



Hear from the ISA Gold Canopy Partners – The Davey Tree Expert Company

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 tree benefits, and provide a global network of arborists, urban foresters, and people who care for trees.

In addition to supporting ISA, our Gold Canopy Partners continue to promote the professional practice of arboriculture within their own organizations by emphasizing the importance of credentialing, encouraging a culture of safety within their organization, and focusing on their employee's career development.

ISA recently spoke with several members of the leadership team with The Davey Tree Expert Company, an ISA Gold Canopy Partner, to discuss the ways they further professionalism within their company.

What are some ways your organization promotes the profession of arboriculture within your organization, the public and within the industry as a whole?

Our commitment to the profession dates to our roots when our founder John Davey developed the science of tree surgery, which led to Davey Tree's founding in 1880. Davey Tree's commitment to providing the latest, proven scientific tree care methods has grown and can be seen in our Davey Institute, which is our team of scientists who support our field teams. Our new SEED (Science, Employee Education and Development) Campus in Kent, Ohio, will support the Institute and demonstrates our commitment to training our employees with the most up-to-date techniques and equipment. The SEED Campus also has areas of the property, such as our arboretum and gardens, that will be open to the public and will help exhibit the importance of the green industry in our world and communities. Furthermore, we encourage our employees through our Green Leaders program to be active green industry ambassadors in their communities. Numerous employees sit on local tree boards, serve in ISA chapters and other industry organizations.

- Sandee Reid, Executive Vice President, Corporate Communications and Strategic Planning

Can you share a story how your company has promoted the profession?

Davey has created a variety of communication channels where we can speak to and engage with not only employees, clients and prospective clients, but also industry professionals and prospective employees. We've seen a tremendous amount of growth with follower count and engagement rates on our social media channels where we highlight working in the profession by sharing the importance of career and employee stories and achievements. Our Talking Trees with Davey Tree podcast, now heading into its fifth year with over 150,000-episode downloads, allows employees to share their knowledge and "why" for joining the industry. And our International Public Relations program gives our



certified arborists across the company the opportunity to speak to local news stations about why seeking help from certified arborists is so important. These arborists talk about caring for trees and the

benefits of trees, and their audience size is significant — on average, we secure over 200 earned placements on local TV, radio and print media channels each year.

- Sandee Reid, Executive Vice President, Corporate Communications and Strategic Planning

How do you see the future of the arboriculture profession over the next 100 years?

As our climate continues to change and we continue to experience more frequent and significant storms, wildfires and droughts, I believe the industry needs to continue to explore climate adaptation and resiliency strategies. There is a greater appreciation and understanding of the role green infrastructure plays in the communities where we work and live, and in the future of our industry, I see the investment people make into their green spaces continuing to rise, keeping the demand for our services very strong.

- Greg Ina, Executive Vice President, the Davey Institute and Employee Development

Does your organization promote credentialing, and if so, are there benefits to being credentialed?

We do promote credentialing. There is some manager discretion involved, but most managers support costs for credential testing as well as review classes. Davey also offers review options. Most managers will also provide pay increases for different credentials. We also require credentials for various positions, so the benefit to credentialing is eligibility for promotions.

- Don Roppolo, Vice President, Health and Safety Operations Support

Is there a connection between your company culture and industry safety?

Davey's values are reflected strongly in our culture, and safety isn't just a part of our "safety" value, it's also ingrained in our other values: Expertise, Integrity, Leadership, Perseverance and Stewardship. We also don't keep our values to ourselves. Safety is an area where we are not competing but looking to better the industry. We collaborate with our competitor friends in professional groups to share what we've learned and hear from others. We recognize how many external eyes there are on Davey's safety initiatives and the innovative ways we're teaching safety leadership, and we're sharing that knowledge. We're also learning from our peers how to continue to learn and improve safety within the industry.

- Phil Snyder, Vice President, Health and Safety

What are some of the ways in which your organization approaches employee career development?

The biggest way we approach career development is by using our Davey Career Development Program (CDP). This lays out the expectations for advancement through field positions that will give the needed experience for eligibility for advancement into other positions. Many managers also do career planning and review sessions where career development and goals are discussed.

- Don Roppolo, Vice President, Health and Safety Operations Support

