



Vermeer Continues Support as an ISA Canopy Partner

ATLANTA, Ga. — The International Society of Arboriculture (ISA) is pleased to announce that Vermeer, a manufacturer of industrial and agricultural equipment, will continue to support ISA through its Canopy Partners program.

The ISA Canopy Partners program is a collaborative initiative that brings together industry leaders to support ISA's mission to promote the professional practice of arboriculture, inform the public about the benefits of trees and provide a global network of arborists, urban foresters and people who care for trees.

"Our ISA Canopy Partner's investment in our work provides critical resources for ISA to promote the professional practice of arboriculture," said Caitlyn Pollihan, the CEO and Executive director of ISA. "With their support, ISA can continue exploring ways to support our members, credential holders, and future arborists as well as inform the public about the importance of healthy trees."

Over the past year, the ISA Canopy Partners have supported public education on the importance of proper tree care through our TreesAreGood brand, transitioning *Arboriculture and Urban Forestry*—ISA's peer-reviewed journal—to an open access model, and the 2022 Virtual Event, which allowed ISA to bring educational materials to more than 2000 people worldwide in six different languages.

[Vermeer](#) looks forward to partnering with ISA once again this year. We are committed to supporting ISA in their initiatives related to arboriculture safety, education, and training efforts. We are excited for another great year ahead!

Established in 1948, Vermeer distributes products globally and is headquartered in Pella, Iowa, United States. Vermeer serves the utility installation, environmental, surface mining, and forage markets domestically and internationally.

Through the Canopy Partners program, ISA is able to provide arborists with programming, services and research to better equip them to serve and educate the greater public, and advance the profession as well as the tree care industry worldwide. Additionally, the Canopy Partners program helps to address critical environmental issues, impact decision and policy makers, spread valuable education and research while also staying on the cutting edge of industry trends, innovation and technology.

For more information about the ISA Canopy Partners program visit [the ISA website](#) or contact corporatesales@isa-arbor.com. For information about Vermeer, please visit their website.

ABOUT ISA

[The International Society of Arboriculture](#) (ISA), headquartered in Atlanta, Ga., U.S., is a nonprofit professional organization dedicated to promoting the importance of arboriculture and educating the public about the significance of trees and the value of their proper care. As part of ISA's advancing the arboriculture profession, it offers the only internationally-recognized certification program in the industry, including ISA Certified Arborist®. For more information about ISA and Certified Arborists, visit www.isa-arbor.com.

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