

'Service them to death' (Maybe not that much...)

...but service is indeed one of the keys to the success of Hadco Lawn & Landscape, a big fish in a small pond.

■ Bartlesville, Oklahoma is a tiny town located 50 miles north of Tulsa.

The nation's first commercial oil well west of the Mississippi was drilled there, and every year the town hosts an International Mozart Festival. The town is the corporate headquarters for Phillips Petroleum, which is consequently its largest employer.

Bartlesville is also where you'll find Hadco Lawn & Landscape Management Company, which—for purposes of this story, anyway—is Bartlesville's greatest success story.

Wes Hadsell, 34, is president and founder of the 11-year-old company, which has established a definite presence in this town of 38,000 people.

Eighty percent of Hadco's revenue is generated by city contracts and Phillips Petroleum. The other 20 percent comes from residential accounts. It's the city's first and largest landscape/maintenance company.

Hadco "does it all," says Hadsell: irrigation, hardscaping, excavation, to the recently-added lighting installation.

A self-taught landscape designer, Hadsell draws out the plans for all designs.

Hadsell says he could easily expand to other towns; Coffeyville and Independence are two nearby Kansas cities in need of lawn care services, but Hadsell says he'd avoid expanding there for peace of mind. "It would drive me nuts not knowing how

to different situations, and are good problem solvers, like when it comes to modifying a pickup truck design (see related story, page xx).

Industry spokesman—Hadsell is an active industry supporter. He often speaks to civic organizations. A recent speech covered the importance of returning clippings to turf. He attempted to start a local lawn care association, but says the idea didn't spark enough interest. His concerns include a desire to see mandatory licensing among landscape contractors.

Hadsell started in landscape management by chance. He was in college, working about 32 hours a week for Phillips as a computer assistant. His wife, Cindy, worked at a savings and loan. The chairman of the bank needed someone to tend the grounds around his home. Wes offered to help with what he thought was a one-time favor. Soon he was mowing for a number of bank executives.

Hadsell didn't need his college degree to recognize the need for a high quality landscape management company, and soon Hadco was up and running. He bought some mowers on credit, hired one man to assist, and was on his way.

There are 15 year-round employees, about 35 during peak season.

—Terry McIver

Hadco highlights

- ✓ No smoking on the job.
- ✓ Safety meetings are held regularly.
- ✓ Crew manager makes daily site checks.
- ✓ Uniforms required. Trucks always clean.
- ✓ Profit-sharing plan for employees.
- ✓ Spot inspections by Wes Hadsell weekly.
- ✓ For ornamentals, a "pinch and prune" crew is led by a trained horticulturist.
- ✓ Mowing crews mow, trim and edge.
- ✓ 'Winter rules:' "We pull together and do what it takes to get the job done," with a smaller crew, says Hadsell.
- ✓ Service tip: Use equipment to the fullest. 'When putting in an irrigation system, why not take advantage of what you have on hand (trencher, manpower) and make a pitch for a lighting system?'

☆☆☆☆ Company philosophy: 'Service!'

everything looks," he says.

Hadsell's employees are jacks of all trades, but are by no means unskilled. He says he prefers to hire persons with a variety of hands-on experience in vocational trades, like auto body work, masonry, or other trades. They work hard, can adapt



Hadco strives to give customers a sense of pride in their surroundings.

