

## The haunting

Ruppert Landscape Company, Doerler Landscapes, The Bruce Company, Four Seasons Industries, Chapel Valley, Ground Control, Milford, American Landscape, Van Herricks, Imperial Landscape, Mulder Brothers, Great House Landscape, Western Landscape, Valley Crest Landscape, Torre & Bruglio Landscaping, Clarence Davids & Sons, Varsity Sodding Service, Oyler Brothers, Taylor Made Landscaping, Boyco Landscape Maintenance and Allen Keesen Landscape.

Those are just some of the companies that, for various reasons, were inadvertently not included in our February story on the nation's top 50 landscape companies.

That article, entitled "Landscaping's Elite," has been haunting the WT&T editorial offices ever since the magazine was mailed. Response to it has been generally...well...overwhelming. Perhaps never before have readers responded in such volume. When the tag line "if we inadvertently left you off the list, please write us" was composed, never did we think that the article would generate so much response.

Besides not including a great many of the companies that should have been, the article contained a glaring error: Environmental Industries—not The Brickman Group, as the article says—is clearly the nation's largest landscape company with revenues over \$100 million per year.

Burton Sperber, a member of Environmental Industries' front office, phoned to talk at length about what it's like to be the biggest. He also had some interesting observations relative to the article.

"Environmental Industries doesn't get involved in competition," he said. "To truly become number one, you must constantly strive to surpass yourself—not the competition."

Sperber also noted that "I don't think you can equate 'elite' with dollar volume," since the quality of the work performed by some smaller landscaping companies could easily be superior to that of companies which emphasize more, bigger accounts.

All of the callers and letter-writers, incidentally, were very understanding. As a result, we promised them to make next year's "Top 50" list more complete. And we'll keep that promise.

Promise.



*Jerry Roche*

Jerry Roche, editor

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