



ISA TODAY

The place to get your latest ISA updates and information

April 2009

www.isa-arbor.com

Office Closed

The ISA office will be closed Friday, April 10 in observance of Spring Day.

2009 Membership

Membership as of March 31

19,098

Certification Stats

Certified Arborists	23,442
Certified Tree Workers	887
Utility Specialists	1,478
Board-Certified Master Arborists	271
Municipal Specialists	286
Exams given in March	126

i-Tree in the News

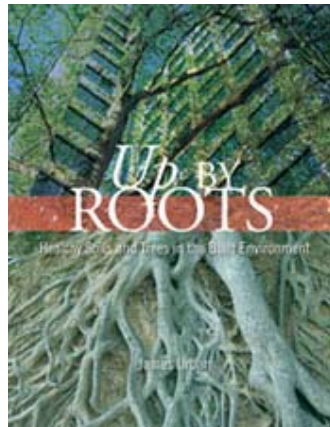
In early March, the i-Tree Program was featured on the news in Syracuse, Albany, and Rochester, New York.

Terry Ettinger continued his Going Green: Urban Forests segment with a part two. This segment aired seven times on three channels, and featured Dave Nowak of the US Forest Service demonstrating the way i-Tree tracks the species and number of trees in a given area. It also mentioned the free site, www.itreetools.org, that people in the general public can visit to check out their area.

[Click here](#) to see the segment that aired.

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.

Register Now for an *Up By Roots* Workshop



Author James Urban, FASLA, brings his latest book to life and shares real-world experiences with the audience in the workshop “Up By Roots: Healthy Soil and Trees in the Built Environment.” *Up By Roots* demonstrates how proper site assessment is a critical consideration when attempting to grow large, healthy trees in built environments.

For more information regarding the program schedule, James Urban, and/or registration, please [click here](#).

Register today at <http://www.isa-arbor.com/home.aspx>. If you plan to attend the Florida or Oregon workshops, online registration has closed; you must register on site.

Conference Registration and Housing Now Available!



Register by May 22 and SAVE \$100 with early registration pricing.

[Register online](#) to win a FREE full-conference registration. (*Must register online for full conference package to be eligible to win full conference registration.*)

Full conference registration package: \$395 member* rate

*Must be an ISA or New England Chapter member.

Book your housing now – [ISA Housing Bureau](#)
For best availability and immediate confirmation, book online.

Hotel rates are per room/per night and are subject to 13 percent tax or more.

- Westin Providence (headquarter hotel) – \$199 single/double
- Providence Biltmore – \$174 single/double
- Hilton Providence – \$163 single/double

The housing reservation deadline: is June 26.

Visit the [ISA Conference website](#) to download printable registration and housing forms. [Click here](#) to print the conference brochure.

Visit the [New England Chapter](#) website for exciting things to do in Providence.

Plan now to Attend
July 24-29, 2009
Providence, RI

ISA Launches True Professionals Program

ISA believes that its members and certified professionals who represent the profession in its best light deserve to be recognized.

The ISA True Professionals of Arboriculture recognition program honors ISA members and ISA certified professionals who represent the profession well—in countless ways, such as their interaction with customers, leadership of employees, and communication with the larger communities in which they work.

As part of the True Professionals program, ISA will also develop an online toolbox of materials and resources intended to help foster a high degree of professionalism in our industry.

The online toolbox includes *Planting Seeds* – a newsletter focused on providing tips, recommending best practices, and highlighting successful professional arborists in the industry. ISA members will receive an e-mailed link to the latest edition of *Planting Seeds*. The first issue appeared in March and subsequent issues will appear in July, November, and January.

The goal of *Planting Seeds* is to shine a light on the men and women who exemplify what it means to be truly professional arborists, while encouraging ISA members and ISA certified professionals to model the highest standards in professionalism. In upcoming issues of *Planting Seeds*, members can expect to find short profiles of fellow arborists, interviews with customers, discussions on recent consumer research and valuable factoids that can help distinguish you in the marketplace.

These new initiatives provide greater depth and value to your ISA membership. [Click here](#) to read *Planting Seeds*.

To learn more about the awards program or to nominate a True Professional, download the [entry form](#).

Making Green Streets Happen Using the Clean Water State Revolving Fund (CWSRF)

President Obama signed the American Recovery and Reinvestment Act of 2009 on February 17. The Act includes \$4 billion for the Clean Water State Revolving Fund (CWSRF) and \$2 billion for the Drinking Water State Revolving Fund (DWSRF). Twenty percent of the funds must be used for green infrastructure, energy and water efficiency, and innovative environmental projects.

[Click here](#) for information on the CWSRF, that include state contacts and application forms.

To read more, [click here](#).

Smart Growth Implementation Assistance

Free technical assistance available!

Smart Growth Implementation Assistance 2009 Request for Applications

The Development, Community, and Environment Division in EPA's Office of Policy, Economics, and Innovation is seeking applications for technical assistance from communities that want to incorporate smart growth in their future development to meet environmental and other community goals. Eligible entities are tribal, local, regional, and state governments, and nonprofit organizations that have a demonstrated partnership with a governmental entity. Applications are due at 5:00 pm EST, April 23, 2009.

[Click here](#) for more information and application materials.

Getting to Know... Kara Stachowiak



Kara Stachowiak, events coordinator, is working hard to make the 85th ISA Annual Conference and Trade Show everything you expect.

If you plan to attend the 85th ISA Annual Conference, you'll get to see just what Kara Stachowiak, ISA's new events coordinator, has been working on.

Kara joined the ISA family in November 2008 and has been working on various tasks for the conference and some regional meetings. She comes to ISA with a bachelor's degree in Journalism and a master's degree in Sports Management, both from the University of Illinois.

"I was an event coordinator for the Kids Golf Foundation of Illinois," Kara said. "I also worked as an aquatics coordinator at a YMCA and in athletic media relations at the University of Illinois and Baylor University."

Kara said her favorite part of working for ISA is her opportunity to meet new people and learn about the industry. She added that if she weren't at ISA, her dream job would be organizing events at a children's museum.

She lives in Champaign where she enjoys playing and watching sports. Kara also likes to travel.

Z133 Committee to Meet

The Z133 Committee will convene for its spring business meeting April 28, at the Embassy Suites Baltimore at BWI-Airport in Linthicum, Maryland. Please contact Janet Huber at jhuber@isa-arbor.com for more information.

Continuously Improving our Profession

ISA Certification is in the process of developing a Code of Ethics policy for Certified Arborists to serve as a central guide and reference for arborists in support of their day-to-day decision making. It is meant to define our organization's mission, values, and principles linking them with standards of professional conduct and industry standards. This document will be an important communication tool to help sustain consistency around the world and create an even playing field for all Certified Arborists.

The Code of Ethics policy will be sent to all current ISA Certified Arborists to sign in the next few months and will become part of the application process for all new incoming applicants. We anticipate that implementing this policy will help to reduce poor professional conduct and practices. ISA Certified Arborists will be held accountable for their actions and in turn improve their business relations within their community and among their peers.

This Code of Ethics will offer an invaluable opportunity for ISA to continue building a positive industry image which will increase confidence and trust in our Certification program.

Auction Items and Sponsors are Rolling in for TREE Fund Events



What better souvenir could you have of the ISA Conference in Providence, RI than this delightful sailing dinghy, hand-crafted by TREE Fund Trustee and sailor extraordinaire Dr. Bob Miller? This boat is just one of the fabulous items you're invited to bid on during the Raise Your Hand for Research Gala Auction on Monday, July 27 in the Westin Providence Hotel. Thanks to ISA, our hosting sponsor, you can order your tickets at a discount through your ISA registration. For more information, visit the new [TREE Fund website](http://www.treefund.org). An online auction will begin in June, so TREE Fund's Mary DiCarlo (marydicarlo@treefund.org) is looking for information on donated packages by May 1.

The excitement is building for the STIHL Tour des Trees to benefit the TREE Fund (www.tourdestrees.org). While the riders are training and fundraising, dozens of volunteers from several ISA Chapters and various organizations are finalizing route details and plans for public education events along the way (July 19-25). STIHL's public relations team is doing a fantastic job of getting the word out, but the latest bit of exciting news is that National Grid, a major utility in parts of New York and New England, has become a TREE Fund Crown-level sponsor. They now lead a group of companies, including Asplundh, Bartlett, and Duke Energy, who have chosen to partner with the TREE Fund to support research and education to improve arboriculture in all its various roles.

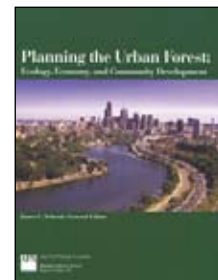
Finally, don't forget that May 1 is the deadline for applying for various grant and scholarship programs. Please [click here](#) for more information.

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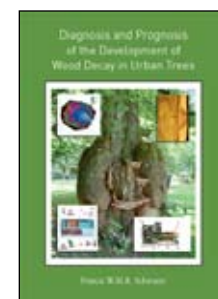


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(#O2037)

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