



**VALLEY CREST TREE COMPANY NAMES DOUG HENDERSON TO NEW POST; PROMOTION UNDERSCORES GROWTH OF SPECIMEN TREE DIVISION**

**November 26, 2003** ~ We are proud to announce the promotion of Doug Henderson to Senior Business Developer for Valley Crest Tree Co.'s Specimen Tree Division. Doug will be responsible for identifying and strengthening relationships with the company's customers and key advocates, and its position as the premium provider for one-of-a-kind trees.

We've added a significant talent to our specimen business with Doug. During his tenure with our nursery team, he proved himself instrumental in delivering outstanding value for our customers. There's no greater reflection on his contribution than his dedication to provide the highest levels of service.

Doug's appointment comes on the heels of several significant changes to the specimen division. Under the leadership of Vice President Tadd Russikoff, Specimen expanded its service capabilities to new markets in northern California.

Doug joined Tree Company in 1987 and has accumulated more than 25 years experience in the landscape industry. As sales representative for the company's nursery division, he's regularly honored as a top producer. An industry advocate, he also supports issues of concern to contractors, developers and landscape architects nationwide. Active in the American Society of Landscape Architects and California Landscape Contractors Association, he is an alumnus of California Polytechnic State University Pomona where he studied Ornamental Horticulture.

To contact Doug, please call the Specimen Division offices in Lopez Canyon at 818-899-1100.

