

Spring, 2011



Major Fund Raising Project for Chapter set for Waterfront Development Corporation Halifax Waterfront on April 16, 2011



ISA-Atlantic Chapter firms and local members from the Halifax and Valley area are volunteering their time and equipment for a one day fund-raising project on Saturday April 16, 2011. An arrangement has been made with the Waterfront Development Corporation to assist them with the clean-up and much-needed maintenance on their trees along some high profile areas of the Halifax Waterfront. The WDC is a client of

one of our members, Ben Perry of All Green Tree Care and he has generously referred the project to us.

This year extra funds are needed by the chapter to assist in the travel costs for our ATCC champion and COR Representative to represent us at the International Tree Climbing Championships and the AGM and Educational Conference for ISA-International being held in Sydney, Australia this coming July.

This Issue & Coming Events

Spring Meeting, 2011

- ISA-Atlantic Chapter is holding its annual spring meeting in Truro at the NSAC on Saturday May 7, 2011. There will be short business meeting in the morning and an aerial lift training course with Tracey Mackenzie in the afternoon. (Details to follow)
- International Society of Arboriculture AGM Conference and ITCC in Sydney, Australia July 23-27, 2011. (see Schedule P-3)
- ISA-Atlantic Chapter AGM & ATCC in Windsor, NS September 15-17, 2011. Tentative venues: Kings Edgehill College/ Haliburton House Museum
- HortEast Conference, Moncton, NB November 21-23, 2011
- True Professionals of Arboriculture Recognition Award From President Dan LeBlanc (See p-4)

JOIN US FOR THIS FUND-RAISING EVENT ON SATURDAY APRIL 16TH

To date we have 5 member firms, donating their time and equipment including: Ben Perry of All Green Tree Care, Clarence Talbot of Treeworks Ltd., David Cooper of Arbor Health Care, Stan Kochanoff of Environova/Maritime Landscape Services along with 2 members from HRM's Urban Forestry staff, Kevin Osmund and Crispin Hoar. Several other members and prospective members have agreed to help out as well. If you can help out, please contact Stan or Ben. There

will be a free lunch and some basic costs paid for equipment fuel and travel. Our plan is to raise between \$2,500-\$3,000 for the chapter. CEU's available for CA's participating in this event.



GARDEN & PATIO SHOW DISPLAY APRIL EXHIBITION PARK, HALIFAX, NS 1-3, 2011

The numbers of attendees for this year's 2011 Ideal Home Show/ Garden & Patio show were good. The combined show was held at Exhibition Park in Halifax April 1-3. Our chapter again displayed at the G & P show section. Disappointing, this year were the number of volunteers from the Halifax members willing to help man the booth. I'd like to thank Stephen Rice and Kevin Osmund from HRM for helping out and Clarence

Talbot from Treeworks, Ben Perry and Matt Pilford from All Green Tree Care for taking time off from their booths to spell me off over the three days. TreeWorks were located in the G & P section along with our display unit and All Green Tree Care located in the main section of the Ideal Home Show



Kevin Osmund, Clarence Talbot & Stan Kochanoff

The Rice Family, Stephen, Samantha. Sophie (their newest) and Steve's wife, Heather

PARTICIPATING MEMBERS: ALL GREEN TREE CARE & TREEWORKS LTD.

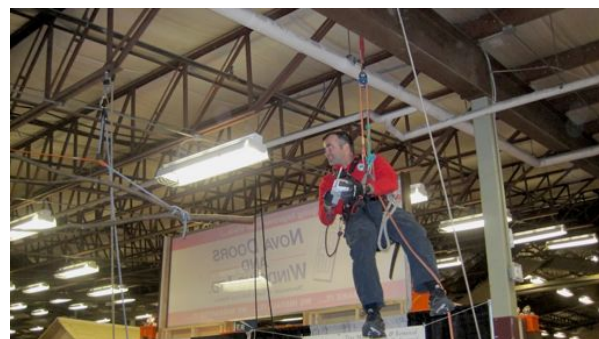


TreeWorks Group: Andrew Folk, Clarence Talbot, daughter Marisa and son Geoff



Matt Pilford taking instructions from Ben Perry, owner All Green Tree Care

Ben Perry flying high demonstrating branch pruning from his rope and saddle



Agenda



Conference Agenda

The 2011 ISA Annual Conference and Trade Show will be held in Sydney, Australia from 23-27 July 2011. An overview of the conference schedule includes the following activities:

- 1 **Saturday, 23 July:** International Tree Climbing Championship (ITCC) Masters' Qualifying Events
- 2 **Sunday, 24 July:** ITCC Finals, Trade Show, Opening Ceremony, and Welcome Reception
- 3 **Monday, 25 July:** Educational Sessions, Trade Show, and Gala Dinner
- 4 **Tuesday, 26 July:** Educational Sessions and Trade Show
- 5 **Wednesday, 27 July:** Educational Sessions

International Tree Climbing Championship and Arbor Fair

Watch the greatest climbers in the world as they compete in the [International Tree Climbing Championship](#) in some of Sydney's big eucalyptus trees. Cheer on the representatives from your country or home region

PRESENTED BY:



ITCC DATES AND LOCATION

Saturday, 23 July: Parramatta Park, Parramatta, Australia

Sunday, 24 July: Prince Alfred Park, Parramatta, Australia

MASTERS' CHALLENGE SPONSORED BY:



TRUE PROFESSIONALS OF ARBORICULTURE AWARD RECOGNITION

Chapter Participation

What is the True Professionals award program?

An ISA member recognition program that raises public awareness about:

- ~ Importance of trees
- ~ Necessity for “proper” tree care
- ~ ISA members in the community

What does the True Professionals Award do?

- ~ Focuses on the profession – and personifies it
- ~ Creates trust in the profession
- ~ Builds upon the passion of ISA people

What constitutes a “True Professional”?

- ~ Strong client and community relationships
- ~ Successful community education initiatives
- ~ Unique contributions to strengthen the profession
- ~ Professional education amongst employees

Why is the True Professionals program of value to the ISA membership?

True Professionals portrays arborists in the best possible light and encourages effective communication techniques.

- ~ Members can learn from peers
- ~ Others can apply ideas to their own practice

What benefits do winners receive?

Lots of recognition:

- ~ Congratulatory hometown ad
- ~ ISA publications (Arborists News, Planting Seeds)
- ~ Case study in the member toolbox
- ~ Free Registration and recognition at ISA annual conference
- ~ Post-program promotional offers
- ~ Press release announcement distributed world-wide



True Professionals
of Arboriculture

How can the Chapter benefit?

- ~ Increase Media Exposure- If someone from your chapter is recognized as a True Professional, ISA will also recognize the chapter in customized regional press releases and local advertising. In 2009, there were more than 100 million viewers due to distribution in major media outlets of the announcement press release for the True Professionals Award Winners.
- ~ Gain a Spokesperson- an award winner from your chapter can become a voice for arboriculture in your region.
- ~ Encourage mentoring for your members- a True Professional could mentor or coach your members in their public education efforts.
- ~ Develop workshops or presentations- Invite an award winner from your chapter region to speak at your annual conference, develop a workshop on public education, or develop presentations to be made available to your members.

How can the Chapter help?

Nominate someone from your chapter and encourage your members to nominate someone they know for the True Professionals of Arboriculture Award Recognition.

Visit <http://www.isa-arbor.com/events/awardsPrograms/trueProfessionalAwards.aspx> to complete the nomination form.



International Society of Arboriculture
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From Dan LeBlanc, President ISA-Atlantic Chapter