



The floating green at Coeur D'Alene GC

GOLF COURSES

Blackhawk CC Madison, WI

Blackhawk is an enviable golf course and **Monroe Miller** is a fine golf course superintendent. But, behind the scenes, Miller has been a leader in his profession for decades. As editor and publisher for *The Grass Roots*, the Wisconsin GCSA's award-winning publication, Miller is an unsung hero of professional education. He's also been a voice for the average superintendent nationally at times when few others were speaking out.

City of Albuquerque Albuquerque, NM

David Chavez, CGCS, runs one of the best-managed public golf de-

partments in any municipality in the United States. Despite tremendous play pressure, Chavez and his team deliver great conditions at five facilities that are among the only public access golf courses in the region. In his spare time, Chavez has been a leader in GCSAA and his local chapter.

Coeur D'Alene GC Coeur D'Alene, ID

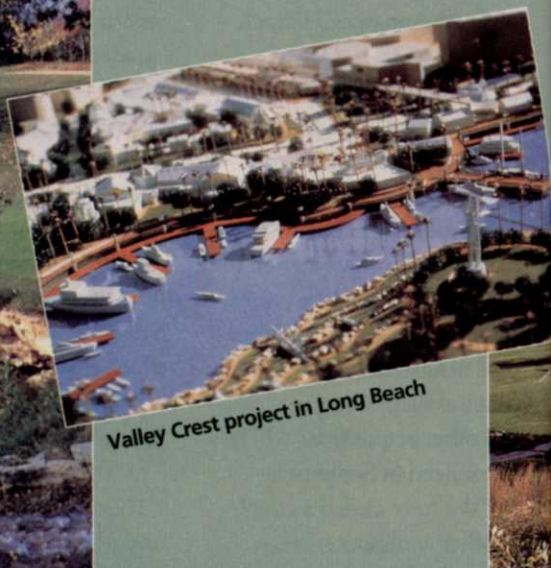
The famous floating island green gets most of the attention, but the rest of the course is an eye-popping treat maintained to the highest standards by John Anderson and crew. Green Industry professionals visiting Idaho for the turf seed field days would be well advised to schedule a side trip to this outstanding achievement in environmentally sound management.

LM100

THE TOP GREEN INDUSTRY LEADERS



Top of the Rock designed by Jack Nicklaus.



Valley Crest project in Long Beach

**CC of Rochester
Rochester, NY**

Wherever **Joe Hahn, CGCS**, pictured, goes, quality follow.



Hahn, who oversaw Oak Hill CC through two Opens and a Ryder Cup, has brought outstanding turf quality to this quietly excellent club.

Hahn is a class guy who commands the respect of his peers and earns the goodwill of those who play his courses. No one preps a course for a major better than Hahn.

**Crooked Stick GC
Carmel, IN**

How would you like to be the superintendent in Pete Dye's backyard? **Chris Hague, CGCS**, loves it. He's brought the same outstanding conditions to Crooked Stick that he brought to Hazeltine National during the 1990 Open. This may be the best course in Indiana and Hague is up to the challenge.

**Dakota Dunes CC
Dakota Dunes, SD**

Remember those pictures of golf courses completely submerged by floods in 1993? Dakota Dunes was one of them. Now, despite periodic flooding, this blending of river



delta, links and woodland features is home to a Nike Tour event and a favorite for executives at nearby Gateway 2000 headquarters.

Doug Hausman, CGCS, and his staff battle the elements to provide great golf in the northern plains.

**Emerald Dunes
West Palm Beach, FL**

This daily fee gem combines the highest maintenance standards with innovative and effective business practices. They were among the first to install cart-mounted comput-

erized range finders, a technology that not only speeds up play, but enhances player satisfaction and boosts revenues through advertising. Superintendent **Steve Bernard** and owner **Ray Finch** continue to make Emerald Dunes a truly marvelous experience for the more than 300 corporate outings the facility hosts each year.

**Fox Hollow at Lakewood
Lakewood, CO**

If other courses are models of environmentalism, Fox Hollow is a model for accessibility. **Don Tol-**

son, CGCS, has led the course's commitment to providing great golf for all, despite disabilities. Fox Hollow has hosted an annual tournament for the American Disabled Golfers Association and Tolson has been one of the leaders in educating superintendents about the Americans with Disabilities Act and its implications for golf.

**The General at Eagle Ridge
Galena, IL**

Bob Graunke, CGCS, and his staff at Eagle Ridge do things right



— and they do it affordably. The addition of The General in 1997 was a major enhancement to the Eagle Ridge facility. This scenic beauty was designed by Roger Packard and Andy North for daily play, but it's also a delight for first-timers as well.

**Hazeltine National GC
Chaska, MN**

Jim Nicol, CGCS, always tells it like it is, but he's modest about his team's accomplishments at Hazeltine. This 1991 Open course continues to deliver great golf under Nicol's leadership and is one of the true greats of the North. Superbly conditioned despite some of the toughest winters around.

**The Honors Course
Ooltewah, TN**



Merion GC in Ardmore, PA



Colorful grounds surround Illinois State University

LM100



David Stone, pictured, is a consummate professional. The Honors Course is a Pete Dye masterpiece and one of the first facilities

certified as an Audubon Cooperative Sanctuary. The Honors has emerged under Stone's leadership as a seamless blend of golf and nature. Look for big things in this Tennessee beauty's future.

Ivanhoe Club Mundelein, IL

Pete Leuzinger, CGCS, pictured, of Ivanhoe has done as much as any superintendent to advance the cause of environmental golf.

He has been an active spokesman for the industry's efforts to become "greener" and for the past four years, he's brought that same spirit of

education to Ivanhoe, a blending of prairie, marsh and forest in Chicagoland. The members have enthusiastically embraced Leuzinger's approach, and the club is a model for how golf can proactively create a better image for itself.

Merion GC Ardmore, PA

Merion is one of the granddaddies of American golf. This suburban Philadelphia classic has been under the excellent care of **Paul B. Latshaw**, son of Paul R. Latshaw, one of the deans of the profession. The younger Latshaw has helped to revitalize the relatively short Merion course and bring it back to its former glory.

The Metedeconk National Golf Club Jackson, NJ

This coastal New Jersey club is a spectacular blending of nature and golf designed by Roger Rulewich during his days working with Trent

Jones. The course winds its way through irreplaceable wetlands and is a favorite of celebrities, politicians and other notables from the nearby Big Apple. Superintendent **Dennis Parker** continues the quality standards set by Steve Cadenelli, CGCS, (Metedeconk's longtime super and former GCSAA president) as well as the club's strong commitment to education and research.

Ohio State University Golf Courses Columbus, OH

Pretty tough to maintain two great courses (Crimson and Gray), be a laboratory and classroom for one of the nation's finest collegiate turf programs, and live up to the legacy of Jack Nicklaus's school days, but Gary Razor and his squad do the job year after year. A trip to the Ohio State courses is a must for any turf pro visiting Columbus.

Ojai Valley Inn Ojai, CA

Sam Williamson, CGCS, and his team, have produced one of the best kept secrets in southern California at the Ojai Valley Inn & Spa. Nestled just north of Los Angeles, the course is a beautiful, highly playable centerpiece for a great resort and conference facility. The course is extremely challenging, but thanks to Williamson, very fair for the thousands of first-timers who visit the facility each year as part of corporate groups.

The Orchards Lawrence, KS

A nine-hole executive golf course in the LM100? It's true!



Anyone who has visited this miniaturized classic in northeast Kansas (just a stone's throw from GCSAA headquarters), knows why we think it's special.

Top-notch cohasey bentgrass putting surfaces and carpet-like zoysia fairways combine with a great layout that weekday visitors can play for \$10 during a lunch

hour. With maintenance overseen by **Dick Stuntz, CGCS**, and his crew at nearby Alvarado G&CC, it's one of the best executives in the country.

Papago GC Phoenix, AZ

This enduring and endearing little course in the shadow of the Superstition Mountains is one of the best public golf values in the Southwest. **Jerry Zidow, CGCS**, one of the true gentlemen in the golf course maintenance business, leads a team that keeps this course in top shape despite tremendous playing pressure from the snowbirds and numerous corporate outings.

Peachtree GC Roswell, GA

Asked privately how he'd rate Peachtree GC, one Georgia-based golf executive said flatly, "It's the best in the state." Better than that well-known course down the street in Augusta? "Yup, no question." High praise, but justified for the only course designed collaboratively by the Jones boys (Robert Tyre and Robert Trent). **Bill Shirley, CGCS**, and his staff keep the greens lighting fast for some of the south's finest amateur players. Flush with florals, Peachtree is a southern belle in all her glory.

Pinehurst Resort Pinehurst, NC

What can you say that hasn't been said? Pinehurst, with its eight courses overseen by **Brad Kocher, CGCS**, and **Bob Farren, CGCS**, and



a tremendously professional staff, is arguably the best golf complex in the world. The greens on Pinehurst #2 have been successfully converted to Crenshaw bent in preparation for

the 1999 U.S. Open, thus curing the only potential fault in this classic course's bid to be one of the greatest tournament sites of all time. Tom Fazio's new Centennial Course (#8), is only a few years old but looks and plays like a mature masterpiece.

Sandhills GC Minden, NE

If you build it, they will come. That was the thinking behind Sandhills, a genuine classic in the middle of western Nebraska's scenic dunes land. Ben Crenshaw designed it and a team led by **Corey Crandall** maintains it. Built in 1995, the course isn't just environmental — it's actually part of the environment. It's proof of the old Donald Ross adage, that architects don't build courses, God does — architects just find them. It's tough to get to this isolated tribute to the Scottish dunes classics, but the trip is worth it.

Sawgrass CC Ponte Vedra Beach, FL

While the masses enjoy the TPC at Sawgrass across the street, **Frank Sbarro** and crew provide tremendous golf for members and guests at Sawgrass CC. Build among the mangrove swamps, this course was environmental before environmentalism was cool. Great golf, plentiful wildlife and a quiet setting. Just heed Sbarro's warning not to worry about errant balls hit into the swamp — they belong to the snakes and gators.

Spencer T. Olin GC East Alton, IL

Just east of St. Louis lies one of Arnold Palmer's oldest and best designs, Spencer T. Olin GC (named for one of Palmer's earliest supporters and the founder of the Olin firearms and fittings companies). **Rob Dillinger, CGCS**, and staff have battled the Mississippi River periodically with mixed success (you needed scuba gear to play it in 1993). But, when the river cooperates, this is one of the finest and best maintained public facilities in the Midwest.

Top of the Rock Ridgedale, MO

A Nicklaus-designed nine-hole course in the middle of southern Missouri? Yup, and it's an Audubon Signature course as well. This tasty little morsel in the midst of the Ozark Mountains is the brain-child of Bass Pro Shops founder Johnny Morris, with help from the Golden Bear and Audubon International's "Green Bear," Ron Dodson. Now lovingly cared for by natural resources manager Terry Frost, Top of the Rock combines the best of playability and environmental responsibility in a small package.

Turning Stone Casino Resort Upstate New York

Joe Baidy, CGCS, pictured, is simply one of the best guys in the industry. After many years at Aca-cia CC, a Cleveland-area Don Ross treasure he helped to restore, he has taken on a new challenge at Turning Stone. Baidy is a remarkable superintendent who has also devoted much of his professional life to serving his colleagues through GCSAA, local superintendents associations and the Penn State alumni group. Joe won't acknowledge that he's been one of the profession's greatest leaders, but he gets plenty of credit for the current status of GCSAA.



GROUNDS FACILITY MANAGERS

Germantown Parks and Recreation, TN

This community of nearly 40,000, with 522 acres, not including greenways, keeps **Harvey Faust**, Director of Parks and Recreation, busy. For the city to maintain a high level of service to the community requires a commitment at all levels. Faust says, "We contribute back to



the quality of life. We think of ourselves as not being a bat and ball organization but one that is vital to the health and welfare of our citizens."

Northbrook Park District, Northbrook, IL

Ed Harvey, Executive Director of Northbrook Park District, oversees 200 acres of parks and a 215 acre golf course. He sees planning as the most significant aspect of maintaining a high quality operation. The biggest challenge Harvey sees is the increasing demand on and for public space in a community bounded on all sides. Presently, Northbrook is doing an overall needs assessment for athletic fields as they receive heavy use not only by the community but also by affiliated groups and organizations. Northbrook needs to plan for the future, and identify the number of fields that they will need and to look into options for finding the room for the fields.

City of Plano Parks and Recreation, Plano, TX

Don Wendell, Director of Parks and Recreation, has been with the city for 17 years. The park system is 3400 acres and responsibilities include general parks, athletic fields, a



golf course, public buildings grounds and medians. In a city that is growing by about 12,000 people a year, the expectations are very high. For Wendell planning is an important part of meeting these expectations. "Parks and open spaces are a really and important part of the community and important part of each person."

Wheaton Park District, Wheaton, IL

The environment has been a focus for this community with a 120 acre marsh to maintain and develop and a golf course with Audubon designation. But that is only a part of the challenges for **Bob Dunsmuir**, Director of Parks and Recreation, with a park system of about 44 sites on 900 acres which range in size from a 0.25 acre to a golf course of 221 acres. Says Dunsmuir, "We have to work with a lot more of the storm water issues, the wetland issues than ever before." That includes renovating the golf course built in 1927 and creating more wetlands, managing a 70 acre park with a lagoon, and joint community responsibility for a 70+ acre wetland mitigation banking program which allows developers to replace wetlands lost to development.

South Suburban Park and Recreation District Littleton, CO

David Lorenz, Executive Director of Parks and Recreation is kept busy with nearly 2,881 acres of developed parks and open areas, including three golf courses. Lorenz believes that the community benefits both from being a parks and recreation district rather than a city, and by having a dedicated staff of professionals. The most recent challenge has been taking on the responsibility for Hudson Gardens, 30 acres complete with 16 demonstration gardens. Says Lorenz, "The whole theme of this was to promote Colorado landscaping and xeriscape concepts for education."

Ft. Worth Parks and Commu- nity Services Ft. Worth, TX

Richard Zavala, pictured, has been Director for the past five years. The extensive park area of 9,889 acres with 195 parks and public spaces includes five golf courses. According to Bob Riley, Manager of Park Planning and Resource Management, Zavala has brought to this department "quality of service ... we have clearly been providing the same level of service throughout



this commu-nity. We stan-dardized things very much so, and on the other hand prioritize things." Much of the work is contracted,

100% of the medians, and another 35-40% of grounds work is contracted out."

Skokie Park District Skokie, IL

Steve Hartman, Director of Parks and Recreation, for 43 sites over some 240 acres, says, "We spend as much time traveling as we do working." The biggest project has just been completed. "We rebuilt all 43 parks. We're a community that's 70 years old and many of the parks still had the original equipment in them. We have rebuilt all of our neighborhood parks, so our oldest park infrastructure is 5 years old now. Not only did we rebuild all our parks, we rebuilt all of our in-door facilities too. We spent about 40 million dollars." The new challenge will be to maintain the up-dated parks.

Waterfront Plaza, Honolulu HI

If you think that a small property would be an easy job, talk to **Mark Gwinner**, Director of Landscaping here. With only 3.5 acres and three full-time people and one half-time person, you might think his job is easy. But the high volume of use, morning, noon and night, not only increases the maintenance work due to the high amount of damage, vandalism and theft that occurs, but also adds scheduling challenges both for safety and for efficiency. For this small property, close to the water, IPM is important. Says Gwinner "We put a lot of emphasis on trying to do as much natural control as we can, hosing off the plants and cleaning up leaves and any of those kinds of things."

Broadmoor Hotel Resort Colorado Springs CO

Broadmoor is the longest stand-ing 5 star resort in the country, for



38 straight years. Maintaining that standard keeps **Tommy Anderson**, pictured, irector of Grounds and Landscaping, busy. With

36 people at the summer peak, the over 40 acres of maintained area requires a lot of hand work. The responsibilities cover water gardens, hardscapes, turf areas, flower beds, over 200 hanging baskets with drip irrigation, changing flowers three times a year, planting 12,000 bulbs, landscaping, lake maintenance and even moving large trees. Up-grading the landscape is on-going.

**Blue Cross/Blue Shield
Hartford, Ct.**

Gary Dickinson, grounds superintendent for this 1997 PGMS award winner has served the site for 26 years. "After a while, you know what to expect from certain plants at certain times of the year," says Dickinson, who also manages the interiorscapes at the site. He has three full time employees and four summer hires to help him maintain the grounds. Special feature for this year includes a sculptured English gothic style garden, borrowed from a design at a Disney theme park. "Anybody and everybody in this trade sees things at other locations and tweaks them to fit their areas," he says.

**Lake Forest Academy,
Lake Forest, Ill.**

C. Brent Mayberry, vice president/general manager, says Signature Landscaping, Lake Forest, has had the Lake Forest account for five years. "We convinced them that outsourcing would be the way to go; it takes the pressures off of their shoulders so their crew can concentrate on other in-house duties." Signature devotes seven people to the site for basic maintenance, with two more for



tree and lawn care duties. Around for 16 years, for the last seven years Brent has been vice president and general manager. Signature is a division of Sydney Services Corporation, Lake Bluff, IL.

**Westfield Companies
Westfield, Ohio**

Ken Kushmider, shown far right, is the superintendent in charge of grounds and the licensed landscape architect at this beautifully maintained insurance company complex. Kushmider and assistant superintendent **Russell Luyster**, left, and a crew of eight manage the home office grounds and coun-



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try club complex that contains 40 acres of turfgrass, 40 acres of asphalt (a snow removal challenge), six acres of shrubbery and one acre of annuals and perennial bed.

Kushmider credits assistant superintendent Luyster for being "a very important part of what we do here. I take care of designing and/or setting up the work plan. I give Russ the tools and he makes sure it gets done. It's a wonderful combination." Recent projects included a new clubhouse and landscaping at the company country club.

Illinois State University Normal, IL

Mike O'Grady, assistant grounds superintendent, has been at ISU 21 years. His crew of 18 maintains 350 acres of grounds, 125 of which is highly detailed work, including five athletic fields, president's residence, the university quadrangle around residence halls and institutional buildings around campus.

100 different varieties of trees grow at ISU, and the university is also an arboretum. All trees are categorized using a new bar code id system.

Mohonk Mountain Resort New Paltz, NY

John Van Etten has been the grounds manager for 13 years at this 129 year-old resort with a 101 year-old golf course. It's a national historic landmark. A greenhouse supplies all the nursery stock for the gardens: geraniums, mums, poinsettias. They store a couple thousand bulbs in winter. Tom Wright is the greenskeeper for the 9-hole golf course. The crew of 23 maintains 500 acres of grounds. A 110 year-old, 3-acre organic show garden is the focal point and changes with the seasons. The golf course, designed in the Scottish style, is Audubon certified.

The Channahon Park District Channahon, IL

The rapidly growing village of Channahon, in the southwest Chicago metropolitan area, maintains award-winning parks. These parks (381 total acres, 239 developed) include one of the highest-

rated public golf courses in the country, Heritage Bluffs, and the 44-acre Central Park with its Tomahawk Aquatic Center. Channahon, Park District Executive Director **Charles J. Szoke** and his staff are following a detailed master plan that was developed with strong community input.

The Breakers Hotel Palm Beach, Fla.

For 17 years **Chip Guile** has been the grounds supervisor at this legendary hotel. "We're continually trying to improve and add on to our theme gardens," says Guile. Special gardens (with more than



20,000 annual flowers) cover one-and-a-half acres, and include a children's garden, a color garden, a tropical garden and an herb garden. The total property covers more than 140 acres, including a 90-acre golf course. There are approximately 90 acres of shrubs and hedgework at The Breakers. Formal hedges alone cover five twisting, turning miles.

Gettysburg National Military Park Gettysburg, Pa.

Visit Gettysburg and you "step back in time" more intensely than at any other national historic site. Rustic monuments are everywhere, and the Civil War comes alive as you walk these historic grounds. Landscape Preservation Supervisor **Danny L. Reever** has served his country here for 30 years. **Bruce Craig** is the new chief of resource management, who recently ran the National Park Trust. The summer-time crew of 18 works around droves of visitors, whose numbers total 1.5 million annually. A six-man crew mows and trims 6000 acres

weekly, and crews remove snow from 33 miles of paved roads.

Richard G. Hocevar Bldg. Laurel, Md.

Home of the Washington Suburban Sanitary Commission, this site contains six acres of turf, two acres of display beds and three acres of woody ornamentals. The crew also tends 18,000 sq. ft. of shrubbery. Drainage and insect control are a challenge in terraced areas; heat from the building's mirrored exterior combines with a strong soil base. The grounds are managed by **Ruppert Landscaping**. **James Sweep** is the manager.

Rockville City Hall Rockville, MD

The Rockville City Hall campus is a 4.1 acre site in Montgomery County, north of Washington, DC. Flowering trees add lots of color to the site, which also contains a white oak tree that is a descendent of the Wye Oak, the Maryland state tree. There are 55 rose bushes on the site, a gift from sister city, Pinnerberg, Germany. Bulbs, annuals and pansies appear in rotation throughout the year. **Ron Orndorff** is horticulturist since 1989. Crew size is 3 full-time and two temporary grounds keepers. The newest park is in Courthouse Square with fountains, hedges, concert area. The crew visits city hall one day each week as well. The biggest challenge there is the rose garden. They require weekly maintenance to keep them in their prime. "We want all our sites to appear as if they never need maintenance," says Orndorff.

Andrews University Berrien Spring, MI

Dave Nelson began here in 1976. He manages the arboretum and grounds around this 1600-acre campus. Two full-time staffers help out, and students, from an on-site grade school volunteer throughout the year. The youngest do weeding and watering. The campus is known for expansive lawns and attractive groves. The landscape has many annual and perennial beds and a large rock garden. Shrubs of many years duration outline the

buildings around the campus, an international flag mall displays dwarf flowering trees and shrubs, and changing display beds of annuals and bulbs in spring, summer and fall seasons.

Case Western Reserve University Cleveland, Ohio

John Michalko, pictured, gets added responsibilities at Case Western Reserve University, being recently named assistant director of campus operations. He started at the university in 1977 as superintendent of grounds, and continued in that capacity for over 20 years "We've had a lot of changes. We developed a



master plan, and our president has been very active in improving this campus," says Michalko.

Franklin Plaza Austin, TX

This 500,000 sq. ft. office complex in downtown Austin covers one square block with multi-level turf and ornamental beds. A courtyard on a lower level has a water feature surrounded by trees and turf. Large, 50-year-old oaks provide a little too much shade for the St. Augustinegrass turf, and there is urban stress from heat, automotive exhaust and foot traffic. Crepe myrtles and Asian Jasmine surround the 30-inch diameter oaks. Ryegrass is green and lovely as the myrtles bloom in spring. Annual change outs are performed each year, with a vast array of colors. The landscape is managed by **Rusty Brightman** and his crew from **Clean Cut, Inc.**

Arboretum Retail Austin, TX

This shopping center is located in a hilly, rocky area, and many native trees were left alone during construction. No topsoil was incorporated during construction, so constant monitoring is required by the crew from **Clean Cut, Inc.** Shoppers do lots of walking through

this site, so parking lot islands are maintained to perfection. Turf areas are topdressed each year to keep the surface level for mowing crews. Various plants are pruned with different techniques. Indian Hawthornes, dwarf Yaupon Holly and Maiden Grass are used for a great display of color and foliage.

University of San Francisco San Francisco, CA

The university is bordered all around by sidewalks. The site covers 55 acres, and two off-site campuses are in a residential neighborhood. The Lone Mountain campus and main St. Ignatius Church campus are very hilly, and the climate poses other challenges. There are many tropical plantings, with dense annual and perennial beds. **Jay Stafford** is the grounds superintendent.

Arizona State University Tempe, AZ

This campus comprises more than 700 acres and is populated by more than 42,000 students. The campus contains 85 acres of turf, 40 of which are used for student athletics. Sun Devil Stadium is home to the Arizona Cardinals, and host stadium for the Fiesta Bowl. The campus has been designated an arboretum since 1990. A Horticultural Resource Center on Campus studies cancer research bulbs, drought-tolerant trees and annual flower test trials. **David Webb** and **Donald Dickerman** manage the grounds.

LANDSCAPE COMPANIES

Valley Crest Calabassas, CA

Environmental Industries, Inc., turns 50 in 1999. Burton S. Sperber and his father started it as a family nursery. Now the nation's largest landscape provider and maintainer. Richard Sperber is president of its Valley Crest Division which offers landscape/irrigation/site development and reported revenues of \$230 million in 1997. Valley Crest has 10 offices and about 1700 employees. Another operating division of EII is Environmental Care, Inc., which provided landscape maintenance

services of about \$93 million in '97. Bruce K. Wilson has been president since 1980.

LandCARE USA, Inc. Houston, TX

LandCARE USA, Inc., will generate about \$220 million in revenues in 1998, its first year in business. The company was formed early in 1998 when seven green industry firms joined to form what's approaching the first truly national landscape company. Since LandCARE USA went



public on June 4, it has acquired another five landscape firms with more additions planned. **William Murdy**, pictured, is chairman and CEO for the company. (See related article on page 15.)

The Brickman Group, Ltd. Langhorne, PA

The Brickman Group has traditionally relied on internal growth which has been running at about 20 percent a year. In 1997 The Brickman Group provided about \$105 million in landscape services, said **Scott Brickman**, pictured. That number should increase significantly in 1998 as the company announced three acquisitions this past spring and another this summer.



The Brickman Group has 60 branch offices with its presence strongest in the East and Midwest. The company's headquarters are in Langhorne, PA, adjacent to Philadelphia. (See related article on page 15)

TruGreen-ChemLawn Memphis, TN

The lawn application giant entered the maintenance market by starting a Landscape Division and acquiring four sizeable landscape companies early in 1998. TG-CL has

made several other purchases since in key markets. The announced acquisition of Ruppert Landscape Co., Ashton, MD, in late August will push the newly formed division's revenues to about \$140 million in 1998. (See article on page 12.)

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



The Bruce Co. of Wisconsin reported revenues of about \$27 million in 1997, and growth of 21 percent. It employs 490 people, says Vice President **Arnold O. Sieg**, pictured.

American Landscape Companies Canoga Park, CA

Mickey Strauss, the president of this firm, reported revenues of \$20 million for 1997, an 11 percent increase from '96. American Landscape Companies has six branch offices.

The Groundskeeper Tucson, AZ

This powerhouse in the American Southwest is built upon the knowledge and commitment of its front-line employees. From seven branch offices, The Groundskeeper completed about \$18 million in work in 1997, and anticipates about 10 percent growth this year, reports **Kent Miller**, pictured.



Teufel Nursery, Inc. Portland, OR

The landscape division of this well-known business headquartered in the Pacific Northwest reported revenues of \$17 million in 1997, a five percent increase from revenues reported in '96. Teufel has 290 employees operating out of two branch offices.

Landtrends, Inc. San Diego, CA

This diversified landscape company has shown impressive growth since its founding in 1981 by **Jon Ewing**, pictured. Active in the California and Nevada markets, Landtrends billed out \$15 million in 1997. It has two branch offices and about 410 employees. This year it added sports turf management as a service.



Vila and Son Landscape & Nursery Miami, FL

This South Florida business reported modest growth of 2.5 percent in 1997, and sales just under \$15 million. Vila and Son Landscape & Nursery employs 195 and has two branch offices.

Chapel Valley Landscape Company Woodbine, MD

Now celebrating its 30th year, this Washington D.C.-area landscape company now offers colorful installations in downtown metropolitan areas. The company saw 28 percent growth in 1997 to about \$14 million, but doesn't expect to grow as fast in '98. Chapel Valley employs 250 and has two branch offices. The company is operated by founder **J. Landon Reeves**.

Landscape Resources, Inc. Farmers Branch, TX

President **Steve Barley** reported respectable growth in 1997 and sales of about \$14 million. The company has four branch offices and 350 employees.

Schumacher Landscaping Boston, MA

Schumacher is building its athletic field construction business as it grows its other offerings. In 1997 this Boston-based company totaled revenues of \$13.3 million, a 34 percent increase from the year before. About 80 percent of the company's revenues come from installations,

says President **Peter P. DiDomenico**.

**Lieds Landscape Design & Development
Sussex, WI**

The third generation of the Lied family is involved with this respected business headquartered in south-eastern Wisconsin. In 1997 LLD&D generated revenues approaching \$12 million. The company has two branch offices and about 300 employees, reports **Judson Griggs**.

**R. Glass Landscape Company
Roselle, IL**

Richard Glass, president, reports that his company grew by a healthy 16.8 percent in 1997 to about \$11.1 million in sales. R. Glass Landscape has two branch offices and employs 350.

**The Morrell Group, Inc.
Atlanta, GA**



George Morrell, owner and CEO, says his company recently added arbor care to its services. In 1997 he reported sales of about \$10.6 million, a 28 percent jump from the year before. The company's

201 employees work out of a central location.

**Cedar Landscape, Inc.
Hillsboro, OR**

This Portland-area landscape company grew by 21 percent in 1997 to break the \$10-million-in-sales barrier. It expects similar growth this year. Cedar Landscape's 197 employees work out of one office location.

**Weeks Landscape Services
Norcross, GA**

This Atlanta-area company reported a nice increase in business in 1997 with revenues rising to just over \$10 million, reports **Mark Flowers**, senior vice president. With several branch office locations and 180 employees, Weeks Landscape Services is in a good position to build its newest customer service offering, hardscaping.

**Clarence Davids & Co.
Matteseon, IL**

This operation, headquartered just southeast of Chicago, generated \$10 million in revenues from three locations in 1997, a 3 percent increase over 1996. This "one-stop" landscape service was founded in 1951 and employs about 175 in peak season.

**LMI (Landscape Management Inc.)
Carrollton, TX**

This Texas firm should crack \$10 million in sales in '98, narrowly missing that figure in 1997 and still growing at a rapid rate. This is one of several heavyweights in the bustling Dallas market. LMI has two branches and about 180 employees.

**McFall & Berry Landscape Management
McLean, VA**

This company operates in northern Virginia, one of the landscape industry's most competitive markets. McFall & Berry grew modestly in 1997 to about \$9.2 million in sales. It employs about 185 during peak season, and maintains three branch offices. It's beefing up its hardscapes/construction business this year, says **Mark McFall**.

**L&L Landscape Services, Inc.
Campbell, CA**

President **Steven C. Glover** reports a strong 1997 for the California-based company. He pegged growth at 20 percent bringing revenues to \$8.7 million this past season. He and **Rob Zolezzi** own this 22-year-old company that has forged a strong relationship with its clients. L&L has three branch offices and a staff of 163.

**Stiles Landscape Service Co.
Pampano Beach, FL**

Landscape services are year-round this far south, and this company's 120 employees working out of one location keep pretty busy. Stiles Landscape grew by 16 percent in 1997 and reported revenues of \$8.3 million.

**The Greenery, Inc.
Hilton Head, SC**

B. W. Edwards, president, notes

that his company grew about 15 percent in 1997 to \$7.9 million. The Greenery has two branch offices and a staff of 168.

**Hillenmeyer Nurseries
Lexington, KY**

The company with the most longevity on our list, Hillenmeyer Nurseries is over 150 years old. The company reported a slight dip in revenues for '97 to \$7.7 million, but expects just over 10 percent growth this season. About 175 employees operate out of a single location for this quality, full-service company.

LAWN CARE OPERATORS

**Tru Green-ChemLawn
Memphis, TN**

TruGreen became the lawn care industry powerhouse early in the decade when it purchased ChemLawn. Several years ago TG-CL absorbed Barefoot Grass, then the nation's second largest lawn care provider. TG-CL has continued to

acquire local and regional lawn application companies. TG-CL is a part of ServiceMaster Consumer Services, and generates 80 percent of its

revenues in the residential market. **Dave Slott**, pictured, is president of TG-CL. The company reported \$770 million in sales for 1997, a 22 percent increase over 1996.

**Davey Tree Expert Company
Kent, Ohio**

Although this Ohio-based company is best known for its tree work, it's a nationwide provider of lawn care services too. Founded more than 110 years ago and now employee-owned, the Davey Tree Expert Company reported sales of \$295 million in 1997, up 10.5 percent from '96. The company does not break its sales into one category or another but reports total revenues for its four divisions: Residential, Commercial, Utility, and Consulting.

**Lawn Doctor, Inc.
Holmdel, NJ**

With more than 350 locations Lawn Doctor is the largest lawn care franchiser in the United States. This company was started by Tony Giordano and Robert Magda in the early 1960's, and became Lawn Doctor in 1967. While Lawn Doctor has always been strongest in the East, there are franchise operations in more than 30 states. Systemwide Lawn Doctor generated revenues of \$43 million in 1997. As a note: two company executives, **Russell Frith** and **John Buechner**, have served as presidents of PLCAA.

**Weed Man
Mississauga, Ontario**

The Weed Man, the company started several decades ago by entrepreneur **Des Rice**, continues to grow and now has a presence in the U.S., too. Weed Man Vice President Michael Kernaghan reports that systemwide it increased sales by 10 percent to about \$45 million in 1997. There are 135 Weed Man locations with approximately 2500 employees.

**Greenspace
Toronto, Ontario**

Greenspace is a part of the FirstService Corp. It is the company's non-franchised lawn operation and it generated \$34.5 million (CAD) in fiscal year 1997. FirstService also garnered revenue from its lawn operations as part of its sizeable property management operations, and royalties from lawn care franchise holders, in all, about \$60 million (CAD) from all lawn care revenue sources.

**Jensen Corporation
Cupertino, CA**

The California-based company with two branch operations and 100 employees reported a 20 percent sales increase in 1997 to \$9 million in revenues.

**Leisure Lawn Inc.
West Carrollton, Ohio**

With 10 locations, this Ohio-based company is one of the largest regional lawn care providers in the country. President **Douglas Baker**

says his company grew to \$20 million in 1997. Leisure Lawn has about 375 employees.

**NaturaLawn of America
Frederick, MD**

NaturaLawn of America marked its 10th birthday in 1997 with significant growth, about 28 percent reports **R.C. Loeb**, vice president. With 42 locations, the Maryland-based operation generated about \$11 million in sales last year. NaturaLawn of America markets itself as an alternative to traditional, chemical lawn care and has grown every year since its founding.

**Massey Services
Maitland, FL**

In Florida it's not unusual for a company to offer both structural pest control services and lawn applications. Massey Services, headquartered just east of Orlando, is a leader in both. In 1997 Massey Services reported sales of about \$21.5 million from 35 locations. About \$7 million of that was in lawn care, reports a company spokesman.

**Pro-Grass Inc.
Willsonville, OR**

This 20-year-old company has evolved into a full-service lawn care company also offering tree care services. Headquartered in Oregon, it does business in locations throughout the Pacific Northwest, including northern California. Pro-Grass grew

by 14 percent in 1997 to \$7.7 million. It has five branch offices and about 150 employees

**Senske Lawn & Tree Care
Kennewick, WA**

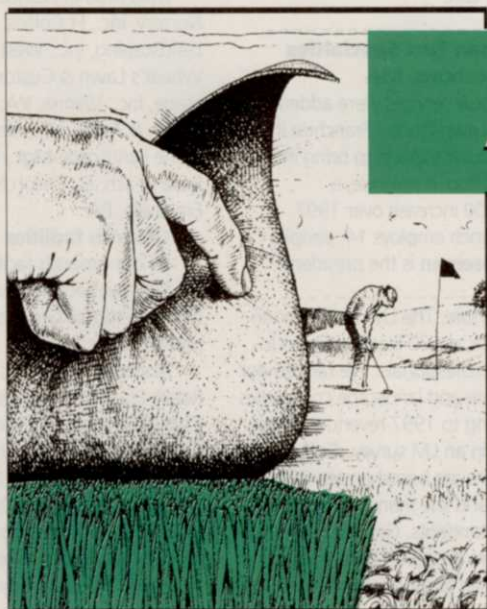
This company, headquartered near Spokane, WA, has been around for more than 50 years and it keeps growing and growing and growing. President **Chris Senske** reports it grew by 9 percent in 1997 to about \$8.3 million. A bit more than half of that is in lawn and tree care. The company now does Christmas lighting.

**The Lawn Co., Inc.
South. Dennis, MA**

One of the largest independent lawn care operations in New England. The primary market for this company is eastern Massachusetts and Cape Cod. **Ed McGuire** started the company in 1979 and has since grown it to about \$5 million in sales with three branch offices and 65 employees.

**Scotts Lawn Service,
Marysville, OH**

One of the most recognizable names in lawn care made a move into the professional lawn application market prior to the 1997 season and racked up revenues of \$4.5 million by year's end. Scotts Lawn Service reports 10 company-owned locations and 21 franchise outlets.



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The company expects to almost double its sales for the '98 season.

Prescription Turf Services, Inc.

Middleton, MA

Prescription Turf Services, Inc., has been a respected turf care provider in the Boston (and surrounding) market throughout the 1980's and 1990's. President **Paul Harder** reports that it grew by 11 percent in 1997 to record revenues of about \$2.5 million.

Agro-Lawn Systems, Inc.

Vienna, VA

Tom Speirs' northern Virginia operation racked up sales of about \$2.2 million in 1997. Recently it added commercial turf consulting to its services. It has 45 employees.

Lawn Masters, Inc.

Hawthorne, NY

As Lawn Masters approaches its 30th birthday, it continues to grow, providing services to lower New York State, Hudson Valley. Steady growth has characterized this company that operates out of three locations with 42 employees. President **William Carey** reports revenues of \$2.2 million for 1997.

Clippers, Inc.

Chantilly, VA

Cemetery maintenance is the newest service being offered by Clippers, Inc. Company President **John DeBell** reports his company totaled \$1.8 million in revenues in 1997. It has 55 employees.

Roberts, Inc. dba TruGreen-ChemLawn Billings, MT

Dennis M. Roberts reports a great year in 1997 with 24 percent growth. He pegged the '97 revenues at \$1.5 million with 30 employees working out of five branch offices.



ProLawn Plus

Jack-sonville, FL
This northern Florida company offers customers

both lawn care and pest control services. In 1997 it recorded sales of \$1.5 million and expects respectable growth in 1998 too, says President **Nick Dennis**, pictured.

Personal Lawn Care

Avon, Ohio

President **Thomas H. Brunner's** company added low voltage lighting to Personal Lawn Care's services. Headquartered west of Cleveland, this company had 11 percent growth in 1997, and sales of \$1.5 million.

Pro-Lawn Plus, Inc.

Baltimore, MD

Mark I. Schlossberg, pictured, has been active with association and legislative matters on both the



regional and national levels, all the while building Pro-Lawn Plus into a strong regional company. His company had revenues of \$1.4 million in

1997, an 11 percent increase over 1996. They have 15 employees.

Prusa, Inc. dba Lawnmark

Stow, OH

John C. Prusa's operation in northeast Ohio employs 21 out of three locations. The impressive Lawnmark operation that was synonymous with lawn care from Ohio up through the Northeast in the 1980's is pretty much gone except for this quality operation that increased sales by 19 percent in 1997 to \$1.2 million.

Munie Lawn Specialists, Inc.

Caseville, IL

This operation, located in a quiet, rural area just across the Mississippi River, kicks up quite a bit of business in the metropolitan St. Louis market. Owner **Joseph A.**



Munie decided to get into the lawn application business after attending a conference in the late 1970's. Since then he's built this operation into full service. He reports lawn care revenues of \$1.17 million in 1997, a 21 percent increase over the previous year. The company operates out of two locations

Nutri-Turf Lawn & Tree Svc. Warren, MI

This company reports 1997 revenue of \$1.25 million, and forecasts upwards of \$1.3 for this year. The company has one office that employees 45 peak-season workers. **Bruce Kopitz** reports new services offerings were mycorrhizal fungi and nutrient fixing bacterial injection for tree care

Foreman Turf Specialties

Shrewsbury, MA

No new services were added by this Lawn Doctor Franchise in 1998, but it expects to bring in \$1.4 million in revenue, a \$300,000 increase over 1997. This branch employs 14 people. **Jack Foreman** is the president.

Ed. note: The LM 100 is our annual look at 100 leading Green Industry professionals. We ranked our lawn care and landscape companies according to 1997 revenues, as reported in an LM survey. Golf course selections are based on reputation, design and the management skill of superintendents. Grounds care facilities were based on past recognition by leading grounds associations and personal observation. Those not contacted and feeling they should be considered for the 1999 LM 100 please contact the editors.

Those companies not listed, but responding to our survey who are also leaders in the Green Industry include the following:

Lawn Care Operators
Turfgrass Company, Inc., Dayton, OH; Green Lawns Plus, Marlborough, MA; Arbor-Nomics Turf, Inc., Norcross, GA; Heritage Lawns, Inc., Plainville, CT; Gro-Green, Plano, TX; Lawn Cure, Inc., Jefferson, IN; Mike's Lawn Service, Storm Lake, IA; Turf Pride, Inc., Kennesaw, GA.

Landscape Contractors

Dennis' Seven Dees Landscaping, Inc., Portland, OR; Rood Landscape Co., Jupiter, FL; Swingle Tree Company, Denver, CO; CoCal Landscape, Denver, CO; Glen Gate Co., Wilton, CT.

Industrial Landscape Services, San Jose, CA; Byrd's Lawn & Landscaping, Charlotte, NC; Laflamme Services, Inc., Bridgeport, CT; SKB Industries, Inc., Lilburn, GA; Foxfire Landscape Co., Macomb, MI; James Martin Associates, Vernon Hills, IL.

Evergreen Services Corp., Bellevue, WA; LTI, Alpharetta, GA; Bozuto Landscaping Co., Upper Marlboro, MD; Gardeners' Guild, Inc., San Rafael, CA; Kruegers Associated Landscape, North Plains, OR; Del Conte's Landscaping, Inc., Fremont, CA.

Mills Brothers Landscape & Nursery, Inc., Ft Collins, CO; Scian's Landscaping, Inc., West Berlin, NJ; Wheat's Lawn & Custom Landscape, Inc., Vienna, VA; Madelyn Simon & Assoc. Inc., New York, NY; Byrne Landscape Mgt., Inc., Santa Rosa Beach, FL; Shiloh Nurseries, Emissville, PA.

Grounds facilities

Of our grounds facilities, the following have received awards from the Professional Grounds Management Society:

Andrews University; Arboretum Retail; Franklin Plaza; Blue Cross/Blue Shield of Hartford; Westfield Companies; Waterfront Plaza; Illinois State University; Mohonk Mountain Resort; The Breakers; Richard C. Hocevar Bldg.; Broadmoor Hotel Resort; Lake Forest Academy; Rockville City Hall; University of San Francisco;

Grounds facilities awarded by the National Recreation and Park Association: Ft. Worth Parks & Community Services; City of Plano; So. Suburban Parks & Rec, Littleton, CO; Skokie Park District; Wheaton Park District; Germantown Parks & Recreation; Northbrook Park District; The Channahon Park District.

Lawn care/landscape/grounds profiles by Ron Hall, Terry McIver, Nancy Stairs. Golf profiles by Pat Jones. Special thanks to the Professional Grounds Management Society, Hunt Valley, Md.