

WAA Certified Arborist for Hire Policy

The Wisconsin Arborist Association has an online directory for Certified Arborists for Hire. This searchable directory allows the public to find a Certified Arborist for Hire by selecting the services offered or by the counties served by the arborist in Wisconsin. The company website for each listing will be available as a direct link to the public. Our website traffic statistics indicate that this directory is one of the highest viewed pages on our website, showing that this is a valuable advertising resource for our members. The following information outlines our Certified Arborist for Hire policy:

- Must currently be an ISA Certified Arborist®
- Must be a current WAA member in good standing
- Must provide a valid Wisconsin Seller's Permit
- Must provide a Certificate of Liability Insurance
- \$25 fee per year, per individual, not company. This charge is independent of WAA or ISA dues.
- Indicated counties you service should represent actual counties you provide service for
- Renewal applications are due March 1 each year. If not received, the WAA will remove you from this directory.
- Applications will be accepted at any time. However, it is to your advantage to get it in earlier in the year for longer advertising.
- Upon publication of your listing on the Certified Arborist for Hire URL, you must abide by the WAA Code of Ethics and the ISA Certified Arborist Code of Ethics Statements

The provisions of this policy are drafted from evaluating ISA *Policy and Procedure Statement CERPP 016* that defines the following:

- Registered trademark use and abuses for individuals and companies.
- Guidelines for displaying credentials
- Conflict of interest and appearance of impropriety
- Responsibilities for professional services
- Self-policing and authority over Ethics Code violations

As a Chapter of the ISA that advertises on behalf of the Member-Clients, we need to keep in mind that the overlying principal demonstrated in all ISA documentation is that Certification follows the individual and as such, our policy and procedure statements for the CAFH Webpage should represent our members as individuals. This means that according to Policy Statement *Branding and Style Guide* anyone representing a company as a Certified Arborist is compelled to follow the rules set forth by ISA or face a complaint filed through the [ISA Logo Misuse](#) form. The intentional or unintentional use of the ISA Certified Arborist® credential or misrepresentation of a company by an individual will result in a complaint being filed to the ISA using the [ISA Ethics Charge Statement](#).

This policy represents compliance with CERPP-016 on our webpage in the following matters:

- 1) Company listing **Certified Arborist** must follow the [Style Guide](#) for the proper use of the credentialing within company logos and have the employee name and ID# following these guidelines.
- 2) No company can represent itself as “Certified” or credentialed by the WAA or ISA or a member there within. Only individual people are members of our respective organizations.
- 3) The professional behavior of Certified Arborists is addressed directly in the [Code of Ethics](#) Chapter II Part A. sec. 1. to 3. Concerning returning phone calls and referring other business that share in the arborist identity and uphold the same values as ISA Certified Arborists®.
 - You will take responsibility for following up on referrals received in a timely manner.
 - If, for any reason, you cannot service the referral received, you will promptly follow up and direct the inquiring party back to the Certified Arborist for Hire website.
 - If you are unable to follow up on referrals received, you will promptly notify Tina Johnson, WAA Administrative Consultant, to remove your listing from the URL.

Outside of ISA compliance, there is an expectation that our advertising members are truly representing their credentials for services offered and should be expected to provide the appropriate certification or credential ID # and expiration date where applicable. Examples of this are as follows:

- Provide the TCSP ID# for the individuals and if the associated company is also accredited by the Tree Care Industry that they are in the three-year accreditation timeline.
- Certified Pesticide Applicators should provide the WDATCP Classification Code Category, Certification # for the individual and license # for the company.

If a company does not want to provide this additional information, it should be determined on a case by case basis if the WAA will accept the listing of the individual. The WAA is an ISA component and can only request this information and has no authority over policing the policy of other accrediting organizations. The confirmation of our listing Certified Arborists information will be done at the time of publication and if the information presented changes or becomes altered, it is the responsibility of the listing individual to report that information to the [WAA Administrative Consultant](#) to process the listing appropriately. This WAA policy reflects the *ISA Certified Arborist Certification Agreement and Release Authorization* policy CERPP-016 Chapter I., Part A. sec. e. and any variation of this policy is at the sole discretion of the WAA.

WAA reserves the right to remove any listing at any time if negligence occurs or the WAA Code of Ethics is not followed.