

# Bruce Wilson Launches Social Media Program



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CAMARILLO, CALIF. – Bruce K. Wilson, partner and co-owner of Wilson-Oyler Group, recently launched the Bruce K. Wilson Landscape Business Exchange, a social media forum created to facilitate interactive communications with landscape professionals as part of the Wilson-Oyler Group's unique approach to green industry networking.

The Wilson-led initiative is aimed at increasing Wilson-Oyler Group's exposure within the landscape and green industry. The strategy centers on an interactive blog, available at [www.brucekwilson.com](http://www.brucekwilson.com), which will be integrated with Facebook, LinkedIn and YouTube.

"I'm excited to explore the potential of social media as a dynamic communications tool. In launching this program, I'm not only taking the social media challenge, but inviting my clients to learn along with me. The accessibility of the Landscape Business Exchange is easily integrated into Wilson-Oyler's mentoring model and our firm's commitment to landscape professionals. I'm confident that the Exchange will become a great place to engage with people across our industry and listen to what they have to say," said Wilson.

Wilson, former Vice President of ValleyCrest Companies and head of its landscape maintenance division, Environmental Care, Inc., is partner and co-owner with Thomas L. Oyler of national green industry consultancy, [Wilson-Oyler Group](#).