

THE PURDUE LANDSCAPE REPORT

Women of the Green Industry Featured Speaker: Beth Berry

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The Women of the Green Industry will be meeting virtually on June 20th and will feature Beth Berry, Vice-President of Sales for Advanced Turf Solutions. She will be providing a tactical strategy for acquiring your dream role in our industry or a roadmap to start your own lawn or landscape business. You can join the meeting at

<https://purdue-edu.zoom.us/j/95932197520?pwd=KysxUHFPszZiOTlwcmFZU3hUSXFpZz09>



Figure 1. Beth Berry, Advanced Turf Solutions, will be speaking on June 20th.

The Women of the Green Industry will be meeting in person after the Purdue Turf and Landscape Field Day on July 18th at 3:30 for a tour at Purdue. If you would like to join the group for a tour, email Kyle Daniel at daniel38@purdue.edu.

The Women of the Green Industry meet on the first Tuesday of every month via Zoom. If you would like keep up with the group's meetings, networking opportunities, and professional development, you can join the group's email list here:

<https://lists.purdue.edu/mailman/listinfo/womenofthegreenindustr>

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Presentation:

Jan and a Van; you already have everything you need to start a million-dollar business in the green industry.

For over four decades the lawn and landscape business has been one of the top ranked small businesses to start and grow. Low capital investment, easy access to industry training and certification and the promise of recurring revenue have also created a market where private equity is acquiring green industry businesses at staggering multiples. So, what makes it an even more attractive business for entrepreneurial female founders?

State and federal minority business grants for WOSB (Women Owned Small Business) often go unawarded because of the lack of candidates in a geographical area.

Our industry offers flexibility, fitness, creative outlets, independence, and a continued growing demand. Fleet, uniforms and service delivery equipment have been significantly optimized for females in the last 5 years to make your start even easier.

Beth Berry has been voted one of the top 40 women in the Green Industry several years in a row and has held leadership roles at the top companies in the industry. In this session Beth provides a tactical strategy for acquiring your dream role in our industry or a roadmap to start your own lawn or landscape business.

About the speaker:

Beth Berry is the Vice President of Sales for Advanced Turf Solutions. Most recently Beth was Business Development and Integrated Partnerships for Real Green Systems, a role she spearheaded for eight years. Beth has injected 30 years' wealth of experience in technology, operational management, regulatory compliance, and commercial sales into green industry product supplier expertise and the all-in-one field management software service. At both Advanced Turf and Real Green, Beth drove the frontline business objectives creating strategic partnerships and unprecedented client engagement. In 2020, Beth leveraged the disruption of the pandemic, swiftly launching a daily live show

hosting industry experts and key customers sharing pandemic related business pivots and practices. Additionally, Beth leads an initiative with industry leaders and state and federal legislators to ensure the “legal essential status” designation for the green industry for every state, creating record breaking financial results across Real Green’s home services clients.

Prior to RealGreen, Berry was a founding leader of Scotts LawnService, where she managed and mentored 45 call centers and centralized collections. Since the 1990s, Berry has held leadership roles at a host of companies throughout the marketing, service, and SaaS industries, making her a leader in the sector.

She is featured in the NYT bestseller *Youtility* by Jay Baer and has become a regular keynote at major industry events as well as serving on the boards of Project Evergreen, Indiana Professional Lawn and Landscape Association, Women in Landscape Network, National Association of Landscape Professionals, Advisory Council and newly elected board member NALP. In 2020, Berry was named one of the Top 50 Women Leaders in SaaS by Software Report across all industries. In 2022 Beth launched a weekly radio show on Turfs Up “Ahead of the Curb” and in 2023 another weekly podcast “Fingertips on the Laces” for female NFL aficionados.

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