



Meet the NJGIC Board of Directors

Executive Director Nancy Sadlon posed the following questions to get to know the members of the Board of Directors, elected at the end of January.

1. *What would you want to say to individuals of the industry or business owners of the green industry about the challenges that face us?*
2. *What do you see is the greatest value provided by NJGIC for the industry?*
3. *Why do you serve on the NJGIC Board?*
4. *What would happen if NJGIC no longer existed; would there be an impact to the industry?*
5. *What is your favorite pastime activity; what is your cocktail of choice; your music preference?*

2011 Executive Board Members



Wayne Dubin, President
Barlett Tree Experts

1. There are a myriad of forces at work against us in the green industry. At any given point in time we're dealing with labor issues, pesticide restrictions, local ordinances, licensing, fertilizer restrictions or preemption, the activist environmentalists, and regulatory changes, not to mention the challenges of the economy and the issue

of products being available for homeowners from garden centers and big box stores. We suffer from a perception of low professionalism in our industry. We don't have the time to fight for our rights to be in business as vigorously as those who would seek to run us out of business. We need to put our small differences aside so we can stand together as an industry and fight for our right to care for turf, trees, and the environment.

2. The greatest value of NJGIC is being a face in Trenton for the industry. I prefer to be represented by a group that represents the entire industry instead of having to go it alone.
3. I serve on the board because I'm proud to represent arboriculture. I've been on the board of NJGIC and its predecessor for over 17 years. It's

“We need to put our small differences aside so we can stand together as an industry and fight for our right to care for turf, trees, and the environment.”

important for my portion of the green industry to have a voice and it's important for me to give back to the industry that has provided me with a livelihood.

4. If there were no NJGIC each of us as individual associations within the green industry would have to try and represent our interests ourselves or worse yet we might be compelled to go it on our own as a individual companies. It would become very expensive, perhaps unaffordable. In addition, having industry representatives who know the issues and have history with the issues lends itself to continuity with the relationships that have been built within the legislative and regulatory arenas. Without the NJGIC, those relationships dry up.
5. My favorite pastimes include spending time with family and friends, reading, golf, and Rutgers basketball. My favorite cocktail is the cocktail of choice of a NJGIC board member: an extra-dry Bombay Sapphire Martini. I enjoy all forms of music with the exception of bluegrass and country and western.



Jim Jensen, Vice President
Nufarm Americas, Inc.

1. To say the least, as an industry we've been very complacent about issues that could drastically impact our business and livelihood. Each and every one of us have to sit up, take notice, become informed, get involved and support the organizations that are representing our interests with legislators and the public in general. If we don't, we literally might wake up one day to a reality that makes it very difficult to make a living and provide for our families.
2. There are so many groups within our industry, each with different issues and needs that need to

be communicated to policy makers and the public in general. NJGIC provides that point of focus, communication and access. Speaking with one voice, rather than 10 or 20, makes all our voices have a much greater impact.

3. Serving on the NJGIC board is simply my way of giving back to the industry that I've been a part of for almost 30 years. I see how our way of life is threatened and it's my own small way of trying to make an impact. We need to educate and inform the public and our legislators, but that job really starts with the people in our own industry. I enjoy that and being involved with the NJGIC gives me that opportunity.
4. I see things that have already happened in some states, and policies and laws unfolding in others that don't make any sense. We see examples every day of government making things more difficult, not easier or better. If the NJGIC wasn't involved in representing our interests as a whole, I know that we would see laws passed that would absolutely shock our sense of right and wrong. And what's worse, once those laws are passed they're a lot harder to change than they would have been if the NJGIC had been involved in the discussion from the beginning.
5. My work is all about the outdoors and nature and that's where I like to spend my spare time. Fishing, camping, playing golf, and working in my garden. Or just enjoying a glass of wine with my beautiful wife watching a sunset. That's pretty much what makes me happy.

“Speaking with one voice, rather than 10 or 20, makes all our voices have a much greater impact.”

Robert Windish, Treasurer

Fairway Green, Inc.

1. Our livelihood is under attack, we need to unify to protect how we support our families.
2. NJGIC is valuable as a legislative watchdog.
3. I serve on the board to help protect my business, it is my retirement investment. I have worked too hard and long to let others control what happens to my business.
4. Without the NJGIC other state associations would be hard pressed to replace the current job being done. It's a total shame that we in the green industry are struggling to come together for one cause. Too many green industry associations with separate agendas. There should be one agenda, to unify and have our businesses prosper.
5. My favorite pastime is golf, cocktail is either beer or a vodka martini, and my favorite kind of music is country.



“The NJGIC is valuable as a legislative watchdog.”

Michael Cavanaugh, Secretary

New Jersey Pest Management Association



1. I would like to remind other small business owners in related green industries that the challenges and pressures put on us not only come from competition amongst each other, but also from public forum. Not everyone in New Jersey has the same favorable opinion that we have of our industries and associations. The NJGIC is a united group of trained professionals with the common goal of proper regulation by sound science and common sense.
2. The greatest value is the sense that we all have similar issues that we deal with on a regular basis. The related industries that come under the umbrella of the NJGIC must come together and utilize

the common ground that we all share. By creating dialogue, we have a unique opportunity to share potential legislative issues that touch all related industries. If your individual association isn't strong in this arena, the NJGIC can fill this void and give the needed advice to steer through the complicated process in Trenton.

3. Choosing to serve on the Board of Directors, I wanted to be aware of other political issues that might affect the pest management industry in New Jersey. As past President of New Jersey Pest Management Association, I feel the need to educate our members of possible legislation that could have an affect on how we perform our business.
4. If the NJGIC ceased to exist, impending legislation coming out of Trenton might put a halt to how you currently do business today in the state of New Jersey (i.e., the Safe Playing Fields Act). The NJGIC serves as a conduit to all related green industries that this legislation might adversely affect.
5. I enjoy spending my spare time with my family, coaching soccer and caring for the landscape at my home.

“The NJGIC is a united group of trained professionals with the common goal of proper regulation by sound science and common sense.”



John Buechner, Past President

Lawn Doctor Inc.

1. Get engaged - the industry is under attack on a number of issues. Advocacy is a way to protect your business. One of the challenges that faces the green industry is perception that we lack professionalism.
2. The NJGIC is the industry “watchdog” for legislation and regulation that impacts the industry.
3. I serve on the NJGIC Board as a way to give back and protect my chosen industry and profession.
4. If the NJGIC did not exist there would not be a unifying organization to represent the green industry concerns.
5. I am a recreational golfer and after a round of golf enjoy a wide variety of whiskies ranging from Kentucky bourbon, scotch and Irish whiskies, to the Tennessee favorite Jack Daniels. I have a wide range of music favorites but tend to listen to classic rock of the 70’s and early 80’s.

***“Get engaged...
Advocacy is a way to
protect your business.”***



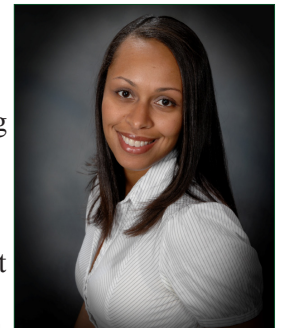
NJGIC

2011 Board Members

Marney Dorsey

Dow AgroSciences

1. As we have seen, 2010 brought many challenges for the green industry in New Jersey, including issues related to fertilizer and water quality. Throughout it all, the NJGIC remained steadfast in our efforts to represent, promote and defend the interests of our green industry partners through legislative advocacy, public relations, and education at both the local and state level. We appreciate the support that our members have provided and we look forward to another great year in 2011.
2. NJGIC provides a voice for all green industry stakeholders in Trenton by staying connected and up to date with current issues facing our industry.
3. I serve on the NJGIC board because it allows me to stay involved in defending the interests of the green industry. By serving on the board, I am able to directly impact the future of our industry in New Jersey by staying engaged in the latest issues facing us and spreading awareness among our members.
4. If NJGIC no longer existed the green industry would fall prey to misconceptions and we would lose our voice at the legislative level.
5. I enjoy all genres of music, especially R&B. My favorite pastime activity is taking ballet and yoga lessons. My favorite adult beverage is red wine, cabernet sauvignon.





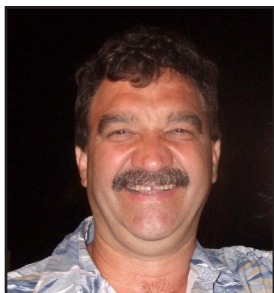
Brian Feldman
TruGreen / NJTA

1. Many people want the public to believe that the green industry in New Jersey is not environmentally green. Public perception is our biggest challenge, as well as the issues of water quality, water allocations and product use. Environmentalists are armed with factoids and bent science, and in a concerted fashion are trying to discredit professionals like you. Their goal is to regulate in order to take our tools away. As you know we need tools to manage the landscape, and we also need tools to fight back. Membership is the biggest resource needed in our industry. Our adversaries are organized; well funded and committed. We need your help to garner strength as we try to keep the “Garden” in the Garden State.
2. The NJGIC has built a unified voice in Trenton that is well respected by both the legislative and regulatory community. As a member you gain a piece of that voice, so you are not alone in the fight to create a sustainable business platform in which to prosper.
3. I want to help protect my business interests and livelihood. But more importantly, I want to make sure that others after me have the same opportunities I have had in this great industry.



Michael Kukol
Horizon Landscape Company / NJLCA

1. We cannot bury our heads in the sand and let others decide our fate. We need to be proactive and stand up for what we believe in.
2. Brings together all the associations to work together as a unified force to protect our livelihood and accomplish the goals before us.
3. Give back to the industry. Have a voice in what happens to my industry and my business. Network with other like-minded individuals.
4. We would work harder to accomplish our goals and would not have a coordinated effort moving forward. It would be difficult to know what other associations were doing and we might step on each others feet or both be working on the same project and doing duplicate work. We would certainly appear foolish to those in leadership where now we can march as a single force.



Michael Oleykowski
Fisher and Son, Co.

1. Be knowledgeable about the legislative process and who represents you locally. Make an effort to let your concerns be known to them and how any proposed law would have an impact on your business. However be sure to focus on impacts to employment, taxes, the NJ budget and safety to children. These sound bites do get attention.
2. The NJGIC was developed to be an association of associations, one that can be counted on to watchdog and help all participating association EASILY participate in communication to and within the legislative process. The NJGIC should always function to be the legislative conduit for all NJ Green industry Association and business.
3. There is much misinformation regarding our lawn, landscape and urban health services that our industry supplied to society. We do need professionalism and to be recognized as professionals who care. Most of us in our great green industry are environmentalists at heart. We are outdoor people and endeavor to enhance the environment. Society perceptions are stuck in the 1970s with a focus on old information that pesticides are dangerous. Much has happened since the advent of the EPA (1970) and the impact of pesticide reregistration, product cancellations; increased labeling requirements, and human and environmental impact studies required for approval. Our pesticide list is much improved

now and poses little risk. This is especially so when handled by professionals. Even fertilizers are improved for environmental safety with the various slow release technology and best use practices.

4. It will be tremendously more difficult to influence the direction of legislation. In my view the largest impact will be on school grounds, public properties. School sports fields will become mine fields of grass clumps and weeds and will pose more severe risk of injury to our athletic youth.
5. The NJGIC executive board has celebrated some successes with Bombay Safire martinis with 3 olives. (The unofficial cocktail of the NJGIC) I enjoy that tradition even though I have been known to enjoy single malt scotch served chilled and neat. I own a USB connected turntable and have recorded about 20% of my old LP collection. I likely listen to Americana, Rock, Blues and Bluegrass.



John Pope
The Andersons, Inc.

1. The regulatory environment and business challenges facing the green industry will be ever demanding on our time and resources. We as an industry and individuals must work together to leverage the collective voice of the green industry no matter of business size or type. In my opinion the mutual voice within the industry can assist the individual business in the greater green industry. This “voice” is important to continue to run sound, financially health business while keeping the world a “Greener pest free place to live.”
2. In my recent and extended experience with New Jersey Green Industry Council has demonstrated that NJGIC continues to serve as the unifying group and advocate for all segments of the green industry in New Jersey and a model for surrounding state associations to adopt.
3. I see my opportunity with NJGIC Board as a way to give back to an industry that has enabled me to pursue an interesting and diversified career for the last 35 years as well as bring my experience and a broader perspective to those in the green industry.
4. Unfortunately, I feel some of the “industry” in New Jersey and to a greater extent surrounding states do not realize the need for a coordinating group to improve the industry’s public and political presence. My experience suggests, there are advantages to leveraging a collective voice of the many diverse groups within the industry over many individual voices from many directions when addressing critical issues to the green industry that effect both environmental and business policy and legislation.
5. I enjoy a number of outdoor activities, including road cycling, and time at the New Jersey and Chesapeake Bay beach. “Bourbon on the Rocks.” My taste in music is eclectic. I listen to a lot of blues/ R&B and ‘70s rock and “The Funk.”

Joseph Turchi, Jr.
The Andersons, Inc.



1. We need to realize as an industry that as much as we are different, we are the same. Whether you manufacture/distribute or utilize the products and services in the execution of our trade, we all face similar challenges. Regardless if you are a municipal turf manager, LCO, arborist, or pest control professional, we all face an uncertain political and economic environment, together both locally and nationally. Stand up. Be heard. As Ben Franklin prophetically declared, “We must, indeed, all hang together or, most assuredly, we shall all hang separately.”
2. NJGIC provides a unified Industry presence in Trenton and a legislative common ground platform for all industries and organizations in New Jersey. Your voice is heard and your issues and concerns are conveyed in a professional, logical and fact based manner to the key policy makers who make a difference.
3. After working with the Nutrient Management Task Force, I was asked to serve on the NJGIC Board. My father always told me, “If you have a problem with something or you do not like the way a thing is going, do not complain about it until you are prepared to do something about it.” So I did.

4. Without such an association, every business entity within our Industry could be negatively impacted by deleterious legislation without representation. We would be forced to operate differently, if at all, under a set of rules that we did not have a hand in shaping.
5. I enjoy traveling with my lovely and patient wife preferably to tropical locales where the sun is shining, the beach is white and the rum is free flowing, specifically Appleton Estate V/X 12 year old, with Bob Marley, Wyclef Jean or Jimmy Buffet humming in the background.



Tom Tuttle

Trenton Country Club/ GCSA-NJ

1. The challenges we face as green industry managers are unprecedented. New regulations and legislative issues will require that we all be diligent and educated about doing our jobs at the highest professional level.
2. The NJGIC provides all green industry professionals with an advocate in Trenton, that helps keep track of and inform us of, legislative issues that could directly affect our ability to manage our businesses in line with sensitive environmental issues.
3. I serve on the NJGIC BOD because I want to stay informed about legislation that affects my management of the golf course where I am employed, and to help others understand what ramifications any legislation might have on them.
4. I serve on the NJGIC BOD because I want to stay informed about legislation that affects my management of the golf course where I am employed, and to help others understand what ramifications any legislation might have on them.
5. Some of my favorite things to do are play golf, spend time with my family and run my electric trains. My favorite drink is a nice glass of red wine (Cabernet or Merlot), a Rusty Nail or Black Russian and my favorite music is Classic Rock from the late 70's and early 80's.



Jeff Weld

Bayer CropScience

1. Challenges create opportunities. A pristine lawn may no longer be part of the "American Dream." Government regulation is affecting every aspect of our business. Activists, with help from the liberal media, influence politicians. They find it harder to change public opinion. You should be a part of the political conversation. You can help shape future regulation. Companies that know what is coming will grow and prosper.
2. NJGIC provides the industry with a continuous, consistent political voice. We provide a candid united message based in fact.
3. I am on the NJGIC board to help ensure a reasonable regulatory environment for my customers. The persecution to the green industries by activists and self-absorbed politicians offends the American ideal. I want to protect the freedoms we are supposed to enjoy as United States citizens.
4. Without the NJGIC, the industry message becomes fragmented. Industry segments develop separate positions. The individual positions may conflict. These conflicts give our opponents an opening. Activists will jump on this chance to press for burdensome regulation. As the speaker of the house in Connecticut once admitted, we do not pass legislation with the intent of destroying any business but we have done it in the past.