



ISA TODAY

The place to get your latest ISA updates and information

February 2009

www.isa-arbor.com

2009 Membership

Membership as of January 30

16,334

Certification Stats

| | |
|----------------------------------|--------|
| Certified Arborists | 22,984 |
| Certified Tree Workers | 877 |
| Utility Specialists | 1,439 |
| Board-Certified Master Arborists | 255 |
| Municipal Specialists | 260 |
| Exams given in January | 96 |



Happy Groundhog Day!

On February 2, Punxsutawney Phil, from Punxsutawney, Pennsylvania, comes out of his burrow on Gobbler's Knob to predict the weather for the rest of winter. According to legend, if Phil sees his shadow, there will be six more weeks of winter weather. If he doesn't, there will be an early spring.

2009 Prediction:

6 more weeks of winter

If you would like any of the articles from this or any other issue of *ISA Today*, please contact Jess Keibert at jkeibert@isa-arbor.com.

ISA Responds to Member Concerns Over "Saw for Hire"

"Saw for Hire," a show currently airing on cable 'TLC', has the potential of creating a negative public image of professional tree care workers. We understand the concern that this type of program generates.

ISA, on behalf of its members and Certified Arborists, has contacted Paul Nosak, the owner of the tree care company featured in the series. We are providing him with educational materials to help him and his crew work more safely and to understand the consequences of unsafe practices.

We have also supported the effort of TCIA to contact Discovery Communications, the parent company of TLC, regarding concerns over the airing of this program in its current form, and its potential damage to the industry due to the many unsafe practices demonstrated during the show.

ISA will not make a public statement condemning the program, which would most likely generate further interest in viewing the series. We encourage our members and Certified Arborists to approach the issue in the same manner. The excellent work ISA Certified Arborists and members have done in advancing safety standards and best management practices needs to be recognized. This is a perfect opportunity for you to educate the consumers you work with on a daily basis, and show them how a true professional cares for trees and maintains a safe work site during the process.

Continue watching the ISA website and *Arborist News* for updates regarding this issue.

To view the letters forwarded regarding this matter, all members and certified individuals may [click here](#) and log in with your ISA username and password.

SMA Will Host Annual Conference



The Society of Municipal Arborists (SMA) will hold its 45th Annual Conference October 4-7, in Savannah, Georgia. SMA invites potential speakers to submit a presentation proposal to the SMA Education Committee for inclusion in the conference program. The theme of the 2009 SMA Annual Conference is Tools to Make Your Trees Count. Presentations addressing this theme, or subsets of this theme, are preferred, although presentations addressing other related municipal arboriculture

and urban forestry topics are also welcome.

Visit the SMA website at www.urban-forestry.com for specific proposal information and to submit your proposal electronically. All proposals must be submitted no later than 5 p.m. February 28.

85th Annual ISA Conference & Trade Show



Please note some changes for 2009!

- Extended schedule – Friday, July 24 – Wednesday, July 29, 2009
- ITCC – Friday and Saturday, July 24–25
- One day Arbor Fair on Saturday
- Sunday – Hands-on workshops and Trade Show sneak preview
- Welcome Reception on the Trade Show Floor

Hotel Accommodations:

Westin Providence (Headquarters Hotel)

\$199 Single/Double

Providence Biltmore

\$174 Single/Double

Hilton Providence

\$163 Single/Double

Registration:

Early Member* Full Conference Rate: \$395

*Must be an ISA member or New England Chapter member at the time of registration

Housing and Registration Coming Soon!

Watch www.isa-arbor.com for detailed housing and registration information and other conference updates. Visit the [New England Chapter](#) website for exciting things to do in Providence.

Save the Date!
July 24-29, 2009
Providence, RI

2009 ISA Student Fellowship

The International Society of Arboriculture summer fellowship provides students with an invaluable opportunity to work with leaders in arboricultural research and education from around the world. The fellowship recipient will help develop books, articles, videos, interactive CDs, surveys, presentations, and seminars.

What is included in the fellowship?

- Paid stipend for a minimum of 10 weeks.
- Paid travel, lodging, registration, and meals at the 2009 ISA conference in Providence, Rhode Island.
- A once in a lifetime opportunity to live in beautiful central Illinois.

Who is eligible?

- Undergraduate students attending a four-year program with a minimum of two years completed or students close to finishing a two-year program.
- Students majoring in Arboriculture, Horticulture, Urban Forestry or similar disciplines.

Who should apply?

- Students who excel in their academic studies.
- Students interested in attaining a technical position in commercial, utility, or municipal arboriculture.
- Students interested in continuing their education at the graduate level.
- Anyone who has a passion for arboriculture and urban forestry, and would like to instill their drive in others.

Contact Luana Vargas at lvargas@isa-arbor.com for more information. The application deadline is **March 15**.

Getting to Know... Jen Roy

ISA has hired several new employees and over the next few months, each will be featured in an issue of ISA Today.



Jen Roy joins the ISA family as the new Certification specialist.

The ISA Certification team has a new specialist. Her name is Jen Roy and she came to ISA about one month ago.

Jen has already been approving Certification applications, learning about continuing education units, and training with Elise Cook, Certification customer service coordinator. When asked what her favorite part of ISA was so far, she replied, "The great people I work with and getting to work with customers."

She was once a collections agent for Horizon Hobby, but her dream job would be working for and traveling with the Chicago Bears football team.

Jen lives in St. Joseph, Illinois where she enjoys taking long motorcycle rides with her fiancé, Jim. The two are planning a May wedding. Jen also enjoys spending time with family and friends, and hot wings—the hotter, the better!

Some luck lies in not getting what you thought you wanted but getting what you have, which once you have got it you may be smart enough to see is what you would have wanted had you known.

~ Garrison Keillor

ISA Signs American Recovery and Reinvestment Act Letters



The Sustainable Urban Forests Coalition, which ISA is a member of, is a group of national organizations advancing a unified urban forest agenda for our nation's communities.

Recently SUFC sent letters to the United States Senate and the House Appropriations Committee regarding the American Recovery and Reinvestment Act of 2009. [Click here](#) to read the letter to the US Senate. [Click here](#) to read the House Appropriations Committee letter.

Please help SUFC and ISA spread the word!

TREE Fund Receives CTPA's Contributions to Establish McClure Research Fellowship

Congratulations to the members of the Connecticut Tree Protection Association who managed to raise \$100,000 in just 12 short months, despite the economic downturn, to establish the Dr. Mark S. McClure Research Fellowship within the TREE Fund's endowment. Look for more information on this accomplishment in the next TREE Fund newsletter.

Honors and Farewell for TREE Fund Board Veterans

The board meeting December 6 was a bittersweet occasion for longtime TREE Fund supporters President Allan West and Trustee John Lloyd who said farewell after their many years of service on the board.



John Lloyd received a plaque naming him Trustee Emeritus.

John Lloyd of Tech Tree Experts in Blacksburg, Virginia provided valuable expertise in commercial arboriculture as he served on the TREE Fund's Research Committee. More recently, he served on the Fund Development and Education/Scholarship committees. His devotion and generous support of the TREE Fund's mission was recognized by naming him a Trustee Emeritus.

Allan West served the industry in many ways from his home base in Ojai, California, especially since retiring as Deputy



All West was presented a statue of an oak tree and was named Chairman Emeritus.

Chief of the U.S. Forest Service. Al served as president of the TREE Fund Board of Trustees for seven years. During his tenure, the TREE Fund granted more than \$2 million to arboriculture research and education, and the endowment grew from \$200,000 to \$1.2 million. To recognize his service, Al was named Chairman Emeritus and a fund was established in his name with the first contribution from David McMaster of Bartlett Tree Expert Company, the newly elected president of the board. We invite you to contribute to the Al West Fund. Please visit www.treefund.org or call Executive Director Janet Bornancin at 630-369-8300.

Now Available

Planning the Urban Forest: Ecology, Economy, and Community Development (#O2038)

Special Price: \$64.00



Buy Now!

Boxed Set of all 10 CDs (CD1016)

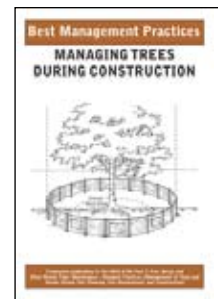
Retail Price: \$325.95
Member Price: \$299.95



Buy Now!

BMP: Managing Trees During Construction (#P1535)

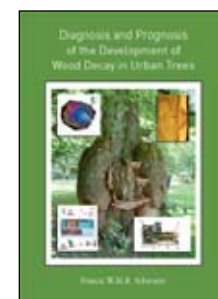
Retail Price: \$10.00
Member Price: \$8.00



Buy Now!

Diagnosis and Prognosis of the Development of Wood Decay in Urban Trees

(#O2037)
Retail Price: \$219.95
Member Price: \$199.95



Buy Now!

Call 1.888.ISA.TREE
www.isa-arbor.com

Tree Plates are Making an Appearance in Tennessee



The Tennessee Urban Forestry Council (TUFC) has found a creative funding mechanism that also addresses some of the state's carbon emissions. It's the sale of a state license plate honoring trees, with a portion of the proceeds going toward continued arboretum, awareness, education, and tree planting programs. The council

needs your help to "pre-sell" 1,000 license plates before June 30, 2009 in order for the state to begin manufacturing them.

"This idea takes about 60 seconds to order from our website, and would actually improve the planet for up to 100 years or more depending on the life of a tree," said TUFC executive director, Jennifer Smith.

The cost is \$35 for a standard "Trees Make a Difference" license plate and \$70 for a personalized plate, in addition to your regular vehicle registration fee. Each auto tag purchase will also trigger a 50 percent discount on a new TUFC annual membership for a limited time. Tree license plates can be ordered online at www.tufc.com.

Vannice Earns Certified Association Executive Credential

The American Society of Association Executives has announced that Derek Vannice, ISA Certification Director, has earned the Certified Association Executive (CAE) Credential. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned this credential.

To be designated as a Certified Association Executive, an applicant must obtain three years experience in non-profit organization management, complete a minimum of 75 hours of specialized professional development, pass a stringent examination in association management and pledge to uphold a code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and nonprofit management. Approximately 3,500 association professionals currently hold the CAE Credential.

Vannice joined the ISA staff in 1992 as Arborist News Editor and Utility Arborist Association (UAA) Administrator. He was named UAA Executive Director in 1998, and has worked as ISA Director of Certification since 2000.

The American Society of Association Executives (ASAE) is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. Its members manage leading trade associations, individual membership societies, and voluntary organizations across the United States and in 50 countries around the world. ASAE, along with The Center for Association Leadership, provides resources, education, ideas, and advocacy to enhance the power and performance of the association community. For more information on ASAE, visit www.asaecenter.org.



Vannice recently earned his Certified Association Executive credential from the ASAE.

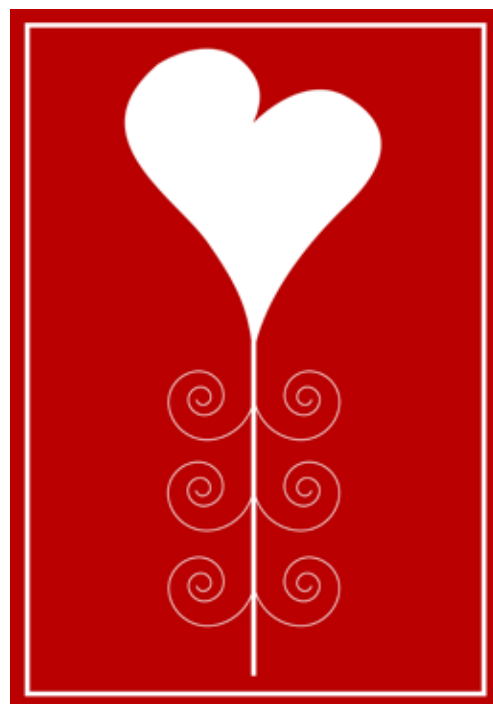


A300 Part 2 Fertilization Review

A public review period for BSR A300 (Part 2)-20xx Fertilization has been established from December 19, 2008 through February 2, 2009.

This is a proposed revision of ANSI A300 (Part 2)-2004 Fertilization. [Click here](#) to view the draft with tracked changes. [Click here](#) for a clean draft.

Submit official comments to Bob Rouse at Rouse@tcia.org.



Happy Valentine's Day!