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Oregon CEO Named President to National Green Association

Portland -

David Snodgrass, CEO of Dennis' 7 Dees Landscaping & Garden Centers, has been named President of PLANET (the Professional Landcare Network). Snodgrass is the second President selected from Oregon, and one of only three Presidents selected from the West Coast since 1961.

“Portland, and also the State of Oregon, has been recognized internationally for its sustainable practices and ‘green’ initiatives. It makes perfect sense to have a local leader in Oregon’s business community represent one of the nation’s leading green industry trade organizations – PLANET,” said Sabeena Hickman, CEO of PLANET. “I am very excited to see all that PLANET accomplishes this year under David’s leadership; he has been an active and engaged member and brings vision for our industry’s future.”

Snodgrass has assumed the role of 2010/2011 PLANET President this May and will direct more than 3,500 member companies and affiliates; these firms and their employees represent more than 100,000 green industry professionals. Through the work of PLANET members, communities are kept green which greatly benefits the environment by improving air and water quality, lowering energy costs, increasing aesthetics, property values and overall quality of life. It is among the largest green industry trade associations in the United States.

Snodgrass aims to substantially increase membership of the organization and also strengthen the community, identity and voice of each individual group within PLANET in order to solve current economic challenges, grow business and increase awareness of the green industry.

“I am truly honored and humbled to be PLANET’s 2010/2011 President,” said Snodgrass. “I hope my role as President for PLANET will not only strengthen the organization, but also give the city and state

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that I love so much, the spotlight for pushing the green movement forward.”

In addition to working as CEO of the family-owned Dennis’ 7 Dees Landscaping & Garden Centers, Snodgrass has served as board president of the Oregon Landscape Contractors Association in 1994 and has been actively involved with PLANET for the past 15 years. Snodgrass holds a Landscape Industry Certified Manager designation awarded by PLANET, the highest professional certification level possible and held by less than one percent of all landscape professionals.

About PLANET

PLANET, based in Herndon, Virginia, emerged on January 1, 2005, when the Associated Landscape Contractors of America (ALCA) and the Professional Lawn Care Association of America (PLCAA) joined forces to become a more encompassing network of green industry professionals. PLCAA was organized in 1979 and ALCA was founded in 1961.

PLANET develops and maintains active programs for approximately 3,500 member firms in the areas of business management, government affairs, public relations, technical assistance, safety and insurance, education, and interindustry relations with other facets of the green industry. PLANET provides its members with a good business foundation to help them evaluate, plan, and better manage their companies. It also offers scholarships and educates students about green industry career opportunities, promotes a comprehensive safety program, awards members for superior contributions to the green industry, and holds an annual Day of Service in which members help beautify their local communities.

About Dennis’ 7 Dees Landscaping and Garden Centers

Dennis’ 7 Dees has been a leading nursery, garden center and landscape contractor in the Portland area since 1956. They sell a wide variety of plants, shrubs and trees, gardening supplies, tools and other items for home gardens and landscapes and have an ongoing commitment to “Smarter Gardening” based on free, expert gardening advice from their experienced staff. The company also offers a complete range of residential and commercial landscaping services, including installations, patios, decks and walls, water features, lighting systems and maintenance. Dennis’ 7 Dees has four garden center locations, three in the Portland metro area and on the Oregon coast in Seaside. For more information visit www.Dennis7Dees.com or call 503-777-7777.

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