

# NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

## ServiceMaster completes TruGreen spin-off

**S**erviceMaster completed the separation of its TruGreen business Jan. 14, according to a filing with the U.S. Securities and Exchange Commission.

Memphis, Tenn.-based ServiceMaster spun off assets and certain liabilities of TruGreen through a tax-free, pro rata dividend to private equity firm Clayton, Dubilier & Rice.

The deal first was announced in November during the company's third-quarter earnings call. The move was

expected to close by the end of 2013 but was delayed slightly due to logistical reasons.

"We believe the most effective way to realize TruGreen's long-term value is to have it operate as a standalone company," said TruGreen President David Alexander. "We have the right team and the right plan, and we're excited about the opportunity ahead of us. What we need to do now is stay focused, execute well and deliver more consistent, reliable performance over the long haul."

Alexander said the company is down about 300,000 customers compared to two years ago, the *(Memphis) Daily News* reported.

Green Industry observers aren't surprised ServiceMaster took action, considering TruGreen's poor results, but they're unsure what the outcome will be.

"It's kind of hard to believe (Clayton, Dubilier & Rice is) in it for a long-term fix, but who knows?" said Ron Edmonds, principal of mergers and acquisitions consulting firm The Principium Group. "I will be very surprised if they do any significant acquisitions in the next year. What I hear them say is they will be focusing on execution, including solving their systems issues and implementing new marketing programs, especially door-to-door neighborhood marketing."

## MAILBOX



### Systems = success

I love Marisa Palmieri's "Editor's Note" in the January issue of *Landscape Management* ("Frequency illusion"). You have corroborated the 'Shotzburgerian' approach to business: Process and systems equal successful growth.

I applaud your continuing efforts to improve our industry by challenging us to work smarter and get better. Using Weed Man USA as an example was the perfect choice. I'm a fan of Jennifer Lemke, one of the humble leaders in our industry.

**Tom Shotzburger**

General manager, Shreiner Tree Care  
King of Prussia, Pa.

### Eyes on Weed Man

"All systems go" is a great article and very cool journey this father and daughter have taken together along with their associates and franchisees. (It will) be great

to see if they can hit the 2023 Goals.

**Mike Rorie**

CEO, Go iLawn  
Loveland, Ohio  
Via online comments

We've been a Weed Man franchisee for 11 years. I can't tell you how proud we are to be a part of the Weed Man family. Roger (Mongeon) is a true professional that's led by example. We also have been able to apply Weed Man principles to the rest of our business, which has made us a better company. I feel confident that 2023 goals will not only be met but exceeded!

**Stephen Hillenmeyer**

Owner, Stephen Hillenmeyer Landscape Services/Weed Man  
Lexington, Ky.  
Via online comments



### Planting right

We appreciate Gregg Robertson's constructive article ("The invasion of the plant regulators" on the *LM* blog, Jan. 6.). It was educational and actionable. Well done!

I've shared it with a number of my PlantRight colleagues, our network of plant scientists and allies. PlantRight is partnering with California's nursery industry to tackle

the ornamental invasive plant problem in ways that make economic sense, including a plant risk evaluation tool. Thanks to the grant funding support of HRI, we're extending our research with this tool nationwide.

**Jan Merryweather**

Senior project manager, PlantRight  
San Francisco

Kudos? Complaints? Share your thoughts with the *Landscape Management* team by emailing [mpalmieri@northcoastmedia.net](mailto:mpalmieri@northcoastmedia.net).