

For Immediate Release

Donation to TREE Fund Caps ISA Dedication to Research

CHAMPAIGN, IL (November 5, 2012) – The International Society of Arboriculture (ISA) announces a pledged donation of \$50,000 to be given to the Tree Research and Education Endowment (TREE) Fund. Half of the three-part donation (\$25,000) was presented to the TREE Fund on October 31, 2012, during the ISA Annual Leadership Workshop.

This donation not only supports the TREE Fund but also is in line with the ISA strategic plan. Focusing on research and the dissemination of that research for healthier trees and more sustainable communities, ISA provided \$25,000 in an unrestricted donation to be used as necessary to support the TREE Fund and the research it funds.

The remaining \$25,000 of the donation will be directed toward two specific funds that support research in areas in which the ISA Board has identified a need and set strategic goals for the organization—Safety and Public Awareness. Each fund will receive \$12,500 to support work in those areas.

The Safe Arborist Techniques Fund was established to support research that will create a safer work environment for arborists in the field. ISA has a goal to ensure that professional tree care practitioners have the required knowledge, training, and expertise to perform tree care safely. Jim Skiera, executive director of ISA, emphasized, “Arborists working in the field put their lives on the line every day to help mitigate the risks associated with trees so people can safely enjoy the many benefits. ISA can’t do enough to assure their safety so they can continue to provide this service to communities worldwide.” Continual research will lead to the improvements needed to keep these arborists safer over time.

In addition, the Bob Skiera Memorial Fund will receive a directed donation to support the development of educational programs and materials to help arborists and urban foresters communicate the importance of the urban forest to urban planners and other decision makers. The Skiera Fund is dedicated to fostering a wider appreciation of the value of trees, their need for proper care and their benefits to the environment. “Research is helping arborists and urban foresters to communicate the message, that Healthy urban forests create healthy communities’ to policy makers. Support from this fund will accelerate that success,” says Skiera.

As a non-profit foundation dedicated to the advancement of arboriculture and urban forestry, the TREE Fund shares ISA’s commitment to scientific research, professional training and public education. ISA’s increased financial support of the TREE Fund advances the objectives of both organizations.

“ISA’s gift represents a significant investment in the future of professional arboriculture”, said Janet Bornancin, TREE Fund President and CEO. “Arborists rely on research to develop and prove innovative tree care methods, and the safety of the tree care workforce is everyone’s first priority. Professional tree care is the urban forest’s best defense against pests, diseases and the hazards of urban living, but its importance is often overlooked by policy makers. We’re grateful for ISA’s affirmation of the importance of research, safety and outreach with this gift. This partnership will benefit the entire industry.”



International Society of Arboriculture

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For More Information

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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, 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.

About TREE Fund

The TREE Fund is the leading non-governmental source of funding for research and education programs in the field of arboriculture (the science of cultivating and managing trees in a landscape). Its mission is to support sustainable communities and environmental stewardship by funding research, scholarships and education programs essential to the discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry. The foundation has distributed more than \$6 million to date in scholarships and research grants to students and professionals in the industry. Knowledge gained from more than 400 TREE Fund research grants since 1976 directly affects tree care practices, people's lives and arborists' techniques every day. Learn more at www.treefund.org

Editor's Note:

Photo included with the release.

Photo caption: *ISA Board President Colin Bashford presents a check for \$25,000 to Janet Bornancin, TREE Fund President and CEO, during the 2012 ISA Leadership Workshop.*



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