



Hear from the ISA Gold Canopy Partners - SavATree

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 employees' career development.

ISA recently spoke with Executive Chairman Daniel van Starrenburg at SavATree, 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?

At SavATree, we are committed to promoting arboriculture every day through continuous training for our team, educational outreach in our communities and active involvement in industry associations. We see our role not just as tree care providers, but as advocates for the value of trees in our environment and daily lives. We strive to make the intersection between people and trees work by advocating for the value of trees in our environment and daily lives.

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

As stewards of the environment, SavATree is dedicated to promoting arboriculture by leading many industry initiatives. Our Consulting Group partners with municipalities and nonprofits nationwide to demonstrate the role of professional arborists in urban forestry planning. Through leadership roles within ISA, TCIA and other regional associations, our team helps set and reinforce professionalism and industry best practices. We also invest in our people, providing our arborists with resources for continuing education in arboriculture and fostering a culture of lifelong learning. Our arborists engage directly with the communities they serve to introduce future generations to environmental stewardship and careers in the field.

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

As climate change and rapid urbanization reshape our world, the arboriculture industry is more important than ever. Arborists will continue to be at the forefront of protecting and preserving environmental integrity, leading the charge toward healthier, safer communities using science, industry-backed knowledge and expertise.

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

We have extensive credentialing requirements throughout the organization. Examples include ISA Board Certified Master Arborist® (BCMA), ISA Certified Arborist®, Tree Risk Assessment Qualification (TRAQ) from the ISA, Certified Treecare Safety Professional (CTSP) from the TCIA, and internal credentialing



through our Learning Management System (LMS) and self-directed advancement program. The benefits of these various credentials support our objectives of being the trusted advisor for our customers and ensure accurate diagnosis and assessments while maintaining a safe work environment. We further reward credentialing with increases in compensation potential. For example, arborists can see up to a 15% increase in annual compensation by obtaining and maintaining their ISA certification.

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

Safety is at the heart of our culture. We emphasize teamwork, communication and accountability so that our people go home safe each day. By making safety a shared responsibility, we contribute to a stronger, more resilient industry.

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

We invest heavily in our people. From training and mentorship to clear career paths and advancement opportunities, we help our team grow both personally and professionally. For us, arboriculture isn't just a job—it's a lifelong career.