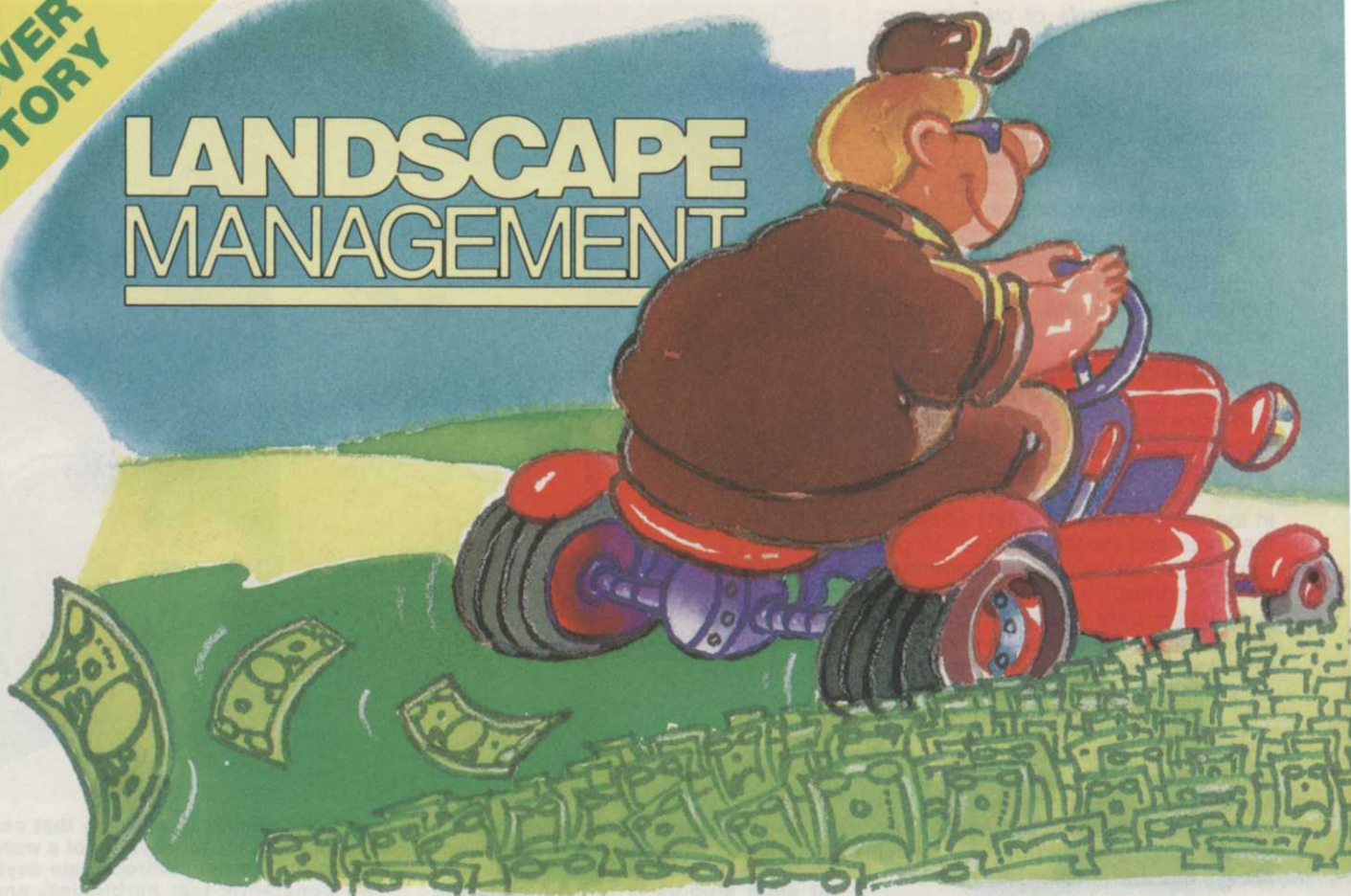


# LANDSCAPE MANAGEMENT



## SURVIVAL OF THE FATTEST

The biggest companies did the best in 1988, "The Year of the Drought," according to LANDSCAPE MANAGEMENT's third annual survey of landscape contractors.

by Terry McIver, associate editor

**L**ANDSCAPE MANAGEMENT's survey of the top landscape contractors of 1988 finds that the larger companies were not left "high and dry" in 1988, despite adverse weather conditions. That fact serves as a testament to staying power and/or the ability to adapt.

Among those companies reporting gross sales above \$3 million, the average increase in gross sales was \$830,000. Smaller companies, on

average, lost \$55,000 in gross sales.

Environmental Industries, Inc., of Calabasas, Calif., was once again the green industry's leading contractor in our "Top 50" survey, with gross sales of \$140 million. Environmental also posted the largest gain over 1987, \$26 million, on 1,600 maintenance contracts. Bob Scofield, vice president of corporate relations for Environmental, attributes the growth to "hard work, which made up for

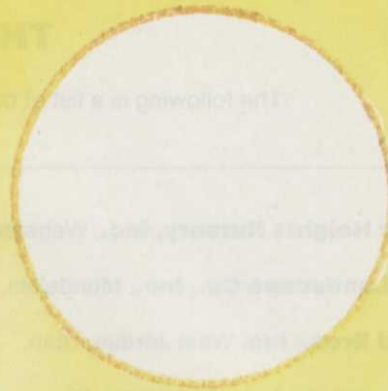
slower business in the flatter markets." According to Scofield, cities such as Denver, Phoenix and Houston, have been flat due to the decline in the oil industry.

In second place, and new to this year's survey, was Tropical Plant Lenders, Riverwoods, Ill., with sales of \$35 million, followed by a third place tie between two solid companies, De Laurentis Construction and Vidosh Brothers.

The top 10 landscape contractors for 1988, based on gross sales of those companies which responded to our survey are:

- 1. Environmental Industries, Inc.**, \$140 million.
  - 2. Tropical Plant Lenders**, Riverwoods, Ill., \$35 million.
  - A tie between **De Laurentis Construction**, Mamaroneck, N.Y. and **Vidosh Brothers**, Sterling Hts., Mich., \$18 million.
  - 4. Carlacio Landscape, Inc.**, Fullerton, Calif., \$16 million.
  - 6. Davis Landscape Contractors, Inc.**, Harrisburg, Pa., \$15 million.
  - 7. Cagwin & Dorward**, Novato, Calif., \$11.7 million.
  - 8. American Landscape Inc.**, Canoga Park, Calif., \$11.6 million.
  - 9. The Bruce Company**, Middleton, Wisc., \$11 million.
  - 10. Landscape Contractors of Illinois**, Bartlett, Ill., \$10 million.
- Other large gainers were **American**

# TOP 50 LANDSCAPE CONTRACTORS



**Landscape, Inc.**, of Canoga Park, Calif., (up by \$3.2 million), and **Rood Landscaping**, of Jupiter, Fla., which recorded sales of \$8 million, up from last year's figure of \$3 million. Rood's Tomas Aiello attributed most of the gain to the acquisition of a \$3.1 million shopping mall contract.

The following is an alphabetical listing of the green industry's top landscape contractors who returned surveys. (Branch offices are in addition to a main office):

**AAA Lawn Industries, Tucker, Ga.**, grossed \$5.8 million on 375 maintenance and 30 design/build contracts. AAA employs 120 peak and 65 annual workers out of three warehouse locations.

**American Landscape, Inc.**, Canoga Park, Calif., upped its total gross sales by \$3.2 million to be one of this year's leading gainers. Total gross sales were \$11.6 million, on more than 95 design/build jobs and more than 150 maintenance contracts. American employs 225 peak and 200 yearly workers, and operates one branch office.

**Big Pine Farm of Marietta, Ga.** grossed \$7.6 million on 183 design/build jobs and 46 maintenance contracts. The company has two branch offices, and employs 240 workers during peak season, and 126 annually.

**The Bruce Co., Middleton, Wisc.**, grossed \$11 million on 500 design/build jobs and 40 maintenance contracts. Employee figures for Bruce have leapt: peak-season employees have gone from 200 to 350, and average annual staff numbers 200, up from 45 one year ago.

**Cagwin & Forward, Novato, Calif.**, grossed \$11.7 million on 29 design and

build jobs and 297 maintenance contracts— an increase of \$3.2 million. Five offices employ 174 peak and 135 annual workers.

**Carliacio Industries, Inc.**, Fullerton, Calif., has added one branch office. Its four branches completed \$16 million of design/build work, with 300 peak and 140 yearly employees.

**Chapel Valley Landscape Co.**, Woodbine, Md., grossed \$9 million in 1988, which is a \$1 million jump from 1987. Chapel now operates two branch offices, employing 140 peak and 90 yearly workers. Design/build jobs totalled 32 in 1988. Maintenance contracts increased to 95, a 20-contract hike over 1987.

**Robert W. Childs Landscape Contractors, Inc.**, Arnold, Md., had a good year. One hundred fifty design/build jobs and 30 maintenance contracts grosses \$3.8 million. Average number of employees for a year is 30, with 100 peak-season workers.

**Clark-Morrell, Inc.**, of Lithonia, Ga., obtained an astounding 43 percent growth during 1988, with gross sales of \$7 million. Revenue came as a result of great increases in jobs and contracts. Design and build work was up more than 100 percent and maintenance contracts totaled 175, a 52 percent leap. Interestingly, staff was cut back to 120 peak and 85 yearly workers, down from 130 and 85, respectively.

**Contra Costa Landscaping, Inc.**, of Martinez, Calif. grossed \$3 million on 20 design/build jobs and 90 maintenance contracts. It employs 50 peak and 40 yearly workers at three branch offices.

**Control Environmental Services**, Secaucus, N.J., estimated gross sales of \$4.3

million for 1988. Fifteen design/build jobs and 90 maintenance contracts kept busy a staff of 150 peak-season employees and 60 yearly workers in one branch office.

**Clarence Davids & Sons, Inc.**, Blue Island, Ill., grossed \$4.25 million on 130 maintenance contracts and 200 design/build jobs. Davids operates one branch office and employs 125 peak and 30 yearly employees.

**Davis Landscape Contractors, Inc.**, of Harrisburg, Pa., one of the top of the tops, grossed \$15 million in sales, a \$3 million increase. Contributing to the gain were more than 200 design/build jobs and 40 maintenance contracts. Three branch offices employ 250 peak and 175 annual employees.

**De Laurentis Construction Co., Inc.** Mamaroneck, NY, had sales of \$18 million on 10 design/build jobs. The company employs 135 workers during peak season.

**Designs by Lee, Inc.** of Stamford, Ct., grossed \$5.7 million on more than 100 design/build jobs and 40 maintenance contracts.

**Doerler Landscapes, Inc.**, added 25 contracts, and grossed \$4 million. Design/build jobs totaled 170 and 90 maintenance contracts were serviced from two branch offices by 100 peak and 50 yearly workers.

**Environmental Industries, Inc.**, Calabasas, Calif., is once again the top contractor in the land, with \$140 million in gross sales. Environmental operates three divisions: landscaping, maintenance and a tree nursery. It has 26 branch offices, and employs 2,600 workers during peak season, and 2,000 annually. Environ-

## THE BEST OF THE REST

The following is a list of companies with revenues between \$1 million and \$3 million which responded to the survey.

**Arbor Heights Nursery, Inc.**, Webster, N.Y.

**BGT Landscape Co., Inc.**, Mundelein, Ill.

**Bland Bros., Inc.**, West Jordan, Utah.

**Bregenzer's, Inc.**, Alpharetta, Ga.

**Four Seasons Lawn & Landscape**,  
Kansas City, Mo.

**Garden Gate Landscaping, Inc.**,  
Silver Spring, Md.

**Greathouse Landscape Co., Inc.**,  
Nashville, Tenn.

**Green Carpet Landscape, Inc.**,  
Worcester, Mass.

**The Ground Crew**, Arlington, Texas

**L & L Landscape Services, Inc.**,  
Santa Clara, Calif.

**Lifescapes, Inc.**, Canton, Ga.

**Marvin's Garden & Landscape Service, Inc.**,  
Sarasota, Fla.

**McDugald-Steele Landscape Architects  
& Contractor**, Houston, Texas.

**Oak Brook Landscape Company**, Naperville, Ill.

**Richway Landscaping**, Humble, Texas.

**SLB Lawn**, Clarkston, Ga

**The Spence Co.**, Houston, Texas.

**Suburban Landscape Associates, Inc.**,  
Daveport, Iowa.

**Virginia Turf Management Associates, Inc.**,  
Norfolk, Va.

**White Oak Landscaping**, Kennesaw, Ga.

**Land Design Group, Inc.**, Dallas, Texas.

mental had 1,600 maintenance contracts for the year.

**(ED. NOTE: Brickman Industries**, Longwood, Ill., generally acknowledged as the second-largest landscape contracting company in the country, did not respond to the questionnaire.)

**Gibbs Landscape Co.**, Atlanta, Ga., earned \$6 million on 1,000 design/build and 500 maintenance jobs. The company employs 150 workers at 1 location.

**Greenleaves**, of Chamblee, Ga., grossed \$8 million on 122 maintenance contracts and 90 design/build jobs. The company has two branch offices, and employs 275 employees at peak-season and 90 year-round workers.

**Greeno, Inc.**, Concord, Ma., boosted sales considerably over 1987. In the \$2-\$3 million range last year, 1988 gross sales will top out at \$5 million. The company held 75 design/build jobs, and employed 65 peak and 28 annual workers.

**Ground Control Landscaping, Inc.**, Orlando, Fla., grossed \$4.2 million on 80 maintenance contracts and 25 design/build jobs. Gross sales were down slightly from 1987's \$4.3 million.

**The Groundskeeper**, Tucson, Ariz., is new to the survey. Gross sales for the year were \$5.6 million, within 2 percent of the company goal of \$6 million. Operating three branch offices, Groundskeeper held 250 maintenance contracts and completed

76 design/build jobs. Average staff numbers 150; peak employment reaches 250.

**Heyser Landscaping, Inc.** of Norristown, Pa., posted a \$1 million increase in gross sales, with \$7.2 million from 76 design/build jobs and 128 maintenance contracts. Two branch offices employ 22 peak employees and 65 yearly workers.

**Edmund M. Hayden, Inc.**, Woodstock, Ill., had revenues of \$5.5 million on 12 maintenance contracts and 20 design/build projects.

**Hillenmeyer Nurseries**, Lexington, Ky., has 160 peak and 110 year-round employees. It posted \$3.5 million in gross sales on 50 maintenance contracts. The company also operates garden centers.

**D.A. Hoerr & Sons, Inc.**, of Peoria, Ill., completed 240 design/build jobs in 1988, and handled 5 maintenance contracts. Hoerr employs 120 peak and 80 yearly employees in two branch offices. Gross sales were \$4 million.

**Ireland/Gannon Associates**, East Norwich, N.Y., grossed \$4.5 million on about 60 design/build jobs. The company operates one branch office and employs 50 peak and 30 year-round workers.

**Johnson Hydro Seeding Corp.**, Rockville, Md., recorded gross sales of \$6.2 million, an \$800,000 increase over 1987. Design/build jobs doubled to 70, which is work done mostly for building contractors. Maintenance contracts for Johnson totaled 430.

**KT Enterprises**, Alexandria, Va., reached \$9 million in gross sales, an increase of \$700,000. KT now has three branch offices, two more than 1987, and employs 380 peak and 150 annual workers.

**Allen Keesen Landscape, Inc.**, Denver, Co., grossed \$4 million on 60 design/build jobs and 175 maintenance contracts. Keesen operates two branch offices and employs 120 peak and 50 annual workers.

**Lambert Landscape Co.**, Dallas, Texas, grossed \$9.5 million from 250 design/build jobs and 100 maintenance contracts. In peak-season, Lambert employs 200 workers. Annual workers number 150.

**Lancaster Landscape**, Alexandria, Va., boosted sales slightly, but is still one of the largest companies. Gross sales for 1987 reached \$14 million, based on approximately 300 maintenance contracts. Eight branch offices employ 450 peak employees and 250 annual workers.

**Landscape Contractors of Illinois**, Bartlett, Ill., grossed \$10 million on 200 contracting jobs and 50 maintenance contracts. It employs 150 peak and 25 yearly workers.

**Landscape Design & Construction**, Dallas, Texas, operates three maintenance branches and one landscape operation. The company acquired a landscape contracting company during the year, and grossed \$8.8 million from 315 maintenance contracts. During peak-season, LDC employs 350; yearly staff number 210.

**Larchwood Construction Corp.**, Holtsville, N.Y., grossed \$5.8 million for approximately 30 city, municipal, highway and building contracts. The company employs 75 workers during peak-season, and operates one branch office.

**Lied's Nursery Co., Inc.**, Sussex, Wisc., increased gross sales to \$7.5 million, up 87 percent over 1987. Totals on jobs and contracts were not available. With one branch office, it employs 210 peak and 100 year-round people.

**Maintain Inc./Landscape Design and Construction, Inc.** of Dallas, Texas, did a total gross sales business of \$8.4 million from 310 maintenance contracts and 30 design/build jobs. The companies employ 160 yearly and 260 peak-season workers in three branch offices.

**Meadowbrook of Savannah, Inc.**, Savannah, Ga., took in \$4.2 million for 120 design/build jobs and 35 maintenance contracts. Its 20 regular employees are joined by 40 peak season workers.

**North Haven Gardens**, Dallas, Texas, reports \$4 million in sales on 200 maintenance contracts and 12 design/build jobs. Two branch offices employ 206 yearly and 175 peak-season workers.

For **Oyler Bros.**, Orlando, Fla., sales increased by half a million dollars, hitting \$9 million. Design/build jobs increased from 65 to roughly 125. Maintenance contracts, however, dropped by half, to 150. The company added two branch offices, and now has five, employing 180 workers year-round, 275 peak.

**Rood Landscape Co., Inc.**, Jupiter, Fla., was another huge gainer, with sales of \$8 million, up from 1987's total of \$3 million. Design and build work was listed at 150, and maintenance contracts totaled 75.

**Ruppert Landscape Co., Inc.**, Ashton, Md., had a good year, with total gross sales of \$9 million, a \$3 million hike over 1987. Maintenance contracts for Ruppert's 160 peak and 110 yearly workers totaled 101; 70 design/build jobs were completed from one branch office.

**Alfred L. Simpson & Company, Inc.**, Atlanta, Ga., had sales of \$6 million for landscape design, build and maintenance in 1988, an increase of \$1 million. Simpson has no branch offices, and employs 95 annual and 125 peak season employees.

**R. B. Stout, Inc.**, Akron, Ohio, recorded gross sales of \$5.5 million from an impressive 400 design/build jobs and 280 maintenance contracts. Stout employs 160 people at the height of the season. Annual average is 40 employees.

**Scapes, Inc.**, Marietta, Ga., had \$5 million in sales for the year, with 27 design/build jobs and 34 maintenance contracts. Yearly employees number 85; peak staff is 120. Scapes operates one branch office.

**Southern Tree & Landscape Co.**, Charlotte, N.C., grossed \$6.5 million on 250 design/build jobs and 60 maintenance contracts. Southern employs 100 peak and 75 annual workers out of two branch offices.

**Torre & Bruglio Landscape Contractors**, Mt. Clemens, Mich., had 220 design/build jobs and 125 maintenance contracts, bringing in \$3.8 million. One branch office employs 85 peak and 20 year-round workers.

**Tropical Plant Rentals, Inc.**, of Riverwoods, Ill., is one of this year's top 10 companies, thanks to \$35 million in sales from 10,000 maintenance contracts and "many" design/build jobs. It operates 10 branch offices, and employs 750 employees year-round.

**Van Herrick's**, of Gardena, Calif., grossed \$4.3 million on approximately 950 maintenance contracts. Five branch offices employ about 100 people throughout the year.

**Valley Landscaping & Maintenance, Inc.**, Lodi, Calif., had sales of \$3.4 million on 70 design/build jobs and 50 maintenance contracts. With one branch office, Valley employs 150 workers at peak-season, and 100 year-round.

**Varsity Sodding Service, Inc.**, Swoyersville, Pa., grossed \$3.65 million on 44 design/build jobs and 41 maintenance contracts, many of which were for clients in neighboring eastern seaboard states. One office employs 82 peak and 18 yearly employees.

**Vidosh, Inc.**, Pontiac, Mi., had a great year, with \$18 million in sales. Job and contract figures were not available. Vidosh has three branch offices, one less than in 1987. It employs 250 peak and 100 year round workers.



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