



2023

ANNUAL REPORT





This past year was a successful one for ISA. Under the leadership of ISA President Chris Walsh and the ISA Board of Directors, together with our members and credential holders worldwide, ISA has continued to pioneer innovative solutions to address our collective needs.

As an organization, we have grown significantly. We conferred almost 57,000 credentials worldwide, added a new chapter, thus expanding our global network, and began the countdown to our centennial celebration.

This growth is a testament to the dedication and hard work of our members and credential holders.

One of our most significant achievements this year was the rebranding of the ISA Certified Tree Worker Climber Specialist® program to the ISA Certified Tree Climber Credential. This change, which was the result of a two-year, data-driven review, is a clear demonstration of our commitment to meeting the evolving needs of the industry. It ensures that our credential continues to meet the needs of the public, credential holders, employers, and candidates, while maintaining our high standards of excellence.

Additionally, we are proud to have moved *Arboriculture & Urban Forestry* to a new platform. Transitioning our publication to an open-access platform not only makes it easier for readers to find and read articles, but it also allows for improved collaboration amongst the community and helps us to continue making an impact beyond ISA.

As we eagerly anticipate the year 2024, we are thrilled to be marking a significant milestone—our 100th anniversary. This momentous occasion will be a time to reflect on our past achievements and envision the next 100 years and the potential we hold. Through the support and contributions of our members and credential holders, we have become the organization we are today. We look forward to celebrating this historic event with you at our Annual Conference in Atlanta, Georgia, US, featuring a series of engaging and informative sessions, networking opportunities, and a centennial celebration. We also plan to hold a similar event in New Zealand in 2025 to ensure our global community can join the celebration. We will continue to move the ISA Conference, and the International Tree Climbing Championships, around the globe to increase our accessibility to our members and credential holders.

Thank you for your continued support of the ISA. Your dedication to our mission and your contributions to our community have been instrumental in our success. We are truly grateful for your commitment and look forward to continuing our journey together.

Sincerely,

A handwritten signature in black ink that reads "Caitlyn Pollihan". The signature is fluid and cursive.

Caitlyn Pollihan
CEO/Executive Director



Greetings,

As I reflect on my presidency, I am proud to share that we have now successfully hosted our second in-person conference in Albuquerque New Mexico US after two years of no meetings due to the pandemic.. This event was more than just a meeting; it was a powerful affirmation of our resilience and a step further toward normalcy. We had the opportunity to exchange ideas freely, socialize in the evenings, and reconnect with colleagues we had previously only seen through screens. I must admit, I was initially apprehensive about the responsibilities that came with my presidency, knowing that I had some big shoes to fill. However, my determination to give back and meet the expectations of those who entrusted me with this position helped me overcome those thoughts. I am immensely proud of the strides this organization has taken over the past year.

One key focus during my tenure was strengthening our ties with our chapters, associate organizations, and professional affiliates. In this endeavor, I was fortunate to have the support and collaboration of Caitlyn

Pollihan, our CEO and Executive Director. Together, we visited many of our partner organizations, engaging in fruitful discussions about our shared goals and fostering stronger relationships as we chart our path into the future.

I'm pleased to say that ISA's network has grown with the addition of the Persatuan Arborist Malaysia. Additionally, the ISA team's hard work has been instrumental in increasing membership and credential holders. They have also played a significant role in rebranding the ISA Certified Tree Worker Climber Specialist® program as the ISA Certified Tree Climber credential, and in developing several new educational products, including two updated BMPs and an online safety training course. Their dedication and innovation have been a key contribution to our success.

I would also like to express my heartfelt gratitude to the Rocky Mountain Chapter and the many individuals who worked tirelessly behind the scenes to make the 2023 ISA Annual International Conference and the International Tree Climbing Championship in Albuquerque, New Mexico successful. Your dedication and hard work have not gone unnoticed, and I am, along with our members, truly grateful for your contributions.

It has been a pleasure serving this organization as your president, and I will always look back on my time volunteering with great pride.

Furthermore, I am excited to announce our chapter will host the 2025 ISA Annual International Conference in Christchurch, New Zealand. See you there!

Sincerely,

Chris Walsh
President 2022-2023

CHRIS WALSH*President*

Term Expired August 2023
 Christchurch, New Zealand
 Managing Director, Tree Tech
 Specialist
 Treecare, Ltd.

NICOLAAS VERLOOP*President-Elect*

Term Expires August 2024
 Harmelen, The Netherlands
 Commercial Director, TFI Vital Green

JOHN GATHRIGHT, PH.D*Vice President*

Term Expires August 2024
 Seto, Aichi Japan
 Director, Japan Arborist Training
 Institute

GAIL NOZAL*Secretary*

Term Expires August 2024
 South Saint Paul, MN
 Area Manager, Davey Resource
 Group

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

Term Expires August 2026
 Tennessee, USA
 Associate Professor of Urban
 Forestry, University of Tennessee

TOM SMILEY, PH.D

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

CAITLYN POLLIHAN

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

RUSS CARLSON

Term Expires August 2023
 Bear, Delaware, USA
 Senior Consultant, Tree Tech
 Consulting

CHRISTOPHER BOZA

Term Expires August 2025
 Chattaroy, Washington, USA
 City of Missoula, MT, City Forester,
 Retired, City of Chico, CA, Urban
 Forester, Retired, City of San Jose,
 CA, Assistant Arborist, Retired

SAMUEL MA

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

SHIRLEY VAUGHN

Term Expires August 2023
 Ohio, USA
 Business Developer, Davey Resource
 Group, Inc.

JOHN COLES

Term Expires August 2024
 Oslo, Norway
 Tree Officer The Royal Court of
 Norway

CARLOS LLANOS

Term Expires August 2024
 Valle del Cauca, Columbia
 CEO ASFOR Group Cali

RANDALL H. MILLER

Term expires August 2024
 Syracuse, Utah, USA
 Director, Research and Development-
 CNUC

TADASHI TOUCHI

Term Expires August 2025
 Teijyuen Co.,Ltd
 Japan

SUSAN DAY, PH.D

Term Expires August 2025
 Vancouver, BC Canada
 University of British Columbia



Gold

ASPLUNDH



Silver



Bronze



The Events Department experienced an exciting year. ISA hosted the 2023 Annual International Conference, where we kicked off our Centennial Celebration, and the International Tree Climbing Competition (ITCC) in Albuquerque, New Mexico. The 2023 ITCC had the highest number of female competitors to date.

2023 Virtual Event



24+

Countries represented virtually



1300+

Virtual Attendees

ISA 2023 Annual Conference



23

Countries represented



905

ISA 2023 Annual International Conference Attendees

Tree Climbing Championships



323

Tree Climbing Championship Volunteers



265

Competitors at ITCC, NATCC, APTCC and ETCC



The following numbers are the result of a true partnership and commitment of the community that supports ISA and the profession. In 2023 we rebranded the ISA Certified Tree Worker Climber Specialist® program as the ISA Certified Tree Climber credential. The new name is a better alignment for how our credential holders identify themselves and how employers promote roles associated with the job, and visually, the logo illustrates the commitment to safety made by credential holders and those who employ them. We launched an award-winning short-length documentary showcasing to the public the work and passion of our credential holders. All while serving the community of ISA credential holders that grows every year!



Certifications Held

37,692

ISA Certified Arborist®

2,798

ISA Certified Arborist
Utility Specialist®

1,737

ISA Certified Tree Climber

1,142

ISA Certified Arborist
Municipal Specialist®

1,257

ISA Board Certified
Master Arborist®

100

ISA Certified Tree Worker
Aerial Lift Specialist®

Certifications by Region

47,615
NORTH AMERICA

490
EUROPE

2,678
ASIA-PACIFIC



142
OTHER AREAS

ISA Tree Risk
Assessment
Qualification
(ISA TRAQ)

12,348

ISA TRAQ Current
Credential Holders

6,151

Applications Received

5,436

Applications Approved

8,103

Exams Administered

In addition to developing new products and service offerings, ISA launched a new platform for its open-access scholarly research journal, *Arboriculture & Urban Forestry*, providing many improvements to user experience for both readers and authors. The journal saw a 98% increase in activity following platform launch.

ISA released six new books and digital products in 2023:

1. *Managing Trees During Construction BMP*, 3rd Edition – February.
2. *Managing Trees During Construction BMP*, 3rd Edition, Digital version.
3. *Arborists' Certification Study Guide*, 4th Edition Audio Version – February 2023.
4. *Root Management BMP*, 2nd Edition – April
5. Z133 Virtual Safety Training Workshop – August
6. New CEU Collections of articles from *Arborist News* – *Plant Health Care Volume 2* – September



We also introduced our newest e-newsletter, *Climbers' Edge*, that is geared towards sharing the latest news, insights and safety tips with our climbing community.



Additionally, in 2023 ISA launched its first Instagram account – @isa.climbers – and has more than 4,000 followers.

SECOND ANNUAL WORLD FORUM ON URBAN FORESTS

ISA was proud to be a co-organizer with the United Nations Food and Agricultural Organization (FAO), Arbor Day Foundation, the US Forest Service, Smithsonian Institution, City of Washington DC, Politecnico di Milano and the Society of Silviculture of Forest Ecology (SISEF) for this global event that brought together arborists and urban foresters from around the globe.



ISA ensures the integrity of our organization through compliance requirements to protect the work and reputation of our members and credential holders. We are committed to ensuring the ethical practice of arboriculture by our members and credential holders.

Ethics Cases

11

Cases accepted

8

Cases rejected

13

Cases presented for case hearings

Trademark Cases

17

Open cases

15

Closed cases

536

Appeals Processed

Membership



25,000

Members

70

Countries

68

Components

NEW CHAPTER

Persatuan Arborist Malaysia (PArM; Malaysian Society of Arborist)

Revenue & Income		
	2022	2023
Total Revenue	10,085,702	13,102,364
Total Cost of Sales	7,263,806	7,455,574
Net Operating Income	2,821,896	5,646,790
Administrative Cost	2,813,887	3,497,847
Net Gain	8,009	2,148,943
Assets & Liabilities		
Assets		
Current Assets	4,204,801	3,479,507
Investments	6,519,048	9,302,748
Fixed Assets	1,943,524	1,603,305
Total Assets	12,667,373	14,385,560
Liabilities		
Current Liabilities	3,530,404	3,367,377
Longterm Liabilities	1,878,862	1,611,133
Total Liabilities	5,409,266	4,978,510
Net Assets	7,258,107	9,407,050
Total Liability and Net Assets	12,667,373	14,385,560

Notes:

Annual ISA contribution to TREE Fund based on 2% of membership revenue was \$60,780.98.

“Revenue & Income” includes revenue share (\$1,274,493) to our component credentialing partners, equaling 40-60% of the certification exam and renewal revenue. This money goes directly to the ISA chapters, associate organizations and professional affiliates to support credential holders directly.

