



Spring-Green Lawn Care hosts national conference

INDUSTRY NEWS

More than 225 [franchise owners](#), employees and spouses attended the event, which focused on building business and helping cancer patients.

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PLAINFIELD, Ill. – Spring-Green Lawn Care welcomed more than 225 franchise owners, managers, employees and spouses to its National Training Conference in August at Hilton Chicago/Indian Lakes Resort in Bloomingdale, Ill. Themed "Building for Profit," the focus of the event leveraged the collective knowledge of the organization and its strategic vendors as they worked to continue growing local businesses and market leadership in these challenging times.

"Spring-Green [franchise owners](#) had an excellent year in an economy that has not stabilized," said Ted Hofer, Spring-Green Lawn Care's CEO. "We were joined by keynote speaker Thom Winninger, who spoke about market leadership, and Susan Black-Beth, who spoke on the realities of running a family business, as well as other experts and strategic vendors in the fields of operations, marketing and technology. Along with knowledge gained from other owners, our franchise owners went home armed with dozens of practical solutions to grow their business. To be successful in these times, you must execute."

Spring-Green raised \$20,000 through a silent auction that included prize donations from event sponsors John Deere Landscapes, Pro Ap, Real Green Systems, Agrium and others in the name of 4-year-old Jack Geibel for the Aflac Cancer Center of Children's Healthcare of Atlanta. Jack was diagnosed with [acute lymphoblastic leukemia](#) (ALL) in November 2010 and is being treated at the Aflac Cancer Center. ALL is a form of leukemia characterized by excess lymphoblasts that affects approximately 45,000 people per year, mostly children between ages 2-4. Lenny Geibel, Jack's father, has owned Spring-Green [Lawn Care](#) in Lawrenceville, Ga., for four years, and his wife, Paula, works for Bank of America. In addition to Jack, they have two more boys: Lenny, 10, and Max, 2.

Lenny chose the [Aflac](#) Children's Cancer Center as the recipient of Spring-Green's donation. He will present the \$20,000 check with Jack on Sept. 7, 2011. "Our family feels very blessed that Spring-Green offered to so generously support a cause that has directly touched our family," Geibel said. "We are thrilled that \$20,000 will go to help the cancer center where Jack is being treated."