

UAA ANNUAL REPORT 2025

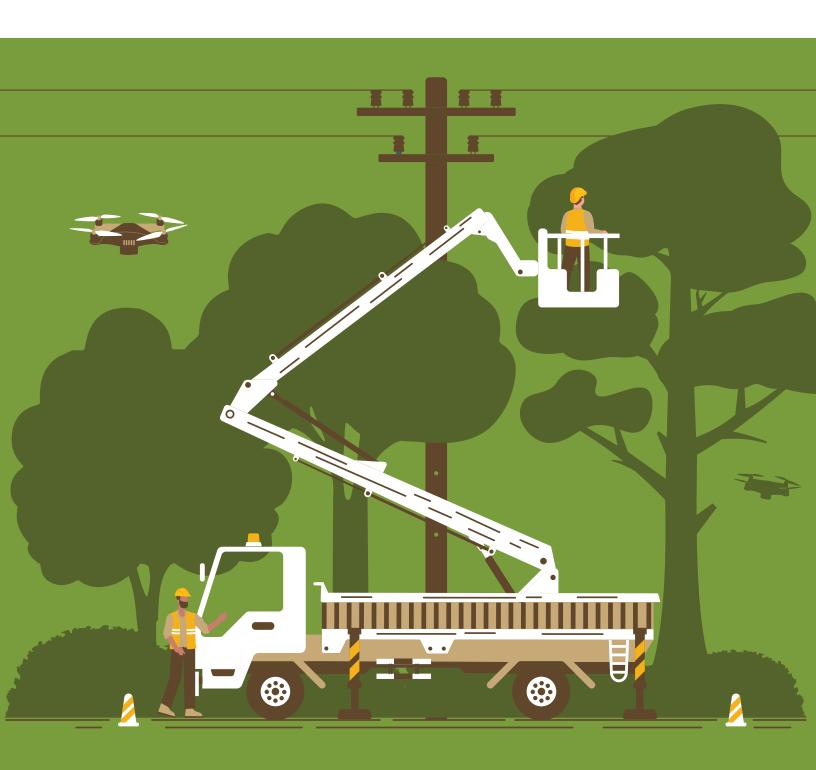


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Thank You



Association Mission

We will drive excellence, innovation, and improvement in utility vegetation management through professional development, outreach, research, and the use of best practices.

Core Values

A culture of safety, environmental sustainability, education, and operational excellence forms the foundation of our organization.

Strategic Vision

Become the Voice of the ROW Vegetation Management Industry

- Educate Stakeholders and Influence Policy
- Establish Standards of Excellence
- · Strengthen Financial Foundations
- Deepen Partnerships

STUMP THE SPOTTER is a fun and informative element we have built into this annual report. Identify and list as many safety concerns as you can and email your list to office@gotouaa.org by October 17th, 2025. The person who has identified the most hazards will receive a prize!

Membership & Education

8/1/2023 - 7/31/2024



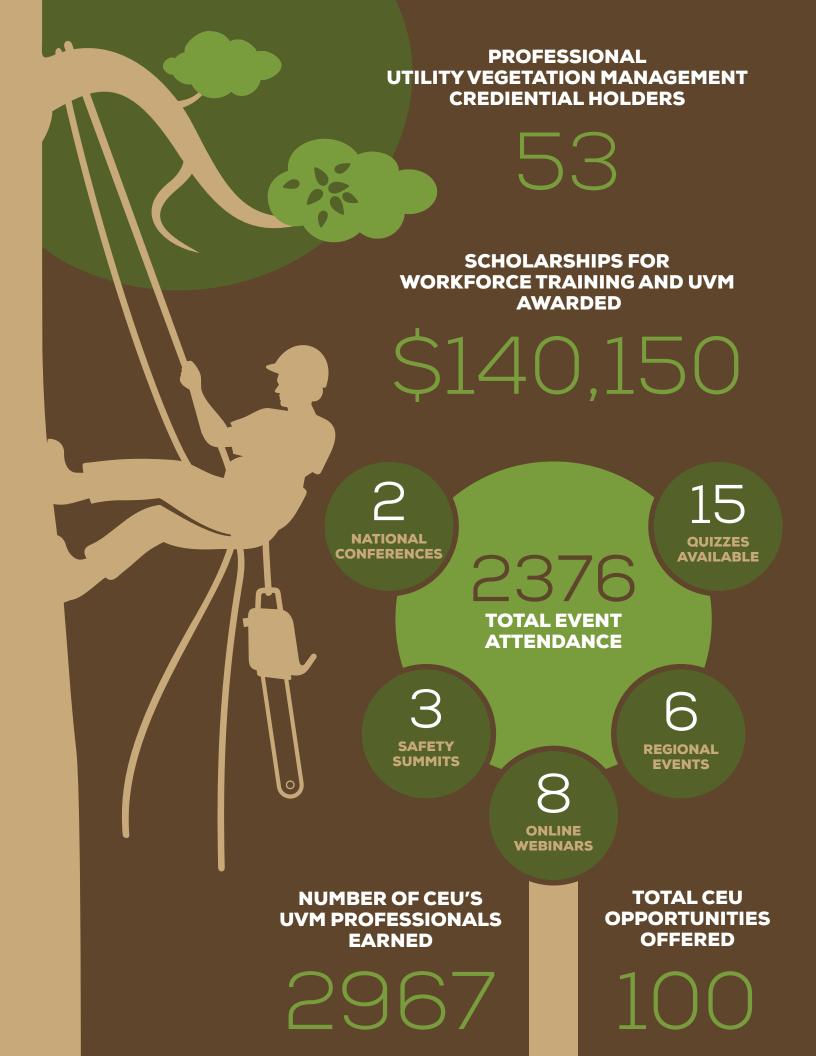
4355

Average Monthly Membership

4

Group Membership Companies





Board of Directors

FISCAL YEAR 2024 - 2025











BRANDON HUGHSON Past President

Director of VM Services
ProtecTerra LLC

End of Term: August 2025

JOSH BEAVER
President Elect

Senior Vice President Eocene Environmental Group

End of Term: August 2027



KIMBERLY LAING Vice President

Business Developement Manager **ArborMetrics Solutions**

End of Term: August 2028



DR. ROBERT VANDERHOOF Director

Research & Consulting SME

ArborMetrics Solutions

End of Term: August 2026



JIM NEESER Secretary-Treasurer

Business Developer
The Davey Resource
Group

End of Term: August 2025



CRAIG KELLY Director

Principal Safety
Program Manager
in Land Management
Pacific Gas & Electric

End of Term: August 2027



CINDY DEVLIN MUSICK Director

Senior Director, Vegetation Management Services **Rappahannock Electric Cooperative**

End of Term August 2027



KEVIN PULS Director

General Manager **EnviroScience, Inc.**

End of Term: August 2025



JODIE BRASKICH Director

Chief Operations Officer **D2K Traffic Safety, Inc.**

End of Term: August 2026



SARAH DREISER Director

Senior Program Manager **ComEd**

End of Term: August 2025

2025 Committee Updates

Editorial Committee

- Amazing engagement, growth, and attendance
- Proud of unique article series like Women in UVM. Road Less Traveled, UVM in the Law
- 150+ articles published in 6 Issues

Environmental Stewardship Committee

- Identified funding for the videography project: "Managing Rights-of-Ways As Assets" to launch by ROW14; May of 2026
- Welcomed a new co-chair, Whit Bouton!

Events Committee

- Supported the planning of 2 national and 8 regional events
- Welcoming a new co-chair, Ryan Korpela!
- Sub-committee with Safety Committee
 - Empowers greater collaboration in 2026
- Approximately 40% of recent event attendees were new members

Outreach Committee

- Preparing for a Successful Student Outreach Initiative at T&U 2025
- Added language translation to the main UAA Website
- · Thriving Canadian Task force
 - Recently have expanded our team beyond Canada to include an Alaskan Utility to requested to participate in our taskforce
 - Created 3 active sub-groups in the team to focus on specific goals to help ensure that we are moving ourselves and our respective industry forward
 - Collaborate with Industry
 Organizations in Canada
 - -- Attract, Recruit and Retain Talent to our Industry
 - -- Engagement and Outreach
- Looking forward to an interview series featuring:
 - NRECA
 - Driver safety topics
 - Promoting pollinators and sustainability
 - Analyzing our member survey data to better understand how to serve UAA members

Professional Development Committee

- Built a glossary of industry terms in both English and Spanish to support broader access and understanding
- Restructuring the committee to ensure a more memberdriven approach to content and initiatives
- · Webinar attendance on average has doubled!
- Awarded a \$5,000 donation from MidAmerican Energy Foundation to advance the scalability of the Utility Line Clearance Arborist Training

UVM PDP Board of Governors

- Meeting with the Dean to discuss evolving the program to credit-bearing
- 24 individuals credentialed since fall 2024 Doubled numbers
- Awarded a \$5,000 grant from the Wisconsin Public Service Foundation to advance the Professional Utility
 Vegetation Management (UVM) Credentialing curriculum

Research Committee

- · Welcomed a new co-chair, Seth Blair!
- Established a sub-committee to standardized UVM terms
- Creating a template for vegetation-caused outages

Safety Committee

- Welcomes their new co-chair, Liz Westburg!
- Formed a new sub-committee which will focus on Safety Education initiatives
- Actively working on a PSA for hearing protection and standardizing icons used in the Energy Wheel



Finance

8/1/2023 - 7/31/2024

UAA Spent

\$151,525

On Direct Program Delivery

Decreased Net Fiscal Deficit By

98.4%

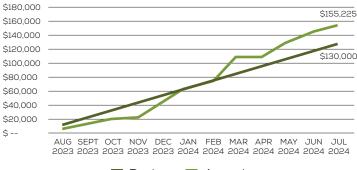
From Previous Fiscal Year

View Our Full 990



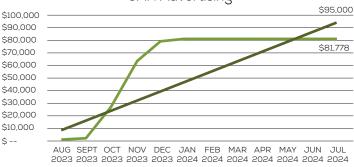






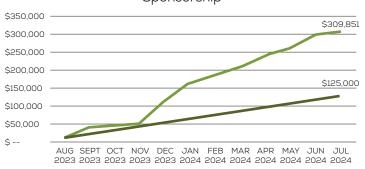
Budget Actual

UAN Advertising



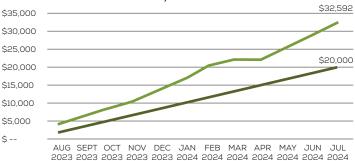
■ Budget ■ Actual

Sponsorship



■ Budget ■ Actual

ISA Utility Certification



Budget Actual

WE APPRECIATE OUR UAA **UTILITY SUPPORTERS AND CORPORATE SPONSORS**



The Utility Arborist Association is pleased to have an outstanding group of utility supporters and corporate sponsors. We encourage you to visit their websites to explore their products, services, and mission.

UAA CORPORATE SPONSORS

















































Your sponsorship makes a difference!

Sponsorships support webinars, meetings, our website, marketing and branding, communications to students of our industry, and in many more areas the UAA is striving to reach. Scan the QR code to learn more!



Group Membership Supporters









Thank you!

The UAA has a legacy worth celebrating. Our solid foundation is owed to the dedication to innovation, excellence, and moving toward improvement that is demonstrated by our partners, volunteers, and members. We are incredibly proud of the monumental impact of UAA initiatives

SAM WILSON

Partnership Coordinator

"I will be eternally impressed by the monumental amount of UVM knowledge and expertise that UAA community members demonstrate daily. Even after a year with unexpected changes, we are collectively ready to embrace, evolve, and thrive."

DENNIS FALLON

Executive Director

"I am truly honored to work alongside the UAA membership, a community of industry thought leaders who set aside competitive boundaries to collaborate and drive innovation in safety, environmental stewardship, research, and professional development. Together, their dedication and shared efforts lift and advance us all."

MATT GOFF

Outgoing UAA Board of Directors President

"I'm blown away by the passion of UAA peers who volunteer their time and talents to help advance our goals through a growing list of regional and national events. This is how our collective voice is built—through the dedication of amazing individuals like you."

CRYSTAL ARP

Events Coordinator

"I'm endlessly grateful for our members; their passion, curiosity, and commitment are what make this community so special. The learning that happens at our events isn't just about skills or knowledge; it's about real growth, connection, and impact that extends far beyond the conference room."

CODY WOODWARD

Membership Office Coordinator

"I'm continually inspired by the way our members show up for the UAA and for each other. Every connection made, every idea shared, and every step forward is a reminder that our strength comes from the people who choose to be part of this community and contribute their time, knowledge, and passion to help it grow."



Our team of skilled staff, specialized contractors, and expert volunteers is poised to shift paradigms in Utility Vegetation Management to create safer, more connected, and more sustainable communities

2009 W. Broadway Ave Suite 400, PMB 315 Forest Lake, MN 55025

EMAIL OR CALL WITH QUESTIONS:

office@gotouaa.org 800-680-4106 **SUPPORT THE UAA**

