

# P R E S S   R E L E A S E

## **Southern Botanical names Dan Sauerwein as VP of Residential Development.**

September 10, 2009, Dallas, Tx--

Southern Botanical Inc. has announced that industry veteran Dan Sauerwein has joined the company as the new Vice President of Residential Development. Mr. Sauerwein was most recently Senior Designer at ValleyCrest's Estate Gardens Dallas division and brings over 25 years of industry expertise to the company. He is assuming the responsibilities of directing the rapidly growing residential landscaping and garden management services of Southern Botanical.



"We are excited and proud to have Dan join our team" said Jason Craven, President/CEO of Southern Botanical. "His experience, insight and leadership will help us continue to expand our reach while maintaining our reputation as the benchmark in high-end residential landscaping and garden management."

Mr. Sauerwein's distinguished career has included time with some of the most well known landscape companies in the region, including Lambert's, North Haven Gardens and ValleyCrest. While at North Haven, and subsequently ValleyCrest, he managed the residential division and later became an integral part of their Estate Gardens division. Prior to his landscaping career, he was involved with commercial greenhouse and nursery production where he gained extensive knowledge of plant growth and development. Dan has created gardens for many of Dallas's best known residents and properties, and has worked with world-renowned architects.

"It's really a pleasure for me to be able to join the Southern Botanical team," commented Sauerwein. "With Southern Botanical's focus on high end landscaping and garden management, this is the perfect progression from working with Estate Gardens. I believe that I can be a real asset in continuing to build the tradition of excellence that exists here. It seems that many of my career steps have led to this place."

Southern Botanical is the DFW benchmark for high-end residential landscaping and garden management. Considered a turnkey vendor for complete indoor and outdoor horticultural décor, irrigation, drainage, and hardscape installations, Southern Botanical has one objective - total commitment to meeting customers' individual needs. 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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