

*For Immediate Release*

## 2015 True Professionals of Arboriculture™ Recognized by ISA

CHAMPAIGN, Ill (August 10, 2015) – Three arborists whose behaviors are influencing the industry through community projects, consumer education, and professional development and certification, have been selected as 2015 True Professionals of Arboriculture™ by the [International Society of Arboriculture](http://www.isa-arbor.com) (ISA).

The following “True Professionals” were honored during the opening general session of the ISA 91st Annual International Conference on Monday, August 10 in Orlando, Florida, US.

- James Allen — (Santa Cruz, California)
- Paul Revell — (Charlottesville, Virginia)
- Ernest Rezens — (Makawao, Hawaii)

“A True Professional of Arboriculture is someone who is passionate about the industry and their communities and has high expectations for themselves as well as those around them,” said Mark Roberts, ISA board president. “James, Paul, and Ernie increase visibility for arboriculture while promoting the importance of the urban forest.”

Examples of achievements from this year’s professionals include:

- Advocate for significant tree preservation in Santa Cruz and donates services for their care. (Allen)
- Supported development of the Urban Forest Strike Team (UFST), a group of Certified Arborists responding to natural disasters to help communities to document storm damage and identify hazardous trees. (Revell)
- Appointed by the mayor to chair the Maui County Arborist Committee, helped write the first edition of the Maui County Planting Plan which includes specifications on the care of street and park trees, and identification of exceptional trees in the county. (Rezens)

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. Since that time, hundreds of nominations have been collected worldwide from the industry’s leading arborists and tree care professionals testifying to their positive impact in and around their communities.

Recipients are selected by the ISA Awards Committee, a diverse group of experts in arboriculture including university professors, retired arborists, owners of tree care companies, and forestry managers. After selection, award recipients are approved by ISA’s Board of Directors.

Profiles and case studies of the “True Professionals” will be featured on the ISA website at [www.isa-arbor.com](http://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 newly re-launched consumer education web site, [www.treesaregood.org](http://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](http://www.isa-arbor.com).*



**International Society of Arboriculture**

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