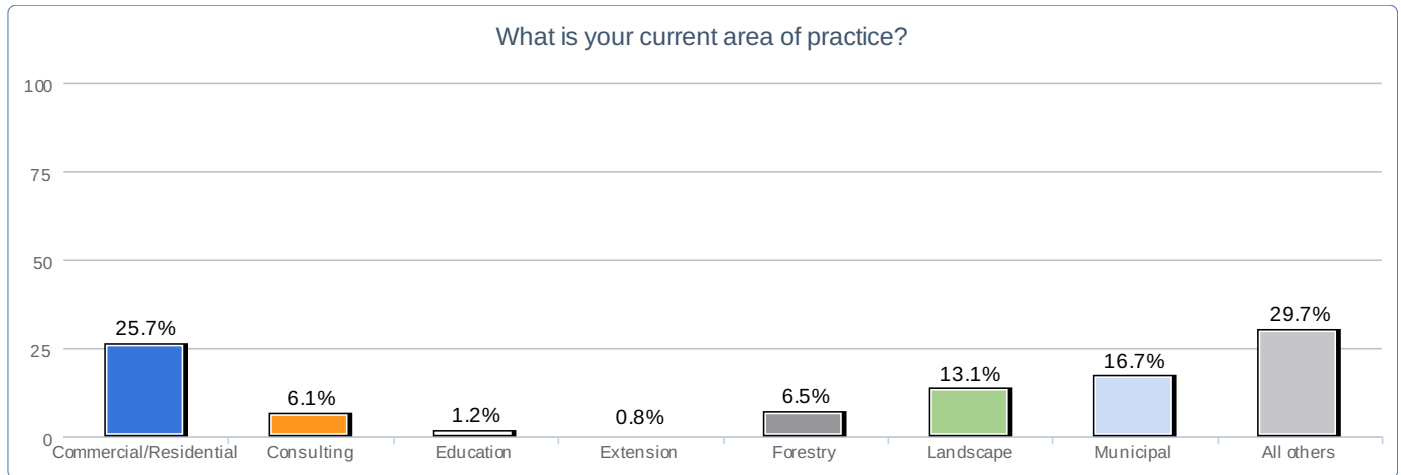


# Chapter Summary Report - Texas

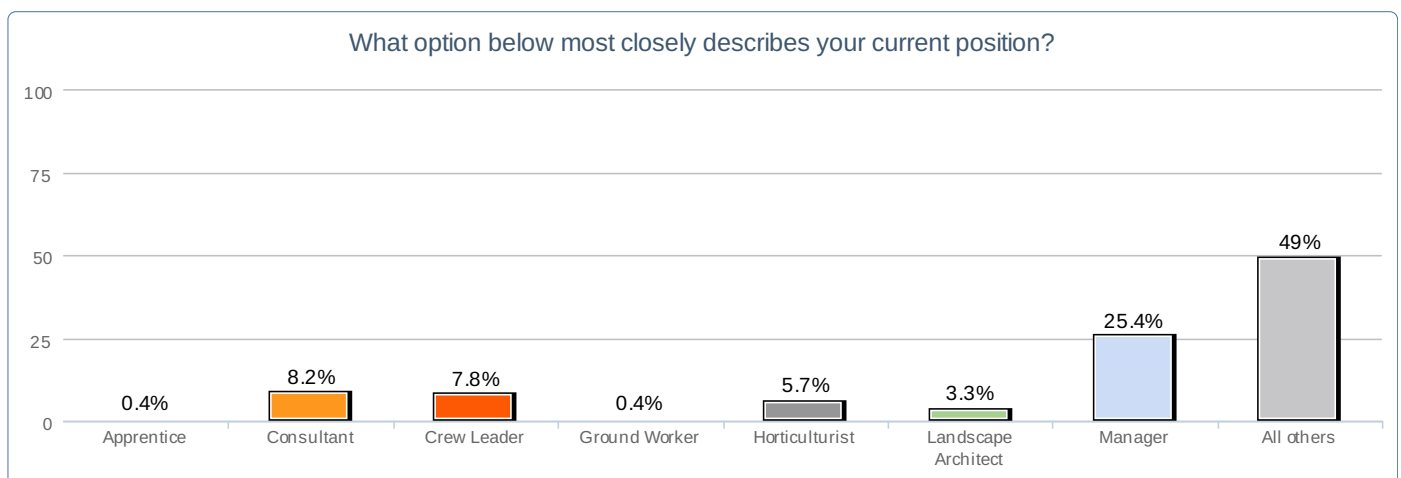
Survey: International Society of Arboriculture Needs Assessment



## 1. What is your current area of practice?

Value	Count	Percent %
Commercial/Residential	63	25.7%
Consulting	15	6.1%
Education	3	1.2%
Extension	2	0.8%
Forestry	16	6.5%
Golf Course	0	0.0%
Landscape	32	13.1%
Municipal	41	16.7%
Public Works	3	1.2%
Research	4	1.6%
Training	1	0.4%
Utility	42	17.1%
Other	23	9.4%

Statistics	
Total Responses	245

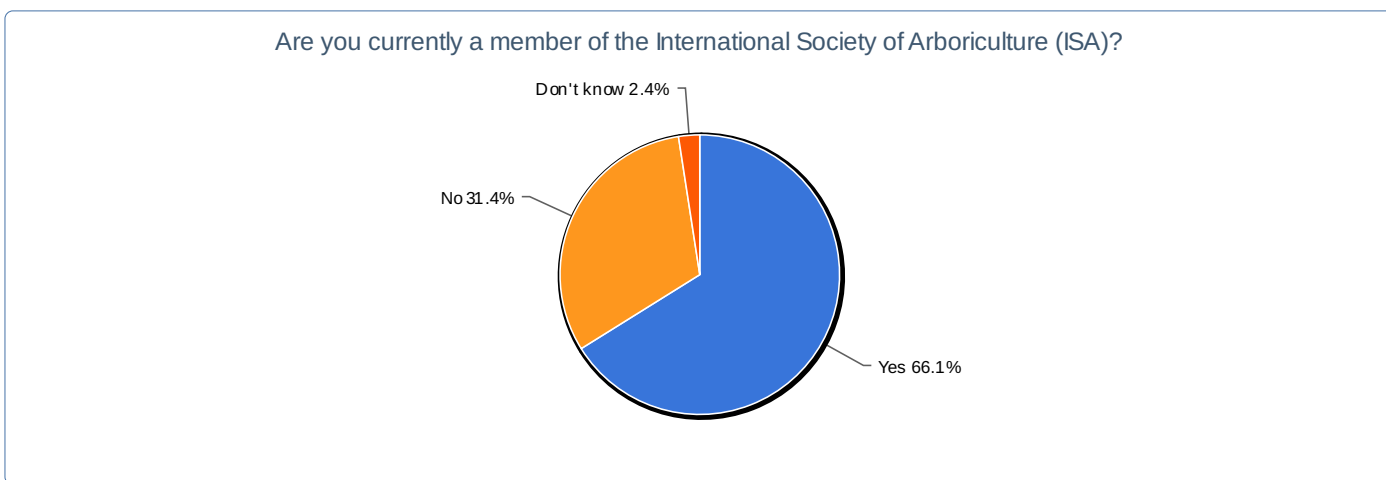


## 2. What option below most closely describes your current position?

Value	Count	Percent %
Apprentice	1	0.4%
Consultant	20	8.2%
Crew Leader	19	7.8%

Statistics	
Total Responses	244

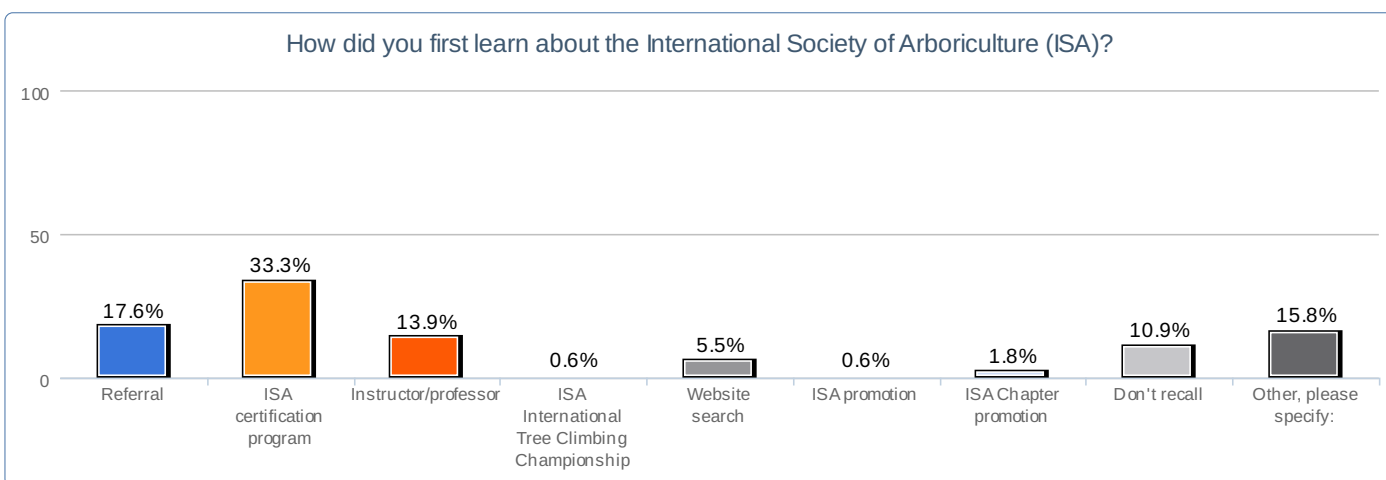
Ground Worker	1	0.4%
Horticulturist	14	5.7%
Intern	0	0.0%
Landscape Architect	8	3.3%
Manager	62	25.4%
Marketing/Sales	5	2.1%
Owner/President	47	19.3%
Planner	17	7.0%
Educator	5	2.1%
Researcher	4	1.6%
Student	5	2.1%
Tree Worker/Climber	6	2.5%
Other	30	12.3%



### 3. Are you currently a member of the International Society of Arboriculture (ISA)?

Value	Count	Percent %
Yes	162	66.1%
No	77	31.4%
Don't know	6	2.5%

Statistics	
Total Responses	245



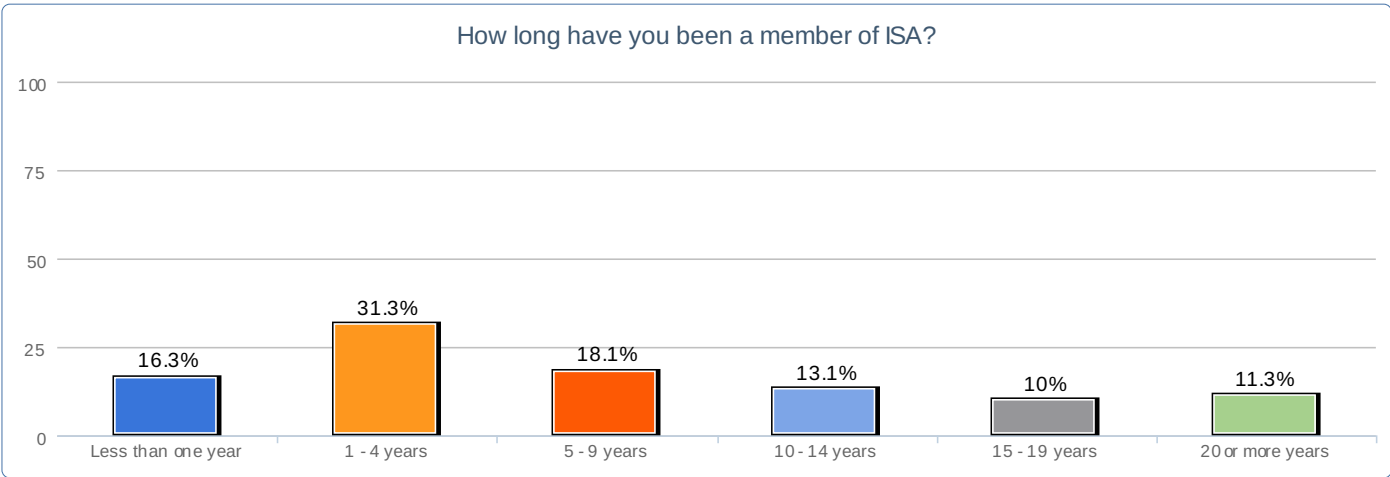
### 4. How did you first learn about the International Society of Arboriculture (ISA)?

Value	Count	Percent %
Referral	29	17.6%
ISA certification program	55	33.3%

Statistics	
Total Responses	165

Instructor/professor	23	13.9%
ISA International Tree Climbing Championship	1	0.6%
Website search	9	5.5%
ISA promotion	1	0.6%
ISA Chapter promotion	3	1.8%
Don't recall	18	10.9%
Other, please specify:	26	15.8%

Open-Text Response Breakdown for "Other, please specify:"	Count
Co-Workers	1
Company I work for	1
Employer	1
Establishment of Texas ISA chapter	1
Family member	1
Former Boss	1
ISA magazines	1
In college	1
My Boss	1
Previous employer	1
Researched tree service certifications online	1
Stephen f Austin state university student chapter, college that I attended	1
Trade show booth	1
University	1
chapter climbing comp.	1
company	1
coworkers	1
in the tree biz 30 years	1
job	1
job requirement	1
logo/patches	1
originally joined 1980	1
previous employer	1
work	2
My employer requires me to be certified in fulfillment fo their contract with the electrical utility	1

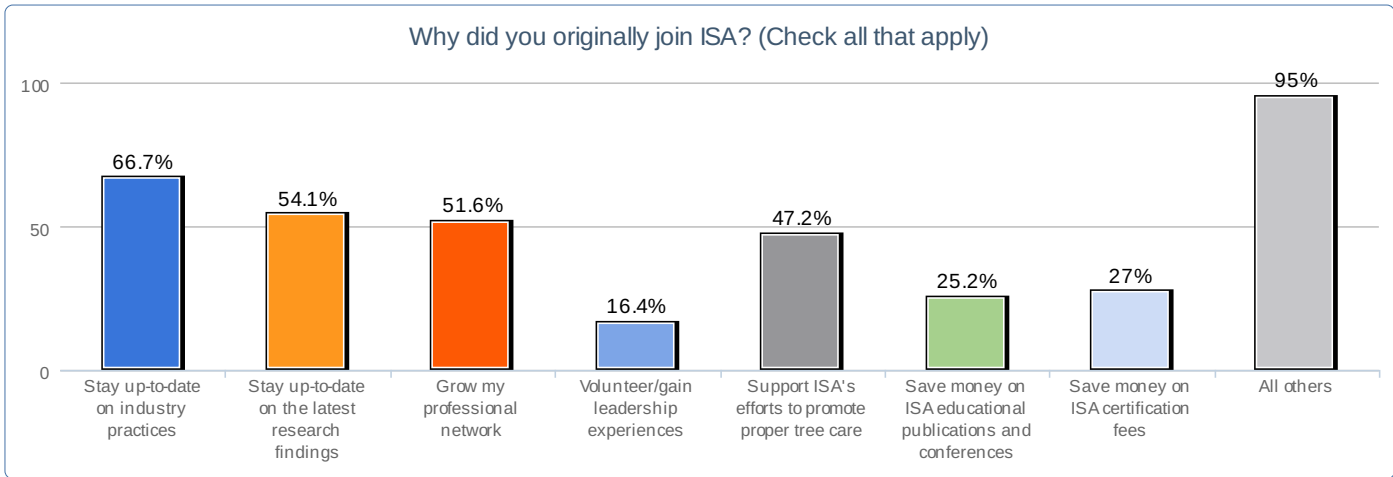


5. How long have you been a member of ISA?

Value	Count	Percent %	Statistics
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Less than one year	26	16.3%
1 - 4 years	50	31.3%
5 - 9 years	29	18.1%
10 - 14 years	21	13.1%
15 - 19 years	16	10.0%
20 or more years	18	11.3%

Total Responses	160
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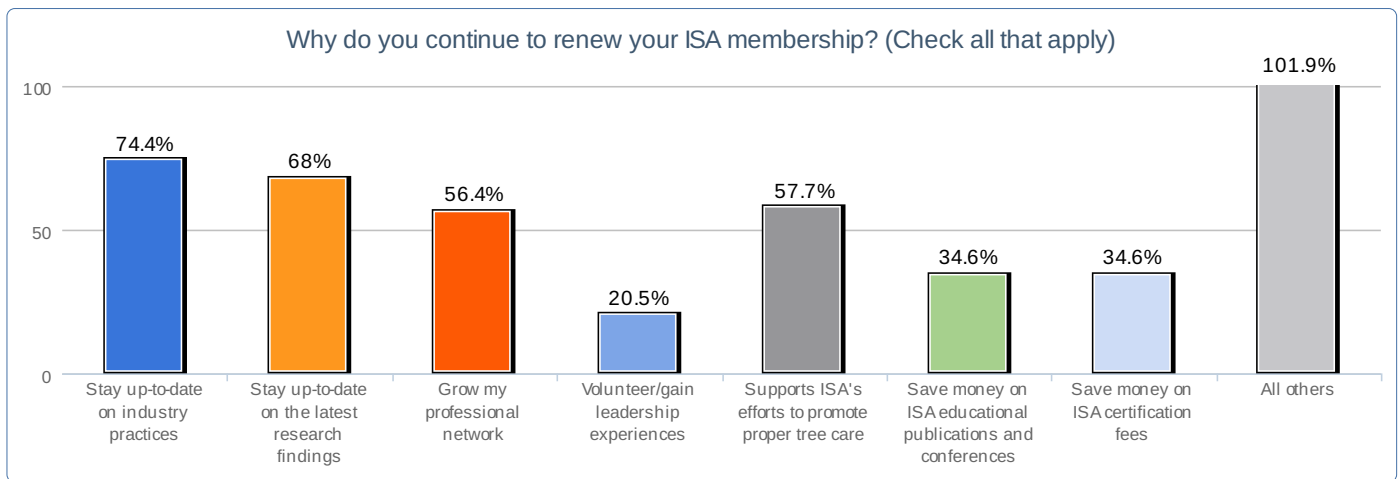


6. Why did you originally join ISA? (Check all that apply)

Value	Count	Percent %
Stay up-to-date on industry practices	106	66.7%
Stay up-to-date on the latest research findings	86	54.1%
Grow my professional network	82	51.6%
Volunteer/gain leadership experiences	26	16.4%
Support ISA's efforts to promote proper tree care	75	47.2%
Save money on ISA educational publications and conferences	40	25.2%
Save money on ISA certification fees	43	27.0%
Participate in an ISA International Tree Climbing Competition	8	5.0%
Receive Arborist News or Arboriculture & Urban Forestry	74	46.5%
Because my employer suggested or required that I should	57	35.9%
Other, please specify:	12	7.6%

Statistics	
Total Responses	159

Open-Text Response Breakdown for "Other, please specify:"	Count
Become a certified arborist	1
CEU's,	1
I like trees and benefits	1
Participate in the Tour des trees	1
Professional Credentials	1
To become a Certified Arborist	1
To destroy Oak Wilt forever	1
customers perception	1
it was a requirement for a contract	1
required to compete at the ISA college national quiz bowl team.	1
student membership	1
To avoid confusion with future clients using the arborist search engine on ISA website. I didn't want to be the only local Certified Arborist that wasn't a member.	1



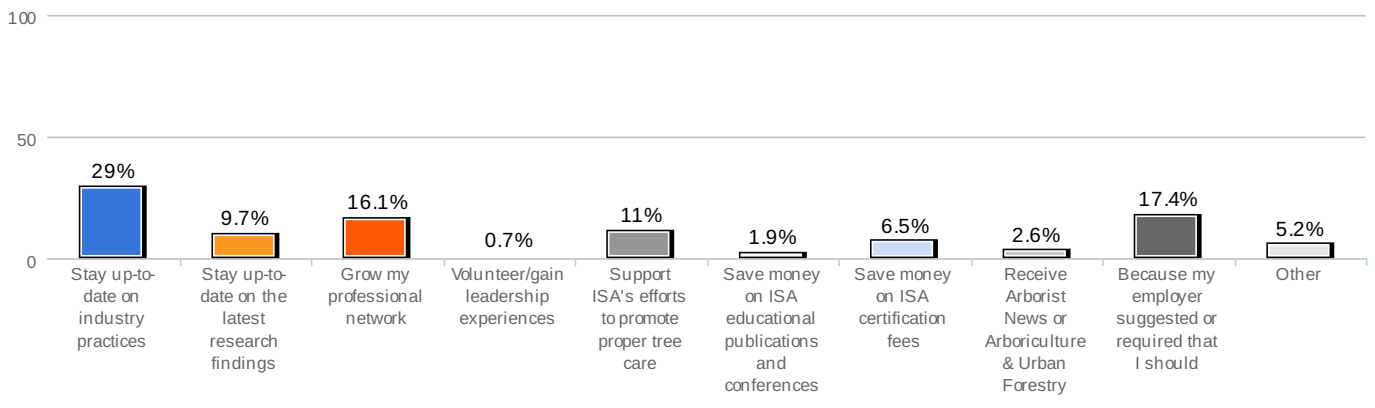
### 7. Why do you continue to renew your ISA membership? (Check all that apply)

Value	Count	Percent %
Stay up-to-date on industry practices	116	74.4%
Stay up-to-date on the latest research findings	106	68.0%
Grow my professional network	88	56.4%
Volunteer/gain leadership experiences	32	20.5%
Supports ISA's efforts to promote proper tree care	90	57.7%
Save money on ISA educational publications and conferences	54	34.6%
Save money on ISA certification fees	54	34.6%
Participate in ISA International Tree Climbing Competition	12	7.7%
Receive Arborist News or Arboriculture & Urban Forestry	85	54.5%
Because my employer suggested or required that I should	47	30.1%
Other, please specify:	15	9.6%

Statistics	
Total Responses	156

Open-Text Response Breakdown for "Other, please specify:"	Count
Adds validity when collecting insurance claims on tree damage.	1
CEU'S	1
Certification	1
I will renew when the time comes for all of the above reasons.	1
Keep up to date on local arborcultural new and practices	1
Maintain Credentials	1
MI	1
NERC FAC003-1	1
Participate in the Tour des trees	1
Professionalism	1
This is my 1st year	1
customers perception	1
educational	1
less than a year still	1
To avoid confusion with future clients using the arborist search engine on ISA website. I didn't want to be the only local Certified Arborist that wasn't a member.	1

Using the drop-down list below, what is the most important reason you joined?

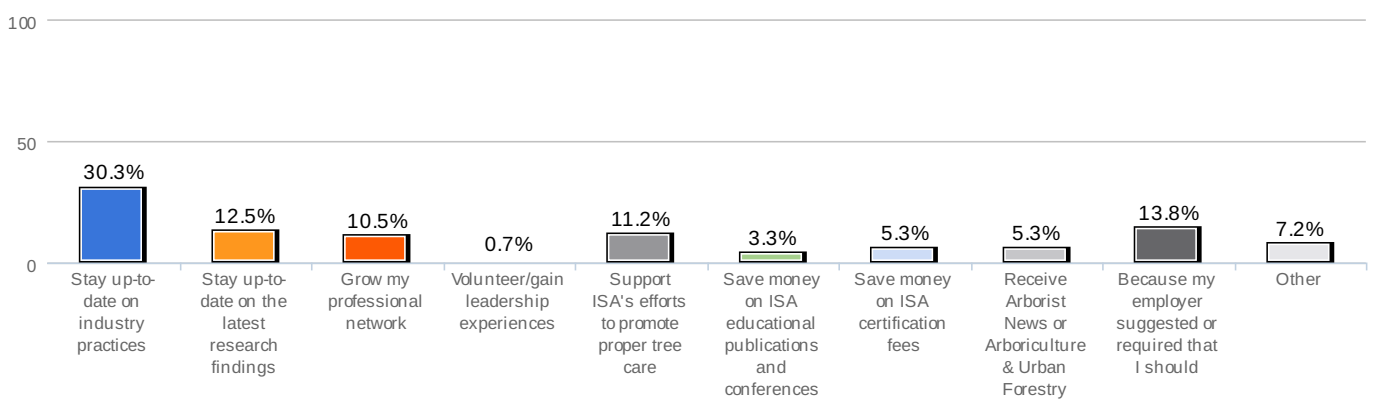


8. Using the drop-down list below, what is the most important reason you joined?

Value	Count	Percent %
Stay up-to-date on industry practices	45	29.0%
Stay up-to-date on the latest research findings	15	9.7%
Grow my professional network	25	16.1%
Volunteer/gain leadership experiences	1	0.7%
Support ISA's efforts to promote proper tree care	17	11.0%
Save money on ISA educational publications and conferences	3	1.9%
Save money on ISA certification fees	10	6.5%
Participate in an ISA International Tree Climbing Competition	0	0.0%
Receive Arborist News or Arboriculture & Urban Forestry	4	2.6%
Because my employer suggested or required that I should	27	17.4%
Other	8	5.2%

Statistics	
Total Responses	155

Using the drop-down list below, what is the most important reason you renewed?



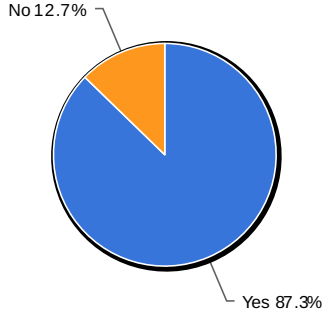
9. Using the drop-down list below, what is the most important reason you renewed?

Value	Count	Percent %
Stay up-to-date on industry practices	46	30.3%
Stay up-to-date on the latest research findings	19	12.5%
Grow my professional network	16	10.5%
Volunteer/gain leadership experiences	1	0.7%
Support ISA's efforts to promote proper tree care	17	11.2%
Save money on ISA educational publications and conferences	5	3.3%
Save money on ISA certification fees	8	5.3%
Participate in an ISA International Tree Climbing Competition	0	0.0%
Receive Arborist News or Arboriculture & Urban Forestry	8	5.3%

Statistics	
Total Responses	152

Because my employer suggested or required that I should	21	13.8%
Other	11	7.2%

Do you maintain a professional membership in any other organizations, such as an ISA chapter or affiliated society? This includes organizations inside and outside of the arboriculture field.



10. Do you maintain a professional membership in any other organizations, such as an ISA chapter or affiliated society? This includes organizations inside and outside of the arboriculture field.

Value	Count	Percent %
Yes	137	87.3%
No	20	12.7%

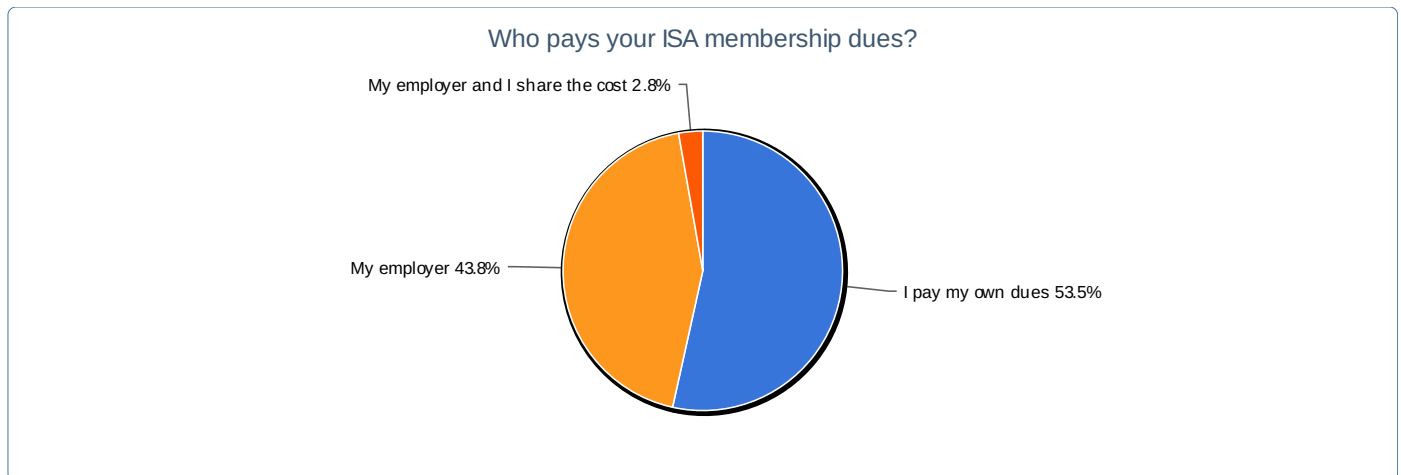
Statistics	
Total Responses	157

11. Please indicate the organization that you believe does the best job in each of the following areas.

	ISA	Local ISA chapter	Arboriculture association not affiliated with ISA	One of the ISA Professional Affiliates (UAA, SMA, SCA, AREA)	Professional training organization	Professional association from a different industry, such as ASLA, APWA, SAF	Employer-provided training	Educational institutions such as colleges and universities	Other Responses	
<b>Local networking opportunities</b>	8.0% 10	48.8% 61	0.8% 1	7.2% 9	3.2% 4	8.8% 11	8.0% 10	5.6% 7	9.6% 12	125
<b>International networking opportunities</b>	72.4% 84	1.7% 2	4.3% 5	4.3% 5	0.9% 1	1.7% 2	2.6% 3	3.4% 4	8.6% 10	116
<b>Keeping me informed about trends and new research in arboriculture</b>	78.6% 99	10.3% 13	0.0% 0	3.2% 4	0.0% 0	0.0% 0	4.0% 5	0.8% 1	3.2% 4	126
<b>Leadership opportunities</b>	22.0% 26	30.5% 36	2.5% 3	5.9% 7	5.1% 6	5.1% 6	11.0% 13	2.5% 3	15.3% 18	118
<b>Development and distribution of an industry magazine or research journal</b>	86.1% 105	1.6% 2	2.5% 3	2.5% 3	0.0% 0	2.5% 3	1.6% 2	0.8% 1	2.5% 3	122
<b>Distribution of digital information (website/digital publication)</b>	66.7% 80	8.3% 10	3.3% 4	5.0% 6	0.0% 0	5.0% 6	1.7% 2	4.2% 5	5.8% 7	120
<b>Customer service</b>	58.3% 70	13.3% 16	0.0% 0	3.3% 4	2.5% 3	0.8% 1	9.2% 11	1.7% 2	10.8% 13	120
<b>Advancing the professional practice of</b>	80.0% 100	8.8% 11	2.4% 3	2.4% 3	0.0% 0	0.8% 1	2.4% 3	1.6% 2	1.6% 2	125

12. How IMPORTANT are the following functions of ISA?

	Greatest importance	High importance	Moderate importance	Low importance	No importance	Responses
Provide professional development to members	57.3% 82	37.8% 54	3.5% 5	1.4% 2	0.0% 0	143
Connect members to a global network of arborists	15.4% 22	34.3% 49	35.0% 50	13.3% 19	2.1% 3	143
Facilitate and share industry research	52.1% 75	41.7% 60	4.9% 7	1.4% 2	0.0% 0	144
Promote the value of proper tree care to consumers	68.3% 97	23.9% 34	5.6% 8	2.1% 3	0.0% 0	142
Provide credentialing services	58.0% 83	30.8% 44	9.8% 14	1.4% 2	0.0% 0	143
Recruit students and young professionals into the industry	25.4% 36	40.8% 58	27.5% 39	4.9% 7	1.4% 2	142
Promote safe work practices for individuals and companies	64.1% 91	27.5% 39	7.0% 10	1.4% 2	0.0% 0	142



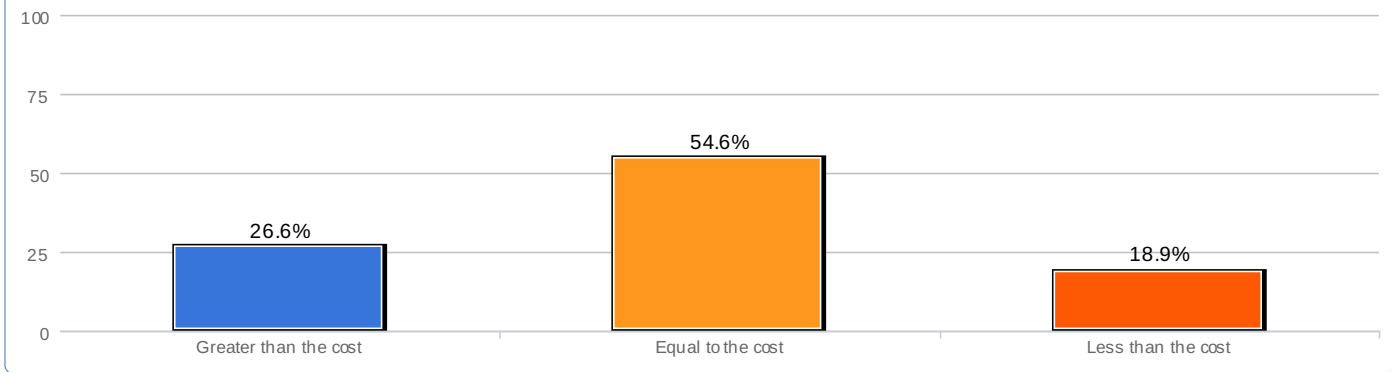
13. Who pays your ISA membership dues?

Value	Count	Percent %
I pay my own dues	77	53.5%
My employer	63	43.8%
My employer and I share the cost	4	2.8%
Other	0	0.0%

Statistics	
Total Responses	144



Based on what you currently pay for membership, do you believe the value you receive is:

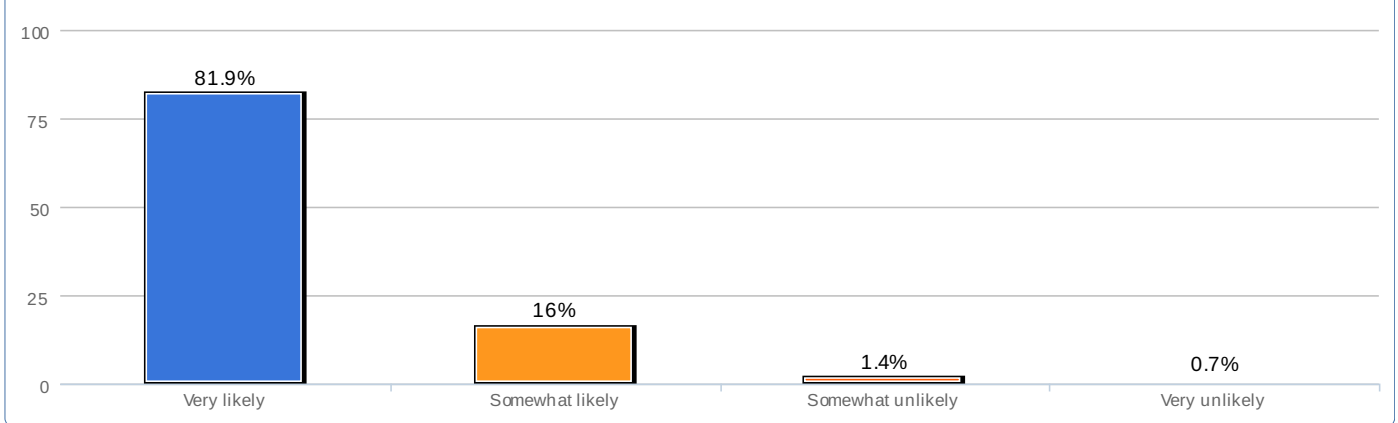


14. Based on what you currently pay for membership, do you believe the value you receive is:

Value	Count	Percent %
Greater than the cost	38	26.6%
Equal to the cost	78	54.6%
Less than the cost	27	18.9%

Statistics	
Total Responses	143

How likely are you to renew your membership in ISA next year?



15. How likely are you to renew your membership in ISA next year?

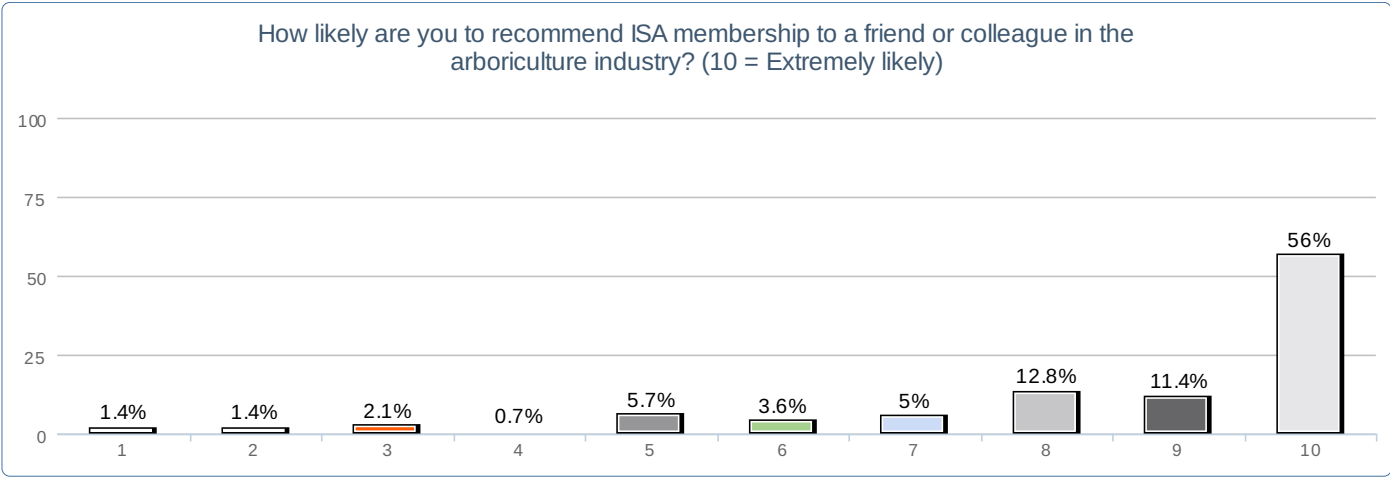
Value	Count	Percent %
Very likely	118	81.9%
Somewhat likely	23	16.0%
Somewhat unlikely	2	1.4%
Very unlikely	1	0.7%

Statistics	
Total Responses	144

16. What could ISA do to increase the likelihood you will renew your membership next year?

Count	Response
1	Be able to advertise and actually get more jobs from the website
1	Begin actually doing some of your own work.
1	Higher accreditation standards for arborists
1	I'm a Life Member so it makes no difference what ISA does or doesn't do
1	Lower Cost
1	Lower the cost.
1	Not sure. It's my 1st year and still learning what to expect and what I can get involved in.
1	Obtain my certification

1	Reduce fees to those whose employers don't pay
1	lower costs
1	lower the cost
1	n/a
1	not sure
1	provide advice, & resources for new arborists
1	reduce costs
1	reduce fee.
1	send me a shirt and stickers
1	stimulate the economy
1	stricter qualifications for certs
1	watch overhead costs
1	Emphasize on the professional background when a certifiend arborist also ahs a forestry degree or a master of PhD degree in forestry
1	respond to approvals for classes to get credits for Cert. Arb. certification. I have yet to hear if a class was approved.
1	Lower the membership Fees where my employer don't flinch when it comes up for renewal. or increase the savings for license renewal and study material



17. How likely are you to recommend ISA membership to a friend or colleague in the arboriculture industry? (10 = Extremely likely)

Value	Count	Percent %
0	0	0.0%
1	2	1.4%
2	2	1.4%
3	3	2.1%
4	1	0.7%
5	8	5.7%
6	5	3.6%
7	7	5.0%
8	18	12.8%
9	16	11.4%
10	79	56.0%

Statistics	
Total Responses	141

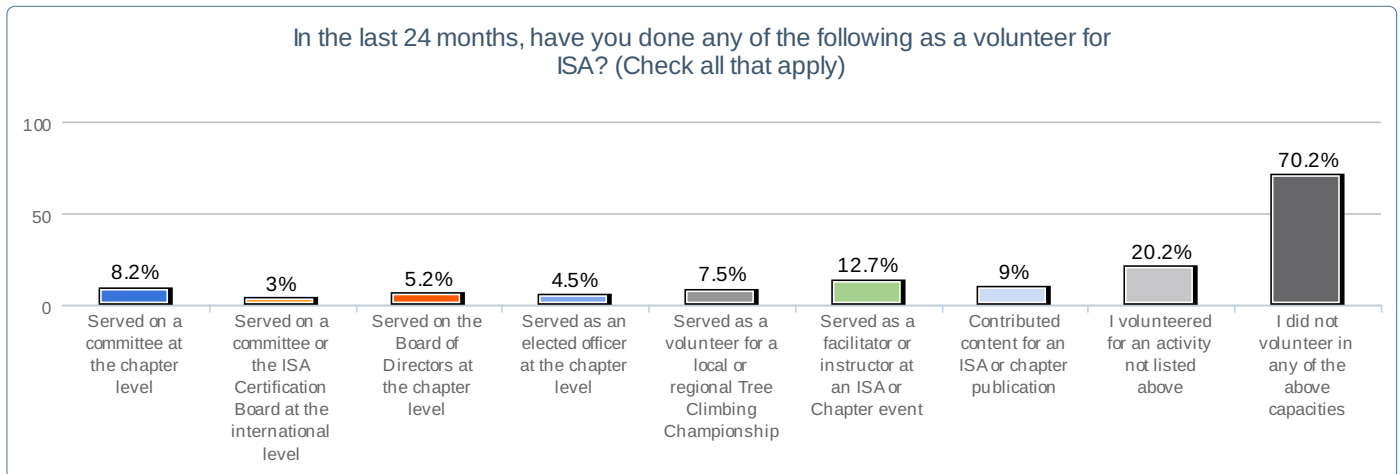
18. What could ISA do to increase the likelihood of you recommending ISA membership to your friends or colleagues?

Count	Response
1	?
1	Allow temporary access to "members only" sections of the website
1	Already do recommend to my clients.
1	Be less cost prohibative
1	Better source of information
1	CEU credits for classes taken
1	Cashback Bonus System
1	De-certify CA's who do poor work.
1	Give us a discount on dues for referrals
1	Good
1	Increase research emphasis, lower cost.
1	Lower fees
1	Lower the cost
1	Membership opporunities for them
1	More local and industry-specific info.
1	Offer more Online CEU Opportunities
1	People I work with are members
1	better discounts on educational materials and conference fees
1	deemphasize making money for org. in favor of education
1	fund research on oak wilt
1	give store credit for referrals
1	higher accreditation standards
1	higher savings or lower fees
1	incentives, give advice, resources
1	less cost
1	lower the cost
1	maybe more services for novices
1	nothing
1	reduce fee
1	regionally relevant information activities.
1	scholarships to municipalities
1	send me a shirt and stickers
1	stricter qualifications for certs
1	unknown
1	Provide more professional development opportunities, but specifically opportunities to be involved in the organization. At times, it feels that it so far removed that the value is questionable. The local affiliate does not really include its members; seems to be more exclusive.
1	More direct support to urban forestry projects in my region. ISA do not frequently respond to regional needs it is totally disscnected.

19. What is your level of agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Responses
<b>ISA is a valuable source of cutting-edge industry information</b>	42.6% 58	48.5% 66	7.4% 10	0.7% 1	0.7% 1	136
<b>ISA supports important research on behalf of the arborist community</b>	41.9% 57	51.5% 70	5.9% 8	0.0% 0	0.7% 1	136
<b>ISA provides valuable networking opportunities locally</b>	23.1% 31	39.6% 53	27.6% 37	5.2% 7	4.5% 6	134
<b>ISA provides valuable networking opportunities globally</b>	23.7% 31	39.3% 52	34.1% 45	3.0% 4	0.0% 0	135

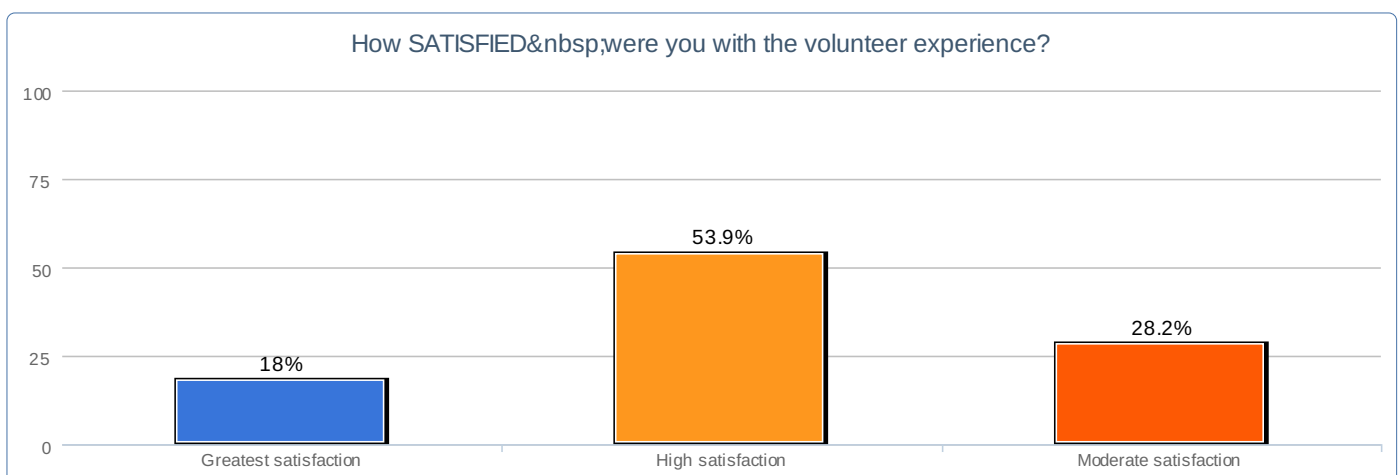
Statement	32	53	46	4	0	134
ISA provides valuable networking opportunities globally						
ISA is an inclusive network of practitioners, scientists and students interested in arboriculture	35.8%	44.0%	17.2%	3.0%	0.0%	134
ISA provides the resources needed for career advancement	33.1%	39.7%	22.1%	4.4%	0.7%	136
The ISA Certified Arborist credential is valued in the industry	59.7%	28.4%	9.7%	2.2%	0.0%	134
The ISA Certified Arborist credential is valued by the public	43.0%	36.3%	14.1%	6.7%	0.0%	135



20. In the last 24 months, have you done any of the following as a volunteer for ISA? (Check all that apply)

Value	Count	Percent %
Served on a committee at the chapter level	11	8.2%
Served on a committee or the ISA Certification Board at the international level	4	3.0%
Served on the Board of Directors at the chapter level	7	5.2%
Served on the Board of Directors at the international level	0	0.0%
Served as an elected officer at the chapter level	6	4.5%
Served as a volunteer for a local or regional Tree Climbing Championship	10	7.5%
Served as a volunteer for the International Tree Climbing Championship	0	0.0%
Served as a facilitator or instructor at an ISA or Chapter event	17	12.7%
Contributed content for an ISA or chapter publication	12	9.0%
I volunteered for an activity not listed above	27	20.2%
I did not volunteer in any of the above capacities	94	70.2%

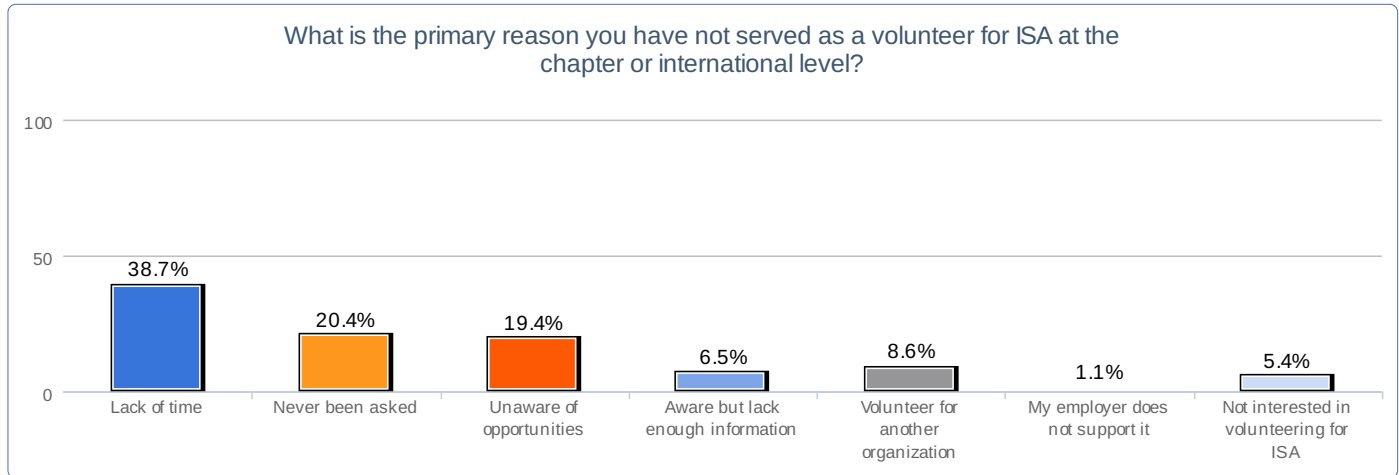
Statistics	
Total Responses	134



21. How SATISFIED were you with the volunteer experience?

Value	Count	Percent %
Greatest satisfaction	7	18.0%
High satisfaction	21	53.9%
Moderate satisfaction	11	28.2%
Low satisfaction	0	0.0%
No satisfaction	0	0.0%

Statistics	
Total Responses	39



22. What is the primary reason you have not served as a volunteer for ISA at the chapter or international level?

Value	Count	Percent %
Lack of time	36	38.7%
Never been asked	19	20.4%
Unaware of opportunities	18	19.4%
Aware but lack enough information	6	6.5%
Applied, but was not selected	0	0.0%
Volunteer for another organization	8	8.6%
My employer does not support it	1	1.1%
Not interested in volunteering for ISA	5	5.4%

Statistics	
Total Responses	93

23. How would you rate your INTEREST in each of the following ISA education and research offerings?

	Greatest Interest	High Interest	Moderate Interest	Low Interest	No Interest	Unfamiliar with offering	Responses
<b>ISA Online Learning Center</b>	30.8%	31.5%	27.7%	3.1%	0.0%	6.9%	130
	40	41	36	4	0	9	
<b>ArborPod™ podcasts</b>	9.3%	20.2%	40.3%	17.1%	0.8%	12.4%	129
	12	26	52	22	1	16	
<b>Literature Review Series</b>	14.6%	34.6%	28.5%	8.5%	0.8%	13.1%	130
	19	45	37	11	1	17	
<b>ISA CEU Quiz Bank</b>	32.8%	36.6%	18.3%	5.3%	1.5%	5.3%	131
	43	48	24	7	2	7	
<b>Arboriculture &amp; Urban Forestry scientific journal</b>	33.1%	37.7%	23.8%	1.5%	0.8%	3.1%	130
	43	49	31	2	1	4	
<b>Arborist News magazine</b>	46.6%	37.4%	13.0%	0.8%	0.0%	2.3%	131
	61	49	17	1	0	3	
<b>ISA Today newsletter</b>	26.9%	34.6%	29.2%	3.8%	0.0%	5.4%	130
	35	45	38	5	0	7	
<b>Planting Seeds newsletter</b>	12.3%	30.8%	33.1%	8.5%	2.3%	13.1%	130
	16	40	43	11	3	17	

CERT Today newsletter	15.1% 18	32.8% 43	30.3% 40	8.4% 11	2.3% 3	12.2% 16	131
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24. How would you rate your SATISFACTION with each of the following ISA education and research offerings?

	Greatest Satisfaction	High Satisfaction	Moderate Satisfaction	Low Satisfaction	No Satisfaction	Unfamiliar with offering	Responses
ISA Online Learning Center	15.3% 19	30.6% 38	20.2% 25	2.4% 3	1.6% 2	29.8% 37	124
ArborPod™ podcasts	5.6% 7	19.0% 24	24.6% 31	5.6% 7	4.8% 6	40.5% 51	126
Literature Review Series	6.5% 8	25.0% 31	28.2% 35	1.6% 2	1.6% 2	37.1% 46	124
ISA CEU Quiz Bank	22.8% 28	30.1% 37	22.0% 27	0.0% 0	3.3% 4	22.0% 27	123
Arboriculture & Urban Forestry scientific journal	22.4% 28	39.2% 49	24.8% 31	1.6% 2	2.4% 3	9.6% 12	125
Arborist News magazine	31.7% 40	44.4% 56	15.9% 20	2.4% 3	0.8% 1	4.8% 6	126
ISA Today newsletter	14.4% 18	39.2% 49	28.8% 36	2.4% 3	2.4% 3	12.8% 16	125
Planting Seeds newsletter	8.9% 11	21.0% 26	27.4% 34	1.6% 2	4.0% 5	37.1% 46	124
CERT Today newsletter	10.4% 13	19.2% 24	26.4% 33	0.8% 1	4.8% 6	38.4% 48	125

25. How would you rate your INTEREST in each of the following ISA events?

	Greatest Interest	High Interest	Moderate Interest	Low Interest	No Interest	Unfamiliar with offering	Responses
ISA Annual Conference and Trade Show	23.8% 30	27.8% 35	32.5% 41	4.8% 6	5.6% 7	5.6% 7	126
ISA International Tree Climbing Championships	11.9% 15	16.7% 21	34.9% 44	16.7% 21	15.1% 19	4.8% 6	126
ISA Training and Workshops	32.5% 41	44.4% 56	18.3% 23	1.6% 2	1.6% 2	1.6% 2	126
ISA Award Programs	7.2% 9	16.8% 21	36.8% 46	26.4% 33	8.8% 11	4.0% 5	125
Events hosted by your local chapter	46.4% 58	32.0% 40	15.2% 19	0.8% 1	1.6% 2	4.0% 5	125

26. How would you rate your SATISFACTION with each of the following ISA events?

	Greatest Satisfaction	High Satisfaction	Moderate Satisfaction	Low Satisfaction	No Satisfaction	Unfamiliar with offering	Responses
ISA Annual Conference and Trade Show	18.2% 22	20.7% 25	23.1% 28	1.7% 2	4.1% 5	32.2% 39	121
ISA International Tree Climbing Championships	10.8% 13	15.8% 19	26.7% 32	4.2% 5	10.0% 12	32.5% 39	120
ISA Training and Workshops	19.0% 23	35.5% 43	26.4% 32	2.5% 3	2.5% 3	14.0% 17	121
ISA Award Programs	6.7% 8	14.2% 17	32.5% 39	6.7% 8	9.2% 11	30.8% 37	120
Events hosted by your local chapter	33.9% 42	29.8% 37	17.7% 22	0.8% 1	2.4% 3	15.3% 19	124

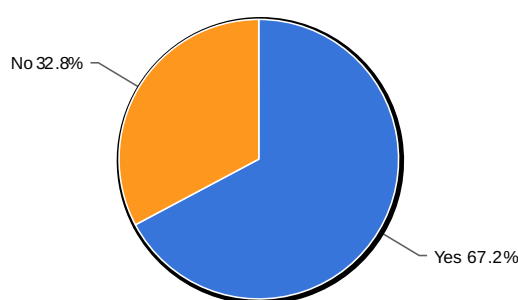
27. How would you rate your INTEREST in each of the following ISA business and career development offerings?

	Greatest Interest	High Interest	Moderate Interest	Low Interest	No Interest	Unfamiliar with offering	Responses
Public outreach resources available through <a href="http://www.treesaregood.org">www.treesaregood.org</a>	19.5% 24	26.8% 33	35.0% 43	3.3% 4	0.0% 0	15.4% 19	123
Listing in the Find a Tree Care Service for ISA Certified Arborists	27.9% 34	23.0% 28	31.1% 38	8.2% 10	3.3% 4	6.6% 8	122
ISA Membership Directory	21.5% 26	29.8% 36	33.1% 40	9.1% 11	2.5% 3	4.1% 5	121
Trademark violation program to pursue improper or illegal use of ISA logos	21.3% 26	27.0% 33	27.0% 33	6.6% 8	7.4% 9	10.7% 13	122
Use of an ISA certification logo	31.4% 38	33.1% 40	21.5% 26	6.6% 8	2.5% 3	5.0% 6	121
ISA Job Bank	20.5% 25	21.3% 26	34.4% 42	9.0% 11	4.1% 5	10.7% 13	122

28. How would you rate your SATISFACTION with each of the following ISA business and career development offerings?

	Greatest Satisfaction	High Satisfaction	Moderate Satisfaction	Low Satisfaction	No Satisfaction	Unfamiliar with offering	Responses
Public outreach resources available through <a href="http://www.treesaregood.org">www.treesaregood.org</a>	13.1% 16	28.7% 35	27.9% 34	3.3% 4	0.8% 1	26.2% 32	122
Listing in the Find a Tree Care Service for ISA Certified Arborists	9.8% 12	33.6% 41	34.4% 42	2.5% 3	2.5% 3	17.2% 21	122
ISA Membership Directory	11.7% 14	32.5% 39	37.5% 45	3.3% 4	3.3% 4	11.7% 14	120
Trademark violation program to pursue improper or illegal use of ISA logos	10.8% 13	20.0% 24	27.5% 33	10.8% 13	4.2% 5	26.7% 32	120
Use of an ISA certification logo	19.0% 23	33.1% 40	26.4% 32	5.0% 6	1.7% 2	14.9% 18	121
ISA Job Bank	10.1% 12	22.7% 27	28.6% 34	5.0% 6	3.4% 4	30.3% 36	119

In the past 24 months, have you attended an ISA chapter event?

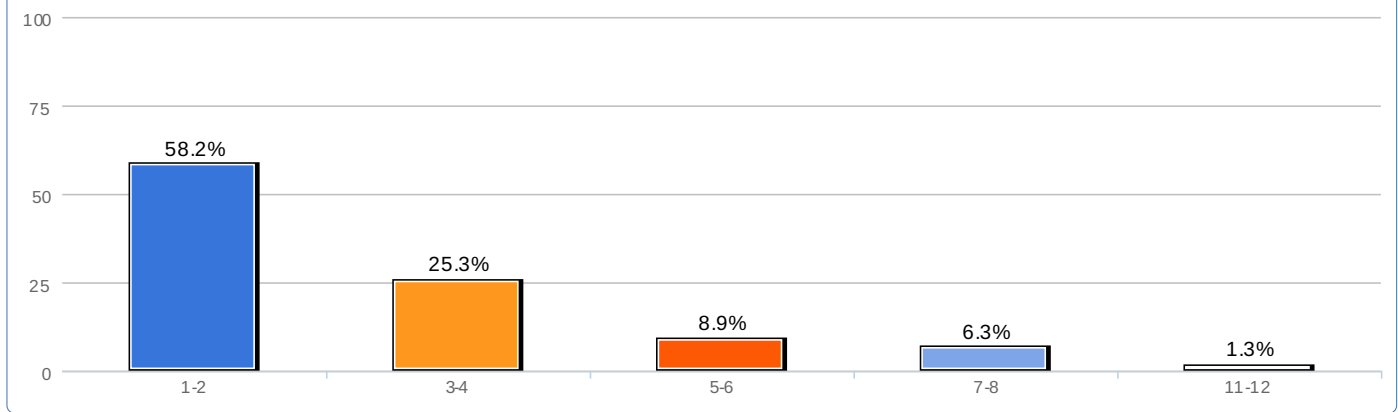


29. In the past 24 months, have you attended an ISA chapter event?

Value	Count	Percent %
Yes	80	67.2%
No	39	32.8%

Statistics	
Total Responses	119

### How many ISA chapter events have you attended in the past 24 months?



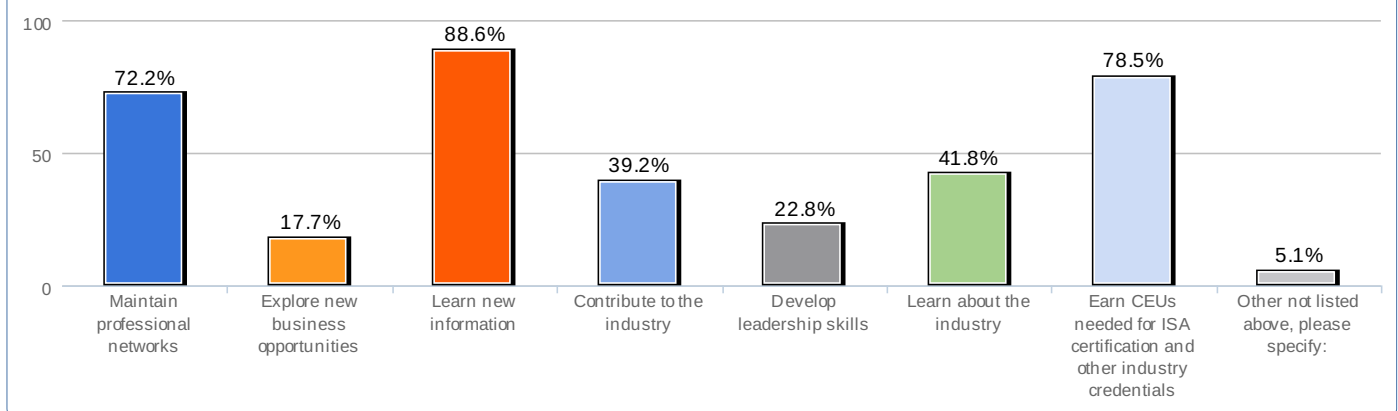
### 30. How many ISA chapter events have you attended in the past 24 months?

Value	Count	Percent %
1-2	46	58.2%
3-4	20	25.3%
5-6	7	8.9%
7-8	5	6.3%
9-10	0	0.0%
11-12	1	1.3%
13 or more	0	0.0%

#### Statistics

Total Responses	79
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### What are the primary reasons you attend chapter events? (Check all that apply)



### 31. What are the primary reasons you attend chapter events? (Check all that apply)

Value	Count	Percent %
Maintain professional networks	57	72.2%
Explore new business opportunities	14	17.7%
Learn new information	70	88.6%
Contribute to the industry	31	39.2%
Develop leadership skills	18	22.8%
Learn about the industry	33	41.8%
Earn CEUs needed for ISA certification and other industry credentials	62	78.5%
Other not listed above, please specify:	4	5.1%

#### Statistics

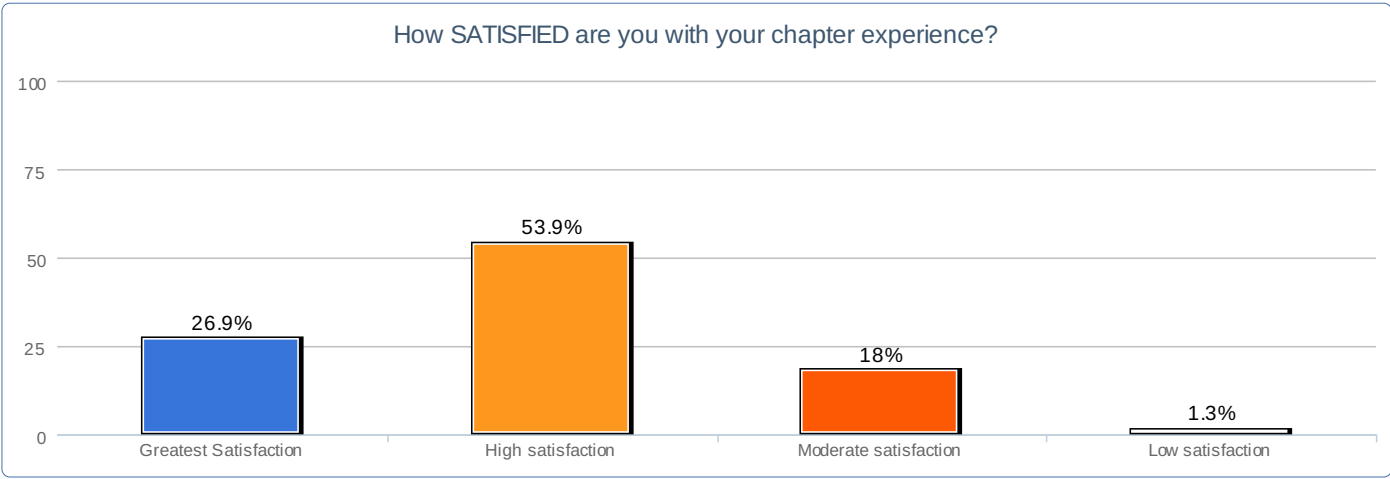
Total Responses	79
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#### Open-Text Response Breakdown for "Other not listed above, please specify:"

Open-Text Response Breakdown for "Other not listed above, please specify:"	Count
Research interactions	1
honor and glory	1



0	1
vendors	1



32. How SATISFIED are you with your chapter experience?

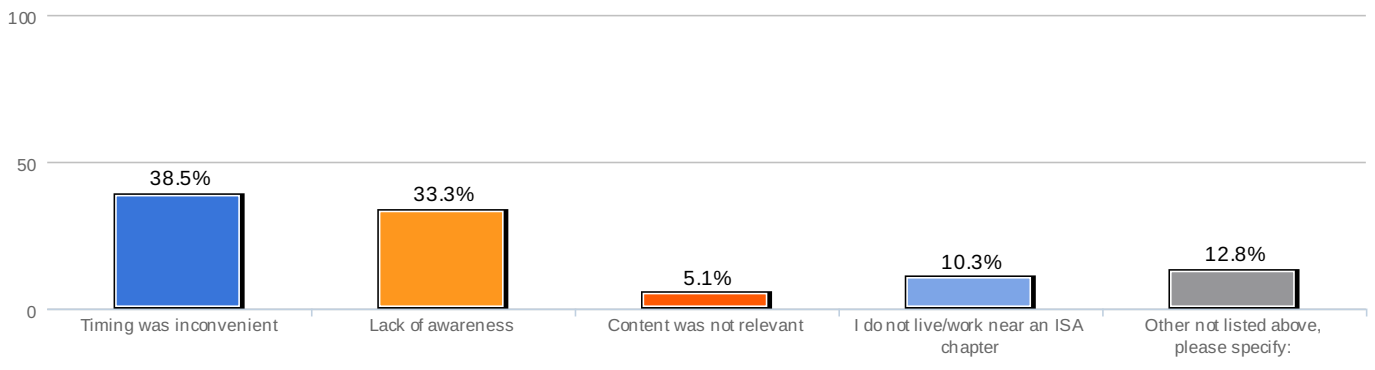
Value	Count	Percent %
Greatest Satisfaction	21	26.9%
High satisfaction	42	53.9%
Moderate satisfaction	14	18.0%
Low satisfaction	1	1.3%
No satisfaction	0	0.0%

Statistics	
Total Responses	78

33. What does your ISA chapter need to address to increase your satisfaction?

Count	Response
1	??
1	Less talk, more action items.
1	More workshops/events available locally
1	Networking
1	Organic techniques
1	Specific regional problems outside of Austin
1	Stop including christian prayer at events, improve quality of seminars
1	ceu
1	more interaction
1	more selection of educational courses
1	offer more oppurtunities
1	stricter qualifications for certs
1	My satisfaction in the local chapter comes from interacting with like-minded professionals. Greater outreach to those folks at events where networking is possible would be a big benefit. International could support that effort.

What is the primary reason you have not attended an ISA chapter event in the past 24 months?



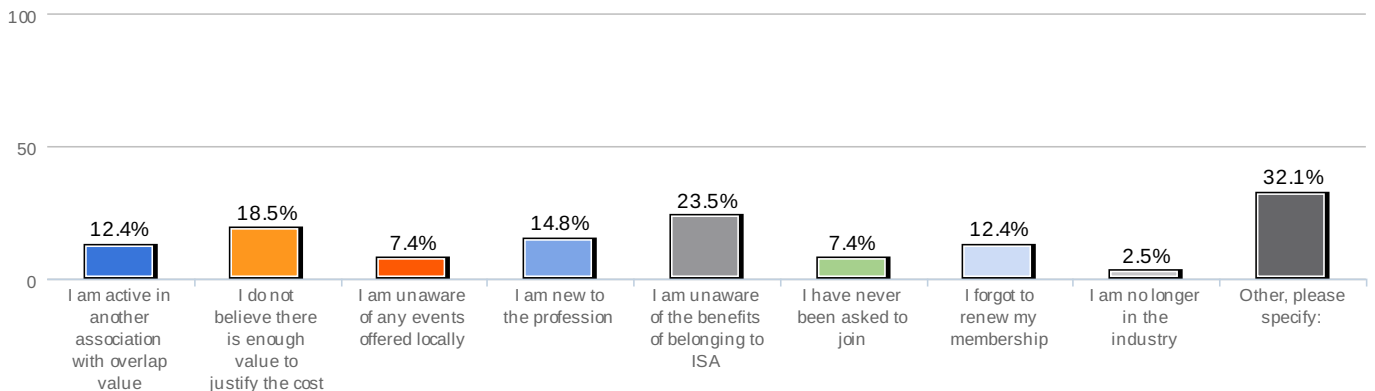
34. What is the primary reason you have not attended an ISA chapter event in the past 24 months?

Value	Count	Percent %
Timing was inconvenient	15	38.5%
Lack of awareness	13	33.3%
Content was not relevant	2	5.1%
The value did not exceed the cost	0	0.0%
Dissatisfaction with past experience	0	0.0%
I do not live/work near an ISA chapter	4	10.3%
Other not listed above, please specify:	5	12.8%

Statistics	
Total Responses	39

Open-Text Response Breakdown for "Other not listed above, please specify:"	Count
Fees and Locations	1
Too far. Bad time.	1
unaware of events; new member; recently raduated from college	1
work	1
In Abilene Texas. Chapter is in Dallas. Three hours drive time. I also recently just became a member. Am extremely interested in everything ISA and hope to one day recieve master arborist.	1

What are the primary reason(s) you are not a member of ISA?



35. What are the primary reason(s) you are not a member of ISA?

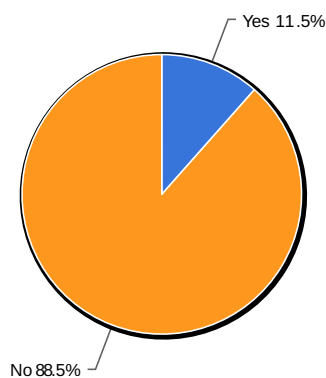
Value	Count	Percent %
I am active in another association with overlap value	10	12.4%
I do not believe there is enough value to justify the cost	15	18.5%
I am unaware of any events offered locally	6	7.4%
I am new to the profession	12	14.8%
I am unaware of the benefits of belonging to ISA	19	23.5%

Statistics	
Total Responses	81

I have never been asked to join	6	7.4%
I forgot to renew my membership	10	12.4%
I am no longer in the industry	2	2.5%
I am retired	0	0.0%
Other, please specify:	26	32.1%

Open-Text Response Breakdown for "Other, please specify:"	Count
Currently a student working on formal education	1
I am fixing to become a member	1
I can't afford it at this time.	1
I'm in the progress of obtaining it	1
Not enough money to join	1
Semi Retired and still avtive as a consultant	1
State Certified General Real Estate Appraiser	1
Was waiting to become a certified arborist	1
cannot afford the cost	1
company membership	1
cost	1
do not have enough experience to take exam	1
employer will not pay membership	1
expensive membership dues	1
lack of funding	1
lazy	1
my resource with this economy has been harsh..	1
never got around to joining and looked at it once...pricy	1
no reason	1
not in the industry yet	1
paid for testing and was told I waited too long to take test and was not extended a credit.	1
slow work	1
there is not enough tree work in my area.	1
No proration of dues. I forgot to renew and will not pay full price for 1/2 of a year. Will wait to renew in Jan.	1
my dad died and I let my membership lapse and I don't want to go through the trouble and expense of taking the test and paying for it all over again.	1
I'm required to keep up 2 other certifications (RLA / PMP), the Arborist certification was too much effort.	1

Are you a member of an ISA chapter?



36. Are you a member of an ISA chapter?

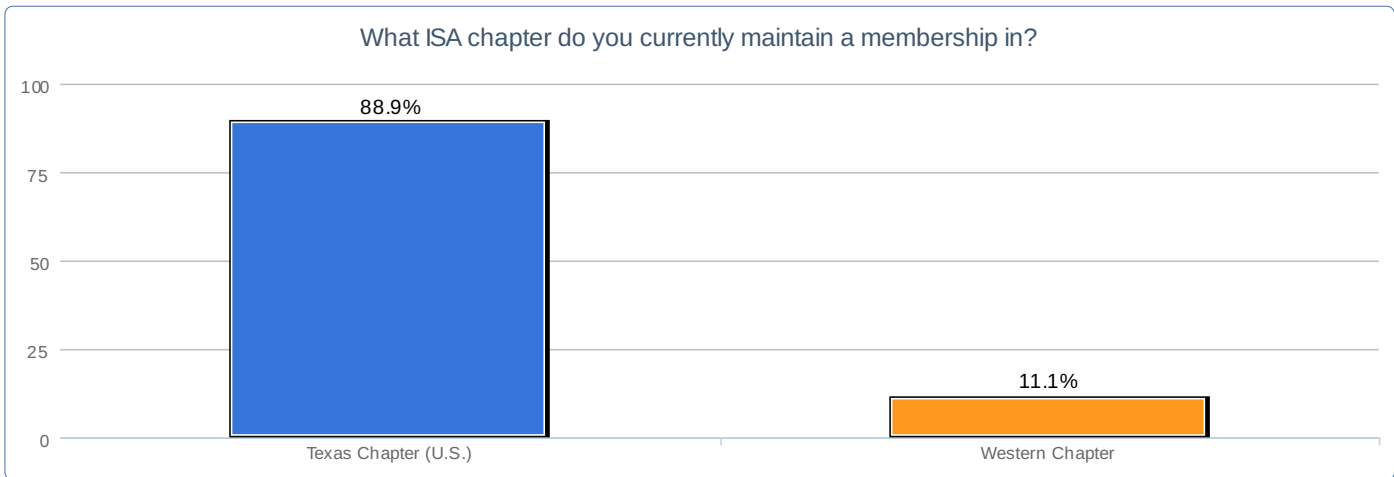
Value

Count Percent %

Statistics

Yes	9	11.5%
No	69	88.5%

Total Responses	78
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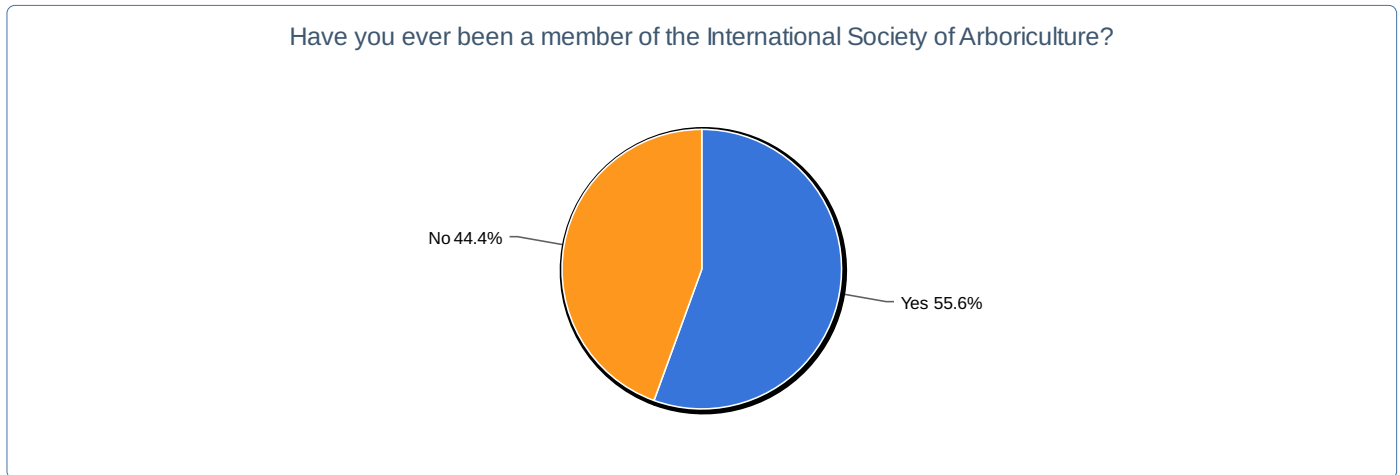


37. What ISA chapter do you currently maintain a membership in?

Value	Count	Percent %
Atlantic Chapter	0	0.0%
Austria Chapter	0	0.0%
Australia Chapter	0	0.0%
Brazil Chapter	0	0.0%
Czech Republic Chapter	0	0.0%
Denmark Chapter (Denmark, Iceland)	0	0.0%
Florida Chapter (U.S.)	0	0.0%
Germany Chapter	0	0.0%
Illinois Chapter (U.S.)	0	0.0%
Indiana Chapter (U.S.)	0	0.0%
Italy Chapter	0	0.0%
Kentucky Chapter (U.S.)	0	0.0%
KPB Dutch Chapter (The Netherlands)	0	0.0%
Michigan Chapter (U.S.)	0	0.0%
Mid-Atlantic Chapter (U.S.)	0	0.0%
Midwestern Chapter (U.S.)	0	0.0%
Minnesota Chapter (U.S.)	0	0.0%
New England Chapter (U.S.)	0	0.0%
New Jersey Chapter (U.S.)	0	0.0%
New York Chapter (U.S.)	0	0.0%
New Zealand	0	0.0%
Norway	0	0.0%
Ohio Chapter (U.S.)	0	0.0%
Ontario Chapter	0	0.0%
Pacific Northwest Chapter	0	0.0%
Penn-Del Chapter	0	0.0%
Prairie Chapter	0	0.0%
Quebec Chapter	0	0.0%
Rocky Mountain Chapter	0	0.0%
Southern Chapter	0	0.0%
Spain Chapter	0	0.0%
Swedish Chapter	0	0.0%

Statistics	
Total Responses	9

Texas Chapter (U.S.)	8	88.9%
United Kingdom/Ireland Chapter	0	0.0%
Utah Chapter	0	0.0%
Western Chapter	1	11.1%
Wisconsin Chapter (U.S.)	0	0.0%



38. Have you ever been a member of the International Society of Arboriculture?

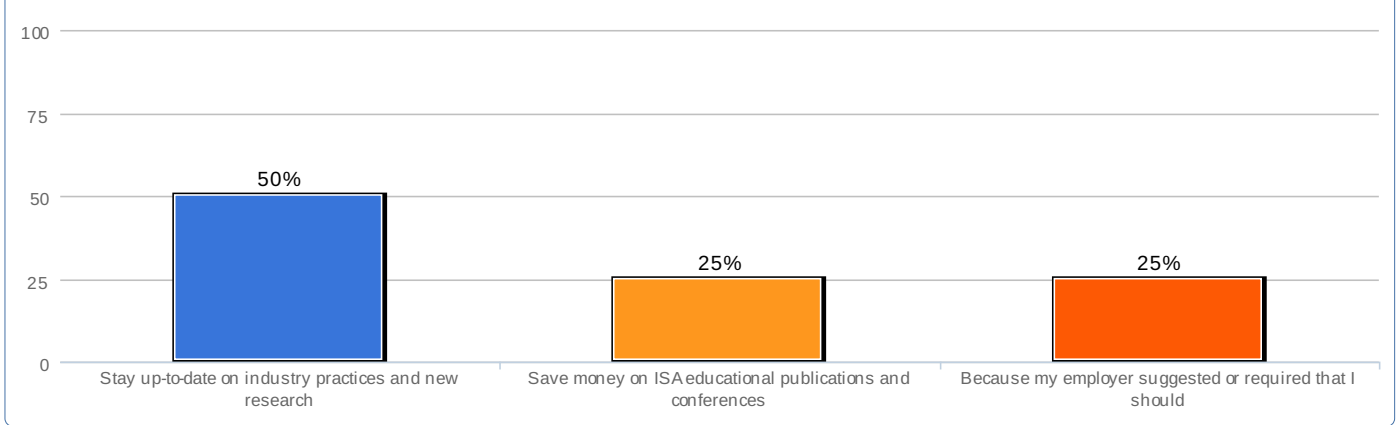
Value	Count	Percent %
Yes	5	55.6%
No	4	44.4%

Statistics	
Total Responses	9

39. Why did you originally join ISA? (Check all that apply)

Reason Joined	Responses
Stay up-to-date on industry practices and new research	3
Grow my professional network	4
Volunteer/gain leadership experiences	1
Support ISA's efforts to promote proper tree care	3
Save money on ISA educational publications and conferences	2
Save money on ISA certification fees	2
Participate in an ISA Tree Climbing Competition	2
Receive Arborist News or Arboriculture & Urban Forestry	3
Because my employer suggested or required that I should	2
Other	0

Using the drop-down list below, what is the most important reason you joined?

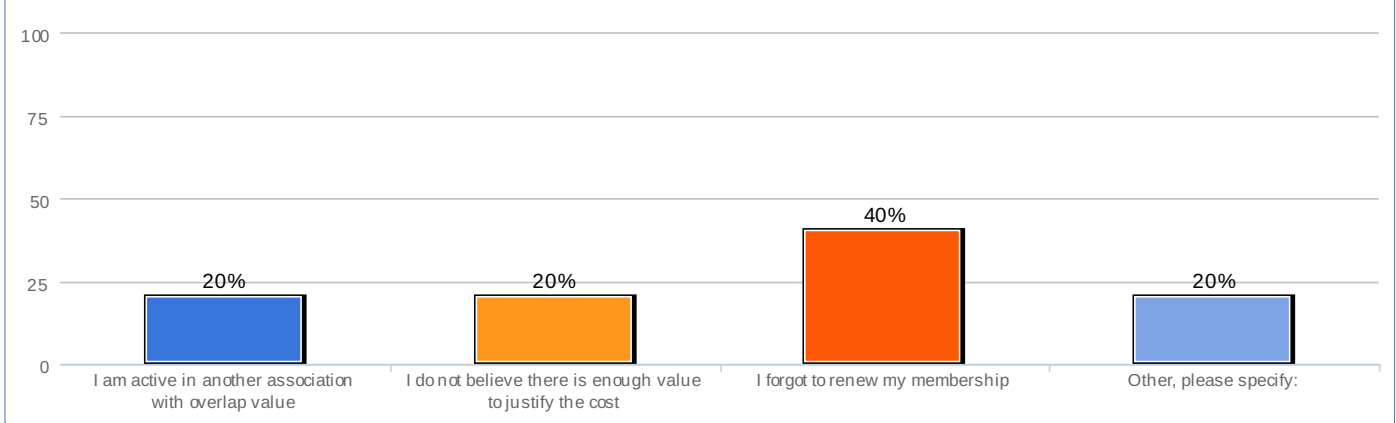


40. Using the drop-down list below, what is the most important reason you joined?

Value	Count	Percent %
Stay up-to-date on industry practices and new research	2	50.0%
Grow my professional network	0	0.0%
Volunteer/gain leadership experiences	0	0.0%
Support ISA's efforts to promote proper tree care	0	0.0%
Save money on ISA educational publications and conferences	1	25.0%
Save money on ISA certification fees	0	0.0%
Participate in an ISA Tree Climbing Competition	0	0.0%
Receive Arborist News or Arboriculture and Urban Forestry	0	0.0%
Because my employer suggested or required that I should	1	25.0%
Other	0	0.0%

Statistics	
Total Responses	4

What is the primary reason you did not renew your membership?



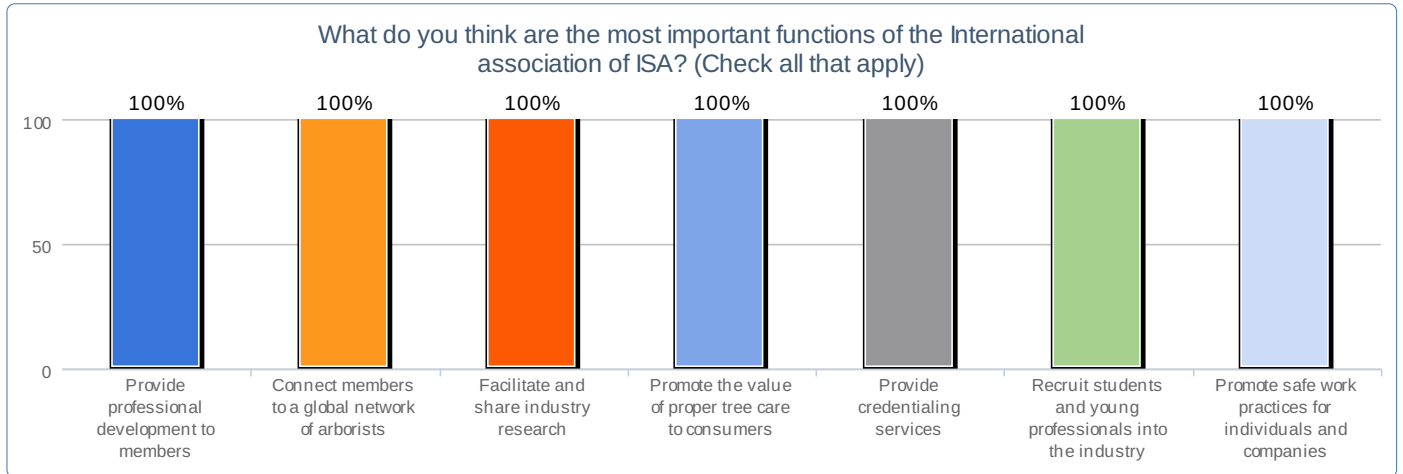
41. What is the primary reason you did not renew your membership?

Value	Count	Percent %
I am active in another association with overlap value	1	20.0%
I do not believe there is enough value to justify the cost	1	20.0%
I am unaware of any events offered locally	0	0.0%
I am new to the profession	0	0.0%
I am unaware of the benefits of belonging to ISA	0	0.0%
I have never been asked to join	0	0.0%
I forgot to renew my membership	2	40.0%
I am no longer in the industry	0	0.0%
I am retired	0	0.0%
Other, please specify:	1	20.0%

Statistics	
Total Responses	5



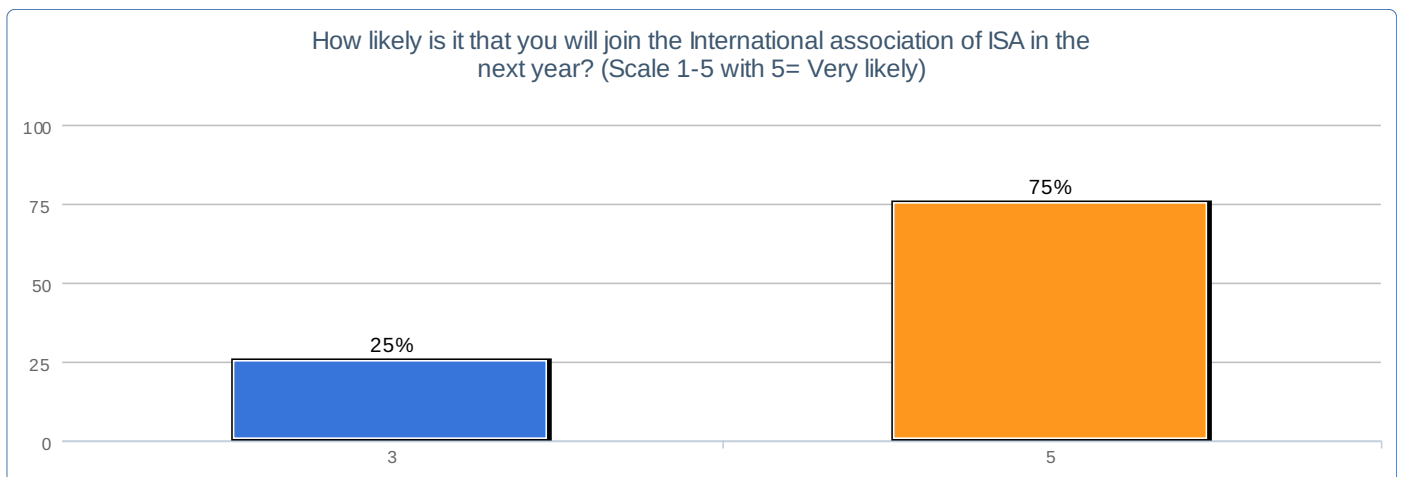
professional practice of arboriculture	2	0	0	0	0	0	0	0
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44. What do you think are the most important functions of the International association of ISA? (Check all that apply)

Value	Count	Percent %
Provide professional development to members	4	100.0%
Connect members to a global network of arborists	4	100.0%
Facilitate and share industry research	4	100.0%
Promote the value of proper tree care to consumers	4	100.0%
Provide credentialing services	4	100.0%
Recruit students and young professionals into the industry	4	100.0%
Promote safe work practices for individuals and companies	4	100.0%

Statistics	
Total Responses	4



45. How likely is it that you will join the International association of ISA in the next year? (Scale 1-5 with 5= Very likely)

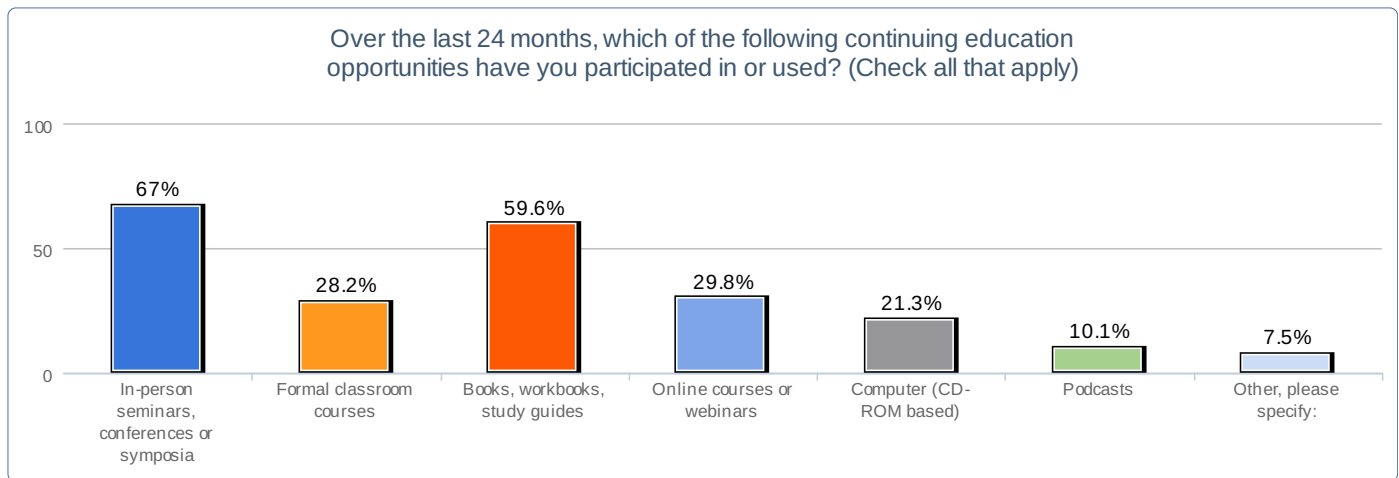
Value	Count	Percent %
1	0	0.0%
2	0	0.0%
3	1	25.0%
4	0	0.0%
5	3	75.0%

Statistics	
Total Responses	4



46. What could ISA do to increase the likelihood you will join?

Count	Response
1	decrease cost of membership slightly



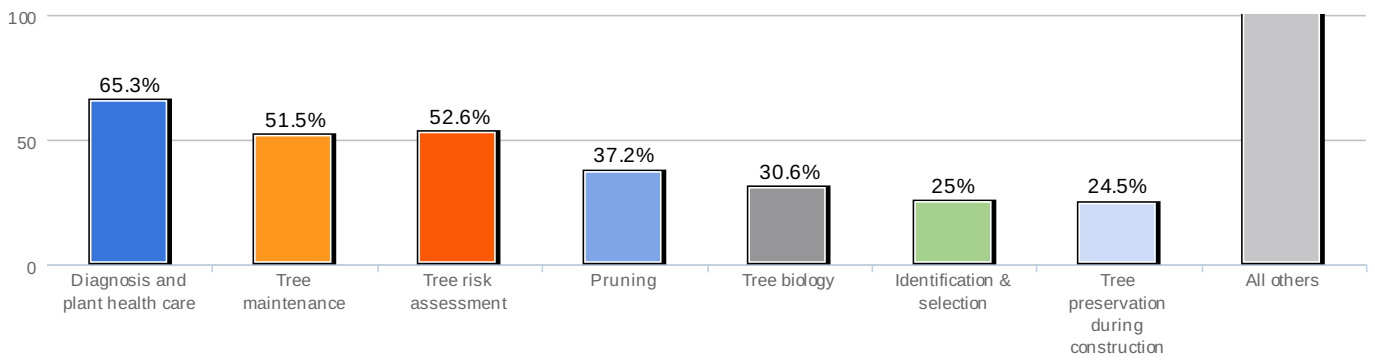
47. Over the last 24 months, which of the following continuing education opportunities have you participated in or used? (Check all that apply)

Value	Count	Percent %
In-person seminars, conferences or symposia	126	67.0%
Formal classroom courses	53	28.2%
Books, workbooks, study guides	112	59.6%
Online courses or webinars	56	29.8%
Computer (CD-ROM based)	40	21.3%
Podcasts	19	10.1%
Other, please specify:	14	7.5%

Statistics	
Total Responses	188

Open-Text Response Breakdown for "Other, please specify:"	Count
AUF	1
Arbiculture txt books	1
Board Attendee for City of San Antonio	1
E quizzes	1
ISA CEU ONLINE QUIZZES	1
N/A	1
On-Job Training	1
Personal research relating to my area.	1
TCC	1
Texas Dept. of Agriculture	1
ceu's offer on line through ISA News web site	1
library; books; talking with colleagues in the industry; observation in the elements	1
outdoor classroom, advanced climbing and rigging techniques	1
volunteering	1

Which of the following continuing education topics are most important to you?  
(Check up to five)

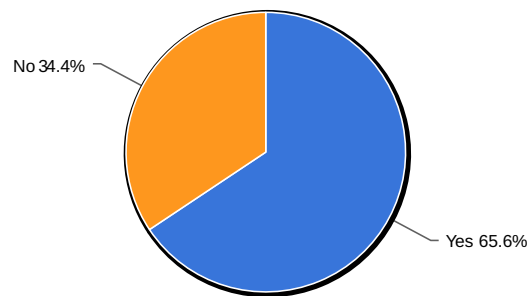


48. Which of the following continuing education topics are most important to you? (Check up to five)

Value	Count	Percent %
Diagnosis and plant health care	128	65.3%
Tree maintenance	101	51.5%
Tree risk assessment	103	52.6%
Pruning	73	37.2%
Tree biology	60	30.6%
Identification & selection	49	25.0%
Tree preservation during construction	48	24.5%
Tree installation and establishment	37	18.9%
Safe work practices	46	23.5%
Urban forestry	69	35.2%
Integrated vegetation management	23	11.7%
Tree appraisal	35	17.9%
Climbing and rigging	20	10.2%
Operating a successful business	20	10.2%
Staff management issues	6	3.1%
Quantifying the benefits of trees	29	14.8%
Arboricultural consulting	27	13.8%
Trees and the law	41	20.9%

Statistics	
Total Responses	196

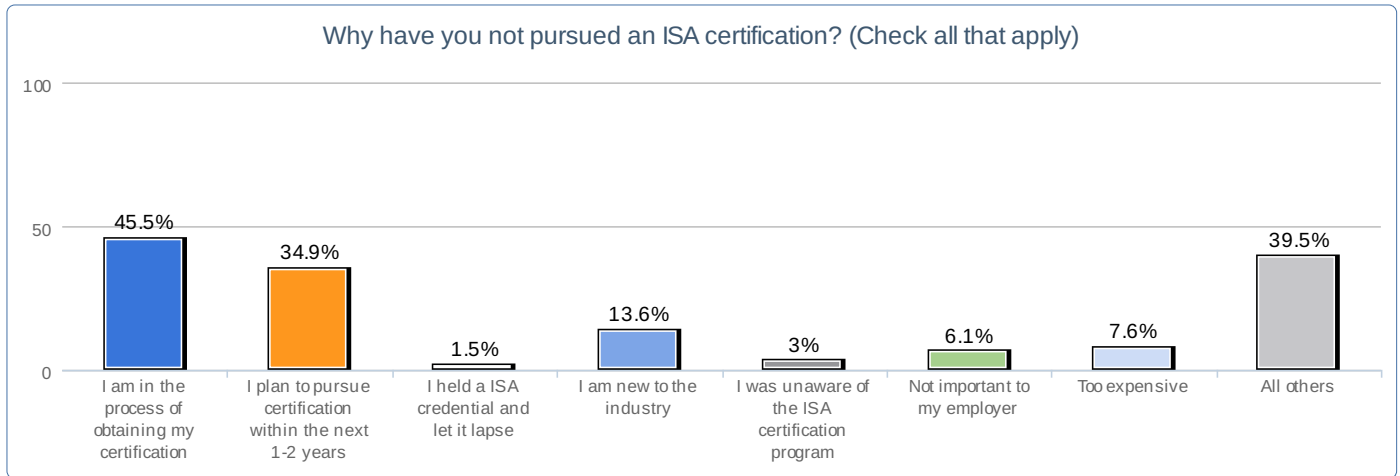
Have you earned an ISA certification?



49. Have you earned an ISA certification?

Value	Count	Percent %
Yes	128	65.6%
No	67	34.4%

Statistics	
Total Responses	195

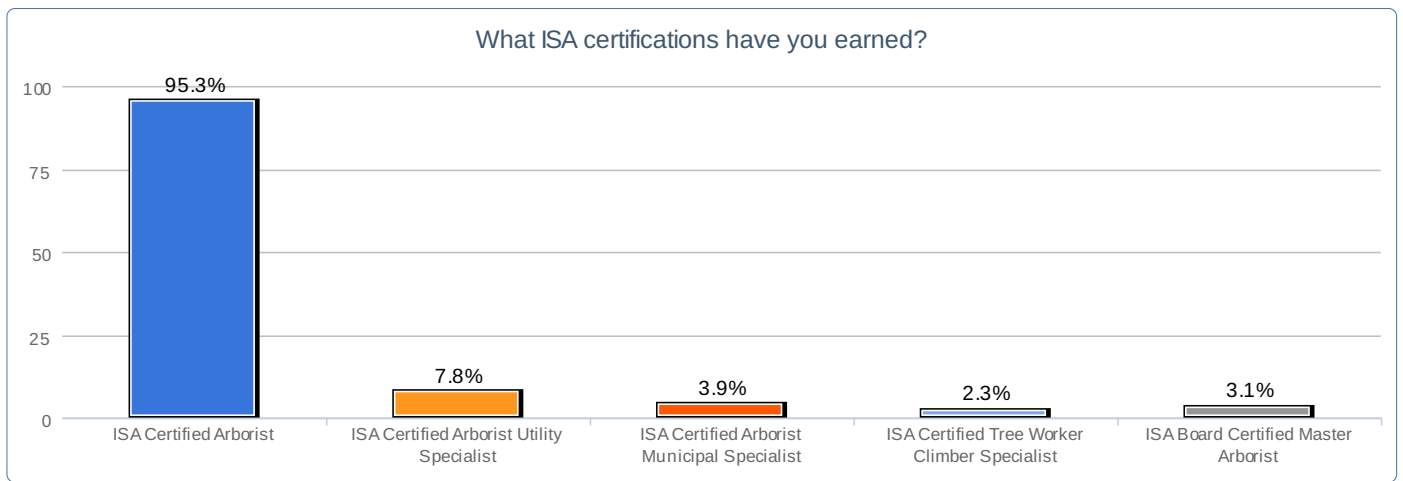


**50. Why have you not pursued an ISA certification? (Check all that apply)**

Value	Count	Percent %
I am in the process of obtaining my certification	30	45.5%
I plan to pursue certification within the next 1-2 years	23	34.9%
I held a ISA credential and let it lapse	1	1.5%
I am new to the industry	9	13.6%
I was unaware of the ISA certification program	2	3.0%
Not important to my employer	4	6.1%
Too expensive	5	7.6%
Too time consuming	3	4.6%
Too difficult	4	6.1%
I hold a credential from another organization that is considered equivalent to an ISA credential	2	3.0%
An ISA credential is not valuable in my current position	6	9.1%
Other, please specify:	11	16.7%

Statistics	
Total Responses	66

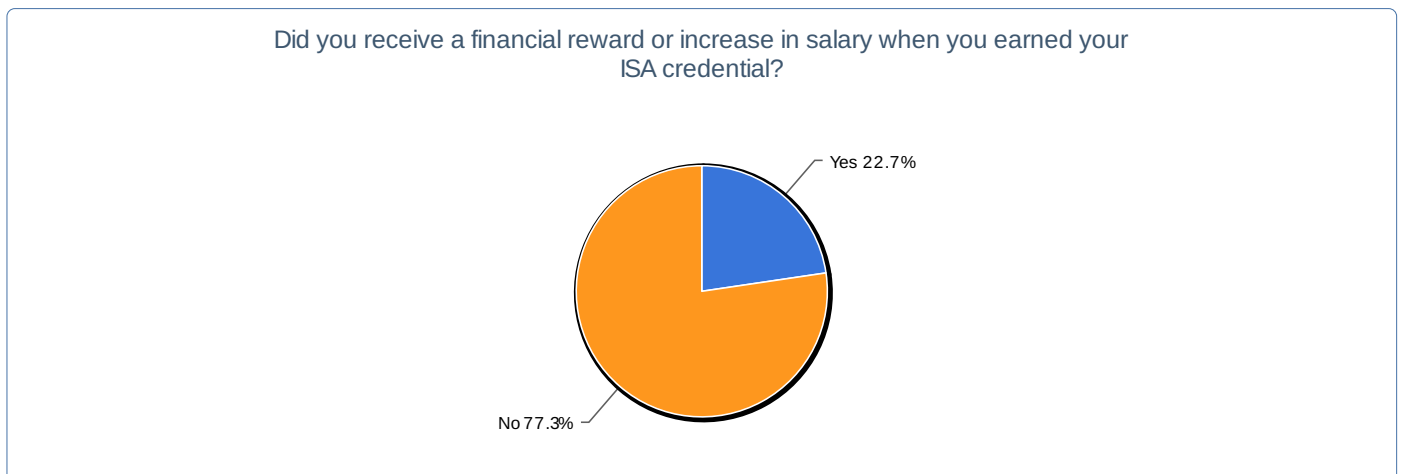
Open-Text Response Breakdown for "Other, please specify:"	Count
<i>Left Blank</i>	2
I am currently studying for Ida certification	1
I don't know the requirements.	1
I have managers with the certification	1
money issues	1
never got around to it and not offered locally	1
not in industry yet	1
not needed in my position	1
test anxiety!	1
I have 30 Years in tree health care , persdonal research relative to trees etc and under the tutor of Dr Bob Dewers Plant Pathologist Phd	1



#### 51. What ISA certifications have you earned?

Value	Count	Percent %
ISA Certified Arborist	122	95.3%
ISA Certified Arborist Utility Specialist	10	7.8%
ISA Certified Arborist Municipal Specialist	5	3.9%
ISA Certified Tree Worker Climber Specialist	3	2.3%
ISA Certified Tree Worker Aerial Lift Specialist	0	0.0%
ISA Board Certified Master Arborist	4	3.1%

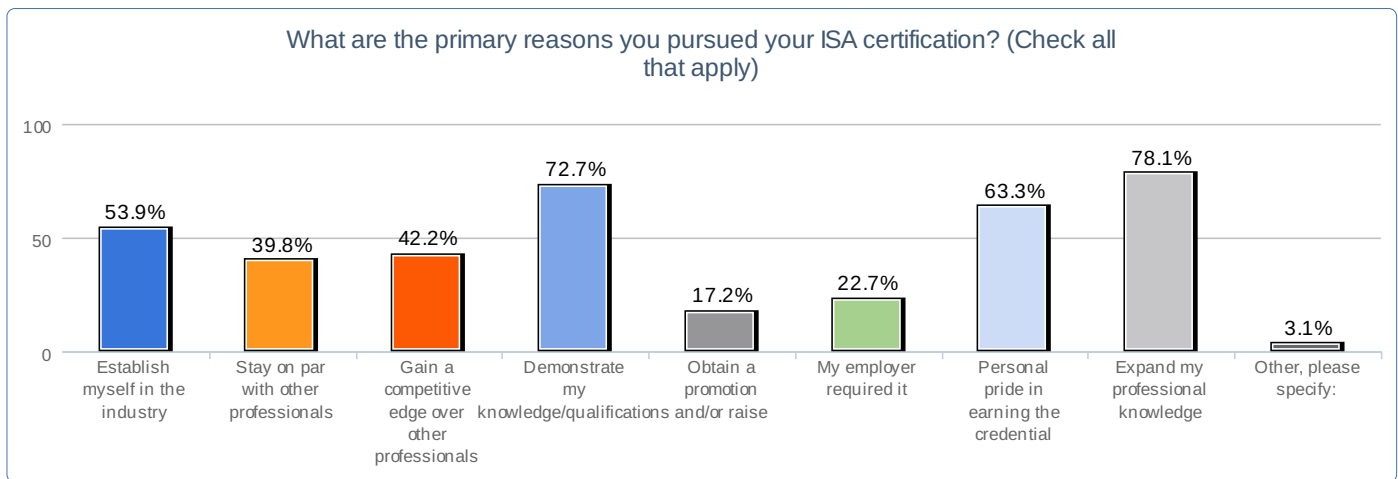
Statistics	
Total Responses	128



#### 52. Did you receive a financial reward or increase in salary when you earned your ISA credential?

Value	Count	Percent %
Yes	29	22.7%
No	99	77.3%

Statistics	
Total Responses	128



53. What are the primary reasons you pursued your ISA certification? (Check all that apply)

Value	Count	Percent %	Statistics	
Establish myself in the industry	69	53.9%	Total Responses	128
Stay on par with other professionals	51	39.8%		
Gain a competitive edge over other professionals	54	42.2%		
Demonstrate my knowledge/qualifications	93	72.7%		
Obtain a promotion and/or raise	22	17.2%		
My employer required it	29	22.7%		
Personal pride in earning the credential	81	63.3%		
Expand my professional knowledge	100	78.1%		
Other, please specify:	4	3.1%		

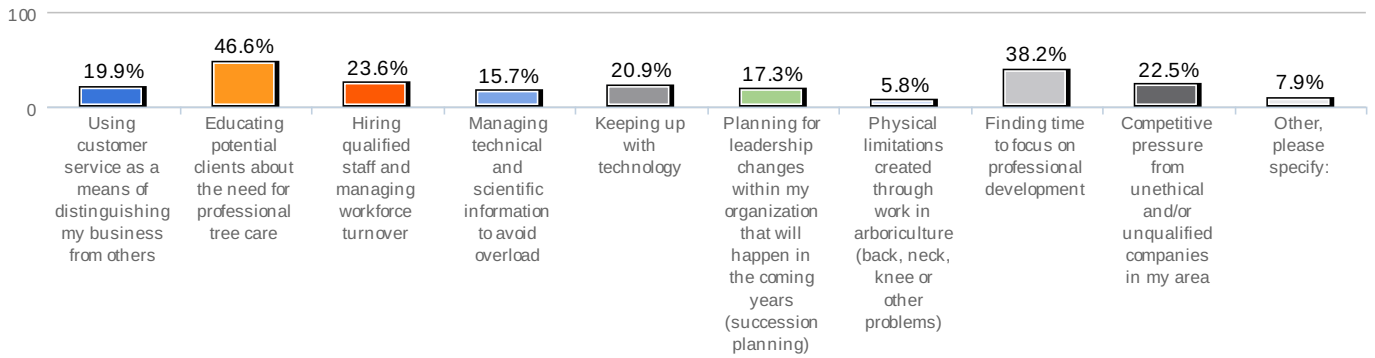
Open-Text Response Breakdown for "Other, please specify:"

Response	Count
Establish credentials for tree appraisal.	1
evaluate what industry thinks I should know.	1
k	1
Earn People' trust that I knew what I was talking about, so they would take my advise to help their trees.	1

54. Please rate your level of agreement with the following statements regarding ISA's certification program.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Responses
ISA certification is an accurate measure of my arboricultural knowledge	20.5% 26	55.9% 71	16.5% 21	6.3% 8	0.8% 1	127
Employers prefer to hire professionals who hold ISA certifications	37.0% 47	37.8% 48	20.5% 26	4.7% 6	0.0% 0	127
Customers value ISA certifications	33.9% 43	49.6% 63	11.8% 15	4.7% 6	0.0% 0	127
ISA certifications can result in a promotion and/or increased compensation	25.2% 32	41.7% 53	27.6% 35	4.7% 6	0.8% 1	127

What are the primary issues and challenges you face in your current position?  
(Check up to three)

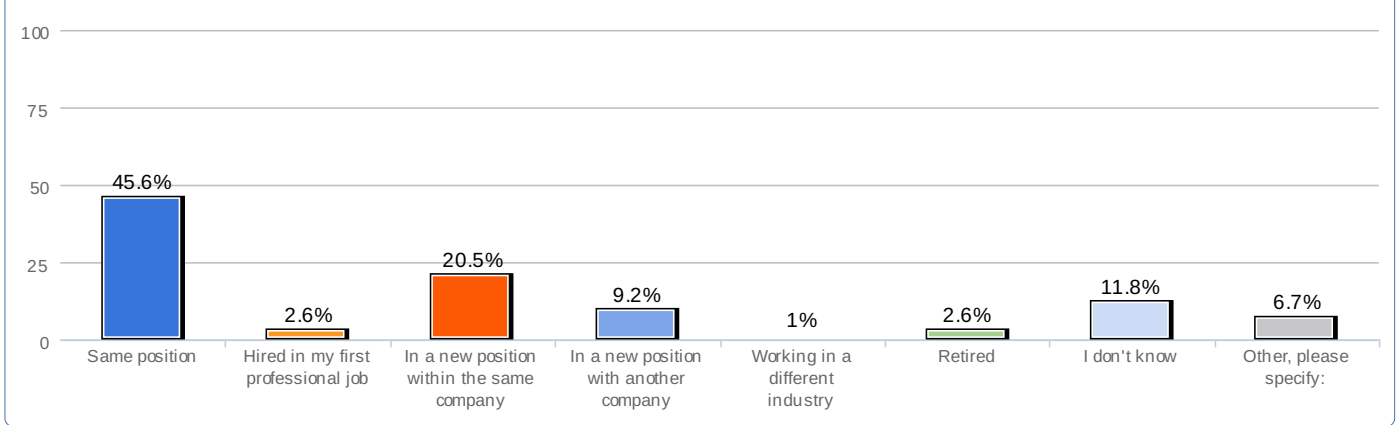


55. What are the primary issues and challenges you face in your current position? (Check up to three)

Value	Count	Percent %	Statistics	
Using customer service as a means of distinguishing my business from others	38	19.9%	Total Responses	191
Educating potential clients about the need for professional tree care	89	46.6%		
Hiring qualified staff and managing workforce turnover	45	23.6%		
Managing technical and scientific information to avoid overload	30	15.7%		
Keeping up with technology	40	20.9%		
Planning for leadership changes within my organization that will happen in the coming years (succession planning)	33	17.3%		
Physical limitations created through work in arboriculture (back, neck, knee or other problems)	11	5.8%		
Finding time to focus on professional development	73	38.2%		
Competitive pressure from unethical and/or unqualified companies in my area	43	22.5%		
Other, please specify:	15	7.9%		

Open-Text Response Breakdown for "Other, please specify:"	Count
Battling insurance companies over appraised value of trees.	1
Educating other appraisers.	1
Enforcing our Tree Ordinance within the City Of San Antonio.	1
Not enough pay	1
Obtaining research funding	1
School	1
Tree Health.	1
having resources for work	1
managing fiscal budget in down economy	1
needing strength and working under the hot sun	1
student only	1
teaching construction community to coexist with the trees	1
the economy forcing RIFs	1
wide qualitative disparity among certified arborists ce	1
Since I'm in utility ROW educating the public on the importance of keeping a ROW properly maintained.	1

Where do you see yourself professionally three years from now?



56. Where do you see yourself professionally three years from now?

Value	Count	Percent %
Same position	89	45.6%
Hired in my first professional job	5	2.6%
In a new position within the same company	40	20.5%
In a new position with another company	18	9.2%
Working in a different industry	2	1.0%
Retired	5	2.6%
I don't know	23	11.8%
Other, please specify:	13	6.7%

Statistics	
Total Responses	195

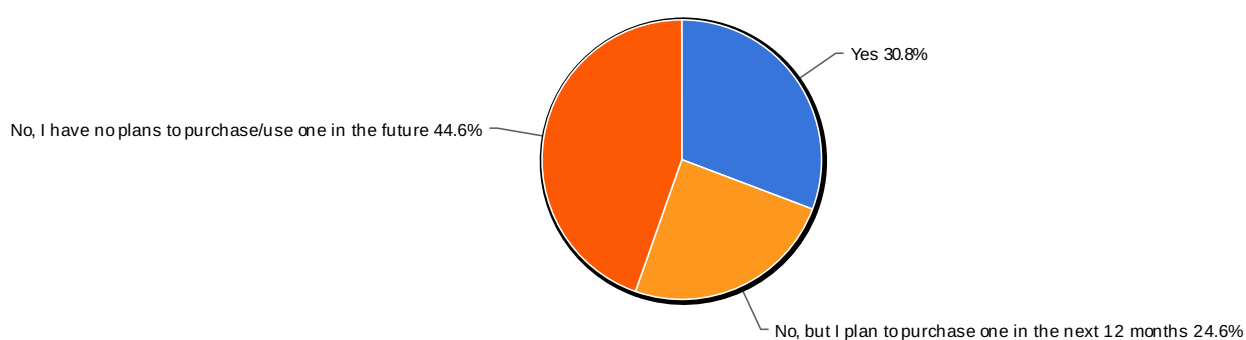
Open-Text Response Breakdown for "Other, please specify:"	Count
Arborist for the City of San Antonio	1
As a Municipal Arborist	1
CEO	1
I will continue as long as I am useful to the area community	1
Many more customers	1
My own business	1
Starting my own landscaping/tree business	1
gardening part-time for favorite customers and myself	1
maintaining position and expanding into new industry	1
the next 50 Shades of Gray self-published hottie	1
with 5 crews instead of just one!	1
a valued, tree-huggin, certified arborist -- from Texas, working in Texas, and most likely for my sweet and awesome company (Arborilogical) because they treat me with respect and share my philosophies on love, life, and tree care. oh and I will never, ever stop learning. that is all.	1
I currently own a landscaping company. My area has been through a horrible drought and there are literally thousands of dead trees in my city. Professionally in three years I would like to be ISA certified and have some sort of tree removal replacement program for Abilene Texas. Currently there are no arborist programs in my city and I would like to change that. I live ten minutes from and old growth oak forest in buffalo gap Texas as well. There are a few trees there pushing 500 years. A fraction of them are correctly pruned. And the people who do take care of trees do not do it properly. I'd like to save as much of thAt forest as possible.	1

57. For what purpose do you use any of the following social media sites?

	Work	Personal Use	Do not use	Responses
<b>Industry blogs</b>	37.7% 66	12.0% 21	58.3% 102	175
<b>Facebook</b>	22.6% 43	54.7% 104	38.9% 74	190

LinkedIn	21.4% 37	16.8% 29	66.5% 115	173
Twitter	7.6% 13	12.9% 22	82.4% 140	170
YouTube	29.7% 54	63.7% 116	27.5% 50	182
Pinterest	0.6% 1	8.8% 14	91.2% 145	159
Google+	48.6% 88	46.4% 84	38.7% 70	181
Discussion Forums	30.3% 50	24.8% 41	58.2% 96	165
Other	20.0% 17	16.5% 14	74.1% 63	85

Do you currently own/use an e-reader, such as a Nook, Kindle, iPad or Tablet?

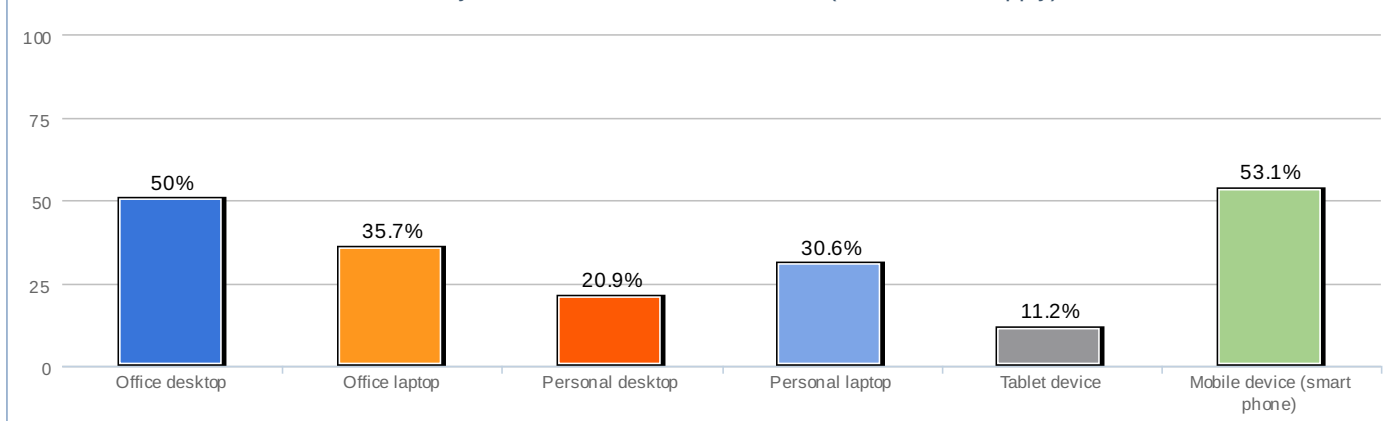


58. Do you currently own/use an e-reader, such as a Nook, Kindle, iPad or Tablet?

Value	Count	Percent %
Yes	60	30.8%
No, but I plan to purchase one in the next 12 months	48	24.6%
No, I have no plans to purchase/use one in the future	87	44.6%

Statistics	
Total Responses	195

Where do you access work-related emails? (Check all that apply)



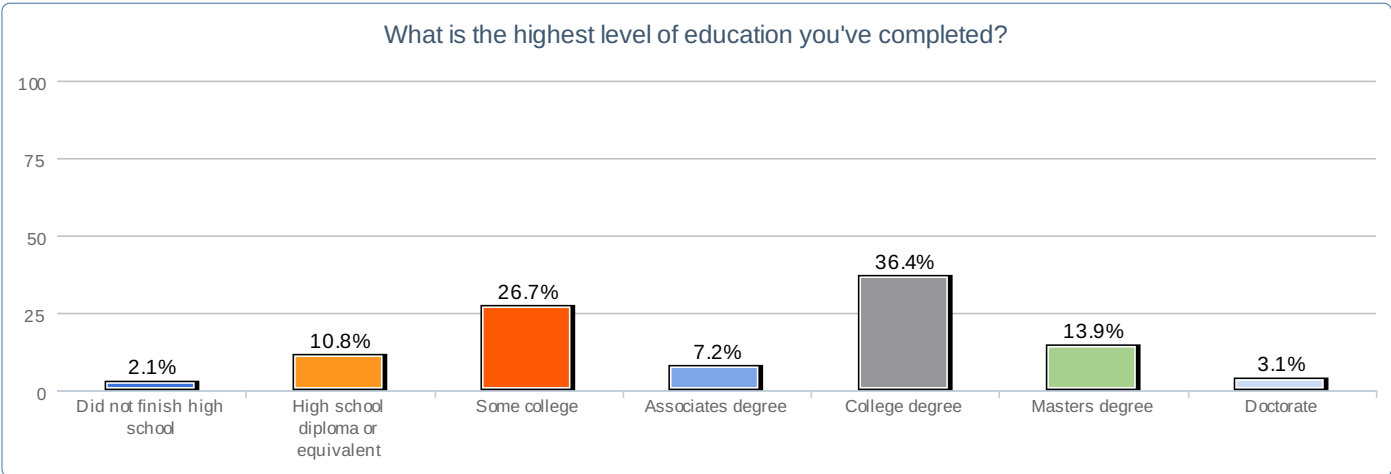
59. Where do you access work-related emails? (Check all that apply)

Value	Count	Percent %
Office desktop	98	50.0%
Office laptop	70	35.7%
Personal desktop	41	20.9%
Personal laptop	60	30.6%

Statistics	
Total Responses	196



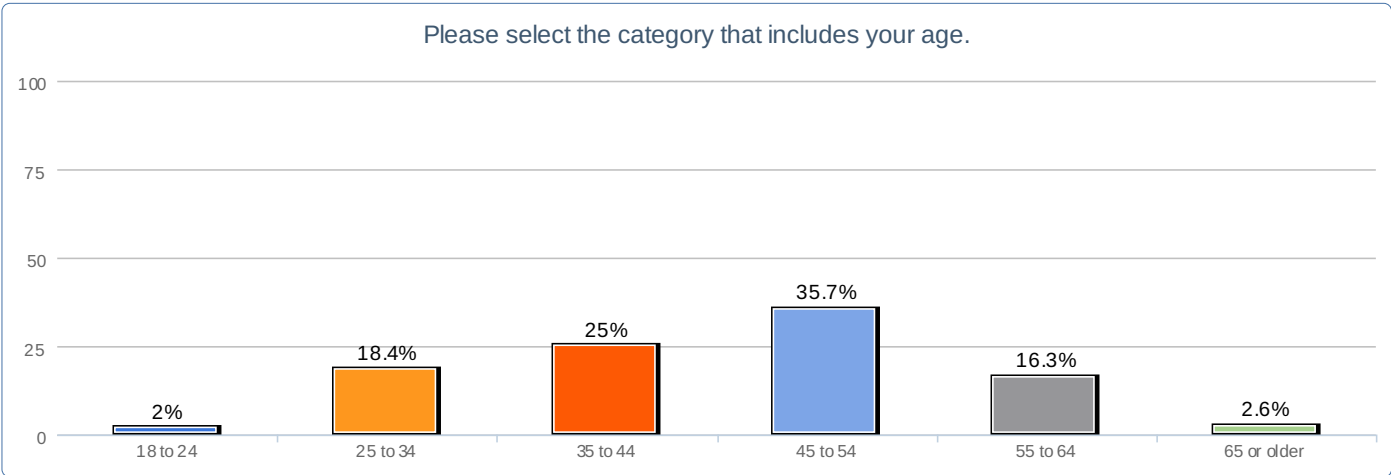
Tablet device	22	11.2%
Mobile device (smart phone)	104	53.1%



60. What is the highest level of education you've completed?

Value	Count	Percent %
Did not finish high school	4	2.1%
High school diploma or equivalent	21	10.8%
Some college	52	26.7%
Associates degree	14	7.2%
College degree	71	36.4%
Masters degree	27	13.9%
Doctorate	6	3.1%

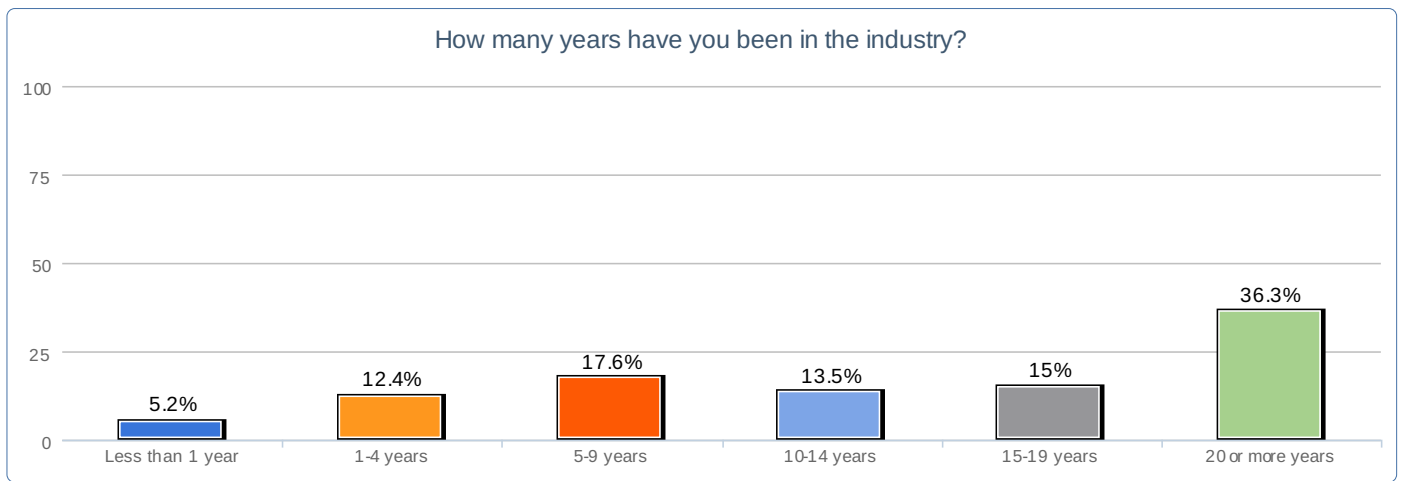
Statistics	
Total Responses	195



61. Please select the category that includes your age.

Value	Count	Percent %
18 to 24	4	2.0%
25 to 34	36	18.4%
35 to 44	49	25.0%
45 to 54	70	35.7%
55 to 64	32	16.3%
65 or older	5	2.6%

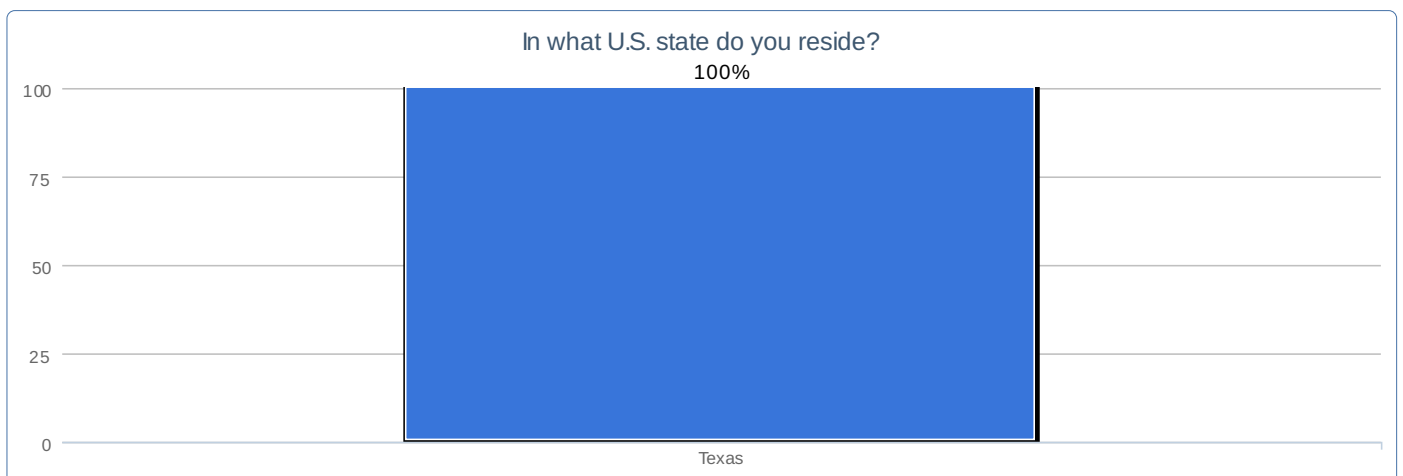
Statistics	
Total Responses	196



#### 62. How many years have you been in the industry?

Value	Count	Percent %
Less than 1 year	10	5.2%
1-4 years	24	12.4%
5-9 years	34	17.6%
10-14 years	26	13.5%
15-19 years	29	15.0%
20 or more years	70	36.3%

Statistics	
Total Responses	193



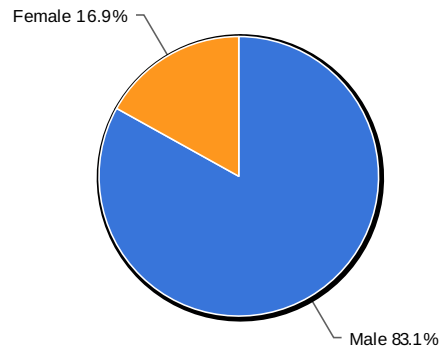
#### 64. In what U.S. state do you reside?

Value	Count	Percent %
Alabama	0	0.0%
Alaska	0	0.0%
American Samoa	0	0.0%
Arizona	0	0.0%
Arkansas	0	0.0%
California	0	0.0%
Colorado	0	0.0%
Connecticut	0	0.0%
Delaware	0	0.0%
District of Columbia	0	0.0%
Federated States of Micronesia	0	0.0%
Florida	0	0.0%
Georgia	0	0.0%
Guam	0	0.0%

Statistics	
Total Responses	186

Hawaii	0	0.0%
Idaho	0	0.0%
Illinois	0	0.0%
Indiana	0	0.0%
Iowa	0	0.0%
Kansas	0	0.0%
Kentucky	0	0.0%
Louisiana	0	0.0%
Maine	0	0.0%
Marshall Islands	0	0.0%
Maryland	0	0.0%
Massachusetts	0	0.0%
Michigan	0	0.0%
Minnesota	0	0.0%
Mississippi	0	0.0%
Missouri	0	0.0%
Montana	0	0.0%
Nebraska	0	0.0%
Nevada	0	0.0%
New Hampshire	0	0.0%
New Jersey	0	0.0%
New Mexico	0	0.0%
New York	0	0.0%
North Carolina	0	0.0%
North Dakota	0	0.0%
Northern Mariana Islands	0	0.0%
Ohio	0	0.0%
Oklahoma	0	0.0%
Oregon	0	0.0%
Palau	0	0.0%
Pennsylvania	0	0.0%
Puerto Rico	0	0.0%
Rhode Island	0	0.0%
South Carolina	0	0.0%
South Dakota	0	0.0%
Tennessee	0	0.0%
Texas	186	100.0%
Utah	0	0.0%
Vermont	0	0.0%
Virgin Islands	0	0.0%
Virginia	0	0.0%
Washington	0	0.0%
West Virginia	0	0.0%
Wisconsin	0	0.0%
Wyoming	0	0.0%

What is your gender?



65. What is your gender?

Value	Count	Percent %
Male	162	83.1%
Female	33	16.9%

Statistics	
Total Responses	195

66. Please provide any additional thoughts you would like to share with ISA.

Count	Response
1	Didn't like some of the wording on the certification test
1	Doing a great job!
1	I am currently very satisfied with my membership and access to the material available.
1	I am proud to be ISA certified.
1	I appreciate the efforts of ISA and the Texas Chapter to improve the industry.
1	I appreciate the fact that you do allow extensions on obtaining CEUs.
1	I enjoy being a member of ISA, I find it useful and informative.
1	I love TREES!!!!
1	I think this is a great organization and I refer people to the website ALL THE TIME
1	I would like to see more scholarship opportunities
1	I would love to rejoin if it were more affordable for me.
1	ISA is awesome.
1	ISA should spend more of its resources supporting the local chapters.
1	It would be mutually beneficial if ISA and TNLA shared events/networking
1	Keep up the good work!
1	Keep up the online CEU's that are very nicely educational
1	Like DR.ALEX L. SHIGO say if WE ALL WORK TOGETHER BIG CHANGE GONE COME IN
1	Love the knowledge I have obtained
1	More municipality focused news
1	My field of work is geology based not urban forestry.
1	N/A
1	None
1	Really good organization.
1	Recertification costs too much. The fee plus the CEUs add up to a hefty sum.
1	Test is difficult and long.
1	Thank you for all you do.
1	Very helpful
1	We need more qualified individuals and not so much revenue
1	We need to create an ISA email

1	We need to increase public awareness - the benefits of hiring ISA Certified professionals
1	Would like more information about becoming certified
1	Your are a very outstanding association.
1	plan in entering field after I retire from current profession
1	will consider joining ISA
1	would like to see more oppurtunities to aquire CEU's
1	I feel the membership per person price should be waived for governments who have multiple ISA certifications. Often it is the required membership fee requirement that eliminates the cvering of our certifications and renewals
1	Glad to participate in the survey. I hope the ISA interprets this survey correctly, and not just focus on the popular items, but change leadership attentions towards the individual and not the corporate masse. I think my ISA Certification means less each year. My customers don't understand it, more peer companies do not practice what is valuable but love to pay lip service if it means a buck to be made.
1	I enjoy Hands-On training. Sitting in Air Conditioned rooms w/fluorescent lighting, watching presentations, bores me almost to sleep.
1	If I had been given some kind of credit for the money I paid for a test I never took, I would probably be a member today. Association just doesn't care and I'm not rich.
1	International conferences try to do too much. 20-30 minute sessions cannot adequately address a topic.
1	I wish we could better educate the public about proper tree care. Stress the importance of using a professional arborist, over the basic landscape company, or some guy with a pickup truck.
1	I am a board member for the Alamo Forest Partnership, the team in charge of educating the public on trees for the city of San Antonio. This is not my "real" job, but one that I selected to serve on based on my interests. So, just learning about all the organizations I may want to participate in.
1	give me CEU's for various accomplishments or participation in tree related forums , meetings or volunteer work
1	When I took my Certified Arborist exam , it struck me that there are nearly no questions on pruning practices. In my experience, pruning is one of the most utilized aspects of the tree care industry.
1	People think I am a tree health expert due to the ISA certification. I have some general knowledge -- no expert!
1	I hope to engage in more educational activities with ISA (currently collaborating with Educ. Goods and Services Dept., on Spanish educational materials)
1	I really feel like the Texas Chapter of the ISA does a poor job of educating Texas residents about the need for proper tree care. I'm not trying to sound crude, as I greatly respect those that run the chapter, however I feel like public education should be a higher priority.
1	More work needs to be done with standardizing and simplifying tree appraisal methods. Also more info on how to get appraisals to hold up in court.
1	I think laws should be passed against companies that are not certified and butcher trees. And home owners that dont trim or maintain their trees properly.
1	some of the testing questions are confusing. Ive owned a Tree company for 18 years,but the test has 40-50% i dont need...
1	I would like to see a separation of the standard arborist & utility arborist certifications, where the latter is not dependent on the former.
1	The certification, should in some way reflect the years of certification. To show seniority or higher practiced skill set.
1	I have always researched what ever confronted me in the tree care industry. My Mentor is Dr Bob Dewers PhD Tree Biologist .. I listen and learn and toughly research anything and everything regarding the tree industry , insects and tree diseases.. I never felt that I really needed to gain ISA Certification as I was able to expand a wider scope of Knowledge that need and had a desire to achieve. I provided my own level; of education. I found the information I needed through internet , books and the local Library all researched and on my own. I don't want to be negative and ISA does a lot of good and is necessary to provide good credentials for the industry. Unfortunately I have encountered a few Certified Arborist that literally would not know a sick tree, if it fell on them and this is not a reflection on the ISA ...Just a few that fell through the cracks....
1	We need more outreach to County and State Agrilife Extension chapters, County, University, Independent School Districts, US Parks & FWS especially through wildscape and backyard habitat programs, World Birding Centers. In out of the mainstream places like my Rio Grande Valley Texas, the partnerships to plant butterfly and wildlife habitat with trees mixed in are funded much better then urban forestry projects
1	The Hispanic committee should be a Hispanic chapter that would make the entity more efficient and effective.
1	ISA does a great job internatioal front but more support for the local chapters is needed and wanted in selected areas
1	Since I am now a water conservation planner, I need additional research on water usage and benefits w/ respect to water by trees/urban forest

1	I believe that it is very important to obtain ISA certifications and credentials because then it will make us much better professionals in this trade by having the knowledge
1	although the person in charge of membership tried giving me extra time to take of getting my CEU's copied and sent to you for continuing my certification regs, I was devastated from my dad's death, I couldn't deal with anything more than going to work and taking care of my kids as a single parent.
1	I would love to, in the future, be one of the people to review and edit and rephrase quesons for surveys. Most of the questions had no real "good" way to answer and either were daunting or offnsive. Seriously, someone should take me up on my offer, or else I may just volunteer for it somehow. :) Also, web-survey designer, please make these type boxes bigge so we can see and edit our valued feedbacko you without getting really annoyed by our computers. Thanks again, and peace!
1	thank you for enormous effort and the involving of all you are doing just to evolve to the next step..
1	I enjoy and appreciate being able to study CEU articles and take the exams to achieve CEU'S. My level of knowledge is much greater now than when I took the certification exam. Thank you for the wonderful publications and other educational tools you provide!
1	Need way more design logos. Not cert logos. But shirt designs. Trees are good isn't enough. Would love to have more choices where the clothing is concerned. More colors of hats. And in the guise of saving trees.. Don't send me a paper catalog every time I make an order. I order everything online. Just put a tab in the shopping process somewhere that we can click to not recieve a catalog. Thanks for including a tab to hear our ideas. I have many many more but no time at present to type all of them out...
1	One of the most challenging changes I see upcoming is the loss of support for Forestry and Horticulture degree programs in Universities. Efforts to improve the visibility of the good jobs available to college grads in these fields would be a great focus for ISA.
1	I would like to see laws required for tree services that mandate clients utilize an ISA Certified Arborist for tree care.
1	I would like to encourage ISA to contact more commercial and residential appraisers about the products and services.
1	I hope to have more resources for new arborists, like where to get advice, supplies, materials, help, tools
1	I have a great respect for trees, I grew up in a place called Sherewood Forest in Irving, TX where there are many oak trees and I want to learn how to take care of them, I also write so have a iPad would be nice too! So give me a
1	need to find a way to make members feel like they are more a part of the organization. I have been a member since 95 and have just now started to feel comfortable around the hierarcy of the org. most members i talk with feel like there are cliques within and you must be part of one of the cliques to participate.
1	I lack a realiable information source for diagnosing tree problems. Other arborists are not comfortable sharing information.
1	i would like to say that it would be good to base the tests on what you read up on the books, i have taken the test a few times and the questions are not based on what you read .
1	ISA & UAA are great associations that I find extremely useful and relevant to the vegetation managment industry. I am proud to be a long time member of these associatons.
1	Among industry professional with whom I talk, there seems to be a widely held perception that the intial barrier to entry for basic certification as an arborist is far too low.
1	My initial ISA certification just preceded the economic downturn. I hoped to match up my landscape arch. consultant practice with consulting arborist work. I couldn't drum up much arborist work and let the ISA certification drop.