

# 2024

ANNUAL REPORT





Last year marked a truly remarkable milestone in our history—the 100th anniversary of the International Society of Arboriculture (ISA). This centennial celebration provided a meaningful opportunity to reflect on a century of accomplishments while looking forward to a future full of promise for both our organization and the arboricultural profession. I want to express my heartfelt gratitude to the many individuals who dedicated their time and expertise to making our Centennial Celebration a resounding success. On behalf of ISA's members and credential holders around the world—thank you.

As we closed the year, ISA proudly reached more than 25,000 members across 70 countries and welcomed the Hungarian Associate Organization as our newest component. This continued growth reflects the value of international collaboration in advancing our shared knowledge and deepening the global impact of arboriculture.

In addition to our centennial festivities, ISA hosted the inaugural Latin American Tree Climbing Championship. Our climbing competitions have long served as platforms for learning, innovation, and community-building. We are excited to see this tradition expand into new regions, offering fresh opportunities for growth and exchange.

We were pleased to announce the rebranding of the ISA Certified Arborist Municipal Specialist® credential to the **ISA Certified Urban Forest Professional**. This change more accurately reflects the evolving scope of the profession and the specialized knowledge today's urban forestry professionals bring to their communities.

Looking ahead, we are excited to welcome the return of the North American Tree Climbing Championship—now thoughtfully timed to align with the Tree Climbing Championship season. We are also pleased to share the finalized locations for our upcoming International Conferences: ISA 2026 will be held in Detroit, Michigan, USA, and ISA 2027 will take place in Montréal, Québec, Canada. We look forward to seeing you at these exciting events and continuing to grow our global community together.

I look forward to welcoming many of you to our annual gathering in Christchurch, New Zealand in October 2025. Your ongoing support of ISA is deeply appreciated. Your dedication to our mission and your contributions to our community have been essential to our success. Thank you for being part of our journey—we're excited to begin our next 100 years.

Sincerely,



Caitlyn Pollihan  
Chief Executive Officer / Executive Director



As I reflect on my presidency, the first thing that comes to mind is our celebration of **100 Years of Making a Change!**

This year's Conference not only marked the 100th anniversary of the organization but also the culmination of years of planning to celebrate this momentous occasion. The ISA team did an outstanding job leading us up to the Annual Conference in Atlanta, and together, with the Georgia Arborist Association and all the volunteers, they organized an unforgettable and fantastic event!

Reaching this milestone has been no small feat for any organization. I believe I speak for everyone when I say we are grateful to those who came before us and paved the way for our industry, and I am honored to have played a small part in the history of this organization.

At the start of my term, I focused on reshaping the space that would be left by the decision to phase out the ISA Council of Representatives (COR) at the end of the year. Clear communication and feedback from the component boards were crucial throughout this process. I truly appreciate the engagement of our components and am convinced that the transition from the ISA Council of Representatives to the ISA Component Council (Council) will help strengthen the network and communication between the ISA Board and Components, while also giving Components a stronger voice in the current ISA governance model.

During my term, there were many opportunities to connect with our members, Chapters, associate organizations, and partner organizations. I would like to reflect on a few of these occasions:

- The various climbing championships are always a great opportunity for the Board to connect with participants. This year, the Board was again present to talk and listen to everything you had to share with us. These conversations are vital and help the Board stay focused on the things that matter most to our members.

- ISA was proud to partner with the United Nations Food and Agriculture Organization, the Arbor Day Foundation, the Smithsonian, the Politecnico di Milano, and the Italian Society of Silviculture and Forest Ecology to host the 2nd World Forum on Urban Forests in Washington, D.C. This was a fantastic event where we were able to engage with many people, including discussions with government officials and policymakers about the importance of trees in the urban environment!
- Our in-person Board meeting in May was scheduled alongside the Western Chapter Conference, allowing us to participate in parts of the conference and engage directly with members. During this meeting, we worked hard on the Strategic Visioning 2040.

Together with the Board and input from the ISA Component Council, we were able to finalize this strategic vision during our Board meeting in August, held at the Annual Conference. This strategic vision will help guide our organization into the next hundred years.

We also had the pleasure of welcoming the Hungarian Associate Organization during my term, making the "International" in ISA even more visible and meaningful in Europe.

Despite the turmoil in the world, I hope that, as ISA, we will continue to come together, learn from one another, and support each other to promote the professional practice of arboriculture and foster greater worldwide awareness of the benefits of trees.

I am truly honored to have served this great organization as your President for 2023–2024.

I want to thank all of you, especially our volunteers, for your commitment and involvement in ISA.

A special thank you goes to Caitlyn and her team for their hard work and constant support.

I hope to see many of you during our ISA Annual International Conference in Christchurch, New Zealand.

Sincerely,

*Nicolaas Verloop*

Nicolaas Verloop  
President 2023–2024

### NICOLAAS VERLOOP

President

Term Expired August 2024  
Harmelen, The Netherlands  
Commercial Director, TFI Vital Green

### TOM SMILEY, PH.D.

President-Elect

Term Expires August 2025  
Charlotte, North Carolina USA  
Senior Arboriculture Researcher,  
Bartlett Tree Research Laboratories,  
Adjunct Professor, Clemson  
University

### SHARON JEAN-PHILIPPE, PH.D.

Treasurer

Term Expires August 2026  
Tennessee, USA  
Professor of Urban Forestry and  
the Urban Forestry State Extension  
Specialist at the University of  
Tennessee (UT)

### RANDALL H. MILLER

Secretary

Term Expired August 2024  
Syracuse, Utah, USA  
Director, Research and Development-  
CNUC

### CAITLYN POLLIHAN

CEO and Executive Director  
Ex-Officio, Non-Voting  
Atlanta, Georgia, USA  
International Society of Arboriculture

### CHRISTOPHER BOZA

Term Expires August 2025  
Chattaroy, Washington, USA  
City of Missoula, MT, City Forester,  
Retired, City of Chico, CA, Urban  
Forester, Retired, City of San Jose,  
CA, Assistant Arborist, Retired

### JOHN COLES

Term Expired August 2024  
Oslo, Norway  
Tree Officer The Royal Court of  
Norway

### SUSAN DAY, PH.D

Term Expires August 2025  
Vancouver, BC Canada  
University of British Columbia

### JASON GRABOSKY, PH.D.

Term Expires August 2025  
New Brunswick, New jersey, USA  
Professor-Rutgers, The State  
University of New Jersey

### JOHN GATHRIGHT, PH.D

Term Expired August 2024  
Seto, Aichi Japan  
Director, Japan Arborist Training  
Institute

### CARLOS LLANOS

Term Expired August 2024  
Valle del Cauca, Columbia  
CEO ASFOR Group Cali

### SAMUEL MA

Term Expires August 2026  
Hong Kong  
Director, Consulting Arborist &  
Climbing Specialist Kassod Arbor  
Tree Consultancy & Services Limited

### JESSICA SANDERS, PH.D., PMP

Term Expires August 2026  
Sacramento, California, USA  
Executive Director-Sacramento Tree  
Foundation

### TADASHI TOUCHI

Term Expires August 2025  
Teijyuen Co., Ltd

### MIKE WATSON

Term Expires August 2026  
Newmarket, Ontario, Canada  
Sales Manager-Shady Lane tree Care



Canopy Partners

2024  
ANNUAL  
REPORT

## Gold

**ASPLUNDH**



**BARTLETT  
TREE EXPERTS**  
SCIENTIFIC TREE CARE SINCE 1907

**DAVEY**   
*Proven Solutions for a Growing World*



*Pacific Gas and  
Electric Company*

  
**SAVA TREE**  
The Tree and Shrub Care Company

## Silver

**SENEBOGEN**

## Bronze

**ARBORJET.**  
**Ecologel**  
PARTNERS IN PLANT CARE

  
**ARBORMETRICS**



  
**PlanITGeo**  
developers of TreePlotter



**TERAGAN  
& ASSOCIATES, INC.**  
ARBORICULTURAL CONSULTANTS



  
**VSG**  
vertical supply group

ISA hosted its Centennial Celebration in Atlanta, Georgia in 2024 - celebrating a century of professional arboriculture. More than 1,000 members and credential holders gathered to recognize this amazing milestone. In addition to the celebration that was a century in the making, ISA hosted four regional tree climbing championships, including its newest regional event, the Latin American Tree Climbing Championship. This inaugural event was hosted in Bogotá, Colombia. The International Tree Climbing Championship was hosted in Savannah, GA US. And for the 4th year, ISA hosted a Virtual Event.

## 2024 Virtual Event



**20+**

Countries represented virtually



**1081**

Virtual Attendees

## Upcoming Events

**2026 Conference:**  
Detroit, Michigan US

**2026 ITCC:**  
St. Louis, MO  
50th Anniversary

**2027 Conference:**  
Montreal, Quebec Canada

**2027 ITCC:** Belgium

## ISA 2024 Annual Conference



**30**

Countries represented



**1070**

ISA 2024 Annual International  
Conference Attendees

## Tree Climbing Championships



**382**

Tree Climbing  
Championship Volunteers

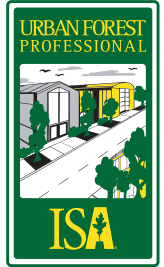


**244**

Competitors at ITCC, LATCC,  
APTCC and ETCC



The following numbers are the result of a true partnership and commitment of the community that supports ISA and the profession. In 2024 we rebranded the ISA Certified Municipal Specialist® program as the ISA Certified Urban Forest Professional credential. Additionally, the number of credential and qualifications holders increased, showing a greater awareness of the benefits of credentialing.



## Certifications Held

# 40,048

ISA Certified Arborist®

# 3,010

ISA Certified Arborist  
Utility Specialist®

# 1,912

ISA Certified Tree Climber

# 1,217

ISA Certified Urban  
Forest Professional

# 1,391

ISA Board Certified  
Master Arborist®

# 102

ISA Certified Tree Worker  
Aerial Lift Specialist®

## Certifications by Region

# 44,212

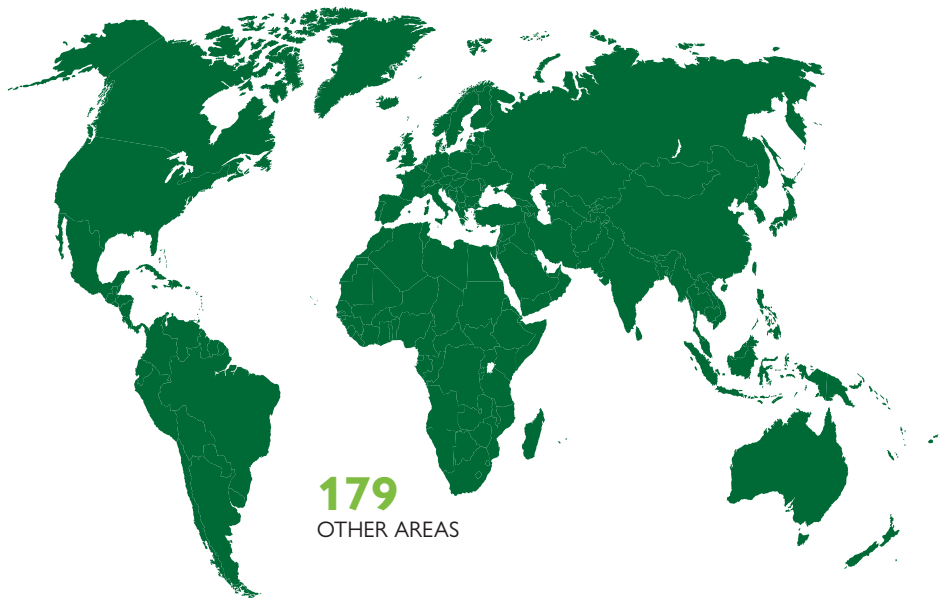
NORTH AMERICA

# 332

EUROPE

# 2,957

ASIA-PACIFIC



# 179

OTHER AREAS

## ISA Tree Risk Assessment Qualification (ISA TRAQ)

# 13,663

ISA TRAQ Current  
Credential Holders

# 7,773

Applications Received

# 5,252

Applications Approved

# 8,461

Exams Administered



Over 2024 the Educational Products and Services Department developed 18 new products including an updated ITCC Rule Book, digital versions of some of our most popular publications from the Best Management Practices series, and an updated version of the Spanish Arborists' Certification Study Guide. Additionally, we added several different versions of the Arborists' Certification Practice Exam to help individuals better prepare to study.

### ISA released 18 new books and digital products in 2024:

1. *Below Ground Bundle BMP*
2. *Plant Health Care BMP*
3. *Top Seller Bundle BMP*
4. *Urban Forestry Bundle BMP*
5. *Utility Bundle BMP*
6. *Arborists' Certification Study Guide, Spanish, 4<sup>th</sup> Edition*
7. *Digital Spanish Arborists' Certification Study Guide, 4<sup>th</sup> Edition*
8. *Digital Portuguese Arborists' Certification Study Guide, 3<sup>rd</sup> Edition*
9. *Digital BMP – Integrated Vegetation Management, 3<sup>rd</sup> Edition*
10. *Digital BMP – Root Management, 2<sup>nd</sup> Edition*
11. *Digital BMP – Soil Management for Urban Trees, 2<sup>nd</sup> Edition*
12. *Digital BMP – Tree Support Systems (Cabling, Bracing, Guying and Propping), 3<sup>rd</sup> Edition*
13. *Digital Spanish / English Glossary of Arboriculture Terms, 2<sup>nd</sup> Edition*
14. *Arborists' Certification Practice Exam 2*
15. *Arborists' Certification Practice Exam 3*
16. *Arborists' Certification Practice Exam 4*
17. *Arborists' Certification Practice Exam 5*
18. *ITCC Rule Book 2024-2025*





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

## Ethics Cases

**12**

Cases accepted

**4**

Cases rejected

**10**

Cases presented for case hearings

## Trademark Cases

**15**

Open cases

**17**

Closed cases

**391**

Appeals Processed

# Member Services



**25,140**

Members

**70**

Countries

**71**

Components

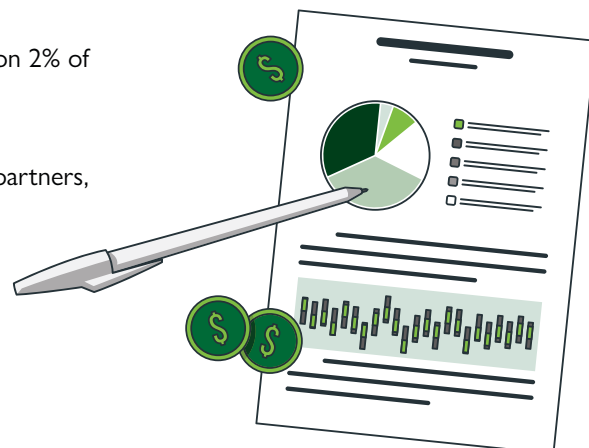
**NEW CHAPTER**  
Hungarian Associate  
Organization

Revenue & Income		
	2023	2024
Total Revenue	13,102,364	13,514,464
Total Cost of Sales	7,455,574	8,209,982
Net Operating Income	5,646,790	5,304,482
Administrative Cost	3,497,847	3,804,136
Net Gain	2,148,943	1,500,346
Assets & Liabilities		
Assets		
Current Assets	3,479,507	8,322,468
Investments	9,302,748	5,114,928
Fixed Assets	1,603,305	2,179,644
Total Assets	14,385,560	15,617,040
Liabilities		
Current Liabilities	3,367,377	3,381,589
Longterm Liabilities	1,611,133	1,328,055
Total Liabilities	4,978,510	4,709,644
Net Assets	9,407,050	10,907,396
Total Liability and Net Assets	14,385,560	15,617,040

### NOTES:

Annual ISA contribution to TREE Fund based on 2% of membership revenue was \$61,268.02

"Revenue & Income" includes revenue share (\$1,271,498) to our component credentialing partners, equaling 40-60% of the certification exam and renewal revenue."





Before the advent of small, one-man chain saws and aerial lifts, all tree work was performed manually.



Delegates of the Fourteenth Annual Shade Tree Conference gather for a photo at St. Louis in 1938.



Climbers used manila ropes, and a bowline on a bight served as a saddle.

## CELEBRATING 100 YEARS A Look Through History



Educational sessions in Baltimore, 1949.



Early chain saw demonstration at the 1949 NSTC conference.



Field Day at the 1958 NSTC conference in North Carolina.



Field Day at the 1958 NSTC conference in North Carolina.



An early Tree Climbing Championship.



The aerial rescue event at the first ISA Jamboree in 1976.



A movie camera documents the introduction of new, lightweight chain saws in Philadelphia, 1977.



Chapter Banner Awards on display at the 1978 conference.



Centennial Conference, looking toward the future and next 100 years!



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