

ISA's Dues Value



By Eric Duchinsky

ISA Director
of Membership

By now, you have likely received the first dues notification for renewing your ISA membership for 2010. In this notice was ISA's first dues increase since 2000. Professional membership dues are now USD \$125. Why now, or even why at all?

Over the past ten years, ISA has made great strides in member benefits, public relations, research support, education, certification, and building partnerships with organizations improving the world's urban centers with trees. Through the support and training of chapters, professional associations, and associate organizations, ISA continues to develop future leaders and stronger green organizations.

And that is what the dues increase is really all about. The economic support provided by member dues allows ISA to continue being the advocate, supporter, educator, facilitator, adviser, and agent of positive change for green communities and arborists around the world.

Cutting Costs

The ISA Board, through the Finance Committee, challenges ISA program committees and staff to be responsible stewards of your member dues. We continually look for opportunities to reduce expenses by streamlining processes to improve services without increasing costs. ISA is one of the most efficient associations compared to other societies. For example, almost twice as many memberships are entered with the same amount of staff as seven years ago.

However, efficiencies such as these can only go so far. Expenses to deliver member benefits have exceeded revenue from member dues for the past two years, dropping our reserves below acceptable levels. The success of other ISA programs, ISA investments, and other cost-cutting efforts delayed the increase for as long as possible. For the past ten years, ISA headquarters worked hard at becoming more efficient and cost-effective in operations, delaying any dues increase. This increase comes after much debate between the volunteers on the Membership Committee, the Finance Committee, and the ISA Board of Directors. This increase is needed to maintain the financial health of the organization.

The adages "you can't cut your way to long-term profitability" and "you can't make up losses in volume" apply. ISA was at the point of losing programs and services. That might work in the short-term, but will cripple our long-term success. When the arboricultural professions need leadership and support the most—during these tough economic and environmental times—ISA would need to step up and answer the call. Through input from many member surveys, customer comments, and volunteer leaders, new and improved projects have

been identified. ISA can deliver these programs, but only with your help.

With your membership support, ISA improves the arboriculture profession and moves it to a place not dreamed of ten years ago, when the last dues increase was implemented. Membership is now over 21,000 worldwide, and the need for proper tree care continues to grow.

Value and Discounts

For 26 consecutive years, ISA membership totals increased annually. Most associations would love to have that kind of consistent growth. Twenty-six years cover quite a few dues increases, too. The keys to long-term membership growth are listening to members, meeting their needs, and providing value.

You, the ISA members, are the only ones who can tell us if membership is still valuable. ISA works for your support and will not take your support for granted. ISA members are an integral part of the continued growth and success of our organization. We thank you for your ongoing commitment and partnership with ISA.

The price of an ISA membership in the year 2000, \$105, has the same buying power as \$131.52 here in 2009 (Bureau of Labor Statistics, www.bls.gov/data/inflation_calculator.htm). The \$125 dues for 2010 are less of a financial impact on your wallet than ten years ago, and you will receive many more benefits than the ISA member of the year 2000. By renewing your membership for 2010, you personally benefit and your investment continues affecting positive change in arboriculture.

ISA will show a commitment to lowering operational costs by offering discounts to members joining online, or to arborists interested in a new two-year membership option. Less time, less postage, and less data-entry is needed when online applications are used and ISA will pass on these savings.

If you renew using the ISA website (www.isa-arbor.com), you can choose either a \$5 or \$10 discount package and save us the data entry and mailing expenses. When we save, you save. Also, by choosing any of these efficient options for renewing your membership, your choice helps ISA lower our carbon footprint by saving paper and delivery fuel.

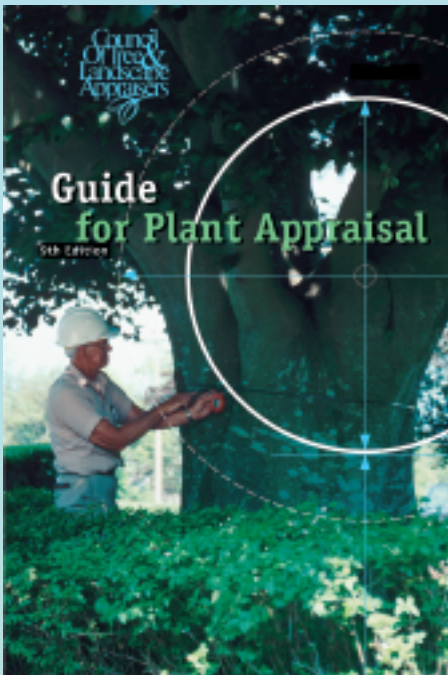
Reinvestment

The additional revenue will be reinvested into initiatives asked for by members and volunteer committees alike. The existing plans for developing exciting educational resources, building important green relationships, and improving existing member benefits helped decide the dues increase in 2010. Without the financial support of a dues increase, ISA could survive, but would not be

Guide for Plant Appraisal, 9th Edition

Authored by the Council of Tree and Landscape Appraisers, *Guide for Plant Appraisal, 9th Edition*, is the professional plant appraiser's how-to manual for determining size, species, condition, and location factors that influence the value of plants. Not only is it an invaluable source for establishing the evaluation of plant casualties, but the guide is also a reference for real estate transactions, insurance purposes, plant condemnation actions, and tree inventories. (Please note that special ratings lists are available from local chapters.) © 2000, softcover, 143 pp.

#P1209 • Retail Price: \$125.00 • Member Price: \$75.00



Guide for Plant Appraisal Workbook

A highly recommended learning tool, this workbook is designed to accompany appraisal methods. Use this workbook for practical experience working through sample appraisal problems as well as using calculations necessary for determining evaluations. © 2000, 12 pp.

#W1209 • Retail Price: \$25.00 • Member Price: \$15.00

TO ORDER: 888-ISA-TREE
www.isa-arbor.com/store



Headquarters' Bulletin (continued)

ready to support the arboriculture profession when the global economic climate improves.

The ISA Board of Directors made the tough choice, and in doing so gives ISA the best chance for active leadership and positive impact in arboriculture for today and tomorrow. **AN**

Member Benefits

For a \$125 Professional Membership, members receive:

- A choice of one printed subscription to either *Arborist News* magazine or the *Arboriculture & Urban Forestry* scientific journal
- Online, searchable access to more than 30 years of research through the *Arboriculture & Urban Forestry*
- Discounts on ISA merchandise and educational products, workshops, conferences, and events
- Discounts on all re-certifications and certification exams (when you join a chapter of your choice)
- An active public relations program sending press releases throughout the world
 - Over 81 million readers/viewers in the past 12 months
 - 24+ press releases sent each year to more than 100,000 media outlets
 - 3 issues of *Planting Seeds*—ISA's e-newsletter for public education
- Members-only access to ISA website, including CEU quizzes online and public education resources
- Free résumé and job posting on ISA website
- For ISA members with an ISA certification credential, a free listing on one of the most popular ISA websites, "Find A Tree Care Service/ISA Certification"
- Access to ISA's global network of members and certified arborists

In 2010, ISA members will also receive these new and improved benefits:

- Enhanced version of "Find a Tree Care Service/Verify a Certified Arborist"
- True Professionals Program—equips members with new resources and increases their public recognition
 - PowerPoint presentations with scripts for non-arborist audiences
 - Recognition awards for successful public education programs
 - Case studies of award winners so you can recreate the programs in your communities
- Increased logo compliance efforts to ensure value of ISA membership logo
- ASK-a-BCMA web-based knowledge center
- Updated Job and Résumé Bank

Membership dues also support green initiatives:

- Sustainable Urban Forest Coalition—
www.UrbanForestCoalition.com
- ISA Headquarters efforts for LEEDS green building certification
- Waste reduction through the electronic delivery of ISA member magazines and educational resources