

For Immediate Release

Sponsorship Takes On a New Look at ISA

CHAMPAIGN, IL (May 4, 2009)-The International Society of Arboriculture (ISA) announces The OneTree Program, its new corporate sponsorship plan to advance the ISA mission. The OneTree Program brings together dedicated companies, organizations, and individuals who are committed to improving the health of trees, the urban forests, and the quality of life in communities around the world.

Longevity, strength, and distinction characterize the program and all those involved. Through the OneTree program, ISA seeks to establish and build a strong network that will address important and critical environmental and tree care issues, impact decision and policy makers, spread valuable education and research, and stay on the cutting edge of industry trends, innovation, and technology.

“Partnering with other like-minded organizations and companies will help speed the growth of the arboriculture and urban forestry industry, strengthen educational efforts, and improve the health of trees and communities worldwide,” expressed Jim Skiera, ISA Executive Director.

Through the involvement of OneTree program participants, ISA will have the opportunity to experience meaningful growth and enhance its current products and services including improving ISA conferences and events, creating new educational and networking opportunities, as well as, exploring new and innovative ways to reach, teach, and develop its members and the general public.

The OneTree program is made up of two distinct levels: OneTree Partners and OneTree Associates. Partners are further designated as Elite, Distinguished or Honored based on their level of commitment and support to ISA. The program limits the number of participants at both the Partner and Associate levels to create value and exclusivity for the involved organizations.

Participants in the OneTree program receive enhanced benefits and added value opportunities, increased recognition and expanded market reach to further build their brand and business, and a deeper and stronger association with the ISA brand.

Skiera emphasizes, “ISA is looking for organizations that align with the qualities outlined by the OneTree Program and who desire to become a part of an influential group that together will make the world a healthier and safer place...one tree at time.”

For more information on the OneTree Program, contact ISA’s executive director, Jim Skiera, jskiera@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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