

Spring-Green Lawn Care Announces Promotions, New Hires

Spring-Green Lawn Care has hired Aaron Gieser to join the corporate office and has promoted Harold Enger, Brian Kish, RJ Krone and Gwen Pothier-Ward.

Gieser, an Army veteran, previously worked for Spring-Green's company-owned franchises as an assistant manager. He has joined the Spring-Green support center as a business consultant working with a portfolio of franchise owners.

Enger has been promoted to director of education from director of training for franchise support. This gives Enger more opportunity to use his expertise. He will develop and implement educational materials and appropriate training programs the Spring-Green franchise system to help improve the brand loyalty of Spring-Green customers. Enger is a previous Lawn and Landscape Magazine Leadership Award winner.

Kish has been promoted to vice president of business intelligence. He was previously director of information technology. Kish has worked for Spring-Green since 1984 and also served as the IT manager/franchise support representative.

Krone has been promoted to director of operations and will manage the team of business consultants and the director of education. Krone will set the development of appropriate support programs to increase overall business performance. He was previously start-up support representative for Spring-Green.

Pothier-Ward joined Spring-Green in 2009 as a seasonal worker in the national call center. She has been promoted to marketing support/call center supervisor. Pothier-Ward will supervise the national call center this spring and will be involved in the administration of the financial statement management.

"We are developing a staff of specialists where each employee has a great deal of knowledge in one area to help the company grow and the franchisees succeed," said James Young, president of Spring-Green Lawn Care. "These key promotions and the hiring of Aaron are an important part of our corporate culture and will lead to further innovation at Spring-Green."

Founded in 1977, Plainfield, Illinois-based Spring-Green Lawn Care has been delivering both traditional and organic lawn and tree care services nationwide for over 34 years. Its service is centered on the beautification of local neighborhoods and communities with both residential and commercial customers. Spring-Green is an attractive opportunity for candidates who do not want to be tied to a storefront operation, retail hours or set appointments. Franchise owners enjoy flexibility of schedule and an outdoor-based business with recurring revenue. Spring-Green currently has approximately 75 franchisees operating more than 120 territories in 27 states.