



## **Lone Lawn Care Company Joins Maryland Congressman's Green Showcase**

*Leading organic-based lawn care company speaks about successful green business practices at Mid-Atlantic Green Showcase.*

Frederick, MD, July 30, 2008 --(PR.com)-- NaturaLawn of America, the nation's leader in organic-based lawn care, was recently invited to speak at the 2008 SMART Green Showcase, featuring Maryland Congressman Roscoe Bartlett.

The SMART (Strengthening the Mid-Atlantic Region for Tomorrow) Green Showcase brought "green" industry professionals and homeowners throughout the Mid-Atlantic area together to discuss the reduction of energy consumption, environmental impacts, and the need to transition to cleaner, renewable sources of energy.

John Steiner, NaturaLawn of America's Director of Operations, was joined by Chris Olsen, Business Consultant for Small Business Development Center, and Steve Chafitz, President of e-End USA, in a panel discussion on the "Do's and Don'ts of a Green Collar Business." Each spoke about the traits needed to grow as a green business, successful business practices, and also fielded questions from the audience.

"At NaturaLawn of America, we focus on being experts at one thing; safer lawn care," said Steiner. "We don't mow lawns, we don't landscape yards; we do lawn care, and we do it well. By focusing on one aspect of the green industry, instead of branching out into several fields, we are able to provide a better quality product and service. Businesses can run the risk of failure if they lose focus of their core competencies."

Steiner went on to discuss the importance of offering the best products or services available to the consumer. "Why would you offer products that you wouldn't use yourself? When you have a service like ours that offers homeowners the choice of getting a greener lawn without all the harmful, unnecessary pesticides, why would you consider anything else?"

Other highlights of the showcase included Congressman Bartlett's keynote speech touching on the rising gas prices and working toward a renewable fuel source, and hands on alternative energy displays by companies such as BP Solar and Potomac Energy.

Headquartered in Frederick, Maryland, NaturaLawn of America is a national franchise - currently with 65 locations servicing environmentally concerned customers in 23 states.

For more information, please contact NaturaLawn of America at (301) 694-5440 or visit them on the web at [www.nl-amer.com](http://www.nl-amer.com).

###



**Contact Information:**

NaturaLawn of America  
Theresa Smith  
800-989-5444  
marketing@nl-amer.com  
www.nl-amer.com

**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/97847>