



## Sports turf well represented in Green Media's 2010 Most Influential People in the Green Industry Awards

**GREEN MEDIA, A DIVISION OF M2MEDIA360**—publisher of *Arbor Age*, *Landscape and Irrigation*, *Outdoor Power Equipment* and *SportsTurf* is proud to announce the 2010 selections for “Most Influential People of the Green Industry.”

Green Media's “Most Influential People of the Green Industry” were nominated by their peers for their ongoing contributions to the green industry (submissions were made from May 20, 2010 through July, 16, 2010). Nominations were reviewed by Green Media's in-house panel, and the 2010 selections for “Most Influential People” were chosen from throughout the green industry.

The professionals selected for this honor exemplify commitment to the green industry, and have exhibited a widespread influence on their peers. Green Media congratulates all of those chosen for this year's list of “Most Influential People of the Green Industry.”



How do you feel that you influence other industry professionals?

**Getz:** I really enjoy all aspects of the green industry and have been an arborist, a grounds manager and a sports turf manager but my true passion is sports turf management. I really think it's the passion I have that allows me to help others in the industry. I'm blessed to have a job that allows me to travel to many different venues and pick up ideas that I can then pass to others.

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?

**Getz:** I feel my biggest contribution was to be the chairperson of the certification committee of the Sports Turf Managers Association. As a committee, we strongly felt that for the STMA to move forward in terms of recognition from peer organizations, the industry and the public we needed a way to certify competence as a sports turf manager. That dream came true after 3 years of planning with our first Certified Sports Field Manager, Ross Kurcab of the Denver Broncos in January 2000. I hope my role in the future will be to continue to help when needed. I enjoy working on committees and projects as needs arise.

Who has influenced you both personally and professionally?

**Getz:** Probably the most influential per-

son both personally and professionally was a friend's father who was the consummate ecologist and strong believer in protecting the environment and sustainability long before it was the “in” thing to do. His knowledge of our natural world inspired me to embark on a career in the green industry.

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

**Getz:** One of my favorite hobbies is woodworking and while I'm not a Norm Abrams by any stretch of the imagination, woodworking, through the years, has taught me patience and attention to detail.

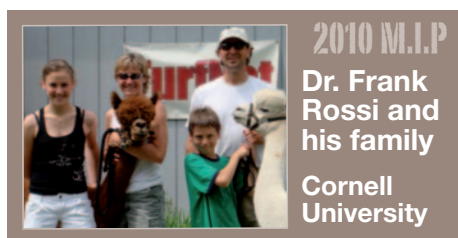
What dreams do you have for the industry? What change(s) are necessary to make those dreams a reality?

**Getz:** My dream is that sports turf managers, groundskeepers and other green indus-

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](http://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

large sums on building the fields but do not provide the resources necessary to keep them healthy and high performing.

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

**Schattinger:** I have never had the goal of becoming an influential leader. My objectives were largely focused internally. How could we redefine our small part of the world in a way that would provide our customers new, better and healthier alternatives? How can we build a team that is willing to focus long-term and resist convenient compromise? What independent organization can we partner with to push us to meet ever higher standards? What suppliers can we work with that share our vision and our passion?



How do you feel that you influence other industry professionals?

**Gardner:** As trite as it sounds, actions always speak louder than words. First, I'm humbled that people in the Green Industry believe I'm influential. That being said, when you run any non-profit like Project EverGreen or the Turf & Ornamental Communicators Association (TOCA), you have to take the passion you have and instill it in others. Having been involved in non-profits for more than 25 years, you learn in a hurry that to compel people who are extremely busy in their own careers and businesses (especially today) to take those steps above and beyond for the good of the industry takes extraordinary diligence. I've always said it's not about me, but about how the people I work with every day react and innovate positively to today's challenges. That's the measuring stick by which I like to look at influence.

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?

**Gardner:** I'm from the Midwest. We don't spend a lot of time thinking about our biggest contributions. I'm too busy paying the mort-

gage, helping my adult-age kids (and grandkids) survive in this economy and finding the right door that leads to retirement at the right time. I'd suggest starting organizations like TOCA and Project EverGreen from scratch and seeing the hundreds of volunteers believe in the missions of those groups has made it all worthwhile. It's as simple as that.

Who has influenced you both personally and professionally?

**Gardner:** If I begin to recite that people in the Green Industry who influenced me, we'd run out of space. So I'm going to make this personal, which is how it should be from my perspective. Four people: My parents, who taught me that humor and smart work and a never-ending drive to be the best I could be left an indelible mark on my entire life. My brother, Dan, oftentimes known to my friends in this industry as my evil twin, for teaching me to always look for the good in people, even when it's at its most difficult moments. And my wife, Sandy, who constantly reminds me through her words and actions that there is nothing you can't do with the right attitude and belief in yourself.

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

**Gardner:** My hobbies are golf and music. I'm a bogey golfer who's always looking for that first hole in one and breaking 80. It's the most humbling, yet exhilarating sport I can imagine. It's like life: one good shot, one bad shot, two good shots, three bad ones—you get the picture. Every golf shot isn't the best, but as long as you try to make it your best, that's all that matters. And that goes for life's challenges as well.

And then there's music. I've been playing in a rock/blues/jazz band since high school. We wanted to start a band in high school, so we did. We needed a drummer so I said I'd be it. As an adult, a group of us decided to start another band (about 15 years ago). So we did. We did a Christmas CD to raise money for Project EverGreen and raised more than \$8,000 of clear profit for the organization. Thank goodness I have lots of friends who bought the CD. If you ever see the band play, I'm the schmuck in the back trying to keep the beat on my drum set. This also is similar to my goals in life: keep the beat and don't let anything get you too jazzed up that you miss the good notes.

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

**Gardner:** Dreams for the industry and changes needed to make it a reality? That's simple. Quit running your companies and organizations and associations with blinders on and look for the greater good of the Green Industry. Yes, that's very simplistic. A good friend of mine from a major Green Industry company likes to say that when Project EverGreen gets together for a board meeting, 35 people leave their "hats" at the door. We frankly don't have enough of that today. Many people wear their own hat and don't take it off unless absolutely necessary. That's got to stop.

We live in a great country with great resources and green spaces that are the envy of the world. Let's take all that's good in this industry and channel it to consumers with one positive voice. None of us has all the answers for what ails us. We can, however, turn the tide in our favor by using end-users throughout the green industry to be a conduit to consumers to show the professionalism of the industry.

I'm almost 60 years old. I've seen it all—well, at least quite a bit. And the best part is the brightest people in our industry have the wherewithal to shape consumer attitudes in a positive way. Will it happen overnight? Impossible. But you have to start somewhere and without starting we'll never get it done.

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

**Gardner:** On my desk is a sign that reads "You can accomplish anything." Let's face it. I can't. But I can sure as heck try. I try to run about 15 miles per week; I use the word "run" loosely. If I get up at 5 a.m. each morning and run two or three miles, I've accomplished something for the day. My day's complete no matter what else I do. I'm only half-kidding.

My dad worked 7 days a week his whole adult life; he owned two businesses at once and had a 6th grade education. Boy, did he accomplish something every day. He had no choice. But he taught me you can accomplish anything every day. So whether it's something fairly insignificant like jogging a couple miles a day or creating a new product to revolutionize the industry, go for it. Failure's not an option and is overrated anyway, folks. Define your life each day and get after it.





You were nominated by your peers as one of the “Most Influential People in the Green Industry.” How do you feel that you influence other industry professionals?

**Yelverton:** It is humbling to receive such recognition from my peers. To be nominated by my peers is the greatest of all compliments. Hopefully, in some small way, I have simply helped industry professionals do their jobs in a way that helps their business or career.

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?

**Yelverton:** Hopefully, I have helped with managing weeds and turfgrasses in a way that is environmentally sound and economically viable. I continue to see my role in the industry as someone who can help the green industry effectively manage weeds with no adverse environmental consequences. In essence, I see my role as helping to provide turfgrass managers with tools that help them be more successful. Along the way, through my research program, I want to contribute to the science and help my colleagues move turfgrass science forward.

Who has influenced you both personally and professionally?

**Yelverton:** Professionally, I would have to say it is Dr. Harold Coble. He was my advisor on my Masters degree and he encouraged me to pursue what I am doing now. Harold is a weed scientist with tremendous insight into the agricultural industry as well as advising people on career choices. His advice has certainly served me well over the years.

Personally, it would have to be my parents. My father was a farmer who certainly instilled a work ethic in me that still is with me today. His message to me was, you work hard and good things will happen. My mother was an elementary school teacher for more than 30 years. She was very gifted intellectually and taught me the importance of an

education at a very young age. So the combination of having parents that stressed hard work and the importance of an education eventually led me to pursue and obtain a PhD. To obtain a PhD, you can be the smartest person in the world but if you lack the work ethic, it will never happen. A PhD is an exercise in determination and endurance.

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

**Yelverton:** I have lots of interests outside of work. I really enjoy saltwater fishing including both inshore and offshore. I am an avid runner and run 25 miles/week and participate in multiple races each year. I also enjoy playing golf. But most importantly, I love to spend time with my family. I have an 11-year-old son and we do lots of things together.

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

**Yelverton:** It is great to see the green industry continue to grow. The green industry has become so large that we now are a major player in the agricultural industry. As the green industry continues to grow, we must do a good job of documenting our financial impact. This will give us greater political clout in the future.

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

**Yelverton:** Green industry professionals that want to be leaders must be highly visible in the industry. This includes service to the industry, including, but not limited to, various boards, writing articles, opinions, etc. We are all busy but leadership requires that we take leadership roles.



Bob has been an innovator and leader in the sports turf industry for almost 40 years. He has been an active member and supporter

of the sports turf, golf, stadium managers and educational facility managers throughout the world.

How do you feel that you influence other industry professionals?

**Curry:** I feel my involvement with the Sports Turf Managers Association has made people more aware of our industry. And, equally important, what the benefits a safer playing surface means to all levels of turf sports. Since my early involvement in the industry, I see more individuals stepping up as volunteers to help the industry move forward.

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?

**Curry:** Helping out wherever I could, getting involved in various committees and giving back in terms of time and travel. As more and more people get involved in the industry, and offering to help, I see my role a little less active but still my primary goal is to gain the recognition our turf managers deserve for the important role they play in producing top notch and safe turf surfaces—often at times when budgets are tight and with lack of supplies and personnel.

Who has influenced you both personally and professionally?

**Curry:** My biggest influence in this industry is the people I have met. All the friends I have made through the years are the most rewarding thing a person could ask for. You will never find a more dedicated group than turf groundskeepers willing to learn and improve their trade.

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

**Curry:** As a member of the STMA, I want to see it grow in membership. Easier said than done but, if one was to look closely into what the association offers in terms of education, certification programs and sharing knowledge, it is one of the best bargains for anyone in the turf industry.

The STMA is constantly improving the services they provide members. It is truly a source of knowledge to the sports turf industry. For this reason, the growth in membership will be achieved. Reaching out to the international markets throughout the world through chapter affiliations will help grow the association in the future.

# World Cup World Class



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Another important part of growth in the future is helping sports turf managers gain the recognition they deserve for the job they do. People watching turf sporting events assume that's the way the turf should be; they do not realize the time, work and effort that go into creating that safe playing surface. The STMA is helping gain this recognition but it will be a never ending process.

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

**Curry:** Get involved. It's as simple as that.

Here are the other 2010 Green Media's "Most Influential People in the Green Industry" winners:

- John Gibson, president, Swingle Lawn, Tree & Landscape
- Judson Griggs, ASLA, CLP, director of garden development, Lambert Landscape Company
- Karen McKie, co-owner, of Green Oak Nursery
- Scott Prohett, president, North American Training Solutions, Inc.
- Tobe Sherrill, CEO of SherrillTree
- Harold Spiegel, president, Preservation Tree Services, Inc.
- Mark Stennes, plant pathologist at S&S Tree Specialists, Inc.
- Mickey Strauss, president of MSM Landscape Services, Inc.
- James Urban, author of "Up By Roots"
- Arthur L. Evans, founder and chairman of the board of Dixie Chopper
- Ed Nelson, president and CEO, Rotary Corporation
- Dane Scag, former owner, Scag Power Equipment, Inc. and Great Dane Power Equipment, Inc.
- Jim Starmer, executive director, Dixie Sales Company
- Fred Whyte, CEO, Stihl ■

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