

BY RON HALL / EDITOR-IN-CHIEF

Revived LESCO good for us

LESCO, Inc., is our neighbor. It's always been our neighbor. Today, its headquarters are literally just down the road from us.

The national Green Industry supplier was founded in 1962. Our magazine began just a few years later.

Over the years we've worked with and gotten to know many of the people at the company. In a sense, we've grown up together.

We met LESCO's new boss Michael DiMino this past December, just days after he joined the company as president and COO. He hasn't exactly been taking it easy since then. The firm's board of directors added the CEO title to his name early in April as it bid William Foley fare-three-well and handed him a generous severance. Significantly, DiMino's promotion came with the naming of longtime Green Industry player J. Martin "Marty" Erbaugh as chairman of the board.

A few days after the shake-up, the new CEO spoke about changes the company will be making.

He didn't mince words. That's not his style.

He said most of what he's seen and experienced with the company so far is working fine and will remain. (See news article on page 18.)

He also pointed out areas he and his new management team feel need improvement. These are cost controls, refocusing the company's sales and service efforts, and streamlining product inventory and distribution for better and more immediate customer service.

Several, however, were bolder, like the implementation of a "hub & spoke" plan to combine some of the company's 5,000-sq.-ft. drive-thru service centers into 50,000 to 75,000 sq. ft. superstores/regional distribution centers.

DiMino is a newcomer to our industry but he's also a fast study. He's already met with every regional man-



CEO Michael DiMino

ager, all the senior sales managers and many of the other 629 LESCO employees. He hasn't tiptoed into his new company's operations as much as he's plunged into them.

We feel LESCO's recent actions are a step in the right direction, not the least of which was the appointment of Er-

baugh as chairman. Few people in the Green Industry have his experience (first with The Davey Tree Company, then as founder and president of his own lawn care company) and his business savvy.

The health of this and all major industry suppliers remains vitally important to us in landscape and lawn care services. In fact, many of us wouldn't be in business without the products they supply us, the agronomic expertise they provide and the credit they extend us.

Since landscape and lawn care operators have been and remain LESCO's number one customer group, we'll eventually decide the soundness of its new initiatives.

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