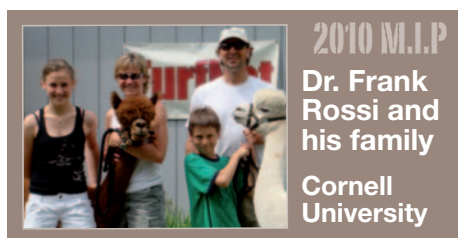


try professionals are duly recognized for the professionals they are. We have come a long way in establishing professionalism but we still have a long way to go. There is a big job ahead of us to educate the public on the complexity of green industry ecosystems and that managing these ecosystems properly will have a positive impact on our environment in terms of water usage, pollution abatement and carbon sequestration.

What advice do you have for green industry professionals who want to become influential leaders themselves?

Getz: Do everything you do with passion. Question the status quo, challenge old ideas with new ones and always be a leader.



2010 M.I.P.
Dr. Frank Rossi and his family
Cornell University

Who has influenced you both personally and professionally?

Rossi: I have been influenced by the many giving educators and professionals I have met over the years. Among the many are professors such as Bob Emmons from SUNY Cobleskill, the late Dick Skogley from the University of Rhode Island, Art Gold from URI, and turf managers such as Fritz McMullen and Monroe Miller in Michigan, Kevin Trotta in New York, Dan Dinelli in Illinois, as well as professors Paul Rieke, Bruce Branham and Joe Vargas at Michigan State.

Tell us something about yourself outside of work (hobby, sport or other personal interest) that influences your approach in your professional career.

Rossi: I am entering my 5th season as a triathlete, primarily doing the Olympic distance but hope to move up to the half ironman in a few years. I am on our local school board, coach my son's Little League team, my wife and I raise alpacas but by far my favorite thing is raising my three kids.

What dreams do you have for the industry? What change(s) are necessary to make those dreams a reality?

Rossi: My dream is that we will embrace sustainability in meaningful way and work to

more closely match our management with the needs of society. I believe with issues like the sustainable sites initiative we may no longer be able to provide energy intensive maintenance for turf areas without a clear idea of the function of the site and to be honest about what is for looks and what really provide environmental benefits.

What advice do you have for green industry professionals who want to become influential leaders themselves?

Rossi: The best way to lead is to be committed to being a lifelong learner. The most important quality of any leader is resiliency and of course to have a solid technical understanding.



2010 M.I.P.
Doug Schattinger
Pioneer Athletics

How do you feel that you influence other industry professionals?

Schattinger: Fortunately, I have a great team that is committed to making products that are healthier for the community, better performing and competitively priced. We have worked with the EPA's "Design for the Environment" (www.epa.gov/dfe) program to create aggressive environmental goals for our industry. We work closely with our suppliers to develop a healthier, higher performing standard for the ingredients in our athletic field paints.

Five years ago, I was told that a zero-VOC, affordable, high performance grass paint was not possible. By focusing the efforts of our research team, our suppliers and some select customers, we have been able to introduce four different white paints that meet these targets. Our research team has undertaken a 4-year program to redefine how the pigments that we use in our industry are made. Together with the "Design for the Environment" program and our suppliers, we have looked at every input, every energy source, every waste product at each stage of production to make sure that the end result is a better and healthier product for our customers and our communities.

What do you feel has been your biggest

contribution to the green industry so far? And what do you see as your role in the future of the industry?

Schattinger: A lot of what we have been able to accomplish is to show that products can be better for the environment, better performing and competitively priced. By working with the "Design for the Environment" program, we are constantly being stretched to raise the bar of expectations for both performance and environmental profile not just for ourselves, but for the industry. We will continue to invest in new technologies and in new ways of using older technologies to provide new and better options, to help our customers provide better performing, better looking and healthier playing surfaces. We will continue to push our suppliers and partners to provide alternatives that are healthier, higher performing and affordable.

Who has influenced you both personally and professionally?

Schattinger: In our industry, there are people who have passion about their fields, their communities and their education and knowledge. With limited resources and help, they are able to accomplish extraordinary things. These are the people that influence me the most. These are the people who motivate me when we run into roadblocks and seemingly insurmountable obstacles.

Tell us something about yourself outside of work (hobby, sport or other personal interest) that influences your approach in your professional career.

Schattinger: My wife and I enjoy the sport of curling. Curling is a sport that requires a lot of strategy and balance. The easy shot is often not the best shot. You need to plan ahead. You need to be prepared with alternatives in case your competitor throws a game changing shot. It's important in curling and in business to think about what your plan for the future is, how you want to get there, and what the consequences for your decisions may be.

What dreams do you have for the industry? What change(s) are necessary to make those dreams a reality?

Schattinger: I dream of an industry that consistently values the expertise of well trained, well educated turf managers. Too many times, turf managers are forced to use products, services and maintenance programs that provide short-term savings but poor life-cycle value. In too many cases, facilities are willing to invest