

THE LM 100:

Excellence is
everywhere!

Our spin on some of the best and most visible golf courses, athletic and grounds facilities and lawn/landscape companies—ones that help set the standards for green industry excellence.



Golf course and grounds facility selection based on design features, reputation, accessibility, volume of acres managed, and solicited, peer-group opinion.

Landscape/lawn care companies chosen for their volume, regional and/or national reputation, and media accessibility.

We know we could have included at least another hundred. Nonetheless, we hope you find this informative, entertaining and useful. —The editors





GOLF COURSES

Augusta National Golf Club, Augusta, Ga.

Formally opened for play January of 1933, the course was built and designed by Bob Jones and Dr. Alistair Mackenzie.

"All members of the maintenance staff receive a daily schedule every morning with their specific responsibilities," says Jack Stephens, chairman of Augusta National Golf Club. "Frequent meetings are conducted to update the staff on the latest innovations and procedures in the turfgrass industry."

Boone Links/Lassing Pointe, Florence, Ky.

The two Boone Links courses—Brookview and Lakeview—were designed by the von Hagge Company and golf professional Bruce Devlin. Lassing Pointe was designed by



Michael Hurdzan.

"I bring out the best in my people," says superintendent Jerry Coldiron (shown). "I look at everybody as an individual. We let them

know how much we appreciate them."

Bob O' Link, Highland Park, Ill.

A Donald Ross course from 1916, Bob O' Link is known for its elevated greens and large bunkers. Certified superintendent Bruce Williams—who is also the current GCSAA president—followed in his dad Bob's footsteps at Bob O' Link.

"Agronomically, I try to stay up with everything as much as I possibly can," says Williams, who reads constantly. "I try to stay on top of the cutting-edge technology, through reading and turf conferences."

Collier's Reserve, Naples, Fla.

One of the first Audubon Cooperative Sanctuary courses, Collier's is a lesson in how to build a golf course without disturbing the native wildlife and vegetation.

"There's not a whole lot of



room for boredom in this business if you're motivated," says certified superintendent Tim Hiers (shown) a staunch defender of golf course superintendents as environmentalists.

Canterbury Golf Club, Beachwood, Ohio

Since 1921, Canterbury has been a frequent stop for touring pros. It's hosted four U.S. Open Championships and four USGA



championships.

Superintendent Terry Bonar (shown) says he had fun getting the course ready for the 1996 U.S. Senior Open Championship, held at Canterbury this past July.



"I think we exceeded the USGA's criteria," says Bonar. "They wouldn't let us

get the greens any faster than 10 [on the stimpmeter]. We could have had them up to 11."

Congressional Country Club, Bethesda, Md.

Two nine-hole courses—The Blue Course and The Gold Course—were designed in 1924 by Devereux Emmet, a dog trainer/golfer/huntsman from New York City. Many have reworked or added to the course since then, including Donald Ross, Robert Trent

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Jones, Rees Jones and Roger Rulewich.

Superintendent Paul Latshaw—now in his third season at the Congressional—is readying the course for next year's U.S. Open.

"What keeps me going is the satisfaction of seeing your work reach completion," says Latshaw, who has also served as superintendent of Oakmont.

Fairmount Country Club, Chatham, N.J.

Hal Purdy designed Fairmount in 1960, with moderate undulations and "fall-away" greens. Vince Bracken (shown), superintendent at



Fairmount since 1989, calls the course "difficult but fair."

Seeding a bluegrass/rye mixture in the roughs has recently helped Bracken highlight the con-

tours between fairways and rough areas.

Firestone Country Club, Akron, Ohio

The North Course was a 1969, Robert Trent Jones/Roger Rulewich design. William Way gave us the South course in 1929. Firestone is the site of the NEC World Series of Golf, held every August. Brian Mabie is the superintendent.

The Greenbrier, White Sulphur Springs, W.Va.

Robert Mitchell (shown), executive director of golf & grounds, keeps the three Greenbrier courses



running smoothly with the help of a solid team of people.

Sixty percent of the Greenbrier's business comes from groups staying at the

resort hotel that is part of the Greenbrier complex. Average annual "guest days" at the hotel reach 230,000.

Mitchell says his strengths include being able to bring about a teamwork approach, and the budgeting/accounting side of managing a golf course resort.

"Slammin'" Sam Snead is The Greenbrier's golf pro emeritus.

Harborside Golf Course, Long Grove, Ill.

Formerly the site of two Chicago landfills, the links-style, 456-acre Harborside International Golf Center is under the care of superintendent Clay Putnam.

"My biggest concern is the health of the turfgrass," says Putnam. "I want to be as efficient as



possible. I want to achieve the perfect balance, between amount of fertilizer and pesticide used. I would also like to establish a true integrated pest management program."

Assistants Mark Schmitz and Donnie Fitzgerald help Putnam manage 72 employees.

Hartfield National, Avondale, Pa.

This one-year-old, 18-hole course is one of the finest public courses in America—as Tom Fazio designed it to be, according to superintendent Steve Edkin.

"We are an upscale public course that gives the daily fee player a country club experience," says Edkin. The course draws golfers from Philadelphia, Delaware, south New Jersey and Maryland.

Crenshaw/South Shore creeping bentgrass greens are nicely contrasted by perennial ryegrass fairways and tees, and roughs are sodded Kentucky bluegrass.

The Honors Course, Ooltewah, Tenn.

Superintendent David Stone says the Honors Course has been

known to have great greens and zoysiagrass fairways. It hosted this year's NCAA Championship, won by teen phenom Tiger Woods.

"It's always been an environmentally-friendly course; it was designed that way," says Stone, who has been with the Pete Dye-designed course since it opened in 1983.

The Robert Trent Jones Golf Trail, Alabama

You can golf all you like in Alabama nowadays, with the completion in late 1993 of 18 courses by Robert Trent Jones, Sr. The trail winds through the foothills of the Appalachians in north Alabama, down to the Gulf of Mexico. Included are Highland Oaks in Dothan and Cambrian Ridge in Greenville, both voted among the best new public courses of 1994.

Kiva Dunes, Gulf Shores, Ala.

Golf professional Jerry Pate designed it, and Mike Rienzi built it, grew it in and is the superintendent of this 18-hole course voted by *Golf Magazine* as one of the best public golf courses of 1996.

Rienzi calls himself "a perfectionist," an attitude he says he developed during stints at Augusta National and Old Waverly in Mississippi.

"I have an eye for detail and above-average playing conditions," says Rienzi. I see and do things above and beyond what is considered good enough."

La Quinta Hotel, Golf & Tennis Resort, La Quinta, Calif.

Michael Tellier says computers and safety issues are very much in the future of the golf course superintendent's job.

"Agronomically, water management is an increasing issue," says Tellier. The courses of La Quinta—Citrus, Dunes, Mountain and Resort—were designed by Pete Dye between 1981 and 1987, and comprise much of that designer's contribution to California golf.

The Merit Club, Gurnee, Ill.

The club is composed of 30

acres of wetlands, a 30-acre savannah and a two-acre nursery. Owner Bert Getz wanted to save the scenic and natural character of the land when he built the course. "I didn't want to see it paved or roofed over," he says. Oscar Miles is the superintendent. Pennlinks, Penneagle and Penncross varieties are used. Natural grasslands grow as high as four feet.

Oakmont Country Club, Oakmont, Pa.

Legendary Oakmont was designed by Henry Fownes in 1904, and later improved by his son, William. Described in one golf encyclopedia as a model of "the penal school" of golf course design, the course under William Fownes was meant to be "the toughest course in the world."

Certified superintendent Mark Kuhns tries to check each green's speed every day, with a stimp meter in one hand and a putter in the other. Greens are mowed twice, with riding and walking mowers.

Oak Hill Country Club, Pittsford, N.Y.

Designed by Donald Ross, the east course was host to the 1995

Ryder Cup. Oak Hill has hosted six LPGA events, a U.S. Senior Open and a U.S. Open.

Superintendent Joe Hahn (shown) believes in doing

mechanical turf care operations at "the right time," which just might mean aerifying greens during times of busy play, for example. As far as staff management, "I try to surround myself with good people, and mold them into the best they can be," says Hahn.

Oakland Hills Country Club, Bloomfield Hills, Mich.

Oakland Hills consists of a North and South course, and has been the host course for six U.S. Opens. It was designed by Donald Ross in 1917-1918, and later reworked by Robert Trent Jones.



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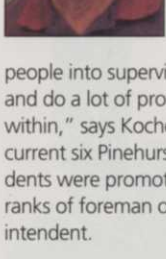


Superintendent Steve Glossinger (shown), a superintendent for 21 years, is relaxed and confident on the job. "My system is to stay organized, stay focused," says Glossinger. "Look at your priorities: tees, greens and bunkers."

Pinehurst Country Club, Pinehurst, N.C.

Donald Ross built Pinehurst's #1, #2, #3 and #4 courses, and was also the pro at Pinehurst until his death in 1948.

Brad Kocher (shown), certified superintendent and director of golf course maintenance, puts his own beginnings in the business back to when he was 12 years old and he watched his dad build a par three course in eastern Ohio.



"We try to bring the right people into supervisory positions, and do a lot of promoting from within," says Kocher. Four of the current six Pinehurst superintendents were promoted from the ranks of foreman or assistant superintendent.

Pine Valley, Pine Valley, N.J.

Pine Valley opened in 1922. Builder/designer George Crump began the project in 1918, and had it nearly completed, but died before the course was finished. The course is generally acknowledged to be among the world's finest. Rick Christian is the superintendent.

The Stanwich Club, Greenwich, Conn.

Designed in 1963 by the father & son team of William and David Gordon, the greens are some of the most undulating anywhere, says certified superintendent Scott Niven.

"You cannot get away from good technical skills," says Niven,

who emphasizes the importance of the mowing, the watering and the spraying. "You have to eat, drink and sleep it." Then, says Niven, you have to be able to communicate well, whether it be to the staff, members, the press or the public.

Sylvania Country Club, Sylvania, Ohio

Many consider virtuoso designer Willie Park, Jr. to have been the best ever. He built this private course near Toledo in 1917. Superintendent Michael Barton says the large push-up greens decline sharply in back. "I think Park thought that the guy who could putt the best would win the match," suspects Barton, now with the club for nine years. His strengths are in, "communication, and the management of the whole thing.

"They give you the tools and the money to grow grass, and most of the time you can," says Barton, who grows *Poa annua* greens and fairways of *Poa annua*, *Poa trivialis*, bentgrass and rye.

Valhalla Country Club, Louisville, Ky.

Designed by Jack Nicklaus, Valhalla was the site of the 78th PGA championship in August. Superintendent Mark Wilson's motto is "no problems, only solutions."

"Establish your goals and make habits into routines, like making your bed in the morning," he says. "Our people know the plan, and the backup plan. If something goes wrong, we find a way to fix it."

The Waconda Club, Des Moines, Iowa

Waconda features extreme changes in elevation. Fairways are narrow, and heavily-wooded with oaks and hickories.



Superintendent Steve Cook (shown) has been in the golf maintenance industry for the past 15 years, the last four at this private, 18-hole club. He also built a golf course in Paris, France, called Golf



de Joyenal.

"Work hard, pay attention to details, and have fun" is Cook's philosophy. "You can always look around and find something else that needs to be done."

The Wilds, Prior Lake, Minn.

The Wilds opened in 1995 and quickly made it to *Golf Magazine's* list of the "Top Ten Public Courses" in the U.S.

Designed by Jay Morrish and Tom Weiskopf, The Wilds fits nicely into the surrounding countryside. "There's a great variety of very playable, solid golf holes," says certified superintendent James Gardner.

Wynstone Golf Club, North Barrington, Ill.

"It gets pretty hectic," says 16-year veteran superintendent Tommy Witt

(shown). "Wynstone is a family club. We have to understand the season is short and our members want to enjoy the course as much as possible."

Witt says the best golf courses, "don't happen by accident. It's a trifold effort between a qualified staff to manage it; a governing body that's willing to fund the effort; and a membership that is proud and willing to take care of it."

GROUNDS & ATHLETIC FIELDS

Boone Community School District, Boone, Iowa

Bill Antons has been the super-

intendent of buildings and grounds here for eight years. His athletic field responsibilities include getting the stadium ready for junior and senior high school play, flag football and of course, band practice. "Get out and make sure the preventive stuff is done on time," suggests Antons, who uses a computer to keep track of field care—fertility, spraying and striping.

Broward County Schools, Broward County, Fla.

Lanny Dixon is the certified pest control operator for 200 schools and educational sites. Her responsibilities include all fence line spraying, fire ant control and sports turf management on 80 acres of fine turf, along with close interaction between the mowing and irrigation departments.

"We also maintain close to 100 clay surfaces," says Dixon, who believes she is most adept at coordinating the various work schedules, and using her computer skills to help plan and implement the program.

Carol Department of Parks, Carol, Iowa

Carol—pop. 10,000—is a "well-turfed" city, with 11 neighborhood parks and eight ball fields. Seven more fields are under construction.

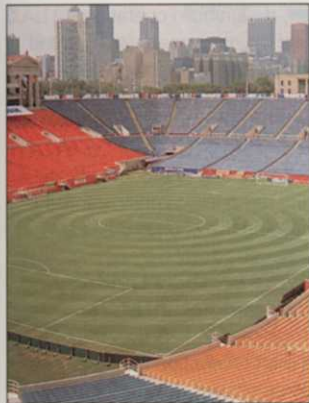
Among his many duties, Parks Superintendent Scott Parcher grows 15,000 annuals each year. He's been with the city for 16 years.

"I have to be versatile," says Parcher. "For a town this size, you need somebody with a wide range of skills."

Chicago Bears Practice Facility, Lake Forest, Ill.

Ken Mrock (shown), in his 11th season as head groundkeeper for the Chicago Bears NFL team, will open five acres of new practice fields in November, including 80,000 sq. ft. of fields heated with the Sub-Air system. The sand-based fields are seeded with seven propri-





etary Kentucky bluegrasses.

"We've had good success at our field days," Mrock notes. "We're just hard workers who share our mistakes with everyone, and pour our hearts out." (Shown is Soldier Field)

City of Claremont, Claremont, Calif.

Whether it's receiving awards for drought-tolerant or water-effi-



cient landscapes, or for its urban forestry/street tree program, Claremont, Calif. (pop. 33,000) has every right to be proud of its city landscapes.

"Our urban forestry program is on the cutting edge," claims Mark Hodnick (shown), who manages the city's parks, facilities and urban forest program. "The trees really add to the whole 'oasis' feeling Claremont has, too."

Danvers Tree & Grounds Division, Danvers, Mass.

Jack Schmidgall, supervisor of trees and grounds for the city of Danvers, Mass., oversees the maintenance of roadsides, parks and athletic facilities, with 150 acres to mow. He's developed a working long-term plan in the 13 years he's been with the city, and has a degree in turf management from the University of Massachusetts.

University of Delaware, Wilmington, Del.

Landscape engineer Tom Taylor and assistant director for grounds maintenance Sam Jones manage 400 acres of athletic fields and landscaped areas. Compost amendments are a big part of the program. Two hundred yards of leaf compost was recently used to complete "The Grove," a two-acre stand of beech trees, ground covers, walkways, nightlighting and seating areas.

Fremont Parks Department, Fremont, Neb.

Ken Walter directs about 50 full-time employees and up to 300 seasonal workers, all of whom are needed to maintain 400 acres of playgrounds and athletic fields.

This summer's projects include a new playground and softball diamond. Soon, a new greenhouse will be installed to grow up to 200,000 bedding plants, a regular practice for the past 20 years.

"I suppose my strong point is working with employees and the public," says Walter, who calls himself a 'people person.'

Howard County Bureau of Parks, Howard County, Md.

Jeff Bourne (shown) oversees care of about 6,000 acres of park sites that vary in size from 600 acres to a mere sixteenth acre.



An "open space dedication program" enables the county to acquire small pieces of land adjacent to all new developments, thereby matching the growth of park land to the rate of develop-

ment in the county.

"My strength is in listening to people, trying to make sure they know what our goals are, from turf management, to sports fields," says Bourne, who has been the director of the Bureau of Parks since 1989.

Jacksonville Sports Complex, Jacksonville, Fla.

The complex is home to the NFL expansion team Jacksonville Jaguars, and the Detroit Tigers' AA ball club. Prescription Athletic Turf is used on the baseball infield. The football stadium and three football training fields are built to USGA greens specifications, using a 90/10 mix of sand/Dakota reed sedge peat. Turf of choice is 419 bermudagrass.

"We're good at juggling it all at the same time, to make it all happen," says manager Mark Clay.

Jacobs Field, Cleveland, Ohio

It's become visible in major league baseball for its newness, its resemblance to the ball fields of old, and for the Indians' resurgence as World Series contenders.



Brandon Koehnke (shown) is manager of field

maintenance at the site. His success is based on attention to the infield, a good crew and an optimistic attitude.

Jefferson County Schools, Lakewood, Colo.

By Hanson and his assistant Dave Rulli have squeezed 70 football games each of the past two years out of 40-year-old Jefferson County Stadium. But they've done



it, and all the work is paying off. Trailblazer Stadium (soccer and football) opens Aug. 29th, and three more stadiums to accommodate the 17 local high schools are slated to be completed by the 1998 season.

"By that time, we will have a system that could be a model for all other school systems," says Hanson, manager of stadium operations.

Midway Stadium, St. Paul, Minn.

The four-year old facility is home field for the St. Paul Saints of the



Northern Baseball League; Hamlin and Bethel colleges; Minnesota youth baseball and various adult sports teams.

"There's a lot of 'grin-and-bear-it'-type situations and last-minute details," says facilities manager Connie Rudolph (shown), "and it takes an easy-going personality to deal with it."

Jack Murphy Stadium, San Diego, Calif.

As many as 125 events keep Jack Murphy Stadium hopping throughout the year. The Padres, Chargers and San Diego State Aztecs are the



major sporting events, along with motocross, "monster truck" clashes and concerts.

"You have to be able to work around all the scheduled events, and

make people want to get a job done; and when times get tough, to keep them going," says Field Manager Steve Wightman (shown). After 23 years in the business, Wightman says he "knows what the players like and don't like."

Nebraska Wesleyan University, Lincoln, Neb.

Twyla Hansen, grounds manager at Nebraska Wesleyan Univer-

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city since 1982, also serves as curator of the Alice Abel Arboretum in Lincoln. University grounds under her supervision include three multiple-use athletic fields. Hansen, a graduate of the University of Nebraska at Lincoln, is most accomplished in the proper placement of plants and turf.

University of Notre Dame, South Bend, Ind.

Site of many a classic football contest, the field used by the Fighting Irish of

Notre Dame is managed by Dale Getz (shown), who has been in charge for the past seven years. Getz says his strength is in managing



the human resources required to get the job done.

E.J. Nutter Training Facility, Lexington, Ky.

It's not easy to grow bermudagrass as far north as the University of Kentucky (in the heart of bluegrass country), as Bucky Trotter can tell you. But with Vamont and Quickstand, it's not only possible, it's preferable.

"The University of Kentucky football coaches and players like the bermuda because it's better on their legs," Trotter says. "It's dense so it covers up some of the rocky soil we have here in Kentucky, and we mow it at less than one inch, so the players feel real fast on it."

The bluegrass/ryegrass mix Trotter used to use wouldn't hold up during two-a-day practices, so Kentucky turf prof Dr. A.J. Powell recommended the bermuda.

City of Pompano Beach, Fla.

Grounds supervisor Tom Curran (shown) oversees work on 175 acres of turfed landscapes, including 11 large parks, grounds surrounding an amphitheatre, equestrian trails and a stadium. He's been with the city for eight years.

"I try to praise the crew when they do a good job, and I try to get their suggestions," says Curran,



Parks & Greenhouse Department, City of Sandusky, Ohio

Superintendent Tom Ott has served the city for 25 years. He's got a knack for plant propagation, and grows more than 100,000 plants per year in the Sandusky greenhouse.

Ott's management style doesn't allow him much time behind a desk. "I work with everyone in the crew," he says. "That way, you know what they need. It gives everyone a better feeling when we're working together for the same goal."

Schaumburg Parks, Schaumburg, Ill.

Dan Otto, superintendent of parks and planning, is teamed with assistant superintendent Jeff Richards and park foreman John Gerker. They and their crews handle 40 baseball infields, 13 soccer fields and 60 playground sites for the park district's 73,000 users; 103 park sites cover 26 square miles. Mowing is divided into 80-acre zones. Add ornamental care and maintenance, and you're looking at a busy week.

"The key to efficiency is management of time," says Otto. A new 79,000 sq. ft. maintenance facility has helped to tweak efficiency and organization.

Sea World of Ohio, Aurora, Ohio

In this video age, horticulturist Rob McCartney wants to "bring unique, intriguing plants to people, to evoke a reaction." The landscape around a theme park, says McCartney, "can be a feature that complements an exhibit."

Waukegan Parks District, Waukegan, Ill.

Superintendent of parks Mike Trigg (shown) handles maintenance

who seeks crew opinion on equipment purchases, and believes that once you know the job, you shouldn't have too many questions.

of all grounds and properties of the District's 38 park sites, as well as athletic field maintenance of 34 ball diamonds, 12 soccer fields and a football field.



Trigg credits the look of the fields and his smooth-running operation to the daily working of a

well-devised plan, as carried out by a dedicated team.

LANDSCAPE COMPANIES

Allen Keesen Landscape, Inc., Denver, Colo.

Keesen provides quality "exterior care" services on Colorado's Front Range. Allen and Bev Keesen started this firm in 1975 focusing on design/build and maintenance. Executive Vice President Eric Keesen says the company, which has about 120 employees, is constantly reinventing its service delivery.

Arteka Corporation, Eden Prairie, Minn.

Arteka has been providing clients with quality, award-winning landscapes for over 20 years. It installs, designs and builds, and maintains many types and sizes of projects, from medium size residential to large commercial. Arteka, with over 100 employees, will generate revenues of \$7.5 million in '96.

Bland Landscaping Co., Inc., Apex, N.C.

This company began in Tom Bland's home in 1976. Now the company has five divisions with 90-95 employees in peak season. At first, BLC focused on commercial installation but has since added commercial maintenance, floriculture, and residential services too. BLC is a multiple award winner at the state and national levels.

The Bruce Co. of Wisconsin, Inc., Middleton, Wis.

Bruce has a nursery (500 acres) and sod farm (150 acres), retail cen-

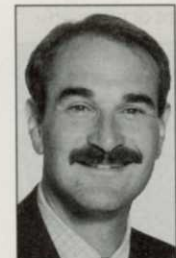
ter, design/build operation (12 L.A.s) and maintenance division. Leland Bruce started this company literally as a schoolboy in the mid-1950s, and he remains its driving force. In recent years The Bruce Co. has been earning praise for golf course and remodeling construction; it's building five courses this year.

Byrne Brothers Landscaping, Inc., Middleton, Mass.

Byrne Brothers uses state-of-the-art production methods so its 35 employees tackle a lot of big jobs, a BBL specialty. With offices in Massachusetts and Santa Rose Beach, Fla., this firm offers commercial management, design/build, irrigation, and arboriculture services.

Scott Byron & Co., Lake Bluff, Ill.

This "total care" landscaping firm offers integrated design, installation and maintenance services for 800 to 1000 residential customers. Formed by Scott Byron (shown) in 1984, the company's most visible designs are on display at the Chicago Botanic Garden in Glencoe. The company strives for "simple yet elegant" designs.



Cagwin & Dorward Landscape Contractors, Novato, Calif.

This 41-year-old contractor provides commercial maintenance, ornamental pest control, irrigation, renovation, construction, erosion control and color programs. One unique feature of this quality company is its emergency phone response. A designated emergency on-call person is available 365 days a year, 24 hours a day. The firm reported a 1995 gross dollar volume of \$11.5 million, and has 265 employees.

Chapel Valley Landscape Co., Woodbine, Md.

Landon Reeve (shown) and wife Janet started this company in 1968. That first year the 3-person company generated revenues of

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\$85,000. Now, Chapel Valley employs 175 people with projected 1996 revenues of \$10.5 million. CVLC has offices in Maryland and Dulles, Va., and a 35-

acre tree nursery. The company's focus is design/build/manage, emphasizing a start-to-finish service.

Clarence Davids and Company, Blue Island, Ill.

This is a full-service landscape company with branches in Plainfield and Ingleside, Ill. Founded in 1951 by Clarence Davids Sr., it has 50 fulltime employees and 120 sea-

to use color and flowers in landscapes. It does everything from small residential landscapes to big jobs like a 22-acre sports complex it completed. CLC's employee safety record is enviable.

David J. Frank Landscape Contractor, Inc., Germantown, Wis.

An experienced, focused man-



agement team and low employee turnover make this Milwaukee-area contractor special. Almost 37 years after beginning, Dave Frank heads a \$10 million company with about 240 employees doing first-rate design/build, maintenance (including lawn care), interiorscape, irrigation and snow removal. Employees are active in over 30 different trade, civic and community organizations.

Environmental Industries, Inc., Calabasas, Calif.

The '96 Olympics in Atlanta featured several examples of this landscape leader's work, including the turf surface at the equestrian venue which drew unanimous praise from the demanding international horse crowd. Environmental Industries, with sales of \$267 million and 4,100 employees (over 1400 with the company more than five years), is becoming a nationwide presence.

Environmental Industries does it all in landscape and site development; everything from showcase projects for Disney to on-going landscape construction and/or maintenance in about 30 states. Burton Sperber started the firm in 1949 and heads a management team of Bruce Wilson, president of Environmental Care, Inc.; Richard Sperber, presi-

dent of Valley Crest Landscape, Inc.; and Stuart Sperber, president of Valley Crest Tree Company.

Environmental Landscape Services, Inc., Houston

Environmental celebrates its 25th anniversary this year. Charles R. Racusin (shown) started the com-



pany with \$2,000 capital; today its client list includes properties of some of America's top corporations. ELS numbers 150 full-time employees, and

has operations in the Austin and San Antonio markets, too. ELS plans continued expansion.

Ground Control Landscape, Inc., Orlando, Fla.

The company celebrates turning 18 this year with a new 6,400-sq.-ft. office building and a separate 7,200-sq.-ft. shop. Combined, GCL's Construction and Maintenance Divisions employ 140-160 and will generate revenues over \$8 million. President Mark S. Yahn's company refuses to compromise on quality.

The Groundskeeper, Tucson, Ariz.

Jack Hasbrouck, president, started this company 20 years ago. The company is now employee-owned and provides about every conceivable landscape service throughout Arizona and Nevada. It employs about 500 full-time and reports annual sales exceeding \$20 million.

L&L Landscape Services, Inc., Sunnyvale, Calif.

L&L marks its 20th anniversary this year. Co-owned by Steve



Glover and Rob Zolezzi (shown) this northern California company has been growing at an annual 15%-20% clip, and will generate about \$7 million in revenues. L&L seeks "partnerships" with clients, vendors and employees.

Laflamme Services, Inc., Bridgeport, Conn.

This company, established in 1971, provides a full range of quality landscape services throughout Connecticut and New York. "We are recommended to others by the clients we serve, and the result has been a continued rapid growth each year," says Edmond J. Laflamme, president (shown). LSI's reputation for delivering



customer-friendly service is well deserved. It employs 125.

Lied's Nursery Company Inc., Sussex, Wis.

Lied's was founded in 1945 by Delmar Lied, who at 83, remains its cornerstone. But son Tom, 62, long-time company president, has been its entrepreneurial spirit, building



the company to the \$10 million level. The next Lied in line for leadership is Tom's son. A key to this firm's success: "Understand your clients and your markets...then realize it's a moving target," says Tom Lied (shown).

Minor's Landscape Services, Inc., Fort Worth, Texas

This 20-year-old Texas firm has won awards for construction projects for American Airlines, and for its maintenance at the J.C. Penney World Headquarters, GTE North Headquarters and other north Texas landmarks. David Minor is president and CEO. He's also 1996 president of ALCA.



sonal workers. William Davids, president, says the firm sells itself "as a one-stop shopping service." A frequent award winner, Clarence Davids and Company tops \$9 million in sales this year.

Clean Cut, Inc., Austin, Texas

Clean Cut has established itself, in just 13 years, as one of the fastest-growing landscape (installations and maintenance) companies in Texas with branches in Houston, Dallas, San Antonio, Corpus Christi. Now Clean Cut is looking beyond the state. Dennis Cautel, CEO, and Rex Gore, president, have this firm in high gear.

Clearwater Landscaping Company, Inc., Sun Valley, Idaho

This company, founded in 1975 by Ed Sinnott, employs 60-80 people in peak season. CLC knows how

Northwest Landscape Industries, Tigard, Ore.

About 285 NLI employees provide commercial landscape and irrigation installation as well as ongoing maintenance to customers in the Pacific Northwest. Rich Akerman



(shown) and Jim Wathey founded this company in 1973, promising to deliver professional service and quality products. They do. NLI has earned 47

awards for maintenance and construction over the past 20 years.

Pro Care Horticultural Services, Indianapolis, Ind.

The smallest firm on our list with sales just over \$1.5 million, but a quality operation that lives up to its motto—"Expect and Accept Only the Best." Founder Mort Rolsky is still active but sons Mitch and Lowell drive this 23-year-old firm that specializes in upper-end commercial maintenance.

Redwood Landscaping, Santa Rosa, Calif.

Redwood serves a 6-county region of Northern California. Lebo Newman (shown) guides this exceptional 24-year-old company which



opened a Sacramento branch this summer. Lots of leadership here. Dave Penry, vice president, becomes president of California Landscape Contractor's Association

in 1997. Lebo and Redwood's experienced staff make good things happen both for its 100-plus employees—and for its clients.

Ruppert Landscape Company, Ashton, Md.

Ruppert provides services in five eastern states and in the District of Columbia and Georgia, too. "Ruppert's goal is to hire for life; employees must want to stay at Ruppert



and they will if they are being challenged and rewarded." With revenues in excess of \$35 million, the company continues to grow. Brothers Craig and Chris Ruppert started this company about 25 years ago.

Thornton Gardens, Maineville, Ohio

Thornton marks its 50th anniversary this year. This Cincinnati-area design/build and maintenance firm has the experience, the knowledge and the know-how to work with a developer to create a sense of community. At about \$3.5 million in revenues, there are larger companies but few in its class.

Yardmaster, Inc., Painesville, Ohio

Yardmaster has four offices in Ohio and dominates the Cleveland market. Kurt Kluznik (shown) started this firm in 1970. In 1976 Rick Col-



well became a partner. Yardmaster is well-known for its design/build capabilities with 8 landscape architects, while its maintenance division is probably the largest

in Ohio. With 175 employees it will do about \$6 million in '96.

LAWN CARE COMPANIES

Agro Lawn Systems, Inc., Northern Virginia

Agro Lawn provides high-quality chemical lawn care programs and seeding services. Tom and Jean

Spiers bought the company 1974. Since then they've concentrated on growing at a controlled, and profitable, pace. Today Agro Lawn employs about 30 people year-round, and about 45 during the season.

All Green Corp., Marietta, Ga.

All Green, with its 57 branches in 18 states purchased the 38 franchises of Nitro-Green, Fairfield, Calif. All Green's presence is now, literally, coast to coast. Ed Barant, chairman, and Paul Anderegg, president, formed All Green in 1987. Barant is the founder of TruGreen, and Anderegg its former vp of sales. Nitro-Green's Roger D. Albrecht is now the company's director of franchise development.

All-American Turf Beauty, Inc., Van Meter, Iowa

This company is the largest independent lawn care company in Iowa with three offices serving over 7,000 customers. Daryle L. Johnson (shown) and his family started the



company in April 1976, and the family has been active in turf and lawn care industry activities ever since. Johnson is a former PLCAA board member, and

he—particularly his grin—is one of the most recognizable figures in the Iowa turfgrass industry.

Atwood Lawn Care, Inc., Sterling Heights, Mich.

Tim Doppel bought this 26-year-old company, a company he had worked for, in 1984. Since then, he has freely devoted time and energy on behalf of the industry while building a company offering premium services to over 4,000 clients in the Detroit area. Doppel gives credit to a core of excellent, long-term employees.

Barefoot Inc., Worthington, Ohio

This company, founded in 1975 by Marvin Williams, a former employee of O.M. Scott & Sons Co., expects sales of about \$130 million

this season. Patrick J. Norton (shown) is President and CEO of Barefoot. He joined the firm in 1979 as director of finance, became general manager in



1981 and president in 1985. Barefoot is the second largest lawn care company in the United States and continues to grow, primarily through

acquisitions. At season's start, the company had 53 company locations and 46 franchise locations.

The Davey Tree Expert Company, Kent, Ohio

Davey was founded in 1880 by John Davey, the founder of tree surgery. In 1979 it became employee owned. About half its 5,800 peak-season employees own some of the company that provides professional tree and lawn care nationwide. "I think Davey's leadership ability comes from our technical expertise in research and technology, our employees, and our ability to please the customer," says Doug Cowan, president and CEO.

FirstService Corporation, Toronto, Canada

Four company names operate under the FirstService banner—Chemlawn (in Canada), Green Lawn Care, Sears Lawn Care, and American Green Lawn Care. Combined, they generated about \$25 million in revenue in 1995 and served 135,000 customers, mostly residential and mostly in Canada. But American Green Lawn Care is growing in New York State, and the company wants to build its South Florida business too. FirstService also offers lawn care franchises through Nutri-lawn Lawn Care.

J.C. Ehrlich Co., Reading, Pa.

In 1926 Julius C. Ehrlich started out, basically, in pest control. By the 1950s his company had added an ag division and, by the mid-1960s, vegetation management. Today about 150 full-time Ehrlich "Green Team" employees provide lawn and tree care services out of 12 of

THE LM 100

Ehrlich's 36 offices in Pennsylvania, Maryland, Delaware, New York and Virginia.

Lawn Care of Wisconsin, Inc., (dba Barefoot Grass), Madison, Wis.

Terry Kurth started his operation in 1978 with 275 accounts. Today his Madison location has about 5,000 customers and his Fox Valley location about 3,000. Kurth also has major interests in lawn care operations in central Illinois and Lexington, Ky. His philosophy for delivering service is simple but effective: "Under promise; over deliver."

The Lawn Co., Inc., South Dennis, Mass.

This company was started by Ed McGuire in 1979 as a part-time operation. That changed two seasons later when he signed up lots of customers on Cape Cod. The Lawn Company is one of the few remaining significant independents in that part of the U.S. Not too many years ago, three or four firms battled for market share there. McGuire's firm provides lawn and tree care services to about 14,000 properties in eastern Massachusetts.

Lawn Doctor, Inc., Holmdel, N.J.

Lawn Doctor signed up its first lawn care customers in 1964 when Tony Giordano and Robert Magda formed a company called Auto-Lawn. In 1967 they changed the name to Lawn Doctor, and it grew to become the largest lawn care franchiser in the nation, starting on the East Coast and spreading west. Lawn Doctor franchise holders now operate out of 320 locations in 33 states. Is it still growing? And how, says Ed Reid, national director of sales.

Lawn Masters, Hawthorne, N.Y.

Lawn Masters provides services to nine counties in the lower New York, Hudson Valley. William Carey joined the 27-year-old company in 1974 and assumed sole ownership in 1980. He opened a second branch in 1986 and in 1987, following a sizable acquisition, a third. With the upswing in the Northeast's



economy in recent years, Lawn Masters is on a growth track again and exceeds \$2 million in sales in 1996.

Carey (shown top left) is president; Cyndy Carey and Joseph Potrikus serve as vice presidents.

Lawn Ranger Inc., Spotswood, N.J.

Lawn Ranger is in its 17th year of business. It was founded by Norman Berman and Joel Levy who remain, respectively, president and secretary/treasurer. Lawn Ranger has 35 employees, many with 8-10 years experience. That's a big reason why the company's service is high quality, and its cancellation rate is low.

LawnLife Corporation, Salt Lake City, Utah

This company, founded 1977, is owned by the company's first two employees. One of this company's strengths is the ongoing training each of its 51 employees receives. LawnLife provides lawn care to 11,000 customers along the



Wasatch Front in Utah, and also offers landscape maintenance services, including snow removal. How's this for a great company motto?—"LawnLife knows Utah from the ground up."

Leisure Lawn, Dayton, Ohio

Leisure Lawn is a lawn care in-

dustry pioneer with company-owned operations in Ohio's major markets, and others in Chicago, Detroit, Indianapolis, St. Louis, Atlanta, and DC/Northern Virginia (and an allied company in Fort Wayne, Ind.), Leisure Lawn will generate revenues of about \$20 million this season.

NaturaLawn of America, Frederick, Md.

NaturaLawn, founded in 1987, continues to add franchise operations. Last year it grew by 25 percent, with similar growth expected in 1997, says company spokesman Randy Loeb. New franchises are being readied in Colorado, California, Texas, Virginia and Maryland, he says, which will give the company—which has four company locations—a presence in 20 states. He attributes the company's growth to its stated goal of being an alternative to traditional, chemical lawn care, and to its competitive pricing.

One Step Tree and Lawncare, North Chili, N.Y.

Robert E. Ottley's company, provides premium service to nearly 4,000 customers in the Rochester, N.Y., market. Ottley (shown)



started the company in 1976 and, through his willingness to work on behalf of lawn care issues, helped define professional lawn care in New York State.

Perma-Green Lawn Co., Boise, Idaho

Perma-Green has seven locations in Idaho, Utah, Nevada and Washington. Founded in 1977 by Jim and Karen Marria, it's now owned and operated by their son Craig and Mike Spicer (shown) who serves as its president. With 115 employees, Perma-Green offers lawn care, tree care, landscape services, shrub



bed weed control and vegetation management.

Prograss, Inc., Wilsonville, Ore.

Prograss, now 18 years old, has added services such as tree care, mowing/maintenance and construction, but remains one of the top lawn care firms in the Pacific Northwest. With offices in Portland and Eugene, Ore., and in Seattle and Concord, Calif. (near Oakland), Prograss has over 10,000 lawn care customers.

Robertson Lawn Care, Springfield, Ill.

Jack Robertson (shown) can point to 20 straight years of uninterrupted growth. Robertson bought



this company just after graduating from Western Illinois University, and he and his small staff have been delighting Springfield-area customers with service ever

since. Few firms know how to "talk" to their customers like Robertson Lawn Care.

Senske Lawn & Tree Care, Kennewick, Wash.

Senske keeps growing after 50 years. This Spokane-area company chalked up sales of over \$5 million in 1995. Just over half came from lawn/tree care and weed control, and about 18 percent from services like mowing, pruning, and irrigation repair. More than 115 employees work out of three Senske branches.

Southern Lawns, Inc., Montgomery, Ala.

Southern serves about 7,000 customers from two offices in Alabama and one in Columbus, Ga. Southern Lawns began in 1978, says General Manager James Bartley, the company's first employee 18 years ago. Few companies tackle lawns with as many different grasses—St. Augustine, zoysia, bermuda and centipedegrass—as Southern Lawns.

**Spring-Green Corp.,
Plainfield, Ill.**

Spring-Green was started in 1977 by Rick Gretz and the late Bill Fischer, the 1985 PLCAA president.



They helped develop franchises in the Chicago area. Today there are about 100 Spring-Green locations, most in the Midwest but some in the East and in the

Pacific Northwest, too, says Tom Hofer (shown), a former franchise owner himself. He's been a part of the corporation since 1980.

**TruGreen-ChemLawn,
Memphis, Tenn.**

This is the world lawn care sales leader. In 1995 it reported serving 2.5 million customers and generating revenue of \$578 million through its 260 locations. Last year



David Slott took over as president and COO, replacing Don Karnes (shown), who became group president for Lawn Care and Pest Control Services in Consumer Ser-

vices of The ServiceMaster Company, Downers Grove, Ill. ServiceMaster acquired TruGreen from Waste Management in 1990 and a few years later bought ChemLawn from EcoLab, and successfully merged the two.

**The Weed Man,
Mississauga, Ontario**

The U.S. market looks appetizing to this long-time Canadian lawn care leader. A group of investors opened a Weed Man operation in Albany, Ore., with other U.S. markets being prepared. Des Rice started Weed Man in Canada in 1970 and began franchising in 1977. At last count there were 128 dealers throughout Canada. Weed Man sales should be about \$50 million this year. **LM**

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