

PEOPLE OF THE YEAR

Thirteen years ago we announced our first "Lawn Care Person of the Year" recipient, and made a special presentation at the PLCAA Conference. We've made a selection every year since. The list reads like a "Who's Who" in lawn care.

This year we've broadened our scope to include "Person of the Year" award winners in landscape, professional grounds care, and golf. We think this change reflects the growing cooperation among green industry groups such as PLCAA, ALCA and PGMS. These three professional associations combine their efforts in the sixth annual Green Industry Expo in Cincinnati this month. See you there.

The 1996 "People of the Year" are:

LAWN CARE CATEGORY

Daryle L. Johnson, President of All American Turf Beauty, Van Meter, Iowa

The videotape showed a Daryle Johnson that nobody had ever seen before and will never see again. It showed Johnson in the lead role as a thoughtless, careless applicator. A dirtball. He played it strictly for laughs. He wanted to demonstrate how not to act as a professional applicator. He played the video as part of a larger program at last year's PLCAA Conference in Ft Worth.

Let it be written here first—Daryle Johnson will not be considered for an Oscar as a result of that work.

But he is LANDSCAPE MANAGEMENT magazine's 1997 Lawn Care "Person of the Year."

Daryle Johnson's career highlights

- ▶ 1976: he and wife Linda start All American Turf Beauty
- ▶ 1980s: helps found Iowa Professional Lawn Care Association (IPLCA)
- ▶ 1980s: helps found Iowa Alliance of Environmental Concerns
- ▶ 1989: receives IPLCA Distinguished Service Award
- ▶ 1990: helps organize fight to prevent unfair anti-pesticide laws in Iowa
- ▶ Early 1990s: serves on PLCAA board (3 years); GIE board member (2 years)
- ▶ 1994: receives Iowa Turfgrass Institute Meritorious Service Award



Daryle Johnson, 20 years after co-founding All American Turf Beauty with his wife, Linda, remains one of the application industry's biggest boosters both in Iowa, his native state, and nationally. Not by words, but by actions over almost two decades.

In 1976 Daryle and Linda incorporated All American Turf Beauty, Van Meter, Iowa. Johnson was the only full time employee and handled both sales and production for the first two seasons. In 1976 he also became a manufacturer's representative for The Andersons Lawn Group. (His company still works closely with The Anderson as its sales rep west of the Mississippi.)

That first year in business was a tough one for the Johnsons. They ended the season with just 95 customers. Business increased the second season to 400 customers, and more than doubled again in 1978 when the Johnsons opened their second branch in Ames, Iowa. Several years later they staffed a Waterloo location.

All American Turf Beauty added commercial services in 1989 for large turf areas, and, in 1990, further diversified by adding irrigation design, installation and maintenance.

All American Turf Beauty continues to

grow, although at a slower pace, and the Johnsons have prepared it for the future by amending its Employee 401(K) Profit Sharing Plan, several years ago, to an Employee Stock Ownership Plan (ESOP) so that it gradually becomes owned by its employees.

Local, national leader

Johnson's contributions to Iowa turfgrass have been considerable. He helped found and also served as president of both the Iowa Professional Lawn Care Association and the Iowa Alliance of Environmental Concerns. He's also the 1996 president of the Iowa Turfgrass Institute. He continues as a trustee for both IPLCA and the Iowa Alliance.

On the legislative front Johnson helped organize the fight to prevent restrictive anti-pesticide laws in Iowa, and worked on the industry committee to eliminate the use tax on lawn fertilizer and chemicals there.

As a member of the PLCAA board, Johnson served as Conference Chairman and as a GIE board member and secretary.

Johnson's friendly, reasoned approach to problem solving has served his company and the lawn care industry well. The best news is that he's still contributing.