



Ohio Chapter International  
Society of Arboriculture



**CONTACT:** Dixie Russell, Executive Director  
Ohio Chapter International Society of Arboriculture  
Phone: (614) 771-7494  
Email: [dixie@ohiochapterisa.org](mailto:dixie@ohiochapterisa.org)  
Website: [www.OhioChapterISA.org](http://www.OhioChapterISA.org)  
Facebook: [www.facebook.com/OhioChapterISA/](http://www.facebook.com/OhioChapterISA/)



## FOR IMMEDIATE RELEASE

### Why Hire a Certified Arborist

COLUMBUS, OH, November 15, 2017 - America, the land of opportunity! Yes, it is still possible for a person with a better idea, product or service to succeed in this country and in the great state of Ohio. But as conscientious consumers that love to support local businesses and encourage the budding entrepreneurs, we must also be careful to use common sense. We may use the new doctor in town, but we want to be confident that he or she received adequate training and is skilled at their craft. We research on line before we hire an electrician or plumber and talk to people we know and trust to find good recommendations.

But what about tree services? It is said, "anyone with a chainsaw can cut a tree down, if no one cares where it lands." And though the skilled trade of arboriculture has been around for over one hundred years, there are still too many that associate tree services as a couple guys in a truck cutting down trees for beer money.

Members at the Ohio Chapter International Society of Arboriculture (OHISA) are here to help correct the old misconception. With approximately eight billion living trees (see published report available at <http://treesearch.fs.fed.us>) across Ohio, there is plenty of opportunity to learn and grow as a professional arborist and to take great pride in developing the knowledge and skill required to care for this vast and often priceless resource of trees.

So... What is an ISA Certified Arborist and why should you consider hiring one?

By definition, an arborist is an individual who is trained in the art and science of planting, caring for, and maintaining individual trees. ISA arborist certification is a nongovernmental, voluntary process by which individuals can document their base of knowledge. Arborist certification operates without mandate of law and is an internal, self-regulating device administered by the International Society of Arboriculture. Certification provides a measurable assessment of an individual's knowledge and competence required to provide proper tree care.

ISA Certified Arborists are experienced professional individuals who have achieved a level of knowledge in the art and science of tree care through practical experience and by passing a comprehensive examination developed by some of the nation's leading experts on tree care. ISA Certified Arborists must also

continue their education to maintain their certification. Therefore, they are more likely to be up-to-date on the latest techniques in arboriculture.

If it makes sense to look for competent doctors, electricians, and other skilled trade professionals, then the Ohio Chapter ISA encourages you to do the same in choosing an ISA Certified Arborist for your tree care needs. To learn more about standardized tree care practices or to find a local ISA Certified Arborist, go to: [www.treesaregood.org](http://www.treesaregood.org).

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**ABOUT OHIO CHAPTER ISA:** The mission of the Ohio Chapter International Society of Arboriculture is to advance responsible tree care practices through research, technology, and education while promoting the benefits of trees. The Chapter is a 501(c)3 educational foundation established in the state of Ohio. Visit us at: [www.ohiochapterisa.org](http://www.ohiochapterisa.org).

**INTERVIEW A CERTIFIED ARBORIST:** Please contact the Ohio Chapter ISA if you are interested in interviewing a local ISA Certified Arborist.

Ohio Chapter ISA, Phone/Fax (614) 771-7494, [www.OhioChapterISA.org](http://www.OhioChapterISA.org)

