

1. Bob Skiera Memorial Fund

This fund entitled Building Bridges in Urban Forestry is a TREE Fund/ISA partnership that links arborists with other industries. The WAA will support it with \$75k over a three-year period. The goal is to raise \$500k and we have \$100k thus far. Monies are used to support projects beyond research, such as seminars and books.

2. ISA Board Approves New Strategic Plan

The ISA Board of Directors recently approved a new strategic plan made up of seven end statements, which are goals for ISA to work toward over the next ten years. The end statements provide guidance about how ISA will fulfill its mission. To see a list of all seven end statements, read page 5 of the December 2010 issue of *ISA Today*.

3. New ISA Website Launched

The new ISA website launched on October 18, 2010, is designed to be more appealing to professionals and the general public. A new feature is the My ISA TOOLBAR which consolidates all your membership and certification information into one location. www.isa-arbor.com.

4. Ask a BCMA Knowledge Center

This center was launched last October. This is a members-only benefit aimed at helping to improve members' arboricultural skills.

5. ANSI Accreditation for ISA Certified Arborist Certification

ISA was awarded the American National Standards Institute (ANSI) accreditation on June 11, 2009. This was the biggest goal that the ISA certification program had set for 2009.

6. ISA Certified Tree Worker/Aerial Lift Specialist

This is ISA's newest credential.

7. Council of Representatives (COR)

ISA has outlined this new governance structure and reduced the number of ISA board directors. The COR is composed of one voting council member from: each ISA chapter, each professional affiliate and the ISA Certification Board. The purpose of the COR is to facilitate cooperation and collaboration among the ISA component organizations, develop proposals to the board of directors, advise ISA on educational and similar programs, and develop activities that foster the free exchange of ideas and information. Your WAA representative to the COR is Jesse Zieminski.

8. ISA Annual Conference

The next conference is in Sydney, Australia. All pre- and post-conference tours are available on a first-come, first-served basis. A visa is required to enter Australia. Visitors can apply for a Business (Short Stay) Visa (subclass 456).

Future conference locations:

- Portland, Oregon: August 10–15, 2012
- Toronto, Ontario, Canada: August 3–7, 2013
- Milwaukee, Wisconsin: 2014
- Orlando, Florida: 2015

9. ISA Coloring Books

ISA has coloring books available for Arbor Day activities. These books can be handed out at school functions. For printing costs, please contact mbluhm@isa-arbor.com.

ISA Statistics as of December 2010

Membership Stats

ISA Members 25,683

Certification Stats

Certified Arborists 25,683

Certified Tree Worker/
Climber Specialists 986

Utility Specialists 1,600

Board-Certified

Master Arborists 331

Municipal Specialists 423

Certified Tree Worker/
Aerial Lift Specialists 42

Exams given in November 120

Seventy-five percent of WAA members are enjoying the benefits of ISA membership. If you are not a member, please consider joining. Feel free to contact me at JesseZ@atetreecare.com, (414) 531-6944 (cell) or (262) 542-0404 (work).