



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) 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