

For Immediate Release

Arborists from Around the World Convene in Milwaukee for Tree Climbing and Education

CHAMPAIGN, IL (July 7, 2014) – “Great Trees on a Great Lake” is the theme in Milwaukee this summer for the [International Society of Arboriculture’s \(ISA\)](#) Annual Conference and Trade Show.

The arboriculture community will be on Milwaukee’s doorstep August 2 – 6 to learn about the latest research, improved methods in tree care and more:

- 1,000+ arborists from around the world expected to attend
- Former Milwaukee Mayor and Urban Theorist, John Norquist, is keynote speaker
- Professional tree climbers compete at the International Tree Climbing Championships
- An Arbor Fair with free, family-friendly activities on tree care

“One benefit the ISA conference provides a host city like Milwaukee is the opportunity for professional arborists to interact with the local community,” says Jim Skiera, Executive Director of the ISA and Milwaukee-area native. “There will be something for everyone, so we encourage the public to come have a fun time while learning more about the arboricultural profession.”

On Saturday, August 2, the ISA [International Tree Climbing Championship \(ITCC\)](#), presented by [The Davey Tree Expert Company](#), will kick off the conference at Mount Mary University. The ITCC showcases professional tree climbers from around the world as they compete in [five preliminary events](#) for a chance to make it to the championship round. Sandra Reid, vice president of corporate communications and strategic planning for The Davey Tree Expert Company, said “The International Tree Climbing Championship is an opportunity to see how the best climbers in the world go about their job, how they make it professional, and how they do it safely. Davey is proud to have sponsored this event for the past 16 years.”

The Masters’ Challenge, which is additionally sponsored by Husqvarna, is the final competition on Sunday, August 3. Activities on Saturday also include an [Arbor Fair](#) with free, family-friendly entertainment and educational activities.

The ISA conference, hosted by ISA’s local chapter of the Wisconsin Arborist Association, opens Sunday evening at the Wisconsin Center with ISA recognizing award winners, including the ITCC champions. Former Milwaukee Mayor John Norquist kicks off the conference with his keynote speech, followed by three days of educational sessions and a two-day industry trade show. Informational sessions at the conference provide continuing education credits for those professionals who are certified through the ISA certification program.

For more information and a detailed schedule of activities for the Annual ISA conference, visit the [conference website](#).



International Society of Arboriculture

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For More Information

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About ISA

The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., is a nonprofit organization supporting tree care research and education around the world. To promote the importance of arboriculture, ISA manages the consumer education web site, www.treesaregood.org, which fulfills the association's mission to help educate the public about the importance and value of proper tree care. Also, as part of ISA's dedication to the care and preservation of shade and ornamental trees, it offers the only internationally-recognized certification program in the industry. For more information on ISA and Certified Arborists, visit www.isa-arbor.com.



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