

P R E S S R E L E A S E

Southern Botanical names Stacy Richie Shepherd as VP of Business Development.

September 21, 2009, Dallas, Tx--

Southern Botanical Inc. has announced that industry veteran Stacy Richie Shepherd has joined the company as the new Vice President of Business Development for the Garden Management team. Ms. Shepherd was most recently tasked with developing new relationships and business partnerships for ValleyCrest Landscape Maintenance. She brings over 29 years of seasoned industry experience to the company. She is assuming the responsibilities of directing and building the rapidly growing garden management services of Southern Botanical.



"Adding Stacy will really strengthen and solidify our management team," said Jason Craven, President/CEO of Southern Botanical. "Her experience and proven abilities will help us keep current momentum and growth going in a controlled and focused manner for the foreseeable future."

Ms. Shepherd's extensive career began with a degree in Landscape Architecture from Texas A & M, and has included owning her own company, as well as various positions with some of the most well-known landscape and interior plant companies in the region, including Orkin Interiorscapes, Plant Interscapes, Northaven Gardens and ValleyCrest. While at Northaven, Shepherd developed and built their Interior Landscape Division into what was one of the most respected and successful in the city, with award-winning projects and a strong client base. Shortly after college, Ms. Shepherd worked with a small garden center, which she helped grow, and eventually purchased. She then developed the company into what became American Garden Interiors, Inc. which she eventually sold to Orkin.

"I like new opportunities for growth," remarked Shepherd "With Southern Botanical, I'll have the opportunity to help guide growth in the maintenance services we offer, but I also see it as a chance for more personal growth. The incredibly high standards in service and results that Southern Botanical embraces will definitely help me stretch!"

Southern Botanical is the DFW benchmark for high-end residential landscaping and garden management. They are a turnkey vendor for complete indoor and outdoor horticultural décor, irrigation, drainage, and hardscape installations. They hire only licensed and certified professionals to lead their teams, and all employees attend a weekly continuing education program focusing on efficiency, quality control, communication and professionalism. Their clientele includes many high-end residences, exclusive hotels and commercial properties, but no job is considered too big or too small.

For more information, contact James Cali at 214.366.2103.

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