

November 2, 2009

### **Garvin named Interim President & CEO of Tree Care Industry Association**

LONDONDERRY, NH - Mark Garvin, chief program officer, has been named interim president and chief executive officer of the Tree Care Industry Association, effective Nov. 7, 2009. Garvin succeeds Cynthia Mills, who notified the board of directors Sept. 8 that she would be leaving to take a new position and manage family responsibilities.

Garvin has served in progressively responsible positions at TCIA since joining the organization in 1996. He was promoted to chief program office in 2008 from vice president of public policy & communications. As CPO, he led the marketing for all TCIA programs, including membership, Accreditation, Certified Treecare Safety Professional (CTSP), Partners Advancing Commercial Treecare (PACT), Voice for Trees PAC, Winter Management Conference and TCI EXPO.

"I know that Mark will provide stable transition to new leadership during his tenure as interim president," said Terrill Collier, TCIA chair. "He has the institutional knowledge from the more than 13 years he's spent at the association. He has managed most of the programs and services of TCIA during his time here."

Mills noted that Garvin has been heavily involved the past few years in moving the Transformation of the Industry forward. "He is well prepared for this role. I am delighted to see him recognized by the board for his contributions to TCIA's success."

In a message to the TCIA community, Collier recognized the contribution Mills has made to TCIA during her 10-year tenure. "Our organization achieved growth in membership, financial stability, a strategic plan to transform the industry, increased safety of workers, and established Accreditation for tree care companies under her leadership."

Garvin will officially head the organization after the close of TCI EXPO in Baltimore on Saturday, Nov. 7.

"I look forward to working with my colleagues and the membership of TCIA to continue the association's strategic plan," said Garvin. "The association and the industry have weathered the current economic storm well so far, and I anticipate helping guide both back to growth and profitability."

A search committee has been formed to proceed with the next steps in identifying a president and chief executive officer for TCIA.

The Tree Care Industry Association (TCIA), founded in 1938 as the National Arborist Association, is a 71-year-old public and professional resource on trees and arboriculture. It has more than 2,000 member companies who recognize stringent safety and performance standards and who are required to carry liability insurance. TCIA has the nation's only Accreditation program which

helps consumers find tree care companies that have been inspected and accredited based on: adherence to industry standards for quality and safety; maintenance of trained, professional staff; and dedication to ethics and quality in business practices. Editors: If you would like additional information or digital photos, please contact [garvin@tcia.org](mailto:garvin@tcia.org).