

# True Professional of Arboriculture Recognition Program

2012 Nomination Deadline: March 30, 2012

## What is the ISA True Professionals of Arboriculture recognition program?

The ISA True Professionals of Arboriculture recognition program honors ISA members and credential holders who are outstanding representatives of the profession in one or more ways. (Examples include: exceptional interaction with customers, motivational leadership of employees, creation of innovative educational programs, and/or commitment to voluntary involvement in community initiatives and to outreach within the communities in which they live and work.)

## What is the purpose of this awards program?

ISA wishes to recognize members and certified professionals who can be looked upon as role models by their peers and who present the profession of arboriculture in a positive light to the general public.

## How are winners selected?

An independent panel of judges with experience in the tree care industry and the business community will evaluate all entries, seeking to honor those nominees who excel at advancing the profession through education, communication, and/or outreach.

## What are the benefits of recognition?

A nominee who is recognized as a True Professional of Arboriculture receives extensive recognition in the tree care industry, on ISA's websites, in ISA publications, and in their hometown newspapers. A True Professional also receives recognition during the ISA Annual Conference and Trade Show, and permission to use the recognition title and True Professionals logo in any internal or external marketing materials.

## How do I submit a nomination?

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

## May I submit additional support materials with the entry form?

To further enhance the nomination, ISA recommends submitting up to three additional pieces of supporting information in either electronic or hard copy form, depending on your method of entry. This information may include written testimonials by customers or colleagues, a sample newsletter that the nominee distributes to clients, examples of published materials authored by the nominee, sample pamphlets or other educational materials created by the nominee, examples of media coverage about the nominee and his/her work, links to a noteworthy company website, innovative PowerPoint presentations, YouTube videos, television ads, etc.

## What is the nomination deadline?

To be eligible for consideration, ISA must receive all nominations by March 30, 2012.

## Additional questions?

Questions can be directed to Danielle Deck, Award Liaison, at [awards@isa-arbor.com](mailto:awards@isa-arbor.com) or by calling 217-355-9411, ext. 205.



True Professionals  
of Arboriculture



International Society of **Arboriculture**

[www.isa-arbor.com](http://www.isa-arbor.com) • p. 217.355.9411 • [isa@isa-arbor.com](mailto:isa@isa-arbor.com)

**Deadline for nominations is MARCH 30, 2012.**

## SECTION 1 NOMINEE'S CONTACT INFORMATION

Name: \_\_\_\_\_ Organization/Company: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## SECTION 2 NOMINATOR'S CONTACT INFORMATION

Name: \_\_\_\_\_ Organization/Company: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**SECTION 3 BIOGRAPHICAL INFORMATION** Please provide a brief bio of this nominee's participation and accomplishments in the industry. (Additional pages may be attached for longer responses and/or resumes and other documentation.)

**SECTION 4** Describe specifically why this nominee should be considered among the True Professionals of Arboriculture.

**SECTION 5** In the following areas, please describe this nominee's contributions. (All may not be applicable. Separate sheets may be attached.)

**A. CUSTOMER COMMUNICATIONS** (How has this nominee helped customers better understand the importance of trees and proper tree care and the professionalism of today's arborist?)

**B. EMPLOYEE EDUCATION** (How has this nominee promoted arboricultural education among his/her employees or colleagues?)

**C. COMMUNITY OUTREACH** (How has this nominee helped the general public understand the benefits of trees in our communities, their need for professional care, and the professionalism of today's arborist?)

**D. SPECIAL PROJECT INITIATIVES** (Please describe any additional noteworthy projects that the nominee has initiated or in which he/she has been involved.)

Please mail all nominations to: ISA-True Professionals, PO Box 3129, Champaign, IL 61826-3129  
Nominations can also be emailed to: [awards@isa-arbor.com](mailto:awards@isa-arbor.com) or fax them to 217-355-9516.



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