

# Making the Connection

*Understanding the Benefits of  
ISA Membership and ISA Certification*



**ISA**<sup>®</sup>

International Society of Arboriculture

[www.isa-arbor.com](http://www.isa-arbor.com)

# ISA Membership: Why You Should Consider It

## *Network with Industry Professionals*

- » Attend meetings, conferences, and workshops designed to improve your technical skills while connecting you with other arborists.
- » Find ISA members from around the world through the ISA Member Database.
- » Recruit new staff members or post your résumé in the free ISA Job Bank.
- » Become involved with one of our professional affiliations or local chapters to support your segment of the arboriculture industry.

## *Educate Yourself, Grow Your Business*

- » Stay up-to-date on industry trends and research through *Arborist News* and *Arboriculture & Urban Forestry*, the leading publications for the arboriculture industry.
- » Learn from experts by reviewing and sharing fresh ideas for reaching your customers from the Public Relations and Marketing Toolbox.
- » Invest in yourself and your skills development through our books, DVDs, or conferences; ISA members receive special discounts.

## *Reach Out to the Public*

- » Learn best practices in consumer outreach and client relations from the True Professionals of Arboriculture, addressing the importance of professionalism in the tree care industry.
- » Find resources to educate the public through efforts such as [TreesAreGood.org](http://TreesAreGood.org)™, the True Professionals of Arboriculture program, and the International Tree Climbing Championship.
- » Support ISA's efforts to educate and consult with policymakers, elected officials, the media, and green industry professionals to promote the adoption of standard guidelines for hiring qualified arborists.

# Combined Benefits Membership and



When you become an ISA Member and also earn your certification, you gain benefits that aren't available to either group alone. Capture the full value of your ISA certification through the following benefits available to ISA credential holders:

- Receive discounts for certification exams and recertification fees at your local ISA chapter.
- Each issue of *Arborist News* delivers one (1) CEU credit towards your certification course of one year. This magazine, available only to ISA members, provides an international perspective, current ISA news, and the latest tree care practices.
- ISA credential holders are listed in the *Find a Tree Care Professional* directory, helping others searching for qualified tree care professionals. Your listing includes your company logo and contact information.
- Becoming an ISA credential holder demonstrates your technical skills and knowledge to perform on the job, helping you create a network of professional arborists to market your services.
- Special discounts are available to ISA members on products and services. ISA credential holders money to earn the CEUs required for recertification.

Consider how ISA Membership  
will help you expand your knowledge.  
Visit [www.isa-arbor.org](http://www.isa-arbor.org)

# Benefits of ISA and Certification



With your ISA Certification, you will experience rewards from the synergy of combined membership and access not only to those ISA members who are also

pay certification fees as a member of ISA and your local

delivered to your door for a total of six (6) CEUs over the course of the year. The ISA member magazine, filled with educational articles, news, and advice for practical application of the latest

tree care services online directory, available to consumers. ISA members may upgrade their *Find a Tree Care* service to a listing of tree care services available for hire.

Present yourself to prospective employers that you have the skills for the job. Becoming an ISA member allows you to showcase and market your skills and advance your career.

Attend conferences, books, DVDs, and apparel, saving money on items required to maintain their credentials.

ISA and ISA Certification combined  
knowledge and circle of influence.  
Visit [www.isa-arbor.com](http://www.isa-arbor.com) to learn more.

## ISA Certification: Why You Should Consider It

### *Focus on Professional Development*

- » Becoming certified by ISA requires that you pass an exam developed by a panel of industry experts, ensuring you meet industry standards for professional knowledge.
- » Maintaining your certification is important and requires that you continue your ongoing professional development in the industry through education and training.
- » There are a number of career paths that ISA Certification will open for you, allowing you to match your goals and interests with your credentials.

### *Learn Best Practices in Safety*

- » All ISA Certifications emphasize safety, and some, like the ISA Certified Tree Worker Climber Specialist® and ISA Certified Tree Worker Aerial Lift Specialist®, recognize those with strong safety skills along with their ability to climb or operate aerial lift equipment.
- » ISA Certification is considered an asset by many employers. Following industry safety standards is important for your employer, but also for you and your family.
- » The ISA Certified Arborist® credential received its ANSI/ISO/IEC 17024 accreditation in June 2009.

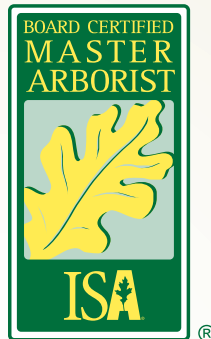
### *Increase Your Marketability*

- » Give contractors the opportunity to make an informed selection based on your knowledge, backed by the reputation of the ISA Certification program.
- » Reassure your customers that they are receiving quality work. ISA Certified Arborists® and Board Certified Master Arborists® have adopted a Code of Ethics, ensuring professionalism and competency.
- » ISA Certifications are internationally recognized, allowing you to grow your business anywhere.
- » In a competitive industry, ISA Certification is a tool you can use to gain an edge on the competition.



The ISA Member logo is the mark of an industry professional. ISA provides members with a logo that identifies their commitment to professional tree care. The logo is for use by the individual member, and we encourage you to wear it proudly.

**ISA Certified Arborists**<sup>®</sup> are trained and knowledgeable in all aspects of arboriculture. The ISA Certified Arborist credential requires three or more years of full-time, practical work experience in arboriculture, or a degree in the field of arboriculture, horticulture, landscape architecture, or forestry with one or two years of practical experience. This certification gives credential holders the most flexibility within their profession. A Code of Ethics for Certified Arborists was implemented in June 2009 to help strengthen the credibility and reliability of the work force.



The **ISA Board Certified Master Arborist**<sup>®</sup> credential is the highest level of certification offered by ISA. This credential recognizes ISA Certified Arborists who have reached the pinnacle of their profession. In addition to passing an extensive scenario-based exam, candidates must abide by a Code of Ethics and Standards of Practice, which ensure quality of work. Fewer than two percent of all ISA Certified Arborists currently hold this certification.

**ISA Certified Arborist Utility Specialists**<sup>™</sup> are current ISA Certified Arborists<sup>®</sup> who have a minimum of two years electric utility vegetation management experience or have served as a consultant to a utility, with a minimum of 4,000 hours over a maximum 10-year period. The candidate must work in utility vegetation management. They have been tested on topics such as electric utility pruning, program management, integrated vegetation management, electrical knowledge, customer relations, and storm response.



**ISA Certified Arborist Municipal Specialist**<sup>®</sup> credential holders are current ISA Certified Arborists<sup>®</sup> who have chosen municipal arboriculture or urban forestry as a career path. They have obtained a minimum of three additional years of work experience managing the establishment and maintenance of urban trees. Experience requirements include communication skills, public relations, administration, risk management, arboricultural practices, and policy planning in a municipal setting.

**ISA Certified Tree Worker Aerial Lift Specialist**<sup>®</sup> certification requires candidates to demonstrate their ability to perform as competent aerial lift operators. The knowledge gained with this certification can improve the productivity, quality of care, and safety practices of those who earn the credential. Along with proven knowledge of CPR and First Aid, candidates have been tested on safety procedures and must be able to complete thorough vehicle and tree inspections.



To be an **ISA Certified Tree Worker Climber Specialist**<sup>®</sup>, candidates must have the skill and endurance to climb trees, demonstrate high regard for safety, and be able to get the job done aloft. This credential is different from the other certifications, because candidates are tested in both a classroom setting and a field setting. Candidates must have training in aerial rescue, CPR, and First Aid to obtain this certification.



**International Society of Arboriculture**

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