



## 2009 COMMUNITY SERVICE RECOGNITION PROGRAM

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The Community Service Recognition Program recognizes PLANET members that have demonstrated leadership through their dedication and contribution to the good of the community. PLANET is committed to honoring those members that have made a real contribution to their community. All PLANET members are eligible for this program.

Community service projects eligible for recognition are those in which five or more of your company employees participated (minimum of five faculty or students for student chapter members). The service may or may not be green industry-related, i.e., the service provided to the community may be interior plantscaping, landscaping, or lawn care, or it may be participating in programs such as a walk/run, raising funds for the community, blood drives, etc. The entry must detail the service provided and how it benefited the community. Excludes PLANET Day of Service projects.

PLANET will feature the community service projects submitted in *PLANET Advantage*, and press releases about the community service project will be distributed to local and national media and trade press. In addition, the member will receive a certificate from PLANET honoring his or her contribution.

### ENTRY PROCEDURES

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1. Complete the attached entry form or, for your convenience, complete the online entry form that is available in the "Awards" section of PLANET's Web site [LandcareNetwork.org](http://LandcareNetwork.org). **All entries must be typed. Handwritten entries will not be accepted.**
2. All descriptions must be entered on the entry form and must fit within the assigned space. Copy must be of legible size (minimum 10 pt. font).
3. **Submit a set of not less than 12, and not more than 15, digital images (see "Digital Image Entry Procedures").**
4. Each entry must include a signature of release by a company representative. All material submitted must be cleared for release on submission.
5. **Entry forms and digital images must be received in the PLANET office no later than August 10, 2009.**

#### 6. Send entries to:

PLANET

Attn: Community Service Recognition Program

950 Herndon Parkway, Suite 450

Herndon, VA 20170

### DIGITAL IMAGE ENTRY PROCEDURES

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#### 1. Image resolution:

The acceptable minimum resolution is that of a 3-megapixel camera; however, photos from a 5-megapixel or better camera are preferred.

#### 2. Image selection:

- a. Please provide a range of photos showing the scale of the project.
- b. Do not include more than two to three "before" or "in-process" images, as the judges need to see the final result to fairly assess the finished project.

#### 3. File format:

- a. JPEG files that are saved at the lowest or no compression setting are acceptable; however, TIFF files are preferred.
- b. **DO NOT** submit your images in PowerPoint or any other type of presentation program.

#### 4. Image file names:

- a. Before burning your CDs, rename your image files using an abbreviated version of the project name and number them 01, 02, 03, 04, etc., to reflect the order in which you wish the judges to view them. (Use leading zeros on your numbering so the files stay in order.)
- b. Use a permanent marker to write your company name and project name on each CD; no other information is necessary on the CD. Color or picture labels are not necessary on the CD; the judges will not see the disk.

**Deadline for submissions –  
August 10, 2009**

## 5. Photo enhancement

- a. Photos that are enhanced by any artificial means will be disqualified in accordance with the PLANET Code of Ethics.
- b. DO NOT crop the photos after they are downloaded from the camera.
- c. DO NOT manipulate the images, such as adding or deleting objects, correcting turf problem areas, etc.

## ENTRY GUIDELINES

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### Photo selection:

It is important that your photos be of the highest quality and that they provide a thorough view of the community service project/program. Multiple views within one digital image are not allowed. Pay careful attention to lighting when taking photos – poor lighting will result in poor quality images, which will make it difficult for us to use the photos in our publications.

### Descriptions:

You want to include the challenges of the community service project and the unique aspects that make this project stand out. Make sure the descriptions give a complete overview of your community service project/program, including who benefited from your contribution, as this will be the basis for our article and press releases.

## WHAT IS PLANET?

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The Professional Landcare Network (PLANET) is an international association serving interior plantscaping, landscape management, design/build/installation, and lawn care professionals. PLANET provides its members with a good business foundation to help them evaluate, plan, and better manage their companies. Member firms have direct access to marketing tools, industry-specific business publications, updates on legislative issues, and networking opportunities that can assist them in becoming more profitable.

PLANET develops and maintains active programs for approximately 4,000 member firms in the areas of business management, government affairs, public relations, technical assistance, safety and insurance, education, and industry relations with other facets of the green industry.



Krause Landscape Contractors (2006 Recipient)

The association of members who create and maintain the **QUALITY OF LIFE** in communities across America.

# PHOTO RELEASE

The Professional Landcare Network (PLANET) publishes photographs of outstanding projects in its regular publications and marketing materials. Not only do these photographs serve to inspire others in the green industry, but they recognize your hard work. If you would like to release your photographs to PLANET for use in publications, the following Agreement must be executed.\*

\* If the photograph is submitted by a business entity, the company must certify below that it owns the copyright as a work for hire. Otherwise, the following agreement should be executed by the copyright owner.

## NON-EXCLUSIVE COPYRIGHT LICENSING AGREEMENT

The undersigned ("Licensor") and the Professional Landcare Network ("PLANET") hereby agree as follows:

1. Licensor represents, warrants, and certifies that Licensor is the owner of all rights in the photographs, which are titled as noted in paragraph 5 below ("the photographs");
2. Licensor has the authority to grant the license and rights set forth in this document;
3. Licensor grants PLANET a non-exclusive, worldwide, perpetual license to:
  - a. Use, reproduce, modify, and/or make derivative works of the photographs, in whole or in part, for any purpose;
  - b. Publish and distribute the photographs and any modification or derivative thereof, whether by sale or otherwise; and
  - c. Display the photographs and any modification or derivative thereof.
4. Licensor agrees to indemnify, defend, and hold harmless PLANET and its officers, directors, employees, and agents and their respective successors, heirs and assigns (collectively, "Indemnitees") against any liability, damage, loss, or expense (including reasonable attorneys fees and expenses) incurred by or imposed upon Indemnitees in connection with any claims, suits, actions, demands or judgments arising out of any theory of liability (including without limitation actions for copyright infringement) concerning any photograph that is licensed by PLANET hereunder. Licensor agrees to provide PLANET with prompt notice of any suspected claims or suits regarding the photographs.
5. Photograph Name(s) — list project names:
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
6. Licensor represents that the following credit(s) should be published with the photograph(s).
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

\_\_\_\_\_  
Print Company Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Sign Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date



# 2009 COMMUNITY SERVICE RECOGNITION PROGRAM ENTRY FORM

Entry Deadline: August 10, 2009

All information must be typed on this form, or for your convenience, use our online form at *LandcareNetwork.org*. Handwritten entries will not be accepted. Excludes PLANET Day of Service projects.

Name of firm/school submitting entry \_\_\_\_\_

Name of contact individual \_\_\_\_\_

Address \_\_\_\_\_

City, State ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Name of community service project \_\_\_\_\_

I verify that all of the information contained on this form is accurate and I authorize and release this entry material to PLANET. I understand that PLANET accepts no responsibility for copyright or photographic fees and that all entries become PLANET's property and may be used for publication or any other purpose that the association deems appropriate.

Signature of Release \_\_\_\_\_ Title \_\_\_\_\_  
*(Representative of company)*

What organization or group did your community service benefit? \_\_\_\_\_

How many hours did your company/school dedicate? \_\_\_\_\_

Describe the purpose and how it benefited the community: \_\_\_\_\_

Explain how your company/school was involved: \_\_\_\_\_

Describe any ongoing participation with this community service project/program: \_\_\_\_\_