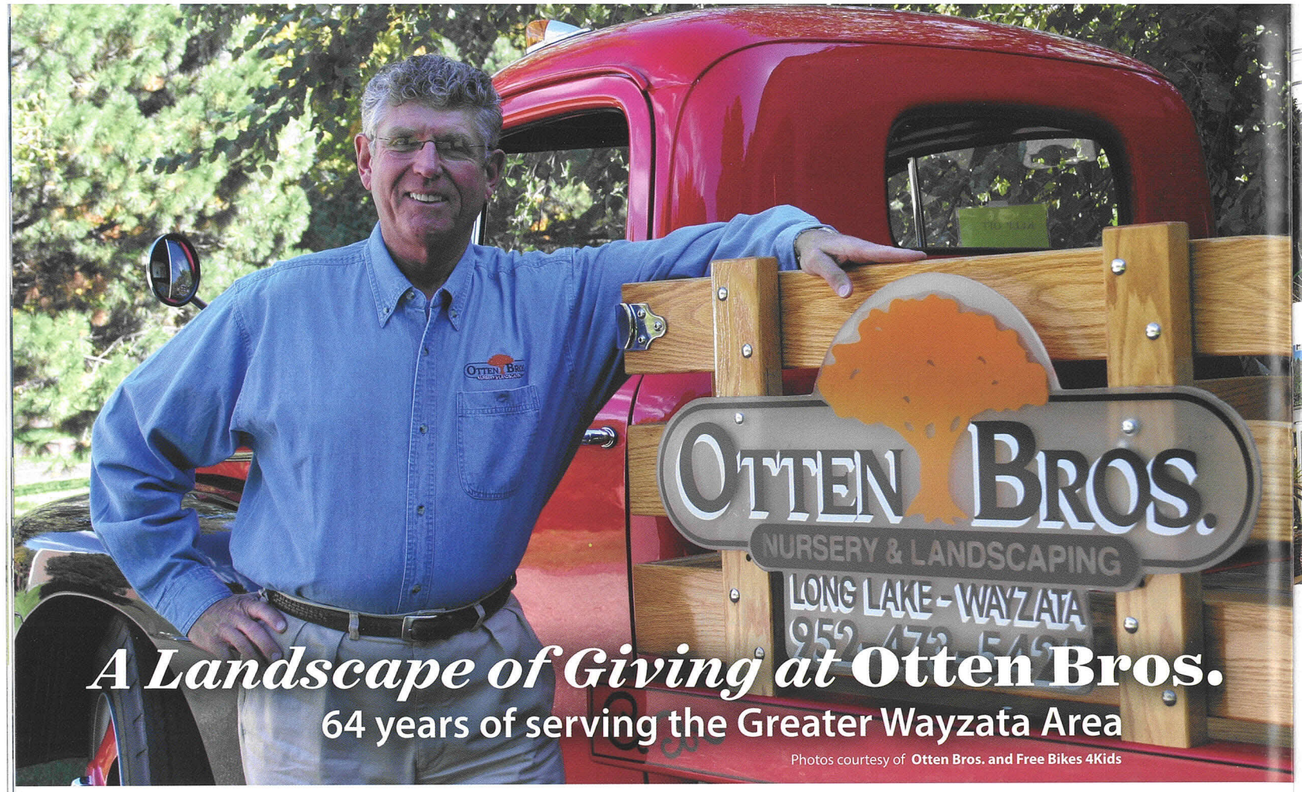


A Landscape of Giving at Otten Bros.

64 years of serving the Greater Wayzata Area

Photos courtesy of **Otten Bros. and Free Bikes 4Kids**

Cliff Otten in front of Otten Bros. truck

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It's no secret that Otten Bros. Garden Center and Landscaping supplies customers in the Greater Wayzata area with tools, tips, trees, plants and shrubs. You may have seen some of the beautiful gardens their talented landscape designers have created, but you may not realize how much Wayzata and neighboring communities have also been transformed by Otten Bros.' donation of time, products, money, facilities and expertise to those in need.

The foundation of charitable giving at Otten Bros. is owner Cliff Otten, whose generosity and deep roots in the community set the tone. From school groups to church groups, high school sports and everything in between, Otten Bros. is proud to pay it forward by engaging others in the process. *"When something strikes a chord with Cliff, he encourages us not only to 'do it' but to maximize the opportunity to connect with people in the community"* saidVP of Operations John O'Reilly. *"So, we work with those who ask us for a donation or fundraising opportunity to help make it happen."*

Give & Grow

The Otten Bros. Give & Grow program provides an opportunity for groups to earn a donation of 10% of Garden Center purchases and 5% of landscaping projects during the month of May. The group distributes shopping invitations and earns a percentage of all purchases made by their group members. Over the past eight years, Give & Grow fundraising groups have earned as much as $1,000 a year for their organization. Otten Bros. also opens their doors to host International Night for Orono Schools and The Taste of Long Lakefundraiser for breast cancer research.



Annual Free Bikes 4Kidz Collection



Cliff Otten & John O'Reilly with Give & Grow Program Participant Deb Hertzenberg, Director of Northshore Gymnastics

making a difference

Photos courtesy of Otten Bros. and Free Bikes 4Kidz



The Otten Bros. Landscape Team

Free Bikes 4 Kidz

In 2008, Otten Bros. agreed to be the very first bike collection and repair site for Free Bikes 4 Kidz. Founder and Executive Director Terry Esau needed a place and even though he hit the doorstep during their Christmas rush, Otten Bros. was willing to help out by donating space for the project. 250 bikes were secured that year and today, Free Bikes 4 Kidz collects an average of 5,000 bikes per year in Minnesota, and the program has now expanded to other states.

The Wayzata Garden and Hammer Group Homes

It's not just the yards of their landscape clients that are beautified: Otten Bros. is also proud to add beauty to the community and public spaces. The staff at Otten Bros. plants and maintains the Wayzata Garden at the 4-way stop on Ferndale (part of the City of Wayzata Adopt-a-Garden Volunteer Program) and the Hammer group homes serving people with developmental disabilities.

John O'Reilly said that Otten Bros. tries to be a community hub, where people come in and out and gather together for fundraisers and events. However, you won't see many Otten Bros. employees going out the door because it's clearly a good place to work: fifteen employees – including O'Reilly - have been there over 25 years. *"When I was hired, I intended to stay six months, but I really found a great environment here where I could have a career,"* said O'Reilly.

Happy employees were part of Cliff's vision when he took over his family business. After all, he had been a dedicated employee himself since age 12. With eight more years under his belt, in 1970 (after two years of business school), Cliff bought the business with the encouragement of his father and two uncles who had been at the helm since 1953. Founded in Wayzata, Otten Bros. was originally located on Wayzata Blvd., where the BMW dealership stands today. In 1978, Cliff opened a store in Long Lake and in 1990, built the store that is now home to his 64-year-old business.

In addition to what Otten Bros. gives locally, their charitable giving expands beyond community borders through Wayzata Rotary. In the 90's whencommunism took a step back in Russia and people were struggling to earn a living, with the encouragement of a retired Land-O-Lakes CEO, Cliff and Wayzata Rotary colleagues Larry Elwell and Gary Briggs flew to Moscow to teach Russian farmers how to raise turkeys. The effort was so successful that the University of Moscow filmed a documentary on the project with a focus on educating Russian people on free enterprise.

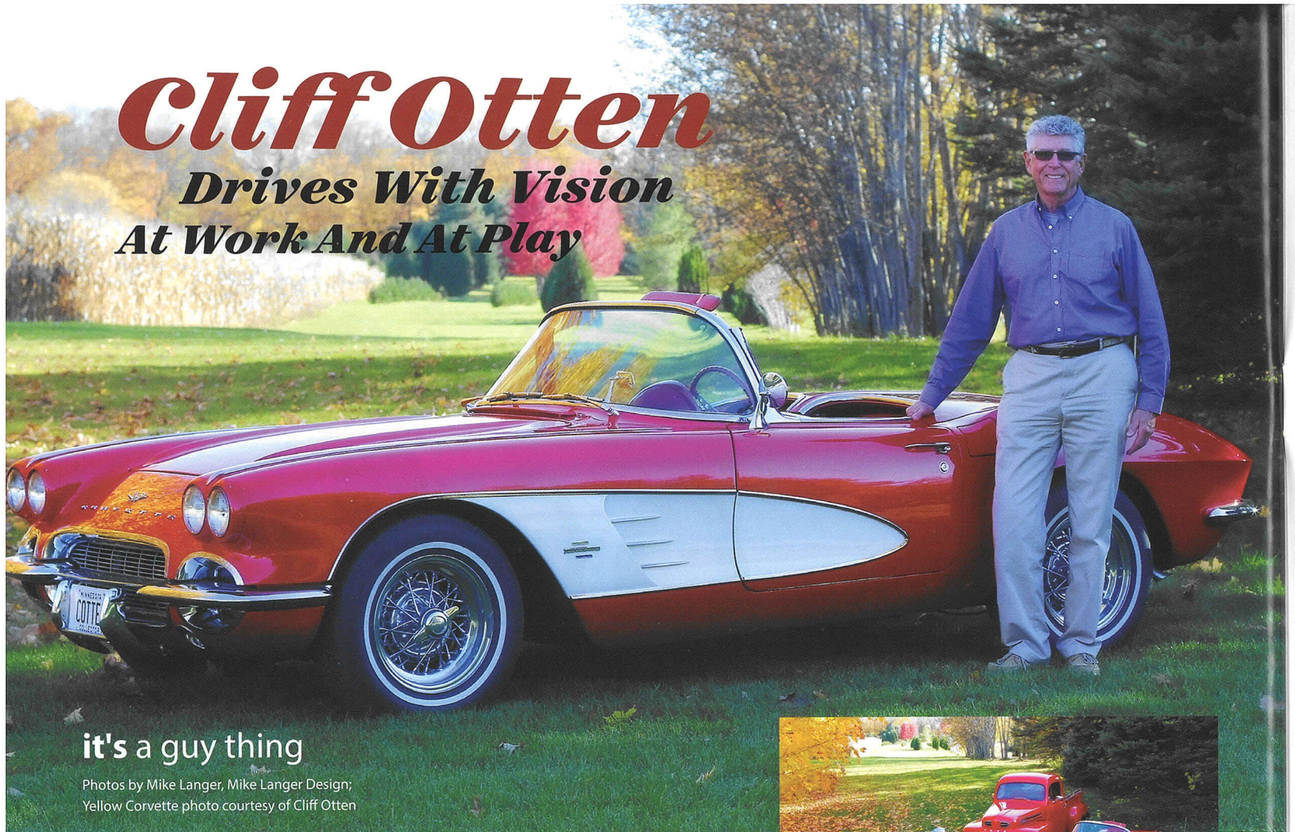
A few years later, Briggs and Otten came together again on behalf of Wayzata Rotary and flew to Guatemala to build tin roofs on structures with gutters to collect rain water and dew that flowed into rain barrels. The barrels were equipped with purification systems, giving the indigenous people fresh drinking water on site after years of transporting it on foot from seven miles away.

Reflecting on Otten Bros.' company culture, O'Reilly said, *"Whether we're helping customers or helping support good community causes, we follow Cliff's lead and strive to do it humbly."*

Now in his 47th year of serving customers from Wayzata, Long Lake, Orono and beyond, Otten said, *"My greatest asset has turned out to be hiring good people and leaving them alone to do their job."* Together, Otten and his team strive to be good stewards of the environment and the community. He said, *"I think our people – and our customers - like the fact that we care about something other than the bottom line here."*

Cliff Otten

Drives With Vision At Work And At Play



it's a guy thing

Photos by Mike Langer, Mike Langer Design;
Yellow Corvette photo courtesy of Cliff Otten







Whether at the helm of Otten Bros. Garden Center & Landscapingor behind the wheel of one of his classic cars, Cliff Otten drives high performance. He meets the landscaping and gardening challenges of customers with vision and creativity and uses these same skills to design strategies for building and restoring cars, trucks and motorcycles, from the ground up.

His 1950 red Ford F-1 pick-up is just like the one Otten learned to drive at age 10 on his grandparents' farm. The 1961 red and white Corvette pays homage to the first car he bought for himself, just out of high school. And then there's the motorcycles: one a 1999 Excelsior Henderson and the other a 2007 Harley Davidson Ultra Classic.

Otten's latest project is a 2008 yellow Corvette with a hand-built carbon fiber body, made to look like a 1967 Corvette. Its four inches longer and six inches wider than the original model, with all of the modern safety features. *"Corvettes are the American sports car, so they're fun to own,"* says Otten.

This Wayzata resident and auto enthusiast also utilizes his hobby to benefit the community, serving on the Wayzata Rotary Motorsports Show committee since its inception and sharing his vehicles with the public. This year's Charity Motorsports Show is Sunday, September 10th.

Driven by passion on the job and on the road, Otten does what he loves and shares
it with the community. He says, *"I'm grateful to have some time to pursue my hobby, thanks to the support of great people on staff at Otten Bros.."*

fyi

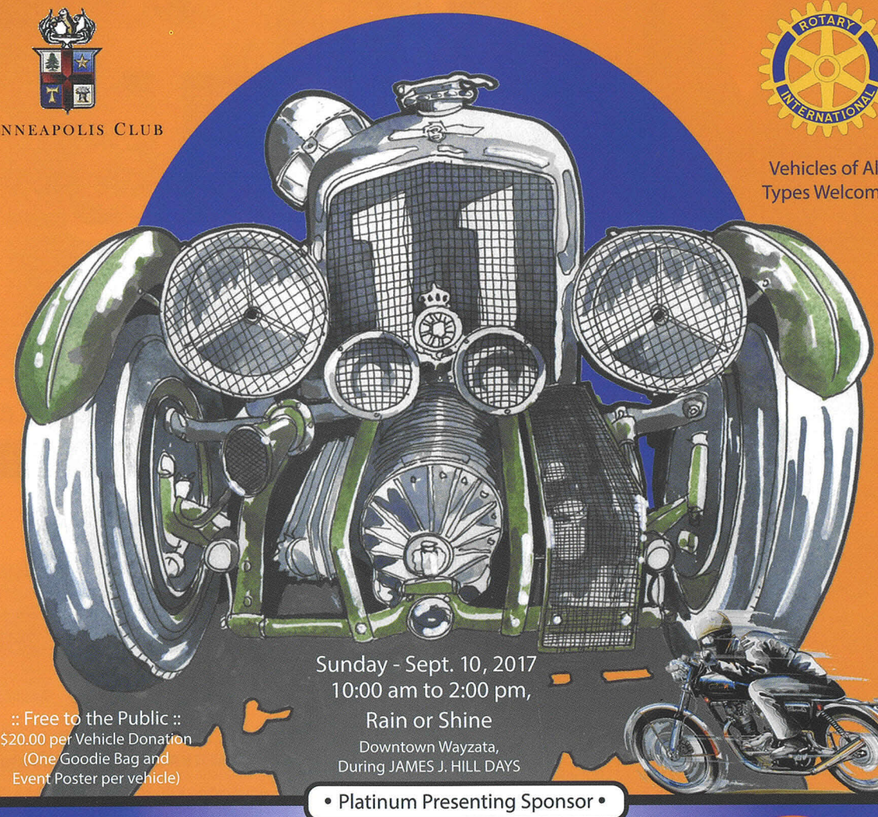
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