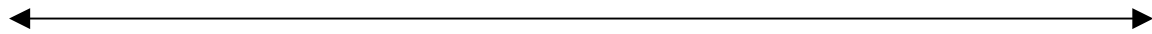


# Press Release.

Is it time for your spring check-up?

The ISA suggests that its time to think about your trees after a long hard winter.



Health professionals recommend that you have a medical check up at least once a year. Likewise, trees are living organisms that require regular health maintenance. But who is qualified to perform these types of physicals?

## **Why not call a qualified arborist?**

An arborist is a specialist in the care of individual trees. Just like a doctor, an arborist is the person most qualified and knowledgeable to assess the health of your trees. Arborists, like doctors are trained and equipped to provide prognosis of their patients.

## **Arborists provide a variety of services that include:**

- Pruning - An arborist can determine what type of pruning is necessary to maintain or improve the health, appearance and safety of your trees.
- Removal - Always a last resort, tree removal is necessary under some circumstances. Arborists can best advise homeowners about these situations.
- Emergency Tree Care -- Storms may cause damage to limbs. A professional arborist is trained to recognize potential hazards that may not be visible to the average homeowner.
- Planting -- Arborists can recommend what types of trees are appropriate for different conditions. They assess soil types and sun conditions, so homeowners can select trees that will best flourish in a particular landscape.
- Other Services -- Arborists, like doctors, can provide specialty services, including diagnosis, insect control and treatment of various diseases.
- Arborists are also specialists in fertilization, aeration, cabling, bracing and the installation of lighting protection systems.

## **Selecting an Arborist**

To ensure the highest quality service for your trees, exercise some of the same precautions in selecting an arborist as in choosing a doctor.

- Ask for more than one reference. Why allow someone to perform unnecessary surgery on your landscape without being certain it is the best course of action?
- Be very wary of individuals who go door to door and offer bargains for performing tree care. Qualified arborists are always too busy to solicit business in this manner.

## Spring Time Check Ups with the International Society of Arboriculture

- Don't always accept the lowest bid. Quality workmanship may be slightly more expensive, but in the long run saves money. Poor workmanship leads to complications that can damage trees, potentially causing homeowners more in the long run.
- Ask for proof of insurance for both Public Liability and 3<sup>rd</sup> party indemnity. Employers of Arborists should also carry Employee's liability insurance as well.
- Look for professional credentials. Arborists should be members of the International Society of Arboriculture (ISA), National Arborist Association (NAA), or the Arboricultural Association (AA). Similar to diplomas in a doctor's office, these professional credentials represent the highest standards of tree care excellence.
- Determine if an arborist is ISA - certified. The ISA has an international voluntary certification program that combines experience with an extensive examination covering all aspects of tree care. The UK&I chapter of ISA can give you the names of certified arborists near you. You can also contact the AA to see if the Company is an Approved Contractor accredited by them.

Proper tree care is an investment that can lead to substantial returns. Well-maintained trees are attractive and can add considerable value to property. Poorly maintained trees can be a substantial liability.

The United Kingdom & Ireland Chapter of the ISA can be contacted on 0121 556 8302 for a list of certified arborists and for other consumer information. You can also visit our web site at <http://www.isa-uki.org>.