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LandOpt President Accepts Educational Role with SIMA

Tim Smith, LandOpt President/CEO accepts educational advisory role for the Snow and Ice Management Association

Pittsburgh, PA – February 2, 2010 – LandOpt, the leader of on demand business operating systems for the landscaping industry, announces Tim Smith, President/CEO has accepted an advisory role on the Snow and Ice Management Association’s Education Committee, which started January 29, 2010.

The SIMA Education Committee is the pinnacle education forum in the white industry. Smith will provide input to the committee’s deliberations for educational training sessions, online training, and production of training videos. The SIMA educational agenda for the current year includes topics such as, Sales and Negotiations, Bidding, Estimating, and Business Management.

Brian Birch, Asst. Executive Director of SIMA explained the Education Committee heads up an aggressive training agenda each year across the country, and hosts a number of webinars. “I’m really happy to have Tim help us out,” Birch said. “He has a lot of knowledge about the industry, and has a great deal of educational experience, which fits our needs.”

Smith earned a master’s degree in Horticulture with an education focus from Pennsylvania State University in 1996. After graduation, he worked as a landscape service provider. Smith believes his contributions will reflect positively on LandOpt and the members of SIMA. “We at LandOpt take on these responsibilities, not only to fulfill our business objectives, but to satisfy the objectives of the green and white industries, as a whole,” Smith said.

LandOpt provides all of its partners established business procedures for performing all business functions, including sales and marketing, operations management, business management, human resources, and professional development. “The methods we introduce place high standards and professionalism into the corporate structure,” Smith said. “Our partners experience growth, higher profits and develop a professional workforce.”

About LandOpt

Founded in 2004, LandOpt empowers a select group of highly qualified, independently owned landscape contractors through a powerful, proprietary business operating system, which significantly improves the profitability and growth of the each contractor in the LandOpt network. The portfolio of integrated sales and marketing, human resources, operations, and

business management modules, is based on proven processes, supported by best-in-class technology and professional training. The business operating system is designed specifically for leading landscape contractors, nationwide. LandOpt is located in Pittsburgh, PA and can be reached at 412.567.4345 or www.landopt.com.

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