

## LM 100: models of growth, guts and 'go get 'em'!



*Terry McIver*

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Editor-in-Chief

**T**he LM 100 class of 1997 is comprised of "great" green industry people and organizations that deserve some recognition due to their ongoing standard of quality and service.

We don't concern ourselves too much with sales figures here—frankly, not everyone wants to report them. In the golf category, we don't look

at prestige as a deciding factor, or total rounds played or who designed the course. We looked at reputation, uniqueness and initiative. Has this or that green industry organization kept up a standard of quality or tradition that is worth mention, or a special way of getting the job done?

Barnes Nursery has a model composting program in place that provides high quality materials for use in landscapes. It saves money, recycles yard waste, and generates profit for the company.

Some companies, such as Bozzuto Landscaping Company or Blondie's Treehouse, have received awards from their communities or from an association for the work they do to beautify their corners of the world.

Internal company programs to train and stretch employee potential are worthy of note. Coronis does it in Nashua, New Hampshire, and so does Dennis' Seven Dees, Orlando. With the continuing challenge to find good, long-haul workers—workers who want careers beyond June-July-August—more companies have realized the need to treat people as more than a recyclable commodity.

Some companies began in the '60s, and are still solid, such as the Hermes Company of Lenexa, Kan. They quietly went about their work, did what they needed to do, established their niche, and kept customers happy. That photo we have of

John Hermes kind of sums it up: a happy man who's spent his life in a business he loves, in a company that's well run and efficient.

John Swingle started his company with one Jeep and one helper. Laurence Coronis was also a one-man shop. Marty Grunder started with a \$25 mower and a crazy dream that's become a \$1.6 million reality.

Golf course supers who made it into this year's class have monumental tasks. Thousands of acres of turf and trees need daily care, often on a limited budget. Same for athletic field managers and parks and recreation directors. What a bag of challenges. Green speed; bunkers; golfers; fairways. Little League; soccer; players; coaches.

Tradition really enters the picture when you talk about a golf course. Baltusrol's certainly got it. So does Cog Hill. The father-son team of Clyde and Kevin Nettles at the Dallas Athletic Club counts for much, and so does Frank Ekas' 40 years at Saxon Golf Club.

Each green industry segment has a solid core of dedicated professionals who give the industry its good name and make it run. This year's LM 100 are off and running each and every day.

*Phil Christian, a popular green industry consultant who founded, and for a time led ChemLawn's Commercial Services Division, died of a heart attack on September 1. He was 56.*

*Christian was born and raised in Atlanta. He graduated from Auburn University in 1963 with a degree in Building Technology. For 11 years he worked in his family's construction business, which he bought in 1970 and sold in 1974. He then joined ChemLawn, where he pioneered the commercial pricing system for lawn care applications, and began to develop what is known today as "Practical Site and Landscape Management," a computer-assisted landscape management system.*

*Christian formed PDC Consultants in 1982. "Phil's family has lost a father, husband and grandfather, I have lost a good friend and the industry has lost a giant," said John Allin, The Allin Companies, Erie, Pa., who had worked with Christian on various projects. LM*