

Strategic Planning ISAT 2003

- Who is our audience? - Primary Professionals
- What do we want to do? – Support & improve the practice of arboriculture through
science, research, and education.
- Who do we do it for? - Members, arborist, allied industries, & individuals having arboriculture interest.
- What benefit do they get? – Knowledge, professional development, a network of other
professionals, business opportunities.

Mission Statement: To improve the practice of professional arboriculture through
science, education, and public awareness.

Objectives:

1. To provide training, certification, and continuing education of tree care professionals.
2. Provide forums to disseminate current scientific tree care information.
3. To stimulate a greater appreciation of proper tree care.
4. To foster tree care research.