

# 2025

## ANNUAL REPORT

**ISA**  
International Society of  
**Arboriculture**



As ISA enters its second century, 2025 stands as a defining year—one in which we strengthened our global foundation while positioning the organization for long-term relevance and impact. Our focus has not simply been on growth, but on ensuring that ISA remains the trusted authority and professional home for arborists and urban forestry professionals worldwide.

ISA's global community continues to expand, now representing members across 73 countries. Welcoming new associate organizations and chapters—including partners in Singapore, Indonesia, and Ghana—reflects more than geographic growth. It signals the increasing global importance of professional arboriculture and ISA's role in advancing standards, knowledge, and connection across borders. The addition of Ghana as our first component organization on the African continent marks an important step toward a more globally representative organization and reinforces our commitment to supporting tree care professionals wherever they practice.

This year, we also looked inward. To remain strong for the next 100 years, ISA must be built on systems and infrastructure that are as professional and forward-thinking as the members and credential holders we serve. In 2025, we made significant investments in modernizing our organizational ecosystem—creating a more integrated, accessible, and responsive platform designed to better support credential holders, members, and industry partners worldwide. These enhancements improve how professionals connect with ISA and with one another, while strengthening the visibility and credibility of ISA credentials in the marketplace.

A key outcome of this evolution is the transformation of ISA's "Find an Arborist" on our [www.treesaregood.org](http://www.treesaregood.org) website.

This is our most visited site, over two million visits in 2025. Updated to be a more dynamic and globally accessible tool, it strengthens ISA's ability to connect qualified professionals with the public, while reinforcing the value of ISA credentials. This is an important step in elevating the profession and ensuring that expertise is both visible and verifiable.

Beyond our internal transformation, ISA continues to expand its public voice. One example of this expansion is through our collaboration with Google Arts & Culture on the World Wide Wood exhibit, we have extended the conversation about trees to a global audience—highlighting the essential role arboriculture plays in environmental resilience and community well-being.

Looking ahead, 2026 will mark the 50th anniversary of the International Tree Climbing Championship. For five decades, this event has symbolized the skill, professionalism, and shared community that define ISA. As we celebrate this milestone in St. Louis, MO US, we do so with a deep appreciation for the role ITCC, previously the Jamboree, plays in advancing safety, education, and global camaraderie within our field.

ISA's strength lies in its people—members, credential holders, volunteers, chapters, associate organizations, professional affiliates, and staff—who together advance our mission of promoting the professional practice of arboriculture. The work we undertook in 2025 ensures that ISA remains not only relevant today, but resilient and agile for decades to come.

Thank you for your continued commitment to ISA and to the profession we proudly serve.

Sincerely,

A handwritten signature in black ink that reads "Caitlyn Pollihan".

Caitlyn Pollihan  
Chief Executive Officer / Executive Director





As I reflect on my time as president, I am proud of the remarkable progress we've achieved on the ISA 2040 Strategic Plan. Over the past year, implementing that plan has been a priority for the Board and our organization. We took deliberate steps to move ISA forward with clarity, purpose, and a shared vision for the decades ahead. And I'm proud to say: we didn't just talk about the future—we began building it.

One of the Board's focuses during this term was to strengthen our relationships with the people and organizations that make ISA truly global. We worked directly with our Chapter, Associate Organizations, and Professional Affiliates through the ISA Component Council to revise and modernize our Memorandums of Understanding (MOUs). The MOUs serve as the legal basis for our relationship, making them clearer, more transparent, and more collaborative.

The goal was simple: to ensure that every component of ISA feels supported, aligned, and empowered to serve its members. These agreements will be put in place over the next several months and will chart the course for ISA's next 100 years.

We also looked closely at our membership model—not just how we continue to grow the number of ISA members, but how we serve current and future members. We want to make ISA more inclusive, more accessible, and more valuable to arborists and urban foresters, no matter where they live or what language they speak.

Throughout this year, I had the great pleasure of meeting many of our members and credential holders face-to-face—at chapter events, tree climbing championships, industry conferences, and the ISA Annual International Conference held in New Zealand for the first time. These conversations were energizing and inspiring. They reminded me that, beyond the policies and programs, ISA is a community.

I want to acknowledge the work we've collectively done with subject matter experts and thought leaders to produce relevant, high-quality educational content. Whether it's safety standards, arboriculture techniques, or the latest in urban forestry research, our commitment to lifelong learning is essential to keeping arborists and urban foresters informed, skilled, and—most importantly—safe.

I want to thank the Board, the ISA staff, and our members for supporting me throughout my term on the Board. Serving as the President of the ISA Board of Directors has been one of the greatest honors of my professional life. This is a community of passionate, driven individuals dedicated to a healthier, greener, and more sustainable future—and I am proud to have had a role in guiding ISA during such a pivotal time.

Thank you for the opportunity to lead, to listen, and to learn. It's been an honor.

Sincerely,

*Tom Smiley*

Tom Smiley  
President



**TOM SMILEY, PH.D.**

President

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

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

President-Elect

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

**JESSICA SANDERS, PH.D.,  
PMP**

Vice President

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

**SUSAN DAY, PH.D.**

Secretary

Term Expires August 2025  
University of British Columbia

**CAITLYN POLLIHAN**

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

**CHRISTOPHER BOZA**

Treasurer

Term Expires August 2025  
Washington, USA  
Retired City and Urban Forester  
Municipal Forestry Consultant

**JOHN COLES**

Term Expires August 2027  
Oslo, Norway  
Tree Officer, The Royal Court of  
Norway

**SAMUEL MA**

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

**TADASHI TOUCHI**

Term Expires August 2025  
Japan  
Teijyuen Co.,Ltd

**MIKE WATSON**

Term Expires August 2026  
Ontario, Canada  
Sales Manager, Shady Lane Tree  
Care

**JASON GRABOSKY, PH.D.**

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

**LORI BROCKELBANK**

Term Expires August 2027  
New York, USA  
The Davey Resource Group

**REBECCA JOHNSON**

Term Expires August 2027  
Texas, USA  
Founder and principal owner,  
Arborholic

**STEVE LANE**

Term Expires August 2026  
Illinois, USA  
The Response Growth Collective

**LAUREN MARSHALL,  
PH.D.**

Term Expires August 2027  
Washington, D.C., USA  
Arbor Day Foundation

**TIM WALSH**

Term Expires August 2027  
Ohio, USA  
Vice President of Safety &  
Training, The Townsend  
Company, LLC





## Gold

**ASPLUNDH**



## Silver



## Bronze



# ISA hosts Annual Conference, ITCC in New Zealand for the first time

As the International Society of Arboriculture (ISA) began its second century, the ISA was proud to host two international events in Aotearoa, New Zealand, for the first time.

The 2025 Annual International Conference was held in Christchurch in October, alongside the 2025 International Tree Climbing Championship (ITCC). Both events are a testament to ISA's commitment to growing a global community for the arboriculture industry.

"As we continue to foster greater worldwide awareness of the benefits of trees, it is important for ISA to have an international presence," ISA CEO and

executive director Caitlyn Pollihan said. "Growing a global presence ensures our organization can increase diversity and guarantees that our organization and those associated with us are recognized in any community for their professionalism."

Between both events, ISA was thrilled to welcome over 1,100 people to Aotearoa, New Zealand.

The ISA Annual International Conference provides a platform for participants to exchange knowledge and network with colleagues in the arboricultural profession. The event featured keynote speakers and educational breakout sessions led by industry leaders from around the globe, sharing insights on research, practice, and technology.



The conference was held at the Te Pae Christchurch Convention Centre, a leading event venue in sustainability efforts. The convention center included water refill stations that encouraged participants to bring their own reusable water bottles. The center also uses dehydrators to reduce waste and create nutrient-dense, pathogen-free fertilizer, which is donated to local community gardens. Through efforts like these, ISA partnered with the convention center to keep the event sustainable.

Additionally, the ITCC provides a platform for arborists to exhibit the latest climbing techniques and learn from each other while showing the public what professional tree care involves. It features the highest level of professional skills and safety, providing a competitive learning environment for those working in the industry. The ITCC was held in Hagley Park, near Christchurch Botanic Gardens.



# Events

In addition to hosting the Annual International Conference and ITCC in Christchurch, ISA hosted four regional tree climbing championships, including the Latin American Tree Climbing Championship, Asia Pacific Tree Climbing Championship, European Tree Climbing Championship, and North American Tree Climbing Championship. And for the 5th year, ISA hosted its Virtual Event, providing a virtual learning environment to compliment our in-person offerings.

**864** **27**

Total number  
of Attendees

Number of countries  
represented

## ANNUAL CONFERENCE

**2026 Conference**

Detroit, Michigan, U.S

**2026 ITCC**

St. Louis, Missouri, U.S.

**2027 Conference**

Montreal, Quebec, Canada

**2027 ITCC**

Belgium

## UPCOMING EVENTS

**561**

Total Number  
of Volunteers

**322**

Total Number  
of Competitors

## TCCs

**794**

Attendees

**29**

Countries

## ISA VIRTUAL EVENT





# Credentialing

The following numbers are the result of a true partnership and commitment of the community that supports ISA and the profession. In 2025, ISA launched a new credentialing management system. This milestone underscores ISA's commitment to advancing the professional practice of arboriculture and supporting candidates and credential holders worldwide with accessible, efficient, and forward-thinking credentialing solutions.



**38,825**

ISA Certified Arborist®



**1,709**

ISA Certified Tree Climber



**2,997**

ISA Certified Arborist Utility Specialist®



**1,328**

Certified Urban Forest Professional



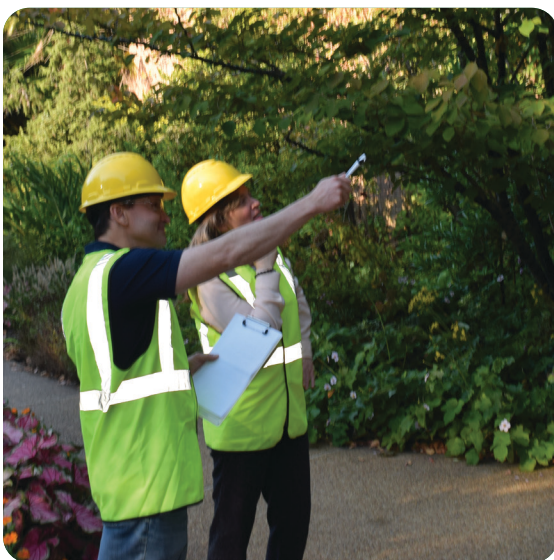
**84**

ISA Certified Tree Worker Aerial Lift Specialist®



**1,527**

ISA Board Certified Master Arborist®



**15,004**

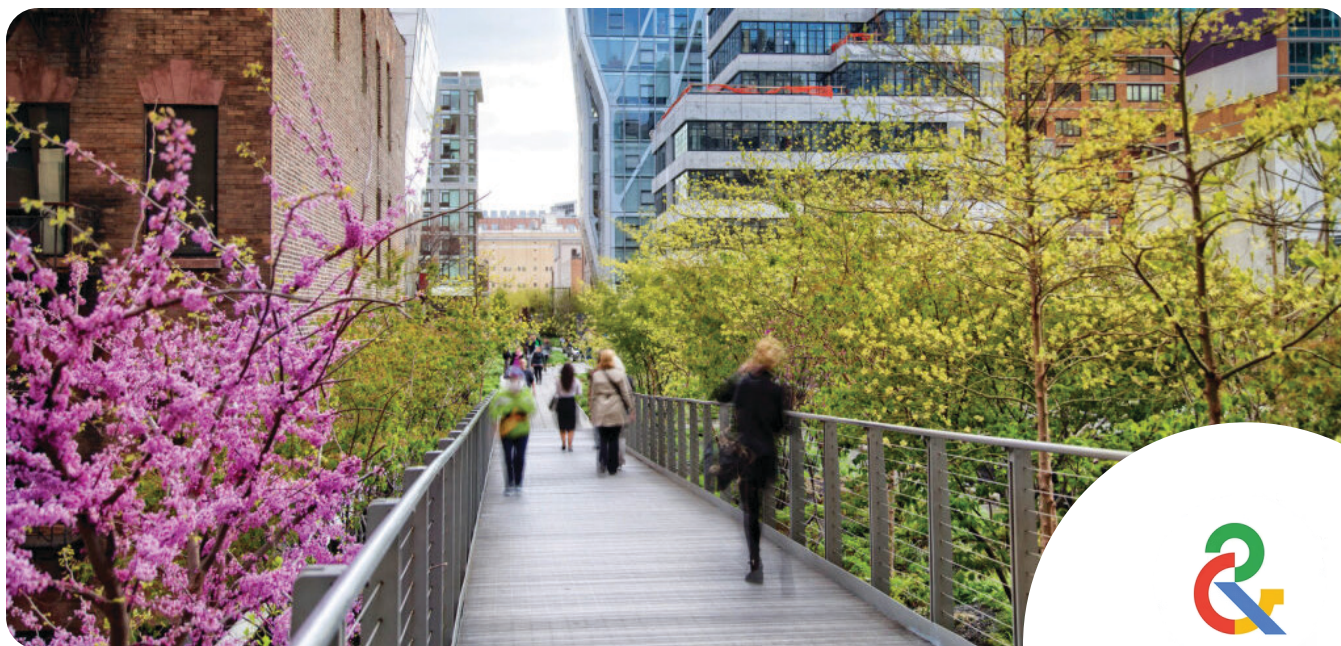
ISA Tree Risk Assessment Qualification holders



**5,775**

Applications Received





Google Arts & Culture

## ISA is on Google Arts & Culture

To further promote the professional practice of arboriculture, the ISA partnered with Google Arts & Culture to further educate the public about the benefits of trees and the work arborists do by joining the World Wide Wood project.

World Wide Wood, a Google Arts & Culture project, is the world's largest online database of tree stories, featuring over 400 exhibits from more than 100 global partners across 36 countries, including natural history museums, intergovernmental organizations, conservation initiatives, and research centers.



According to their website, Google Arts & Culture is a free, online platform that provides access to vast collections of art, culture, historical artifacts, and educational resources. The platform includes articles, videos, and other educational content to deepen individuals' knowledge.

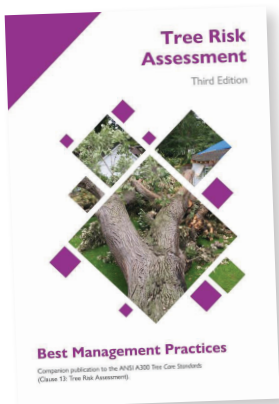
"We are very excited that information about the benefits of trees and the work arborists do will be more accessible to communities worldwide," ISA CEO and executive director Caitlyn Pollihan said. "ISA began working with Google several years prior to ensure that the information shared would recognize the value of trees while simultaneously explaining complex tree care topics and techniques."

Audiences learn about the benefits of trees through stunning photos, engaging stories, surprising facts, audio, video, 3D models, and educational materials. The project gives insight into the important relationship we have with trees as ecosystem engineers and shows expert-led content on the vital role they play.

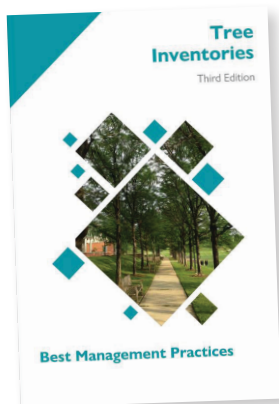


# Educational Product & Services

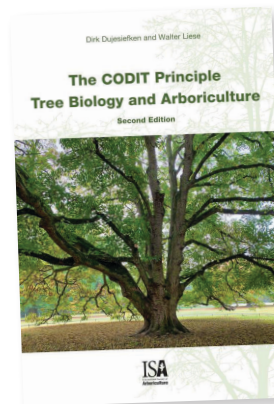
Over 2025, ISA developed the following new and updated products:



Tree Risk Assessment BMP, 3rd Edition  
(Print and Digital)



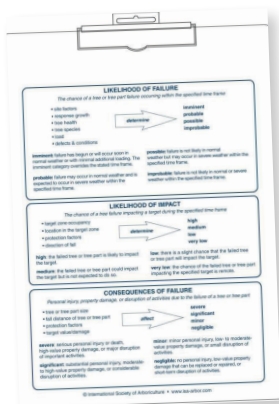
Tree Inventories BMP, 3rd Edition  
(Print and Digital)



CODIT Principle, 2nd Edition, English  
(Print and Digital)



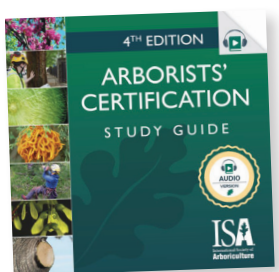
Tree Risk Assessment Manual, 3rd Edition



Tree Risk Assessment Clipboard, TRAQ 3.0



Spanish Certified Arborist Practice Exam / Examen de práctica del Arborista Certificado de la ISA



Arborists' Certification Study Guide Audiobook MP3, Spanish



# ISA unveils enhanced credentialing and learning management systems

The International Society of Arboriculture has been investing in a network of online systems to better serve ISA members and credential holders.

While ISA's legacy system has been serving the organization for over 20 years, based on stakeholder feedback, ISA has been implementing new systems that will help streamline processes and better support a global user base. This past year has seen the launch of the new certification management system (CMS), coupled with the new Learning Management System (LMS).

The new CMS underscores ISA's commitment to advancing the professional practice of arboriculture and supporting candidates and credential holders worldwide with accessible, efficient, and forward-thinking credentialing solutions.

In response to feedback from credential holders and interested industry parties, the new system offers significant user experience enhancements, including automated workflows for faster application, enrollment, and recertification processing; mobile-friendly and multilingual access to serve ISA's global user base; and a streamlined dashboard for managing the status of credentials and recertification requirements.

In conjunction with the new CMS launch, ISA also updated the pricing structure for all its credentialing services. The new pricing structure acknowledges the impact both members and credential holders have on fulfilling ISA's mission and now provides a standard 20% discount for both ISA members and current credential holders.

It also reflects the full spectrum of credentialing services—including application vetting and support, examination development and delivery, ethics and compliance monitoring, CEU management and recertification processing, as well as continued

support for local ISA Components and Certification Partners. Overall, the new CMS is designed to be more intuitive for applicants and credential holders.

On a similar note, the new LMS features updated technology and can connect with the new CMS and associated systems. This will allow ISA to enhance the features available to users, grow ISA's programs, and serve the evolving needs of ISA's members and credential holders. The LMS accommodates bulk purchasing of seats in online courses and accepts alternative forms of payment for special orders.

It also improves the tracking and reporting functions available to users and administrators, with more in-course interactions available for new content creation. It provides better record-keeping of users' ISA online course activity; allows for consolidation of all online learning content, i.e., quizzes and courses, into one platform; and offers enhanced search features while browsing the course catalog, including filtering by product type and CEUs by certification.

Going into 2026, ISA will be integrating a new Association Management System (AMS) and Financial Management System (FMS) to complete the system overhaul. The new AMS will have a new web interface that is mobile-friendly, single sign-on across systems, and a seamless online shopping experience. Additionally, these management systems will bring enhanced reporting features that will improve the organization's internal data.

Each of the systems is designed to fit the needs for credentialing, continuing education, member experience, and internal operations. Our goal for these updates is to set up ISA, its members, its credential holders, and its stakeholders for success in the decades to come.



# Membership



**24,647**

Members



**73**

Countries represented



**72**

Chapters, Associate Organizations and Professional Affiliates (Components)



**3**

New Components



# ISA welcomes Plant-for-the-Planet Ghana, first African component organization

The International Society of Arboriculture (ISA) is excited to announce Plant-for-the-Planet Ghana as its newest associate organization.

“This is truly a momentous occasion,” ISA CEO and executive director Caitlyn Pollihan said. “We are thrilled to be partnering with Plant-for-the-Planet Ghana and all the incredible work they do for their community. This is our first component organization on the continent of Africa, and we hope to see this trend continue as we work to promote the profession of arboriculture on a global scale.”

Plant-for-the-Planet Ghana is a community-led organization that has planted over 98,000 trees since 2021, with a long-term goal of planting 10 million trees in the region.

“We are truly excited to join the International Society of Arboriculture as its first associate organization in Africa,” Plant-for-the-Planet Ghana executive director Mohammed Rabiu Dannakabu said. “This partnership is a significant milestone for Plant-for-the-Planet Ghana and strengthens our mission to restore landscapes, empower young people and

advance professional tree care across the country. It opens new doors for collaboration, credibility and shared learning—supporting our work to build a greener and more climate-resilient Ghana.”



With Ghana’s wooded Savannah being in danger, Plant-for-the-Planet is committed to restoring these local forests through a hybrid approach of planting native species and agroforestry species. Already, Plant-for-the-Planet has created jobs in tree work for 14 full-time and 65 ad-hoc seasonal employees within the Banpewa community.

ISA Certified Arborist Justinian Osei-Akosa is one of the individuals who has aided in this partnership between ISA and Plant-for-the-Planet Ghana.

“With 60% of the world’s arable land and the world’s youngest population, Africa is now primed to enhance and maintain the urban canopies of the rapidly developing cities within the continent,” Osei-Akosa, Ghanaian American and ISA Certified Arborist, said. “A large pool of young, viable and passionate youth will now have the opportunity to join the ranks of a large and vital industry of tree care professionals. I’m grateful to the ISA for extending such great resources and opportunities to the continent. It’s a testament to the ISA’s continued mission of promoting the professional practice of arboriculture and fostering a greater worldwide awareness of the benefits of trees.”

Plant-for-the-Planet Ghana officially joined ISA in November 2025. For more information, visit [plant-for-the-planet.org/plant-for-ghana/](https://plant-for-the-planet.org/plant-for-ghana/).



# Ethics and Appeals



510

Appeals



19

Ethic Cases Received



57

Trademark Cases Received



# Finance

## Revenue & Income

Total Revenue	\$12.0M
Total Cost of Sales	\$5.2M
Net Operating Income	\$6.8M
Administrative Cost	\$5.3M
<b>Net Gain</b>	<b>\$1.47M</b>

## Assets & Liabilities

### Assets

Current Assets	\$9.3M
Investments	\$5.6M
Fixed Assets	\$1.3M
<b>Total Assets</b>	<b>\$17.1M</b>

### Liabilities

Current Liabilities	\$3.6M
Longterm Liabilities	\$1.0M
<b>Total Liabilities</b>	<b>\$4.7M</b>
<b>Net Assets</b>	<b>\$12.3M</b>
<b>Total Liability and Net Assets</b>	<b>\$17.1M</b>

\*These figures represent unaudited financial statements.







# Our Mission

Through research, technology, and education we promote the professional practice of arboriculture and foster a greater worldwide awareness of the benefits of trees.