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Phoenix Environmental Care Pops Up a Winner At The 2008 GIS

Armed with their weapons of choice – sticks of Bazooka®, wads of Double Bubble or chunks of Bubble Yum® – visitors to the Phoenix Environmental Care booth at the 2008 Golf Industry Show (GIS) in Orlando, Fla., on January 31 – February 2, were bursting with excitement. Phoenix’s one-of-a-kind NexGen Bubble Blowing Contest invited show attendees to pop over to the booth to “Discover Something Xtra” and to learn about NexGen™, Phoenix Environmental Care’s newest line of enhanced products. And because the Phoenix team is known for giving something back to the industry, each bubble blown helped them make an Xtra special donation to Golf Course Superintendents Association of America (GCSAA), the Club Managers Association of America (CMAA) and the National Golf Course Owners Association (NGCOA)... and entered superintendents into a drawing for a pre-paid Discover gift card.

Winners of the “Discover Something Xtra” gift cards during the three-day show included: Joe Burke of Indianola Country Club, Reed Rivers of Texas A&M, Brian Aaron with Azalea City Golf Course and Don Petrey with Twin Warriors Golf Club. These lucky winners each took home a \$50, pre-paid Discover gift card. And Bill Tyde of Mission Valley Golf Course, Tim Kirsch with Elkhorn Valley Golf Club and Lawrence Flament of Stonewall Golf Club each won a \$100 pre-paid card.

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But the Xtra fun didn't stop there. One special NexGen Bubble Blowing Contest positioned members of the GCSAA, the CMAA and the NGCOA against one another for bragging rights, of course, and for a special donation from Phoenix. With bubble-measuring calipers in hand, Phoenix Environmental Care's Owen Towne, Patti Niewoehner and Rick Grant measured the contestants' entries. Christian Thom, manager, career services, with the CMAA blew the competition away with a gargantuan bubble. Showing much enthusiasm, Mike Tinkey, deputy CEO, was the bubble-blowing representative from the NGCOA, and Greg Lyman, director of environmental programs with The Environmental Institute for Golf competed for the GCSAA. The winner was presented with a special trophy – a silver bubble-gum machine – but all three organizations received a \$300 check from Phoenix Environmental Care.

A second, eye-popping competition called for members of the media to represent their respected publications in Phoenix's NexGen Media Bubble Blowing Contest. Contestants who participated in this bubble-blowing showdown included *Golfdom's* Larry Aylward, *Golf Course Management's* Seth Jones and Ken Moum and *Golf Course Industry's* Kevin Gilbride and Heather Wood. But even with all that hot air, it didn't soften the blow when Ken Moum popped up the winner, taking home his bubble gum trophy and the official media blow-hard title.

"The 2008 GIS was a great success for us," said Owen Towne, president of Phoenix Environmental Care. "Besides having a chance to have some fun interaction with show attendees, the media and members of the GCSAA, CMAA and NGCOA, this year's show provided an ideal opportunity to introduce NexGen, our new line of top-quality, university-tested products."

About Phoenix Environmental Care, LLC: Specializing in turf, nursery, ornamental and aquatic products, Phoenix Environmental Care, LLC, is a leader in the Green and Aquatic industries, providing products and services that offer real benefits to customers through superior efficacy, innovation, cost-effectiveness and product support.

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