

NEWS RELEASE CONTACT:

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## **NEWS**

FOR IMMEDIATE RELEASE

### **Homeless Man Becomes Landscape, Snow Management Mogul**

**July 4, 2012 - Erie, PA.** — The recently released book, *Why Not You?* by Richard Arlington, a Certified Snow Professional, Certified Landscape Industry Manager and PLANET Trailblazer, is catching the attention of financial bloggers and the entrepreneurially spirited as a not-your-average green industry story. At 16 years of age, Richard Arlington found himself homeless on the streets of Erie, Pennsylvania. With no real education, health issues and a string of inexplicable unlucky events, welfare appeared to be his retirement plan. Then, he started mowing lawns.

Today, Rich Arlington, founder and president of Rich Arlington & Associates, generates seven figures annually from his exterior maintenance service and real estate businesses. He is founder and president of Rich Arlington & Associates, a consulting firm that educates and trains contractors, property management firms such as CBRE, facility owners, universities and others in the exterior maintenance field to achieve business success. As Consultant and Business Manager of Affiliated Grounds Maintenance Group, Inc. based in Lake City, Pennsylvania, Arlington has assisted in the company's growth from double digits to over 5,000 Affiliate Partners providing lawn, landscape, power-washing, sweeping and snow management services in over 39 States.

Arlington is a PLANET (Professional Landcare Network) Trailblazer representing a select group of less than 100 individuals nominated by their peers as dedicated professionals who have made significant and long-term contributions to the green industry. He travels throughout North America speaking on a wide range of business and industry-related topics including his *Why Not You? Empower Hour* that explores the tools, techniques and attitudes necessary to achieve both professional and personal success.

Rich Arlington, dubbed by one blogger as the "Sam Walton of the Landscape Industry," has begun his book signing/speaking circuit at industry-related associations where he is donating all the proceeds to their educational endowments and scholarship programs. "Success comes with a responsibility to help others and share what you have learned," said Arlington. "My hope for the book, *Why Not You?* is to not only empower people to achieve their dreams, but to perk the interest of the younger generation to enter the field of lawn, landscape and snow management."

The book is available on Amazon.com [http://www.amazon.com/Why-Not-You-Richard-Arlington/dp/0615629903/ref=sr\\_1\\_1?ie=UTF8&qid=1341545389&sr=8-1&keywords=why+not+you+richard+arlington](http://www.amazon.com/Why-Not-You-Richard-Arlington/dp/0615629903/ref=sr_1_1?ie=UTF8&qid=1341545389&sr=8-1&keywords=why+not+you+richard+arlington) and select bookstores.

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