



# ISA TODAY

The place to get your latest ISA updates and information

August 2008

[www.isa-arbor.com](http://www.isa-arbor.com)

## Office Closed

The ISA office will be closed September 1 in observance of Labor Day.

## 2008 Membership

Membership as of August 14

20,748

## Certification Stats

Certified Arborists	22,426
Certified Tree Workers	850
Utility Specialists	1,353
Board-Certified Master Arborists	243
Municipal Specialists	215
Exams given in July	66

Chapter/PA Executives,  
Administrators, and  
Leaders

**Save the Date!**

The  
**ISA Annual Fall  
Leadership  
Workshop**

will be held

**October 23-25**

[Click here](#) for a  
registration form.

## ISA is All Moved in



**The sign at ISA's new facility is more visible from the street than the last sign.**

*News*, and on the ISA website. Additional press releases and informational pieces are planned, so look for news about new programs throughout the rest of 2008.

While the move has changed our address (now at 2101 West Park Court, Champaign, IL 61821), our phone numbers have stayed the same. Please contact us with any questions you may have and we thank you for all your patience and understanding during this exciting and memorable time. You've planted the need, now help us grow.

Conference is over and so is the move. The last weeks of July and beginning of August were some of the busiest ISA has ever seen, but everything moved like clock work.

In the last issue of *ISA Today*, we told you we were bursting at the seams, and in order to better serve the needs of our members and the arboriculture industry, we'd be moving to a better-equipped facility.

Moving day went off without a hitch. ISA staff did an excellent job of quickly packing, moving, and unpacking in order to minimize the time that the office was "closed."

This is an important step in the future of ISA and you are an essential part of this and future success. More information will be readily available in the *Arborist*



**ISA staff listens to moving instructions before digging into the boxes.**

**The Landscape Below Ground III  
An International Conference on Tree Root  
Development in Urban Soils  
October 6-8**

For more information regarding this conference, programming, and registration, please [click here](#).

## Media Coverage of ISA Conference and ITCC



ISA and the ITCC made the Wall Street Journal for the second time in three years. An article entitled “The Art and Business of Tree Climbing” appeared in the July 30 edition and has since been reprinted by numerous papers across the country. [Click here](#) to view this article.

There was also a comprehensive article in the local St. Louis publication, The Riverfront Times on July 30. The story not only discussed the conference and ITCC, but also highlighted ISA and the profession of arboriculture.

The St. Louis Post Dispatch was generous in their coverage of the ISA event. The first article was a preview that ran July 21 featuring Midwest Chapter female competitor Ann Koenig. The newspaper also included the event in a feature publication July 26 tying it in with the gardening section pertaining to trees, tree planting, and finding an arborist. Following the event, the Post-Dispatch then ran a follow-up article in the July 28 edition.

Other media coverage included television interviews with local committee members promoting conference activities scheduled to take place in St. Louis. The local publication The Gateway Gardener also dedicated a large portion of their July issue to promoting the conference and the ITCC.

## 2008 ITCC Results



A newcomer to the ITCC took the title of Women’s World Champion this year. Josephine Hedger of the UK/I Chapter works as a contracting arborist and tree climbing instructor. Hedger also broke the women’s world record for the secured footlock—twice!

The women’s record as of 2007 was 17.74, Hedger completed the footlock in the preliminaries with a time of 17.34 breaking the record, and qualifying for the head to head competition on Sunday. She then broke her own new record by over 1.5 seconds with a

time of 15.88.

Holding on to the title of Men’s World Champion is Bernd “Beddes” Strasser of Germany. This is the eighth title (third time in a row) for Strasser.

To view complete preliminary results, [click here](#).

## Applications Being Accepted for Editor-in-Chief of Arboriculture & Urban Forestry

ISA is now accepting applications for the Editor-in-Chief of *Arboriculture & Urban Forestry (AUF)*. *AUF* is a bi-monthly, peer-reviewed, scientific journal which publishes a wide range of articles related to trees, arboriculture, and urban forestry.

Interested individuals are encouraged to read the [job posting](#) online, which includes a brief description of candidate qualifications, a job description, and required application materials. For more information, call Sharon Lilly, Educational Goods and Services director, at (217) 355-9411 ext. 209 or send an e-mail to [slilly@isa-arbor.com](mailto:slilly@isa-arbor.com). All applications are due by **August 18**.

## TREE Fund’s John Z. Duling Grant Applications Available



[Click here](#) for applications for “seed funding” through the John Z. Duling Grant Program, which are due in the TREE Fund office (711 E. Roosevelt Rd., Wheaton, Illinois 60187) by 5 p.m. Central Time **November 1**.

For more information, [click here](#).



## New Faces on the Board

### Executive Committee

Lauren Lanphear, President  
 Tim Gamma, President-Elect  
 Bill Fountain, Vice President  
 Dave Scharfenberger, Vice President  
 Mark Roberts, Vice President  
 Colin Bashford, Vice President  
 Frank Gifford, Vice President

### Newly Appointed Representatives

Frank Rinn, Germany  
 Kay Busemann, Germany alternate  
 Heather Green, Illinois  
 Bill Bolt, Illinois alternate  
 Lee Huss, Indiana

### Reappointed Representatives

Carsten Visler, Denmark  
 Tage Rønne, Denmark alternate  
 Michael Marshall, Florida  
 Norm Easey, Florida alternate  
 Francesco Ferrini, Italy  
 Stefano Lorenzi, Italy alternate  
 Tim Lindsay, New England alternate  
 Gary Lovallo, New Jersey  
 Steve Chisholm, New Jersey alternate  
 Matthew Mosher, New York  
 Greg Frank, New York alternate  
 Mark Hoeningman, Ohio  
 Al Shauck, Ohio alternate  
 Alastair Fyfe, Ontario alternate  
 Ron Laurin, Quebec  
 Jean Lariviere, Quebec alternate  
 Jim Klett, Rocky Mountain  
 Colin Bashford, UK/I  
 Ian McDermott, UK/I alternate

## Certification Updates and Changes

The Certification Board met Thursday and Friday July 24-25 in St. Louis. They started off the ISA conference week by coming together for a Strategic planning session and board meeting. Many objectives were discussed, the main focusing on Certification marketing.

The Certification department has a couple exciting projects rising to the top of the list before this year is over and what better way to get started than to get the word out and create interest throughout the profession. The Certification department is rapidly expanding and it all seems to be happening at once. We will go public with the new Certified Tree Worker/Aerial Lift Specialist credential this fall in addition to providing a more efficient and convenient testing experience through computer based testing, followed by the introduction of the Tree Inspection/Risk Qualification in 2009. This qualification will be the start to a new channel for the ISA Certification program to meet the increasing demands and needs of the growing profession. The board also discussed the development of new materials and methods for training, managing, and recruiting proctors. The Certification Liaisons will meet in October to further discuss the progress of this objective.

Last but not least, the Certification Board elected a new chair and vice chair. The new chair of the board is Geoff Kempter from Pennsylvania and the vice chair is David Glenn from New Zealand.

The ISA Certification team would also like to welcome the newest member. Karen Duez joined the certification team August 5. Karen is the new Certification Specialist and will concentrate on entering overflow applications and help with grading/sending exams.

## TREE Fund & ISA Make the Most of Conference Push Again



Tree Research & Education Endowment Fund

Congratulations to the ISA for another successful annual conference and best wishes from the TREE Fund for a prosperous future in your new facilities!

Thanks to the generosity of ISA members, corporate sponsors, and many others, 50-plus cyclists have raised more than \$287,000 so far in the 2008 TREE Fund Tour des Trees. The riders joined with local and state organizations, as well as more than 200 children, to plant ten trees in five public awareness events throughout the tour. More than 900 media outlets clicked on our national press release that was sent just after the tour ended in St. Louis, spreading the TREE Fund's message that research and education are critical to improving the health of trees in our communities.

Fabulous live auction and silent auction items, donated by ISA chapters, companies, and individuals, brought in more than \$70,000 in the "Raise Your Hand for Research" Gala Auction. The golf outing to benefit the TREE Fund was also a fun and successful event. Many thanks to 26 hole sponsors and 72 golfers.

Chapter involvement and volunteerism from our growing network of friends, made all the difference. In fact, a person who exemplifies those qualities, Jim Barborinas, was the 2008 recipient of our Ken Ottman Volunteer of the Year Award. The TREE Fund staff and board truly appreciate all who helped to make these events so successful and we encourage everyone to check out the October *Arborist News* for a detailed list of sponsors and Chapter Challenge rankings.

## Request for Proposals – Tree Root Systems in Urban Settings: Effects of Management Techniques

ISA's Science and Research Committee is continuing its series of literature reviews with the goal of identifying the frontiers of particular fields of arboriculture and disseminating this knowledge to the profession worldwide.

This is a request for proposals (RFP) to conduct a comprehensive literature review of all relevant research on the topic of tree root systems in urban settings: effects of management techniques. For more details regarding this RFP, [click here](#).

The deadline for proposals is **November 30**. For more information or to discuss proposal submission, please contact Andrew Koeser at [akooser@isa-arbor.com](mailto:akooser@isa-arbor.com).

## Meet Karen Duez

The ISA Certification team introduced its newest member last week. Karen Duez joined the department as the certification specialist. Her first task is learning how to grade exams.

Karen is the first employee to start since ISA moved to a new facility. "I like my office because it's big," Karen said, "and it's nice to have my own work space."

She said her favorite part about ISA so far is that she gets to work with the Certification team.

Karen and her husband live in Rantoul and have two daughters Hannah, 5; and Hayleigh, 3. She said if she weren't working at ISA, she would be a stay at home mom. In her free time, Karen likes to scrapbook. She's also a member of a couples bowling league.



## Recycling on the Go Solid Waste Report: ISA Field Days

St. Louis Earth Day is pleased to report that ISA Field Days successfully diverted approximately 50 percent of its solid waste (by both weight and volume) from the landfill through the successful implementation of recycling at their weekend-long tree climbing competition. The success is largely due to the number and devotion of the volunteer force and collaboration with

the caterer who was extremely supportive.

As this is an annual event, we encourage your organization to continue to seek ways to reduce your solid waste as the event moves to different locations in the future. Congratulations on your success and thank you for mindfully utilizing our services. It has been a pleasure working with your event coordinators and volunteers!

### Solid Waste Data

Item	Weight	Percent	Actual/Estimate
Recycling pounds	2377		Actual
Recycling cubic yards	18		Estimate
Oil pounds	0		Actual
Edible food pounds	0		Actual
Trash pounds	3200		Actual
Trash cubic yards	15		Estimate
Total diversion pounds		55%	Estimate
Total diversion cubic yards		43%	Estimate

### Recycling Material Distribution (estimated)

Item	Percent
Plastic	58%
Glass	0%
Aluminum	2%
Paper/Cardboard	40%
Other	0%

## Now Available!

### Introduction to Arboriculture Series: Soil & Water

CD1014

Retail Price:  
\$69.95

Member Price:  
\$59.95



### Risk Assessment & Tree Protection

CD1015

Retail Price:  
\$69.95

Member Price:  
\$59.95



### Boxed Set of all 10 CDs (CD1016)

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

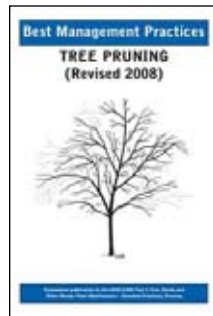


### BMP: Tree Pruning, 2nd Edition

P1314

Retail Price:  
\$7.00

Member Price:  
\$5.00



### New BMP: Tree Planting in Spanish Mejores Prácticas de Manejo: Plantación de árboles

Retail Price:  
\$7.00

Member Price:  
\$5.00

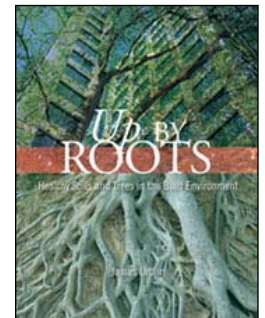


### Up By Roots

P1534

Retail Price:  
\$86.95

Member Price:  
\$76.95

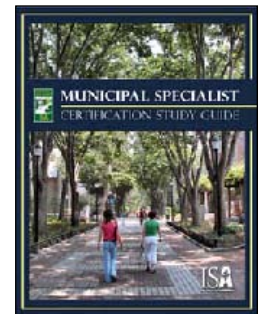


### Municipal Specialist Certification Study Guide

MS1003

Retail Price:  
\$69.95

Member Price:  
\$59.95



Call 1.888.ISA.TREE  
[www.isa-arbor.com](http://www.isa-arbor.com)