



Hear from the ISA Gold Canopy Partners—Asplundh

ATLANTA, Ga. — Asplundh Tree Expert has been part of ISA’s Canopy Partner program for the past three years, taking part in promoting the industry and environmental education.

The ISA Canopy Partners program is a collaborative initiative with industry leaders to better 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.

Asplundh’s Vice President of Sustainability, Megan Fielding, said staying connected with the arboriculture industry through the Canopy Partners program supports Asplundh’s commitment to delivering safe, affordable, reliable, sustainable, high-quality tree care and vegetation management.

“Engaging with the ISA and its partners—being at the table when it comes to best practices and safety standards—ensures that we are in these critical conversations; additionally, it is a great way to participate in the development of what emerges as leading best practices and training methods within ISA and its member base,” Fielding said.

Additionally, this partnership helps Asplundh support its education, research and outreach efforts in the industry, and strengthens its commitment to responsible tree care and environmental stewardship. Beyond tree care and vegetation management, Asplundh also remains an active member in its communities.

“We participate in community initiatives across all 50 states, across the provinces of Canada, and where we operate in Australia and New Zealand,” Fielding said. “It is a very important part of who this company is and what’s important to our employees and to people in the communities where we live and work.”

Throughout multiple offices, Asplundh is a sponsor for many participatory fundraisers in support of causes from ALS United Mid-Atlantic to the American Red Cross. Asplundh also gives back through the creation and care for urban green spaces, such as park cleanups and encouraging community planting.

“At our Home Office, we created a new program for Earth Day this year in which we developed a 'buy one, give one' for seedlings with a third-party nonprofit called Neighborhood Forest,” Fielding said. “We purchased 150 seedlings for our employees to plant at their homes, and that allowed us to donate 150 additional seedlings to three local



libraries and in 16 major cities across the United States, from New Jersey to Oregon and California.”

Fielding said that these outreach efforts remind employees and the company as a whole of the importance of connecting with the community, fostering trust and credibility, and creating a sense of purpose beyond day-to-day tasks.

“We genuinely care,” Fielding said. “We live in these locations. So, it's even more meaningful. These connections help us to address local needs and challenges to help communities become greener, healthier and more resilient.”

For more information about Asplundh, please visit asplundh.com. For more information about the ISA Canopy Partners program, visit the ISA website or contact corporatesales@isa-arbor.com.