

# Former NFL Star Fran Tarkenton and PLCAA Team Up On New Website For Lawncare Professionals

Visit [www.plcaa.org](http://www.plcaa.org) and see a newly revamped, colorful, resource-packed website for lawn care professionals. The Professional Lawn Care Association of America (PLCAA) site launched in September and features Tarkenton's Small Business Network, founded and owned by football great Fran Tarkenton.

Former Minnesota Vikings superstar Tarkenton, one of the country's best-known sports and television personalities, as well as a very successful small business owner and advocate, teamed up recently with PLCAA to bring his network of thousands of business questions and answers to PLCAA members.

"We're very excited about our new, beefed-up site and access to Fran Tarkenton's business expertise," said Tom Delaney, PLCAA's executive vice president. "Lawn care professionals can turn to PLCAA for 24-hour business and industry information. This latest addition to our growing list of benefits and services ties in well with our other

football great Joe Theismann who is PLCAA's keynote speaker at our Green Industry Conference during the Green Industry Expo in Nashville this November."

A successful entrepreneur, quarterback Tarkenton led the Minnesota Vikings to three Super Bowls. He is a member of the Pro Football Hall of Fame and author of *What Losing Taught Me About Winning*.

PLCAA's Web site launch also includes an innovative Great Fall Sweepstakes campaign for new and current member appreciation. Associate member sponsors are offering top prizes and an entry form is located on the site. Other features of the site—a monthly member spotlight and featured sponsor, a legislative update section, online catalog and member renewal option join the already-popular online conference registration and ProLocator—listing of PLCAA members for consumers to search when looking to hire a lawn care service.

*"Lawn care professionals can turn to PLCAA for 24-hour business and industry information"*

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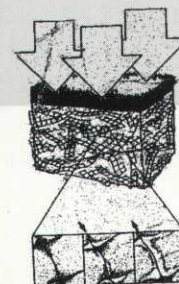
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