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For Immediate Release

ISA Launches True Professionals Program

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.

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 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.