



For Immediate Release

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RISE President Wins TOCA “Environmental Communicator of the Year Award”

Allen James, president of RISE (Responsible Industry for a Sound Environment), has been named the “Environmental Communicator of the Year” by the Turf and Ornamental Communicators Association (TOCA). This award honors outstanding efforts in communicating the benefits of environmental stewardship.

TOCA is comprised of over 150 active members, including editors, writers and industry association leaders. The organization serves communicators in the green industry by fostering an open exchange of information regarding issues that affect communication to various audiences.

“Allen James has been a long-time supporter of the green industry initiatives,” notes TOCA Executive Director Den Gardner. “His work in our industry sets an example for others,” he adds.

Serving as the executive director of RISE from its founding in 1991 to 2000 and as president from 2000 to the present, James continues to push for change. He has been influential in shaping legislation for the Food Quality Protection Act (FQPA), IPM in Schools and Environmental Protection Agency (EPA) registration fees.

James has also been a critical motivator for the “Read the Label First!” Consumer Education campaign which continues to create awareness about the importance of reading and following pesticide labels. Joined by the EPA and other partners from industry, environmental groups and government agencies, “Read the Label First!” is creating labels that are easier to understand and helping consumers purchase, use and dispose of products more safely and responsibly. With the assistance of James, the movement has already introduced new labels with understandable descriptions and simpler layouts.

“Receiving the Environmental Communicator of the Year award from such a distinguished group of people is all the more humbling because they are also my peers,” says James.

As this award proves, the dedication James brings to the industry is noted by those around him.

Laurie Treu chair of the RISE governing board and vice president of specialty ag products for Crompton Corporation/Uniroyal Chemical states, “The messages Allen James delivers are clear and concise and his audience vast and far-reaching. Through homeowners, end-user applicators, local and national legislators, regulators and the media, he has reached literally millions of people.”

In its fifth year, The Environmental Communicator of the Year award is decided through a nomination process. “Sponsored by ProSource One, a division of Agrilience, a major distributor of specialty products for the horticultural industry, the TOCA awards are an extreme source of pride for all who work in the green industry,” says Gardner.

In addition to the recognition and trophy, James received \$500 which he donated to the TOCA Scholarship Fund. The national fund selects two undergraduate students majoring in communication of ag, horticulture or turf and ornamental studies. Given annually in the spring, each recipient receives \$1,000 towards his or her education.

“It’s an honor to be recognized for just doing my job of educating the public about the safe and responsible use of specialty pesticides and encouraging them to read pesticide labels prior to using these products,” says James.

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