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Public Relations

News Release

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For Immediate Release

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The Green Industry Talk Show Broadcasts from The Turf by the Surf

Ventura, CA. - The Green Industry Talk Show made it's home, for a day, at the 2003 Annual Turf-to-Surf Landscape Trade Show held at the Seaside Park in Ventura on Thursday, December 4, 2003.

"We were honored to be included within the festivities of the day" says talk show host, Nick Federoff. He continues, "This was the first time I ever was at the fair grounds and at this event. It was a lot of fun. We had the opportunity to speak with many contractors and industry personnel about landscaping trends and the state of the industry as a whole."

Located on a main hall artery next to the entrance and exit of where the free lunch was offered show attendees were invited to stop off and participate in the live and prerecorded programming offered by The Green Industry Talk Show. Some participants even used the forum to do a little stand-up comedy and impromptu kareoke. Nonetheless, a great time was had by all.

Local chapter President Randy Haney of Haney Landscape visited for a while offering the benefits of joining the CLCA. The on-demand segment is slated to air December 16-23, 2003. In addition, a more than familiar face for the CLCA, Charles Nunley, stopped by to discuss the CLCA Certification Program slated for 2004. A follow-up interview is planned for February.

Federoff states "We applaud the efforts of Associate Member Rep Jeff Strauss of American Wholesale Nurseries for a great job of coordinating the Trade Show and hope he keeps us in the mix for next year. The intimate setting offered the perfect amount of time to talk with attendees and get them out the door so they can get back to work."

The Green Industry Talk Show is the only audio program leading news and views for the green industry professional. The program can be accessed by logging on to AdviceRadio.com and can be heard through any telephone or cell phone (see web site for details).

For more show information or to pitch a show idea contact the show producer, Ed Wallace at 562-945-6469 or send an e-mail to: GreenTalk@ThingsGreen.com

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