



VIDEO AVAILABLE: Teed & Brown Lawn Service Starts Apprenticeship Program To Recruit Educated Professionals

For Immediate Release

NORWALK, Conn./EWorldWire/May 13, 2005 --- At a time when the public's attention has been captured by the likes of Donald Trump's "Apprentice" program, Teed & Brown is initiating its own foray in apprenticeship - through its successful recruitment of two recent UCONN graduates with Agronomy (Turfgrass Science) degrees. The degrees conferred on the graduates distinguish them from others who might enter the lawn care business, because they have specialized, formal training that they can apply to identifying a variety of problems that might otherwise be overlooked.

For the next three years, Lindsay D'Anna and Justin Barry (shown in the attached picture) will spend time learning the specifics of running a high-end lawn care business. At the end of the three years, both men will have earned the right to open a Teed & Brown franchise of their own.

"Most people don't realize the science behind proper turfgrass management. The fact that top universities offer full degree programs in this subject shows just how much is really involved. Disease problems, insects, countless grass varieties, soil types and many other factors are all very in-depth subjects. To continue to offer our clients the highest level of service, we need to have people like Lindsay and Justin on the lawns. While people can spread fertilizer around a lawn correctly, there are very few who truly understand the science behind it all. Understanding the factors involved in lawn care is what separates us from our competitors," says Christopher Brown, co-owner of Teed & Brown.

Teed & Brown is determined to continue and expand its apprenticeship program by recruiting new graduates from different universities each season.

"In creating this program, we have created a triple win situation," says Brown. "Clients win, because they truly get the best qualified people servicing their properties. Justin and Lindsay win, because they will learn in a real world setting while preparing to own and run their own franchises. Finally, we win because we get great employees for a few years, who then will become great franchisees."

Teed & Brown was started in 1995 under the name GrassRoots Lawn Care Inc. Last summer, the business re-organized to be able to legally offer franchises. Part of the re-organization included changing the name and overall image of the company to reflect its dedication to higher quality service.

Teed & Brown can be reached at (203) 857-4271, or online at www.teedandbrown.com or by email at MyLawn@teedandbrown.com.

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AVAILABLE MEDIA: Photo: Lindsay D'Anna and Justin Barry (size: 120.0 k)
Teed & Brown Apprentices
<http://eworldwire.com/mediauploads/DAnnaBarry-lt.jpg>

Video Clip: Teed & Brown (size: 3,600.0 k)
Recent UCONN Graduates, Lindsay D'Anna And Justin Barry
http://eworldwire.com/mediauploads/teedandbrown_051305.wmv