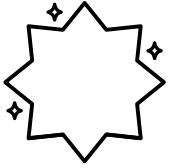


Reasons to support ISA Certification

Companies and managers have numerous benefits when they support their team pursuing professional credentials in the field.



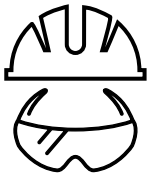
Increased confidence and knowledge

In the process of preparing to earn a professional credential, professionals gain insight and knowledge for tasks they already perform and more confidence when discussing work with clients and peers.



Better hiring and retention

Crew members value companies who are willing to invest in them and their professional development. Professional credentials can serve as an independent and standardized assessment of the knowledge and skills required for a job. Adding credentials and support for earning or maintaining a credential helps companies hire and retain competent professionals.



Greater productivity and safety

Professional certifications can help increase productivity as it allows team members to learn and implement industry-accepted best practices and standards and do their work safely and more efficiently while helping reduce insurance costs and accident rates.



Enhanced trust and public opinion

Owners and crew leaders are better able to meet industry standards of service and the work of their crews tends to be trusted in quality and consistency with less interventions. Studies have shown a higher preference by the general public for certified professionals.

What are employers saying...

"The ISA Certified Arborist credential is recognized as the standard for professionals in the tree care industry. Our clients gain confidence in our services when they know our employees are qualified and well-trained, and our employees recognize this as a rewarding step along their career path. By encouraging our employees to pursue ISA certification it helps us retain those employees that have invested in advancing their skills, and it also serves to attract new employees who seek rewarding careers."

- **R.J. Laverne**, ISA Board Certified Master Arborist® (NE-0282B)
Manager of Education and Training, The Davey Tree Expert Company

"Credentials and credentialing programs such as ISA's help our teammates to continue developing in their careers, as well as demonstrate to our clients and industry their mastery and qualification to perform the many services required in arboriculture."

- **Scott Prophett**, ISA Certified Arborist and Tree Worker Climber Specialist (MA-0103AT)
Director of Safety, Bartlett Tree Experts

