

ISA Responds to Member Concerns Over “Saw for Hire”

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“Saw for Hire,” a show currently airing on cable TLC, has the potential of creating a negative public image of professional tree care workers. We understand the concern that this type of program generates. ISA, on behalf of its members and certified arborists, has contacted Paul Nosak, the owner of the tree care company featured in the series. We are providing him with educational materials to help him and his crew work more safely and to understand the consequences of unsafe practices.

We have also supported the effort of TCIA to contact Discovery Communications, the parent company of TLC, regarding concerns over the airing of this program in its current form, and its potential damage to the industry due to the many unsafe practices demonstrated during the show.

ISA will not make a public statement condemning the program, which would

most likely generate further interest in viewing the series. We encourage our members and certified arborists to approach the issue in the same manner. The excellent work ISA certified arborists and members have done in advancing safety standards and best management practices needs to be recognized. This is a perfect opportunity for you to educate the consumers you work with on a daily basis, and show them how a true professional cares for trees and maintains a safe work site during the process.

Continue watching the ISA website and *Arborist News* for updates regarding this issue. To view the letters forwarded regarding this matter, all members and certified individuals may visit www.isa-arbor.com and log in with your ISA username and password. <http://www.isa-arbor.com/publications/ISAToday/ISAToday0209.pdf>.