

## Moving forward

RISE President Allen James announces his pending retirement and unveils the organization's 'Debugging the myth' Web site.

BY MARTY WHITFORD EDITOR-IN-CHIEF

“**H**igh hopes and low overhead” was the mantra at RISE (Responsible Industry for a Sound Environment) when the organization was founded in 1991. Manning the helm for RISE since then, Allen James recalls navigating choppy regulatory waters that year with no staff, 12 RISE members and an annual budget of about \$40,000.

What a difference 18 years makes. Since then, environmental extremists and local, state and federal governments and agencies have turned up the heat on RISE members — pesticide, herbicide, fungicide and fertilizer manufacturers, formulators and distributors behind the technologies that protect our plants and public health. But at least today, thanks partly to James' helmsmanship, RISE has five full-time staffers,

an annual budget of nearly \$3 million and more than 200 members that account for more than 90% of the nation's specialty pesticide production.

At RISE's Sept. 27-30 annual meeting, held jointly in Orlando, FL, with CropLife America, an emotional James announced he will step down in August 2010, and move back to his home state, North Carolina, with his wife Ann. James noted he and his good friends at RISE are far from done. They've increased annual contributions by nearly \$1 million since 2008 (almost 50%), helping fund a new “Debugging the myth” RISE Web site and an integrated, comprehensive digital advocacy campaign.

James, RISE's first (and only, to date) executive director, has served as president of the organization and vice president of CropLife America since 2000. A search committee consisting of members of the RISE Governing Board will begin the task of finding James' successor in late 2009.

Before ending his last RISE President's Address, James thanked the room full of industry leaders for their continued support, and said he was honored to collaborate with such innovators who typically invest \$256 million to develop and launch a single successful active ingredient.

“Together, we will reframe the debate,” James proclaimed. “We will reclaim the high-ground. We know there is a majority of people who understand how and why technology advances. When explained, they can understand the value of pest management and plant health technology, just as they understand other cutting-edge industrial technology advancements.”

To assure forward movement, RISE has

### E. ALLEN JAMES AWARD

RISE has created an E. Allen James Award, which will be given annually, beginning in 2010, to honor an individual who makes outstanding contributions to the specialty pesticide and fertilizer industry, epitomizing the essence of RISE's first president.

“This award is a lasting tribute to Allen James and will be given for years to come to recognize others who build upon his legacy,” said Josh Weeks, outgoing chairman of RISE's Governing Board and Bayer Environmental Science's vice president of professional products, North America.

The relationship between agriculture and specialty would not be as strong and as productive as it is if James had not been chosen to lead RISE, said Jay Vroom, CropLife America president and CEO. “The extraordinary value this relationship brings to our advocacy, regulatory and communications endeavors cannot be overstated,” Vroom added.

Dan Rosenbaum, incoming chair of the RISE Governing Board and director of FMC Corp.'s specialty products business concurred: “Allen has been constant in his service and vision, and has made great strides in providing a strong, unified voice for the specialty pesticide industry.” — MW

bolstered its grassroots advocates to more than 1,000 members from just 400 three years ago, and its new consumer-facing Web site will be coupled with proactive blogging, engaging advocates in online pesticide, herbicide, fungicide and fertilizer discussions.

“Finally, to assure industry and association progress, our board will hire a great new President with creative and progressive ideas and leadership,” James said. “This industry will move from the shadow of the past and current challenges ... to the bright light of the future.”



RISE President Allen James will step down in August 2010.



**BELIEVE IT** OR NOT ...

**WORD**  
ON THE STREET

Beyond your Web site, what digital marketing tactics have you taken with what results?



"There are endless methods of marketing your services to existing and potential clients. What works and what doesn't seem to be based upon the preferences

of each individual you are reaching out to. Digital marketing vehicles I use to promote my water resource consultancy include one-to-one emails, blogs, online groups, eBooks, online articles and e-newsletters. Our fast-paced, no-time business world requires we invest countless hours deploying various electronic marketing strategies to win new clients and keep current customers. Beyond that, the old-fashioned word of mouth has always worked the best when compared to more-conventional Yellow Pages ads and direct mail campaigns."

— **Lorne Haveruk**, principal with DH Water Management Services, with offices in San Clemente, CA, and Toronto



"We put a together four-page Word doc e-newsletter for our customers every month. Most of the e-news content is tips on maintaining their yards and landscapes in-between our services. We don't push discounted pricing, but we do remind them of all of our service offerings — particularly if it's 'that time of the year' — like snow clearing, spring clean-up and aeration. We started the e-newsletter a year ago, and it's been a great success. It doesn't take much time or work. It's free to send. And, most importantly, our customers love it. The e-newsletter helps us build stronger relationships and revenues."

— **Frank Roberts**, owner of Eco Green in Brandon, Manitoba, Canada

**MAYOR CUTTING COSTS ... AND PUBLIC GREEN SPACES**

Toledo, OH, Mayor Carty Finkbeiner earlier this year declared the City of Toledo was in a financial crisis and unable to continue paying its regular lawn maintenance crew. The mayor pledged that he and other city directors and commissioners would moonlight as landscapers, and asked locals to join them in helping maintain public parks and cemeteries.

Last year, Toledo hired about 80 seasonal employees to maintain its parks and cemeteries, but that crew was halved because of a significant budget deficit.

"I think they are trying to make a good effort. But I see them using city equipment and I saw a guy come down the whole side of the park — and he never mowed a blade of grass because he didn't know how to use a tractor," remarked Toledo resident Todd Reimond in a ToledoOnTheMove online news report.

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**Rare read**

Your September 2009 *Whit's World* column, "Got gratitude — for The Gift of today?;" and *The Weaver* poem you included in it, grabbed me from the get-go and touched me very deeply.

You never know when your words and actions might touch another. Your column reached out like it was written for me.

My burdens haven't been as heavy as yours, but I'm the mother of four children, ages 5 to 16, and a huge worry wart. I'm a Christian woman who has faith, but at

times, I lose sight of it because of my worries. Thanks for your beautifully written column and sharing *The Weaver*. I needed to read all of those words.

— **Kristyn Rohde**, *Controller, Turf Masters*

**Simple truth**

Marty Whitford's recent column was encouraging to me as a believer in the Lord: "No one having lit a lamp sets it secret, nor under the corn measure but on the lamp stand, that they who enter in may see the light." — Luke 11, v33.

Your willingness to testify the simple truth might well bring another person into the knowledge of the One whom we can cast our cares upon for He cares about each of us. If He can care for the great matter of our sins, He can care for life's little details.

— **Earl Gracey**, *President, B&E Landscape*

**Thanks for the perspective**

Thank you for writing your September column, "Got gratitude — for The Gift of today?" It's one of the most touching

columns I've read in a long time.

I'm sorry for your family's recent losses, but thanks for your powerful reminder.

With the trials and tribulations of our daily lives and businesses in this trying economy, it's easy to overlook what's important. Your column helps remind us all to keep the truly important things in focus.

— **Christine Daniels**, *Office Manager, Pelletieri Associates*

**Pass it on**

I enjoyed your September column. I read it and then asked my wife to read it, and she loved it, too. Also, thanks for sharing *The Weaver* prayer.

I reflected on your column for the rest of the day and thought about it the following morning when I saw it sitting on my kitchen counter.

It's another great reminder of how short life is and to continue my personal quest to enjoy the moment.

Yesterday is history, tomorrow is a mystery, and today is a gift.

— **Rob Garpiel II**, *President, Garpiel Landscaping*

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## Andersons Golf Products announces new management positions

**Maumee, OH** — Andersons Golf Products announces two significant changes in its regulatory, technical and marketing departments, noting that these changes are being made to better meet its resource needs related to the increasing regulatory scrutiny surrounding the Green Industry, as well as increased activity related to the \$5 million Ohio's Third Frontier Research and Commercialization grant, which was awarded for the advancement of granular technology.

Marketing Manager **Mike Bandy** will be filling a new role of technical services manager, in charge of product development, regulatory and product management. **Tasha Hussain Black** will be filling the new marketing development manager position to support the professional turf, consumer, industrial and cob sales units.

Black is currently vice president of technology for the Regional Growth Partnership (RGP), and director of Launch — a business assistance program focused on supporting tech-based start-up companies in Northwest Ohio. In her role at the RGP, Black is responsible for leading efforts to start up more than 25 new companies in 2008, which reported more than \$25 million of economic impact to Northwest Ohio.

**Mike Bandy and Tasha Hussain Black will assist with regulatory matters and granular technology advancements, respectively.**

Black has a strong background in marketing, strategic planning and product development. Prior to joining the RGP, she held executive-level management positions with Hickory Farms and Craft House International, leading their marketing and product development efforts. Skilled in both domestic and international business, Black also was a partner in Prax International, a start-up company focused on bringing to market products in the highly competitive toy industry. Her responsibilities included product development, liaison with the factories overseas, and business development and account management with Wal-Mart and Target Stores.

Black earned her bachelor's degree from Bowling Green (OH) State University, and her master's of business administration degree from the University of Toledo, where she teaches in the Department of Management at the College of Business. She is also certified by the Kauffman Foundation to teach the FastTrac Tech Venture course.



**Hilliard**

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The Auto-Lok Differential can be incorporated into existing designs of lawn tractors, golf carts and utility vehicles. A smaller version is available for walk behind equipment. It is currently available on select models of transaxles. For an up to date list, please contact The Hilliard Corporation.

# Rain Bird names 3 film winners

Filmmakers take home the top prize with a humorous look at life without water and the "Small Changes" we can make to conserve it for the future.

**Azusa, CA** — The Intelligent Use of Water Film Competition crowned three short films with top honors at a final screening event held on Sept. 23 at The Getty Center in Los Angeles. The competition encourages amateur and experienced filmmakers to use the power of film to bring about a greater awareness of the need for responsible water use.

Presented by irrigation manufacturer Rain Bird and event partners Questex Media Group and FilmL.A., the 2009 awards were preceded by a final screening of the finalists' films in front of a live audience and a panel of judges.

David Sutera, director of the 2008 Jury Award winning film Glass Half Full,

served as the master of ceremonies for the evening's event.

The following films were selected as winners of the 2009 Intelligent Use of Water Film Competition:

➤ **2009 Jury Award Winner:** Small Changes by filmmakers Jennifer Christopher Gandin Le of Austin, TX

➤ **2009 Audience Award Winner:** The Saving Water Song by filmmaker Keith Cantrell of McPherson, KS

➤ **2009 Green Industry Award:** More or Less by filmmaker Mark E. Petersen of Boulder, CO.

Rain Bird presented Jury Award winners Jennifer and Christopher Gandin Le with a check for \$6,000, while Audience Choice winner Keith Cantrell received a \$3,000 prize for his short film. Event partner Questex Media Group presented Green Industry Award recipient Mark E. Petersen with a \$6,000 check for his winning film. All of the finalists' films are



available for viewing on the competition's website, [www.IUOWFILM.com](http://www.IUOWFILM.com).

"The filmmakers in this year's competition have genuinely expressed the importance of efficient, effective and responsible use of the Earth's most precious resource by using the creative and personal power of film in an original and compelling way," says Dave Johnson, Rain Bird's corporate marketing director. "Rain Bird strives to deliver an influential platform where filmmakers like these six finalists can raise awareness of the important issues surrounding water conservation so that others will be inspired and take their own personal action."

Prior to naming this year's winners, audience members participated in a question-and-answer session with the filmmakers and the panel of judges.

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