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For Immediate Release

Interactive Pruning CD Now Available

CHAMPAIGN, IL (June 3, 2005)- The International Society of Arboriculture (ISA) has released the third CD in its interactive training series. The self-paced, highly interactive series of CDs is being designed to supplement the “Arborists’ Certification Study Guide.” The “Introduction to Arboriculture: Pruning” CD is the latest development in this new educational resource.

Individuals may use this CD to learn pruning in a new exciting way. Lessons include topics such as, pruning objectives, how much and when to prune, specialty pruning, and proper cuts. The CD uses interactive exercises to teach proper techniques. Use of this CD, with completion of the quiz questions, can earn a Certified Arborist 4 Continuing Education Units (CEUs). This installment of the series is currently available only in English, but a Spanish version will soon follow.

The training series was designed with adult and non-traditional learners in mind. Adult learners who cannot attend formal classes can utilize this self-paced instruction to help further their arboricultural education. Non-traditional learners who respond best to visual, auditory, and hands-on teaching methods benefit from the detailed graphics and video, the digital audio that enhances the text, and especially the high level of interactivity.

There are many features of the CDs in this series that make them a desirable addition to anyone’s resources. One such feature is a glossary of key terms with definitions and pronunciations. The instructional strategies simulating job tasks and promoting learning transfer makes this series an excellent learning tool. The CDs are also designed to provide instant feedback to responses, which engages the individual in the learning process. Quiz questions are designed to simulate certification tests and help the learner master the objectives for the specific topic.

The “Introduction to Arboriculture” series will include a total of 10 CDs once complete. ISA is developing this educational project via additional funding contributed by other industry organizations and corporations. The CDs currently available have been partly sponsored by one or more of the following: United States Department of Agriculture (USDA) Forest Service, Occupational Safety and Health Administration (OSHA), STIHL Inc., and the Utility Arborist Association (UAA).

The “Introduction to Arboriculture: Pruning” CD and the other CDs in the series are available through the ISA for \$69.95 each (\$59.95 for ISA members). “Introduction to Arboriculture: Tree Biology” is currently available in English and Spanish. The Spanish version of “Introduction to Arboriculture: Tree Worker Safety” is due to be released in the fall of 2005. The next CD in the series “Introduction to Arboriculture: Identification and Selection” is under development.

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The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., is a nonprofit organization supporting tree care research and education around the world. As part of ISA's dedication to the care and preservation of shade and ornamental trees, it offers the only internationally-recognized certification program in the industry. For more information on ISA and its educational resources, contact Sharon Lilly, or Lisa Butler at 217-355-9411, or visit the Web site at *www-isa-arbor.com*.

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