



# EMPLOYEES

## THE POWER OF PEOPLE

Every LM150 company knows people are its greatest asset *and* cost. And 2009's tough economy didn't make employee retention easy. The average LM150 company lost 4.42 workers and average revenue per employee dropped 2.78%. Some LM150 companies who added employees and/or grew average revenue per employee share how they drive employee retention and growth.

### Back to school

More businesses today are creating internal hubs that rival colleges to streamline systems and train workers.

New Way Landscape & Tree Services, San Diego, calls its program New Way University. This "allows for more efficiency in the field, as well as standardizes our processes," says President **Randy Newhard**.

### Green & lean

Ruppert Landscape Co.'s management team knows they can't come up with all of the sustainable initiatives themselves. So they empower employees to take the

lead, and it's paying off in more ways than one.

Ruppert's Atlanta office installed a well and 10,000-gallon cistern to collect and store captured rainwater and run-off. The project, completed last June, took one week to complete and cost \$26,000. It should pay for itself in three years. The facility went from using 2 million gallons of water and spending \$9,000 on water annually to using just 96,000 gallons and spending only \$500 annually, says company President **Craig Ruppert**.

The reclaimed water is being used to irrigate Ruppert's nursery holding yard and landscape and wash vehicles. Over the course of the next seven years, the company is anticipating saving approximately 13 million gallons of water and nearly \$47,000.

### Positive punch

Motivating employees today is a challenge *and* a necessity. As **Mark Borst**, president, Borst Landscape & Design, Allendale, NJ, says, "Owners need to stay positive and be encouraging to employees." — NW



## % GAIN IN REVENUE PER EMPLOYEE

1	Visionscapes	53.1%
2	Carson Landscape Industries	38.7%
3	ProGrass	17%
4	Greenscapes	16.8%
	Urban Farmer	16.8%
6	Nissho of California	14.6%
7	Designs by Sundown	14.5%
8	The Green Plan*	14%
9	David J. Frank Landscape Contracting	13.2%
10	Denison Landscaping	12.6%
11	Dennis' 7 Dees Landscaping	11.1%
12	Nanak's Landscaping	10.6%
13	The Groundskeeper	10.5%
	James River Grounds Management	10.5%
15	Heads Up Landscape Contractors	9.3%
16	Tree Tech	8.5%
17	Mill Brothers Landscape Group	7.3%
18	Lawn Doctor	7.1%
	ArtisTree Landscape Maintenance & Design	7.1%
20	Angler Environmental	6.9%
	ISS Grounds Control	6.9%
22	McFall & Berry Landscape Management	6.8%
23	U.S. Lawns	6.6%
24	Countryside Industries	6.1%
25	Land-Tech Enterprises	5.8%
	Gardeners' Guild	5.8%

## % GAIN IN TOTAL EMPLOYEES

1	Ryan Lawn & Tree	100%
2	Massey Services	52.4%
3	Girard Environmental Services	42.4%
4	Lipinski Outdoor Services	33.3%
5	Kinsella Landscape	26.7%
6	RCI	23%
7	RGS Services	21.4%
8	The Green Plan*	20%
9	Yellowstone Landscape Group	19%
10	Jensen Corp.	17.2%
11	Gothic Grounds Management	13.1%
12	Andre Landscape Service	13%
13	Greenscape	11.1%
14	D&K Landscape	9.6%
15	Christy Webber Landscapes	9.5%
16	Naturalawn of America	9.4%
	Sebert Landscaping	9.4%
18	Ruppert Landscape	9.1%
19	Vila & Son Landscaping Corp.	8.4%
20	American Landscape Systems	7.4%
21	D. Schumacher Landscaping	6.7%
22	Land-Tech Enterprises	5.6%
23	Mariani Landscape	5.4%
24	Tree Tech	5.3%
25	Weed Man	5%

## BY EMPLOYEE FACTORS