

True Professionals of Arboriculture Recognition Program

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.

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?

For the most up-to-date information visit:
<https://bit.ly/ISA-TPOA>.

Additional questions?

For questions regarding submitting a nomination or supporting materials email awards@isa-arbor.com.



True Professionals
of Arboriculture™

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Section 1: Nominee's Contact Information

Name: _____ Organization/Company: _____
State/Province: _____ Country: _____
Phone: _____ OR E-mail: _____

Section 2: Nominator's Contact Information

Name: _____ Organization/Company: _____
Street Address: _____ City: _____
State/Province: _____ Zip/Postal: _____ Country: _____
Phone: _____ E-mail: _____

For the following questions, please provide your answers in a separate document and send the document to awards@isa-arbor.com as an attachment along with your nomination form.

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.)

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.