

# LM100

WHERE ARE THEY NOW

INFLUENTIAL

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## Where are they now?

**They led our industry in its formative years, then moved on. What are they doing today?**

BY RON HALL

### **Richard Ackerman** **Built Northwest Landscape**

Richard Ackerman ran one of the largest landscape companies in the Pacific Northwest's, but he's back in school now. He loves it. Three years after leaving landscaping, Ackerman serves on the Lake Oswego (OR) School Board, coaches the offensive line on the school's football team and spends a lot of time with family, community and local youth. "After 26 years in business, I thought it was time I started giving a lot back," says Ackerman. Business interests? "I'm doing some real estate developing with some of our former clients, but not much," he says.

### **Bob Parmley** **Former PLCAA president**

After Bob Parmley's served as president of PLCAA in 1989, he left his 18-year lawn care career to run equipment maker Savage Bros., Elk Grove Village, IL. Actually, he and a partner had purchased the company 12 years earlier, mostly to acquire its machining tools. But they saw continued demand for its equipment, and Parmley switched careers.

### **Elliot Roberts, Ph.D.,** **Directed the Lawn Institute**

From 1982-1991, Dr. Elliot Roberts, headed the non-profit Lawn Institute, and provided the U.S. media with a steady stream of accurate information about turf's benefits. He and his wife, Beverly, just celebrated their 50 wedding anniversary. Besides raising



**Elliot Roberts**

a few head of cattle and restoring some of the woodlands on the family property, Roberts, a soil scientist by training, does some public speaking on the topic of evolution, which he says he's rethinking

### **Rod Bailey** **Ran Evergreen Services**

In 1968 Rod Bailey was a management consultant, and one of his clients was a landscape company. In 1970, he and a partner bought that Seattle-area company, Evergreen Services. In Dec.



**Rod Bailey**

1998 he sold it to TruGreen. Today, his Alder Springs Enterprises business management firm helps other landscapers build their organizations. "I don't feel like I've left the business because I work with clients in the industry," says Bailey.

### **Jerome "Jerry" Faulring** **PLCAA's first president**

Jerry Faulring's Hydro Lawn application company expanded to Maryland, Virginia, Pennsylvania and New York in the 1980s. In 1996, he sold his business and returned to the land. He runs 200-acre Waverly Farm in Adamston, MD, which grows landscape-ready ornamentals.



**Jerry Faulring**

"I've really enjoyed it," says Faulring. "This is definitely a long-term investment. You put \$10 in the ground and you wait five or 10 years before you get anything back."

### **J. Martin Erbaugh** **Ran multi-state operation**

J. Martin "Marty" Erbaugh's entrepreneurial spirit still burns bright. He Lawnmark, a strong regional lawn care company, in 1995, and today manages J.M. Erbaugh Co., an investment company. He also founded and helps direct H2Cool, a Chicago-based company that delivers bottled water. "I miss the lawn business and I still follow the success of some of the former Lawnmark people," he says.

### **Paul D. Schnare, Ph.D.** **PLCAA founding member**

Paul D. Schnare, Ph.D., one of PLCAA's founding members in 1979. Paul sold Accugrow Lawn Care to his employees in 1998. He served for two years as an assistant professor of agriculture at Southeast Missouri University, and he and his wife now operate Sunny Hill Garden & Florists, Cape Girardeau, MO.

### **Patrick J. Norton** **Guided Barefoot Grass**

Patrick J. Norton grew Barefoot Grass into the second largest lawn care company, serving half a million cus-

tomers in over 100 markets. Barefoot was purchased by TruGreen in 1997. In June 2000, Norton was named Executive Vice President CFO of The Scotts Company, Marysville, OH.

### **James R. Brooks** **Executive VP PLCAA 1983-90**

Jim Brooks brings his acting skills to the Centerstage North amateur theatre



**James Brooks**

group in Marietta, GA. Brooks claims to be "temporarily retired," but besides theater, he is also president of his community swim & tennis club. Brooks is a founding and board member of the Evergreen Foundation.

### **Bruce Wilson** **30 years with ECI**

Bruce Wilson left landscape giant Environmental Care, Inc., and entered the Internet business world. He was



**Bruce Wilson**

a key player in GreenZebras, an internet site formed last year. It merged with Green2go, just this spring.

"We're back on track now and we're going to be one of the survivors," says Wilson of the b2b supplier to the Green Industry. "It's been a refreshing change and a good experience having to do something entirely different, but a lot of work."