

**JOHN SERVISS NAMED VICE PRESIDENT,
VALLEY CREST TREE CO.**

July 21, 2003 ~ It gives us great pleasure to announce the appointment of Nursery Branch Manager, John Serviss to Vice President. John's experience bridges both the nursery business and consumer industries and his focus on service and results is an asset for our current and future clients.

John's promotion is well-deserved. A 20-year employee of Valley Crest Tree Company, and a thirty-year nursery sales professional, John was appointed in 2001 to head up all branch operations for the nursery's business in Northern California. As Vice President, he will continue to manage the operation's financial and business development initiatives and implement the company's strategic plan at the regional level.



John joined Tree Company in 1983 as a sales representative. Since that time, he has continued to be instrumental in building the company's reputation for customer service, professionalism, and best practices in safety.

Please join us in congratulating John on his promotion.