



Growing a strong arboriculture community together.

Component Connections

MAC-ISA: Continuing to Meet Member Needs during COVID-19

Nancy Herwig, component executive

The Mid Atlantic Chapter (MAC-ISA), like everyone else around the world, has been affected by COVID-19. Fortunately, we were able to host a TRAQ course and renewal class before the stay-at-home order took effect. Then, we had to reschedule a three-day certification course and cancel our Tree Climbing Championship. We were excited to resume in-person meetings in July, starting with a certification course. [Read more.](#)

History and Current State of Arboriculture in Costa Rica

Marco Montero Solís, President

Costa Rica has an important heritage of conservation and promotion of sustainable development. More than 50 percent of its territory is covered by some type of forest, and 25 percent is included in some category of conservation. However, the professional practice of arboriculture is relatively young and began to take shape by a group of professionals, who, in 2004, started a self-training process on best practices, with intuitive actions, but with the ability to learn by doing and making adjustments and improvements along the way. [Read more.](#)

A New Normal: Pacific Northwest-ISA

Cristina Bowerman, component executive

- ✓ Send an email to registrants explaining the new COVID-19 protocols and expectations.
- ✓ Ask registrants to complete the COVID-19 health questionnaire 48 hours prior to the workshop.
- ✓ Order food and beverages that are individually wrapped and bottled.
- ✓ Take attendee temperatures to ensure they are less than 100 degrees.
- ✓ Ensure that attendees are wearing a face mask that covers their entire nose and mouth.
- ✓ Monitor and enforce six feet of social distancing at all times.
- ✓ Have bottles of FDA-approved hand sanitizer readily available.

Welcome to the new normal. The list above is far from exhaustive but includes some of the COVID-19 protocols Pacific Northwest-ISA (PNW-ISA) has implemented for its in-person workshops. [Read more.](#)

Refreshing the IAA Website

April Toney, component executive

Technology changes at a rapid pace and with the onset of the COVID-19 pandemic, the Illinois Arborist Association (IAA), as well as other companies and organizations were pushed into uncharted territory. We already knew that our website had deficiencies when viewed on anything but a standard computer monitor, but adding the pressure to move our trainings to a virtual setting required IAA to make a quick transition to a more user-friendly website that worked well on mobile devices too. [Read more.](#)

Component Leader news



Component executive updates

Robert Oetjean is not a young man, but a young arborist. After 25 years in nature conservation and education, he changed directions, and after hearing the trees calling, he entered arborist training and soon became an ISA Certified Arborist and tree assessor. In 1992, he went to Estonia as a U.S. Peace Corps volunteer; he is still there and is now the component executive and CoR representative for Eesti Arboristide Ühing (Estonian Arboricultural Society).

Council of Representative (CoR) updates

New members

- Naohiro Ujita – Japan Arborist Association (JAA)
- Ron Rogers – The New York Arborist State Arborists

Meet the 2020-21 CoR Executive Committee

Kimberly Pearson (Chair)

"I have always been impressed with the diversity represented by ISA, all sharing a mutual respect for arboriculture. I look forward to communicating and collaborating with each CoR component to accomplish our goals together!"

Pearson is an ISA Certified Arborist with over 30 years of experience, being one of the first female certified arborists in Florida. She currently serves the Florida Chapter ISA Board of Directors as their Vice President and is organizing the 2021 update of the Chapter's Strategic Plan. She has a MS in Forest Resources and Conservation with a focus on Natural Resource Policy and Administration from the University of Florida, and is currently employed by the City of Fort Lauderdale as their Sustainability Coordinator.





Stefania Gasperini

"I believe that my contribution can be particularly valuable thanks to my deep knowledge of European dynamics, given my role in EAC and my long experience as ISA and SIA member and volunteer."

Gasperini has been a member of Italy Chapter (SIA) since 1996 and has served on their Board since 2014. For SIA, she is responsible for the credential, certification and qualification sector, including the TRAQ courses.

She represents the organization both on the ISA Council of Representatives and at the European Arboricultural Council (EAC). In 2016, she was elected to be a member of the EAC Executive Committee and is now 1st Vice-Chairman.

Anne-Marie Moran

"I would like to help foster and improve the interaction between ISA Leadership with its components, and to help spread the word to the public about arborists, our industry and what ISA is all about."

Moran has been involved with ISA and an active member of the New England Chapter for 27 years, including serving on their Board as CoR Rep for the past 6 years. She is also a longtime member of the Utility Arborist Association and the Massachusetts Arborist Association. Recently retired, she had a 35-year career at National Grid, spending the last 8 of them as the New England T&D Forestry Manager. She plans to continue working part-time as a consultant.



Bas Poutsma

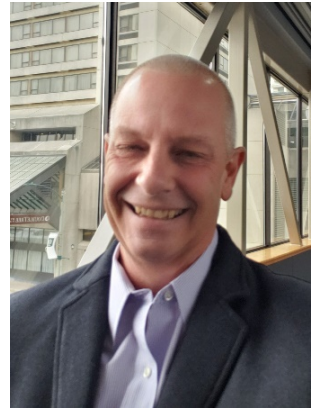
"I still do a lot of physical work and enjoy it a lot, but my focus is more on organizational skills and work."

Poutsma is currently both the component executive and CoR representative for the Dutch/KBP Chapter. He started his tree company in 2005, which was a radical change after working for about 10 years in an international tech company in various positions. He also currently serves on the arb section of vhg, a trade association for the green industry.

Mike Watson

"Trees and caring for them has never been my main drive in life. However, what has always driven and appealed to me is interacting with the people involved in working with trees."

Starting his career in arboriculture in 1985, Watson worked in line clearing operations with aerial devices and learning to climb manually. Over the next 35 years, he gained a very diverse set of experiences working in the industry for private and municipal employers which has included being a practical climbing arborist, nursery and large tree transplanting, pest management, crane truck assisted tree removals, client services estimator, college instructor, consulting arborist and company owner.



Watson is a Certified Arborist, an Ontario Qualified Arborist, a Qualified Tree Risk Assessor, Oak Wilt Qualified, and a graduate of Humber College. He has served on the Ontario Chapter Board of Directors for seven years.



Chris Boza – CoR-Board Liaison

Boza has over 38 years of experience managing municipal forestry programs working in Hayden, Idaho; Chico and Lafayette, California; and, now, his current position as city arborist for Missoula, Montana. He is an ISA Certified Arborist and also holds the Municipal Arborist and Tree Worker Aerial Lift Specialist. Boza has facilitated numerous public and industry seminars, and his most recent project is an urban forestry class at Big Sky High School in Missoula.

Shifting Gears during COVID-19

While COVID-19 has disrupted much of how we do business, ISA components continue to rise to the challenge and change how they approach meeting their members' needs during this time. Below are insights from a few of ISA's component leaders about how their organizations have adapted to remain viable during the pandemic.

[La Asociación Española de Arboricultura \(Spain\)](#)

José Luis Martinez Sanchez

[ISA Germany](#)

Frank Rinn

[Western Chapter ISA](#)

Kenneth Knight

[Svenska Trädföreningens \(Sweden\)](#)

Johan Östberg

[The Arboricultural Association \(United Kingdom/Ireland\)](#)

Stewart Wardrop

[Utility Arborist Association](#)

Amy Murray

[Sociedade Brasileira de Arborização Urbana \(Brazil\)](#)

Flavio Telles

Association Management Articles

- [Five Leadership Lessons from COVID-19](#) (ASAE)
- [Issue Roundup: Coronavirus Disease \(COVID-19\)](#) (ASAE)
- [Content and Assessment Elements of Successful E-Learning](#) (ASAE)
- [Tips for Growing Membership in a Pandemic - and Beyond](#) (ASAE)
- [Membership Tips for Challenging Times: Keeping Connections](#) (ASAE)
- [Four Language Pitfalls Associations Should Avoid in Member Surveys](#) (ASAE)
- [Four Ways to Get Volunteers to Engage Members](#) (ASAE)
- [Scenario Planning: Rapid Planning in a Time of Rapid Change](#) (BoardSource)
- [14 Ways to Spark FOMO with Your Virtual Conference](#) (MemberSuite)
- [How to Make Your Virtual Events Better Than the Rest](#) (Association Chat)
- [Design Thinking for Virtual Content Strategy \[Guest Post\]](#) (MemberClicks)
- [Creating a Newsletter Members will Read](#) (Impact AMC)
- [7 Keys to Effective Leadership in Our New Normal](#) (Inc.)

Extras

Read this [Citrus Country Chronicle article](#) about how ISA Florida Chapter uses the “Trees Are Cool” specialty license plate to endow a chairmanship at the University of Florida.



They are not alone as some of our other chapters have been a part of creating specialty license plate for their state and encouraging drivers to support their organizations and/or promote the benefit of trees.

[Ohio license plate](#)



[Texas license plate](#)



Have a great story to tell? A service opportunity? Celebrating a milestone?
Tell us about it by emailing Diedrea White at dwhite@isa-arbor.com.