

# ISA Launches True Professionals Program

by Sonia Garth, ISA Public Relations Manager

CHAMPAIGN, IL (March 31, 2009) – As part of ongoing efforts to increase public awareness, ISA has launched a program to equip members and certified professionals with the tools to promote themselves and the profession of arboriculture. Key components of the True Professionals Program include an online toolbox, an e-newsletter, and a recognition program.

ISA is developing an online toolbox of materials and resources intended to help foster a high degree of industry professionalism among clients and within communities. The toolbox will include PowerPoint presentations, press releases, and other tools to help professionals educate their communities about professional tree care.

The online toolbox also includes *Planting Seeds* – an e-newsletter focused on providing tips, recommending best practices and highlighting successful professional arborists in the industry. ISA members will receive an emailed link to view the latest edition of *Planting Seeds*. The first issue appeared in March and subsequent issues are scheduled to appear in the months of July, November and January.

The goal of *Planting Seeds* is to shine a light on the men and women who exemplify what it means to be truly professional arborists, while encouraging ISA members and ISA certified professionals to model the highest standards in professionalism. Issues will include short profiles of fellow arborists, interviews with customers, discussions on recent consumer research, and valuable factoids that can help distinguish you in the marketplace.

ISA also believes that its members and certified professionals who present the profession in its best light deserve to be recognized. The ISA True Professionals of Arboriculture recognition program honors ISA members and ISA certified professionals who represent the profession well—in countless ways, such as their interaction with customers, leadership of employees, and communication with the larger communities in which they work.

Nominations for the True Professionals of Arboriculture Award are being accepted until May 31, 2009. To learn more about the awards program or to nominate a True Professional, download the entry form at [www.isa-arbor.com/resources/TrueProfessionalsEntryForm.doc](http://www.isa-arbor.com/resources/TrueProfessionalsEntryForm.doc).

This new program will provide greater depth and value to ISA membership. By sharing experiences of others and providing tools to strengthen communication, ISA can help its members and certified professionals better represent the profession 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 website, [www.treesaregood.org](http://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](http://www.isa-arbor.com).*

## ISA Announces Search for the "True Professionals of Arboriculture"

**Program to recognize ISA Members who display the skill and commitment of today's arborists. Entries accepted through May 31, 2009.**

Are you one of the 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 who demonstrate the truly professional manner in which today's arborists do their 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 people 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"

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 also be featured in case studies that will be 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 contacted in early July, 2009, and invited to attend an announcement ceremony at the 2009 ISA conference in Providence, Rhode Island, USA.

Those interested in entering themselves or another person in the recognition program can download the entry form posted soon at [www.isa-arbor.com](http://www.isa-arbor.com) and [www.treesaregood.org](http://www.treesaregood.org). 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.

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](mailto:sgarth@isa-arbor.com).