

NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

WINNING WAYS

Landscape Management and *Golfdom's* continued commitment to delivering quality products results in 21 TOCA awards.

Questex Media Group is pleased to announce its brands *Landscape Management* and *Golfdom* together earned 21 awards at the annual Turf and Ornamental Communicators Association (TOCA) awards ceremony. The ceremony took place in May in Asheville, NC.

Landscape Management reaped 13 honors, while *Golfdom* brought home eight awards. The magazines earned

accolades for writing, new media, special projects and graphic design.

"I'm proud to be part of a team that has garnered 37 TOCA awards in the last three years and 26 more than our closest competitor (TLC)," said Patrick Roberts, publisher of *Landscape Management* and *Golfdom*. "We place a high value on TOCA as an association and always appreciate being recognized by such an influential group of professionals."

Landscape Management team members won honors for cover page design ("The Innovation Lab"); writing (Nicole Wisniewski's feature "Oil & Water"); special projects ("The Industry Pulse Report"); and social media (the *LM* blog).

The magazines' staff members also were honored with nine merit awards. Among the recipients were newly promoted *Landscape Management* editor Dan Jacobs for his "A Cut Above" series; Ron Hall for his "Water Wise" series; Hall, Wisniewski and Jacobs for their story "The Big Give"; Wisniewski for innovative use of social media; and Hall for his editorial "Victims of our own promises?"

Golfdom earned six first-place awards, including one for feature writing ("Giving Thanks"); Web writing ("A Golf Course Uplifts a Community"); writing for commercial publications ("Plant Health Report" and "Water Wise"); and headline writing ("I'll Take a...Mulligan"). *Golfdom* also won first place for portrait photography with the June 2010 cover photo of Chris Dalhamer.

Golfdom also won two merit awards. "The Best of Both Worlds" won for environmental stewardship article, and the 2010 Annual Putting Surface Guide for special projects. *Golfdom* editor Seth Jones won merits for his work last year at *Golf Course Management* magazine, for his operations profile of Whistling Straits and his cover story on Nick Price.



PHOTO BY BETH GERACI



ServiceMaster's Mullany seeks to re-energize TruGreen

BY RON HALL EDITOR-AT-LARGE

TruGreen LawnCare interim president Thomas G. Brackett has been given the task of improving the performance of the nation's biggest lawn care company.

ServiceMaster chief executive officer Hank Mullany, during ServiceMaster's first-quarter earnings call May 25, said he asked Brackett to focus on three things:

1. Improving customers' experience with TruGreen service, both the results they see on their lawns and also their experience with technicians;

2. Building a culture of "executional excellence" by accelerating the development and sharing of best practices among TruGreen branches as well as between ServiceMaster's Terminix divi-

sion and TruGreen; and

3. More rigorously evaluating and developing TruGreen managerial talent.

One of Mullany's first tasks as ServiceMaster CEO was to replace former TruGreen President Stephen Donly with Brackett, who also serves as president of Terminix. As of this report ServiceMaster was continuing its search for a new president for TruGreen ChemLawn. Mullany emphasized Terminix and TruGreen will remain separate divisions.

"We need to fix our TruGreen LawnCare business," said Mullany, who took over as CEO of ServiceMaster in February on the resignation of J. Patrick Spainhour. Mullany said he spent much of his first 100 days visiting branch operations and talking to ServiceMaster franchise owners.

Mullany said TruGreen, which he asserted has a 12% market penetration, must do a better job of converting non-users into customers and also of retaining customers.

"Our customer service hasn't been good enough or consistent enough," he said, pointing out that although the division's revenues are ahead of 2010, they are still below 2007 levels, which he termed "simply unacceptable."

TruGreen posted operating losses of \$10.4 million in the first quarter, although its revenues were up 10% in the first quarter from the same period in 2010.

ServiceMaster brands include TruGreen, Terminix, American Home Shield, ServiceMaster Clean and Merry Maids. Its 5,000 locations and franchises deliver services to homes and businesses.

SPRINTURF ACQUIRES IC IMPROVEMENTS

Sprinturf, an artificial turf company based in Valley Forge, PA, has acquired Ontario, Canada-based IC Improvements (ICI).

The new company in Canada, to be called Sprinturf-ICI Canada, will be, Sprinturf stated, the first fully integrated Canadian turf company with all manufacturing done in house.

In announcing the acquisition, Rom Reddy, managing partner of ITS-Sprinturf Holdings LLC, said in a release, "The acquisition of ICI, one of the top Canadian artificial turf companies, builds on Sprinturf's strategy of growing the athletic business geographically and broadening the base of Sprinturf into non-athletic applications."

Report shows Bayer strengthening commitment to sustainability

LEVERKUSEN, GERMANY — Bayer is presenting its Sustainable Development Report for 2010 and strengthening its commitment to sustainability. At more than 72 pages, the newly published report documents the progress made in the key areas of climate protection, health care provision and nutrition for a growing world population and further achievements made by the Group in the field of sustainability.

"We use our commitment to sustainability to tackle the key global challenges and drive forward economic growth in harmony with ecological and social interests," said Dr. Wolfgang Plischke, member of the Bayer AG Board of Management responsible for Innovation, Technology and Environment.

The Bayer Sustainable Development Report 2010 and further information is available online at www.sustainability.bayer.com.

Plischke (right) with UN's W. Engshuber.



Scotts Professional becomes Everris

The Scotts Miracle-Gro Company sold its Professional Division to the ICL Group in February. Then, on May 25, executives from Scotts Professional and ICL Specialty Fertilizers announced a new name for the global business: Everris.

The name Everris, which means “green” in Spanish, French and Italian, represents the new company’s commitment to further improving the technologies, products and services it offers worldwide.

Everris will continue to develop plant nutrition brands and products, including Osmocote, Peters, Universol, Agriform and more. According to Everris CEO Fred Bosch, the company’s new tagline, “Ever Rising,” emphasizes its goal of providing ornamental horticulture growers, turf managers, landscapers and farmers



with professional products and innovative, sustainable solutions to their problems.

Everris will strive to maintain the momentum generated by its recent products for container nursery stock growers, continuing to emphasize the company’s goal of delivering environmentally sound products.

“For years, we’ve helped growers and turf managers to design smarter nutritional programs and plant protection programs that often combine our unique technologies (such as controlled, slow

release, water soluble and foliar) to feed plants exactly what they need, when they need it,” Bosch stated in a release. “Everris combines the technical expertise and resources of both Scotts and ICL, making us well-poised to take our innovative spirit to the next level.”

In the United Kingdom, Everris recently registered PlantTrust, a new product featuring Controlled Release Control (CRC) technology. Based on the principles of controlled-release fertilizer technology, PlantTrust releases starter nutrients while protecting against the pathogen phytophthora.

According to Everris, the combination of nutrition and plant protection results from years of development and more than 100 scientific field trials. Within the next few years, Everris will introduce PlantTrust to other European countries.

<p>Professional Grade High Quality Outdoor Power Equipment</p>			<p>Full Line of Products</p>
	<p>Our Family Has Everything Your Family Needs</p>  <p>www.efcopower.com</p>		
			
<p>5 Year No Fear Warranty</p> 			<p>Visit Our Website for a Dealer Near You</p>