

GrassRoots Turf Awards Annual Scholarship for 2026-2027 Academic Year

July 31, 2026

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GrassRoots Turf has announced the recipient of its Future Entrepreneur Scholarship for the 2026-2027 academic year, awarding $2,500 to Lucas Hoobler, a student at the University of Southern California. The annual scholarship program supports students pursuing higher education while demonstrating entrepreneurial vision and innovation in business growth strategies.

The GrassRoots Turf scholarship challenged applicants to outline how they would leverage artificial intelligence, automation, and technology to grow a lawn care franchise to $1 million in annual revenue within three years. The competition drew submissions from high school seniors, undergraduate students, and graduate students across the United States, with entries evaluated on creativity, feasibility, and understanding of modern business technologies.

"Lucas demonstrated exceptional insight into how emerging technologies can transform traditional service industries," said Josh Wise, spokesperson for GrassRoots Turf. "His proposal showed a deep understanding

of both the technical aspects of automation and the human elements that remain essential to customer service in the lawn care industry. We believe his innovative thinking represents the future of entrepreneurship in America."

The scholarship program reflects GrassRoots Turf's commitment to fostering entrepreneurship and innovation within the lawn care and landscaping industry. By encouraging students to think critically about business growth and technological integration, the company aims to inspire the next generation of business leaders while contributing to educational advancement.

Hoobler's winning proposal incorporated strategies for digital marketing automation, route optimization software, and customer relationship management systems to scale operations efficiently. His plan demonstrated how technology could enhance rather than replace the personal touch that distinguishes quality lawn care service.

"Supporting students like Lucas through our scholarship program allows us to give back to the community while also learning from fresh perspectives on our industry," added Wise. "The innovative ideas we see from these young entrepreneurs often inspire us to think differently about our own business practices and future growth strategies."

The scholarship funds will be available to Hoobler for the upcoming 2026-2027 school year as he continues his studies at USC. The annual scholarship program remains open to all U.S. citizens who are high school seniors, undergraduate students, or graduate students, with applications for the next award cycle expected to open later in 2027.

GrassRoots Turf, established in 2002, provides comprehensive lawn care services throughout the Southeast United States, including Alabama, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina. The family-owned and operated company specializes in weed control, lawn fertilization, liquid aeration, mosquito control, and tree and shrub care for both residential and commercial properties. With a commitment to quality service backed by their Weed Free® guarantee, GrassRoots Turf has built a reputation for excellence across multiple states while maintaining strong community connections through initiatives like their annual scholarship program.

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GrassRoots Turf

GrassRoots Turf delivers worry-free lawn care with its Weed-Free® Guarantee. Serving the Southeast, we specialize in weed control, fertilization, aeration, and mosquito control for healthier lawns and happier customers.

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