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ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA

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**For Immediate Release**

**ALCA ANNOUNCES NEWLY CERTIFIED LANDSCAPE PROFESSIONAL**

**Herndon VA, November 24, 1999** -- The Associated Landscape Contractors of America (ALCA) announced today that Randall McManus, CLP, of Willamette Landscape Services, Inc in Tualatin OR, recently passed the Certified Landscape Professional (CLP) exam.

The six-hour exam covers all aspects of working in the landscape industry. It is divided into the following five sections: Business; Risk, Law, and Contracts; Human Resources and Health/Safety; Interior or Exterior Production/Operation and Horticulture; and Sales, Marketing, Communications, and Public Relations.

ALCA's certification program promotes the growth and credibility of the interior and exterior landscape industries. It provides professional recognition to individuals engaged in the business of landscape contracting. The objectives of the program are:

- \* to raise the standards of the profession;
- \* to encourage self assessment by offering guidelines for achievement;
- \* to identify persons with acceptable knowledge of principles and practices of the profession;
- \* to award recognition to those who have demonstrated a high level of competence in the profession; and
- \* to improve performance within the profession by requiring participation in a continuing program of professional development.

ALCA represents approximately 2,000 professional interior and exterior landscape maintenance, installation, and design/build contracting firms and suppliers on a national basis. For more information on ALCA's certification programs, please contact Marcia Higgins, Certification Coordinator at (800) 395-2522.

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*"Serving interior and exterior landscape maintenance, installation, and design/build contractors"*