

## Press Release

### FOR IMMEDIATE RELEASE

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### LOCAL LANDSCAPE ENTREPRENEUR FEATURED IN BOOK ON INNOVATION

**LOUISVILLE, Oh., March 31, 2011** — Todd's Envirosapes, Incorporated along with the Professional Landcare Network (PLANET) is pleased to announce the release of its latest book Crystal Ball Report #30 — *Innovate (or Die): How Green Industry Companies will Thrive in the New Economy*. This newest report debuted at PLANET's Executive Forum and Leadership Meeting, held February 17–20, 2011, in Amelia Island, Florida. Todd Pugh, founder and CEO of Envirosapes, participated in the Crystal Ball meeting, made up of green industry leaders, who gathered together for a multi-day brainstorming session on innovation. The result of these discussions, lessons learned and resources are published in this book.

Pugh also participated in an executive roundtable at PLANET's Executive Forum to share his experiences for bringing innovation into his business. Pugh is featured in the conclusion section of Crystal Ball #30, where he describes the inspiration behind his invention of the Mulch Mule®. He is also mentioned for his use of other's creativity with such collaboratively designed software tools as i-Tree ([www.itreetools.org](http://www.itreetools.org)) and Go iLawn ([www.goilawn.com](http://www.goilawn.com)). "Being an entrepreneur and business owner, I know the challenges people face every day. I am passionate about what I do, and I always challenge myself to think outside the box. Participating in this subcommittee and the resulting report has been an invaluable experience," stated Pugh. On April 5<sup>th</sup>, Pugh is participating in the Entrepreneur Panel as part of the Stark County Entrepreneur Experience presented by Stark Development Board and Small Business Development Center.

Even though this book was written by and for leaders of green industry companies, any business person in any size company can gain insights into what it takes to truly be innovative and successful. PLANET members can access the e-book version in the Member Center at [LandcareNetwork.org](http://LandcareNetwork.org). It is also available for purchase through PLANET's online Bookstore at [LandcareNetworkStore.org](http://LandcareNetworkStore.org) or by calling (800) 293-5542. Hunter Industries is the Supporting Sponsor of Crystal Ball Report #30.

Crystal Ball #30 emphasizes that innovative thinking is not only the best way for companies to differentiate themselves from the competition and increase profit margins, but it's also fundamental to business survival in today's economic environment. The report is designed to be an innovation guidebook for the green industry and features many stories based on the personal experiences with innovation of members on the subcommittee as well as others from outside the industry. It encourages business owners to assess where they are on the innovation scale and actively engage in creating a "culture of innovation."

For more information about this new PLANET publication, e-mail [Sonia Myrick](mailto:Sonia.Myrick@planetlandcare.com) or contact PLANET at (800) 395-2522.

**About Todd's Enviroscaapes**

Todd's Enviroscaapes, Incorporated was founded by Todd Pugh as a way to put himself through college. Since his graduation from The Ohio State University in 1996, the company has grown to over 65 trucks and 135 employees, with revenues in the top 5% of all landscape companies nationwide. Enviroscaapes' mission is "to enhance the image and lifestyle of our clients through world-class landscape services." They determine value through the eyes of their clients. Their corporate headquarters is located in Louisville, Ohio, now with branch locations in Akron and Youngstown. Enviroscaapes is also the inventor of the Mulch Mule, a material utilization and labor enhancing machine which was developed as a tool to help reduce labor and increase productivity. Visit [www.GrowingGood.com](http://www.GrowingGood.com) and [www.MulchMule.com](http://www.MulchMule.com) for more information.

PLANET is the association of members who create and maintain the QUALITY OF LIFE in communities across America. With more than 3,600 member companies and affiliates, these firms and their employees represent more than 100,000 green industry professionals. Some of these professionals have taken the extra step of becoming certified through PLANET and bear the distinction of being known as [Landscape Industry Certified](#).

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