

## Bob Dill Presented with Cedarlawn Tree's 1st Annual Patriot" Award "



Source: [www.TurfMagazine.com](http://www.TurfMagazine.com)

Ashland, MA – February 3, 2012 – In 2011, Cedarlawn Tree made strides by evolving the company to become an easier firm to do business with, and an even better place to work for.

One of the initiatives undertaken in 2011 was to recognize the members of our company who, through their actions and deeds, best furthered our vision statement, to become the regional leader in tree and landscape care renowned for exceptional innovative service."

At our holiday brunch held at Lake Pearl Luciano's in Wrentham, Bob Dill was announced as the first annual Patriot Award winner. Bob has been an integral part of the Cedarlawn team for many years, but in 2011 he was presented with the challenge of heading up the Turf Care division. This new endeavor required Bob to face many obstacles, outside of just separating turf care from tree care and landscape. These challenges included, becoming a manager, being introduced into the sales department, becoming more computer literate and learning new office processes. Bob is held in high esteem by all of our turf care clients because of his true passion for turf care and customer service.

A classic example of Bob's passion and dedication was at our Columbus Day Tournament booth at Elm Bank for the Natick and Wellesley Soccer Club. Cedarlawn has been caring for Elm Bank's soccer fields for many years since we renovated them, and it is currently renowned for its beautiful lush and sustainable turf throughout the community.

At the tournament, Bob brought three samples of bad, good and amazing turf. As each young soccer player walked by, Bob would crouch down and say, "What does the turf look like at your house?" Most of the kids didn't know what turf meant, but were quickly introduced to it when they were asked to point to the sample that most closely resembled their lawn. There are few people who find such passion in their career to take this type of initiative. Bob demanded excellence from his turf staff, he was patient in learning to

work with the office staff, he took risk by trying new ideas to improve productivity and efficiency and he even met his revenue expectations. For all these reasons and more, Bob Dill received the 2012 Patriot Award with a cash prize and two tickets to the Patriots v. Ravens AFC Championship Game!

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