

# True Professionals of Arboriculture Recognition Program

**Nomination Deadline: 31 May 2021**

## **What is the ISA True Professionals of Arboriculture recognition program?**

The ISA True Professionals of Arboriculture recognition program honors ISA members and credential holders who are outstanding representatives of the profession in one or more ways. Examples include: exceptional interaction with customers, motivational leadership of employees, creation of innovative educational programs, and/or commitment to voluntary involvement in community initiatives and to outreach within the communities in which they live and work.

## **What is the purpose of this awards program?**

ISA wishes to recognize members and certified professionals who can be looked upon as role models by their peers and who are ambassadors of the arboriculture profession to their customers, employees, and/or the general public.

## **What are the benefits of recognition?**

Nominees who are recognized as ISA True Professionals of Arboriculture receive extensive recognition within the tree care industry, through ISA Publications such as *ISA Today* and *Arborist News*, social media, ISA's websites, and in their local newspapers. A True Professional also receives recognition during the ISA Annual International Conference and Trade Show and permission to use the title and True Professionals logo in any internal or external marketing materials.

## **How do I submit a nomination?**

You may download and complete this nomination form electronically, then email it to [awards@isa-arbor.com](mailto:awards@isa-arbor.com).

## **How are winners selected?**

The ISA Awards Committee, which is representative of many areas of the arboriculture industry, will evaluate all entries, seeking to honor those nominees who excel at advancing the profession through education, communication, and/or outreach.

## **May I submit additional support materials with the entry form?**

To further enhance the nomination, ISA recommends submitting up to three additional pieces of supporting information. This information may include written testimonials by customers or colleagues, a sample newsletter or other published communications authored by the nominee and distributed to clients, educational materials created by the nominee, examples of media coverage about the nominee and their work, links to a noteworthy company website, innovative PowerPoint presentations, YouTube videos, television ads, etc.

## **What is the nomination deadline?**

To be eligible for consideration, ISA must receive all nominations by **31 May 2021**.

## **Additional questions?**

For questions regarding submitting a nomination or supporting materials email [awards@isa-arbor.com](mailto:awards@isa-arbor.com).



**True Professionals  
of Arboriculture™**

# True Professionals Recognition Program

**Deadline for nominations is 31 MAY 2021.**

## Section 1: Nominee's Contact Information

Name: \_\_\_\_\_ Organization/Company: \_\_\_\_\_

State/Province: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ OR E-mail: \_\_\_\_\_

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## Section 2: Nominator's Contact Information

Name: \_\_\_\_\_ Organization/Company: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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**Section 3:** Describe specifically why this nominee should be considered among the True Professionals of Arboriculture.

**Section 4: In the following areas, please describe this nominee's contributions.**

(All may not be applicable. Separate sheets may be attached.)

**A. Customer Communications** (How has this nominee helped customers better understand the importance of trees, proper tree care, and the professionalism of today's arborist?)

**B. Employee Education** (How has this nominee promoted arboricultural education among their employees or colleagues?)

**C. Community Outreach** (How has this nominee helped the general public understand the benefits of trees in our communities, their need for professional care, and the professionalism of today's arborist?)

**D. Special Project Initiatives** (Please describe any additional noteworthy projects that the nominee has initiated or in which they have been involved.)