

Introduction to Arboriculture: Planting & Early Care CD-ROM Wins Arbor Day Foundation's Media Award

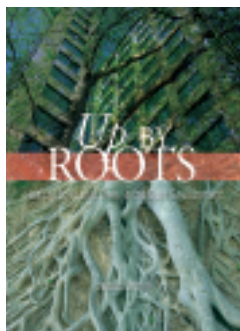
The International Society of Arboriculture is proud to be the recipient of The Arbor Day Foundation's Media Award for the training CD-ROM, *Introduction to Arboriculture: Planting & Early Care*. Already a 2008 APEX® award-winner for publication excellence, the additional recognition of this training CD-ROM reaffirms the quality of an interactive training tool that provides both visual and audio educational materials and offers immediate feedback. In addition, the CD-ROM includes a wealth of relevant graphics and interactive exercises based on real-world scenarios that truly engage users. Kudos for all that were involved in the creation and production of the *Introduction to the Arboriculture: Planting & Early Care* CD-ROM!

Urban's *Up By Roots* Earns ASLA Award

The International Society of Arboriculture's fast-selling book publication *Up By Roots: Healthy Trees and Soil in the Urban Environment* (2008) by James Urban, has been honored by the American Society of Landscape Architects (ASLA). The book is a seminal publication by landscape architect Jim Urban about caring for urban soils in a wide variety of circumstances.

The ASLA professional awards jury has recognized *Up By Roots* with an Honor Award in the Communications category. *Up By Roots* is a manual for landscape architects, urban foresters, and city planners who are designing, specifying, installing, and managing trees in the built environment. The detailed publication discusses basic soil science and its biological relationship to healthy trees, while additionally covering the process of planning and implementing landscape designs to ensure healthy trees that can improve the quality of places where people live, work, and play.

Founded in 1899, the American Society of Landscape Architects is the national professional association representing landscape architects.



ISA Unveils Latest International Awards

The International Society of Arboriculture is pleased to announce that the Awards Committee has made their selection with regard to awarding the next class of the organization's international awards. International awards for the 2009-year once again honor those in the fields of arboriculture, urban forestry, and academics who meet ISA's highest standards and goals for professional tree care and professional tree care education. Nominations were not received for all award categories. An abbreviated biography of each individual, and the award which recognizes them, is as follows:

Mark A. Johnston — ISA Award of Merit. Mark Johnston has dedicated his life and career to improving the human environment

in towns, promoting green urban landscapes and the use of trees to restore damaged and derelict landscapes. His own work and his international connections in the U.S. and Europe led to new ideas on urban forestry being imported into Britain, which were adopted by all Government Departments and resulted in the establishment of the National Urban Forestry Unit and the Community Forests. Johnston, currently a lecturer and senior research fellow at Myerscough College, has worked in all public and private sectors of our profession.

Larry R. Costello — Alex L. Shigo Award for Excellence in Arboricultural Education. Larry Costello has been a leader in arboricultural education for 28 years. He has written more than 71 books, bulletins, and articles. He has demonstrated a rare ability to synthesize complex fields of study, and develop educational products that every arborist can easily understand and apply. Examples include his books *Reducing Infrastructure Damage by Tree Roots: A Compendium of Strategies* (2003), and *Abiotic Disorders of Landscape Plants: A Diagnostic Guide* (2003). For his outstanding career accomplishments, his ability to teach others, and his lifelong leadership in arboricultural education, the Awards Committee believes that Larry Costello is most deserving of the prestigious Shigo Award.

Kim D. Coder — Award of Achievement. Kim Coder has provided leadership, administration, and educational content to the International Society of Arboriculture, its Chapters and Professional Affiliations, and to the profession for more than 20 years. Coder has been highly prolific in publishing educational materials for the profession. His publications are targeted at helping educate arborists and community foresters in what they need to know, not just what they want to know. He has authored more than 220 publications on trees and community forests just in the last eight years. He brings science and understanding to a wide variety of technical subject areas, formulated for ISA members. These sustained achievements are symbolic of Coder's deep dedication to advancing ISA and the profession and make him deserving of ISA's Award of Achievement.

Daniel K. Struve—L.C. Chadwick Award for Arboricultural Research. For more than 25 years, Daniel K. Struve has served on the faculty of The Ohio State University while at the same time providing high-quality research and service to the green industry and to the field of arboriculture in particular. His research has focused on the propagation and establishment of difficult tree species with an eye towards expanding the species and varieties available for landscape and urban planting. Struve has also directed much of his research service toward the benefits of arboriculture. He has been an active member of the Arboriculture Research and Education Academy for many years, serving as Secretary/Treasurer for more than a decade, in addition to serving on the Editorial Board of the *Journal of Arboriculture* (now *Arboriculture & Urban Forestry*) for many years. Struve continues to provide exemplary and frequent service as a peer reviewer.

The ISA Awards Committee members include Denice Britton, Mark Hartley, Richard Hauer, Dan Hotchkiss, Henry King, Neil Thiessen, Ellen Vincent, and Don Ham. The committee received 11 separate nominations for ten individuals. The Committee members would like to thank Mrs. Jessica Kebert, ISA Corporate Relations & Communications Coordinator, for assistance and facilitating the committee's work.

ISA Considering Membership Dues Increase

After ten years, the ISA Board will review a proposal to increase dues for the 2010 membership year. Cost-saving efforts and process improvements delayed the increase for as long as possible. The expenses of maintaining quality customer services and programs that members have come to expect warrants an increase to the current dues.

As this article is written, the 2009-2010 budget is being developed. ISA members and the ISA Board of Directors continue to ask for improvements to member operations. The Member Services Department continues working toward doing more with less, becoming more efficient with human resources, and using technology to improve operations.

Committees, such as Membership, Student Activities, and Public & Industry Relations, listen to member surveys proposing improved programs, products, and services. The Finance Committee reviews all proposals from the standpoint of fiscal responsibility. The Executive Committee and the ISA Board of Directors consider how the programs support the mission of ISA and whether programs can be supported in the future.

Making a profit allows ISA to make the world a better place, one tree at a time, and improve existing services. By many association industry standards, your ISA ranks very high in customer satisfaction, fiscal management, growth, longevity, and is internationally recognized as having one of the highest quality certification programs in any industry.

One dramatic cost-savings program was this year's encouragement of electronic delivery of the *Arboriculture & Urban Forestry* journal and making the printed version available for an additional fee. This saved over seven dollars per member in expenses and helped delay a dues increase. Now the belt is as tight as it can get without decreasing services. Even with that said, members ask for more public education, more web services, more enforcement of standards, more environmentally friendly operations, and many other great programs.

One of these requested programs launched in early 2009, True Professionals, encourages and recognizes arborists making a difference in their communities. It provides resources and tools for all ISA members; challenging arborists to act as one voice improving public awareness of proper tree care. This member benefit came directly from surveys asking for help improving public awareness and education.

As ISA's image improves, individuals, companies, and other businesses find an increased value of being associated with ISA, and sometimes this is without paying their fair share. Logo and trademark infringements damage the reputation of members, because some arborists falsely represent themselves as part of ISA to the unsuspecting public. To protect our current member benefits, making the ISA logo a benchmark of quality means taking a stand on violators. The additional time and resources this program takes is well worth the effort.

This level of quality comes at a price. Membership dues, from over 21,000 members, generated more than 28 percent of ISA's budget, or just over two million dollars. Since 2000, dues revenue covered the expenses to provide and deliver member services; to support the member-driven organization, and to provide funding for investment in new mission-related programs. In 2007 and 2008, these expenses exceeded revenue from our membership dues.

Realizing past successes and reaching for future opportunities directly connect to member support. Your support drives ISA, and ISA is committed to continue improving services and programming for you, our entire membership, and the arboriculture industry.

ISA Teams Up with USFS and IUFRO to Assemble International Urban Forest Data Standards Committee

The International Society of Arboriculture (ISA), the U.S. Forest Service, and the International Union of Forestry Research Organizations (IUFRO) are looking to convene a team of scientists and practitioners to develop international standards for urban forest data collection, measurement, and recording.

Development of international standards related to urban forest data collection will facilitate ease in data analyses, allow communities across the globe to share data and analysis tools, and help promote urban forest management internationally. Though many of the details will be worked out by the committee, the following are the types of issues under consideration: 1) What are the standard variables to be collected for an urban forest assessment (e.g., species, dbh, condition); 2) How will these variables be measured and classified (e.g., standardized species code list, height to measure dbh, and how to consistently rate tree condition); 3) Development of a standardized field input data base structure with consistent variables and codes to facilitate data sharing and tool development; and 4) Development of a global species and geographic location database to aid in international urban forest analyses. Use of these standards would of course be optional, but could greatly assist in enhancing urban forest measurement and management across the world.

The first face-to-face meeting of this committee will be at the 85th Annual ISA Conference in Providence, Rhode Island, USA, on July 24-29, 2009. For more information, contact: David J. Nowak at dnowak@fs.fed.us (Project Leader U.S. Forest Service and Deputy Coordinator of IUFRO 6.14.00 Urban Forestry) or Jim Skiera at jskiera@isa-arbor.com (Executive Director, ISA). **AN**



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Sail with us in 2009 for ISA's 85th Annual
Conference and Trade Show,
**Sailing into the Future
of Arboriculture**
July 24-29 in Providence, RI