

Inside Certification

"Certification Is Good Business"

FEBRUARY 2006

VOLUME 5, ISSUE 1

Kentucky Joins CLT Ranks



**Roscoe Klausing,
CLP**

August 3, 2006, will be an important day for Kentucky landscape contractors. On that day they can take their Certified Landscape Technician (CLT) maintenance exam at the **Eastern Kentucky University (EKU)** campus in Richmond.

"We are very enthused about being able to offer certification in our state," says **Betsie Taylor**, executive director of **Kentucky**

Nursery & Landscape Association (KNLA). "It has finally become a reality for us, thanks to a vision shared by our board members, by our two partners — EKU and the **Kentucky Turfgrass Council (KTC)** — and by volunteers across the state. Approximately half of our membership is comprised of landscape contractors, and we are proud to be able to offer them an opportunity to become certified."

One volunteer who has been instrumental to the state's certification effort is **Roscoe Klausing, CLP**, president of the **Klausing Group, Inc.**, in Lexington. Since becoming certified in 2001, Klausing has been on a mission to have the CLT exam administered in his state.

"After taking the CLP exam, I realized how important the certification process was for contractors like myself, and I wanted to get something similar going at the production level," Klausing explains. "Two of my employees have since become CLTs by taking the exam in neighboring states, but I wanted to give others the opportunity to take the exam closer to home.

"Just being able to take the exam in our state gives more landscape contractors and their employees an opportunity to become certified, which benefits them and the industry. Furthermore, I can see our relationship

with KTC possibly extending certification to golf course superintendents and even some members of the public sector."

Adds Klausing, "As an employer, my dream one day is for job applicants to have a CLT after their names. Certification indicates an individual's commitment to his or her profession and a definite level of expertise and training. Certification is something that an employee can be proud of, and it will hopefully become an important measuring stick for employers and customers."

Klausing and Taylor anticipate at least 40 candidates for the August CLT exam. Says Taylor, "At first, the thought of administering an exam of this magnitude seemed overwhelming. Then, with the help of Roscoe and other volunteers, we found a way to get it done. Offering certification will be good for our industry and will add value to our members."

Inside This Issue

Certification Renewal — Get the Point!	2
Hill Joins Council	2
The Certification Family Tree	3
Installation Project Feeds the Hungry	4
CLT Exterior Video Online	4
Newly Certified Candidates	5

 **PLANET**
Professional Landcare Network
Formerly ALCA and PLCAA

Certification Renewal – Get the Point!

Those who are PLANET certified are obligated to report their learning activities and industry service completed each year. Education points are easy to accumulate if you attend a PLANET conference or state association events. Conferences offered by other industry-related associations, such as Snow and Ice Management Association, Plantscape Industry Alliance, Southern Nursery Association, and International Society of Agriculture also qualify for education points.

If you don't have an opportunity to attend a conference, you may feel that it is impossible to accrue the points needed to renew each year. Not the case! Take a look at the renewal form on page 7 and note the two education categories, "Other Organized Training" and "Other Approved Continuing Education." A wide range of activities can fit here.

To qualify for two points under Other Organized Training, the program must be ongoing and long term. Programs need to be done weekly or twice a month in a systematic way and must address a variety of subjects. In-house training also can qualify.

Other Approved Continuing Education events that count as one point are one-day or half-day seminars on a specific topic. Examples reported on 2005 renewal forms include a **Bartlett Tree** seminar, **Lesco Plant Care** seminar, 10-hour OSHA seminar, **Christmas Décor** training, **Aquascapes Designs** seminars, **Gravelly on tour** session, **Symbiot** sales symposium, and **Phoenix Stone Company** paver classes. These locally conducted events are reason-

ably priced or free. Be on the lookout for similar opportunities in your area and take advantage of them.

You can always call PLANET to discuss how training that you participated in can be entered on the renewal form. We are happy to work with you anytime.



Jo Anne Kani-Miller, CLT, of Metroscapes USA in Kissimmee, Florida, is a CLT-Interior. She earned a renewal service point by volunteering as the Plant ID judge at the FNGLA exterior technician field test.

Hill Joins Council



Martha Hill

The International Certification Council is pleased to announce a new member of the group. **Martha Hill** is the new Education and Training chair, replacing Kent Hammond.

Hill is the chairperson of the Landscape Management Department at Hinds Community College in Raymond, Mississippi. Employed at Hinds since 1986,

she is an instructor and advisor to students in the Landscape Management Department's three areas of study: landscape management, irrigation management, and small engine and equipment repair.

"I am excited to join the International Certification Council, to learn more about the process, and to hopefully bring certification to the state of Mississippi," Hill says. "Certification can certainly raise the bar in the green industry, and to bring that to the table in our state will make a difference.



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Inside Certification is published quarterly (in February, May, August, and November) by the Professional Landcare Network.

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PLANET extends its sincere thanks to the Arians Company for its generous support of Inside Certification.

The Certification Family Tree

Here are two examples of PLANET families that make certification a priority. The value of PLANET certification is being passed down to the next generation of landscape contractors and interior plantscapers.

The DeSantis family owns and operates **DeSantis Landscapes, Inc.**, in Salem, Oregon. Company founder **Tony DeSantis** has earned both the Certified Landscape Professional (CLP) and Certified Landscape Technician (CLT) certifications, and his brother **Tom** is also a CLP. General Manager **Dean**, Tony's son, holds the CLP designation, while other son **Jim** has earned the CLP and CLT certifications. Jim is a project manager. Maintenance Manager **Ken**, Tom's son, holds both the CLP and CLT certifications. Not to be outdone, a brother-in-law, **Ted Mucken**, the company's production manager, is also a CLT.

Tony was one of the first contractors in Oregon to become a CLT and the rest of the family simply followed suit. "Certification is a point of difference for us in the marketplace," says Dean. "We are proud of our certification accomplishments and promote them in a number of ways. We include them in our slide presentations and in our collateral material. We also encourage customer prospects to ask other companies if they have certified employees on board. We even have a CLT logo on the side of trucks for foremen who are certified."

He continues, "Our training program is based on the CLT manual, and we offer a bonus for becoming certified, an increase in salary, and a lot of recognition."

The DeSantis family is committed to certification for many reasons. They would like to see certification change the industry and make it more professional. "Certification sets a benchmark for the industry," explains Ken. "It also shows commitment from both a

company perspective and an employee perspective." One of the company goals is for every foreman to become a CLT.

The San Antonio Connection



Josh Senneff, CLT, and Mike Senneff, CLP

Mike Senneff, owner of **Plant Interscapes, Inc.**, in San Antonio, Texas, has had his CLP for more than 10 years, and son **Josh** passed his CLT-Interior exam in September. Josh is currently a senior at Texas A&M pursuing a degree in business man-

agement and leadership. He plans to join his parents' business after graduating.

"Josh has worked in all areas of our company, in installation and in maintenance," relates Mike. "He also has worked for a landscape contractor while going to school. From his experience, he understands that becoming certified is an important point of differentiation for any landscape contractor."

The value of PLANET certification is being passed down to the next generation of landscape contractors and interior plantscapers.

He continues, "Josh knows that becoming certified is an important part of our company culture. In fact, we have 15 CLTs on board, which means that nearly half of our service staff is certified. A company can claim to have 'the best trained' staff, but that is only rhetoric unless employees have a career path and the credentials to back it up."

The message that PLANET certification provides those credentials is being handed down by landscape contractors across the country.

In future issues, we will profile other certification families.



From left to right: Tony DeSantis, CLP, CLT; Tom DeSantis, CLP; Dean DeSantis, CLP; Jim DeSantis, CLP, CLT; Ken DeSantis, CLP, CLT; and Ted Mucken, CLT.

Installation Project Feeds the Hungry

The old saying, “When life gives you lemons, make lemonade,” has been reinterpreted by **Sara Twaddle, CLP, TCLP**, to “When life gives you turnips, make a difference to your community.”

Twaddle, a consultant for **ecoSystems Landscape Services** in Austin, Texas, told me about her company’s recent experience. “We had a funny situation happen when an installation turned up turnips. The landscaping company was turning land into an area for wildflowers near the Shops at Riverplace. Workers moved soil from around the property to the area designated for the flowers, but turnips started turning up. It turns out, the area used to be farmland.

“The turnip seeds were dormant, deep in the soil. Once the soil was spread and seeds got light, water ... they popped to life. Naturally, they had to be removed as they were taking over an area we had seeded with native grasses and wildflowers.

“I came up with a win-win solution to donate the turnips to our local area food bank and got my client’s whole company to come out and harvest. We donated 3,500 pounds of turnips and more than 800 pounds of turnip greens.”

KVUE News in Austin ran the story on the air several times with extensive video.

Michael Guerra of the Capital Area Food Bank says they are thankful for the donation. “We like that creative thinking. (It’s) part of what makes Austin nice. People are not going to let something go to waste.” Workers at



Greg Vinella, President of ecoSystems Landscape Services and Sara Twaddle CLP, TCLP, of Sara Twaddle Consulting, show off the turnips that have been donated to Capital Area Food Bank.

ecoSystems said they wouldn’t be surprised if more turnips pop up, and they will continue to donate them to the food bank.

Marcia Higgins

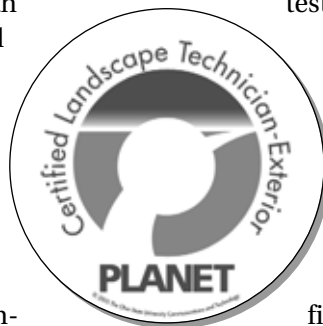
CLT Exterior Video Online

PLANET’s new video on DVD shows the CLT-E test in action and explains every step, from preparing for the skills demonstrations, to registering with the sponsor association, to performing well on certification test day. The story line is a crew chief asking his employer about the program, and the owner explains why certification is valuable to the individual, to the company, and to the industry.

The video was beautifully shot on location at the test site on the Ohio State University-Agriculture Testing Institute cam-

pus in Wooster, Ohio, and used several PLANET member company crews on job sites, along with testimonials by CLTs and company owners.

To see the video, visit landcarenetwork.org, click on “Certification” and then on “CLT-E video.” Members may request a copy of the DVD by contacting Zane Castle at zanecastle@landcarenetwork.org. Be sure to include your name, company name, mailing address, and telephone number. Requests will be fulfilled as quickly as possible.



Newly Certified Candidates

Processed by December 31, 2005

Certified Landscape Professional (CLP)

Roger Beale, CLP, Bland Landscaping Company, Inc., Apex, NC
Rick Burden, CLP, Luke Brothers Landscape Services, Holiday, FL
Brad Cox, CLP, Lawn Management Company, Inc., Houston, TX
Ren Flugel, CLP, Mariposa Horticultural Enterprises, Inc., Irwindale, CA
Kevin Foust, CLP, D.P.S. Landscape Company, St. John, IN
Joel Hafner, CLP, Fine Earth Landscape, Inc., Poolesville, MD
Matt Pilkington, CLP, Hemlocks Landscaping, Jasper, GA
Peter Schepis, CLP, The Greenwood Group LLC, Chesterfield, MO
Harold E. Wildman, CLP, Riverside Tree & Landscape Co., Inc., Ashland, MA
Steve Woods, CLP, Five Season Landscape Management, Inc., Reynoldsburg, OH

Certified Landscape Technicians-Exterior (CLTs-E)

Lucio Acosta, CLT (Installation), Greenhaven Landscapes, Inc., Lake Bluff, IL
Eliseo Anguiano, CLT (Irrigation) Reno Lawn & Landscape, Reno, NV
John August, CLT, (Installation), Kerri Landscape Services, San Leandro, CA
Michael Baran, CLT (Installation), #1 Landscaping, Wadsworth, OH
Evan Barrows, CLT (Maintenance), Gachina Landscape Management, Santa Clara, CA
Steve Beach, CLT (Installation), Earthtech Landscape, San Jose, CA
Emmanuel Benitez, CLT (Maintenance), Timberline Landscaping, Inc., Colorado Springs, CO
Antonio Benitez-Luna, CLT (Installation), Timberline Landscaping, Inc., Colorado Springs, CO
Adam R. Bennett, CLT (Installation), J & G Landscape Design, Inc., Spencerville, MD
Nicholas Benson, CLT (Installation), Singing Hills Landscape, Inc., Aurora, CO
Richard Bergeron, CLT (Installation), Milwaukee, WI
Kevin Bilger, CLT (Installation), Chapel Valley Landscape Co., Woodbine, MD
Tom Brown, CLT (Installation), Bob Jackson Landscapes, Inc., Owings Mills, MD
Andy Butcher, CLT (Maintenance), Stanford University Facilities-Grounds, Sunnyvale, CA
Lester Caldwell, CLT (Maintenance), TruGreen LandCare Mid-Atlantic Region, Gainesville, VA
Mike Cann, CLT (Installation), Pacific Landscapes, Inc., Santa Rosa, CA
Jose Carrasco, CLT (Installation), James Martin Associates, Inc., Mundelein, IL
Jeanette Carter, CLT (Maintenance), Town & Country Landscaping, Healdsburg, CA

Nicholas Dangl, CLT (Installation), McHale Landscape Design, Inc., McLean, VA
Joshua W. Davies, CLT (Installation), Chapel Valley Landscape Co., Woodbine, MD
Jeff Davis, CLT (Installation), Artigues Landscape Group, Goose Creek, SC
Eusebio DeJusus-Martinez, CLT (Maintenance), Timberline Landscaping, Inc., Colorado Springs, CO
Tony Delphia, CLT (Maintenance), Schultz Industries, Inc., Denver, CO
Manuel Diaz, CLT (Maintenance), Landscape Projects, Inc., Bethesda, MD
David Dremsa, CLT (Installation), The Hawks Nursery Company, Wauwatosa, WI
Paul Andrew Eisen, CLT (Installation), Simpex Agger, Inc., Denver, CO
Samuel Esparza, CLT (Installation), Complete Landscaping Services, Inc., Bowie, MD
Jessie Flores, CLT (Maintenance), Landscape Concepts Management, Inc., Grayslake, IL
Louis Foster II, CLT (Maintenance), Columbus State Community College, Columbus, OH
Bart Frazier, CLT (Maintenance), JLS Landscape & Sprinkler, Sedalia, CO
Chad Galles, CLT (Installation), Vande Hey's Landscape Contractors, Inc., Appleton, WI
Doug Geyer, CLT (Maintenance), McHale Landscape Design, Inc., Upper Marlboro, MD
Tim Gibbons, CLT (Maintenance), All Phase Landscape, Inc., Aurora CO
Peter Gordon, CLT (Maintenance) City of Lake Forest, Waukegan, IL
Dirk J. Gruber, CLT (Irrigation & Installation), D & S Landscaping, LLC, Commerce City, CO
Noel Guerrero, CLT (Maintenance), Catholic University of American, Washington, DC
Pat Halloran, CLT (Installation) Ingleside, IL
Steve Hanssen, CLT (Maintenance) Landscape Concepts Management, Inc., Marengo, IL
Ben Harrison, CLT (Maintenance), Harrison & Son Contractors, Inc., Woodruff, SC
Mark Helms, CLT (Maintenance) Hermes Landscaping, Inc., Lenexa, KS
Charles Hicks, CLT (Installation), SK Busby Nursery, Anderson, SC
James Higginbotham, CLT (Maintenance), Berns Landscaping Services, Inc., St. Clair Shores, MI
Robert A. Holley, CLT (Maintenance), A Touch of Glass, Inc., Denver, CO
Robert Howard, CLT (Maintenance), Sprint Landscaping, Overland Park, KS
Anthony W. Jaramillo, CLT (Irrigation), City of Commerce City, Commerce City, CO
Thomas Kaiser, CLT (Installation), #1 Landscaping, Medina, OH
Ram Dhan Khalsa, CLT (Irrigation), Bureau of Reclamation, Grand Junction, CO
Sarah S. Knapp, CLT (Installation), Outside Unlimited, Inc., Hampstead, MD

continued on page 6

Newly Certified Candidates

continued from page 5

Bert Lutey, CLT (Maintenance & Irrigation), All Phase Landscape, Inc., Aurora, CO
Henry A. Mahaffey, CLT (Irrigation), Swingle Lawn, Tree & Landscape Care, Denver, CO
Jason Marion, CLT (Irrigation), Rocky Mountain Outback, Englewood, CO
Lino Martinez, CLT (Maintenance), Mariani Landscape, Park City, IL
Eric McGalla, CLT (Installation), Outside Unlimited, Inc., Hampstead, MD
Israel Meza, CLT (Irrigation), Reno Lawn & Landscape, Reno, NV
Allen Moot, CLT (Irrigation), American Civil Constructors, Inc., Indian Hills, CO
Jim Moreau, CLT (Maintenance), Landscape Concepts Management, Inc., Aurora, IL
Dawn Moyer, CLT (Maintenance), Del Conte's Landscaping, Inc., Fremont, CA
Joseph Mudd, CLT (Maintenance), The Brickman Group, Sunbury, OH
Mark Nelson, CLT (Installation), Sunrise Lawn/Landscaping Services, Herndon, VA
Nick Neurauter, CLT (Maintenance), City of Commerce City, Commerce City, CO
Denise Nord, CLT (Maintenance), Kujawa Enterprises, Inc., Milwaukee, WI
Ruben Oseguera, CLT (Maintenance), Gachina Landscape Management, San Jose, CA
Wilfredo Osorio, CLT (Installation), Fine Earth Landscape, Inc., Poolesville, MD
Chriss Ott, CLT (Irrigation), Genesis Landscape Management, Menlo Park, CA
Dean Paggeot, CLT (Irrigation), Steve Koon Landscape & Design, Littleton, CO
Eswin Palz, CLT (Maintenance), Signature Landscape, Inc., Olathe, KS
Jorge Pena, CLT (Maintenance), Forsberg Landscape & Maintenance, Carson, CA
Joe Polizzi, CLT (Maintenance), Rainscape Environmental Management, Santee, CA
Gary Ponikvar, CLT (Installation), Cagwin & Dorward, Novato, CA
Joshua Rasp, CLT (Maintenance), Tallgrass Environmental Solutions, LLC, Edmond, OK
Gary Reagan, CLT (Installation), Natorp's, Inc., Cincinnati, OH
Bruce Reeves, CLT (Installation), Reeves Lawn & Landscape, Anderson, SC
Ross Rickard, CLT (Installation), Earthscapes, San Luis Obispo, CA
John Seymour, CLT (Maintenance), R.A.R. Outdoor Services, Inc., Baltimore, MD
Sean Sims, CLT (Maintenance), Park West Landscape Maintenance, San Marcos, CA
Justin Lee Stewart, CLT (Maintenance), American Civil Constructors, Inc., Littleton, CO
Andrew Streagle, CLT (Installation), VanMar Associates, Mt. Airy, MD
Jonathan Strickland, CLT (Maintenance), Greenscape, Inc., Mebane, NC
Trevor Taylor, CLT (Maintenance), Hermes Landscaping, Inc., Lenexa, KS
Brian Therien, CLT (Maintenance), Timberline Landscaping, Inc., Colorado Springs, CO

Robert Todd, CLT (Maintenance), Pro Care Landscape Management, Inc., Boise, ID
Roger Turner, CLT (Maintenance), Sunrise Lawn Services, Inc., Leesburg, VA
Jose Velasquez, CLT (Installation), Environmental Designs, Inc., Henderson, CO
Pedro Villanueva, CLT (Maintenance), Del Conte's Landscaping, Inc., Fremont, CA
Philip Villanueva, CLT (Installation), Jensen Landscape Services, Belmont, CA
Barry Wagner, CLT (Irrigation), Timberline Landscaping, Inc., Colorado Springs, CO
Andrew Walker, CLT (Installation), The Care of Trees, Gaithersburg, MD
Duane M. Wallace, CLT (Maintenance), Highlands Ranch Metro District, Highlands Ranch, CO
Lane Ward, CLT (Installation), Franz Witte Landscape Contracting, Inc., Boise, ID
Jeffrey M. Weisburg, CLT (Irrigation), Weisburg Landscape Maintenance, Colorado Springs, CO
Eric Weishaar, CLT (Installation), Createscape Landscaping Services, Inc., West Allis, WI
Glenn Wilkerson, CLT (Installation), Akehurst Landscape Services, Inc., Joppa, MD
Steve Wixson, CLT (Irrigation), City of Fort Collins, Fort Collins, CO
Andrew Yardley, CLT (Maintenance), LaRosa Landscape Management Co., Inc., Brown Deer, WI
Jayne Zachow, CLT (Maintenance), Waukesha, WI
Erik Zirker, CLT (Maintenance), Richdell Construction, Commerce City, CO

Certified Landscape Technician-Interior (CLT-I)

Mary Aldinger, CLT, Metropolitan Community College, Omaha, NE
Cassidee Broadwater, CLT, Metropolitan Community College, Omaha, NE
Edrie Picard De Miller, CLT, Metropolitan Community College, Omaha, NE
Emily Hayes, CLT, Wilkes Community College, Wilkesboro, NC
Dale Hirt, CLT, Plantscapes Inc., Seattle, WA
Kim Herud, CLT, Anything with Plants and Flowers, Jacksonville, FL
George Kilgore, CLT, Tropical Nature, Inc., Tampa, FL
Tina Landreth, CLT, Wilkes Community College, Wilkesboro, NC
Carol Peterson-Webber, CLT, Plant Parenthood, Burlingame, CA
Jennifer Randels, CLT, Metropolitan Community College, Omaha, NE
Jennifer Wiseman, CLT, Cactus & Tropicals, Salt Lake City, UT
Rita Zamacona, CLT, Plant Parenthood, Burlingame, CA

Certified Ornamental Landscape Professional (COLP)

Ray Keenan, COLP, Royal Palms Resort & Spa, Phoenix, AZ
Jan Markheim, COLP, PR-Fect Lawn Services, LLC, Appleton, WI
Tom Shotzbarger, CLT, LCT, CTP-CSL, COLP, Tomlinson Bomberger Lawn Care and Landscape, Inc., Landcaster, PA

If you fax this form, no other cover sheet is needed. Fax to (703) 736-9668.
 Documentation does not have to be sent in, but points noted on renewal forms are subject to verification.

CERTIFICATION RENEWAL

For Office Use Only	
ID _____	
Earned _____	
Due _____	

Name _____ Designation _____

Company name _____

Address _____

City _____ State _____ ZIP _____

E-mail address _____ Phone _____

Charge my \$25.00 renewal fee to: VISA MasterCard AMEX Discover \$25 reactivation fee (if required)

Card # _____ Exp. Date _____

Name (please print) _____ Signature _____

Credit card billing address (if different from above) _____

CVV code (last 3 digits on back of card or 4 digits on front of Amex) _____

During the calendar year your certification is earned, no renewal is required.
 During the following 2 calendar years, no points required. Complete top of form only and return with payment by 12/31 each year.
 Every year after, education points are required with payment by 12/31.

Indicate Education/Service Points earned this year and mail or fax to PLANET.
CLP - 3 Education Points OR 2 Education + 1 Service Point
CLT - 2 Education Points OR 1 Education + 1 Service Point

EDUCATION

PLANET or state landscape association conference	2 points	<input type="checkbox"/>
Other industry related association conference	2 points	<input type="checkbox"/>
Association Name/Event Date/Event Name _____		
College course work	2 points	<input type="checkbox"/>
School Name/Course Title/Date Completed _____		
Earned additional CLT module or other industry-related certification	2 points	<input type="checkbox"/>
Certification Earned/Sponsor Association/Date _____		
Other organized training	2 points	<input type="checkbox"/>
Date/Description _____		
Pesticide license or similar training completed	1 point	<input type="checkbox"/>
State Where Licensed/License or Certificate Held _____		
Presenting/Instructing	1 point	<input type="checkbox"/>
Date/Subject/Audience _____		
Other approved continuing education	1 point	<input type="checkbox"/>
Date/Description _____		

SERVICE AREAS

CLT-Exterior Exam Judge or ILTC Observer	1 point	<input type="checkbox"/>
Test Date/Location _____		
Other industry service	1 point	<input type="checkbox"/>
Association/Activity _____		



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