

**San Jose Landscape Management Company  
Finalist in "2011 Landscaper of the Year" Award**



San Jose, CA 2/01/2011 – Gene Ebertowski Jr. owner of FloraTerra Landscape Management Company, a San Jose based landscape management company is among the 12 finalists for the prestigious 2011 Landscaper of the Year award sponsored by Case Construction Equipment.

FloraTerra Landscape Management, servicing the Greater Bay Area, the Tri-Valley, and Central Coast regions of California was chosen from 39 companies throughout North America that entered the competition.

"Total Landscape Care" magazine, a leading trade publication for the landscape management industry presents the awards and spotlights each company in a feature article. In addition, company representatives from the 12 landscape management finalists won an all-expense paid four-day cruise to the Bahamas.

The Landscaper of the Year program honors North American landscape management companies whose business savvy, high quality of work and community involvement put them at the forefront of the landscaping industry.

"At FloraTerra, our focus is on value, responsiveness, safety and sustainable landscape management practices," Ebertowski said from his San Jose office. "As a San Francisco Bay Area company, it's a thrill to be recognized nationally for this prestigious honor."

A 28-year landscape management veteran, Ebertowski provides maintenance, construction, irrigation conversions, tree care and water management for corporate commercial, medical and retail sites throughout the Greater Bay Area and beyond.

Since 1997, San Jose-based FloraTerra Landscape Management has been a Bay Area industry leader in landscape maintenance services. FloraTerra uses cutting-edge processes and materials with an eye on sustainability and conservation through installation of new, innovative irrigation systems that lower water costs and are a green alternative to conventional systems currently in place on many sites. Visit their web site at [www.floraterra.com](http://www.floraterra.com) and view the link to their new three-minute Impact Movie.

Case Construction Equipment sells and supports a full line of construction equipment around the world. More information is available at [www.casece.com](http://www.casece.com). Case is a division of CNH Global N.V., whose stock is listed at the New York Stock Exchange (NYSE:CNH), which is a majority-owned subsidiary of Fiat S.p.A. (FIA.MI). Visit [www.cnh.com](http://www.cnh.com) for more information about CNH.

Total Landscape Care and [www.TotalLandscapeCare.net](http://www.TotalLandscapeCare.net) deliver news for green industry and landscaping management professionals. The magazine includes staff-written news

articles covering an array of topics including economic, general interest and industry news as well as product information, before-and-after photos of landscapers' favorite projects and a monthly bilingual safety column.