

# PLANET NEWS

THE NEWSMAGAZINE OF THE PROFESSIONAL LANDCARE NETWORK

LandcareNetwork.org

NOVEMBER 2009

## *First impression*

*Nothing but the best for this AAA, Four-Diamond resort*



### **ALSO INSIDE**

- Creating PLANET Universe 6
- Award-winning projects announced 8
- Court addresses age discrimination 14

## LEADING THE WAY



### 'I'm not a selfless volunteer'

*Bob Grover, CLP, CLT, president of Pacific Landscape Management located in Hillsboro, Oregon, has been involved with PLANET for 20 years and part of leadership for close to 15 years. He's a dedicated volunteer, yet he says appearances aren't everything.*

**"B**eing active in PLANET pays you back tenfold," Grover emphasizes. "The more involved I became, the more connections I made, and the more I learned about being a successful entrepreneur. I'm not a selfless volunteer by any stretch."

This veteran landscape contractor may actually believe what he's saying, but his actions say something different. Participants in any of his committee meetings will tell you he runs a tight ship, keeps meetings on track, and completes the agenda on time. "I just want to make sure we accomplish our goals," he says apologetically. A former chair of

the Education Committee and current chair of the Green Industry Conference (GIC) Committee, Grover's leadership has paid dividends to PLANET members. Just this year, he helped organize the CEO panel for GIC, and the dozen or so seminar sessions devoted to sustainability have his imprint on them.

"I'm more invigorated about this industry than ever before and the growing awareness about sustainability is part of that excitement," he relates. "In our market, we're finding that not only are customers receptive to environmentally friendly maintenance practices, but these same practices also are saving them and us money. Just as an example, new irrigation technology and other water-saving strategies have sharply reduced their water consumption and costs. Back home, new lower-emission equipment is good for the environment and less costly for our crews to operate, and by converting all our lighting to compact fluorescents and being better managers of our electricity consumption, we have reduced electrical use by 25 percent.

"We became involved with sustainability," he continues, "because we believed our market in Oregon was ready. We guessed right, and now we have a service niche that is providing new opportunities for our clients and our company.

In fact, we have launched several new initiatives under the brand Sustainable Landscape Solutions and encourage team members to evaluate customer sites for ecological enhancements.”

### Savvy veteran

Grover worked 15 years for highly regarded Northwest Landscape Industries before the company was purchased by TruGreen LandCare, and he worked another two years for the latter before starting his own company eight years ago with partner Elias Godinez, CLT. Today Pacific Landscape Management has 100 employees, works out of three Oregon locations, and generates \$6 million in sales, primarily doing commercial landscape management.

“I’m more invigorated about this industry than ever before and the growing awareness about sustainability is part of that excitement.”

One of the keys to the company’s success is its emphasis on training, Grover relates. Pacific Landscape Management has 12 Certified Landscape Technicians (CLTs) on board. Employees also receive weekly training and are encouraged to advance to professional careers by taking outside classes.

This savvy veteran acknowledges that he and his partner had a fundamental advantage over other entrepreneurs because they were able to learn on “another company’s dime.” Grover also has years of PLANET networking under his belt that helped

him along and looks forward to several more years of volunteering and participation.

In the meantime, he has plenty of activities to keep him occupied. His wife Theresa and their three children enjoy camping, and Grover admits to being a causal runner. “I’ve done a few half marathons in my life and look forward to the annual Hood to Coast run where 1,000 teams assemble for a 24-hour relay run from Mt. Hood to the Pacific coast. One of my favorite things to do while traveling is finding

interesting places to run, such as the Washington Mall or Central Park.”

On the home front, he admits to having to control his one addiction in life, home remodeling. Over the last 20 years, he has added a second story to their home, redone the kitchen, and, in his words, “moved about every wall in the house.” The Grover’s can’t move now, nor do they dare to move for fear of awakening this obsession — all the more reason for this owner/volunteer to look forward to several more years of selfless volunteerism. ~

### Become a Certified Turfgrass Professional (CTP)!



## PRINCIPLES OF TURFGRASS MANAGEMENT



The University of Georgia  
Center for Continuing Education



Looking to boost your resume? Advance your career — become a PLANET-approved Certified Turfgrass Professional with the **Principles of Turfgrass Management** program.

Sponsored by the University of Georgia and PLANET, **Principles of Turfgrass Management** will help you to become more knowledgeable and a more efficient professional. Your customers will notice improvements in service, and you will get more satisfaction out of your work! Go to [www.georgiacenter.uga.edu/sports09](http://www.georgiacenter.uga.edu/sports09) for details!

Enroll today! For more information, call 800-811-6640 or email [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu).

**Also available in Spanish!**  
**¡Ahora en Español!**

The University of Georgia is committed to principles of equal opportunity and affirmative action. • 09/09-14078