

GROWERTALKS

GT in Brief

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Peter Orum Named ILCA's 2014 Man of the Year

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Peter Orum of Midwest Groundcovers in St. Charles, Illinois, has been named the Illinois Landscape Contractors Association's (ILCA) 2014 Man of the Year. His contributions and commitment to ILCA and the industry make him an exemplary choice to receive the award. Peter was honored and celebrated at the Excellence in Landscape Awards Night held on February 26, 2015 at the iLandscape Show.

ILCA bestowed its very first Person of the Year Award in 1969 and has recognized men and women who have positively influenced changes in the green industry.

"Peter's example is one of joining in and being an active part of the community and energetically working to make a difference," says Peter's daughter, Christa Orum-Keller, Vice President and Vice Chairman for Midwest Groundcovers, Chairman of the Board for Midwest Trading and an active ILCA participant. "He takes an optimistic 'can do' approach and it is infectious. He is an absolute inspiration for people to learn and [to] join in—not stand on the sidelines."

Peter has built many relationships throughout the industry and has actively supported many national, international and local industry associations. He served on the board for many years and was President of the Illinois Nurserymen's Association (INA)—now the Illinois Green Industry Association (IGIA); the American Nursery and Landscape Association (ANLA)—now AmericanHort; and the Horticultural Research Institute (HRI). He served as Director to the International Board from the Eastern Region of the International Plant Propagators Society (IPPS) and became the International President in 1999. He facilitated many HRI funds and has been a voice for political and legislative issues for the industry.

"You cannot do it alone. Nobody can do a lot by themselves," said Peter. "I built Midwest Groundcovers with my wife and endless numbers of hard-working people."

Peter credits his company's employees for playing a pivotal role in Midwest's success. His business approach—that of helping his customers succeed and succeeding through their success—led to his continuous support of ILCA. **GT**