

# Project EverGreen -2007 Report to Stakeholders

## Join Us in Telling Millions of Americans about the Benefits of Green Spaces



By Den Gardner

It's critical for our industry to educate Americans about the value of your company and the benefits you provide.

As the green industry equivalent of the "Got Milk?" campaign, Project EverGreen's very existence is based on a mission to raise awareness among consumers. The message is simple: the promotion of the environmental, economic and lifestyle benefits of green spaces.

Project EverGreen was founded two years ago by an alliance of large and small companies, associations, contractors and others who provide services and products for green spaces and the people who work in them. Our purpose is to promote the significance of those who preserve and enhance green spaces at home, work and



play and to bring an alternative voice from those criticizing these areas. By doing so, we support the thousands of American landscapers, lawn care operators, sod producers, arborists, nursery and greenhouse growers, golf course superintendents, sports turf managers, irrigation contractors, professional grounds managers and others.

But we don't lobby or represent any one segment or product category. Project EverGreen encompasses all the people, products and services used for green spaces and the benefits of maintaining them.

### Project EverGreen Tells the Green Industry Story

Midway through 2006, we had already touched more than 115 million Americans through exposure in the news media.

We have told your story in hundreds of newspapers and radio stations, from the weekly paper in the Parkersville, W. Va. *Sentinel* to *New York Newsday*. Here is a small sampling of the national media that have covered Project EverGreen nationwide:

- *New York Newsday*
- *The Tennessean*
- *The Cincinnati Enquirer*
- *The Daily Oklahoman*
- *The Denver Post*
- *The Minneapolis Star Tribune*
- *Detroit News*

### Partnering with Like-Minded People

We've created partnerships with organizations such as Habitat for Humanity and America in Bloom that give us a solid story to tell consumers, while simultaneously working directly with the public.



### ALL RIGHT AMERICA: Show Us Your Green Spaces

In 2006, Project EverGreen went in search of the best photos of well-maintained green spaces with a contest awarding publication in our *Because Green Matters* Calendar.

The photography contest was inspired by our *Because Green Matters* Award, which recognized the University of Akron (Ohio) and Southern Land Company (Tennessee) for their efforts to develop green spaces.

### Your Support is Crucial

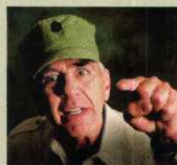
As a non-profit organization, Project EverGreen relies on contributions to relay our message to consumers and your help is needed! Volunteer, contribute and get involved! Sign up online at [www.projectevergreen.com](http://www.projectevergreen.com). Or call toll-free at 1-877-758-4835.

*(Editor's Note: Den Gardner serves as executive director of Project EverGreen and helped found its current mission and strategies just two years ago.)*

### Do the Right Thing

Our highest profile campaign to date is GreenCare for Troops. This public service initiative provides free lawn care for families of armed forces personnel serving in the Middle East.

How does that help the green industry? GreenCare for Troops' slogan is "Serving You While You Serve Us." It puts a face on the green industry, and identifies us as people who care, by matching affected families with local lawn and landscape contractors who have volunteered their services. Are you a volunteer yet?



Project EverGreen enlisted former Marine Gunnery Sergeant, R. Lee "Gunny" Erme, as its spokesperson. Well-known for his roles on screen and TV, Gunny supports the program because, "The lawn and landscape industry recognizes the financial and emotional sacrifices being made by our men and women serving overseas."

Word about GreenCare for Troops spread like wildfire through the international military community by our media relations. We give daily interviews about the program, and connect the media with local contractors and families for a truly personal perspective. A soldier in Iraq even asked that we send a Project EverGreen banner to him. It is now displayed in Saddam Hussein's former palace.



# Ad Index

| Advertiser                   | Page No.        |                                |         |
|------------------------------|-----------------|--------------------------------|---------|
| Agrium Advanced Technologies | cv              | Project Evergreen              | 61      |
| Andersons                    | cv4             | Redexim Charterhouse           | 37      |
| Aquatrols                    | 33              | Scotts Seed                    | 9       |
| Arysta                       | 3, 30-31        | Scotts Turf-Seed               | 53      |
| Audubon                      | 40              | Spindler Enterprise            | 60      |
| BASF                         | cv2, 20-21, cv3 | Standard Golf                  | 14, 15  |
| Bernhard & Co.               | 4               | Syngenta Professional Products | 39      |
| Champion Turf Farms          | 7               | Target (regional)              | 32A-32B |
| Cleary Chemical              | 12-13           | The Toro Co.                   | 28-29   |
| Dow AgroSciences             | 17, 19          | TTG Custom Signage             | 2, 60   |
| Eagle Golf                   | 60              | Turf Merchant                  | 59      |
| Fore Golf Direct             | 18              | Turf Saw                       | 60      |
| GCBAA                        | 57              | Turfco Manufacturing           | cv3     |
| Grigg Brothers               | 25              |                                |         |
| Gro Power                    | 2               | <b>TURFGRASS TRENDS</b>        |         |
| Irrigation Association       | 62              | Bayer Environmental Science    | 47      |
| Linear Rubber                | 60              | Floratine                      | 49      |
| Oregon Fine Fescue           | 5               | John Deere and Co.             | 43      |
| Oxford Gardens               | 36              |                                |         |
| PBI/Gordon                   | 23              |                                |         |

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# Editorial Index

| Company                              | Page No.           |   |        |
|--------------------------------------|--------------------|---|--------|
| Alpharetta Country Club              | 8                  | La Gorce Golf Club                      | 22     |
| American Express                     | 16                 | Laurel Canyon                           | 8      |
| ASGCA                                | 26                 | Loxahatchee Club                        | 11     |
| Ariens Co.                           | 10                 | Milliken Turf Products                  | 11     |
| BASF                                 | 58                 | Minneapolis Golf Club                   | 14     |
| Bayer Environmental Science          | 18, 56             | Muirfield Village Golf Club             | 51     |
| Bryan Park Golf & Enrichment Center  | 30                 | National Golf Course Owners Association | 26     |
| Cherry Golf Club                     | 11                 | National Mower Co.                      | 10     |
| Cleary Chemical                      | 56                 | Northmoor Country Club                  | 30     |
| Club Car                             | 16, 26             | Ohio Turfgrass Conference               | 54     |
| Club Managers Association of America | 26                 | PBI/Gordon                              | 18     |
| Crop Science Society of America      | 18                 | Pine Valley Golf Club                   | 11     |
| Diamond C Ranch                      | 8                  | Redexim Charterhouse                    | 16     |
| Disney Theme Parks                   | 24                 | Rocky Roquemore                         | 8      |
| Double Eagle Club                    | 30                 | Shawnee Country Club                    | 52     |
| Dow AgroSciences                     | 18                 | Stockbridge School of Agriculture       | 10     |
| Executive Women's Golf Association   | 16                 | Syngenta Professional Products          | 18, 54 |
| FarmLinks Golf Club                  | 11                 | The Country Club, Brookline             | 10     |
| FMC Professional Solutions           | 10                 | The Olde Farm                           | 31     |
| GCSAA                                | 10, 11, 16, 26, 32 | The Ohio State University Golf Club     | 50     |
| GCBAA                                | 26                 | The Toro Co.                            | 16     |
| Golf Digest                          | 8                  | Thunder Hill Golf Club                  | 52     |
| Golf Industry Show                   | 6, 24, 26, 35      | Turfco Manufacturing                    | 14     |
| Hazeltine National Golf Club         | 26                 | United States Golf Association          | 16     |
|                                      |                    | Virginia Oaks Golf Club                 | 50     |

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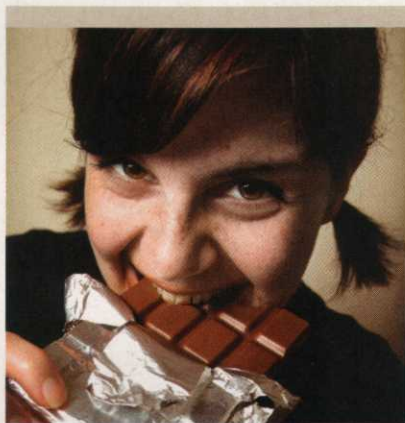
# cold candy

**A**s one who fancies himself an aficionado of theatre, I must admit to previously not knowing the name of thespian Donley Cross, an actor in bustling, turn-of-the-century San Francisco. In one Shakespearean turn — or rather, wrong turn — Cross tumbled from the stage during a performance, injuring his back so badly that his drama days were done.

However, his pain was my childhood gain. For, dear friends, after his proscenium pratfall, Cross then teamed with one Charlie Fox to found the Fox-Cross Candy Co. They started hawking a chocolate bar called the Nu-Chu in 1920. Like all good salesmen, the Fox-Cross Candy Co. knew how to capitalize on trends. So when the Jazz Age delivered a special dance to speakeasies, Fox and Cross grabbed themselves a seat at the show by crafting a wonderful concoction of vanilla nougat slathered with milk chocolate. They dubbed the 1922 ambrosia the Charleston Chew.

My first experience with the Chew, now manufactured by the Tootsie Co., was as a youngster in Davenport, Iowa. Perusing the candy counter with a couple quarters burning a hole in my pocket, I noticed a bar longer than all the others. My reasoning for that initial purpose was simple: Bigger is better, bigger means more for me. Thus, a

LET'S STRAY FROM CONVENTION TO RECOMMEND THAT EVERYONE TRIES THIS SIBERIAN SNACK AT HOME **BY MARK LUCE**



candy crush commenced, with my father telling me to put my elongated bars in the freezer. On this one occasion, I grant, he was correct.

After discovering the joy of frozen nougat, but afraid to share my fascination for fear of being “that boy,” I learned from my friend Chris Kerr the particular deliciousness of frozen individual fruit pies. We devoured them before school, stuffing our stomachs with sucrose for the long trek to third grade. I feel a pang of regret now for our teachers, as 8-year-olds hopped up on Hostess couldn't have been a pretty sight.

While I hardly ever eat candy that much, the urge occasionally hits, and I find myself at a convenience store eyeballing the megasize varieties and take

the plunge. Of course, the wait for the bar to actually get frosty enough to devour makes the candy taste that much better. Whether the nutty goodness of a satisfying Snickers, the wafer crunch of a KitKat, the toffee manna of a Skor, or the velvety crack of a Twix, for some reason, the combination of cold and chocolate sends paroxysms of pleasure through my bones.

My more rational colleagues tell me the coldness does not chemically change anything inside the candy bars. Using such outdated concepts as science, they claim my passion for icy treats merely numbs the taste buds. Thus, I actually taste fewer flavors.

“Hogwash,” I reply. So I probe into the freezer and gracefully unwrap a Reese's Peanut Butter Cup, chomp down and enjoy the paradise of arctic peanut butter and chilly chocolate. While nibbling at my delicacy, I click my way to [candycrate.com](http://candycrate.com), order a box of strawberry Charleston Chews and eagerly await my winter dreams.

*Mark Luce lives in Kansas City, Mo, where he learned the hard way that freezing JujuFruits isn't a very good idea.*

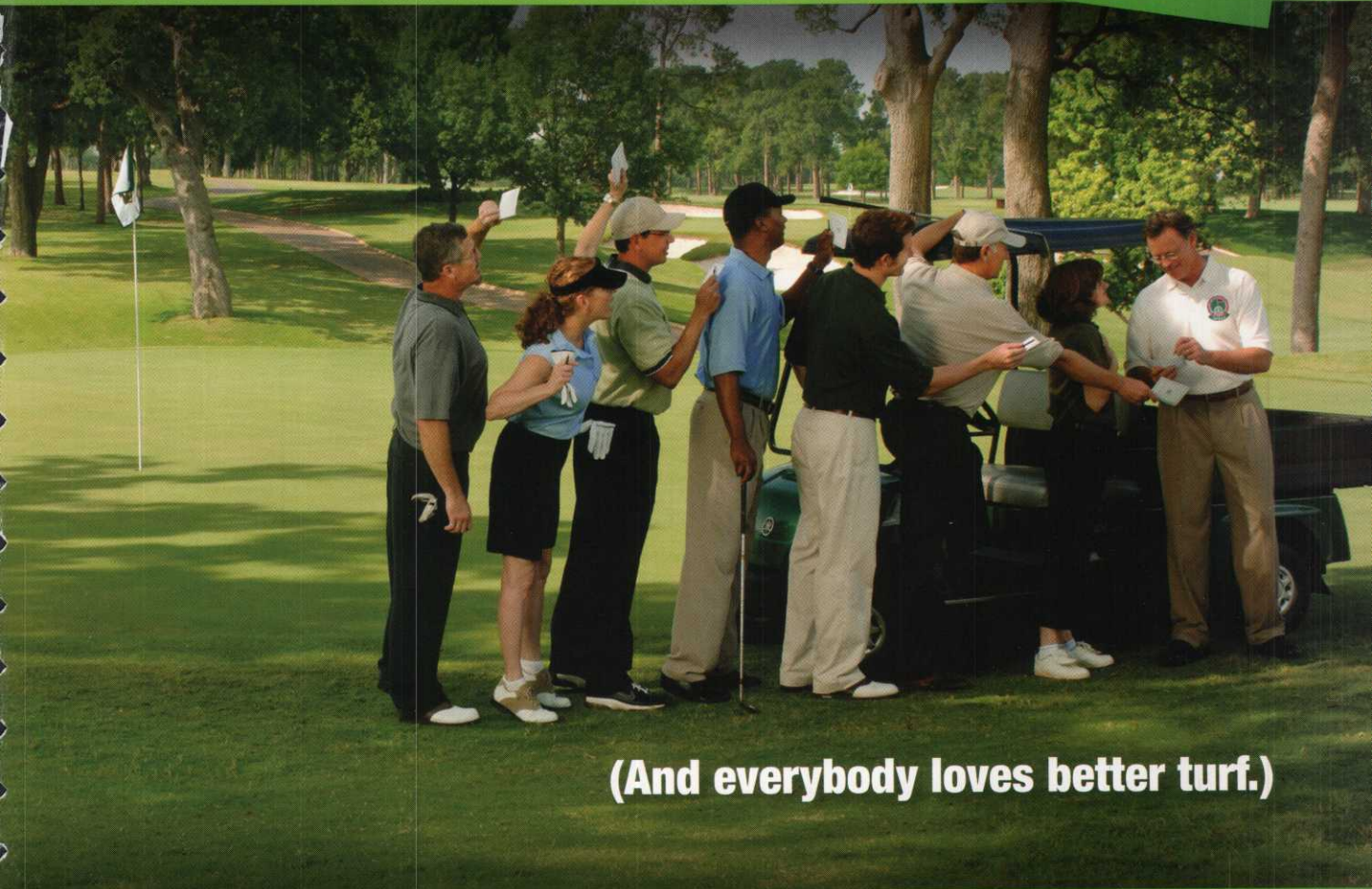
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