

## **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).



## True Professionals of Arboriculture Recognition Program

### 2 0 0 9 E N T R Y F O R M

#### **Thank You!**

Thank you for entering the ISA True Professionals of Arboriculture recognition program. Please take a moment to review the following information about this exciting new initiative.

#### **What is it?**

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.

#### **Why did ISA create this program?**

ISA believes that ISA members and ISA certified professionals who present the profession in its best light deserve to be recognized.

#### **Benefits of winning**

The individuals chosen as the True Professionals of Arboriculture will receive extensive recognition in the tree care industry, on ISA's websites, and in their hometown newspapers. They will be held up as role models; setting examples for other arborists. Winners also receive: recognition plaque, recognition during ISA Annual Conference and Trade Show in Providence, Rhode Island, and permission to use the recognition title in any internal or external marketing materials.

#### **How are the winners selected?**

An independent panel of judges with experience in the tree care field and business community will evaluate all entries. They will seek to honor those ISA members and ISA certified professionals who excel at advancing the arboricultural profession through education, communication and/or outreach.

#### **Who qualifies?**

All ISA members and ISA certified professionals are welcome to enter. Consumers and non-ISA members are welcome to nominate ISA members and ISA certified professionals as well.

#### **How do I enter?**

Submit this entry form to ISA by: email: [sgarth@isa-arbor.com](mailto:sgarth@isa-arbor.com),  
fax: 217-355-9516 or mail: ISA, PO Box 3129, Champaign, IL 61826, USA.

#### **Is there a fee to enter?**

There is no entry fee.

#### **Entry deadline**

Entries may be submitted between March 1, 2009 and May 31, 2009. Entries must be received by midnight May 31, 2009. Winners will be contacted by June 30, 2009. Winners will be invited to be recognized in person at the 2009 ISA Conference in Providence, Rhode Island. Publicity and promotion of the winners will commence in August, 2009.

#### **Questions?**

Questions can be directed to ISA Public Relations Manager Sonia Garth. She can be reached at [sgarth@isa-arbor.com](mailto:sgarth@isa-arbor.com) or 217-355-9411 ext. 217.

# ENTRY FORM

Please answer the questions in this form completely. Reference materials that support your answers are welcome as well. When finished, please submit it to ISA.

## General Information about the Nominee

Name:

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Address:

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Company/Organization Name and Position:

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ISA Membership or Certification Number (if known):

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Years as Arborist/Years in Current Position:

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Email Address/Phone Number:

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Website (if applicable):

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## Nominator's Contact Information (if different from nominee)

Name:

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Relationship to nominee:

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Contact information (if additional information is needed):

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Please use the space below to provide biographical or professional information regarding the nominee. Helpful information might include previous professional recognition, participation in ISA or industry/professional organizations, and information regarding held licenses. Entrants can submit answers on separate pages and are welcome to submit a resume, biography, or other material as attachments.

Please answer the following questions. If any do not apply to yourself or the entrant, simply write "Not Applicable." Those chosen for recognition don't necessarily need to excel in all areas covered in this application, but will in some way exemplify "True Professionalism" in arboriculture.

### **General Information**

Please describe why the nominee should be considered among the True Professionals of Arboriculture.

### **Customer Communications**

In what ways does the nominee help purchasers of tree care services better understand the importance of trees, the necessity of their proper care, and/or the professionalism of today's arborists?

### **Employee Education**

In what ways does the nominee help ensure that his or her employees/colleagues can present the profession of arboriculture in the best light? Please describe any training programs, formal or informal, or incentives that help reinforce a positive view of the profession in the eyes of purchasers of tree care services.

### **Community Outreach**

In what ways does the nominee help the general public gain a better appreciation for the positive role that trees play in our communities, the necessity of professional care, and the professionalism of today's arborists?

### **Additional Comments**

If necessary, please use the following space to include any other comments or to expand upon your previous answers.