



ISA TODAY

The place to get your latest ISA updates and information

February 2010

www.isa-arbor.com

2010 Membership

Membership as of January 29
16,266

Certification Stats

Certified Arborists	24,096
Certified Tree Workers	903
Utility Specialists	1,532
Board-Certified Master Arborists	297
Municipal Specialists	365
Aerial Lift Specialists	34
Exams given in January	121



Tree Climbing Japan recently spent time in the trees of Hawaii. Everyone learned a lot, worked hard, and were impressed with the ISA Certified Arborist they worked with.

If you would like any of the articles from this or any other issue of *ISA Today*, please contact Jess Kebert at jkebert@isa-arbor.com.

2010 True Professionals of Arboriculture

ISA is now accepting nominations for the 2010 True Professionals of Arboriculture Award Recognition. The deadline to submit nominations is April 30, 2010.

This award recognizes ISA members and certified professionals for outstanding representation of the profession through interaction with customers, leadership of employees, innovative educational programs, and involvement in community education and initiatives.

[Click here](#) to nominate someone for the True Professionals of Arboriculture.

ISA members may read case studies about the 2009 True Professionals of Arboriculture Award winners, by logging into the [Public Relations Toolbox](#).

Save the Date ISA Annual Conference July 23-28, 2010 Chicago, IL

July 23-25 at [Morton Arboretum](#) in Lisle, IL
Up By Roots, ITCC, Arbor Fair, and Tree Academy Workshops

July 26-28 at Navy Pier, downtown Chicago
Educational Sessions and Trade Show

Headquarters Hotel

The [Sheraton Chicago Hotel and Towers](#)
301 E. North Water Street
Chicago, IL 60611

Single.....\$191/night + taxes

Double.....\$201/night + taxes

For reservations call 1-800-233-4100 or 312-329-7000 (reference "International Society of Arboriculture"). The reservation cut off date is July 1, 2010.

[Click here](#) to make online reservations.

Additional rooms are also available at:

[Doubletree Hotel Chicago Magnificent Mile](#)

300 E. Ohio Street
Chicago, IL 60611

Single/Double.....\$139/night + taxes

For reservations call 312-787-6100 (reference "ISA" or "International Society of Arboriculture"). The reservation cut off date is July 1, 2010.

[Click here](#) to make online reservations.

Conference registration will be available in March.

Watch <http://www.isa-arbor.com/conference/default.aspx> for conference updates.



ISA Staff Visits Publishing Office of Better Homes & Gardens

On January 5, Sonia Garth, public relations manager, and Sharon Lilly, director of educational goods and services, met with nine editors at the Des Moines, Iowa office of Meredith Publications. *Better Homes & Gardens*, their numerous special interest publications, and other well known national media brands are published by Meredith.

ISA was given an hour with the editors to introduce them to our organization, present ideas for article topics, and create an understanding of how ISA can assist the publications in producing quality information for consumers. Staff was also given a brief tour of the corporate offices following the presentation.



The halls of the Meredith Publishing offices boast an historical timeline of their publishing success.

As a result of this meeting, ISA has already been contacted to assist in arranging an interview for Meredith's radio program Living the Country Life. ISA staff will also work with the online editor for BHG.com to provide regional tree care information for their website.

ISA continues working to build relationships with the media, and looks forward to future opportunities to work with the editors and staff at *Better Homes & Gardens* as well as other Meredith media properties.

Tree Risk Qualification Committee Meets in Phoenix

The Tree Risk Qualification Committee met in Phoenix, Arizona from January 12-14 to work on the new qualification that ISA hopes to launch in 2011. The meeting was a huge success as everyone was eager to dive into the logistics and iron out all the kinks. The committee discussed and finalized learning objectives, goals for the qualification, how this qualification fits into an international profession, training materials, and the possible assessment types. Great discussions lead to decisions being made and a tentative timeline was set into place. Committee members are volunteers and experts in their field. Their experience and contributions were assets, especially from a global perspective. The committee will meet this spring and again at the ISA Annual Conference in order to be able to introduce this new program to the profession in 2011.



Spirits remained high throughout the Tree Risk Qualification Committee meeting in Phoenix, Arizona.

Volunteer Spotlight

Tom Mugridge has been involved as an ISA volunteer in various capacities since the 1980s, the decade in which he became both an ISA member (1983) and an ISA Certified Arborist (1989). Since 2001, he has been donating his time, as well as his professional knowledge and leadership skills, to the ISA Membership Committee, acting as the Membership Committee chair since 2004.



**Tom Mugridge,
Forest City Tree
Protection Co., Inc.**

Tom also has a long history of volunteer work in his home state of Ohio, serving as the Ohio Chapter's Awards Committee chair from 1988 to 1992, and donating his time to the Ohio Chapter's ad hoc committee that

developed the initial certification program. Tom was a member of the Ohio Chapter board from 1989 to 1996, and volunteered his expertise as Field Day Committee chair for the 1996 ISA Annual Conference in Cleveland, Ohio.

When asked what he enjoyed most about volunteering for ISA and other organizations, Tom responded, "Being able to help others, work with other dedicated volunteers, and make a difference." He added that he likes to stay active, and if he is asked to do something that he thinks he can do well and also enjoy, he'll do it. In answer to what his motivation was for becoming involved with the ISA Membership Committee, Tom simply stated, "I was asked."

Tom has worked for Forest City Tree Protection Co., Inc., in South Euclid, Ohio, since 1976, and is currently general manager, overseeing the daily operations of the company and making sales and consultation house calls.

Up By Roots Workshops to Continue

James Urban will continue his "Up By Roots" workshop series into 2010. These one-day workshops, which share their name with Urban's award-winning book, serve as an introduction to key soil analysis and site assessment concepts. Attendees will discover many of the complex interrelationships among a soil's physical, chemical, and biological properties; practice aspects of soil and site assessment in the field; and discuss some of the unique challenges faced when attempting to grow large trees in built environments.

Future workshops will be held:

- February 4, 2010 – Houston, TX
- March 23, 2010 – Kelowna, British Columbia
- March 25, 2010 – Seattle, WA
- April 6, 2010 – Dallas-Fort Worth, TX
- April 8, 2010 – Austin, TX
- June 18, 2010 – Columbus, OH

For more information on the Up By Roots workshop series, [click here](#).

TREE Fund Approves 10 Grants and Welcomes New Trustees

The New Year has brought a great start for the TREE Fund!

The Research and Education Committee recently evaluated 26 applications for the 2010 John Z. Duling Grant Program. The top 10 ranking projects were recommended to the TREE Fund Board for funding by the committee's new chair, Dr. Hallie Dozier of Louisiana State University. The topics address a spectrum of innovative technologies and theories, with a total cost of almost \$94,000.

On January 11, after discussing the TREE Fund's budget projections and the potentially far-reaching benefits of the research, all 10 projects were approved by the trustees. Grant monies will be issued pending the completion of grant agreement documents. For further explanation of each project, visit www.treefund.org/archive.html.

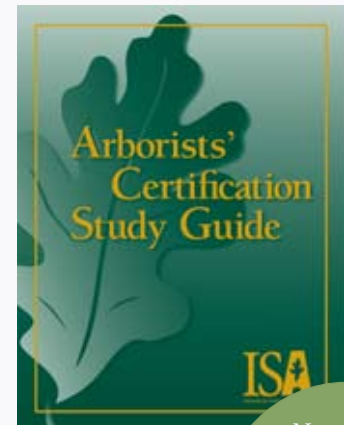
At the end of 2009, the board bid a fond farewell to veteran trustees Dr. Bob Miller and Robb Fanno. Their service and experience were gratefully acknowledged by the entire TREE Fund Board and staff.

To fill all outstanding vacancies, three new trustees have accepted 3-year terms and will add their particular expertise to the board. They are Mark Hoenigman of Busy Bee Services, Ltd. in Ohio, Anita Gambill of STIHL Inc. in Virginia and Randy Miller of PacifiCorp in Utah. In addition, Jim Zwack of Rainbow Treecare Scientific in Minnesota is stepping down from his position as TREE Fund Liaison chair and has accepted a 3-year term as a trustee on the board. A new TREE Fund Liaison chair will be named soon. Best wishes to all new trustees as they work to advance knowledge in arboriculture and urban forestry!



TREE Fund Vice President Mike Neal and Executive Director Janet Bornancin thanked and presented farewell plaques to Research Committee Chair Bob Miller and Fund Development Chair Robb Fanno at the November 19, 2009 board meeting. (From left: Neal, Miller, Fanno, and Bornancin)

Check Out the Latest ISA has to Offer



Arborists' Certification Study Guide

#P1537

Retail – \$114.95

Member – \$79.95

*New Urban Forestry chapter
More illustrations and graphics
Now in Color!*



Boxed Set of all 10 CDs

CD1016

[Buy now](#)

Retail: \$325.95 Member: \$299.95

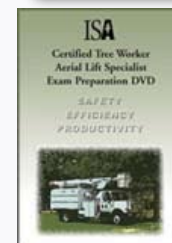


Landscape Below Ground III

#P1536 – [Buy now](#)

Retail: \$49.95

Member: \$39.95



Aerial Lift Specialist Exam Prep DVD

#DV1531 – [Buy now](#)

Retail: \$29.95

Member: \$24.95

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www.isa-arbor.com