | Burkett Arbor Care, Boerne, TX

James Houston | Davey Tree Expert Co., Kent, OH

Tad Jacobs, CTSP, QCL | Treemasters, San Rafael, CA

Joshua Morin | We Love Trees, Niwot, CO

Jason Showers | Husqvarna Group, Charlotte, NC

David White, CAE, ex officio | TCIA



TREE CARE INDUSTRY ASSOCIATION

Advancing tree care businesses since 1938.

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