

Executive Blend BLUEGRASS SOD

THE BLEND—Combination of 5 disease resistant cultivars chosen on the basis of adaptability to a variety of growing conditions.

SOIL TYPE—820 irrigated acres of sandy loam mineral soil.

ROOTING—Rapid establishment in any soil type with less water.

SERVICE—On-Time—Radio Dispatched—Forklift Delivery.

PENNCROSS CREEPING BENT SOD | 75% Sand Base



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Seed, Fertilizer,
Chemicals, and
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Lesco

Mark Gorga sips coffee and scans his daily route sheet while he waits for the glow plug light on the dashboard of his diesel truck to go out. By 6 a.m., Gorga's tractor-trailer filled with turf and landscape supplies will be waiting outside a busy Palm Springs California superintendent's office.

Nearly 3,000 miles east, Keith Longshore latches the doors to his store on wheels after supplying a golf course superintendent with a new set of tee markers, poles and some seed. This is Keith's fourth face-to-face visit with customers so far this morning and he will be back in two weeks, the same day and time, so the superintendent can plan his purchases.

There are 36 early risers like Gorga and Longshore across the United States driving green-and-white LESCO, Inc. trucks. Serving the Chicago area with their stores on wheels are Ed Witkowski and Tracy Earles.

Each salesman's truck contains turf fertilizers, plant protection products, grass seed, golf course accessories, turf equipment and replacement parts. Shelves are filled with bedknives, poles, cups, rain gear, tires, tools, flags and tee towels.

The company presently serves 26 states with the LESCO truck. By manufacturing over 80 percent of its product line, LESCO has the ability to adapt products to customers needs and maintain strict quality control. Also the company saves the customer money by being both the manufacturer and distributor. A single markup instead of two or three makes the products price competitive.

As the company adds trucks in new regions it backs them up with regional manufacturing and warehousing extending throughout the United States. The LESCO corporate headquarters is located in Rocky River, Ohio, a western Cleveland suburb.

LESCO founders Jim FitzGibbon and Bob Burkhardt started LESCO 25 years ago. At that time, the company was primarily a distributor for turfgrass equipment. Since then, the company faced and surmounted many challenges such as, territorial limitations of equipment and chemical distributors, profit-eating price increases from manufacturers and weakness in the average commission sales system.

LESCO has changed the turf market considerably since 1963 and it looks like more changes are coming. Dedicated people providing quality products and service will always be synonymous with the LESCO way of doing business.

