

GROWTH SUMMIT

TURF+ORNAMENTAL CARE

2024

PROGRAM GUIDE

Dec. 9-11, 2024
Reunion Resort
Orlando, Florida



Welcome to Orlando and the 2024 Landscape Management Growth Summit!

On behalf of the team at *LM* and our industry partners who support this great event, we're excited to have you with us for what will be the 12th edition of the Summit.

Like many of you, this will be my first time at this event. But that doesn't mean I'm a stranger to the unique concept that powers the event and the special place that it occupies in the landscape industry. The size and structure of the *LM* Growth Summit means that all attendees — lawn care applicators, partners and *LM* staff — will have the opportunity to interact in a variety of settings during our two-and-a-half days together. We'll share meals, experience product demonstrations and presentations, tee it up on the golf course and share time during networking events. It's unlike any other event out there.

This program will help you navigate the Summit and learn more about your fellow attendees and our partners. You'll discover practical business information about all Summit participants, along with a few fun facts about their favorite music, movies and the teams they root for (to the Chiefs fans out there ... hit me up!).

You'll also learn about the outstanding team of publishing professionals who make *LM*, the magazine's website and events such as this one happen. These men and women are here to make your experience at the Summit a profitable one, so if there is anything we can do to help during your time here, don't hesitate to let us know.

Again, thank you for joining us for the *LM* Growth Summit. We're confident that your experience in Orlando will help you grow your business, expand your network and learn more about this great industry. I appreciate your ongoing support of the magazine and look forward to meeting you all personally during our time together in Orlando.



Scott Hollister
Editor-in-Chief
Landscape Management



LM Editorial Director Seth Jones (left) and the magazine's Editor-in-Chief Scott Hollister (center) shared the stage and snapped a selfie with longtime *LM* columnist Jeffrey Scott during his 2024 Summer Growth Summit in Kansas City. How many *LM* Growth Summit attendees can you spot in the crowd?

AGENDA

Monday, December 9

10:00 a.m. – 3:00 p.m.	Registration + Check-In (Grande Lobby)
3:15 p.m. – 5:00 p.m.	Meet the Partners Presentations (Grande BC)
5:00 p.m.	Group Photo (Meet in Lobby)
6:30 p.m. – 9:30 p.m.	Welcome Reception (Eleven Restaurant)

Tuesday, December 10

7:00 a.m. – 7:45 a.m.	Breakfast (Eleven Restaurant)
7:15 a.m. – 7:45 a.m.	Panel Discussion
8:00 a.m. – 11:25 a.m.	Individual Meetings (Grande Tower Suites + Outdoor Demo Area)
12:00 p.m.	Boxed Lunch for Golfers Only (Driving Range)
12:20 p.m.	Scramble Rules (Driving Range)
12:30 p.m.	Lunch for non-golfers (Clubhouse)
12:30 p.m. – 5:30 p.m.	Golf Outing (Palmer Course)
	<i>Beverage cart sponsored by</i> 
7:00 p.m. – 10:00 p.m.	BBQ Dinner (Seven Eagles Pool Pavilion)

Sponsored by  **pbi/gordon**
corporation
Employee-Owned

Wednesday, December 11

7:00 a.m. – 7:45 a.m.	Breakfast (Eleven Restaurant)
7:15 a.m. – 7:45 a.m.	Panel Discussion
8:00 a.m. – 12:55 p.m.	Individual Meetings (Grande Tower Suites + Outdoor Demo Area)

Attire Recommendations:

- **Meetings** — Business casual
- **Welcome Reception/BBQ Dinner** — Casual; jeans are OK
- **Golf** — Polo or golf shirt with Bermuda shorts or slacks

Important Notations

- Please refer to your personalized meeting schedule for details on your individual meetings.
- Please wear your golf clothes to your Tuesday morning meetings as there will be limited time to change before the golf outing.

PARTNERS

3PG Advisors



380 N. Main St
Alpharetta, GA 30009
404-317-9288

Website: 3pgadvisors.com

With over 28 years of experience and hundreds of successful transactions in the green industry sector, Jeff Harkness and 3PG Advisors have become some of the most qualified and effective professionals for matching entrepreneurs with the right equity partner or strategic buyer. Their portfolio includes successful outcomes for landscaping, turf care, tree care, pest control, nurseries, snow and ice services, water management, and other facility services companies. They've built a proven track record with:

- In-depth knowledge of industry competitors, investors, and buyers.
- A process that seamlessly navigates diligence, legal, and accounting hurdles.
- A formula that maximizes EBITDA, multiples, and valuations.
- An experienced and tenured staff capable of handling large, complex transactions.
- Operational and leadership services designed to improve performance and marketability.

Company representatives:

Jeff Harkness, CEO, 404-317-9288, jeff@3pgconsulting.com
Benton Harkness, Associate, 404-414-0534,
benton@3pgadvisors.com

Albaugh Specialty Products



1525 NE 36th Street
Ankeny, IA 50021
515-965-5248

Website: albaughspecialty.com

X: Albaughturf

Albaugh, LLC is an American-owned company, founded in Ankeny, Iowa, in 1979. That one-truck operation has grown into a global enterprise serving the agriculture and turf and ornamental markets with multi-functional plants operating in key regions of the world. Our turf and ornamental business, Albaugh Specialty Products, is dedicated to supporting the green industry with a broad portfolio of unique and innovative formulations, as well as the reliable solutions you know and trust. Many of our fungicide, herbicide, insecticide, and PGR products are manufactured and packaged in the heart of the country at our facility in St. Joseph, Missouri. Being centrally located in the Midwest affords us operational and logistical advantages in serving customers throughout the United States. Our goal remains the same today as it did 45 years ago: to deliver high-quality products and great service at competitive prices, unlocking the power of choice for our customers.

Company representatives:

Mike Daugherty, Midwest Territory Manager, 618-513-5001,
michael.daugherty@albaughllc.com
Jeremy Moore, Southeast Territory Manager, 910-748-6901,
jeremy.moore@albaughllc.com

Atticus



940 NW Cary Parkway,
Suite 200
Cary, NC 27513
984-465-4754

Website: atticusllc.com

X: Atticusturf

While the chemistry isn't unique, the Atticus experience is. Atticus is a demand-driven manufacturer of battle-tested chemistries, established in 2014 and built from the ground up with a clear purpose to Enhance Daily Life. Through our Agriculture and EcoCore portfolios, our team is committed to helping you maximize your input requirements with dependable solutions. As an independent company, we make decisions at your speed, executing each step with discipline to turn strategy into results you can trust. This focus allows us to consistently deliver on our value proposition: Relevant. Simple. Reliable. For more information and a complete list of products, visit AtticusLLC.com.

Company representatives:

Rob Golembiewski, Director - Technical Services, 541-602-3077,
rob.golembiewski@atticusllc.com
Michael Sorensen, Director - West Region, 360-984-8872,
michael.sorensen@atticusllc.com

Ewing Outdoor Supply



3441 E Harbour Dr
Phoenix, AZ 85034
602-437-9546

Website: ewingoutdoorsupply.com

Ewing Outdoor Supply is the largest family-owned supplier of landscape and irrigation products in the country. In business for 100 Years, Ewing supplies professional contractors with irrigation supplies, water efficient and sustainable solutions, landscape and turf products, agronomics and growing, hardscape and outdoor living, landscape lighting, water features, erosion control and more. Ewing also offers industry-leading training classes and events for professionals in the landscaping, sports field, golf and grower industries.

Company representatives:

Jeremy King, South Atlantic Division Turf & Ornamental Category Manager, 984-284-2504, jeremyking@ewingos.com
Ryan Schuette, Territory T&O Product Sales Manager, 916-300-9951, rschuette@ewingos.com
Michael Maravich, Category Lead Turf & Ornamental, 330-671-5338, mmaravich@ewingos.com

Greene County Fertilizer Company



PO Box 1346
Greensboro, GA 30642
855-606-3378

Website: GreeneCountyFert.com

X: @GreeneCFert

Greene County Fertilizer Company manufactures and supplies soil amending fertilizers for liquid lawn care, garden, turf, trees and agricultural use, specialty fertility products, private label fertilizer products, custom blended programs, humic acids, biostimulants, bio-based fertilizers, N-Ext™ brand. Made in USA. Field Technical Support & Training Available. Distributor of Lawn and Ornamental pest control products.

Company representatives:

John Perry, President/CEO, 775-771-8750,
john@greeneountyfert.com

Chuck Barber, 762-243-0777, chuck@greeneountyfert.com

Nufarm Americas Inc.



Grow a better tomorrow

11901 S. Austin Ave
Alsip, IL 60803
708-377-1330

Website: nufarm.com/usturf

X: @NufarmUSTurf

Established more than 100 years ago, Nufarm is recognized as one of the leading manufacturers and suppliers of plant protection in the world. As a top supplier to the US turf and ornamental market, Nufarm strives to offer a solution for every challenge from innovations such as Anuew™ to go-to products such as Pinpoint®, Traction™, Sure Power®, Celero®, Escalade® 2, Arena®, Millennium Ultra® 2, Spirato® GHN, and the 3336® brand family. As the manufacturing landscape changes, Nufarm is expanding to bring innovation and choice to distributors, retailers and the professionals they serve. For more information and a complete list of Nufarm products, visit nufarm.com/usturf.

Company representatives:

Jamie Heydinger, Lawn Care Segment Lead, 330-636-1490,
jamie.heydinger@nufarm.com

Rod Marquardt, Lawn Care Warm Season Market Manager,
772-284-4835, rod.marquardt@nufarm.com

Numerator Technologies

NUMERATOR

TECHNOLOGIES, INC.

PO Box 868
Sarasota, FL 34230
941-746-7057

Website: numeratortech.com

X: @numeratortech

Numerator Technologies is a specialty chemicals manufacturer focused on the commercialization of tailor-made breakthrough solutions. Constructing a successful turfgrass management program requires that one designs strategies to address known or anticipated problems. If your strategy dictates the use of soil or media surfactants; soil acidifiers; and the use of state-of-the-art spray adjuvants, novel fertilizer options. Numerator Technologies has a product formulation specifically "tuned" to meet your requirements. Each product formulation we offer is developed to provide the turfgrass manager with an option that aligns with your strategies. Some of our newer formulations present solutions that open doors to a whole new set of performance characteristics that you can use in your programs.

Company representatives:

Jim Turner, Founder, 941-746-7057, jatco@aol.com

Taylor Turner, CEO, 941-746-7057, taylor@numeratortech.com

PBI-Gordon Corporation



22701 W 68th Terr
Shawnee, KS 66226
800-884-3179

Website: pbigordonturf.com

X: @PBIGordonTurf

With a line of herbicides, insecticides, fungicides, growth regulators and other products, PBI-Gordon is a national leader in the professional turf and ornamental management industry. The company also develops and markets products for the consumer lawn, garden, and farm and ranch markets. Based in the Kansas City metro area, PBI-Gordon has been in business since 1947, and is 100% employee-owned.

Company representative:

Sal Strano, Product Manager, 816-642-6084,
sstrano@pbigordon.com

Dani McFadden, Tech Service Specialist, 816-460-6335,
dmcfadden@pbigordon.com

Andrew Scott, Customer Strategist, 816-460-6315,
ascott@pbigordon.com

PARTNERS

Quali-Pro



Quality Turf & Ornamental Products

5903 Genoa Red Bluff Road
Pasadena, TX 77507
281-892-2500

Website: Quali-Pro.com

X: @quali_pro

Quali-Pro, a division of Control Solutions Inc. (CSI) and part of ADAMA, benefits from ADAMA's advanced R&D and manufacturing expertise. This partnership allows us to develop innovative products and manufacture them in-house for exceptional quality and reliability. As a leader in post-patent formulations, Quali-Pro offers one of the industry's broadest portfolios, including herbicides, fungicides, turf enhancements, insecticides, and nematicides. Our products are designed to meet the needs of lawn care professionals. With reliable supply and innovative delivery systems, we provide the solutions you need to meet today's turf management challenges. Supported by university research and a team of experts, Quali-Pro delivers high-performance, cost-effective solutions with reliable supply and advanced delivery systems—helping our customers stay ahead in an ever-evolving industry.

Company representatives:

Cal Hill, Gulf Coast Territory Manager, 901-412-0121,
calvin.hill@controlsolutionsinc.com
Chris Butcher, Southeast Area Manager, 281-906-3154,
chris.butcher@controlsolutionsinc.com
Jeff Rampino, Florida Territory Manager, 407-212-6206,
jeff.rampino@controlsolutionsinc.com

RealGreen by WorkWave



101 Crawford's Corner Road
Suite 2511-W
Holmdel, NJ 07733
866-784-1580

Website: realgreen.com

RealGreen by WorkWave has been helping lawn businesses manage, scale and grow since 1984. The first software built by and for green businesses, RealGreen is designed to streamline your day-to-day operations and make growing your business easier. Features include customer management, mobile app, route optimization, estimating and invoicing, automated service notifications, and a full suite of financial solutions, and digital and print marketing services. Built by green experts. Built to scale. RealGreen is the real deal in lawn software.

Company representatives:

Joe Yacano, Group VP Enterprise Accounts, 800-762-0301,
joseph.yacano@workwave.com
Jason King, Sr. Manager PestPac Sales, 800-762-0301,
cjking@workwave.com

Sipcam Agro USA



SIPCAM AGRO
USA, INC.

2525 Meridian Parkway
Suite 100
Durham, NC 27713
877-898-9514

Website: sipcamagrousa.com

Headquartered in Durham, North Carolina, Sipcam Agro USA, is owned by the Sipcam-Oxon Group, a privately owned Italian company recognized worldwide for its chemical formulation and manufacturing expertise.

Company representatives:

Todd Mason, Sr. Director of Sales T&O, 410-443-1155,
tmason@sipcamagro.com
Michael Prudhomme, Herbicide Development Consultant,
318-332-1909, mprudhomme@sipcamagro.com

Steel Green Manufacturing

STEELGREEN
MANUFACTURING

824 S. State Road 39
Lebanon, IN 46052
765-481-2890

Website: steelgreenmfg.com

X: @SteelGreenMfg

Steel Green Manufacturing is an employee-owned equipment manufacturer building ride-on spreader/sprayers in Lebanon, Indiana. Quality customer service, integrity, and innovation are the core values that inspired us to build the business. With over 100 years of combined experience in the landscape equipment industry, our team understands the need of lawn care operators, and we're proud to build equipment with them in mind. Steel Green machines feature high-capacity spray tanks and fertilizer hoppers, stainless steel chassis, decked out 23.5-horsepower engines, zero-turn steering, and all the power and capacity lawn applicators need to maximize productivity and profits.

Company representatives:

Scot Jones, Co-Founder & Senior Product Specialist,
765-481-2896, sjones@steelgreenmfg.com
Matt Smith, Sales Manager & Co-Founder, 765-481-8190,
msmith@steelgreenmfg.com
Caleb Myers, Sales Rep, 765-350-0742,
cmyers@steelgreenmfg.com

Stinger Equipment



4701 W Highway 146
Buckner, KY 40010
502-536-0716

Website: stingerequipment.com

X: @StingerEquip

Stinger Equipment is the leader in turf renovation equipment, focusing on making equipment that is more productive, easier to use, and requires less maintenance. An R&D company at heart, Stinger constantly pushes the industry forward with revolutionary equipment designs, including hydrostatic drive aerators and ground-metered spreader sprayers. The Quad-Aer features a patented hydrostatic drive that eliminates chains, sprockets, tensioners, and hassles. The Gateway Applicator is a compact applicator big on features. Ground-metered spread and spray, OneTouch controls, and product savings are just a few features that separate the Gateway. Proudly designed and manufactured in Kentucky, by professionals for professionals.

Company representatives:

Joshua Otto, CFO, 502-536-0716, josh@stingerequip.com
Dustin McGehee, CMO, 502-536-0716, dustin@stingerequip.com

The Andersons



1947 Briarfield Blvd.
Maumee, OH 43537
800-253-5296

Website: andersonspro.com

X: @TheAndersonsPro

The products we bring to market are designed to make work easier for those who use them. From a broad range of fertilizers, control products, and soil enhancers, to patented products and delivery systems, we're committed to delivering next-generation solutions with the highest level of quality and customer service in the industry.

Company representatives:

Alan Hollen, Territory Manager, 937-405-7477,
alan_hollen@andersonsinc.com
Ken Klopp, Territory Manager, 615-946-4318,
kenneth_klopp@andersonsinc.com

Turfco



1655 101st Ave NE
Blaine, MN 55449
763-785-1000

Website: turfco.com

X: @TurfcoLawn

Turfco is a leader in lawn care maintenance equipment, delivering innovative solutions that enhance efficiency and productivity for lawn care professionals. With over 100 years of experience, Turfco designs equipment that directly meets the needs of users, specializing in aerators and spreader sprayers for lawn maintenance. Unlike other manufacturers, Turfco sells directly to end-users in its lawn care division, ensuring personalized service and streamlined support. By working closely with lawn care operators and understanding their challenges, Turfco develops equipment that tackles real-world issues, from achieving precise applications to improving soil health through efficient aeration. This commitment to quality and performance has made Turfco a trusted partner for lawn care businesses, helping them operate more effectively and profitably. Turfco's mission is to continue advancing lawn care technology, empowering customers to maintain exceptional, healthy turf with reliability and ease.

Company representatives:

George Kinkead, President, 763-785-1000, george@turfco.com
Scott Kinkead, Executive VP, 763-785-1000, scott@turfco.com
John Kinkead, Southern Regional Sales Manager, 763-760-4080,
jkinkead@turfco.com
Brad Hendrickson, Regional Sales Manager, 763-233-2681,
bhendrickson@turfco.com
Brian Godwin, Eastern US Sales Manager, 502-528-3948,
bgodwin@turfco.com

ATTENDEES

4EVERGREEN TURF MANAGEMENT

Mike Mansour

Operations manager

Cranston, R.I.
mike@4evergreenri.com
401-398-8850



Years in the industry: 25

Family: Married to Stephanie with a 5-year-old son named Callaway.

Biggest business challenge: Managing expenses.

Business goals for 2025: Grow both personally and professionally.

Teams you root for: All New England teams.

First record/8-track/cassette/CD you remember buying: Green Day's "Dookie" on cassette.

Favorite movie: "Elf"

AGRONOMIC LAWN MANAGEMENT

Craig Zeigler

President

Virginia Beach, Va.
craig@fertilizewithalm.com
757-286-2870



Years in the industry: 30

Family: Married to Bonny, with a daughter (Desiree) and a son (Austin).

Biggest business challenge: Closing percentage on sales.

Business goals for 2025: Grow by 15 percent.

Teams you root for: Philadelphia Eagles, Philadelphia Phillies, Penn State and N.C. State

First record/8-track/cassette/CD you remember buying: "Vision Quest" soundtrack

Favorite movie: "Vision Quest"

AVANZA LANDSCAPING

Noe Loarca

Owner

Arlington, Va.
noe@avanzalandscape.com
571-969-3555



Years in the industry: 12 (going on 13)

Family: Married to Nardy for 14 years, with a 4-year-old son named Matthew. We are a very close and involved family.

Biggest business challenge: Creating processes so we can scale.

Business goals for 2025: Hire a business development/salesperson and hit \$2.5 million in revenue with a minimum 10% net profit.

Teams your root for: All Washington D.C. teams.

First record/8-track/cassette/CD you remember buying: You don't want to know.

Favorite movie: Too many to list.

BEACH LANDSCAPING

Matt Freedman

President

Surfside Beach, S.C.
matt@beach-landscaping.com
843-450-5001



Years in the industry: 24

Family: Married to Tracy with two kids, Carlee (26) and Joey (22).

Biggest business challenge: Hiring good people.

Business goals for 2025: Increase profitability.

Teams you root for: Florida Gators, Boston Red Sox, Washington Commanders

First record/8-track/cassette/CD you remember buying: Bruce Springsteen "Born to Run"

Favorite movie: "Forrest Gump"

BEST LAWN CARE

Ben Molitor

President

Wentzville, Mo.
ben@mybestlawn.com
636-200-3000



Years in the industry: 22

Family: Married with two daughters, 8 and 9.

Biggest business challenge: Successfully managing employees.

Business goals for 2025: Net growth of 25 percent.

Teams you root for: Kansas City Chiefs

Favorite movie: The Bourne series.

BRANDON RUSHING LAWN AND GARDEN CARE

Brandon Rushing

Founder & CEO

Lorton, Va.
brandon@brandonrushing.com
703-926-7034



Years in the industry: 30

Family: Married for 23 years to Melissa, my wife and business partner. We have four children and two dogs.

Biggest business challenge: Achieving aggressive sales and revenue goals.

Business goals for 2025: Growth, profitability and providing a work culture that promotes career advancement.

Teams you root for: All D.C. sports teams. The University of Virginia and Virginia Tech in college sports.

First record/8-track/cassette/CD you remember buying: INXS

Favorite movie: "The Wizard of Oz"

Tom Nolan

Consultant/Principal, SouthPoint & Co.

Framingham, Mass.
tnolan@sp-company.com
919-327-8306



Years in the industry: 10

Biggest business challenge: Scale.

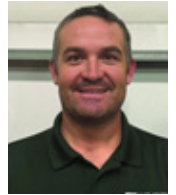
Business goals for 2025: Double our growth.

COLONEL LANDSCAPING

Nicholas Schmitz

President

East Lyme, Conn.
nicholas@colonellandscaping.com
860-739-0008



Years in the industry: 24

Family: Married to Allison with three sons — Jaxson, Cole and Austin.

Biggest business challenge: Getting out of the field.

Business goals for 2025: Move away from field production.

Teams you root for: New England Patriots

First record/8-track/cassette/CD you remember buying: That was too long ago to remember.

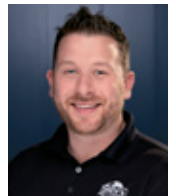
Favorite movie: I don't watch a lot of movies.

DREW'S LAWN AND LANDSCAPE

Richard Pearl

Director of Lawn Care

Nashville, Tenn.
richard@drewslawn.com
615-692-2640



Years in the industry: 12

Family: Married with no kids.

Biggest business challenge: Being in the transitional zone for turf.

Business goals for 2025: Take business from \$1.2 million to \$2.25 million.

Teams you root for: Florida State Seminoles

First record/8-track/cassette/CD you remember buying: Backstreet Boys, "Everybody (Backstreet's Back)"

Favorite movie: "The Greatest Showman"

ATTENDEES

DYNA-GREEN

Chip Soltesz

President

Wickliffe, Ohio
csoltesz@4dynagreen.com
440-942-1550



Years in the industry: 42

Family: Wife, Tracy. Son Doug (married to Sara), daughter Shayna (married to Marc), two grandkids (Zaire and Amari) and two dogs.

Biggest business challenge: Attracting good employees.

Business goals for 2025: Have my daughter take over more of the company so I can relax more.

Teams you root for: Cavaliers, Buckeyes, Browns and Guardians.

First record/8-track/cassette/CD you remember buying: "Night at the Opera" by Queen

Favorite movie: So many ... depends on my mood.

FINETURF

Jay Wyrick

Agronomist

Matthews, N.C.
jay@fineturflawn.com
704-309-4204



Years in the industry: 38

Family: Married with three children.

Biggest business challenge: Transitioning from owner/operator to larger company growing 35 percent yearly.

Business goals for 2025: Continuing growth in business applications and agronomics.

Teams you root for: N.C. State, Pittsburgh Steelers

First record/8-track/cassette/CD you remember buying: Don McLean, "American Pie"

Favorite movie: "Bull Durham"

GO ORGANIC LAWN CARE

Tom Winkler

CEO

North Haledon, N.J.
tom@wklawn.com
800-909-8744



Years in the industry: 30 plus

Family: Happily married for 22 years with 4 kids (18, 16, 14 and 9).

Biggest business challenge: Growth.

Business goals for 2025: Grow the company.

Teams you root for: Giants and Yankees

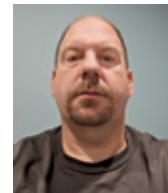
First record/8-track/cassette/CD you remember buying: Bruce Springsteen, "Born in the USA"

Favorite movie: "The Hangover"

Dean Winkler

Secretary/Treasurer

Lake Hiawatha, N.J.
dean@wklawn.com
973-790-3638



Years in the industry: 33

Family: Married to Diana, with three boys — Daniel, Dylan and David.

Biggest business challenge: Good staff.

Business goals for 2025: Tighter operations so we can step back more.

Favorite movie: "Die Hard"

David Krug

Manager

Riverdale, N.J.
dave@wklawn.com
973-790-3638



Years in the industry: 30 plus

Family: Married with four kids and a dog.

Biggest business challenge: Employee development.

Business goals for 2025: Growth in two divisions, and continued employee building.

Teams you root for: Not into sports.

First record/8-track/cassette/CD you remember buying: It's been a while ... maybe The Cars?

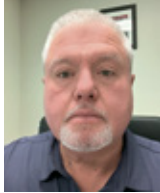
Favorite movie: "Uncle Nino"

GOT BUGS? TERMITE AND PEST SOLUTIONS

Gary McClung

Owner

Cumming, Ga.
gmcclung@got-bugs.com
770-468-2847



Years in the industry: 35

Family: Married with two children, a son and daughter.

Biggest business challenge: Recruiting.

Business goals for 2025: Grow more than 20 percent.

Teams you root for: University of Georgia

First record/8-track/cassette/CD you remember buying: Lynyrd Skynyrd

Favorite movie: "Forrest Gump"

GREEN SEASONS LAWN & TREE SERVICE

Clint Baxter

Owner

Kearney, Mo.
clint@greenseasonslawns.net
816-532-0173



Years in the industry: 24

Family: Married to Emily, father of three sons — Nick, Finley and Henry.

Biggest business challenge: Cash flow management, employee training.

Business goals for 2025: Improved cash flow management.

Teams you root for: Kansas City Chiefs and Kansas City Royals

First record/8-track/cassette/CD you remember buying: The cassette of Bon Jovi's "Slippery When Wet"

Favorite movie: "Captain Ron"

GREENWAY LANDSCAPE DESIGN & BUILD

Scott Lawn

President and Owner

Escondido, Calif.
office@greenwaysd.com
858-486-8277



Years in the industry: 32

Family: Cindy is my life partner. I have two sons — Alex, a business partner, and Brad. I also have four grandkids, and I consider my 18 team members my extended family.

Biggest business challenge: Producing a complete set of written SOPs, processes and systems

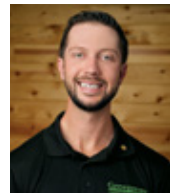
Business goals for 2025: \$6 million in sales with 5 percent additional margin

Teams you root for: Greenway

Alex Lawn

Vice President and Co-Owner

Escondido, Calif.
office@greenwaysd.com
858-486-8277



Years in the industry: 32. My dad started the business the day I was born.

Family: My father, Scott Lawn, is also my business partner. My wife is Bianca, and we have two kids — Riley (2 years) and Aaron (8 years).

Biggest business challenge: SOPs, processes and people management for rapid growth.

Business goals for 2025: Sales revenue of \$6 million.

Teams you root for: Greenway

ATTENDEES

GRO-MASTERS

Lynn Tootle

Managing Partner

Garden City, Ga.

lynntootle@gro-masters.com

912-964-4949

Years in the industry: 25

Family: Married to Vanessa. We have three children — son Nick (freshman at UGA) and daughters Julia (11th grade) and Maggie (8th grade) — and a dog, Kat, a Boykin Spaniel.

Biggest business challenge: Managing and supporting aggressive growth.

Business goals for 2025: Solidify corporate/operational structures for new market expansion opportunities.

Teams you root for: Clemson University

First record/8-track/cassette/CD you remember buying: Beastie Boys, "Licensed to Ill"

Favorite movie: "National Lampoon's Christmas Vacation"



KATHLEEN'S LAWN & SHRUB PEST CONTROL

Michael Rogers

President

Evans, Ga.

mrogers@kathleenspc.com

706-723-9491

Years in the industry: 35

Family: Married to Kathleen for 30 years. We have three grown children — two daughters and a son — all married. We have one granddaughter, twin grandsons and another grandson due on Christmas Day.

Biggest business challenge: Control positive growth with the current labor and economic issues.

Business goals for 2025: Continue to push for 25 percent growth or better.

Teams you root for: South Carolina Gamecocks

First record/8-track/cassette/CD you remember buying: "The Pressure is On" by Hank Williams Jr.

Favorite movie: "Top Gun"



HOFFMANS NURSERY & LANDSCAPING

Brian Hoffman

CEO

Wabash, Ind.

bhoffman@hoffmans-nursery.com

260-563-3546

Years in the industry: 25

Family: Married to Nikki, with two kids — Tristan (19) and Callie (16).

Biggest business challenge: Overcoming stagnant growth.

Business goals for 2025: Grow the turf management division.

Teams you root for: Purdue University

First record/8-track/cassette/CD you remember buying: AC/DC

Favorite movie: "Gladiator"



LAWN SOLUTIONS

Brandon Holley

President

Arlington, Tenn.

bholley@lawnsolutionsinc.net

901-867-5626

Years in the industry: 31 plus

Family: Married to Melissa, with two children — Zach (son) and Savannah (daughter).

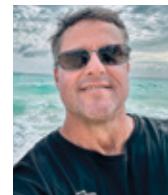
Biggest business challenge: Employee and customer retention and growth.

Business goals for 2025: Build a more solid staff/team.

Teams you root for: Memphis Tigers

First record/8-track/cassette/CD you remember buying: Alabama

Favorite movie: "On Patrol Live"



LAWN SOLUTIONS

Melissa Holley*Vice President*

Arlington, Tenn.
mholley@lawnsolutionsinc.net
901-867-5626



Years in the industry: 20 years

Family: Married to Brandon, with two teenage children.

Biggest business challenge: Growth, retention of employees/customers and payments

Business goals for 2025: Growth and retention of employees, customers and payments

Teams you root for: Dallas Cowboys, Memphis Tigers

First record/8-track/cassette/CD you remember buying: Michael Jackson, "Thriller"

Favorite movie: "Texas Chainsaw Massacre"

LAWNKING INDUSTRIES

Jeff King*President*

Sarasota, Fla.
jeff@lawnkingindustries.net
941-925-3010



Years in the industry: 30

Family: Married with two adult children.

Biggest business challenge: Time.

Business goals for 2025: Complete reorganization.

Teams you root for: Florida State

First record/8-track/cassette/CD you remember buying: Van Halen, "1984"

Favorite movie: "The Godfather"

MAINLY GRASS

Edward Coady*CEO*

Bedford, N.H.
ecoady@mainlygrass.com
475-209-6717

**Palmer Higgins***Partner*

Bedford, NH
phiggins@mainlygrass.com
973-886-5744



Years in the industry: Seven

Family: Born in New Jersey but lived internationally as a child. Moved to Maine 10 years ago. Married with a 4-month-old daughter. I work with my brother and sister-in-law.

Biggest business challenge: Organic customer growth and pesticide bans.

Business goals for 2025: Increase organic customer count by 10 percent.

Teams you root for: N.Y. Giants

First record/8-track/cassette/CD you remember buying: "Big Willie Style" by Will Smith

Favorite movie: "Top Gun"

PRO LAWN & PEST

Colin Scarsdale*CEO*

Tahlequah, Okla.
colin@prolawnpest.com
918-456-7767



Years in the industry: Five

Family: Married with two young children.

Biggest business challenge: Overall customer experience.

Business goals for 2025: Growth and retention.

ATTENDEES

ROOT DEVELOPMENT

Kevin Salters

Owner

Suffield, Conn.
rootdevelopmentllc@gmail.com
860-752-4517



Years in the industry: 37

Family: Married to Stacey for 30 years. We have twin boys, Zach and Kyle (27), and our daughter, Jenna (22).

Biggest business challenge: The decision to grow or stay small and profitable.

Business goals for 2025: Increase profitability, bring wife onboard full-time and purchase commercial space.

Teams you root for: Any team from Boston.

SCAPE-ABILITIES

Stephen Costalos

President

Scotch Plains, N.J.
steve@scape-abilities.com
908-482-4554



Years in the industry: 33

Family: Wife of 20-plus years, three kids (daughter is a sophomore at Georgetown, two boys in high school).

Biggest business challenge: Navigating the preparation and sale of my business.

Business goals for 2025: Grow sales by 10-15 percent and prepare the business for sale.

Teams you root for: N.Y. Giants, N.Y. Rangers

First record/8-track/cassette/CD you remember buying: The Cure, "Head on the Door"

Favorite movie: "Braveheart"

SIMPLY GREEN LAWN CARE

Don Smith

Managing Partner

Lilburn, Ga.
dsmith@simplygreenlawncare.com
770-923-0387



Years in the industry: 30 plus

Biggest business challenge: Growth of my team.

Business goals for 2025: Grow people, customer base and produce a healthy profit.

Teams your root for: University of Georgia Bulldogs

SUPREME LAWN & LANDSCAPE

Cassi Fishel

Vice President of Operations

Des Moines, Iowa
cassifishel@gmail.com
515-468-8556



Years in the industry: Three

Family: I have been married for four years and have a beautiful 13-month-old baby girl and four dogs.

Biggest business challenge: Labor

Business goals for 2025: Increase in lawn care accounts.

THINK GREEN LAWN SERVICE

Jim Segers

President

Cumming, Ga.
jsegers@thinkgreenls.com
678-648-2556



Years in the industry: 25

Family: Married to Trisha, with four kids — Aidan (20), Bayleigh (17), Avery (14) and Cash (11).

Biggest business challenge: Growth.

Business goals for 2025: Growth.

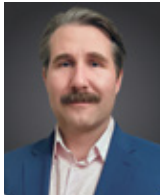
Teams you root for: University of Georgia Bulldogs, Atlanta Falcons

First record/8-track/cassette/CD you remember buying: Bon Jovi, "Slippery When Wet"

John Segers

Director of Agronomy and Technical Services

Monroe, N.C.
john.segers@thinkgreenls.com
844-648-2556



Years in the industry: 21

Biggest business challenge: Sales.

Business goals for 2025: Better online reviews, better employee/customer retention and more sales.

Terry Weaver

General Manager

Fayetteville, GA
terry.weaver@thinkgreenlawnservice.com
844-648-2556



Years in the industry: 25

Family: My wife and I reside in Senoia, Georgia. We have one daughter. She and her husband live in Savannah Georgia.

Biggest business challenge: Growth/Staffing

Business goals for 2025: Growth.

Teams you root for: Kentucky Wildcats, Georgia Bulldogs

First record/8-track/cassette/CD you remember buying: Boston

Favorite movie: "Braveheart"

TURF MASTERS BRANDS

Christopher Lemaster

Director of Procurement and Technical Services

Roswell, Ga.
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918-515-0131



Years in the industry: 10

Family: Married with two boys, ages 1 1/2 and 5.

Biggest business challenge: Navigating the various personalities within the organization.

Business goals for 2025: Continue to develop a mentorship program for field managers.

Teams you root for: Seattle Mariners, Minnesota Vikings

First record/8-track/cassette/CD you remember buying: Nirvana, "Nevermind"

Favorite movie: "Shawshank Redemption"

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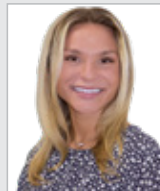


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