

Florida Chapter ISA Position Paper on House Bill 1159

Florida Chapter ISA

FLORIDA LAW – CHAPTER 2019-155

Committee Substitute for House Bill No. 1159

Position Paper

Recent legislative action, CHAPTER 2019-155, Committee Substitute for House Bill No. 1159, has charged ISA Certified Arborists with the authority to advise residential tree owners about the potential risk their tree(s) pose to people and/or property prior to pruning or removal.

For most of our existence, arborists have toiled in virtual anonymity, largely regarded by society as ‘tree cutters’ lacking an understanding of tree science. The ISA Certified Arborist program came along in 1992 and in less than 30 years elevated a small (about 15%) but important segment of those ‘trees cutters’ into a credentialed and respected green industry. The Florida Legislature including the house, senate, and governor, with support from the insurance and construction industries, now trust ISA Certified Arborists more than local government and any other Florida green industry group to help residents make the right decision with regard to their trees. This is an enormous societal evolution for many reasons but most importantly it will produce a positive impact on public safety while preserving our urban forest.

The Florida Chapter ISA (Chapter) understands the significance of this responsibility and will aid our members and ISA Certified Arborists (CAs) with this important task. The Chapter is a not-for-profit 501(c)3 Florida Corporation and, as such, is limited in the ability to lobby. The Chapter is, however, quite adept at education. We plan to use this strength and this unique opportunity to educate our Chapter members, CAs and Florida residential tree owners regarding this new law and its impact on one of Florida’s most valuable assets, our urban forest.

The Chapter plans to do the following:

1. Public Awareness Campaign – Residential Tree Owners

Action: Provide press releases that will go out state-wide on a regular basis.

- a. Teach tree owners that trees are not inherently dangerous. Trees can have or can develop defects that may cause trees or tree parts to fail. Trees should be assessed in order to identify defects and make mitigation recommendations to reduce the risks of failure.
- b. Help residential tree owners acquire the services of a CA that has the qualifications to assess the risk their tree(s) may pose.
- c. Make residential tree owners aware of the Tree Risk Assessment Qualification (TRAQ) and its benefits.

2. Member Awareness Campaign – Chapter Members and CAs

Action: Develop presentations including subjects related to ethics and professionalism. These presentations will be incorporated into our existing scheduled continuing education seminars, starting in August of 2019. The presentations will teach:

- a. “Just Because you Are Certified, Doesn’t Mean You are Qualified” – Assisting CAs to determine if they have the knowledge necessary to determine if a tree is “dangerous” or a risk.
- b. Continue to inform CAs about the importance of TRAQ and how to obtain the qualification.

3. Violation Procedures

Action: Send press releases for the public that will go out state-wide on a regular basis as well as broad educational efforts geared towards CAs.

a. Residential Tree Owners – Teach consumers of tree services how our credentialing programs function and encourage them to pursue violators using International ISA’s existing Ethics and Integrity Violations program.

- i. Examples of violations
- ii. Reporting procedures

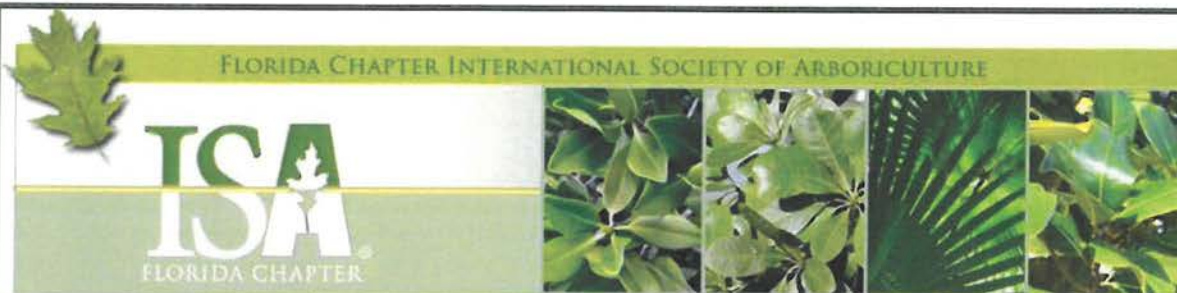
b. Chapter Members and CAs – Remind our members of International ISA’s existing Ethics and Integrity Violations program and how to use the program to self-police our industry.

- i. Examples of violations
- ii. Reporting procedures
- iii. Branding and Style Guide rules and procedures

The next six months to a year are going to be tumultuous in Florida, but the dust will settle and a new normal will become accepted. However, the long view of all this change tells a very different story and it is monumental for ISA and our credentialing programs. We believe, in the final assessment a few years from now, that ISA Certified Arborists will be judged the right group to provide these needed professional services.

Karen DeMaria

From: Florida Chapter ISA <office@floridachapterisa.ccsend.com> on behalf of Florida Chapter ISA <jan@floridaisa.org>
Sent: Monday, August 5, 2019 11:18 AM
To: Karen DeMaria
Subject: Florida eTree News - August 2019



Get your Plate Today!

Upcoming Classes 2019

The Dirt on Soils for Urban Trees

August 21 - [Wimauma](#)

August 23 - [Jacksonville](#)

CEUs: ISA: 6.25

BCMA: P-2, S-4.25

FNGLA: 4 LIAF: 4

[View flyer](#)

ISA Tree Risk Assessment Qualification

1-Day TRAQ Renewal
September 10 - [Plant City](#)

[View flyer Plant City RENEWAL Class](#)

3-Day TRAQ Class and Exam - Sept. 11-12-13

[Plant City](#)

[View flyer Plant City FULL class](#)

1-Day TRAQ Renewal

Florida eTree News

Dear Karen,

The Florida Chapter ISA is pleased to send you the **August 2019** issue of *Florida eTree News*.

News from the Florida Chapter



The Dirt on Soils for Urban Trees

2 Locations!

WIMAUMA (Tampa area): Wed, August 21, 2019

JACKSONVILLE: Fri, August 23, 2019



CEUs: ISA: 6.25 BCMA: P-2, S-4.25
FNGLA: 4 LIAF: 4

The Dirt on Soils for Urban Trees is a one-day, hands-on exploration of the fundamentals of soil science and how soil quality influences tree health. Students will learn fundamentals of soil science, basic soil quality principles and how tree roots respond to and interact with soils. [View flyer](#)

Trees Florida 2019 Attendees

Thank you for attending this year's conference in Fort Lauderdale! Please take a few moments to fill out the participant survey that was sent out recently by

December 10 -
[Tallahassee](#)

[View flyer Tallahassee
RENEWAL Class](#)

[Visit Florida ISA](#) for
upcoming seminars
updates

Mark Your Calendar!

**The Florida Chapter
Board of Directors**
invites all Florida Chapter
members to attend board
meetings throughout the
year. [Click here](#) for dates
and locations.



Join
Florida Chapter ISA
on Facebook!

Arborist Certification

Certification
information and an
application form
can be obtained by
clicking the link
below. As with all
Certification
Examinations the application
must be in the ISA office 12
working days prior to the
Exam.



[ISA Certification Exam
Schedule](#)

[Certification review classes](#)
(provided by Chapter
Partners)

[Certification application
information](#)



[Join Today!](#)

email. The survey won't take long and it will help us plan for next year's Trees Florida Conference and Trade Show.

See you in Clearwater in June, 2020!

New Florida Tree Law 1159 FL ISA Position Paper

Recent legislative action, CHAPTER 2019-155, Committee Substitute for House Bill No. 1159, has charged ISA Certified Arborists with the authority to advise residential tree owners about the potential risk their tree(s) pose to people and/or property prior to pruning or removal.

[Read More](#)

News from International ISA

Skip Kincaid Announced as ISA Southern Chapter Executive Director

Skip Kincaid has been announced as the new ISA Southern Chapter ISA executive director. Skip replaces Dwayne Carter who is retiring after nearly 30 years of service. [Read](#) the full article.

ISA Updated Best Management Practices - Pruning Available Now

We're excited to announce that ISA's Best Management Practices: Pruning has been released and is available for purchase online. This new, modernized edition includes updated illustrations in full color, with adjustments to the text that reflect ANSI A300* standardizations. (*ANSI A300 is the tree care industry standard of care in the USA.)

Read the [full article](#).

News from the Arboriculture Industry

IFAS Senior VP to Retire

After serving nearly 10 years as the IFAS Senior Vice President with the University of Florida, Jack Payne, Ph.D., announced he will retire on June 30, 2020. Payne has navigated through numerous legislative budget cuts, lobbied for continued citrus greening research and has been a prime advocate for agricultural science. Since the day he arrived at IFAS, Dr. Payne has been a steadfast supporter of Florida's nursery/landscape industry and a true friend of Florida ISA. UF/IFAS will launch a national search to find a worth successor. Source: FNGLA

TREE Fund CEO Retires

TREE Fund President and Chief Executive Officer, J. Eric Smith has announced his retirement, effective October 31, 2019. The Board of Trustees are beginning the search for his replacement immediately.

"TREE Fund's Trustees are happy for Eric and his family as they move on to the next phase of their lives, though obviously very sorry to see him leaving the organization," notes TREE Fund Board Chair Steve Geist, BCMA, RCA. "Eric has positioned TREE Fund exceptionally well over the past four years. We consider our President/CEO position to be a highly attractive opportunity for a skilled nonprofit professional. We expect our next leader to build on his successes as we continue our work on behalf of urban and community forests and the hard-working professionals who care for them. We are glad that Eric intends to stay involved in our work as a Tour des Trees rider and donor, and we are grateful to have his assistance in the search process through the months ahead."

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[Trees Florida](#)

The President/CEO search is open now and will continue until the desired candidate is hired. Qualified applicants who are interested in the position must submit a complete resume with a cover letter clearly expressing why the role interests them, how their professional experiences suit them for this leadership role, their salary expectations, and their starting availability timeline. Required documents must be emailed to jesmith@treefund.org with the subject line "President/CEO Search." Resume and cover letter titles must include the applicant's full name. Please do not call TREE Fund's offices with inquiries regarding the status of the search or of your application.

An Intern Program for Your Organization?

I teach Urban Forestry at the University of Florida and also serve as the UF Student Arborist Club advisor. "Urban forestry" is a specialization within our Forest Resource Conservation program track and our students are always looking for valuable summer experiences targeted to their career interests; I know of only a few in urban forestry.

If your company currently has an internship program or know of any programs at other companies, please don't hesitate to contact me at the email address below. I have spoken with many people who felt it was a great idea and would work toward implementing such an opportunity within their organization. Our urban forestry students come from all parts of Florida but mainly from Central and South Florida.

Thanks for your interest in preparing the next generation of natural resource professionals.

Dr. David A. Fox, PhD
University of Florida Lecturer
Dafoxfl1@ufl.edu

Join ISA

Florida Chapter ONLY membership option available!

Chapter member benefits include:

Publications: Florida Arborist quarterly newsletter

Networking and Promotional Opportunities:

Florida Chapter annual awards program

Discounts: Discounts on Florida Chapter seminars and conferences, discounts on merchandise purchased from the Chapter

****Join BOTH Florida Chapter ISA and International ISA****

Membership in both includes the above items plus:

Publications:

Arborist News, Arboriculture & Urban Forestry, Online access to ISA Today and other ISA newsletters

Networking and Promotional Opportunities: Use of the ISA

Member logo, ISA job bank, ISA member directory listing, True Professionals program, Online Find-a-Tree-Care Service tool

Discounts: Discounts on merchandise purchased from International; discount on ISA annual conference, access to members-only online resources, discounts on certifications and re-certifications (**must join both ISA International and the Florida Chapter**)

[CLICK HERE to join today!](#)

TreesAreCool License Plate Sales Data:

Income:

Total Revenue	\$883,775
Beginning-to-Date Sales	38,425
June 2019 Sales	390



Click on license plate for more information.

We hope you have enjoyed your issue of *Florida eTree News* and welcome your comments or suggestions. Please feel free to send us an email at patty@floridaisa.org.

Sincerely,
Florida Chapter ISA

Florida Chapter ISA, 7853 S Leewynn Court, Sarasota, FL 34240

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Sent by jan@floridaisa.org in collaboration with



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