

A lesson in volunteerism

Project EverGreen partners with Nature's Select Turf Services and Syngenta to donate landscaping to historic Penn-Griffin Arts School.

GREENSBORO, NC — Project EverGreen, a national, non-profit Green Industry educational foundation, recently coordinated with Nature's Select Premium Turf Services staff in Winston-Salem and Greensboro-based Syngenta employees, joining faculty and student volunteers donating their time and services to enhance and improve the grounds at the Penn-Griffin Arts Magnet School in High Point, NC.

William Penn-Alfred J. Griffin

School for the Arts is a 120-year-old, public arts magnet school situated in a historic locality, now a designated part of a new National Historic District.

"The grounds around the school have been sadly neglected over the years, which has had an effect on our campus," says Linda Willard, administrative assistant at Penn-Griffin. Willard reached out to Steve Dorer, local territory manager at Syngenta, for help to upgrade landscaping on the campus and replace old, outdated plants with newer, native plants that would be more drought-resistant, to reduce water usage.

"The generosity of Nature's Select and Project EverGreen to fund the project, along with our faculty and student volunteers and Syngenta employees involved in this landscape installation, helps us to beautify our outdoor environment and make it a more pleasant and inviting place to learn and to visit," Willard says.

"Coordinating with Nature's Select and Syngenta Lawn & Garden exemplifies how we organize local company donors to help meet

community needs," states Michael Joyce, Project EverGreen NC project manager. Other Project EverGreen initiatives in North Carolina include GreenCare for Troops, The Art of GreenSpaces in Schools arts contest and GreenCare for Communities green space rehabs such as the Penn-Griffin landscaping donation.

Gene Queen, owner of Nature's Select Premium Turf Services in Winston-Salem, volunteered his professional staff's time and labor to plan and supervise the installation, and donated extensive nursery stock and mulch needed for the landscape restoration.

"Our company's mission is to preserve and enhance our community green spaces, and facilitating the Penn-Griffin School landscape renovation is one way we're glad to help sustain a healthy, green environment for current and future students at Penn-Griffin," Queen says.

"We are a corporate partner and sponsor of Project EverGreen and actively support this community green space effort," says Margaret Bell, Syngenta senior marketing communications manager, and executive committee member of Project EverGreen. "Our corporate responsibility commitments include making a positive contribution to the communities where we work and live, so we're especially pleased to assist Nature's Select in this effort to improve the grounds of Penn-Griffin school, a historic, educational treasure right here in the Triad."

Members of Project EverGreen, Nature's Select and Syngenta donate time and services to improve the grounds of Penn-Griffin Arts Magnet School, High Point, NC. Volunteers planted trees, mulch and native plants.





Jim Campanella, president of Lawn Dawg

Lawn Dawg acquires Capital Green Lawn Care

NASHUA, NH — Lawn Dawg Inc. announced the acquisition of Capital Green Lawn Care, based in Rochester, NY.

Capital Green Lawn Care is owned and operated by Mark Zingaro of Rochester, NY. The existing operations came under the name of Lawn Dawg last month.

“I’m so excited to be part of the Lawn Dawg team,” states Zingaro. “This acquisition gives me the most support that I ever had working for another company in the past or for myself. With all the support and knowledge I’m getting from the Lawn Dawg team, combined with my experience, the sky is the limit. I met with Jim Campanella and Tom Bucci for the first time, and I told myself this is the team I want to be working for.”

Capital Green offers a classic five-step lawn care fertilization program and supplemental lawn care services as well as a tree and shrub program.

Lawn Dawg President Jim Campanella shares his enthusiasm, “We are very excited about entering the Rochester market as we continue our growth plan to expand throughout the Northeast. What makes this even more exciting is that we are bringing on an industry veteran in Mark Zingaro. Mark is a great addition to Lawn Dawg’s management team due to his commitment to outstanding customer service, which is evident in his superior retention rates. Mark has the talent and skills to build a great team and grow our business while maintaining the high level of service that we demand.”

ANLA and OFA

(WASHINGTON, D.C.) OFA — The Association of Horticulture Professionals and the American Nursery and Landscape Association announce the formation of a joint venture, initially focusing on business education and government relations activities.

ANLA President Bob Lyons, Sunleaf Nursery (OH), states, “The industry is facing significant oppor-

PLANET names

HERNDON, VA — The Professional Landcare Network (PLANET) has announced that Virginia-based Stihl Inc., and Tennessee-based TruGreen have each committed an additional \$25,000 to the PLANET Academic Excellence Foundation (PLANET

MORE where it matters most.

In borders, beds and turf, Nufarm has more ways to give you what matters most to keep your business growing.

MORE CONFIDENCE

Use **Escalade®2** virtually any time, anywhere for consistent, no-surprises broadleaf weed control.

MORE EASE

Non-turf areas stay clean for months with one shot of ‘stays-put’ **ProDeuce®**.



form a joint venture

tunities and challenges that require its national trade associations to respond as never before. OFA and ANLA have decided to join forces to expand the capacity of the organizations to better support our members and the industry.”

OFA President Mike McCabe, McCabe’s Greenhouse and Floral (IN) adds, “ANLA and OFA members will have access to the best of both organiza-

tions. OFA brings technical and business development education, industry marketing and a major, international trade show. ANLA represents our industry in Washington D.C., interprets major industry trends and offers owner/senior management education.”

Asked if this was a merger, McCabe replies, “We’re going to work together on lobbying and education first. In sev-

eral years, if both organizations see the joint venture as a value to our members, our intention is to form a new organization serving the horticulture industry.”

Lyons adds, “But for now, there will still be two associations, OFA and ANLA. We will have two staffs, two offices and two leadership structures. Each of the partners grows stronger, but remains an independent business, while their customers benefit from the collaboration.”

new AEF ambassadors

AEF) scholarship fund, moving both companies to the Platinum Ambassador level. At PLANET’s annual Green Industry Conference in Kentucky this past October, the Ohio Nursery and Landscape Association, which has already donated \$25,000 at the Ambassa-

dor level, pledged an additional \$50,000, bringing its total donation to \$75,000 and also moving it to the Platinum Ambassador level.

In addition, Bruce Moore Sr., Landscape Industry Certified Manager, owner of Eastern Land Management Inc. in

Connecticut, has committed \$25,000, making him the newest PLANET AEF Ambassador.

PLANET AEF was formed in 1998, to promote and advance the lawn care and landscape services industry by supporting academic excellence. To fulfill its mission, the Foundation relies on tax-

Continued on page 13

MORE PROFIT

High-performance grub control at a great value with **Mallet®**.

MORE PROTECTION

Fend off tree-killing invasives like Asian Longhorned Beetle and Emerald Ash Borer with drench-applied **Mallet®**.

MORE FLEXIBILITY

Spray on even the coolest days without sacrificing weed control with **Cool Power®**.

Collaborate. Create. Succeed.

www.nufarm.com/usto

©2012 Nufarm. Important: Always read and follow label instructions. Cool Power®, Escalade®, Mallet® and ProDeuce® are trademarks of Nufarm.





MAILBOX

Continued from page 11

deductible donations and long-term pledges from individuals, corporations, organizations, and estates. Since its inception in 1998, the PLANET AEF, formerly the ALCA Educational Foundation, has given almost \$600,000 in scholarships and awards to 585 students. The Foundation's assets total more than \$2 million.

Last March, the PLANET AEF board set an aggressive goal of raising the fund balance from \$2 million to \$5 million over the course of the next five years. This ambitious goal is being called the 5-by-5 (\$5 million in 5 years) Plan.

Roger Phelps, Landscape Industry Certified Manager, of Stihl Inc., states, "As a founding sponsor of the PLANET AEF fund, Stihl believes that to ensure the future growth and success of the Green Industry, it is necessary to invest in our students."

A shade on solar energy?

After reading the latest addition of *Landscape Management* I feel compelled to offer another insight with regard to Renewable Energy. I think all of the green initiatives highlighted are praiseworthy. I applaud the foresight of those who made them a reality. I cannot see one thing wrong with an organization improving its image in the community in which it does business by taking a proactive step in resource conservation.



Where the train comes off the tracks for me is that by "bellying up to the government trough" for financial assistance to justify the ROI of private green initiatives, those responsible are unwittingly enabling the government bureaucracy at all levels to continue the status quo. The industry cannot honestly complain about invasive and counterproductive H-2B and EPA mandates, while simultaneously asking these same agencies for handouts. I contend

that if the industry wants to garner more control over our collective destiny, we need to wean ourselves of government largess. The government only has the power we give it.

— Don Crawford, Operations Manager, Hoy Landscaping Inc., Melrose Park, IL



MORE days to spray.

Switch to Cool Power® as your first-spray three-way and heat up weed control performance. Its unique combination of active ingredients is designed to work as early as you can start your applications, and because it's iron-friendly, you can tankmix for faster green-up. More performance in cool weather. That's how Nufarm gives you more where it matters most.



More where it matters most.
www.nufarm.com/usto

©2012 Nufarm. Important: Always read and follow label instructions. Cool Power® is trademark of Nufarm.

