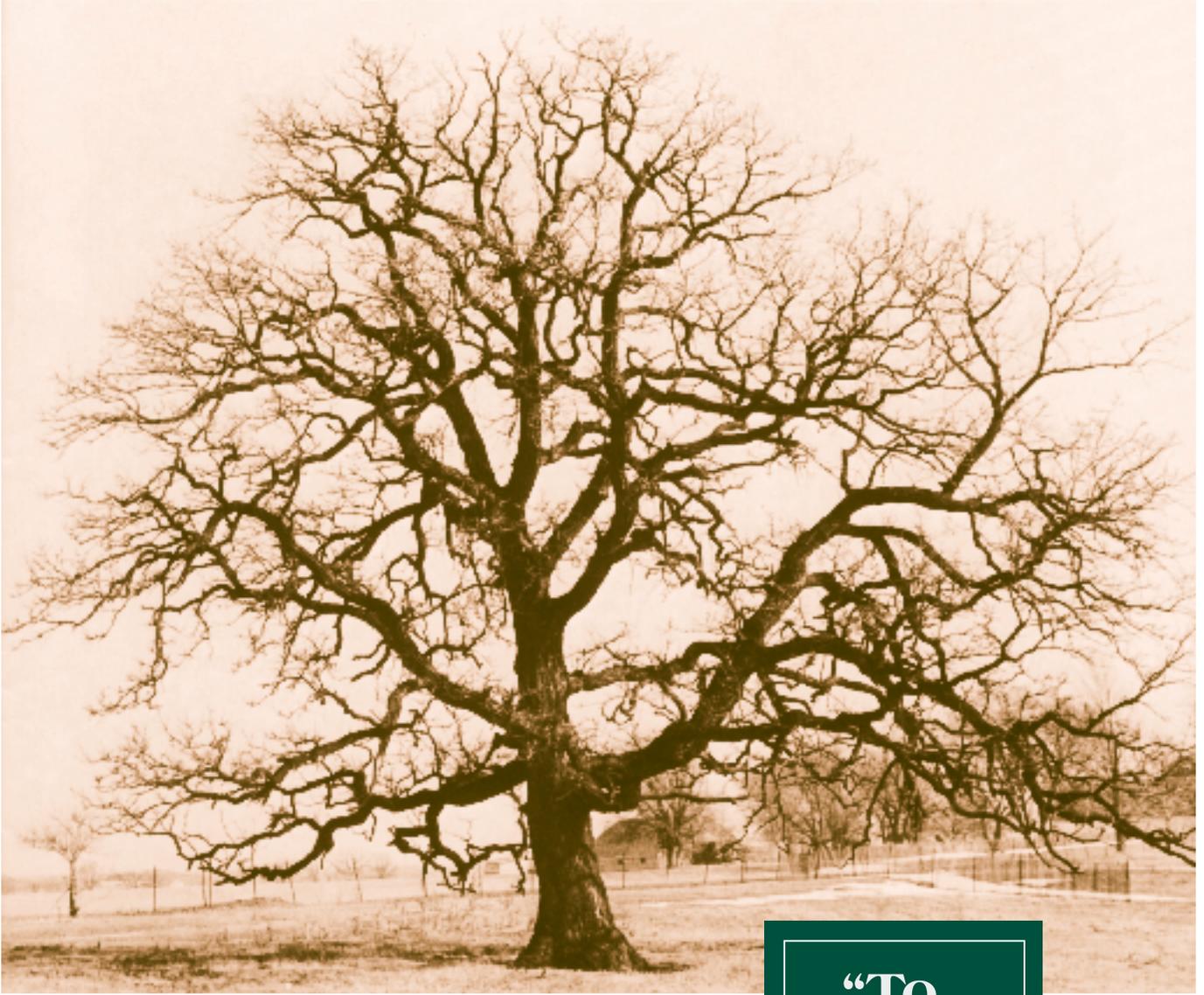


# Memory Lane





**“To  
those  
who  
came  
before  
us.”**

# International Society of Arboriculture

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## Reflections on 75 Years of Service

**T**rees possess majestic beauty. They symbolize strength and endurance. Our reverence and affection for trees predates written history. But while our appreciation for trees is ageless, not so the knowledge required for their proper care.

By the late 1800s, plant care had become an established and rapidly growing profession. During that same era, expanding industrialization and

Unfortunately, scientific understanding of plant dysfunction and reliable information about plant care were scarce.

The turn of the century saw red flags being raised by many of the more aggressive plant care people. Some began their own research efforts and some lectured to local audiences. But each of them realized it simply wasn't enough. In 1901, John Davey, founder of the Davey Tree Expert Company, wrote *The Tree Doctor*. In the book's introduction, Mr. Davey observed:

*The time has come when tree planting and tree culture must be studied in connection with the physiology of plant life. If this is not done, a calamity will befall the inhabitants of these fruitful regions to an extent that no human mind can conceive.*

Other plant care practitioners across North America and Europe were expressing similar sentiments.

It was not until 1924, however, that members of the Connecticut Tree Protective Association convened a meeting that would plant the seed of the organization that would ultimately revolutionize the tree care industry. It was this gathering that was to become the first of seventy-five annual conferences of the organization that has evolved into today's International

Society of Arboriculture (ISA). Indeed the history of modern arboriculture is largely the story of its development in the twentieth century. And while such a history is not exclusively that of ISA and its predecessor organizations, there is little of significance in arboriculture that is not reflected in its publications since its inception in 1924.

# 1920s

**T**he organization began as a marriage of convenience between progressive commercial arborists and scientists whose research concerned trees. Although tree care had been practiced by commercial companies and individuals for years, the industry was largely unregulated and uninformed. As for the scientists, their knowledge of amenity trees and tree



The Tree Surgeon's Clinic

urbanization were adding new stresses to trees, and the detrimental effects were becoming apparent.



Program of First Conference

|   |                               |
|---|-------------------------------|
| Insect Injuries (a) Leaf insects.....                             | W. E. Britton & A. F. Burgess |
| (b) Wood borers .....   | E. P. Wilt & M. W. Blackman   |
| Fungous Diseases (a) Leaf fungi .....                             | W. A. McCubbin                |
| Tree Surgery (a) Pruning .....                                    | S. P. Hollister & H. L. Frost |
| (b) Cavity Work .....   | J. F. Collins                 |
| Non Parasitic Troubles  | C. M. Seberer                 |
| (a) Mechanical Injuries .....                                     | E. P. Clinton                 |
| (b) Functional Disorders .....                                    | G. E. Stone                   |
| Agencies (a) Schools of Instruction in Tree Work                  | M. O. Hollister               |
|   | & F. A. Bartlett              |
| (b) Training Tree Workers for State<br>Certificates .....         | W. O. Filley                  |
| (c) The Value of Associations in the Protection<br>of Trees ..... | N. A. Williams                |
| Some Lessons of the Day .....                                     | Raven Metcalf                 |

care was somewhat limited. There were many demanding questions in horticulture, forestry, entomology, and pathology concerning trees—issues that required research for answers.

The Shade Tree Conference (STC) first met in 1924, in Stamford, Connecticut. W.E. Britton, along with Francis A. Bartlett, president of The F.A. Bartlett Tree Expert Company in Stamford, were the two principal figures in organizing the conference. At the invitation of Bartlett, some of the meetings were held on his experimental farm north of Stamford.

The conference opened with about 36 participants from seven states and Washington, D.C.

Bartlett established a conference format combining paper presentations with field demonstrations and trials. This precedent became a regular practice for later conferences. Presentations were made on a variety of topics including gypsy moth control, tree surgery, and wound healing, and were limited to five minutes each. A significant aspect of this

conference is that it united the Davey Tree Expert Company, The F.A. Bartlett Tree Expert Company, and several smaller commercial firms in the pursuit of a common goal.

At the fourth conference, held in Washington, D.C., the most significant event was the endorsement of the articles of organization recommended by a committee appointed at the 1926 conference. This action created the National Shade Tree Conference (NSTC), marking the formal beginning of a new era in the history of arboricul-



*Cavity filling was an important part of tree work in the 1920s and 1930s.*

ture. An interesting footnote to the early structure is that commercial arborists were ineligible to hold office but were solely responsible for financing the conferences.

The first appointed committee of the National Shade Tree Conference was the publications committee, whose mission was to prepare a set of meeting proceedings. Accordingly, its first publication was the Annual Proceedings of the 1929 Conference in Brooklyn, New York.

**NATIONAL SHADE TREE CONFERENCE**

**ARTICLES OF ORGANIZATION**

**Purpose:** The main purpose is the study of shade tree problems. To exchange ideas for extending the beauty and usefulness of shade trees. To cooperate in preparing and carrying out projects which are in the interest of shade tree conservation and the improvement of shade tree planting and maintenance by cooperation with agencies engaged on such problems.

**Membership:** The conference shall be composed of persons who are engaged in pathology, arboriculture, horticulture, forestry, and other matters, in industry or agriculture, who take an active interest in shade tree problems. There shall be no restriction on the basis of race, color, or sex. It shall not be the purpose to build up a large organization, but to serve by means of its members who may be called on to assist in projects which may be selected to attain purposes during the conference.

**Officers:** The officers shall be a Chairman, Co-Chairman and a Secretary. The officers shall be elected for the coming conference by a majority vote of those present at a business session. Officers elected in one year shall be eligible for re-election.

The officers, together with the members of the general committee, shall have authority to call meetings. The Chairman shall approve the program for the meeting and be the presiding officer. In the absence of the Chairman, the Vice-Chairman shall act in his place. The Co-Chairman shall appoint special committees.

The Secretary-Treasurer shall handle all the matters of an administrative nature in the approval of the financial report, prepare necessary reports, and receive and distribute the funds. He shall receive and disburse the dues and other money and keep accurate records of the same. He shall prepare the minutes of the conference.

It shall be the duty of the Executive Committee to settle the program and carry out any projects recommended by the members during the period between conferences.

**Finance:** The commercial tree adapters and other persons who are engaged in commercial tree work shall finance the conference and shall have relative voting power and shall be eligible for re-election.

Each member shall be entitled to present papers and to attend the conference. The Executive Committee shall have the right to accept or refuse any papers or to accept or refuse any other matters. The Executive Committee shall have the right to accept or refuse any other matters. The Executive Committee shall have the right to accept or refuse any other matters.

**Amendment:** The rules may be amended or changed by a majority vote of those present at the next conference or by a majority vote of those present at the next conference.

**Admission:** There shall be no charge for admission to the conference. The conference shall be held at the home of the Chairman and the Secretary. The conference shall be held at the home of the Chairman and the Secretary.

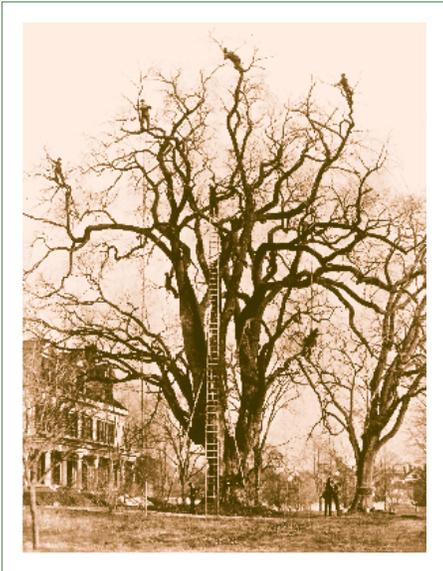
A. F. Burgess  
E. P. Wilt  
F. A. Bartlett

W. O. Filley  
G. E. Stone



# 1930s

In the early years, the people who practiced arboriculture were typically called tree experts or tree surgeons. The term *tree surgeon* actually reflected some of the prominent practices of the time: cavity cleaning and filling, bark tracing, and pruning. The first use



Before the advent of small, one-man chain saws and aerial lifts, all tree work was performed manually. Fortunately, the climbing gear and saws have evolved to make tree climbing safer and more efficient.

of the word *arboriculture* in the proceedings of the NSTC was by Charles Irish in 1932, in his paper "Highlights in the Early History of Arboriculture." Irish noted that the term had been used in England for more than 300 years. The use of arborist and arboriculture became popular in America in the 1930s to differentiate tree care from forestry.

The Great Depression years in the 1930s saw unemployment reach unprecedented levels, and the largest tree companies, Davey and Bartlett, were forced to lay off hundreds of workers. Many small companies were founded as laid-off workers struggled to make a living. The Depression also precipitated U.S. government programs such as the Works Progress Administration (WPA) and the Civilian Conservation Corps (CCC). These programs often focused on such activities as reforestation, tree clearing, and landscaping, providing a future work force with tree-related skills. NSTC continued to meet and grow throughout the 1930s with conference attendance reaching 412 in Boston in 1936.

During the same period, utility wires were being strung all across North America. A new niche in arboriculture



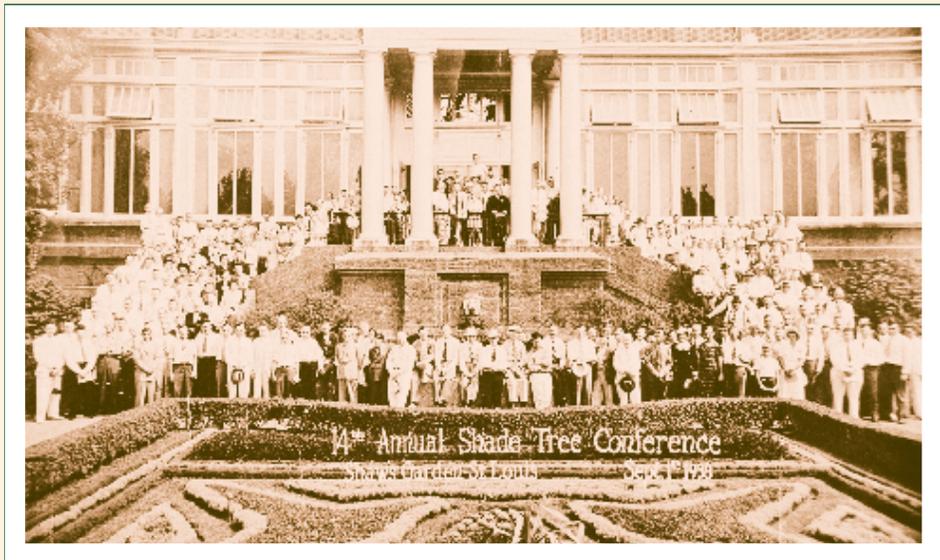
*Techniques for moving large trees was a major emphasis of arboriculture in the 1930s and 1940s.*

was born as Davey, Bartlett, and the newly founded Asplundh Tree Expert Company all took on line-clearing contracts. Though Davey and Bartlett both resisted this aspect of tree work at first, line clearance would become a major division of both companies, and the Asplundh Company would later become the largest arboricultural firm in the world. The NSTC, however, was slow to recognize line clearing as an integral arboricultural practice.

The first NSTC monthly periodical was entitled *Arborist's News*, which began publication November 1, 1935.

The issues were organized and produced by Dr. Richard White in New Brunswick, New Jersey. Dr. Ephraim P. Felt of New York was the editor during the first two years of publication. The early issues of *Arborist's News* were composed primarily of abstracts of newly published papers on shade tree care, announcements from the leadership of the NSTC, and book reviews.

Lewis C. (Chad) Chadwick was elected NSTC editor in 1936, beginning his long tenure as an officer in the organization. After serving as editor for two years, he became executive secretary in



*Delegates of the Fourteenth Annual Shade Tree Conference gather for a photo at St. Louis in 1938.*



1937, secretary-treasurer in 1939, executive director in 1963, and executive director emeritus in 1969 until his



*L. C. "Chad" Chadwick  
Secretary/Treasurer — 1937–1963  
Executive Director — 1963–1969*

death in 1994. More than any other individual, Chadwick influenced the growth and direction of the Conference in its transition from the NSTC to the ISTC and ultimately to the ISA.

At its 1936 annual meeting, the NSTC approved a research project pertaining to lightning injury. At the time, no other organization or institution was in a position to gather data over a period of years from such wide geographical sources. This project was a milestone in the history of the organization in that it was the first sponsored research project.

# 1940s



*NSTC Banquet — Belle Isle, Michigan, 1940.*



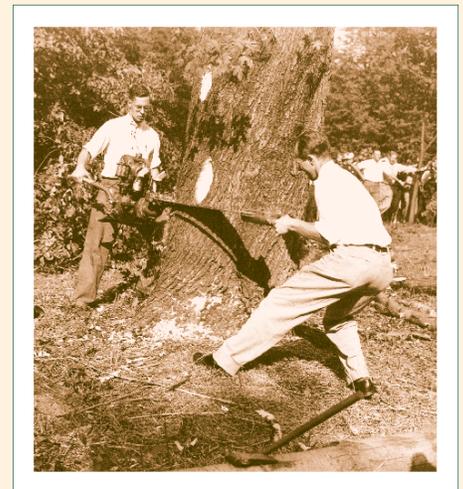
*A field day demonstration of a multi-nozzle sprayer. Detroit, 1940.*

**T**he NSTC was growing and spreading at a rate the founders never expected. There was a need to form regional chapters to improve information exchange. In 1941, the NSTC defined six geographical regions within the United States. The first chapter created was the Ohio Chapter in 1942. It was joined that year by the Western and Southern Chapters, which had begun as independent conferences. Soon other regions followed suit by creating chapters.

World War II had a tremendous impact on the arboriculture industry. The labor force was decimated almost overnight as young men left for military service. Supplies and tools were scarce and gasoline was rationed. Tree

companies joined the war effort by volunteering their services for camouflage duties and by registering their equipment for possible service in fire brigades or transport. The leaders of NSTC and the National Arborist Association (NAA), formed in 1938, advised arborists to lay in adequate supplies of fertilizers, fungicides, and insecticides. Conservation was also called for. Waste from spraying had to be reduced to a minimum; care and efficiency in every practice had to be reviewed.

The war provided one bright light for arboriculture — line clearance was declared an imperative for national defense. Power for war industries was essential; telegraph and telephone communication was vital, as was railroad and vehicular transportation for rapid



*Early chain saw demonstration at the 1949 NSTC conference.*



*Educational sessions have always been a critical part of the ISA experience. Baltimore, 1949.*

supply and transport. More than two-thirds of the remaining personnel in arboriculture would be performing line clearing work before the war ended. This had great significance on the survival of many tree companies.

By the 1940s, *Proceedings* and *Arborist's News* had become respected means of transferring the latest arboriculture research findings into practice. Soon the organization would begin publishing books and other nonserial publications, the first being *Transplanting of Trees and Shrubs in the*



*Trade shows were not typically held in such ornate halls.*



*Following World War II, the well-dressed tree surgeon wore surplus military britches and high-lacing boots. Climbers used manila ropes, and a bowline on a bight served as a saddle until bosun's seat and barrel stave saddles were introduced.*

*Northeastern and North Central United States.* It was published in 1943 in cooperation with the National Arborist Association in bulletin form in response to a request from the Camouflage Division of the Armed Forces.

In 1946, the NSTC marked two significant events in its history: the adoption of a Code of Ethics for Arborists and the creation of a fund for research. The Code of Ethics was seen as an important step toward advancing arboriculture as a respected profession. The Memorial Research Fund was formally established on December 12, 1946, with two thousand dollars transferred from the general fund of NSTC. This research fund represented a new

opportunity and an obligation for arborists to sponsor at least part of the research from which they were the principal beneficiaries.

In 1947, the NSTC adopted an official emblem centered on a green deciduous tree with a full crown and trunk enclosed by a circle including the organization name.

Membership growth was stimulated through chapter development,

with the NSTC exceeding one thousand members for the first time in 1948.

In 1949, executive secretary Chadwick took the occasion of the Conference's 25th anniversary to assess the state of the NSTC. In commenting on certain strengths and weaknesses, Chadwick saw great value in establishment of chapters, noting the increase in national membership with the proliferation of additional state and



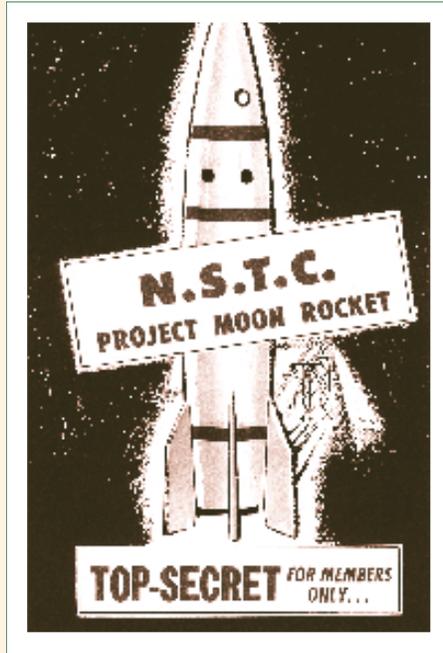
national meetings. He stated that the two principal publications of NSTC, the *Annual Proceedings of the National Shade Tree Conference* and the *Arborist's News* periodical, were the foremost sources of arborist literature in the world.

# 1950s

In 1954, the Conference undertook a major project to produce a film titled *Trees and Their Care*. Time-lapse color photography had reached a new high in technology, and the observations of plants as they grow became very popular. ISA began a seven-year campaign to raise twenty-five thousand dollars for the project. Produced by prominent nature photographer John



*Chain saw exhibits were a popular feature of early trade shows.*



*Cover of the brochure used for fundraising to finance the 1954 movie project.*

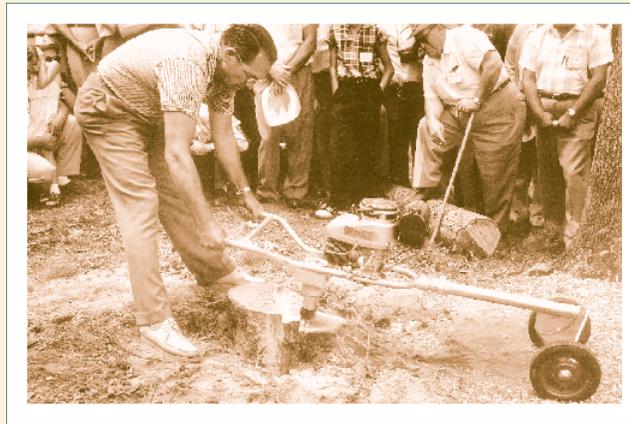
Ott of Chicago, the film was shown for the first time at the ISTC's 1961 annual meeting in Minneapolis. For the professional efforts in producing a film of such high quality and value to arbori-



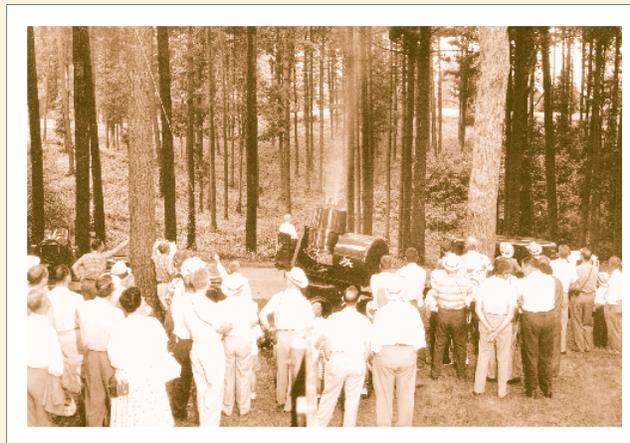
*An innovative way to demonstrate rope throwing techniques at an NSTC field day. Atlantic City, 1954.*

culture, the ISTC received an Award of Merit from the American Horticultural Council.

In 1957, *Shade Tree Evaluation* was published under the direction of Norman Armstrong. For the first time, the Conference was able to provide a sound basis for evaluating trees. This publication has been revised and updated eight times, and in 1992 the title was changed to *Guide for Plant Appraisal*. The Council of Tree and Landscape Appraisers (CTLA) authored later revisions. *The Guide for Plant Appraisal* is one of ISA's flagship publications.



*Field Day at the 1958 NSTC conference in Asheville, North Carolina.*



*An early stump grinder demonstration (top) and a mistblower demonstration (below).*

# 1960s

## INTERNATIONAL SHADE TREE CONFERENCE

The 1960s was a decade of change throughout the world, and the National Shade Tree Conference underwent significant transitions as well. In 1960, Canadian members petitioned the NSTC to change its name from National to International. A substantial number of Canadians felt misrepresented by the term *national*. Accordingly, the organization became the International Shade Tree Conference (ISTC) in 1961.



*Shh! A Whisper Chipper!*



*Right-of-way spraying by rail. Utility-related issues became a significant portion of ISTC conferences in the 1960s.*



*Opening ceremony, San Francisco, 1962.*

In 1963, the Conference created awards to recognize the service of its members. The Author's Citation was granted to authors for sustained excellence in the publication of timely information pertaining to the field of arboriculture. The Award of Merit was designed to recognize meritorious service in advancing the principles, ideals, and practices of arboriculture, and is the highest award made by the Society.

By 1964, it had become apparent that new action had to be initiated for the future of the ISTC because the heavy burden of work and responsibility for ISTC could no longer be continued on a part-time basis. In recognition of his contributions, the Conference changed Lewis Chadwick's official status in 1966 from secretary-treasurer to executive director.



*Rotomist sprayer demonstration at an ISTC conference field day.*

Dr. Paul E. Tilford retired as editor in 1967 after 30 years of service. Noel B. Wysong of River Forest, Illinois, served in that capacity for the next two years. Chadwick retired as executive director in 1969 to an emeritus status. The Executive Committee then appointed Dr. Eugene B. Himelick as an unpaid



*Every commercial firm needs one of these!. Washington, D.C., 1965.*





Eugene B. Himelick  
Executive Director — 1969–1979

executive director and Ervin C. (Cal) Bundy as full-time executive secretary. Because both resided in Urbana, Illinois, the official office was moved from Chadwick’s home in Columbus, Ohio.

As the new executive director, Himelick served as liaison between the ISTC Executive Committee and the executive secretary, with authority to delegate responsibilities to the secretary as needed to oversee and direct the functions of the Conference. He also served as chairman of the program

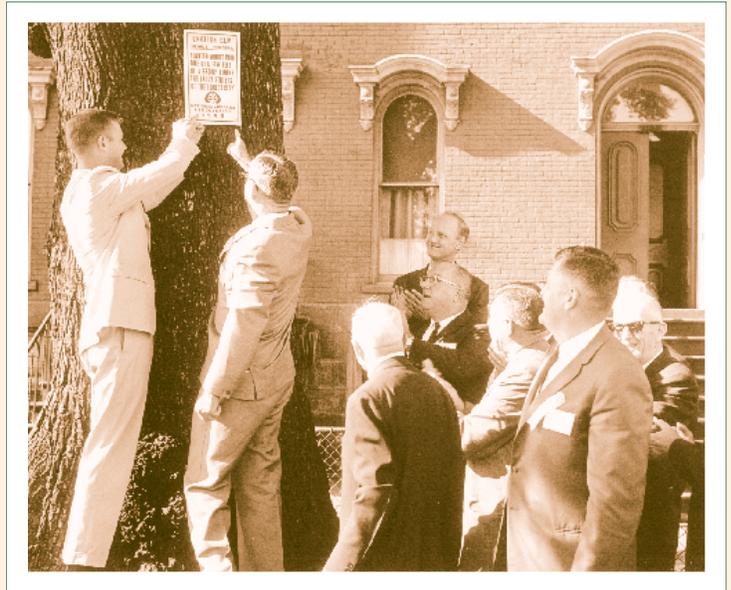


ISTC used buses to transport delegates to the field day in Philadelphia, 1967.



Activities at the 1966 conference held in Cleveland, Ohio.

“English Elm” planted about 1850, one of the few trees left of a group lining the early streets of the “forest city.”  
—Cleveland (top).



A ceremonial tree planting (bottom).



committee for the annual conference. As executive secretary, Bundy was responsible for the overall management of the organization.

### PROFESSIONAL AFFILIATIONS

The origin and development of special interest groups, such as utility, commercial, and municipal arborists, began with discussion sessions at conferences in the 1950s and 1960s. Beginning in 1969, these groups were granted a recognized status as special interest organizations within the Conference. A new article of the Constitution in 1969 provided for “associated special interest groups” within the Conference. The term *special interest group* would later be changed to *professional affiliation*.

## 1970s

### THE RESEARCH TRUST



John Duling of Indiana along with O.J. Andersen of Texas, always strong advocates of research, proposed in 1972



*L.C. Chadwick with past presidents, 1970. Left to right on the back row: L.C. Chadwick, Keith Davey, Freeman Parr; Homer Jacobs, F.E. Martin, George S. Langford, Spence Davis, Jr., H.C. Wilson. Front row: Noel Wysong, Al Meserve, D.S. Welch, Richard Campana, Ray Hirt, O.J. Andersen.*

the establishment of a tax-exempt Memorial Research Trust Fund. Funding for the Trust began in 1974. Between 1975 and 1998, the Trust funded more than 250 research grants totaling greater than one million dollars. Throughout its history, the Trust has funded ground-breaking research in areas of tree management and maintenance, planting, plant health, tree failure, soils, and environmental benefits of trees.

Two annual functions became traditional events to add revenues to the Research Trust funds. The first event of note was the Tour des Trees, a week-long bicycle tour that finished at the annual conference field day. The second event was a golf outing, held the day before the ISA field day. These two events, along with chapter fundraising activities, permitted the Trust to fund over \$125,000 in research each year between 1995 and 1998. The Trust also established an endowment fund in 1994 that grew to \$125,000 in 1999.



*Riders in the annual Tour des Trees Research Trust fundraiser. Seattle to Oakland, 1992.*



*An early Vermeer stump grinder on exhibit in 1970.*

## MILESTONES OF THE 1970S

The 50th anniversary of the Conference in 1974 was marked by the creation of a new professional journal. Dr. Dan Neely, ISTC editor since 1970, was appointed editor of the *Journal of Arboriculture* in January 1975, and *Arborist's News* was discontinued.

In 1975 and again in 1987 ISA, in cooperation with NAA, initiated a bicentennial tree recognition program to commemorate the United States Declaration of Independence in 1776 and the signing of the Constitution in 1787.





Officers of the International Shade Tree Conference are examining the first issue of the *Journal of Arboriculture* as it comes off the press. Left to right are John Z Duling, President; Dr. Dan Neely, Editor; and Dr. E. B. Himelick, Executive Director.



50th Anniversary Conference. Atlanta, 1975.

The goal was to locate trees known to have been living “witnesses” to these historic events. Once located, each tree was to be marked with a bronze plaque designating it as a duly recognized bicentennial tree. The program was initiated in October 1975 by planting an American elm on the White House grounds in Washington, D.C. The elm was a scion of the John Quincy Adams elm destroyed by Dutch elm disease.



Bob McConnell and Hyland Johns dedicate a bicentennial tree, 1976.



ISA staff and helpers working the conference registration table. St. Louis, 1976.

## INTERNATIONAL SOCIETY OF ARBORICULTURE

The organization that began as a conference in 1924 became the International Society of Arboriculture on January 1, 1976. This name change, along with the creation of the new *Journal of Arboriculture*, gave the Society a new professional status. A new constitution and bylaws for the newly created ISA were also approved.



Also in 1976, ISA executive director Eugene Himelick initiated the first International Tree Climbing Jamboree at the annual conference held in St. Louis, Missouri. The goal of the event

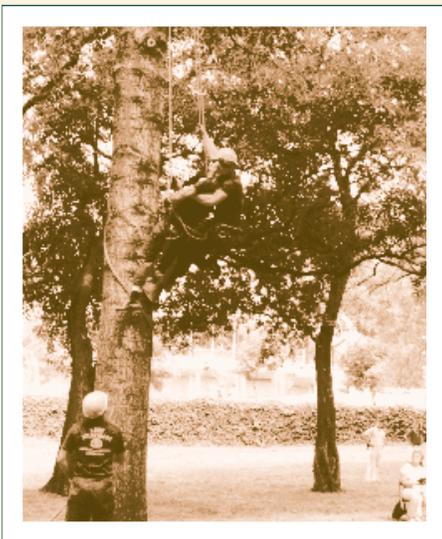


Truck displays and demonstrations have long been a part of field day events. St. Louis, 1976.





*The new ISA display is unveiled following the name change to International Society of Arboriculture in 1976.*



*The aerial rescue event at the first ISA Jamboree in 1976.*

was to demonstrate skills; however, safety in tree work was an essential component of the competition. The first World Champion Tree Climber (in 1976) was Tom Gosnell of Santa Barbara, California.

In 1978, ISA president Yvon Fournier of Quebec initiated a new series of annual awards to stimulate chapter competition in striving for excellence and achievement in fulfilling ISA goals. Known as the annual Banner Awards, each chapter received a large silken banner for display at its meetings that identified the chapter and year of origin. Citations were awarded to chapters in six categories: membership increase, special projects, quality of newsletter, attendance at annual meetings, presidency of ISA, and hosting the

ISA annual meeting within the chapter area. Each citation was to be affixed to the chapter's banner. The first banners were awarded at the ISA annual conference in Quebec in 1979.



*Chapter Banner Awards on display at the 1978 conference.*



*A movie camera documents the introduction of new, lightweight chain saws in Philadelphia, 1977. Notice the chain saw protective pantyhose and steel-toed high heels.*

A full-time executive director position was created in 1979, and the position of executive secretary was eliminated. Cal Bundy, the executive secretary, was appointed as the first full-time executive director. Gene Himelick was appointed executive director emeritus and was asked to serve as advisor for one year. The 1970s saw rapid growth of the Society, with membership topping 3,000 professionals by the end of the decade.





*Ervin C. "Cal" Bundy*  
*Executive Secretary — 1969–1979*  
*Executive Director — 1979–1986*

# 1980s

**B**y vote of its members, the ISA Board of Governors was terminated as the governing body of the Society in 1985. By the same action, its responsibilities as organizational and corporate authority of ISA were transferred to the ISA Board of Directors, and the duty of the Board of Governors to elect board members was transferred to affiliated chapters of ISA.

William P. Kruidenier succeeded Cal Bundy as executive director on July 1, 1987 in the midst of an era of vision and expansion for ISA. Growth of the organization was creating a need for more office space, and in 1988 ISA's headquarters offices were moved from



*Delegates were welcomed to Toronto in 1978 with a large floral display.*

the lower level office of a downtown Urbana shopping mall to an historic Greek Revival cottage in Urbana's Leal Park. The wood-frame cottage built about 1856, was located in a two-acre park and surrounded appropriately by 200-year-old trees.

## STRATEGIC PLANNING

In 1988, ISA approved its first strategic plan, *Blueprint for Action*. This six-year plan, along with its succeeding six-year strategic plan, *ISA 2000*, set the stage for rapid expansion of ISA into arborist certification, nonserial publication development, and public education efforts that would fuel the growth of the tree care profession, professional development, and public education. A reflection of the Society's momentum in that era can be measured in growth of its membership, which topped 5,000

by the end of 1989.

A significant innovation to ISA's relationship with its own chapters came in 1989 when the first Chapter Leadership Workshop was held at ISA headquarters. The purpose was to train the volunteer leaders in how to effectively administer their chapter and local programs as well as to give leaders an opportunity to learn more of the workings of the Society. The workshop became an annual training event hosted by ISA officers and staff.

## INTERNATIONAL TREE CLIMBING CHAMPIONSHIP

The 1980s was a difficult period for the originators and backers of the jamboree. In 1980, the jamboree had been temporarily discontinued because of lack of insurance liability coverage. It was reinstated in 1981, but the same

*ISA's headquarters in Leal Park, Urbana, Illinois.*

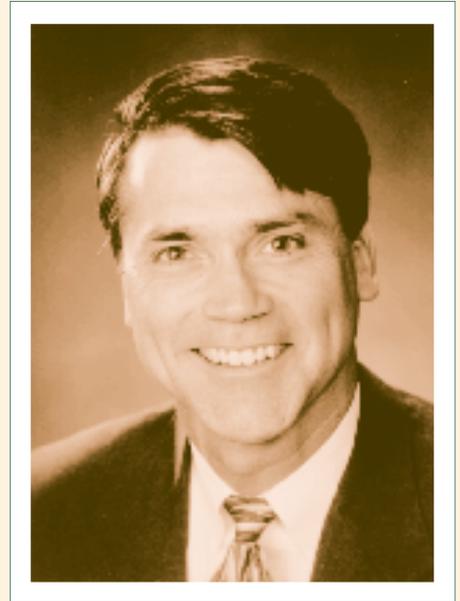




*ISA Chapter  
Leadership Workshop,  
Champaign, Illinois.*

problem occurred in 1987, this time causing a two-year period when no jamboree was held. Despite the insurance problem, ISA was committed to continue the annual jamboree. In May 1989, the Executive Committee approved a new insurance program that allowed the jamboree to occur during the annual conference in St. Charles, Illinois. With the liability issues addressed, the jamboree continued to grow and become more international in scope, eventually changing its name to the International Tree Climbing Championship (ITCC) in 1997.

By 1998, more than 900 contestants from 16 countries were participating in ITCC events. The competition brought together the world's best climbers to display their skills along with the latest in climbing techniques and equipment. From its humble beginnings, the ITCC had grown to prominence in the 1990s and had a tremendous impact on improving tree care and climbing techniques for the practicing arborist. As an example of the visibility the ITCC gave the profession, in 1998, the ITCC was featured on the European network, Sky-TV, and was shown in 123 countries.



*William P. Kruidenier  
Executive Director — 1987–Present*

*The International  
Tree Climbing  
Championship, a  
favorite feature of an  
ISA conference.*



# 1990s

## ARBORIST CERTIFICATION



In 1992, ISA launched an unprecedented program of Arborist Certification on an international scale. The goal was to raise the level of professionalism in arboriculture by educating the providers of tree care services. The program tested and certified an individual's knowledge in the field of arboriculture and attested to a generally accepted level of knowledge.

The ISA Arborist Certification program has been successful on several levels. Tree care providers gained a better understanding of tree biology and the effects of various maintenance practices, and the result has been a noticeable improvement in tree care practices in North America. Certification has also added to the professionalism within the tree care industry. The program was also successful for ISA as a whole. Membership in Canada and the United States increased dramatically from the program's inception in 1992. Demand for, and sales of books, tapes, and other educational materials

increased to the point where ISA was producing four major nonserial books per year. The recertification requirement to accumulate 30 continuing education units (CEUs) in a three-year period increased attendance at meetings, seminars, and workshops as chapters worked to fulfill the local "need" for education.

In 1998, Arborist Certification was also offered through the United Kingdom/Ireland Chapter. In addition, more than 40 arborists representing other countries became ISA Certified Arborists. By 1999, the number of Certified Arborists exceeded 10,500, and more than 250 exams were offered annually through ISA chapters.

A reflection of the Society's growth can be seen in growth of the membership, which topped 5,000 by the end of 1989; 6,000 by 1992; 7,000 by 1994; 8,000 by 1995; 9,000 by 1996, 10,000 by 1997; and 11,000 by 1998. Much of this growth reflects the development and implementation of the ISA arborist certification program.

## EDUCATION AND TRAINING

In 1992, the *Journal of Arboriculture* became bimonthly and there was a rebirth of *Arborist News* (note the change in spelling)—a greatly expanded and improved bimonthly magazine. The Society removed the addendum pages from the *Journal*, thus enhancing its value as a refereed scientific publication. *Arborist News* added several new popular features including CEU articles, which offered credits for recertification. In 1996, Dr. Neely retired after 25 years as editor and Dr. Robert Miller of Wisconsin was appointed.

With the increased focus on publication development through the 1990s,

ISA established "families" of publications targeted to meet the needs of its professional affiliations. While many publications serve multidisciplinary needs, the ISA arboricultural families included commercial, utility, municipal, and research/education. The Society also produced a variety of youth education and public relations materials available in book, brochure, or press release formats. A number of the publications have CEU workbooks and tests available for use by Certified Arborists.

By the mid 1990s, ISA became an outstanding resource for the latest arboricultural information. The Society was constantly producing new educational materials to keep members current with the latest professional practices. By 1998, ISA had established itself as the publishing house for scientific and applied information on the



Some of ISA's many educational products.

care and management of urban trees, with more than 90 selections of books, brochures, videos, audiocassettes, public relations and public education materials. In 1998, sales of ISA books, videos, and public information materials exceeded US\$700,000, compared to sales of less than \$50,000 annually in 1989.

In the late 1990s, with certification



for tree workers in development, ISA began to focus more on training tree care personnel and produced a series of 14 training videos and workbooks covering climbing techniques, equipment, and chain saw use and safety.

In 1992, due to continued rapid growth, ISA's headquarters moved from Urbana to the nearby community of

Savoy, Illinois. At that time, it was thought that ISA would take years to outgrow this facility. But with the added growth following the implementation of the certification program and an expanded staff of eighteen, the Executive Committee in 1998 found the need to move to a 15,000-square-foot facility in Champaign, Illinois.

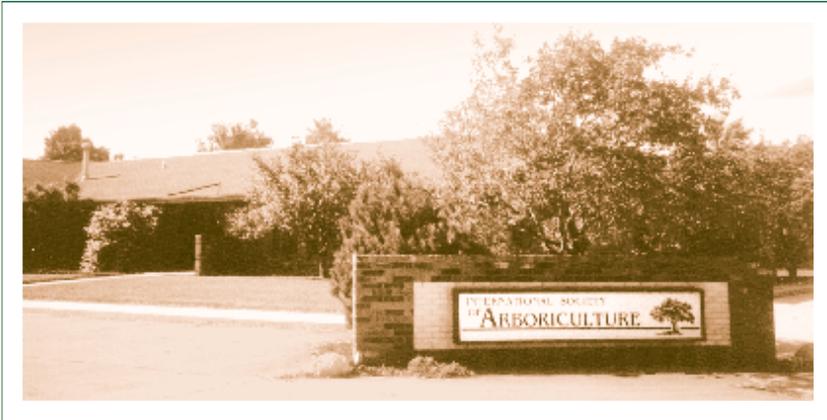
## INTERNATIONALIZATION

In addition to the exponential growth in membership and educational programs, the 1990s will be remembered for the internationalization of ISA. ISA experienced continued chapter expansion, with twelve chapters forming outside North America. Eight chapters were added in Europe, as well as one each in Brazil, Mexico, Australia, and New Zealand. The Society, in 1998, held its annual conference outside the North American continent for the first time. More than 1,200 delegates from 36 countries attended this conference in Birmingham, England.

A European office was opened in London in 1997. The Board of Directors determined it was critical to establish an office in Europe to better meet and serve the needs of the growing European membership. Within eighteen months of opening this new office, membership had grown from just over 600 to more than 1,000 European members.

## ISA ON THE INTERNET

In 1995, the Executive Committee approved contracting with the University of Illinois to establish an ISA home page on the Internet. The site was established in 1995 with a focus on Plant Health Care information, a "chat page" for tree workers, and general information on ISA and its various programs. There were over 1,000 visitors to the page in the early months, and use grew to over 140,000 visits per month in 1999. The page has been continually expanded to include information on the Research Trust, annual conference, International Tree Climbing Championship, publications, and much more. ISA's home page can be found at [www.isa-arbor.com](http://www.isa-arbor.com).



*ISA's headquarters in Savoy, Illinois, 1992–1998.*



*ISA's current headquarters in Champaign, Illinois.*



*ISA Staff, 1999*





*Lifelong friendships develop at ISA conferences — friendships with roots in common interests and common goals.*

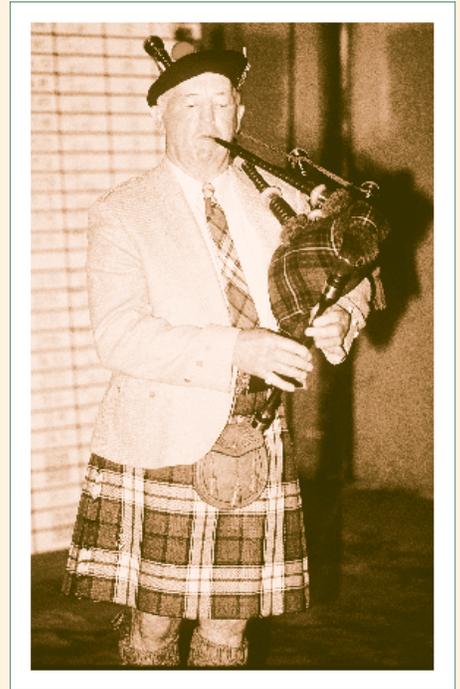
## CONFERENCE

ISA began as a tree care conference in 1924 and has continued to grow from those roots through the decades. What started as educational presentations at the Bartlett Estate has come full circle with the 1999 75th Anniversary Conference at the same site. The questions were asked at the first conference led to research that changed the way we practice arboriculture. Through the

years, the original concept of research-based tree care has expanded, and the more questions we answered, the more questions we uncovered. The profession became more diverse and ISA broadened its scope to meet the varying needs. It united the various facets — the workers, the researchers, the suppliers, and the consultants — in a common mission of caring for trees in the best way we know how.

The “Shade Tree Conference” is more than an educational seminar. It brings people together from all over the world, to share new ideas, techniques, equipment, and problems in need of solutions. It fosters a synergy, combining the energy of the workers in the trees with the knowledge of the scientists in the laboratories. It is a celebration of people who share the same interests and a reunion of those who solved yesterday’s problems. The ISA conference has built lasting friendships and lifelong memories.

ISA has a rich history that includes a metamorphosis from its fledgling beginnings to the grand organization



*A long-time ISA conference tradition — Bob McConnell and his pipes at opening ceremonies.*

that it is today. Throughout it all, one thing has remained the same: the dedication of the professionals who create, organize, and administer the many programs from which we all benefit. As ISA enters the next millennium, the officers, Board of Directors, committee chairs, staff, and many volunteers share a common vision for the future of the organization: to foster research and education for the care and preservation of trees.

As the saying goes,

**“Mighty oaks  
from little  
acorns grow.”**



*Past Presidents—1998. Back row (L. to R.) Ken Ottman, Richard Harris, Frank Santamour, John Moran, Don Ham, Dick Abbott. Front row (L. to R.) Bill Kruidenier (Executive Director), Larry Hall, Jim Kielbaso, Sharon Lilly, Ken Meyer.*



Text by Dr. Richard Campana and ISA Staff.