



# Do You Know a True Professional?

ISA is searching for the 2010 True Professionals of Arboriculture:

*People who reach out and find ways  
to make the importance of the arborist profession known  
to everyone they meet.*

## Know anyone like that?

Here's how individuals chosen as True Professionals  
will be spotlighted throughout the year:

- Increased Media Exposure — Announced as a winner in a press release sent worldwide, including to their hometown
- Recognized as an Example — Featured in case studies in *Arborist News*, the ISA website, & *Planting Seeds* quarterly electronic newsletter
- Honored Before Peers — Receive complimentary registration and invitation to a special announcement ceremony at the ISA Annual Conference in July
- Becoming an Ambassador — May speak at chapter conferences and meetings, give workshops or presentations for public education, and use their status as an ISA True Professional in their own professional marketing

**Go online today to nominate a True Professional of Arboriculture**

<http://www.isa-arbor.com/members/resources/TPA-NominationForm-2010.pdf>