

For Immediate Release

Program to recognize ISA members and certified professionals who display the skill and commitment of today's arborists

CHAMPAIGN, IL (March 31, 2009)-Are you one of tree care's "True Professionals?" Do you know someone who is? If so, you are encouraged to enter the ISA "True Professionals of Arboriculture" initiative, which will honor ISA members and certified professionals who demonstrate the professional manner in which today's arborists work.

"ISA's highly-skilled members are practicing the profession at a remarkable level, in ways that ensure the safe and effective care of our world's trees-and help people to understand the importance of trees and the necessity for their proper care," said Jim Skiera, Executive Director of ISA. "We want to honor those ISA members who advance our profession through education, communication and outreach.

"ISA is dedicated to making arboriculture better by teaching about trees and why they need professional care," he continued. "We created this initiative to recognize our ambassadors, celebrate their efforts and learn from them."

About the "True Professionals of Arboriculture"

Those interested in entering themselves or another person in the recognition program may do so by visiting www.isa-arbor.com or www.treesaregood.org and clicking on the program's link. The entry form will require no more than 30 minutes to complete for most people. Entries must be submitted by May 31, 2009 to be considered.

An independent panel of leaders from the tree care industry and business community will select the winners, who may be contacted for more information. Winners will receive recognition in their hometown newspaper and acclaim as role models for other tree care professionals.

"Our judges will look for those who do an especially good job of working with clients of all types, of inspiring their trust and putting the profession in the best light," explained Skiera. "We also believe there is a place for the managers of tree care companies and others who excel at talking with their customers about proper tree care to apply."

Winning companies will be featured in case studies publicized in Arborist News and on the ISA website. They will be able to use the recognition in their marketing and recruiting efforts. Winners will be invited to attend an announcement ceremony at the 2009 ISA Conference in Providence, Rhode Island, USA.

Questions about the ISA True Professionals of Arboriculture can be directed to Sonia Garth, ISA Public Relations Manager, at 217.355.9411, extension 217, or sgarth@isa-arbor.com.

About The International Society of Arboriculture

The International Society of Arboriculture (ISA), headquartered in Champaign, IL, is a nonprofit organization supporting tree care research and education. To promote the importance of arboriculture, ISA manages the consumer education web site, www.treesaregood.org. As a 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. ISA represents more than 33,000 professional arborists around the world. For more information on ISA and Certified Arborists, visit www.isa-arbor.com.



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