



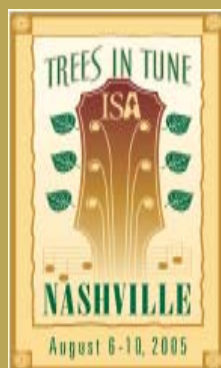
ISA TODAY

August 2005

A monthly update of ISA activities
www.isa-arbor.com

ISA Registration Desk

The registration desk opens at 2 p.m. Friday, August 5 at the Gaylord Opryland Resort and Convention Center in the Ryman C Foyer.



Certification Stats

Certified Arborists	16,921
Certified Tree Workers	461
Utility Specialists	853
Board-Certified Master Arborists	80
Municipal Specialists	61
Exams given in July	58

2005 Membership

Membership as of July 31
17,756

Bob Skiera Remembered

Bob Skiera, former ISA past president, died peacefully in his sleep at his home in Wisconsin this past Friday, July 29, 2005.

During his professional career he served as president of the International Society of Arboriculture, Municipal Arborists and Urban Foresters Association, and Wisconsin Arborist Association, and as Vice President of American Forests, the nation's oldest conservation organization. For his untiring efforts, Bob was honored with awards from many green-industry organizations. The latest was the Student Society of Arboriculture "Roots of Our Being" award in 1998.

Memorial donations can be made to the Friends of Boerner Botanical Gardens (Hales Corners, WI) or to the TREE Fund.

Call for International Articles

Arborist News is now actively seeking articles from outside North America for publication. To submit an article, or if you have questions, please contact Sharon Lilly at slilly@isa-arbor.com.

SMA Exchange Program

The Society of Municipal Arborists (SMA) is offering an exchange program for municipal arborists located around the world. SMA and contributing sponsors will fund airfare and basic expenses for professional exchanges during spring or summer of 2006. Each participant will spend at least one week visiting and working with another city's forestry department. An exchange may be "two-way," meaning that paired participants take turns hosting each other, or "one-way," where a selected participant visits a willing host city identified and approved by SMA.

Join SMA and obtain the application on-line at www.urban-forestry.com.

For further information, please contact Doug Still at (401) 785-9450 or Dstill@providenceri.com.

Z133-2005 Ready for Public Comment

We're pleased to announce that the draft of the proposed Z133-2005 is now online for public review and comment. You can download a pdf at www.isa-arbor.com (click through the Welcome screen to get to the main page, and look under the "announcements" column).

There is also a Word file you can download and use to submit comments.

The review period ends on September 12, 2005.

If you have any questions, please contact Peggy Currid (pcurrid@isa-arbor.com) or Jim Skiera (jskiera@isa-arbor.com).

ISA Staff Transitions

ISA announces the resignation of Mary Schmitz as Director of Finance. Mary's last day at ISA is scheduled for mid-August. For more information see www.isa-arbor.com/about/press/DOFresignation.aspx.

ISA staff member promotions: ISA's new Purchasing Coordinator is Rocky Franklin. Rocky has worked at ISA for the past 2 ½ years as the Shipping Specialist. He began his position as Purchasing Coordinator at the end of March.

Stephanie Miller, who has been with ISA for six years as Finance Coordinator, has been promoted to Finance Manager. Stephanie assumed her new position on July 25.



Leadership Workshop

ISA will hold its fall leadership workshop on October 14-16, 2005 at the Oak Brook Hills Resort in Oak Brook, Illinois (near Chicago).

Questions should be referred to Jerri Moorman via e-mail: jmoorman@isa-arbor.com or please call 888-472-8733 ext. 215.

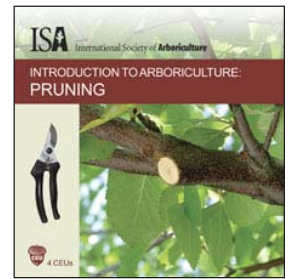
ISA Products Now Available

Pruning CD-ROM

ISA's Educational Goods and Services Department is pleased to announce the release of the *Pruning* CD-ROM, the third installment in the *Introduction to Arboriculture* interactive training CD-ROM series.

This CD is designed to supplement the certification study guide and provides a self-paced, self-contained resource that multiple students can use to earn Continuing Education Units (CEUs).

The lessons are designed for adult learners who respond best to visual, auditory, and hands-on teaching methods. By passing the quiz with an 80 percent or better, arborists can earn four CEUs to continue their certification.



#CD1008

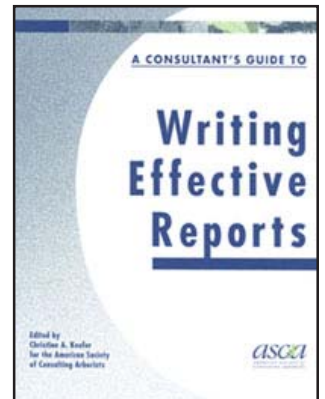
Retail Price: \$69.95

Member Price: \$59.95

Report Writing Guide

ISA will now offer a *A Consultant's Guide to Writing Effective Reports* from ASCA. The book presents report writing as a multiple-step process, from the initial planning and organizing of the content through the final packaging and presentation of the finished report.

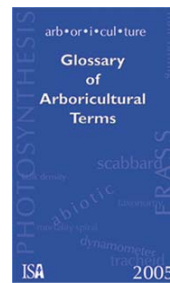
#02032; Retail Price: \$90.00; Member Price: \$60.00



The Glossary of Arboricultural Terms

ISA has developed a glossary of arboricultural terms with the contributions of 30 arborists who volunteered to help with the project.

#P1530; Retail Price: \$9.95; Member Price: \$7.95



Call 1-888-ISA-TREE

www.isa-arbor.com

SAC Web Site Launched

The Student Activities Committee (SAC) Web site, directed at students and AREA members, is now available! Just go to www.isa-arbor.com and click on the "Students" section. Questions or comments? E-mail Juan Carlos Cervantes, ISA staff liaison to SAC: jcervantes@isa-arbor.com.

Send Us Your News!

The next issue of *Arborist News* (October 2005) begins production on August 15. If you have event announcements, chapter news, member news, or other timely information that you'd like us to publish, please send it to editor Peggy Currid, pcurrid@isa-arbor.com, by August 15, 2005.

Public Relations Report

During the month of June, a total of 119 articles were printed in various publications throughout the United States. The total circulation was 3,263, 284. Though numbers are down from recent months, this is still 10 times more articles printed than this same time last year (only 12 articles in June 2004).

For a detailed media report, see: www.isa-arbor.com/resources/345-00Jun-05.htm

