



For Immediate Release

3 Reasons to Leave Tree Work to Professionals

Columbus, Ohio (March 28, 2018) – Are you thinking of doing some work on the trees around your yard? Good! Trees are just like anything else around your house; they need to be maintained. Maintaining a tree is not like fixing a leaky faucet or replacing a damaged screen. A quick look at YouTube should provide plenty of evidence. And, just because someone has a truck and a chainsaw does not make them a competent Arborist.

First things first. **The International Society of Arboriculture** “is recognized by the public as the worldwide network for science-based information on the benefits and care of trees.” ISA trained Arborists have access to the most recent science and research, and best management practices, and are highly qualified to care for trees.

“Through research, technology, and education, the International Society of Arboriculture (ISA) promotes the professional practice of arboriculture and fosters a greater worldwide awareness of the benefits of trees.”

Here are 3 simple reasons why you should contact an ISA professional to care for your trees:

Biology

- It doesn't take much to negatively impact a tree's health and structural stability. They may seem invincible, but they're not. They are living things. Pruning in the wrong place or at the wrong time can affect a tree's health and can make it grow in a way that ends up causing more work, and cost, in the future. Understanding tree biology is crucial.

Biomechanics

- Trees are subjected to amazing forces. Wind, rain, snow, ice, even gravity. Trees have developed a highly complex system to deal with these forces. Only a highly trained tree professional (not just someone who's been in the business a long time) should work with this complex system. A lack of this knowledge means your trees are likely to become less safe over time.

Safety

- Obviously a highly important skill. Understanding how and why trees grow and move and respond to what we do to them makes ISA trained Arborists the best choice. Arborists and companies who voluntarily commit themselves to international tree standards show the commitment you want when it comes to your trees.

So, sit back, enjoy a latte with your neighbor with a chainsaw, and leave the care of your trees to those of us who love caring for trees, and watching them grow and prosper. You'll be glad you did.

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ABOUT US: The mission of the Ohio Chapter International Society of Arboriculture is to advance responsible tree care practices through research, technology, and education while promoting the benefits of trees. Visit us at: www.ohiochapterisa.org

INTERVIEW A CERTIFIED ARBORIST: Please contact the Ohio Chapter ISA if you are interested in interviewing a local certified arborist.

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