

# Who's News

## Number One Arborist Partners With Number One Brand of Chain Saws

(NAPSA)—Mark Chisholm is a man of many accomplishments. He's a world-record holder in the footlock tree climb and two-time International Tree Climbing Champion. He is an International Society of Arboriculture-certified arborist and a New Jersey-certified tree expert. He has a growing family tree care business, Aspen Tree Expert Company in Jackson, N.J., and has developed a popular Web site among arborists, [www.treebuzz.com](http://www.treebuzz.com). If that's not enough, he is also a contributing writer for *Tree Care Industry*, *Arbor Age* and *Arborist News* magazines, writing on a range of topics including climbing techniques and rigging.

So what's the next step for this internationally acclaimed tree climbing champion and celebrated arborist?

An exclusive marketing partnership with a worldwide leader—STIHL Incorporated. STIHL, a worldwide manufacturer of chain saws, cut-off machines and handheld outdoor power equipment, has announced an exclusive marketing partnership with Chisholm. As part of their affiliation, Chisholm will serve as a spokesperson on behalf of STIHL and make personal appearances at industry-related trade shows.

Peter Burton, vice president of sales and marketing, STIHL Inc., summed up this relationship best when he explained, "It only makes sense for the number-one arborist climber in the world to be affiliated with the number-one selling brand of chain saws in the world."

Chisholm is passionate about his work, so when it comes to proper tree care, he is quick to



**Champion tree climber Mark Chisholm has partnered with a leading chain saw manufacturer.**

clarify what differentiates an arborist from others employed in the tree care industry.

"A practicing professional arborist is exclusively trained to perform proper tree health care—tree removal, pruning for hazards, crown cleaning for the health and safety of the tree—and must be highly skilled to work safely and effectively high above the ground," says Chisholm. "On the other hand, a tree trimmer may know how to properly run a chain saw, but may not be very knowledgeable about tree care and maintenance."

STIHL produces a full line of powerful, lightweight and versatile outdoor power equipment sold through independent servicing power equipment retailers from coast to coast. For more information, call 1-800 GO STIHL or visit [www.stihlusa.com](http://www.stihlusa.com).