

*For Immediate Release*

## International Organization Brings Arborists from Around the World to Portland

CHAMPAIGN, IL (July 16, 2012)- Already known as a green and sustainable city, Portland will now be the host city for the International Society of Arboriculture (ISA) International Conference and Trade Show. The conference, themed “Trees: A Global Necessity,” will be held August 11-15 and will bring in over 2000 arborists from around the world as they converge to learn about the latest research regarding the role that urban forests play in a sustainable future.

The conference is being hosted by a team of volunteers from the Pacific Northwest Chapter of the ISA. These volunteers have worked with the ISA to help make sure the event has as small an environmental footprint as possible including a zero waste trade show. “Not only have we created a ‘treemendous’ conference for arborists from around the world, we have also strived to ensure that ISA’s visit to Portland has a positive impact on the trees in our community” states host committee chair, Terry Flanagan of Teragan & Associates in Lake Oswego. “We invite Portlanders to join us for an enjoyable weekend of free family activities in Laurelhurst Park where they can learn about trees and watch professionals demonstrate how climbing arborists care for trees.”

The five-day event to be held at the Oregon Convention Center includes educational sessions and two full days of an industry trade show. Educational sessions at the conference provide continuing education credits for those professionals who are certified through the ISA certification program.

Public events will kick off at Laurelhurst Park on Saturday, with ISA’s International Tree Climbing Championship (ITCC) preliminary events presented by Davey Tree Expert Company and will showcase professional tree climbers from around the globe. Saturday’s activities also include an Arbor Fair with educational exhibits, interactive activities, crafts by local artisans, and a fun tree climb for children and adults. Outdoor events conclude on Sunday with the Masters’ Challenge Championship round of the ITCC sponsored by Husqvarna.

“One benefit the ISA conference provides to the host city is the opportunity for professional arborists to interact with the local community,” says Jim Skiera, Executive Director of the ISA. “There will be something for everyone, so we encourage the public to come have a fun time while learning more about the arboricultural profession.”

Trees are a vital part of any urban community. “Eco-friendly Portland provides an inviting environment for arborists worldwide to exchange research and ideas on how to care for trees - one of our most important global necessities, to help build a sustainable future” adds Skiera.

For more information and a detailed schedule of activities for the Annual ISA conference, visit the conference web site at [www.isa-arbor.com/conference](http://www.isa-arbor.com/conference).

### *About ISA*

The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., is a nonprofit organization supporting tree care research and education around the world. To promote the importance of arboriculture, ISA manages the consumer education web site, [www.treesaregood.org](http://www.treesaregood.org), which fulfills the association’s mission to help educate the public about the importance and value of proper tree care. Also, 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 Certified Arborists, visit [www.isa-arbor.com](http://www.isa-arbor.com).



**International Society of Arboriculture**

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