

Kawasaki Joins NHLA



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GRAND RAPIDS, Mich. – The [Engines Division](#) of [Kawasaki Motors Corp., U.S.A.](#) has joined in a partnership with the [National Hispanic Landscape Alliance](#), becoming one of the organization's supporting members and helping it to facilitate and promote the advancement of Hispanic-Americans as landscape industry professionals and leaders.

NHLA has developed plans and activities that inform, encourage, empower and support its members so that they can become highly successful professionals, better-engaged leaders and more effective industry advocates. The organization is also involved in ongoing dialogue with elected officials and policy-makers whose decisions affect the landscape industry and the livelihood of landscape company owners and their employees.

"The objectives of the organization match the goals of most industry professionals and Kawasaki looks forward to cooperating with NHLA and its membership in the furtherance of those objectives," said Rodger Howe, vice president.

Ralph Egües, executive director of the NHLA remarked, "We are delighted to welcome Kawasaki as a member of our fast-growing association. Kawasaki's values and emphasis on diversity align perfectly with the empowering work of the NHLA. We look forward to working closely with Kawasaki to increase outreach, programming and member-to-member engagement, thus helping current and future members realize even greater success."