



Scott Jamieson Takes Reins of TCIA Board

Scott A. Jamieson, vice president for Bartlett Tree Experts, was installed Chair of the TCIA Board of Directors during Winter Management Conference 2011 in Grand Cayman.

Jamieson was first selected for the Board in February 2002; he served for two years before he had to step down due to circumstances outside of his control. Two years ago, while serving as president & CEO of The Care of Trees in Wheeling, Ill., he returned to the Board. When The Care of Trees merged with Davey later that year, Jamieson moved to his current position at Bartlett.

“To me, service on this board has always been about giving back to the industry, so being unable to complete my service was unfortunate. I am thrilled at the opportunity to come back on the board,” he said when first rejoining the Board in 2008.

When Jamieson first joined the Board eight years ago, the Association looked very different. One of the first assignments the Board faced was to devise a strategic plan to lead the association into the new century. The outcome of that early work was TCIA’s decade-long journey that would become its Transformation of the Industry.

“I was lucky enough to be in on the first stages of the strategic plan that set in motion the transformation,” he recalled. Two years ago he said it was exciting to see what came from that strategic planning meeting and how the Association and industry had grown, and that he was pleasantly surprised at how fast things have moved and how fast programs such as Accreditation and CTSP had taken off.

“I am still impressed by our pace, but we have slowed these last few years due to the tough economy. We made it through these tough times in great financial position – and now it is time to get moving again.”

For the Transformation of the Industry and 10-year strategic plan, five outcomes were identified to map the journey that would become:

- Certified Treecare Safety Professional (CTSP) program to enhance safety
- Accreditation program to spread and promote best business practices and allow consumers a way to identify professional tree care companies
- Voice for Trees political action committee that offers advice and counsel to the government as a source of industry standards, legislation and regulation

- Partners Advancing Commercial Tree Care (PACT) program that works with industry manufacturers and suppliers to develop healthy markets and stronger companies
- A consumer outreach effort that includes www.treecaretips.org and partnerships with organizations such as the Better Business Bureau

With that plan winding down, what is the emphasis for Jamieson as Chair?

“We need to update the plan, as times have changed and our successful “weathering of the storm” is over. It is time to engage our members at a higher level and attract more members to the Association. When we crafted the strategic plan 8 years ago we did not seek to increase membership. I think that was a mistake. I have a hard time seeing how we can transform the industry when we aren’t expanding our membership.”

Two years ago, Jamieson said he felt another transformation was underway, that the next generation was coming; people were riding a new wave of sophistication. But how would the Board and the Association project this higher professionalism to the consumer? How would he draw in the unprofessional ones?

“The economy slowed all of this, but we need to get going again and find ways to attract those companies that can benefit from our mission of advancing tree care businesses. Our membership numbers have been flat and that is not good for the health of the Association, nor is it a particularly good indicator for our industry.”

Has Jamieson found anything surprising or unexpected about the association during his most recent time on the Board?

“We have had many changes and I was surprised how well we collectively worked through the issues of the economy, our CEO leaving and our search for a new leader for TCIA. We had some seasoned Board professionals who were the right leaders at the right time. I look at the Board we have now and believe this is the right Board for our next step as an Association. This is one strong Board.”

Jamieson says his years and experience with the Board, having to come off it and come back on, have enabled him to see many changes, yet he sees “consistency in our mission.”

And he has specific priorities.

- Increase our membership in the right way.
- Engage members more proactively to get them involved in the Association.
- Set our next path with a strategic planning process later this year.

Jamieson attended Purdue University where he graduated in 1984 with a degree in urban forestry. After graduation, he attended Michigan State University where he earned a master’s degree in urban forestry in 1985. He completed his education with an MBA from DePaul University in 1994.

In the green industry, he started with ChemLawn during summers while still in school. He later became sales manager of their company's Mokena, Ill., office. Though he was moving up through the ranks in lawn care, he wanted to return to the tree care side of the green industry. He took a job as an arborist in 1989 for Hendricksen, The Care of Trees, and continued his business ascent. He quickly became a crew leader, and then moved on to sales in the Chicago area. He was promoted to district manager in 1991, regional vice president in 1994, and chief operating officer in 1995. In 1998, The Care of Trees named him president. In 2003, he became the president and CEO. In the 10 years as president, The Care of Trees more than doubled its revenue, topping \$50 million. The company grew to 23 offices and about 500 employees, primarily on the East Coast, Upper Midwest and in the Bay Area of California. He moved to Bartlett in 2008, where he has focused his energies on national recruiting and building corporate partnerships.

Jamieson was named to the National Safety Council's board of directors in October 2007.

"I finished my three-year term in 2010. Serving on the NSC board helped transform my perspective on safety. They are so singularly focused on keeping people safe. I worked along side executives who had companies doing very dangerous work but had figured out how to keep their people safe. It was an inspiring group of people who really care about saving lives."

He serves on the board of the Alliance for Community Trees, the board of Openlands, one of the oldest most respected conservation groups in Chicago, and is a certified Enneagram teacher and serves on their national board.