



Press Release

For Immediate Release
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FDC Enterprises Unveils Native Warm Season Grass Certified Advisor Program

Columbus, OH – October 29, 2008 – FDC Enterprises Inc has announced its new Native Warm Season Grass (NWSG) Certified Advisor Program. The program was developed to give Conservation Districts and similar organizations an opportunity to learn more about FDCE and its services, along with an opportunity to partner with FDCE to implement a grassland establishment services program for their customers.

Those interested in becoming NWSG Certified Advisors will have access to a comprehensive training and certification program. FDCE has partnered with Virginia Tech, taking advantage of their online “Scholar” learning system. The comprehensive training covers such topics as FDCE’s specialized equipment, seed germination enhancement, installation methodology, and other innovations that have made FDCE so successful with their grassland installation. Other topics that are covered in the training program include conservation programs, USDA forms and procedures, conducting pre & post plant site inspections, contract and billing procedures and much more. The online training concludes with a certification exam. A follow up consultation is then conducted by an FDCE team member to answer any questions and determine how each NWSG Certified Advisor would like to use their certification.

For those that decide to use their certification to develop a grassland services program for their customers, FDCE will work with each District to develop a program plan and marketing strategy that suits their local customers. A District grassland program aims to streamline available grassland services such as conservation planning, site visits, field preparation, seed sources, herbicide applications, planting operations, and follow-up field inspections - all as one turn-key solution.

Tracy Bronson, a District Administrator in Michigan, pointed out that “while initially I simply wanted to improve my knowledge of grassland programs and services that are available to our customers, the NWSG Certified Advisor training also provided the skills

necessary to implement a local grassland services program of our own. As a local conservation organization, this program fits well with our mission to provide conservation assistance to landowners.”

Gregg Strand, FDCE National Marketing Representative, notes: “We worked very closely with organizations like the Michigan Association of Conservation Districts and the Association of Illinois Soil and Water Conservation Districts to put together a program that is useful to Districts and their customers. Having worked for a Conservation District, and knowing how hard Districts work to provide conservation assistance to their customers, we hope this program will provide Districts with the opportunity to further identify themselves as the ‘go-to’ organization for conservation services.”

Fred Circle, FDC Enterprises president, said “Over the many years and acres we have planted we have learned that conservation is more effective when locally led. We feel it is natural for us to partner with Districts and their associations that have helped put good conservation on the group year in and year out.” Fred further added, “FDC Enterprises continues to strive to build new partnerships and create new innovative services focused on conservation programs and biofuels. We feel this program is one of our best efforts in accomplishing both of these efforts. We encourage anyone interested in learning more about FDCE and the program to visit our website and register for the on-line training.”

FDC Enterprises is a native warm season grass installation company dedicated to offering guaranteed grassland establishment results that are socially acceptable. FDC Enterprises has planted over 88,000 acres of native grasses in 15 states since 2003 and is the only QVM (Quality Vegetation Management) certified grassland installation company in the United States. To learn more about FDC Enterprises visit their website at www.fdcenterprises.com or call 866-270-4833.

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