



**CONTACTS:**  
**Sonia Garth**  
217-355-9411, ext. 217  
[sgarth@isa-arbor.com](mailto:sgarth@isa-arbor.com)

**Julie Gaier**  
262-786-5970  
[julie@trg-marketing.com](mailto:julie@trg-marketing.com)

## **Former Monterey Urban Forester named an ISA “True Professional of Arboriculture™”**

**CHAMPAIGN, III.** – Robert Reid of Monterey, California has been named a “True Professional of Arboriculture™” by the [International Society of Arboriculture \(ISA\)](#). The True Professional recognition program honors arborists and tree care professionals for their positive impact on the industry in and around their communities.

*[Click here for a video on Robert Reid.](#)*

Reid was hired as the first urban forester for the City of Monterey, California in 1986 and retired from that position in March of 2016. He is an ISA Certified Arborist® and is a Certified Urban Forester with the California Urban Forestry Council. While with the city, he implemented a routine tree maintenance program that is still in use today and which earned Monterey distinction as the Best Urban Forestry Program in California.

“Through Robert’s initiative, hundreds of thousands of labor hours have contributed to the maintenance of Monterey’s urban forest,” says de Gourét Litchfield, ISA board president. “Thanks to him, the city will enjoy safe and healthy forested areas for years to come.”

From the start of his career, Reid has emphasized standards and practices for worker safety by encouraging and securing funding for his employees to obtain their certification and continuing education in arboriculture.

“A lot of people were getting injured performing tree work because they didn’t know how to do it properly,” says Reid. He helped create a safe tree care program for the city, hiring only the most professional candidates to do the work.

Though he has retired from the city, Reid still works as a consultant in his own business, Robert Reid Urban Forester and Certified Arborist.

“I work with residents in the Monterey area to help them with their plant health care,” he explains. “I have many years of experience in the industry, so I want to help homeowners get the professional information they need to make the best choices for their landscape.”

Reid was recognized at the opening general session of ISA’s 92nd Annual International Conference last month in Fort Worth, Texas, US. He is one of eight individuals selected as a 2016 True Professional. ISA launched the “True Professionals of Arboriculture™” recognition program in 2009 to increase public understanding of arboriculture and the professional skills of today’s arborists. Recipients are from various backgrounds in the profession and hold industry credentials including certifications from ISA.

Individuals are selected by the ISA Awards Committee, a diverse group of experts in arboriculture including university professors, retired arborists, tree care company owners, trainers, and forestry managers. After selection, award recipients are approved by ISA’s Board of Directors.

Profiles and case studies of the “True Professionals” will be featured on the ISA website at [www.isa-arbor.com](http://www.isa-arbor.com) and highlighted in future ISA publications such as *Arborist News*.

#### **ABOUT ISA**

*The International Society of Arboriculture (ISA), headquartered in Champaign, Ill., U.S., is a nonprofit organization of more than 30,000 members and credential holders worldwide, supporting tree care research and education. To promote the importance of arboriculture, ISA manages the consumer education web site, [www.treesaregood.org](http://www.treesaregood.org), which fulfills the association’s mission to help educate the public about the importance and value of proper tree care. 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).*

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**Editor’s Note: Photos are available upon request. To arrange an interview with Robert Reid, contact Julie Gaier at 262-786-5970 or [julie@trg-marketing.com](mailto:julie@trg-marketing.com).**