



ISA TODAY

The place to get your latest ISA updates and information

January 2008

www.isa-arbor.com

Office Closed

The ISA office will be closed January 1 in observance of New Year's Day.

2007 Membership

Membership as of December 27

21,406

Certification Stats

Certified Arborists	21,148
Certified Tree Workers	750
Utility Specialists	1,221
Board-Certified Master Arborists	203
Municipal Specialists	178
Exams given in October	92



Meet us in St. Louis

The [conference preliminary brochure](#) is now available!

Safety Committee's Request for Proposals

[Click here](#) for more information about a study the International Safety Committee would like to outsource. The deadline is February 8, 2008.

ISA Launches Revised Website

In an effort to provide a more user-friendly website, www.isa-arbor.com has undergone reorganization and received an updated look.

The home page of ISA now highlights announcements by category. Visitors can find announcements for conferences, certification, member information, publications, and industry news. Those interested in products will find a Web store corner of the site as well as featured products.

Also reorganized are the menu options from the home page. Those options are now organized by sections that are focused on the diverse services and programs of ISA.

- *About ISA* still includes ISA's history and organization information.
- *Consumer Education* provides a link to www.treesaregood.org.
- *Certification* highlights certification and credential information.
- *Conference & Trade Show* provides ISA annual conference information.
- *Education* leads visitors to a pool of educational resources, ISA publications, on-line resources, and educational products.
- *Member Services* provides information on how to become a member, access to members-only resources, public relations and marketing, chapters, and more.
- *Resources* now features an extensive list of resources for arboriculture professionals including green industry resources, industry partners information, media releases, speakers bureau, and much more.
- *Tree Climbing Championship* leads visitors to the International Tree Climbing Championship and other competition resources.

For a more complete look at the changes, visit the ISA website today!

Staff Gives Gifts to Big Brothers/Big Sisters Kids

In the spirit of the giving season and in connection with the ISA staff Christmas party, ISA held a toy drive to support local community children.

Within three weeks, the 38 staff members brought in 41 donations to give to the children at Big Brothers/Big Sisters.

Donations included arts and crafts supplies, toys, games, and stuffed toys.

The toy drive was held just in time as the BBBS Christmas party was held December 3. "The kids had a great time," said Ali Johnson, Big Brothers Big Sisters regional director. "It was much more than we ever expected."



The Big Brothers/Big Sisters kids were very appreciative of the donations ISA staff gave them for Christmas.

Hurry up, Time to Make Nominations is Running Out

Only 19 days are left to nominate a qualified candidate for ISA's prestigious International Awards. If you know someone who would make a good nominee, please send his or her information to Don Ham, awards committee chair.

The final date for acceptance of nominees for the 2008 International Awards is **January 15, 2008**. All nominations should be sent to Don either by mail (address on attached form) or via e-mail at: dham@laurusgroup.net.

Please submit your nomination to Don as soon as possible. [Click here](#) for an application form and brief explanation of these awards.



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ISA Goes South of the Border

On November 26 and 27, 2007, ISA Hispanic Committee members gave presentations at the 2nd International Conference on Arboriculture in Bogotá, Colombia. The conference was a big success according to the reactions of some of the more than 250 attendees. Topics presented included: Urban Forestry Planning in Mexico City; Traditional and Modern Arboriculture in Buenos Aires; Urban Tree Management in Europe; The State of Arboriculture in Medellín; Technical Aspects of the Bogotá Tree Census; Urban Trees of the World; Biology, Physiology and Pathology of Street Trees; Nursery Production Techniques of Urban Trees; Tree Selection, Mature Tree Pruning, Transplanting Large Trees; Hazard Tree Recognition; and Tree Inventories in Mexico City. All presentations were given in Spanish and are available in PowerPoint upon request.

The conference was planned to coincide with the conclusion of the Bogotá tree census and the presentation of the results. This is one of the largest tree inventories ever carried out. A total of 1,066,463 trees were tallied. No less than 43 variables were taken for each tree, such as species, height, diameter, trunk condition, root condition, proximity to infrastructure elements, GPS location, hazard tree evaluation, leaf area index, presence of insect and diseases, bole length and condition, etc. Sixty-three percent of the trees tallied were exotics consisting of 136 species and the remaining 38 percent native trees were represented by 127 species. Bogotá, with nearly seven million people has only 2.5 percent forest cover compared to Washington D.C. at 28 percent. The tree survey took 18 months to accomplish with 60 three-person crews for a total cost of 2.3 million USD. A PowerPoint presentation of the census is available upon request. For more information or to request the presentation, contact Mark Duff at tfskerr@ktc.com.



Members of the Hispanic Committee gathered in Bogotá, Columbia for the 2nd International Conference on Arboriculture.

Urban Forestry Study Abroad Travels to the United Kingdom

Rita McKenzie and Harvey Holt, both of Purdue University's Forestry and Natural Resources department will lead a course in the United Kingdom. This study abroad program will run May 13 – June 5, 2008. The registration deadline is February 1.

For more information, [click here](#).



Now thru December 31!

2008 ISA Student Fellowship

The ISA summer fellowship provides students with an invaluable opportunity to work with leaders in arboricultural research and education from around the world. The fellowship recipient will help develop books, articles, videos, interactive CDs, surveys, presentations, and seminars.

What is included in the fellowship?

- Stipend for a minimum of 10 weeks.
- Paid travel, lodging, registration, and meals at conference in St. Louis, Missouri.

Who is eligible?

- Undergraduate students attending a four-year program with a minimum of two years completed or students close to finishing a two-year program.
- Students majoring in arboriculture, horticulture, urban forestry or similar disciplines.

Who should apply?

- Students who excel in their academic studies.
- Students interested in attaining a technical position in commercial, utility, or municipal arboriculture.
- Students interested in continuing their education at the graduate level.
- Anyone who has a passion for arboriculture and urban forestry and would like to instill that drive in others.

For more information, contact Sharon Lilly at silly@isa-arbor.com.

Application deadline: March 15, 2008

Meet the Officemates – Solo Style

The Educational Goods and Services Department recently hired Aaron Bynum for the new positions, editorial and production coordinator and assistant editor to *Arborist News* (AN).

Aaron started the new job in November and has been working on copyediting various documents for AN and other ISA publications.

Aaron says it is a good thing he doesn't share an office with someone. He said having even the smallest space away from others allows him the opportunity to operate in a somewhat meditative environment.

The best quality about his office is the quiet atmosphere. "Nothing can replace a quiet office space," said Aaron.

Although it seems that Aaron prefers to be by himself, he said his favorite part about working at ISA is the people. "It would have been impossible for me to have known prior to my employment that working at ISA would put me into contact with such a diverse group of people," he said. "Every person is fully understanding of their individual impact on the education and research of arboricultural studies."

Aaron lives in Champaign. His hobbies include independent writing, journalism, German philosophy, global aesthetics, and Asian art history and culture.



Aaron Bynum joins the ISA staff as the editorial and production coordinator and assistant editor to *Arborist News*.

SCA receives new tax designation by the IRS

The Society of Commercial Arboriculture (SCA) is proud to announce its designation as a 501(c)(3) organization by the United States Internal Revenue Service. This achievement marks a milestone for the 27-year-old society and provides a launching pad for future plans and growth.

The strategic pursuit of this tax designation plays an important role in the growth of SCA's programs. With the new tax status, certain qualifying donations to SCA, such as those made for student scholarships and directed research, are now tax-deductible. These two key components to SCA's long-term strategic plan are expected to benefit from a projected increase in donations supporting these vital programs.

The designation will also encourage increased service to the general public through growing financial support of education and promotion of proper arboricultural practices.

SCA has operated as a non-profit, educational association serving individuals in the commercial and residential arboriculture sector since 1980. Find out more about SCA's new initiatives, events, and scholarships, by visiting <http://sca.isa-arbor.com>, or by contacting Jessica Lum at (888) 472-8733 extension 221.

Looking Forward to a Great 2008

As 2007 came to a close, the TREE Fund Executive Committee bid a fond farewell to longtime TREE Fund Vice President Ken Ottman. His dedication and support have been critical to the advancement of research and education in arboriculture and urban forestry.

With the November 18 vote of the Board of Trustees, the new vice president of

Request for Proposals for Custom PowerPoint Presentations

ISA has issued a Request for Proposals (RFPs) for the development of custom PowerPoint presentations on the following topics:

- [Benefits of Trees](#)
- [Selecting a Tree](#)
- [Caring for Your Tree](#)

The deadline for all RFPs is **January 15, 2008**. Please submit all proposals to
ISA

Educational Goods and Services Committee
P.O. Box 3129
Champaign, IL 61826-3129

For all inquiries, you may contact Steve Bevil at sbevil@isa-arbor.com or by phone at 217-355-9411.

Market Your Credentials

ISA members and Certified Arborists can benefit greatly with the right marketing and public relations efforts. Get advice from someone who has experienced the rewards of promoting his ISA credentials.

Russell Hodge, ISA member and Certified Arborist, has outlined an educational program with the purpose of training arborists how to reap the benefits of their professional credentials. Hodge, also a member of ISA's Public and Industry Relations Committee, is available through ISA's online speaker's bureau. Chapters interested in holding a workshop or including this topic in their conference programming should [click here](#).

Call for Papers

The Landscape Below Ground III Conference
October 6-8, 2008 – Lisle, Illinois

The program committee is now accepting presentations and poster proposals for the [conference](#). Proposals will be evaluated based on overall quality, appropriateness and timeliness of topic, well-defined focus, and practical applications of material. Abstracts are due **February 15, 2008**.

For more information or to submit a proposal, [click here](#)!

ISA Staff Learns the Lessons of Change

With a big move in ISA's near future, it seemed appropriate that this quarter's training was about the Lessons of Change.

Trainer Lisa Plantamura, from the Employers' Association, visited ISA headquarters for the four-hour training session. Employees learned their own personalities when it comes to change, as well as how to deal with others' opinions about change.

Staff also learned the purpose of changing processes to be more efficient.

The second four-hour session was led by Steve Welland of Parkland College. Steve led the group through "The Lost Dutchman's Goldmine," a team building experience ISA hosted for the 2006 Leadership Workshop. Participants learned the importance of working together, using competition as a positive influence, and working with the same goals in mind.



Staff works together after learning a more organized process to building their project.

ISA Hong Kong/China Attends Flower Shows

ISA HK/China & Tree Climbing Hong Kong (TCHK) jointly participated in the 2008 North District Flower Show at Fanling Park December 22 – 27.

ISA HK/China has participated in the North District Flower Show since 2005 and sizeable membership has been collected from the public during the participation. This is the first time that TCHK is participating in such a major public event and they will try to collect membership for its steady growth. TCHK has collected a membership of over 60 since its birth November 8, 2007. The average age of membership in TCHK is under 30. TCHK has indeed attracted a different crowd willing to learn and enjoy tree climbing and activities.

Unfortunately, the North District Flower Show Committee did not arrange with ISA HK/China or TCHK for a tree climbing demonstration like last year; however, equipment display, knots station, and a wood samples display were available to educate the public as well as to arouse membership entry.

ISA HK/China and TCHK are planning to participate in the biggest flower show in Hong Kong which is the Hong Kong Flower Show in Victoria Park next March. We anticipate making an impact at this important event to contact the public for education on proper tree care and modern arboriculture.

TREE Fund continued from page 3

the Executive Committee is now David McMaster of The F.A. Bartlett Tree Expert Company. And stepping into the treasurer's position is Mike Neal of Arizona Public Service. Both have exercised their management and leadership skills over the past three years or more to support the many changes and improvements that have taken place in the TREE Fund's operations.

The year ahead looks challenging with a new research fellowship program to launch, a redesigned website, and more outreach to other industry organizations. Don't forget events like the February 12 golf outing at the TCIA Winter Management Conference, the Tour des Trees 'Breakaway to the Gateway' from Indianapolis to St. Louis, the summer golf outing and of course, the gala auction at the ISA annual conference. Join us for a great 2008!

Tree Research & Education Endowment Fund

Certification Updates for a Prosperous New Year!

Anne Jerutka, promotions and compliance coordinator, and Danielle Easton, membership coordinator, will work on getting false advertisement and logo misuse information out to the chapters after the New Year. It will include the right and wrong ways to advertise, things to look for when reviewing an advertisement, and clarification of the consequences involved. We rely on the chapters, local community, and other ISA Certified Arborists to bring violations to our attention. You can use this information as handouts, newsletter inserts, or at chapter discussions. We are also hoping to get something in your chapter newsletter that will list the statistics of current cases open and closed. Any suggestions on how to increase awareness in your area are welcome.

Certification staff welcomes Steve Ludwig (Illinois Chapter) as the new chair of the Liaison Committee. Steve and Alan Siewert visited the ISA office on December 6 – 7 to trouble-shoot some of the concern brought up in the October Certification Summit. Derek Vannice, certification director and Paula Deck, certification coordinator –continuing education units, along with Steve and Alan collaborated with the IT department to make a search engine available to arborists so they can find conferences and workshops in their area by chapter. The hope is that it will work similarly to how individuals search for exam dates on the ISA website. This should be a timesaver for all involved, especially the arborists seeking conferences and workshops to attend so that they don't fall short on their CEUs. A launch date is not yet set as it is still in development stages. More information will come soon.



Climbers gathered in Brno, Czech Republic for the tree climbing championship in August 2007.