

Spring-Green Lawn Care Hosts Manager Training Seminar

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[Spring-Green](#) Lawn Care recently held a three-day Manager Training Seminar at the corporate Support Center. The seminar is designed to help train new or recently promoted supervisors or managers and to teach them more about the skills and thought processes that will help them be a more effective leader.

The event helped 12 trainees who represented six independent franchise owners plus the company-owned franchises. Trainees were Derek Gambro, Ryan Blough, Nick Morrie and John Saenz for the company-owned locations; Clint Ferrel and Nicole Ferrel for Phil Bowen in Oak Creek, Wis.; Bobby Albertson and Keith Albertson for Steve Good in Sturtevant, Wis.; Adam Voisord for Jim Hoelsworth in Cape May Courthouse, N.J.; Lee Kummer for Bruce Mohns in Wisconsin Rapids, Wis.; [Justin Peterson](#) for [Steve Peterson](#) in Platteville, Wis.; and [Mike Songer](#) for Mike Songer in Washington, Pa.

Justin Peterson attended the seminar for his father's franchise. Justin started working for Steve fulltime in March 2010. Prior to Spring-Green he held a variety of jobs, and he most recently worked for a commercial contractor as an iron worker and carpenter. At Spring-Green he handles everything from daily routing, maintenance on vehicles, estimating, making sales, entering daily production, printing invoices and more.

"There was a lot of information packed into our three-day seminar," Justin said. "I learned a lot about customer relations, safety training, human resources, handling new sales, effective marketing strategies, and the list goes on. I definitely think it was worthwhile. This seminar showed me that while I'm doing a good job as our franchise manager, there are many areas that I can improve on to be a much more effective manager and ways to run our office even more efficiently."

Mike Songer also attended the seminar for his father's franchise. The younger Mike started at Spring-Green in 2009 as a field service professional. He handles most of the field work while his dad handles the office. Mike has the opportunity to eventually take over his dad's franchise so the seminar was a great chance for him to learn about the computer programs, customer service, hiring and training a crew and other general business knowledge.

"I learned a lot. One of my favorite parts about the whole thing was getting to meet other franchisees and people working for either their dads or uncles," Mike said. "I got to connect with them and talk about the way we do things and the way they do things."

Founded in 1977, Plainfield, Illinois-based Spring-Green Lawn Care has been delivering lawn and tree care services nationwide for over 35 years. Its service is centered on the beautification of residential and commercial customers in middle-class and affluent neighborhoods and communities.

Spring-Green is an attractive opportunity for candidates who do not want to be tied to a storefront operation, retail hours or set appointments. Franchisees enjoy a lifestyle of being in an outdoor-based business with recurring revenues that allow the business to continue to scale. Spring-Green currently has 119 franchises operating in 26 states and projections call for 10 new franchises in 2013. For more information, visit <http://www.springgreenfranchise.com>, <http://www.spring-greenfranchiseblog.com> or follow Spring-Green Franchise on Facebook, Twitter, LinkedIn or

Google+.