



((insert your co-branding logo))

Subject: **Become a Bay Star Business!**

Dear XXXXX:

You're receiving this letter as the registered contact for a landscaping, lawncare or tree company licensed in (locality) . Lawncare providers play an influential role in protecting water quality. Here are several examples of how a company like yours can help:

- Properly dispose of leaves and yard waste according to locality ordinances. *(specify? Ex: in Newport News, yard waste should be bagged up in clear bags and placed out at the curb for Bulk Pickup, with the exception of the Loose Leaf Collection Program at specific times of the year)*
- Review the enclosed "Landscaping Best Management Practices" water quality card for "good to do" and "good to know" tips.
- Consider registering for the Chesapeake Bay Landscaping Professional Certification Program (information enclosed).
- Be aware of restrictions that may be in place before removing vegetation from environmentally-sensitive areas. *Review the enclosed "Chesapeake Bay Resource Protection Area: Information for Landscapers & Arborists Working in the City of Newport News".*
- *Contact your locality in regards to Nutrient Management Plans that could be applicable to benefit the water and soil health in the area.*

We also encourage you to sign up as a Bay Star Business, which is a new, free, pledge-based initiative that recognizes Hampton Roads companies that are committed to protecting water quality in our region. You are invited to join the growing list of businesses that have pledged to adopt environmental practices that will have a positive impact on the region.

Joining is easy; visit the sign-up page at askhrgreen.org/BayStarBusiness and simply select five of the fifteen suggested practices to become a Bay Star Business. Most pledges are no- or low-cost solutions to help business run more efficiently. In return, your business will be acknowledged on the askHRgreen.org website and you will receive a welcome packet that includes information from your locality and Bay Star Business Partner window clings.

With regards,
XXXXXX

{insert contact info}

OPTIONAL ENCLOSURES:

- 1) "Sustainable Landscapes for a Healthier Bay - Chesapeake Bay Landscape Professional Certification Program" card
- 2) Bay Star Business rack card
- 3) Landscaping industry rack card
- 4) Locality-specific CBPA or other literature