



# ISA TODAY

October 2010

The place to get your latest ISA updates and information

## ISA Statistics

As of October 25, 2010

### Membership Stats

ISA Members .....21,613

### Certification Stats

Certified Arborists .....25,185  
 Certified Tree Workers.....963  
 Utility Specialists.....1,587  
 Board-Certified Master Arborists....326  
 Municipal Specialists .....414  
 Aerial Lift Specialists .....41  
 Exams given in September.....76

Newsletter Editor, Jess Kebert, [jkebert@isa-arbor.com](mailto:jkebert@isa-arbor.com)  
Contact Jess with questions about reprints or ideas for newsletter articles.

## New ISA Website Launched: Come Check It Out!

You may have noticed that ISA launched a new website on October 18. The new site has many of the tools and resources that you are familiar with, but we have also added some new features that we believe will make the site easier for you to use.

The site has a completely new look and feel, intended to be more appealing to our members, certified professionals, and the general public. A specific new feature is the MyISA toolbar designed to make access to your credentials, member benefits, and educational materials easier for you.

### Tell Us What You Think

Because we made these changes for you, we'd love to hear your thoughts. We want the site visitor experience to be as efficient and useful as possible, and we need your feedback to continually improve the website. Please take a few minutes to answer some questions at <http://www.surveymonkey.com/s/X5S2VNS>.

### Helpful Highlights of the New Site

**My ISA Toolbar:** This toolbar consolidates all of your membership and certification information into one location. Use the 'LOGIN' button or link to access specialized resources and your personal information. Once logged in, the following resources are available:

- **ISA Members** can find their membership status, membership directory, PR Toolbox, online issues of ISA publications, and the ISA annual report and bylaws. They may also update their contact information, view past ISA Web Store orders, and manage e-mail and mail preferences.
- **ISA Certified Professionals** can find their certification status, CEU report and CEU history, update contact information for 'Find a Tree Care Service,' Code of Ethics Agreement, and the ISA Branding and Style Guide. They may also update their contact information, view past ISA Web Store orders, and manage e-mail and mail preferences.

**Online Learning:** The new website also makes it easier for visitors to take advantage of our many educational tools and resources. A discussion forum, quiz bank, and online CEU quizzes for *Arborist News* articles make it easier for members and credential holders to learn about advancements in technology, science, and practice – and often earn CEUs in the process.



Visit the new website and give us your feedback at <http://www.surveymonkey.com/s/X5S2VNS>.

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## Leaders Come Together for ISA Leadership Workshop

More than 70 officers and executives from 30 ISA Chapters and Professional Affiliates attended the ISA Leadership Workshop, held October 19-22, 2010 in Champaign, Illinois. The purpose of the Leadership Workshop is to provide dedicated time for leaders and executives to network, share ideas, and learn about best practices and emerging ISA programs and activities.



*Kentucky's Council Representative, Kathy Keeney, describes her group's plan for the landscaping.*

sketches for the landscaping, which Dr. Irani's classes at Parkland College will use as the basis for a plan they will present sometime early next year.

This year's workshop had representatives from more chapters than have ever attended an ISA Leadership Workshop in the past. The ISA staff and Board of Directors would like to thank all of those chapters who made the commitment to send representatives to participate in this event.

## Ask-a-BCMA Knowledge Center Has Launched

With the launch of the [brand new ISA website](#) came the launch of another much anticipated feature, the Ask-a-BCMA Knowledge Center. This newest member benefit creates a unique opportunity allowing any of ISA's over 20,000 members to pose their most perplexing questions to a panel of ISA Board-Certified Master Arborists through a [discussion forum](#) on ISA's website.

Here's how this educational tool works. You encounter a situation with a tree where you are uncertain of a solution. You would really like another opinion. Or, maybe, you've gotten other opinions, but you'd like to talk to someone with more experience with this particular species, disease, or predicament. That's when you login to our discussion forums and post your dilemma to the Ask-a-BCMA panel. You can post pictures and even video. The BCMA's are then alerted to your request for help, and one of them who is most able to help you, will get back to you within a day or two with their expert advice on where to find information relating to the diagnosis or treatment of your tree. They may even respond with a picture or video of their own. You now have more options for solving your problem. [Try it out today!](#)

And to any BCMA's who are interested in being on the answering panel, please contact [Danielle Deck](#) to set up training.

One of the highlights of this year's workshop was a landscape design activity, facilitated by Dr. Kaizad Irani from Parkland College. Dr. Irani played an instrumental role in the development of the landscape design plan for the memorial park at Ground Zero in New York. Dr. Irani led workshop participants in a brainstorming session about creating a new, environmentally-conscious redesign of the landscape surrounding the ISA headquarters office in Champaign. Participants worked in groups to flesh out design



*Attendees built relationships while working together on a True Colors project.*



## Volunteer Spotlight

### Rip Tompkins

Ralph Tompkins, better known as "Rip," is vice president and lead instructor for Arbor-Master Training, a corporation that he co-founded with Ken Palmer in 1996. Rip and Ken met at the 1991 New England Chapter Tree Climbing Jamboree in Boston where



*Rip Tompkins  
ISA Certified Arborist  
Massachusetts Certified  
Arborist*

they were both competitors. Ken won that championship, and then went on to win his first of three International Championships. The two continued competing against each other for several years and became good friends. Rip considers Ken to be his earliest mentor.

Rip won three New England Chapter climbing competitions and captured the ITCC championship in 1996. During the 1990s, he first volunteered for ISA at the chapter level by assisting with set-up and running many New England Chapter tree climbing competitions. He was also the first U.S. competitor in the 1995 European Tree Climbing Championship (ETCC) in Versailles, France, and remains involved in the European competitions. He considers them an important opportunity to promote and share arboricultural knowledge internationally and advance the unity that the experience inspires.

Serving on the Massachusetts Arborist Association's (MAA) board of directors, Rip was first introduced to the ISA Tree Climbing Jamboree in 1990 as a part of MAA's annual Arbor Day event. He became an ISA member in 1992. Rip began assisting ISA with the ITCC in 1995 and served as Head Judge from 1997 to 2003. He acted as ITCC Committee Chair from 2003 through 2009, and is currently a member of the ITCC Rules Committee. Rip also serves as special advisor to the ETCC Operations Committee.

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## ISA Certification Committee Updates

The ISA Test Committee met September 15-17, 2010 in Charlotte, North Carolina to review statistics and edit questions based on the results of their analysis. Committee members worked in small groups to write new exam questions, which will soon go through the pre-testing process. The job task analysis for the ISA Certified Arborist/Municipal Specialist was finalized. The job task analyses for the ISA Certified Arborist, ISA Certified Arborist/Utility Specialist, and ISA Certified Tree Worker, both Climber and Aerial Lift Specialist, were reviewed. The next ISA Test Committee meeting will be held March 2011 in Phoenix, Arizona.

The ISA BCMA Test Committee met October 6-8, 2010 in Madison, Wisconsin to assign numerical values to new questions using the scientific Angoff method. Exam question statistics were reviewed and questions were edited based on the results of the analysis. Committee members wrote new exam questions to expand the question pool for future exams. These questions will go through the pre-testing process. The next ISA BCMA Test Committee meeting will be held April 2011 in Louisville, Kentucky.

## Volunteer Spotlight continued

Rip's success in climbing competitions and his related career development motivated him to give back by becoming a volunteer. He values the friends he has made all over the world and the camaraderie that is shared among those who promote arboriculture by supporting the success of tree climbing competitions.

## New Website Launched continued

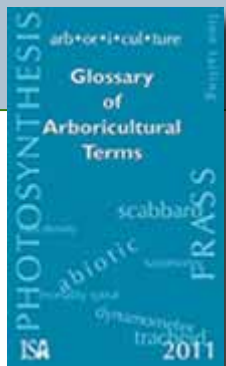
**ISA Newsroom:** Visitors can now find the latest ISA and industry news as well as an image library with thousands of photos and graphics they can use. They can also find ISA's latest public service announcements.

**Connect with Us through Social Media:** ISA is proud to have a presence on [Facebook](#), [Twitter](#), and [LinkedIn](#). We hope you'll find us on these sites to join in the conversation and network with others interested in promoting the value of trees and professional tree care. We've also created several [RSS feeds](#) to allow you to stay up-to-date about current ISA news and announcements.

**Visit the new website and give us your feedback at**  
<http://www.surveymonkey.com/s/X5S2VNS>.

## Hot Products

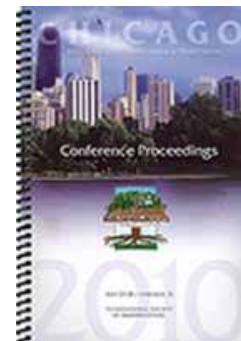
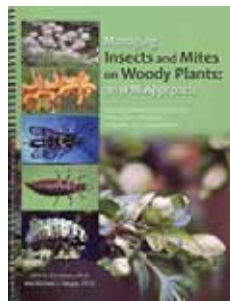
### Glossary of Arboricultural Terms, 2011 Edition (#P1530) [Buy Now](#)



Retail .....\$14.95  
 Member .....\$9.95

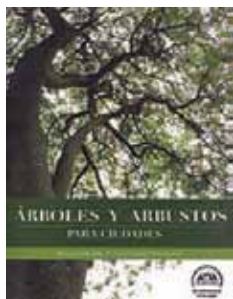
### Managing Insects and Mites on Woody Plants: an IPM Approach (#O2052) [Buy Now](#)

Retail .....\$14.95  
 Member .....\$9.95



### 2010 Conference Proceedings (#CD1020) [Buy Now](#)

Retail .....\$39.95  
 Member .....\$29.95



### Árboles Y Arbustos Para Ciudades (#O2045) [Buy Now](#)

Retail .....\$89.95  
 Member .....\$74.95



### Landscape Pest Identification Cards (#O2046) [Buy Now](#)

Retail .....\$22.95  
 Member .....\$19.95

**Call 1.888.ISA.TREE**

**www.isa-arbor.com**

## Start Thinking About Australia Now

Have you ever wanted to throw a boomerang? See a koala, kangaroo or wallaby up close? Ride the steepest railway in the world? Go behind the scenes at the Sydney Opera House? Walk through scribbly gum woodlands?

Touring the Hunter Valley wine region, experiencing the Blue Mountains, exploring the Sydney Opera House, and trekking through the Southern Highlands are optional tours available before or after the 2011 ISA Conference and Trade Show, held in Sydney, Australia, July 23-27, 2011. All pre- and post-conference tours are available on a first-come, first-served basis, but these events are sure to help you get a true taste of the Australian culture.

Make plans now to attend the 2011 ISA International Conference. Information about these optional tours, as well as the full schedule of events and educational sessions, can be found on the ISA website. Conference registration will open later this year – we hope you'll be able to join us down under.



## Getting to Know Adriana Collazo



ISA has added a world traveler to the staff mix. Adriana Collazo, the new Certification Specialist for Compliance and Promotions, joined the team in September 2010. Since joining the ISA team, she has been processing false advertising cases.

Adriana comes to ISA with an extensive travel history. After finishing her bachelor's degree at the University of Illinois, where she majored in political science with an international relations concentration, she spent time travelling in Peru and Puerto Rico.

"I visited Machu Picchu and swam in the brightest bioluminescent waters in the world

in Vieques, Puerto Rico" Adriana said. "The water looked like it was glowing!"

All of her experiences make it easy to believe that if she weren't working for ISA, Adriana would be serving in the Peace Corps.

Her love for travel spills over into her free time as well.

"My favorite TV shows are The Amazing Race, the Travel Channel, House Hunters International, and any of the Ghost Hunting shows," Adriana said.

She also enjoys weekend road trips to random places (Metropolis, Illinois is next on her list), kayaking, tubing, and camping.

Adriana lives in Champaign.



**TREE FUND**

Tree Research & Education Endowment Fund

## TREE Fund: Rewind and Fast Forward

Before we fast forward into 2011, let's rewind and look back at what hundreds of individual and corporate donations have done so far to support critical areas of arboriculture and urban forestry through the TREE Fund in 2010:

- Two Hyland Johns Grants totaling \$49,600
- 10 John Z. Duling Grants totaling \$93,634
- Three Robert Felix Memorial Scholarships totaling \$9,000
- A John Wright Memorial Scholarship of \$2,000
- A Tree Biomechanics Week sponsorship of \$10,000

There is much demand for research and education dollars, so now we must fast forward to the next fundraising event: the [Bandit Chipper Auction](#) to benefit the TREE Fund on November 13 at the TCI Expo in Pittsburgh, Pennsylvania. The auction is taking place a day early this year, so don't miss your chance to kick the tires and make a bid on the all-new Bandit 990HD!

Be sure to circle February 20, 2011 on your calendar because the upcoming North American Tree Conference in Savannah, Georgia is the place to be for two great events to benefit the TREE Fund. The annual [Asplundh Golf Outing](#) takes place at the highly acclaimed Club at Savannah Harbor on Sunday morning. Later that evening, following the President's Reception, treat yourself to drinks, desserts, music, and exciting bid action on fabulous packages at the [Raise Your Hand for Research Auction](#). It's the perfect opportunity to have fun while supporting the TREE Fund with a donation that will benefit people, trees, and the environment for future generations.