

Lawns of Wisconsin Network 2011 Person of the Year

The logo for Turf, featuring the word "Turf" in a bold, black, sans-serif font. A green grass blade graphic is integrated into the letter 'T'. A registered trademark symbol (®) is located to the right of the word.The logo for Tree Services, featuring the words "Tree Services" in a bold, black, sans-serif font. A small green leaf graphic is positioned above the letter 'i' in "Services". Below the main text is the tagline "Taking Tree Care to New Heights" in a smaller, black, sans-serif font. A registered trademark symbol (®) is located to the right of the word "Services".The logo for Turf DesignBuild, featuring the word "Turf" in a small, orange, sans-serif font above the word "Design". The word "Build" is in a large, bold, orange, sans-serif font. A registered trademark symbol (®) is located to the right of the word "Build".The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located to the right of the word.

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✖ Each year, the Lawns of Wisconsin Network (LaWN) board has the difficult, albeit rewarding, task of sorting through the list of candidates submitted by their membership for the honor of LaWN's "Person of the Year".

The candidates submitted are members of the green industry that through their efforts have demonstrated an outstanding ability to promote professionalism and progress in the lawn care industry. This past year, there was one candidate that was a clear choice for the award. In January, the board of LaWN was privileged to present its "2011 Person of the Year" award to Dr. Doug Soldat at the Mid-AM in Chicago.

Soldat is an assistant professor in the department of soil science at the University of Wisconsin at Madison. He has a B.S. and a M.S. degree in soil science from the University of Wisconsin – Madison as well as his Ph. D. in horticulture from Cornell University.

It was the board's unanimous feeling that Doug's outstanding research on turf's benefits in the urban environment and his test trails on the best fertility methods for quality turf grass made him an easy choice for the award. Besides his extensive work with graduate students, Doug is always willing to help with answers to questions from our industry and has always shown a keen ability to communicate well about turf grass to the general public.

We congratulate Doug for his fine efforts and thank him for helping the lawn care industry move forward.