

Q&A

Last Question



We asked Green Industry pros what's on their minds right now.

Chris Casselberry

Owner

GreenSeasons

Baton Rouge, La.

2013 projected revenue: \$7.1 million

Service mix: 55% maintenance; 35% irrigation/landscape installation; 10 percent pest/termite control

Top of mind: *The H-2B seasonal guest-worker visa program. GreenSeasons has used the program for nine years but may have to drop it next year do to government-imposed increases in hourly wages. "We haven't decided, but we might downsize. You can't cut grass with nobody running the trucks."*



Dan Dahlkemper

Owner

Dahlkemper Landscape Architects & Contractors

Erie, Pa.

2013 projected revenue: \$3.5 million

Service mix: 75% design/build; 25% maintenance

Top of mind: *HGTV, because it educates people about the landscape industry and calls their attention to creative options for their outdoor spaces. "HGTV has been a good friend to the industry."*

Bill Banford

President

The Sharper Cut

Upper Marlboro, Md.

2013 projected revenue: \$2 million

Service mix: 95% design/build; 5% irrigation

Top of mind: *He realizes his company is the "last to be paid," and that can be stressful.*



Katie Parkhurst

Operations manager

Grant & Power Landscaping

West Chicago, Ill.

2013 projected revenue: \$7.8 million

Service mix: 53% design/build; 21% snow; 26% maintenance

Top of mind: *Whether workers will show up to work and getting crews moving by 6 a.m. "My personal goal is to have every crew out of my yard in a half hour. That's a lot of coordination. Trying to not get burned out is key."*



Andrew Ziehler

Owner

Ziehler Lawn & Tree Care

Centerville, Ohio

2013 projected revenue: \$1.2 million

Service mix: 65% lawn care; 35% maintenance

Top of mind: *"I think about how I can inspire our people to provide amazing customer service and great results for our customers every day and, at the same time, attract and retain a high-quality staff."*

Todd Pugh

CEO

Todd's Enviroscapes

Louisville, Ohio

2013 projected revenue: \$11.5 million

Service mix: 60% maintenance; 25% design/build; 15% snow

Top of mind: *"I've been blessed that I don't let things bother me or get stressed too much. But in the last couple years, I've put more pressure on myself to grow as a leader: How do I make myself better for tomorrow so I can lead the company?"*