

Grab Bag



Time for 'Celebration'

Valley Crest Landscape, Inc., tackles some of the largest and most visible landscape construction projects in the country, including the Town of Celebration, Disney's new residential community just outside the gates of Disneyworld near Orlando, FL. Valley Crest Landscape was involved with site, landscape and irrigation construction there, along with installing

open air structures and water features—all the while striving to preserve natural vegetation. Valley Crest Landscape claims to be the largest total landscape and site construction company in the United States. It is headquartered in Calabasas, CA, and is a wholly-owned subsidiary of Environmental Industries. Valley Crest has nine regional offices, including one in Orlando, near the new community of Celebration.

State of the Industry observations:

"We're looking for people who thoroughly enjoy this profession. We're also spending a lot of time and money training and developing skilled people, allowing them to have career tracks so they can continue to grow into a position."

—WAYNE RICHARDS, CEO, CAGWIN & DORWARD, NOVATO, CALIF.

"If they come in here with personality and drive and initiative and they come off nicely in the first five minutes, I'll spend 20 minutes to an hour just chatting to see what I can get out of them. If I get a kid who's just quiet and sits there like a dunderhead, they're out of here. Because that's how they're going to be with my customers."

—NICK DENNIS, PRO LAWN PLUS, JACKSONVILLE, FLA.

Grab Bag features brief observations and prognostications throughout the green industry. If you have an unusual photo or comment you'd like to share with us, please send it in...

"There's always going to be room for labor people if that's all they're interested in doing. I'd like to keep all my workers forever, but the reality is the low-end labor force is just looking for a pay check. As long as they work hard, that's fine by me."

—JEFFREY SHEEHAN, PRESIDENT, CONFIDENCE LANDSCAPING.

"There's going to be a bigger demand for well-trained mechanics than there's going to be for superintendents and assistants."

—W.P. MONTAGUE, OAKWOOD CLUB, CLEVELAND HTS., OHIO.