



## **San Jose-Based FloraTerra Landscape Management Achieves Bay-Friendly Qualification**

### ***Bay Area Firm's President Is Bay-Friendly Qualified Professional For Sustainable Landscaping Services***

San Jose, CA May 31, 2010-- FloraTerra Landscape Management, a leading Bay Area landscaping firm, announced today that President Gene Ebertowski, Jr. achieved the title of Bay-Friendly Qualified Professional. As a Bay-Friendly Qualified Professional, Ebertowski has completed the rigorous Bay-Friendly Landscape Maintenance Training and Qualification program, an annual program for experienced Bay Area landscapers to understand eco-friendly landscaping within the context of the unique Bay Area ecosystem.

"Achieving Bay-Friendly Qualification is a very big step forward for FloraTerra," says Ebertowski. "Not only does it show our commitment to the Bay Area ecosystem, but it also demonstrates our promise to delivering the most versatile, most experienced, and most qualified landscape services for our customers."

To achieve the title of Bay-Friendly Qualified Professional, specific training under Alameda County's Bay-Friendly program must be completed in the following areas:

- Local soil analysis and management
- Cutting-edge materials and processes to minimize waste
- Effective water management
- Utilizing recycled materials
- Integrated pest management
- Minimizing pollution
- Working in harmony with local wildlife

With this training, FloraTerra can help clients minimize their resource -- and thus, long-term maintenance costs -- while developing eco-friendly solutions. Clients can also get a better understanding

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of their nearby soil and wildlife, both for short-term decisions and long-term needs for their landscape's health. From an environmental standpoint, water usage and pollution are minimized while local wildlife can thrive.

"Bay-Friendly Qualification helps us get the most out of California's natural beauty while minimizing waste," says Ebertowski. "Everyone wins -- FloraTerra has more to offer, clients save money and improve landscaping, and the environment is nurtured. It's something we can all feel good about"

As of press time, San Jose-based FloraTerra is one of only four companies with Bay-Friendly Qualified Professionals in the South Bay. FloraTerra also serves the San Francisco, Peninsula, East Bay and North Bay areas. For San Francisco and the North Bay, FloraTerra is one of only a handful of Bay-Friendly Qualified professionals (one in San Francisco, two in Santa Rosa). With FloraTerra's all-encompassing range, the company can provide Bay-Friendly services to communities and businesses all over the Bay Area: South Bay, Peninsula, East Bay, North Bay, and Tri-Valley areas.

"We realized that much of Northern California – from Monterey to San Francisco to Napa – needs Bay-Friendly landscape Management, but few people are qualified to handle it," says Ebertowski.

"FloraTerra has always served the entire Bay Area, and now we can serve each region better."

Flora Terra is now available for Bay-Friendly landscape management services, including sustainable landscape improvements, irrigation conversions, tree care, water management, landscape maintenance, irrigation repairs, and IPM pest control – all performed in an effective, eco-friendly fashion. For more information, visit [www.floraterra.com](http://www.floraterra.com) or call 800-455-0304 to set up an initial consultation.

## About Flora Terra

Since 1997, FloraTerra has been a leading Bay Area landscape management company specializing in design, installation, maintenance, and other services. FloraTerra uses cutting-edge processes and materials with an eye on sustainability and conservation for beautiful eco-friendly landscapes. Learn more at [www.floraterra.com](http://www.floraterra.com), including FloraTerra's new three-minute impact movie.



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