



**For Immediate Release**  
Additional information contact:  
Eric Carson or Ron Treister  
[epc@communicatorsintl.com](mailto:epc@communicatorsintl.com)  
207-828-8050 x 101

## LATICRETE Sponsors Eagle Scout Leadership Project



*August 20, 2009:* LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, made a generous donation to Bethany, CT resident Ben Haag for his Leadership Service Project for Boy Scouts of America, the final step in earning the organizations top rank of Eagle Scout. Haag has designed and built a new reading garden on the front lawn of Bethany's Clark Memorial Library that

provides additional reading space for residents in an alternative setting. Spearheaded by CEO/Chairman David Rothberg, LATICRETE provided the necessary funds for Haag to purchase and install a bench for the garden to provide the opportunity to enjoy the outdoors in a comfortable environment while on library grounds.

Part of earning the rank of Eagle Scout is demonstrating the ability to plan, develop and successfully complete a leadership project helpful to a local religious institution, school, or the community as a whole. In the planning stages, Haag placed a call to David Rothberg and requested a meeting to present his proposal. Rothberg was not at LATICRETE world headquarters in Bethany on that particular day, and instead invited Haag over to his private residence for the presentation. The LATICRETE donation played a pivotal role in Haag's successful completion of the new reading garden, which consists of a path leading to an area with ornamental trees, shrubs, plants, and handicap accessible benches.

"I did not know Mr. Rothberg prior to the planning of this project," said Haag, 18. "But I live in Bethany and know that LATICRETE is a very strong supporter of the community. He wasn't in the office, so he invited me down to his house and we met there. I thought that was very nice of him. In order to gain approval from Boy Scouts, the leadership project requires that we reach out for community support. The idea is to teach kids how to go out in the community and build relationships."

### Innovative Tile and Stone Installation Systems

For nearly a century, Boy Scouts of America has helped build the future leaders of this country by combining educational activities and lifelong values with fun. The Boy Scouts of America believe — and, through nearly a century of experience, know — that helping youth is a key to building a more conscientious, responsible, and productive society. For more information, or to make a donation to Haag's Eagle Scout Leadership Service Project at the Bethany Town Library, call 203.393.3463 or email [swissy201@gmail.com](mailto:swissy201@gmail.com).

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers in its field. It's well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, [www.laticrete.com](http://www.laticrete.com).

###

