



**CONTACTS:**

**Sonia Garth**

+1 217-355-9411, ext. 217

[sgarth@isa-arbor.com](mailto:sgarth@isa-arbor.com)

**Julie Gaier**

+1 262-786-5970

[julie@trg-marketing.com](mailto:julie@trg-marketing.com)

## **Argentina arborist named an ISA “True Professional of Arboriculture™”**

**CHAMPAIGN, III., U.S.** – Carlos Roberto Anaya, an International Society of Arboriculture (ISA) Certified Arborist®, of Buenos Aires, Argentina 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 Carlos Roberto Anaya.](#)*

Anaya works as a technician for the City of Buenos Aires in the Botanical Garden. In the past, he coordinated inspection of green spaces and city trees, has been in charge of pest and disease identification, and the Institute of Botany. He was the first ISA Certified Arborist® in Argentina.

“Mr. Anaya has led by example in Argentina,” says de Gourét Litchfield, ISA board president. “Besides becoming an ISA Certified Arborist, he also co-founded the Argentina Association of Trees, demonstrating his dedication to improving the practice of arboriculture in his country.”

Being the only ISA Certified Arborist® in Argentina for 12 years, Anaya has spent a great deal of time training other workers and offering courses for municipalities, gardening schools, and colleges. Now one of two certified arborists, he says, “I was proud to be the first arborist to become certified, but the lack of arborists with credentials is not good because you cannot share, discuss, or influence opinions for the better. In spite of this, there are still many good professionals in our country, but the more Certified Arborists there are, the more possibilities we have to raise awareness about arboriculture.”

For Anaya, being a True Professional of Arboriculture means, “following a code of ethics in his work, making the best decisions, selflessly communicating his knowledge to his colleagues, and relating the importance of urban trees and how to better care for them.”

Anaya was recognized at the opening general session of ISA’s 92<sup>nd</sup> 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).*

###

**Editor's Note: Photos are available upon request. To arrange an interview with Carlos Roberto Anaya, contact Julie Gaier at +1 262-786-5970 or [julie@trg-marketing.com](mailto:julie@trg-marketing.com).**