



False Advertisements Have Steadily Increased

Reprinted with permission from ISA,
January 2009 *ISA Today*

Many people have started violating ISA's trademark to gain a foot on their competitor. Becoming ISA certified builds an individual's self image and gives the public and those in government the opportunity to make an informed selection of services based on the knowledge that is represented by the certification designation. The process of becoming ISA certified and maintaining the designation provides incentives to the individual to continue his/her ongoing professional development. In addition, it creates a tool to help employers in training their personnel, selecting new employees, and determining wage increases.

These benefits are reasons individuals would choose to break the law to obtain them. Not every trademark violation is a case of poor judgment, but an honest misunderstanding. The ISA Certification Department investigates every case to assure those in violation have a fair chance

in correcting the problem on their own account. Severe measures are taken when individuals ignore the chance to admit fault and comply by removing our trademark from any and all marketing materials. ISA must receive proof of correction to close a case. Currently there are 100 cases waiting to be closed. Yellow-page advertisements are the main reason for pending statuses because renewal times are only once per year. Whether a violation or misunderstanding, a problem can be corrected, and hopefully even avoided.

ISA ended 2008 with a court case that resulted in an individual paying more than \$15,000 (USD) in consumer restitution, attorney costs, and civil penalties for his poor arboricultural business ethics and trademark violation.

<http://www.isa-arbor.com/publications/ISAToday/ISAToday0109.pdf>