



ISA UPDATE

By Dave Scharfenberger, ISA Board Director

ISA has been very busy! Here is a summary of some of the high points from the August ISA board meeting in Minneapolis.

Educational Goods and Services

New products out for this year include:

- *Best Management Practices: Tree Planting and Tree Inventories*
- *Tree Climbers' Guide*, 3rd Edition
- *Glossary of Arboricultural Terms*
- *Integrated Vegetation Management*
- *Arborists' Knots for Climbing and Rigging DVD*
- *Introduction to Arboriculture:*
 - Pruning
 - Tree Identification and Selection
 - Diagnosis and Disorders CD-ROMs
- *Introduction to Arboriculture: Pruning CD-ROM* available in Spanish.
- *American National Standards for Safety Requirements*
- *Introduction to Arboriculture: Planting and Early Care*
- *Tree Climbers Guide* in Chinese! (We are becoming world-wide.)
- new Z133

Visit isa-arbor.com to see the entire selection of products.

New products coming soon to help you and your crews:

- *Planting CD-ROM*
- *Introduction to Arboriculture: Tree Maintenance*
- *Tree Climbers' Guide* in Spanish
- Five more training videos converted to DVD format.
- *Municipal Arborist Study Guide* out in approximately one year.

Additional projects completed:

- All back issues of *Arboriculture & Urban Forestry/Journal of Arboriculture* are available on-line.
- On-line Arboriculture Dictionary.

Science & Research Committee

- Steve Bevil has been hired as the science & research manager.
- Paul Markworth of Wisconsin is the committee's commercial representative

IT projects:

- There is now a translating database on the ISA Web site.
- Find a Tree Care Service will soon be on-line through the Trees Are Good Web site which receives almost 40,000 unique visitors a month.
- The certified arborist search site will be changing to a verification site only.

ISA membership

ISA membership has had 22 consecutive years of growth! It is now at 18,668 members in 46 countries. ISA continues to be profitable and has met savings goals two years ahead of plans.

Media

ISA reached 91.5 million readers in the last 18 months through press releases!

Certification

Certification continues to set records:

- Individual CEU report listings are available from the ISA Web site.
- CEU quizzes from "Arborist News" can be completed on-line.
- ISA recertification rate for certified arborists was 87 percent the last two periods.
- \$450,120 has been returned to the chapters in fees for 2005-06.
- A certification exam is given every 1.5 days somewhere in the world.

Governance changes?

Proposals were made for structure changes but were not accepted. The first

step that has been decided is to do a complete review for all leadership groups and create consistent methods of operation and reporting.

Special Project Investment Fund Policy

This new fund creates a structure to provide grants for approved projects that have not been included in the budget for a fiscal year. Association earnings that are over what is needed in reserves will be used for selected projects that support the ISA mission. A project would come from a chapter, professional association or committee.

Katrina Relief

ISA arborists were involved in the Hurricane Katrina relief through a joint project with the Forest Service. Thirty-four volunteers from around the world participated for 2,174 volunteer hours, and \$84,000 of volunteer time. One of the participating communities is expecting \$300,000 in federal funding for cleanup and pruning due to the project.

Future ISA meetings

Make plans for a trip with the entire family to locations close or far!

- July 28 – Aug. 1, 2007, Honolulu, Hawaii
- July 26 – 30, 2008, St. Louis, Missouri
- July 25 – 29, 2009, Providence, Rhode Island
- July 24 – 28, 2010, Chicago, Illinois
- 2011, Brisbane, Australia

If you have any questions about ISA, or if you are interested in serving on an ISA committee, please feel free to contact me at (262) 538-1900.