



April 23, 2007

FOR IMMEDIATE RELEASE

Contact: Don Schlup 303-598-2874

### **ScienTurfic Sod Farms Recognized for Business Ethics**

Denver, CO - - - ScienTurfic Sod Farms was recently recognized as a finalist at the fifteenth annual Colorado Ethics in Business Alliance awards luncheon. Over 800 business leaders attended the event that was held in Denver on March 8, 2007.

Don Schlup, the owner of ScienTurfic Sod Farms for the past 39 years, has made ethics an integral part of his business model. "I have always tried to do things 'right' and maintain an ethical manner in my business practices, standards and beliefs," says Schlup. He notes that his most important contribution to the business community has been his extensive involvement with water conservation and the greens industry. "Since 2001, dealing with the drought has been a major challenge. As a former Executive Director of the Rocky Mountain Sod Growers' Association, I took an active role in educating city water districts about water restrictions and water usage for lawns. As a result of my efforts, new guidelines and recommendations were adopted." Schlup was also awarded the "Turf Professional of the Year" in 2003 by the Rocky Mountain Turfgrass Association.

- more -

2-2-2

A member of the Rocky Mountain Sod Growers Association and Turf Producers International, ScienTurfic was recognized for business success accompanied by a proven record of ethical conduct and socially responsible business practices including community service.

Schlup's proudest business accomplishment is the development of the White Horse State Wildlife Area. "Through a conservation easement agreement with the Colorado Division of Wildlife to preserve 400 acres of my sod farm adjacent to Barr Lake as open space, the drainage area to Barr Lake and the major flyway of migrating birds and water fowl habitats are protected. It also serves as the location for a mentor program for young people to learn to hunt ducks and geese," he says. "This agreement merged the most important aspects of my life – farming roots, love of teaching, my commitment to good business, conservation and agriculture."

For more information, contact ScienTurfic Sod Farms at 303-289-4761 or visit [www.scienturfic.com](http://www.scienturfic.com)

# # #