



**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)

## **Retired Los Angeles City Forester receives Award of Achievement from International Society of Arboriculture**

**CHAMPAIGN, Ill.** – George Gonzalez of San Pedro, California is this year’s recipient of the [International Society of Arboriculture’s \(ISA\)](#) Award of Achievement. This Award of Distinction recognizes ISA members for outstanding work in advancing the cause of arboriculture.

*[Click here for a video on George Gonzalez.](#)*

Mr. Gonzalez, now retired, was the chief forester for the city of Los Angeles from 1998-2015. During that time he oversaw the maintenance of 700,000 street trees and more than 300 acres of landscaped medians throughout the city. He was also instrumental in the establishment of the Municipal Forester Institute (MFI) held by the Society of Municipal Arborists (SMA).

“As a founding member of MFI, Gonzalez has influenced the professional growth of many urban foresters,” says de Gourét Litchfield, ISA board president. “His involvement the curriculum development for the institute has helped several hundred municipal arborists be better equipped to do their jobs.”

“Municipal arborists have other duties and responsibilities besides managing trees,” commented Gonzalez. Several hundred have now attended the institute and those who attend are better prepared to address additional issues they face on a daily basis.

As Chief Forester, Gonzalez supported the Million Trees L.A. effort even during its unpopularity. Instead of dismissing the idea of planting a million trees as impossible, he helped refocus efforts to make tree plantings more achievable by inspiring City Plants, the tree planting program that was developed when Million Trees L.A. was phased out.

“I was able to convince the mayor of Los Angeles that a tree planting program was viable, but that we needed to plant trees in low canopy areas and focus on the multiple benefits of planting trees,” explains Gonzalez. Today the focus of City Plants is to increase canopy coverage and provide work force development by training young people to plant and care for trees.

ISA presented the award to Gonzalez at a ceremony on Sunday, August 14th in Fort Worth, Texas as part of the 92<sup>nd</sup> Annual ISA International Conference and Trade Show.

Gonzalez is one of twelve distinguished professionals who make up the circle of winners for ISA’s 2016 Awards of Distinction, sponsored by Bartlett Tree Experts. Robert Bartlett Jr., chairman and CEO of Bartlett Tree Experts added, “Recognizing accomplishments like these not only tells the recipients we value their work, but also encourages others to pursue such work. The more people we can inspire to make a difference in

- more -

arboriculture, the better our industry will be. With that in mind, we're proud to offer our continued support to the Awards of Distinction."

ISA, with more than 30,000 members and credential holders making up the organization worldwide, has been honoring members and industry professionals with the Awards of Distinction since 1963. Nine categories recognize candidates in such areas as research, publishing, education, and advancing the cause of the organization. The winners are selected by a diverse group of experts in arboriculture.

#### **ABOUT ISA**

*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), 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).*

#### **ABOUT BARTLETT TREE EXPERTS**

*The F.A. Bartlett Tree Expert Company was founded in 1907 by Francis A. Bartlett and is the world's leading scientific tree and shrub care company. The organization's current chairman, Robert A. Bartlett Jr., represents the third generation of Bartlett family management. Bartlett has locations in 27 U.S. states, Canada, Ireland, and Great Britain. Services include pruning, insect and disease management, fertilization and soil care, cabling and bracing, tree lightning protection systems, and tree and stump removal. Its corporate offices are located in Stamford, Connecticut. To find out more, visit the company's web site at [www.bartlett.com](http://www.bartlett.com) or call 1-877-BARTLETT (227-8538).*

###

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