



For Immediate Release

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Sean Roberts Appointed Communications Manager of MAC-ISA

The Mid-Atlantic Chapter of the International Society of Arboriculture (MAC-ISA) proudly announces the appointment of Sean Roberts as its new Communications Manager, effective April 29, 2024. Sean succeeds former Communications Manager Courtney James, bringing with him a wealth of experience and a fervent dedication to advancing MAC-ISA's mission and outreach endeavors.

With over 6 years of expertise in non-profit communications, Sean Roberts joins MAC-ISA poised to elevate the organization's presence and impact. His background spans various facets of communications, including social media management, newsletters, website development, multimedia, and more, positioning him as a versatile and dynamic addition to the team.

"We are thrilled to welcome Sean to the MAC-ISA family," remarked Jay Banks, Chair of the MAC-ISA Board. "His remarkable proficiency in communications coupled with his deep-rooted passion for environmental stewardship make him an ideal candidate for this pivotal role. We are confident that Sean's strategic vision and dedication will empower us to forge stronger connections within the arborist community and beyond." A graduate of Bowie State University with a concentration in Computer Technology, Sean Roberts embodies an unwavering commitment to leveraging technology for positive change. "I am genuinely excited to embark on this journey with MAC-ISA," expressed Sean. "I am eager to merge that passion with my communications expertise to effectively engage with the arborist community. Together, we can amplify MAC-ISA's mission and foster a deeper appreciation for our natural world."

Hailing from Maryland, Sean's upbringing instilled in him a profound appreciation for the region's natural beauty. When he's not immersed in communications strategy, Sean can be found on the basketball court, exploring the great outdoors, or enjoying a good meal.

The mission of MAC-ISA is "to promote a culture of safety while fostering education and research that supports the care and benefits of trees." The chapter area includes the District of Columbia, Maryland, Virginia and West Virginia.