



FOR IMMEDIATE RELEASE

## **FLORATERRA WELCOMES NEW OPERATIONS MANAGER IN SAN JOSE REGION**

### **Larry Petretti Joins Local Bay Area Landscape Management Company**

**San Jose, CA - December, 2011** FloraTerra, California's based landscape management company, has announced the addition of Larry Petretti as their new Operations Manager in their San Jose Branch. Petretti, has over 25 Years' experience in the Green Industry, beginning his career in horticulture working with several successful landscape companies throughout the San Francisco Bay Area.

He worked at Delconte Landscape in Fremont as there District Manager, and at the beginning of his career with Western Landscapes in 1986 he has spent his past 6 years as a successful self-employed entrepreneur relocating from Sacramento, Ca.

Gene Ebertowski, FloraTerra's President & CEO, vividly remembers the days that he and Larry worked together in the Green Industry and for a short period at FloraTerra in 2005. "I am excited to have him back on my team says Ebertowski."

"I've been observing the growth and development of FloraTerra since it's inception over 12 Years ago, and I am very impressed with how far they've come," says Petretti. "I am excited to be part of the team and will continue to provide the highest level of my operations expertise here at FloraTerra."

FloraTerra now operates from five Regional California locations including San Jose (corporate headquarters), Mountain View, Fremont, Redwood City and The South Bay. Clients include commercial real estate and property management companies, corporations, Home Owners Associations, Community Management Companies, Apartment Communities, Hospitals and Medical Office Centers, Hotels, Office Parks, Retail Shopping Centers, Municipalities and Government agencies.

Serving Northern California, FloraTerra provides comprehensive landscape services including landscape maintenance, planting, irrigation installation and repairs, water management, tree pruning, tree and stump removal, plant health care, and budgetary management plans. FloraTerra offers enhanced landscape services with the capabilities utilizing a fleet of state of the art equipment, 24-hour emergency service and customer service representatives who are horticulturists, Certified Water management specialist's and certified arborists with over 100 years of combined experience.

FloraTerra Landscape Management, a fully licensed and bonded company, a leading landscape and tree company in the San Francisco Bay Area

FloraTerra's team provides professional landscape and tree services for clients including commercial real estate and property management companies, corporations, Home Owners Associations, Community Management Companies, Apartment Communities, Hospitals, Hotels, Office Parks, Retail Shopping Centers, municipalities and public agencies.



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