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## For Immediate Release

### *Trees Are Cool* License Plates Awarded by International Organization

CHAMPAIGN, IL (August 13, 2008) – The Florida Chapter of the International Society of Arboriculture (ISA) was recently awarded the organization's Chapter Banner Award for Special Projects recognizing its work on the *Trees Are Cool* specialty license plate. The award, which was presented during ISA's annual conference held in St. Louis July 26-30, was accepted on behalf of the chapter by Don Winsett, project chair and Florida Chapter Board Member.

The Special Projects Award is presented to chapters of ISA for a project that best furthers the mission of the organization which is to promote the professional practice of arboriculture and increase greater public awareness of the benefits of trees through research, technology, and education. Revenue from the *Trees Are Cool* specialty license plates will assist the Florida Chapter by funding programs that promote statewide education and training for arborists, public education regarding the importance of tree maintenance and planting, and tree research.

*Trees Are Cool* was the concept of Don Winsett, Director of Business Development for the Brickman Group. As chair of the project, Winsett also lead the lobbying efforts for the specialty license plates. His former position as the president of a multimillion dollar landscape operation provides him with extensive knowledge in all aspects of landscape operations and development including the benefits of trees. Serving on the board of the Florida Chapter of ISA, Winsett was instrumental in the implementation of this special project and was chosen to receive the award on behalf of the chapter. Winsett expressed, "What a great honor this is to be recognized by the ISA for the Chapter Banner Special Projects Award. My hope and wish is for this money to be used for the good of Arboriculture."

For more information on the *Trees Are Cool* project or to purchase your specialty license plate visit the web site at [www.treesarecool.com](http://www.treesarecool.com). To learn more about the Florida Chapter of ISA visit [www.floridaisa.org](http://www.floridaisa.org).

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*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](http://www.treesaregood.org). 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](http://www.isa-arbor.com).*