

True Professionals of Arboriculture Award Recognition

Chapter Participation

➡ What is the True Professionals award program?

An ISA member recognition program that raises public awareness about:

- Importance of trees
- Necessity for “proper” tree care
- ISA members in the community

➡ What does the True Professionals Award do?

- Focuses on the profession – and personifies it
- Creates trust in the profession
- Builds upon the passion of ISA people

➡ What constitutes a “True Professional”?

- Strong client and community relationships
- Successful community education initiatives
- Unique contributions to strengthen the profession
- Professional education amongst employees

➡ Why is the True Professionals program of value to the ISA membership?

True Professionals portrays arborists in the best possible light and encourages effective communication techniques.

- Members can learn from peers
- Others can apply ideas to their own practice

➡ What benefits do winners receive?

Lots of recognition:

- Congratulatory hometown ad
- ISA publications (Arborists News, Planting Seeds)
- Case study in the member toolbox
- Free Registration and recognition at ISA annual conference
- Post-program promotional offers
- Press release announcement distributed world-wide

How can the Chapter benefit?

- *Increase Media Exposure*- If someone from your chapter is recognized as a True Professional, ISA will also recognize the chapter in customized regional press releases and local advertising. In 2009, there were more than 100 million viewers due to distribution in major media outlets of the announcement press release for the True Professionals Award Winners.
- *Gain a Spokesperson*- an award winner from your chapter can become a voice for arboriculture in your region.
- *Encourage mentoring for your members*- a True Professional could mentor or coach your members in their public education efforts.
- *Develop workshops or presentations*- Invite an award winner from your chapter region to speak at your annual conference, develop a workshop on public education, or develop presentations to be made available to your members.

How can the Chapter help?

Nominate someone from your chapter and encourage your members to nominate someone they know for the True Professionals of Arboriculture Award Recognition.

Visit www.isa-arbor.com/members/resources/TPA-NominationForm-2010.pdf to complete the nomination form.