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Landscape MANAGEMENT

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See the only Connecticut
company to make this
year's LM 100 list...

Digital Dazzle

Five building blocks to attract
clients, turn them into loyal customers
and keep them asking for more



Once again, here it is:

Our annual list of the top 100 companies in the industry ranked by revenue. There is something to be said for size. While we submit, bigger doesn't always mean better, you don't get to be one of the largest companies in the industry with poor customer service, an inferior product or lousy employee relationships. The goal of any business is to make money, and these companies have shown a special knack. There is something to be learned from them. Some of these companies started small and built a strong reputation along with solid earnings year after year toiling over every account. Others grew organically and through acquisition at a much more rapid pace. Some have found their niche and become the player in their market. Others offer a variety of services and a national footprint. Take a look at these companies. See how yours compares - in terms of size — but also in the mix of services, number of employees and even how many locations they have. Whether they are the largest in the country or just in your market, consider these companies a benchmark or perhaps a goal.

Legend

*: 2006 numbers

MN: Maintenance

DB: Design/Build

IR: Irrigation

F: Fertilizer application

SR: Snow removal

OTHER: May include arbor care, landscape construction, retail/nursery, shrub maintenance, wholesale, holiday lighting, interiorscaping, structural pest control, grounds maintenance, golf course maintenance, composting, recycling, erosion control, property management

	Company	Headquarters	Services (by %)	Locations	Employees (full time / part time)	Revenue (in millions)	Principal	Web site / E-mail
1	The TruGreen Cos.*	Memphis, TN	MN 28, F 59, SR 1, Other 12	390	20,860 FT/2,512 PT	1.5 billion	Dennis Sutton, Pres	www.trugreen.com
2	ValleyCrest Cos.	Calabasas, CA	not reported	105	10,000 FT/105 PT	870*	Burton S. Sperber, CEO	www.valleycrest.com
3	Brickman	Gaithersburg, MD	MN 85, DB 10, SR 5	130	1700 FT/6000 PT	600	Scott Brickman, Pres/CEO	www.brickmangroup.com
4	The Davey Tree Expert Co.	Kent, OH	not reported	6	6000FT/600 PT	467	Karl Wamke	www.davey.com
5	Scotts Lawn Service*	Marysville, OH	F 100	not reported	not reported	245	Tim Portland, Pres	www.scottslawnservice.com
6	Gothic Landscaping	Valencia, CA	MN 11, DB 50, IR 39	8	1500 FT	169.4	Michael Georgio, CEO	www.gothiclandscape.com
7	Initial Tropical Plants	Riverwood, IL	MN 80, DB 20	40	1,200 FT/100 PT	112	Jeff Mariola, Pres	www.initialplants.com
8	Weed Man	Mississauga, ON, Canada	F 100	110	750 FT/2500 PT	95 Canadian	Michael Kernaghan, CCO	www.weedmancanada.com
9	Lawn Doctor	Holmdel, NJ	IR 1, F 90, Other 9	493	6200 FT	95	Dez Rice, Pres/Owner	www.lawndoctor.com
10	OneSource Landscape & Golf Services*	Tampa, FL	MN 75, DB 10, IR 2,F 3,SR 1, Other 9	not reported	1,200FT/200 PT	78	William LeBaron, Mktg Dir	www.one-source.com
11	Vila & Son	Miami, FL	MN 16, DB 2, IR 12, Other 70	5	700 FT	74	Juan Carlos Vila, Pres/CEO	www.vila-n-son.com
12	American Civil Constructors	Littleton, CO	MN 35, DB 60, SR 5	7	250 FT/250 PT	57	Todd Williams, VP	www.aconstructors.com
13	Ruppert Nurseries	Laytonville, MD	MN 20, DB 65, SR 2, Other 4	9	450 FT	54	Craig Ruppert, CEO	www.ruppertnurseries.com
14	SavATree	Bedford Hills, NJ	MN 100	20	450 FT	54	Daniel Van Garrenburg, Pres	www.savatree.com
15	Grounds Control	Phoenix, AZ	MN 40, DB 50, IR 10	5	1,000 FT	50	Todd Huston, VP	www.groundscontrol.com
16	Chapel Valley Landscape*	Woodbine, MO	MN 35,DB 30, IR 10, SR 5	4	300 FT/200 PT	49	James D. Reeve, Pres/CEO	www.chapelvalley.com
17	The Bruce Co. of Wisconsin	Middleton, WI	MN 20, DB 38, IR 2, Other 35	2	200 FT/425 PT	46	Bliss Nicholson, Pres	www.thebrucecompany.com
18	Autumn Landscaping*	Englewood, CO	MN 10, DB 30, IR 30, F 5, SR 20, Other 5	1	550 FT	44	Mark Robinson, Owner	not reported
19	Acres Group*	Wauconda, IL	MN 42, DB 45, SR 23.5, Other 35	4	106 FT/605 PT	42.5	not reported	www.acresgroup.com
20	Jensen Corp.	Cupertino, CA	MN 32, Other 68	5	268 FT	41	John Vlay, CEO, Pres	www.jensencorp.com
21	Tropics North	Homestead, FL	MN 45, DB 50, IR 5	9	300 FT	40.5	Charles Gonzales, Pres	www.tropicsnorthinc.com
22	Cornerstone Tree Farm	Dade City, FL	MN 20, DB 40, IR 10, F 5, Other 25	5	200 FT/20 PT	40	John Faulkner, Pres	www.cornerstonetreefarm.com
23	Landscape Concepts Construction*	Richmond, IL	MN 10, DB 83, IR 3, F 1, SR 3	3	260 FT	40	Peter DeVore, Pres	www.lccon.com
24	Nanak's Landscaping	Longwood, FL	MN 67, DB 13, IR 11, F 6, Other 3	4	450 FT/200 PT	38	Sampuran Khalsa, Pres	www.nanaks.com
25	Lipinski Landscape & Irrigation	Marlton, NJ	MN 24, DB 20, IR 2, SR 54	1	125 FT/15 PT	37	Robert Lipinski, Chairman	www.lipinskilandscape.com
26	The Groundskeeper	Tucson, AZ	MN 60, DB 30, Other 10	7	700 FT	36	Anil Hiremath, CEO	www.groundskeeper.com
27	Mainscape	Fishers, IN	MN 66, DB 15, IR 5, F 6, SR 6, Other 2	11	377 FT/11 PT	36	David and Zygmunt Mazonowski, Owners	www.mainscape.com
28	Cagwin & Dorward	Novato, CA	MN 65, DB 24, IR 9, Other 12	15	424 FT/3 PT	35.1	Dennis Dougherty, Pres/CEO	www.cagwin.com
29	Clintar Landscape	Markham, ON, Canada	MN 40, DB 5, IR 5, SR 50	24	175 FT/375 PT	35 Canadian	Robert Wilton, Pres	www.clintar.com
30	Ecoscope Solutions Group	Huntsville, NC	MN 12, DB 61, IR 18, Other 9	4	300 FT/3 PT	35	Tony Pope, CEO	www.ecoscape.com
31	Sun City Landscapes*	Sun City, NV	DB 100	1	420 ft	35	Louie Polish Jr., Owner	www.suncityls.com
32	Teufel Landscape*	Portland, OR	MN 20, 15	3	306 FT/173 PT	35	Lary Teufel, Pres	www.teufel.com
33	Toll Landscape*	Lambertville, NJ	MN 8, DB 92	14	74 FT/173 PT	35	Mark Culchia, Asst VP/Dir	www.tollandscape.com
34	Denison Landscaping	Ft. Washington, MD	MN 8, DB 15, IR 10, F 1, SR 1, Other 65	not reported	185 FT/135 PT	34	John Denison, Pres	www.denisonlandscaping.com
35	Piedmont Landscape	Chamblee, GA	MN 45, DB 40, IR 10, F 5	300 FT/50 PT	3	34	Phil Walters, Principal	www.piedmontlandscape.com
36	CoCal Landscape	Denver, CO	MN 40, DB 39, IR 10, F 2, SR 9	4	250 FT/300 PT	33	Tom Fochtman, Jesus Medrano, Owners	www.cocal.com
37	Sierra Landscape	Palm Desert, CA	MN 10, IR 40, Other 50	1	290 FT	32.5	George Gonzalez, Pres	www.sierralandscape.com
38	Dixie Landscape	Miami, FL	DB 82, IR 18	4	318 FT	32	Jeff Reamer, Pres	www.dixielandscape.com
39	The Greenery	Hilton Head, SC	MN 60, DB 25, IR 7, Other 8	8	410 FT/15 PT	31	Berry Edwards, Pres	www.thegreeneryinc.com
40	Metroplex Garden Design Landscaping	Dallas, TX	DB 100	1	36 FT	30.7	Ken Coggins, Andrew Haynes	www.gardendesignlandscaping.com
41	Naturalawn of America	Frederick, MD	F 95, Other 5	65	12 FT	30+	Philip Catron, Pres	www.nl-amer.com
42	Mission Landscape	Santa Ana, CA	MN 80, DB 20	8	475 FT	29	David DuBois, Pres and CEO	www.missionlandscape.com
43	Chalet Nursery	Wilmette, IL	MN 15, DB 43, F 2, Other 40	3	100 FT/250 PT	27	Larry Thalmann III, Pres	www.chaletnursery.com
44	Spring-Green	Plainfield, IL	not reported	78 franchises	not reported	26.3	Tom Hofer, CEO	www.spring-green.com
45	Landscape Concepts	Grayslake, IL	MN 45, DB 19, IR 10, F 3, SR 20, Other 3	6	not reported	25	Michael Kerton, Pres/Owner	www.landscapeconcepts.com
46	Scott Byron & Co.	Lake Bluff, IL	MN 30, DB 70	1	95 FT/200 PT	25	Scott Byron, Pres	www.scottbyron.com
47	Dennis 7 Dees	Portland, OR	MN 18, DB 38, IR 18, SR 26	1	270 FT	23.5	David Snodgrass, Pres	www.dennis7dees.com
48	Complete Landscaping	Bowie, MD	MN 51, DB 30, IR 6, F 5, SR 8	2	98 FT/211 PT	22.7	Don Stellax, Owner	www.completelandscaping.com
49	Countryside Industries	Wauconda, IL	MN 15, DB 65, IR 5, F 5, SR 10	1	50 FT/350 PT	22	Robert L. Adelizzi, Pres	www.countrysideindustries.com
50	Sebert Landscaping	Bartlett, IL	MN 30, DB 30, IR 5, F 5, SR 15, Other 15	1	50 FT/200 PT	22	Jeffery Sebert, Pres/Owner	www.sebert.com

	Company	Headquarters	Services (by %)	Locations	Employees (full time / part time)	Revenue (in millions)	Principal	Web site / E-mail
51	Benchmark Landscape Cos.	Poway, CA	MN 25, Other 75	3	275 FT	22	John Mohris, Pres	www.benchmarklandscape.com
52	Sunrise Landscape	Tampa, FL	MN 25, DB 60, IR 15	1	125 FT	22	S. Hughes, Pres	www.sunriselandscape.com
53	WH Canon	Romulus, MI	MN 25, SR 5, Other 70	not reported	225 FT	21	William Canon, Pres	www.whcanon.com
54	Fairco Inc.	Scottsdale, AZ	MN 55, DB 45	3	250 FT	21	Gene Bearinger, Pres	www.fairco.com
55	David J. Frank	Germantown, WI	MN 42, DB 38, IR 4, F 3, SR 9, Other 4	6	185 FT/260 PT	20.1	David Frank, Pres/CEO	www.davidjfrank.com
56	Highridge Corp.	Issaquah, WA	MN 20, DB 58, IR 22	1	250 FT/PT 1	20	Michael Bushmaker, Pres	www.highridge.com
57	Realty Landscaping	Newtown, PA	MN 30, DB 50, IR 19, SR 10	5	100+ FT/100+ PT	20	Clifford L. Greer, Pres/Owner	www.realtylandscaping.com
58	Northwestern Landscape	Puyallup, WA	MN 70, DB 30	4	225 FT/100 PT	19.9	Jonathan Bartels, Pres	www.nwico.com
59	McFall and Berry	McLean, VA	MN 69, DB 21, F 6, SR 3, Other 10	5	150 FT/120 PT	19.7	Mark McFall, COO	www.mcfallandberry.com
60	Western DuPage	Naperville, IL	MN 26, DB 70, SR 4	2	35 FT/15 PT	19.5	Steve Brodt, Pres	www.westendupagelandscaping.com
61	Senske Lawn & Tree Care	Kennewick, WA	MN 21, IR 3, F 41, SR 2, Other 33	6	200 FT/100 PT	19	Chris Senske, Pres	www.senske.com
62	BIO Landscape & Maintenance	Houston, TX	MN 25, DB 43, IR 9, F 3, Other 20	1	320 FT	18.9	John Robert, Pres	www.biolandscape.com
63	Outside Unlimited	Hampstead, MO	MN 5, DB 75, IR 15, SR 5	2	180 FT/100 PT	18.5	Michael Martin, VP	www.outsideunlimited.com
64	Florida Landscape Service	Orlando, FL	MN 7.5, DB 54, IR 32, Other 6.5	3	120 FT	18	Donald O'Hara, Pres	www.floridalandscape.com
65	Swingle	Denver, CO	IR 4.5, F 46, Other 48.8	2	210 FT/7 PT	17.5	Thomas Tokkacz, Pres	www.myswingle.com
66	Gachina	Menlo Park, CA	MN 60, IR 15, Other 25	3	260 FT	16.5	John P. Gachina, Owner/Pres	www.gachina.com
67	ArtisTree	Venice, FL	MN 50, DB 30, IR 10, F 10	3	300 FT/50 PT	16	Joe Gonzalez, CEO/Owner	www.artistree.com
68	Christy Webber & Co.	Chicago, IL	MN 42, DB 46, SR 12	2	42 FT/170 PT	15.6	Christy Webber, Pres	www.christywebber.com
69	Girard Environmental	Sanford, FL	MN 25, DB 45, IR 22, F 5, Other 31	not reported	150 FT	16	Richard Girard, CEO	www.girardonline.com
70	Dora Landscaping	Apopka, FL	MN 5, IR 10, Other 85	1	75 FT	15	Jim Oyler, Pres	www.doralandscaping.com
71	Proscape	Orlando, FL	MN 57, DB 25, IR 11, F 7	5	200 FT	14.3	Larry, Michele, Keith O'Dell	www.proscape.biz
72	Greenerlandscaping	Lowell, MA	MN 20, DB 40, IR 20, F 1, SR 20	3	95 FT	14	Jeremy McSorley, Pres	www.greenerlandscapinginc.com
73	James River Grounds Mgmt	Glen Allen, VA	MN 74, IR 3, F 2, SR 1, Other 21	4	88 FT/166 PT	14	Maria Candler, Pres	www.jrgm.com
74	Lambert Landscape	Dallas, TX	MN 31, DB 55, IR 1, Other 13	1	110 FT/3 PT	14	Daniel L. Morgan, CEO	www.lamberts.net
75	Santa Rita Landscaping	Tucson, AZ	MN 5, DB 36, IR 10, Other 49	1	160 FT	14	Brian Ham, Pres	www.srlandscaping.com
76	Complete Property Maint.	Coconut Creek, FL	MN 67, DB 12, IR 3, F 3, Other 15	2	250 FT/30 PT	13	Larry Elsterg, Pres	no Web site
77	Stay Green	Santa Clarita, CA	MN 75, Other 25	6	180 FT	13	Rich Angelo, Pres	www.staygreen.com
78	Basnight Land & Lawn	Chesapeake, VA	MN 40, DB 40, IR 10, F 5	1	95 FT/85 PT	12.5	Kent Basnight, Pres	www.basnightlandandlawn.com
79	Lied's	Sussex, WI	MN 23, DB 65, F 2, SR 4, Other 6	1	190 FT/40 PT	12.5	Tom Lied, CEO	www.lieds.com
80	Naturescape	Muskego, WI	MN 8, F 80, 2 SR, Other 10	14	140 FT/10 PT	12.2	Todd Furry, Pres	www.naturescapelawn.com
81	Parker Interior Plantscape	Scotch Plains, NJ	MN 60, DB 10, Other 30	1	180 FT/20 PT	12	Richard Parker, Pres	www.parkerplants.com
82	Southview Design	Inver Grove Heights, MN	DB 90, IR 10	1	30 FT/70 PT	11.5	Ross Iverson, Pres	www.southviewdesign.com
83	Mickman Brothers	Ham Lake, MN	DB 30, IR 20, Other 50	2	110 FT/200 PT	11	John Mickman, Pres	www.mickman.com
84	Mill Brothers Landscape & Nursery	Fort Collins, CO	MN 25, 37.5 DB, IR 30, SR 7.5	1	25 FT/110 PT	11	Kevin and Andrew Mill, Co-owners	www.millbrothers.com
85	ILT Vignocchi	Wauconda, IL	MN 30, DB 60, IR 5, SR 5	2	36 FT/175 PT	10.13	Donna Zych, Pres	www.iltvignocchi.com
86	Plantique	Allentown, PA	MN 10, DB 77, IR 4, F 3, SR 2, Other 4	2	110 FT/ 20 PT	10.1	Michael McShane, Pres/CEO	www.plantique.com
87	Tomlinson Bomberger	Lancaster, PA	MN 20, DB 23, F 55, SR 1, Other 1	not reported	95 FT/5 PT	10	Clark Tomlinson, Pres	www.tbll.com
88	Pacheco Brothers	Hayward, CA	MN 65, DB 15, IR 5, F 5, Other 10	4	110 FT/3 PT	9.8	George Pacheco, Pres	www.pachecobrothers.com
89	Carol King Landscape	Orlando, FL	MN 65, DB 22, IR 5, F 3, Other 5	1	125 FT/45 PT	8.5	Jerry Bachand Pres/CEO	www.carolkinglandscapes.com
90	John Mini Distinctive Landscapes	Congers, NY	MN 40, DB 39, IR 1, Other 20	1	70 FT/50 PT	8.5	John Mini, Pres/Owner	www.johnmini.com
91	Perficut Lawn & Landscape	Des Moines, IA	MN 20, DB 30, IR 15, F 15, SR 15, Other 5	1	35 FT/70 PT	8.4	Kory Ballard, Pres	www.perficut.com
92	Maffei Landscape	Mashpee, MA	MN 56, DB 40, IR 2, F 1, SR 1	1	75 FT	8.3	Robert Maffei, Pres/CEO	www.maffeilandscape.com
93	All Around Landscaping	Springdale AR	MN 19, DB 63, IR 17, SR 1	1	120 FT	8	Michael Steenbergen, Pres	www.allaroundlandscaping.com
94	Angler Environmental	Manassas, VA	MN 5, DB 95	3	60 FT/4 PT	8	Lee Goodwin, Don Seaborn, Principals	www.anglerenvironmental.com
95	Dworsky Services	Gardena, CA	MN 60, DB 30, IR 10	3	150 FT/25 PT	8	David Dworsky, Pres/CEO	www.dworsky.com
96	Green Acres Services	St. George, SC	MN 15.5, DB 50.5, IR 34,	1	85 FT	7.9	Geore E. Moore Jr., Pres	www.greenacreslandscapes.com
97	Hoffman Landscapes	Wilton, CT	MN 46, DB 52, SR2	2	FT 70	7.5	Michael Hoffman, Pres	www.hoffmanlandscapes.com
98	Akehurst Landscape	Joppa, MD	MN 42, DB 22, SR 28, Other 8	7	not reported	not reported	Brian Akehurst, Pres	www.akehurst.com
99	Trees on the Move	New Berlin, WI	MN 10, DB 50, SR 20, Other 20	1	45 FT/40 PT	7	Gary McHugh, Pres	www.treesonthemove.com
100	Jacobsen Landscape Design & Const	Midland Park, NJ	MN 30, DB 50, IR 8, F 3, SR 9	not reported	35 FT/50+ PT	6.6	Glenn Jacobsen, Pres/CEO	www.jacobsenlandscape.com



Dominant 3

Companies from three states make up 36% of this year's LM 100 list — Florida, Illinois and California. Florida, one of the fastest growing states in the United States, placed 13 companies on our revenue list. Illinois was next with 12 (most of them in the Chicago region) and California contributed 11 companies. In the East, smallish but densely populated New Jersey had a high concentration of big revenue landscape/lawn service companies with five.

Still looking good

The landscape/lawn service market for U.S. contractors remains strong. Industry leaders continue ratcheting their sales into positive territory (5%-15%) annually. Readers are enjoying a business environment that continues to offer opportunity. Competitive? You bet. Most regional markets are a dog-fight, but the business is there for the operators with effective marketing plans, aggressive sales, strong administrative systems and efficient customer service.



Talk back

We want to know what you think of our LM 100 list. Want to see more or different service breakdowns? Want to sound off about the pros and cons of big vs. small? Please email Managing Editor Dan Jacobs at djacobs@questex.com,