



Todd Graus and his wife, Holly, balance ambitious business plans — including an online industry training service and a GPS-based pesticide application monitoring system currently under development — with strong family ties, a spiritual lifestyle and respect for employees. It all takes place at the company's headquarters, a converted ranch house in Jackson, WY.

What are some of the challenges of running two operations 250 miles apart?

Even though it's not a franchise, I have my Worland, WY, office running as one. We offer the same services.

Having the two locations (Jackson and Worland, WY) prompted me to develop GreenApplicator.com — a Web site devoted to weekly pesticide training — due to the fact that I was unable to be in two places at the same time. We decided to beef it up and make it available to every company in the U.S. and Canada. At \$10 per user per year, 52 weeks per year, it has become a very inexpensive training tool.

Detail your Green Applicator training program.

We assume that when we have a new hire, and that person passes the pesticide applicator exam that he or she will retain the information and continue to learn. That's not always the case. Green Applicator prompts our pesticide applicators — and consumers — to log into a secure Web site, watch a pesticide safety

training video that I teach, and take a 10-question exam. Users are required to log in every week to view the new material, setting up the conditions for continuing education.

What are some of the practices you have in place to promote a seamless flow of business information?

During vacations, we transfer calls from one office to the other. We use a browser-based software package that allows both offices access to both customer databases, and because the programs are similar, whoever answers the phone has got things covered. We also have exceptional communication with our clients.

You're gaining professional property management accounts. How does this segment differ from your typical residential and commercial

customers? Larger accounts mean I work for one client versus 30 customers in the residential market. It also means doing more work with fewer man hours.

What are the plans for your business for 2009? God willing, Green Turf Lawnscape will continue to gain market share throughout Wyoming and Idaho. Green Applicator's educational and auction sites will begin to catch fire, and SNIPER Technology (a GPS-based pesticide application monitoring system) will totally revolutionize the worldwide workplace. I partnered with a few friends to develop and bring to the marketplace technology that could eliminate paperwork and save even small companies tens of thousands of dollars per season, while increasing productivity 6% to 10% each day.

AT A GLANCE

COMPANY: Green Turf Lawnscape, Jackson, WY

FOUNDED: 1984

NUMBER OF OUTLETS: 2 (Jackson, WY; Worland, WY)

EMPLOYEES: Six full-time; 16 seasonal

EDUCATION/CERTIFICATIONS: Todd Graus holds a bachelor's of science degree in forest management from Colorado State University; he also is an International Society of Arboriculture (ISA)-certified arborist

INDUSTRY INVOLVEMENT: ISA; Professional Landcare Network (PLANET); and Professional Lawn Care Association of America (PLCAA) board of directors

BUSINESS OUTLOOK: "We're looking at double-digit growth for 2009."

PERSONAL INTERESTS/HOBBIES: Coaches youth basketball, plays in over-45 basketball league, and enjoys downhill skiing and boating.

FAMILY: Co-owners Todd and Holly; daughters Sydney, 13, Rebekah, 11, and son Gage, 7

WEB SITE: GreenTurf.org, GreenApplicator.com, GreenApplicatorAuction.com and SniperTechnology.com

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