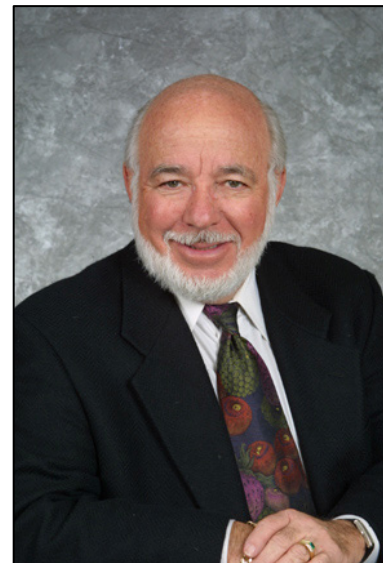


## **Stuart J. Sperber: A Pioneer and Legend in the California Nursery Industry Passes Away**

### *Valley Crest Tree Company CEO Leaves a Lasting Legacy*

CALABASAS, CA (September 7, 2008) - Stuart J. Sperber passed away Friday, September 7. Stuart was diagnosed with throat cancer nearly two years ago and battled the disease with great courage and determination, living every day to the fullest. His absence will create a deep void in the landscape and nursery industry. His loyal employees will work hard to preserve what Stuart started and keep his legacy alive.



Stuart was a pioneer of innovation who profoundly influenced the landscape and nursery industries. Known as an industry advocate and leader, Stuart built Valley Crest Tree Company into one of the premier tree nursery and specimen tree moving businesses. His success came as a result of innovation, exceptional customer service, and a talented and motivated workforce. Stuart established Valley Crest Tree Company on a three acre parcel in the San Fernando Valley never expecting that half a century later his footprint would have reshaped the future of the nursery business.

A lifetime green industry professional, Stuart also worked to enhance the industry's role in uniting public and private sectors on legislation related to the green industry across California. Educating about the detrimental effects of drought and disease on trees was one of his primary missions.

Stuart has earned a number of accolades and distinctions for his contributions to the nursery industry. In 2007, Stuart's alma mater, Cal Poly Pomona, awarded him both the distinguished alumnus of the year and an honorary doctorate in recognition of his



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continuing contributions to the school and to the industry at large. In June 2007, at the school's commencement ceremony, in what was his last public address, Stuart thanked his family and friends for their "lifetime of support," and encouraged the graduates to "believe in their dreams."

Previously, Stuart was honored by Cal Poly Pomona's College of Agriculture with its first Award of Distinction. In 2005, he was conferred the Pacific Coast Nurseryman Award, an honor bestowed by the California Association of Nurseries and Garden Centers on the individual who best demonstrates a lifetime of horticultural excellence and professional achievement.

Stuart has held numerous leadership positions with professional landscape associations. He was the past President of the California Landscape Contractor's Association and the University Education Trust at California State Polytechnic University Pomona. He belonged to the National Council of Tree and Landscape Appraisers, the Western Chapter of International Society of Arboriculture, the American Nursery and Landscape Association, Nursery Growers Association, and the California Association of Nurseries and Garden Centers.

Stuart is survived by his loving wife of 44 years, Leslie, his children Rochelle and Tadd, Adam, Julie and Rob, his seven grandchildren, Garrett, Mallory, Jeremy, Arielle, Maia, Lucas and Brady, his twin sister Deanna and his brother Burton.

A memorial service will be held on Monday, September 10 at Mount Sinai in the Hollywood Hills, appropriately overlooking the San Fernando Valley, where Stuart was raised, left his mark with thousands of planted trees, and touched countless people.

In lieu of flowers, the family has requested charitable donations be made to:

weSPARK Cancer Support Center  
13520 Ventura Boulevard  
Sherman Oaks, California 91423  
PH: 818-906-3022

American Cancer Society – San Fernando Unit  
4940 Van Nuys Blvd., Suite 301  
Sherman Oaks, CA 91403  
PH: 818-905-7766