



Arbor Day Foundation™

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We inspire people to plant, nurture, and celebrate trees.

FOR IMMEDIATE RELEASE:

Ruston Light & Power
Named by the Arbor Day Foundation
to Receive 2010 Tree Line USA Award

NEBRASKA CITY, Neb.—The Arbor Day Foundation has named Ruston Light & Power a Tree Line USA Utility.

The Tree Line USA program is sponsored by the Arbor Day Foundation in cooperation with the National Association of State Foresters and recognizes utilities that meet three requirements: a program of quality tree care, annual worker training in quality tree care practices, and a tree planting and public education program.

“Across America, people are recognizing and celebrating how vital trees are to our cities and towns,” John Rosenow, Chief Executive of the Arbor Day Foundation, said. “Trees help reduce peak demand by conserving energy. They also clean the air and water, increase property value, and make our homes more comfortable, livable places.”

“Tree Line USA utilities deserve recognition for their commitment to providing safe, efficient service, while helping protect and preserve community trees,” Rosenow added. “One of the greatest objectives of Tree Line USA, and a major contribution of the program, is replacing the outdated line-clearance practice of topping trees with natural pruning. Natural pruning trains trees to grow around wires and retain more of their natural form. This results in healthier trees and reduced clearance costs for utility companies, since natural pruning has to be done less frequently than topping.”

Tree Line USA utilities include both investor-owned and public providers. These utilities have demonstrated commitment to public education, tree planting, and quality tree care. One utility offers rebates to customers planting trees for shade and energy conservation. Another involves employees in helping with children’s activities at the city’s annual Arbor Day celebration.

"As deregulation has an increasing impact on the structure of utilities throughout America, it is hoped that high quality professional tree care will be at the forefront of both community and company concerns," Rosenow said.

The Arbor Day Foundation, a nonprofit education organization, is dedicated to tree planting and environmental stewardship.

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February 9, 2010

Dan Hollingsworth
Ruston Light & Power
Mayor
401 N Trenton
Ruston, LA 71270

Dear Mr. Hollingsworth,

Congratulations! Ruston Light & Power has been named a Tree Line USA Utility for the eighth year in recognition of your national leadership in caring for trees while meeting service objectives.

Trees make our communities more livable, increase property values, and help clean the air. And trees conserve energy, which is especially important to utilities as peak demand is reduced.

Your utility's effort in meeting Tree Line USA requirements—training your workers in quality tree-care practices and helping your customers to plant appropriate trees near utility lines—not only helps to provide beautiful trees for the future, but also results in long-term operational savings for your utility.

Tree Line USA is sponsored in cooperation with the National Association of State Foresters. We will forward recognition materials to Mahlon Doucet. They will coordinate additional recognition in your state and locality. It would be especially appropriate to announce your Tree Line USA award at your local Arbor Day celebration.

Again, congratulations on receiving this national recognition for your forestry program.

Best regards,

Dan Lambe
Vice President of Programs

DL/kmm

Cc: Claire F. Moxley