



ISA Update

by Dave Scharfenberger, ISA Board Director

ISA is continuing to improve. Here are highlights of new products and services:

1. Podcast have started! The first one is a series on Science of Arboriculture.

This podcast series was developed by the ISA to bring you the latest research-based information on tree care. We will be providing educational talks by the world's top researchers, educators, and practitioners. This is a great way for professional arborists to keep up-to-date with arboriculture without leaving their home or car! We recommend that you subscribe to the series so you don't miss a single topic. There are currently four titles available at <http://www.isa-arbor.com/podcast/PodcastDetail.aspx?ID=7>.

2. Employee training is the best way to improve quality, efficiency, safety and profitability. Let ISA help your training with a 10 CD set that is now available to help you (or your employees) study for the Certified Arborist test or train new people. ISA presents a self-paced, highly interactive series of CDs to supplement the certification study guide. Multiple students can use these CDs to prepare for the certification exam, obtain CEU credits, and upgrade their knowledge and skills. The lessons are designed for those who respond best to visual, auditory, and hands-on teaching methods. Check out the demonstration at <http://www.isa-arbor.com/publications/CD/Demos.aspx>.
3. Based on your demand, ISA is currently offering four certification exams online. Certified Arborist, Municipal and Utility Specialist and Board Certified Master Arborist are available now. The knowledge portion for the Certified Tree

Worker/Climber Specialist and Aerial Lift Specialist certifications will be offered in the upcoming months and we ask that you check back for availability. We understand how important certification is and would like to help eliminate your obstacles. Check out the ISA certification website for all of the details: <http://www.isa-arbor.com/certification/certCredentials.aspx>.

4. You can now find ISA on Facebook, LinkedIn and Twitter.
5. A photo database is coming in 2010. Watch for this new useful tool.
6. ISA is the world leader in tree care publications. More than 200 products are available from ISA's online web store that helps keep arborists abreast of the latest information and technology. Find it at <http://secure.isa-arbor.com/webstore>.
7. Other products now available:
 - **Landscape Below Ground III**
 - **Up by Roots** by Jim Urban
 - **Municipal Arborist Certification Study Guide**
 - Coming in December: revision of the **Arborists' Certification Study Guide**
8. Start planning for future conferences
 - Chicago, IL: July 23–28, 2010
 - Sidney, Australia: 2011
 - Portland, OR: Aug 10–15, 2012
 - Toronto, Ontario, Canada: 2013
 - Milwaukee, WI: 2014

Hope to see you at one of these future conferences. Next year's conference is right in our neighborhood!

If you have any questions, feel free to contact me at dscharf@wachteltree.com or 262-538-1900.