

For Immediate Release

ISA Honors Five “True Professionals of Arboriculture” for Commitment to Tree Industry

CHAMPAIGN, IL (August 14, 2012)- The International Society of Arboriculture’s (ISA) has selected five arborists for the 2012 class of “True Professionals of Arboriculture” in the largest global recognition program for professionalism in tree care.

The honors took place at the 88th annual ISA Conference and Trade Show, August 11—15th in Portland, Ore. This year’s class of “True Professionals of Arboriculture” includes:

- William Logan (Brooklyn, N.Y.)
- Tim Kastning (Hayden, Idaho)
- Bruce Kreitler (Abilene, Texas)
- Donald Picker (Fanling, Hong Kong)
- Robert Springer (Charlottesville, Va.)

The recognition ceremony was hosted by ISA President Colin Bashford, who offered praise for this year’s select group.

“The True Professional honor is a celebration of those who reach for and strive to maintain high standards of the arboriculture industry,” expressed the ISA President. “Their achievements and ideas educated and inspire others. We are proud they play such a leading role in promoting quality tree care.”

Some of the accomplishments of the 2012 “True Professionals of Arboriculture” include:

- Founded a leading tree care firm which emphasizes careful diagnostic practices and ethics where the health of the tree comes first. Award-winning author of several books, including *Dirt*, which premiered as a movie at the Sundance Film Festival. (Logan)
- Supports urban tree care with special project initiatives including a firewood charity program, wood and nursery container recycling and tree preservation (Kastning)
- Encourages public appreciation and involvement in improving the urban forest through speaking engagements, weekly radio shows, print and online publications (Kreitler)
- Expanded arboriculture in Asia by co-founding the International Arboriculture Summit in Hong Kong, which brings in global tree experts to support regional arborists with education and networking (Picker)
- One of the first Tree Worker Evaluators in the Mid-Atlantic ISA Chapter. Led workshops on arborist safety standards following a request from Virginia OSHA for his expertise on safe work practices (Springer)

ISA launched the “True Professionals of Arboriculture” recognition program in 2009 to increase public understanding of arboriculture and the professional skills of today’s arborists. In spring 2012, ISA began accepting nominations for the annual recognition program. Since the program’s inception, hundreds of nominations have been



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collected from around the world from the industry's leading arborists and tree care professionals testifying to their positive impact in and around their communities. A judging panel reviewed the entries and selected five nominees for recognition, all advancing the cause of the industry.

This year's ISA "True Professionals" judges included John Ball (professor of forestry at South Dakota State University, Brookings, S.D.), SK Ganesan (deputy director of landscaping and arboriculture, National Parks Board, Singapore), Alan Jones (vice president and division manager, Bartlett Tree Experts, Afton, Va.), Lauren Lanphear (president, Forest City Tree Protection, South Euclid, Ohio and 2011 ISA "Award of Distinction" winner), Randy Lidkea (retired arborist, ISA committee member, St. Thomas, Ontario), Paul Revell (urban and community forestry manager, Virginia Department of Forestry, Charlottesville, Va.), Rip Tompkins (arborist and principal at ArborMaster, Willington, Conn.), and Philip van Wassenauer (president, Urban Forest Innovations, Inc., Mississauga, Ontario and 2009 ISA "True Professional of Arboriculture").

Profiles and case studies of the "True Professionals" will be featured on the ISA website at www.isa-arbor.com and highlighted in future ISA publications such as Arborist News.

ABOUT ISA

The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., U.S., is a nonprofit organization supporting tree care research and education around the world. To promote the importance of arboriculture, ISA manages the consumer education web site, www.treesaregood.org, which fulfills the association's mission to help educate the public about the importance and value of proper tree care. Also, as 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. For more information on ISA and Certified Arborists, visit www.isa-arbor.com



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