

2020-2021 Annual Report

ISA International Society
of **Arboriculture**



A Welcome from Leadership

This past year proved to find new challenges as the pandemic rolled into a second year. The needs of our membership and credential holders shifted from triaging pandemic concerns to finding sustainable solutions for our new normal. ISA focused in the best ways to serve our stakeholders as we managed COVID protocols, travel restrictions and supply chain delays. The ISA Board, under the leadership of President Anne Beard, continued to find new and innovative ways to connect, engage and empower ISA members and credential holders around the globe.

ISA wrapped up 2021 with almost 26,000 members! These members hail from 68 different countries and represent all facets of arboriculture – from tree workers to researchers. This phenomenal milestone shows not only the growth of our industry but the importance of global connections and professional networks. We are so happy to have such a wide and diverse member base.

As an organization, we have conferred almost 50,000 certifications worldwide including our ISA Certified Arborist®, Certified Tree Worker Climber Specialist®, ISA Aerial Lift Specialist®, ISA Municipal Specialist®, ISA Utility Specialists® and ISA Board Certified Master Arborist®. And there are 10,000+ Tree Risk Assessment Qualification holders around the world as well.

We are excited to share we’ve added seven new components this year for a total of 70 organizations around the world that ISA partners with to benefit arborists and urban foresters! We welcomed new components in Peru, Costa Rica, Dakotas ISA, Georgia Arborist Association, Argentina, Chile and Columbia and Malaysia have transitioned from associate organizations to ISA chapters.

From the credentialing side, the new TRAQ Renewal program is now fully online. ISA rolled this new TRAQ renewal option out earlier this year. This new platform allows current qualification holders to have the option to renew their qualifications online. This shift, done in partnership with our ISA component hosts, was done successfully and in record time thanks to our key partnerships and subject matter experts.

Additionally, ISA completed a rebrand and content update for all of our TreesAreGood resources. Our members and credential holders depend on ISA to inform the public about the importance of professional tree care and the importance of having a credentialed arborist work on trees in their communities. The website and consumer brochures have been a huge hit – with our Find An Arborist tool garnering more than 1 million views this past year. This work is one of ISA’s top priorities for next year, and get ready to see more focus on consumer outreach and information on the amazing work that arborists do around the world.

And finally, as we begin looking to 2022, we are thrilled to start shifting to in-person events. We are especially excited to host our tree climbing competitions that have been on hiatus for the past two years – and to reconnect with our climbing community. I am also happy to announce we have confirmed locations for our ISA conferences through 2024 -which will be ISA’s Centennial celebration! We hope you’ll join us in Malmo, Sweden in 2022, Albuquerque, New Mexico US in 2023 and Atlanta, Georgia US in 2024.

Thank you for your continued support of the ISA. The sum is greater than our parts, and we are a better organization because you are part of it.



Sincerely,

Caitlyn Pollihan
Chief Executive Officer & Executive Director
International Society of Arboriculture

ISA 2020-2021 President’s Message

Hello!

Well, 2021 proved to be nearly as challenging as 2020 in terms of adapting to the ever-changing COVID landscape. Many of us did not anticipate that after a year we would still be living in a pandemic world, and yet here we are approaching two years since the beginning of this worldwide phenomenon. Even as we make slow steps toward returning to more familiar day-to-day activities, we continue to experience unanticipated consequences of this pandemic, from labor shortages to supply chain issues and more. Throughout it all, ISA has remained strong and even thrived!

If this pandemic has taught us anything, it’s that human connection is vital to our work and mental health for that matter! As with every other organization and business, ISA had to pivot very quickly to adjust to a virtual world. Though it was an uncertain time, the Board of Directors and ISA staff, under the steady leadership of our CEO Caitlyn Pollihan, made some difficult decisions to ensure the continued success of the organization and the safety of our members, staff, and volunteers. One of those decisions was to move to a virtual setting for the ISA Leadership conference and ISA Annual Conference. The results were our most popular events in history. We set a new attendance record for the annual conference, which allowed for far higher attendance from folks who otherwise would not have been able to attend an ISA event. Our two virtual annual conferences were such a success that even as we return to face-to-face events, ISA will continue to offer virtual options in the future so that our members can learn from experts in the industry and grow in their profession.

ISA’s network continues to expand, and in the last year, we welcomed six new components to the ISA network, and our membership has increased to a record number. These results underscore the importance of professional connectivity and the power of a global network.

ISA Board of Directors has been busy continuing with the business of advancing professionalism in the arboriculture industry and serving you, the membership. We converted to an all-virtual meeting format. Despite that, we successfully maintained fiscal prudence within the organization, establishing new relationships with green industry partners. ISA remains a vital part of the arboriculture industry and will continue to grow and expand its reach to influence consumers and decision-makers and to support professionals in the tree care industry. It’s been my distinct pleasure to serve ISA and you, the members. I will always treasure my time as a volunteer for this great organization.



Yours truly,

Anne Beard

Anne Beard
Past President 2020-2021

2020–2021 Board of Directors

Anne Beard
President
Term Expires August 2021

Albuquerque, New Mexico, U.S.
Manager, Vegetation Management
PNM/TNMP

Dana Karcher
President-Elect
Term Expires August 2022

Belton, Texas, U.S.
Project Developer,
Davey Resource Group

Chris Walsh
Vice President
Term Expires August 2022

Christchurch, New Zealand
Managing Director, Treetech
Specialist Treecare, Ltd.

Jim Flott
Treasurer
Term Expires August 2021

Spokane, Washington, U.S.
President, Community
Forestry Consultants, Inc.

Russ Carlson
Secretary
Term Expires August 2023

Bear, Delaware, U.S.
Senior Consultant,
Tree Tech Consulting

Caitlyn Pollihan
CEO and Executive Director
Ex-Officio, Non-Voting

Atlanta, Georgia, U.S.
International Society
of Arboriculture

Gordon Mann
Term Expires August 2021

Auburn, California, U.S.
Consulting Arborist and Urban
Forester, Mann Made Resources

Nicolaas Verloop
Term Expires August 2022

Harmelen, The Netherlands
Commercial Director,
TFI Vital Green

Gail Nozal
Term Expires August 2021

South Saint Paul, Minnesota, U.S.
Area Manager,
Davey Resource Group

John Gathright
Term Expires August 2021

Seto, Aichi, Japan
Professor of Bio Agricultural Science,
Chubu University, Director of Japan
Arborist Training Institute, Founder
of Japan Arborist Association

Tom Smiley
Term Expires August 2022

Charlotte, North Carolina, U.S.
Senior Arboriculture Researcher,
Bartlett Tree Research Laboratories,
Adjunct Professor, Clemson University

Christopher Boza
Term Expires August 2022

Chattaroy, Washington, U.S.
City of Missoula, MT, City Forester,
Retired, City of Chico, CA, Urban
Forester, Retired, City of San Jose, CA,
Assistant Arborist, Retired

Janine Lester
Term Expires August 2022

Richmond, Virginia, U.S.
Interim Operations Manager, Division
of Urban Forestry at
City of Richmond, Virginia

Sharon Jean-Philippe
Term Expires August 2023

Knoxville, Tennessee, U.S.
Associate Professor of Urban Forestry,
University of Tennessee

Shirley Vaughn
Term Expires August 2023

Kent, Ohio, U.S.
Business Developer,
Davey Resource Group

Samuel Ma
Term Expires August 2023

Hong Kong
Director, Consulting Arborist &
Climbing Specialist, Kassod Arbor
Tree Consultancy & Services Limited

Corey Bassett
Term Expires August 2021

Vancouver, BC, Canada
PhD Student, University of
British Columbia

One Tree Sponsors

DISTINGUISHED PARTNERS:





HONORED PARTNER:



ASSOCIATE PARTNER:






Patron Sponsors

GOLD:







BRONZE:







Events

The Events Department experienced many firsts over the last two years. ISA hosted its first virtual event, the ISA 2020 International Virtual Conference, where we had a record number of attendees. Additionally, we hosted the first ISA 2021 Virtual Tree Climber Summit and held the annual Leadership Workshop virtually for a second year. Holding virtual events gave us the opportunity to offer our members and credential holders a truly international experience.

ISA 2020 International Virtual Conference

3,539





participants

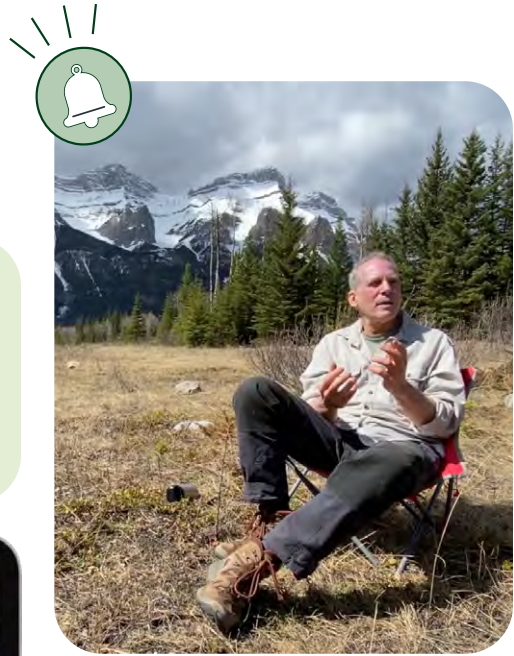
30

countries

59

sessions



Virtual Tree Climber Summit

433

attendees

21

countries

Leadership Workshop

203

attendees

18

countries

Business Meeting

106

live attendees

Credentialing

The following numbers are the result of a true partnership and commitment of the community that supports ISA and the profession. Despite the challenges presented by the global pandemic, we were able to maintain recertification rates consistent with pre-pandemic levels. The numbers shown here reveal an increase of almost 10% in the total number of applications received (a first-time record of over 6,000 applications received) and a 17% increase in the number of certification examinations administered compared to the last four-year average.

With the assistance of approved instructors and ISA Tree Risk Assessment Qualification (ISA TRAQ) hosts, ISA launched a new training and testing environment for the ISA TRAQ Renewal program, which allowing eligible ISA TRAQ credential holders to complete training and testing requirements from the convenience of their homes.

Finally, ISA also performed two job task analyses (ISA Certified Arborist Utility Specialist® and ISA Certified Tree Worker Climber Specialist®) which will ensure these examinations are current with the job tasks performed for the practitioners in the field.

6,056

applications received

4,156

applications approved

6,321

exams administered

85%

of candidates to the ISA Certified Arborist program took a computer-based exam.

Certifications By Region

40,107

North America

2,756

Asia-Pacific

336

Europe

96

other

14,812

digital credentials issued

Certifications Held

35,944

ISA Certified Arborist®

2,530

ISA Certified Arborist Utility Specialist

1,766

ISA Certified Tree Worker Climber Specialist

1,048

ISA Certified Arborist Municipal Specialist®

991

ISA Board Certified Master Arborist®

135

ISA Certified Tree Worker Aerial Lift Specialist®

2020-2021 ISA Tree Risk Assessment Qualification

2,217

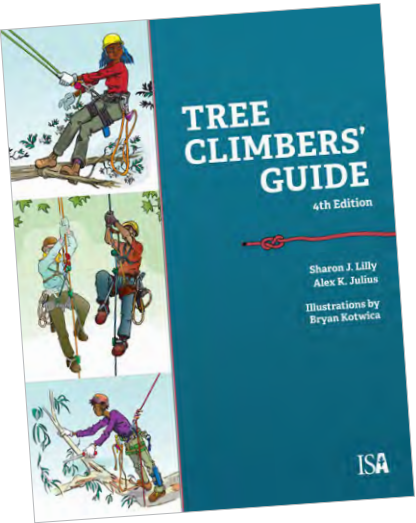
qualification candidates

10,921

ISA TRAQ credential holders

Educational Products & Services

In addition to developing new products and service offerings, the Educational Products and Services Department began a new partnership in 2021 between ISA and Eurospan, an online bookstore, to distribute educational materials and products to ISA's international audiences. This new partnership makes it easier and more cost-effective for international customers outside of North America to purchase ISA-published books and other media.



New offerings

- Poda, 3a Edición (Pruning BMP, 3rd Edition, in Spanish)
- Tree Climbers' Guide, 4th Edition
- Soil Management for Urban Trees BMP, 2nd Edition
- Integrated Vegetation Management BMP, 3rd Edition
- Digital versions of the following titles:
 - o Tree Inventories BMP, 2nd Edition
 - o Tree Risk Assessment BMP, 2nd Edition
 - o Utility Pruning of Trees BMP
 - o Closed Chain of Custody BMP
 - o Utility Tree Risk Assessment BMP
 - o Pruning BMP, 3rd Edition
 - o Utility Arboriculture: The Utility Specialist Certification Study Guide
- Conference Rewind Series of Podcasts and Videocasts

103

proposals fielded and reviewed for the ISA 2021 Virtual Conference



DOIs

At the start of 2021, articles published in Arboriculture & Urban Forestry began receiving Digital Object Identifiers (DOIs). A DOI is a unique ID specific to individual content types, such as journal articles, and allows for persistent linking to the article regardless of where the content itself is hosted. The DOI link allows content to be reliably discovered and shared by the research community at large, increasing citations and visibility for the journal.

Articles dating back to 2010 have received DOIs this year, and AUF's registered articles have been accessed a total of 11,310 times (1 January – 31 November, 2021).

340


Conference Rewind quizzes purchased

24%

increased sales for the Online Learning Center

HR and People Services

ISA ensures the integrity of our organization through compliance requirements to protect the work and reputation of our members and credentials holders. We are committed to ensuring the ethical practice of arboriculture by our members and credential holders.



2020 ANAB Audit
successfully completed

194

appeals processed

12

Z133 meetings

29

Ethics cases received:
12 cases accepted,
17 rejected,
11 cases presented
for hearings

72

Trademark cases investigated:
59 open,
13 closed

Membership

25,455

ISA members

69

countries represented



New Associate Organizations (AO)

- Asociación civit de Arboricultura (Argentina)
- Sociedad Chilena de Arboricultura (Chile)
- Georgia Arborist Association (United States)
- Asociación Peruana de Arboricultura y Forestería Urbana (Peru)
- Asociación Costarricense de Arboricultura (Costa Rica)
- Dakotas ISA (United States)

New Chapters (previously AO status)

- Persatuan Arborist Malaysia (Malaysian Society of Arborists)
- Asociación Colombiana de Arboricultura (Colombia)

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components

Finance

Revenue & Income		
	2019-2020	2021
Total Revenue	13,867,609	9,978,372
Total Cost of Sales	8,387,003	5,097,961
Net Operating Income	5,480,606	4,880,411
Administrative Cost	5,297,037	1,449,480
Net Gain	183,596	3,430,931

Assets & Liabilities		
Assets	2020	2021
Current Assets	4,036,421	6,968,261
Investments	3,368,700	3,717,391
Fixed Assests	3,951,343	2,255,634
Total Assets	11,356,464	12,941,286
Liabilities		
Current Liabilities	5,166,479	3,559,274
Longterm Liabilities	2,370,818	2,131,914
Total Liabilites	7,537,297	5,691,188
Net Assets	3,819,167	7,250,098
Total Liability and Net Assets	11,356,464	12,941,286

Notes:
Based on audited financials. Amounts are in U.S. dollars. COVID-19 financial impacts began in March 2020.

ISA Board of Directors approved changing ISA fiscal year to a calendar year beginning 1 January 2021.

Annual ISA contribution to TREE Fund based on 2% of membership revenue was \$65,691 for 2021.

“Revenue & Income” includes revenue share (\$1,056,387) to our component credentialing partners, equaling 40-60% of the certification exam and renewal revenue.

