

Craig Ruppert heads expanding TruGreen-ChemLawn Landscape

ASHTON, MD— Craig Ruppert describes Ruppert Landscape's recent decision to join with TruGreen-ChemLawn as a merger. "Our company has become part of their company and visa versa, and we are working together to build a new company under the TruGreen-ChemLawn organization," he told LM.

"A tremendous amount of deliberation took place as we chose the best option for both our customers and employees," he added. "Our employees are genuinely excited about the opportunities our combined resources will bring to them as well as to our customers."

The Maryland-based company's decision provided TruGreen-ChemLawn's newly formed landscape division with an additional \$45 million in sales for 1998, but more significantly, with experienced leadership as Ruppert now serves as senior vice president of the TruGreen-ChemLawn Landscape Division. Ruppert Landscape will continue to operate under its current name and leadership.

"Ruppert provides us with a strong platform for expansion in the eastern portion of the United States and we are excited that founder Craig Ruppert and the Ruppert management team will play a

leadership role nationally in managing this growing business," added David M. Slott in a recent news release. Slott is president and COO of TG-CL, the lawn care giant with about \$770 million in sales in 1998.

"I see Ruppert Landscape Company as a significant addition and a great platform company for our new landscape contracting division," added Slott.



Craig Ruppert to head TruGreen-ChemLawn's new landscape division.



Maryland headquarters of Ruppert Landscape will serve as headquarters for growing TruGreen-ChemLawn landscape division.

Ruppert's Maryland location is headquarters for the TG-CL Landscape Division which is presently divided into several geographical regions: West headed by Richard Ackerman of Northwest Landscape Industries;

Central headed by David Minor of Minor's Landscape Services, and the East headed by Chris Davitt, of Ruppert Landscape. The Atlanta market in the Southeast is being overseen by Joe Skelton,

Lifescapes, Inc. "There are many many more key people in those organizations who

practices and share approaches among brother operations so that TG-CL can present the marketplace with a uniform product.

"Our goal is not to be the biggest landscape company," he told LM. "We want to be known as being the best as serving our customers, our employees, and our shareholders."

TruGreen-ChemLawn, headquartered in Memphis, moved into landscape contracting earlier this year by acquiring Minor's Landscape Services, Ft. Worth; Environmental Landscape Services, Houston; Northwest Landscape Industries, Portland; and Otey Brothers, Boston.

In addition to Ruppert, it has since attracted the following landscape companies: Landscape Concepts, Houston; Cook Services, Austin; Earth Management, Boston; Lifescapes, Atlanta; and late in August, California Landscape Maintenance, Los Angeles, and Evergreen Landscape, Inc., Austin, TX.

TG-CL is a part of ServiceMaster Consumer Services, one of two major operating segments of Chicago-based ServiceMaster, with sales of \$5.6 billion.

are playing key roles on a national level," said Ruppert.

He added that TruGreen-ChemLawn Landscape will continue to explore growth through acquisitions in 1998, but an equally important task will be to implement best