

2025

**LM GROWTH SUMMIT**

**TURF+ORNAMENTAL CARE**

**PROGRAM GUIDE**

Dec. 8-10, 2025  
Reunion Resort  
Orlando, Florida



# Welcome to Orlando and the 2025 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 13th annual edition of the Summit.

This event is unique in the landscape industry, and the concept behind it has proven its worth time and time again for both the lawn care applicators who attend and the industry partners who support it. The size and structure of the *LM* Growth Summit mean that all attendees will 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 industry gathering 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 (a lot of "Gladiator" fans out there!) and the teams they root for.

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 investment in attending 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 (right) grabbed a quick photo with the official bugler of Churchill Downs, Steve Buttleman, before the Welcome Reception at Equip Exposition 2025, which took place inside the First Turn Club at the famed horse racing venue.

# AGENDA

## Monday, December 8

|                        |   |
|------------------------|---|
| 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) |
| 5:15 p.m.              | Group Photo (Meet in Lobby)                 |
| 6:30 p.m. – 9:30 p.m.  | Welcome Reception (Eleven Restaurant)       |

## Tuesday, December 9

|                        |   |
|------------------------|---|
| 7:00 a.m. – 7:45 a.m.  | Breakfast (Eleven Restaurant)   |
| 7:15 a.m. – 7:45 a.m.  | Panel Discussion (Eleven Restaurant)  |
| 8:00 a.m. – 11:25 a.m. | Individual Meetings<br>(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 (Watson Course)   |
|                        | <i>Beverage cart sponsored by</i>  |
| 7:00 p.m. – 10:00 p.m. | BBQ Dinner (Seven Eagles Pool Pavilion)   |

*Sponsored by*  Employee-Owned

## Wednesday, 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. – 12:55 p.m. | Individual Meetings<br>(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](http://3pgadvisors.com)

With over 28 years of experience and hundreds of successful transactions in the green industry, 3PG Advisors is one of the most qualified and effective firms for matching entrepreneurs with equity partners or strategic buyers. Known for their industry expertise, 3PG Advisors has helped countless businesses navigate the complexities of mergers and acquisitions, organic growth, and integration resulting in the best possible outcomes for their clients. 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. 3PG Advisors has 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 representative:**

Jeff Harkness, CEO, 404-317-9288, [jeff@3pgconsulting.com](mailto:jeff@3pgconsulting.com)

## Atticus LLC



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

**Website:** [atticusllc.com](http://atticusllc.com)

**X:** Atticusturf

Based in North Carolina, Atticus is an American-owned, chemical manufacturer of the pesticides you rely on. Atticus' professional non-crop division, known as EcoCore, engages diverse market segments with our growing portfolio of quality me-too chemistries, including turf & golf.

Our portfolio provides the tools to protect and beautify vital plant health and defend against pests. Relevant. Simple. Reliable, we execute with decisiveness and a customer-centric strategy.

To learn more and view our comprehensive arsenal, visit [Atticusllc.com](http://Atticusllc.com).

**Company representatives:**

Michael Sorensen, Director, Western Region — EcoCore,  
984-465-4754, [michael.sorensen@atticusllc.com](mailto:michael.sorensen@atticusllc.com)

Rob Golembiewski, Director, Technical Services — EcoCore,  
541-602-3077, [rob.golembiewski@atticusllc.com](mailto:rob.golembiewski@atticusllc.com)

Paul Fox, Director, Account Management — EcoCore,  
727-423-9280, [paul.fox@atticusllc.com](mailto:paul.fox@atticusllc.com)

## Envu



5000 CentreGreen Way, Suite 400  
Cary, NC 27513  
800-331-2867

**Website:** [us.envu.com](http://us.envu.com)

Envu was founded in 2022, a company built on decades of environmental science experience, for the sole purpose of advancing healthy environments for everyone, everywhere. At Envu, we're inspired by the unpredictable forces you face. We use them to spur our innovation, guide our expertise, and drive us to be better so that no matter what challenge you're up against, we can help keep you and your business on track. We collaborate with our Lawn Care customers to design innovative solutions that meet their requirements today and well into the future. The Envu portfolio consists of over 250 trusted and well-known brands. The company employs more than 1,000 people, operates in 100 countries, and has four global innovation hubs. For additional information, visit [www.us.envu.com/lawn](http://www.us.envu.com/lawn).

**Company representatives:**

Bill Roddy, Campaign Activation Manager — Lawn,  
440-463-7754, [william.roddy@envu.com](mailto:william.roddy@envu.com)

Ryan Madden, Lawn National Account Manager, 314-239-5662,  
[ryan.madden@envu.com](mailto:ryan.madden@envu.com)

## Ewing Outdoor Supply



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

**Website:** [ewingoutdoorsupply.com](http://ewingoutdoorsupply.com)

Ewing Outdoor Supply is a leading provider of landscape, irrigation, agronomic, and outdoor living products, serving professionals and homeowners alike. Founded in 1922, Ewing has grown into one of the largest family-owned suppliers in the green industry, with locations across the United States. The company offers a wide range of high-quality products, including turf and landscape materials, water management solutions, hardscape supplies, lighting, and outdoor living essentials. Ewing is dedicated to supporting sustainable practices and helping customers create beautiful, efficient outdoor spaces. Beyond products, Ewing provides expert training, technical support, and business resources to help contractors and landscape professionals succeed. Known for its strong customer relationships and commitment to service, Ewing Outdoor Supply combines industry expertise with local community engagement to deliver trusted solutions for any outdoor project. Whether maintaining a golf course or designing a backyard retreat, Ewing is a reliable partner in outdoor excellence.

**Company representatives:**

Kevin Lewis, Technical Services Manager, 480-669-8791,  
[klewis@ewingos.com](mailto:klewis@ewingos.com)

Jason Hinkley, Regional Turf & Ornamental Sales Manager,  
720-275-6799, [jhinkley@ewingos.com](mailto:jhinkley@ewingos.com)

Jeremy King, Eastern Territory Turf & Ornamental Sales Manager,  
984-284-2504, [jeremyking@ewingos.com](mailto:jeremyking@ewingos.com)

## Greene County Fertilizer Co.



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

**Website:** [greenecountyfert.com](http://greenecountyfert.com)

**X:** [@GreeneCFert](https://twitter.com/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, and the N-Ext™ brand. Made in the U.S. Field technical support and training available. Distributor of lawn and ornamental pest control products."

**Company representative:**

John Perry, President, 775-771-8750,  
[john@greenecountyfert.com](mailto:john@greenecountyfert.com)

## PBI-Gordon Corp.



Employee-Owned

22701 W 68th Terrace  
Shawnee, KS 66226  
816-421-4070

**Website:** [pbigordonturf.com](http://pbigordonturf.com)

**X:** [@PBIGordonTurf](https://twitter.com/PBIGordonTurf)

At PBI-Gordon, we understand the challenges turf and ornamental professionals face – and we're here to help. As a nationally recognized leader in the industry, we offer a full line of proven herbicides, insecticides, fungicides, growth regulators, and specialty products designed to deliver reliable results. Whether you're managing golf courses, sports fields, commercial landscapes, or residential lawns, our products are formulated to meet your specific needs with precision and performance.

**Company representatives:**

Dani McFadden, Product Manager, 316-322-5534,  
[dmcfadden@pbigordon.com](mailto:dmcfadden@pbigordon.com)

Melissa McDonald, Sr. Marketing Communications Manager,  
816-421-4070, [mmcdonald@pbigordon.com](mailto:mmcdonald@pbigordon.com)

Zach Greenlee, Sales Support, 816-460-6245,  
[zgreenlee@pbigordon.com](mailto:zgreenlee@pbigordon.com)

## Nufarm Americas



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

**Website:** [nufarm.com/usturf](http://nufarm.com/usturf)

**X:** [@NufarmUSTurf](https://twitter.com/NufarmUSTurf)

Established more than 100 years ago, Nufarm is recognized as one of the leading manufacturers and suppliers of plant protection worldwide. As a top supplier to the U.S. turf, landscape, and ornamental markets, Nufarm offers solutions for every challenge – from innovations such as Anuew® EZ, Velocity® PM, and Allstar™ to go-to products including Tourney® EZ, SureGuard® EZ, Celero®, Escalade® 2, Cool Power®, Arena®, Aloft®, Pinpoint®, Safari®, TriStar®, and the 3336® brand family.

**Company representatives:**

Rod Marquardt, Lawn Care Warm Season Market Manager,  
772-844-4835, [rod.marquardt@nufarm.com](mailto:rod.marquardt@nufarm.com)

Jamie Heydinger, Lawn Care Segment Lead, 330-636-1490,  
[jamie.heydinger@nufarm.com](mailto:jamie.heydinger@nufarm.com)

## Quali-Pro



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

**Website:** [quali-pro.com](http://quali-pro.com)

**X:** [@quali\\_pro](https://twitter.com/@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](mailto:calvin.hill@controlsolutionsinc.com)

Chris Butcher, Southeast Area Manager, 281-906-3154,  
[chris.butcher@controlsolutionsinc.com](mailto:chris.butcher@controlsolutionsinc.com)

# PARTNERS

## RealGreen by WorkWave



101 Crawfords Corner Rd  
Suite 2511-W  
Holmdel, NJ 07733  
866-784-1580

**Website:** [realgreen.com](http://realgreen.com)

With 40 years of specialized experience in the lawn care industry, RealGreen has built the only comprehensive software solution you'll ever need to run and scale your green business. Trusted by 9 out of the top 10 lawn care franchises, RealGreen is more than just software: We're part of your team. Our end-to-end platform seamlessly connects every aspect of your business with advanced CRM, best-in-class dynamic route optimization, mobile application, customer portal, comprehensive payment and fintech solutions, automated communications, robust reporting, AI-powered marketing and business analytics, and complete print marketing capabilities. Purpose-built for lawn care professionals by lawn care professionals, RealGreen combines four decades of proven expertise with a relentless, innovative drive: Our focus is firmly on your future.

### Company representatives:

Jason King, Director, Sales, Pest & Green, 888-706-7290,  
[cjking@workwave.com](mailto:cjking@workwave.com)  
Joe Yacano, Group VP, Enterprise Accounts, 585-739-6834,  
[joseph.yacano@workwave.com](mailto:joseph.yacano@workwave.com)

## Sipcam Agro USA



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

**Website:** [sipcamagrousa.com](http://sipcamagrousa.com)

Durham, NC-based Sipcam Agro USA is a part of the Sipcam Oxon Group, and Italian-based international network of Agrotechnology companies, formed in 1946. Sipcam Agro USA, launched in 1986, is a leader in the development, registration, production, and marketing of a solid portfolio of plant protection products for agriculture, turf, ornamental, and lawn markets. Sipcam Agro Solutions, an agro custom formulating and packaging plant in Mississippi, and Sipcam Agro Canada make up the North America footprint.

### Company representatives:

Dave Feist, Senior Director of Marketing, 970-219-5013,  
[dfeist@sipcamagro.com](mailto:dfeist@sipcamagro.com)  
Stephen Kimball, Key Account Manager, 602-540-6013,  
[skimball@sipcamagro.com](mailto:skimball@sipcamagro.com)

## Steel Green Manufacturing



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

**Website:** [steelgreenmfg.com](http://steelgreenmfg.com)

**X:** [@SteelGreenMfg](https://twitter.com/SteelGreenMfg)

Steel Green Manufacturing is an employee-owned company built on the values of quality, customer service, integrity, and innovation. With more than 100 years of combined experience in the equipment industry, our team understands the needs of lawn care professionals, athletic field managers, and golf course superintendents. Every machine we build is designed with these operators in mind — crafted for durability, efficiency, and precision. Proudly made in the USA, our spreader/sprayers are assembled in Lebanon, Indiana, by people who take pride in their work and stand behind every product that leaves the shop. At Steel Green, we're more than a manufacturer — we're partners in our customers' success, committed to providing reliable equipment, responsive support, and continuous innovation that helps turf professionals achieve exceptional results season after season.

### Company representatives:

Caleb Myers, Sales Rep, 765-350-0742,  
[cmyers@steelgreenmfg.com](mailto:cmyers@steelgreenmfg.com)  
Scot Jones, Product Specialist, 765-481-2896,  
[sjones@steelgreenmfg.com](mailto:sjones@steelgreenmfg.com)  
Matt Smith, VP of sales, 765-481-8190,  
[msmith@steelgreenmfg.com](mailto:msmith@steelgreenmfg.com)

## Stinger Equipment



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

**Website:** [stingerequipment.com](http://stingerequipment.com)

**X:** [@StingerEquip](https://twitter.com/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:

David Cook, CEO, [david@stingerequip.com](mailto:david@stingerequip.com), 502-536-0716  
Brian Moore, President, [brian@stingerequip.com](mailto:brian@stingerequip.com), 502-536-0716  
Dustin McGehee, VP of Sales, 502-727-4925,  
[dustin@singerequip.com](mailto:dustin@singerequip.com)

## Turfco



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

**Website:** [turfco.com](http://turfco.com)

**X:** [@TurfcoLawn](https://twitter.com/TurfcoLawn)

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:**

George Kinkead, President, 763-785-1000, [george@turfco.com](mailto:george@turfco.com)  
John Kinkead, Southern Regional Sales Manager, 763-760-4080,  
[jkinkead@turfco.com](mailto:jkinkead@turfco.com)

# ATTENDEES

## 4-EVERGONE

### Caio Malufe

*Partner and CEO*

Boca Raton, Fla.  
info@4-Evergone.com  
954-514-7295

**Years in the industry:** 15

**Family:** Married to Giovana, with one dog, a 10-year-old golden retriever.

**Biggest business challenge:** Scaling while maintaining quality.

**Business goals for 2026:** Triple the size of the business while not losing HOA customers.

**Teams you root for:** Miami Dolphins

**First record/8-track/cassette/CD you remember buying:**  
Linkin Park, "Meteora"

**Favorite movie:** "Star Wars"



## ADVANCED TURF PROS

### Ryan Birch

*General Manager*

Yarmouth Port, Mass.  
rbirch@advancedturfpro.com  
508-280-2368

**Years in the industry:** 21

**Family:** Married with three children and a dog.

**Business goals for 2026:** Continue growing and providing high-quality service.

**Teams you root for:** New York Yankees, New York Giants

**Favorite movie:** "Stand by Me"



## AMAZING GRASS

### John Fowler

*Founder & CEO*

Bel Air, Md.  
contact@amazinggrass-pts.com  
443-412-5923



**Years in the industry:** 32

**Family:** Married to Carrie, with five children between us. Extended family along the East Coast.

**Biggest business challenge:** Developing and maintaining SOPs.

**Business goals for 2026:** Expand the tree and shrub division.

**Teams you root for:** Philadelphia Eagles, Phillies, Flyers, and 76ers

**First record/8-track/cassette/CD you remember buying:**  
U2 "The Joshua Tree"

**Favorite movie:** "Gladiator" or anything with Will Ferrell.

## ADVANCED TURF PROS

### Joshua Rupani

*Owner*

Yarmouth Port, Mass.  
jrupani@advancedturfpro.com  
800-674-2861

**Years in the industry:** 25

**Family:** Married with two children.

**Business goals for 2026:** Build a shop.

**Teams you root for:** Boston Bruins, New England Patriots, Boston Celtics, Boston Red Sox



### Shawn Rupani

*Owner*

Yarmouth Port, Mass.  
srupani@advancedturfpro.com  
800-674-2861

**Years in the industry:** 19

**Family:** Married with two children.

**Biggest business challenge:** Hiring and retaining employees.

**Business goals for 2025:** Reach \$1.4 million in revenue.

**Teams you root for:** New England Patriots, Boston Red Sox, Boston Bruins, Boston Celtics



## BEST TERMITE & PEST CONTROL

### Madelynn Mongiovi

*Supervisor*

Tampa, Fla.

madelynn@bestpestmanagement.com

813-935-0998

**Years in the industry:** 4

**Family:** A daughter, Ashiah, and father, Richard.

**Biggest business challenge:** Being a young woman in the industry.

**Business goals for 2026:** Diversify income streams and grow social media presence.

**Teams you root for:** Tampa Bay Buccaneers

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

Chris Brown "Exclusive"

**Favorite movie:** "Tropic Thunder"



## CHESTERFIELD LAWNS & LANDSCAPES

### Justin Hatfield

*Fertilizer Division Manager*

Saint Peters, Mo.

justinhatfield44@gmail.com

636-519-8563

**Years in the industry:** 15

**Family:** Married with two sons.

**Biggest business challenge:** Talent acquisition and workforce development.

**Business goals for 2026:** Achieve 95 percent on-time applications during peak season to meet crop growth stages.

**Teams you root for:** St. Louis Blues, Green Bay Packers

**First record/8-track/cassette/CD you remember buying:** Metallica "The Black Album"

**Favorite movie:** "The Big Lebowski"



## BETTER VIEW LANDSCAPES

### Tory Chlanda

*President*

Hadley, Mass.

tory@betterviewlandscaping.com

413-256-3260

**Years in the industry:** 30

**Biggest business challenge:** Building and maintaining company culture.

**Business goals for 2026:** Continue growing, adjust product offerings to market demand and increase recurring revenue.

**Teams you root for:** Boston Red Sox

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

Van Halen "OU812"

**Favorite movie:** "The Big Lebowski"



## CONSOLIDATED PEST CONTROL

### Jai Buttram

*Owner*

Plant City, Fla.

jai@consolidatedpestcontrol.com

813-986-3341

**Years in the industry:** 35

**Biggest business challenge:** Managing employees.

**Business goals for 2026:** Growth through acquisition.

**Teams you root for:** USF Bulls

**First record/8-track/cassette/CD you remember buying:** Survivor "Eye of the Tiger"

**Favorite movie:** "Tombstone"



# ATTENDEES

## CUSTOM LAWNS

### Dan Turner

#### *Owner*

Avon Lake, Ohio  
dan@customlawns.com  
440-327-1467

**Years in the industry:** 20

**Family:** Married to Lisa with four children — Madi, Mason, Millie, and Leo.

**Biggest business challenge:** Time management.

**Business goals for 2026:** Continue growing the company.

**Teams you root for:** Ohio State Buckeyes, Cleveland Browns, Cleveland Guardians

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

**Favorite movie:** "Happy Gilmore"



### Lisa Turner

#### *General Manager*

Avon Lake, Ohio  
dan@customlawns.com  
440-327-1467

**Years in the industry:** Three months

**Family:** Married to Dan with four children — Leo (7), Madi (15), Mason (13), Millie (11).

**Biggest business challenge:** Still learning

**Business goals for 2026:** Improving marketing

**Teams you root for:** Chicago Cubs, Browns/Bears, Blackhawks

**First record/8-track/cassette/CD you remember buying:** Brad Paisley

**Favorite movie:** "Wedding Crashers"



## GRASSLIFE USA

### Dwight Pilgrim

#### *Owner*

Tuscumbia, Ala.  
slsflorence@aol.com  
256-750-2170

**Years in the industry:** 30

**Family:** Married to Shea with three children — daughters Lauren and Abby and son Will.

**Biggest business challenge:** Organization and manpower.

**Teams you root for:** Alabama Crimson Tide

**First record/8-track/cassette/CD you remember buying:** Survivor "Eye of the Tiger"

**Favorite movie:** "Top Gun"



## KING GREEN LAWN CARE

### Jason Bishop

#### *Regional Director*

Gainesville, Ga.  
jasonb@kinggreen.com  
770-294-0463

**Years in the industry:** 31

**Family:** Married to Kim with a son, Colin; a daughter-in-law, Andee; and two grandchildren, Gwen and Shep.

**Biggest business challenge:** Fleet management.

**Business goals for 2026:** Transition production vehicles to pickup trucks.

**Teams you root for:** Florida State

**First record/8-track/cassette/CD you remember buying:** Pink Floyd "Dark Side of the Moon"

**Favorite movie:** "Tombstone"



### Phillip Sanders

#### *Agronomist*

Alpharetta, Ga.  
phillips@kinggreen.com  
678-283-7807

**Years in the industry:** 20

**Biggest business challenge:** Managing chemical pricing due to tariffs and training employees.

**Business goals for 2026:** Maintain material costs at or below 13 percent.

**Teams you root for:** Auburn University



## LAWN DOCTOR OF BALDWIN & MOBILE COUNTIES

### Joshua Stewart

#### *Owner/Operator*

Spanish Fort, Ala.  
joshuastewart@lawndoctor.com  
251-597-2959



#### **Years in the industry:** 7

**Family:** Wife Shannon; sons Liam, Luke, and Logan.

**Biggest business challenge:** Managing customers.

**Business goals for 2026:** Growth and profitability.

**Teams you root for:** Alabama Crimson Tide, New York Yankees

**First record/8-track/cassette/CD you remember buying:**  
Bruce Springsteen

**Favorite movie:** "Happy Gilmore"

## LAWN PLUS

### Bob Brower

#### *General Manager*

West Alexandria, Ohio  
brower@lawn-plus.com  
937-533-0083



#### **Years in the industry:** 15

**Family:** Married to Mindy with two children — son Carson and daughter Sydney.

**Biggest business challenge:** Managing unpredictable weather in Ohio.

**Business goals for 2026:** Strengthen employee engagement, maintain family culture, reduce cancellations below 14 percent, and expand with a new location in Cincinnati.

**Teams you root for:** Bellarmine University baseball, Ohio State Buckeyes football, Cincinnati Reds, Indianapolis Colts

**First record/8-track/cassette/CD you remember buying:**  
Starship "We Built This City"

**Favorite movie:** "Field of Dreams"

## LAWN SQUAD

### Brian Dills

#### *Owner*

Frederick, Md.  
bdills@lawnsquad.com  
301-606-1130



#### **Years in the industry:** 1

**Family:** Engaged; father of two boys, ages 14 and 12.

**Biggest business challenge:** Customer growth.

**Business goals for 2026:** Become profitable.

**Teams you root for:** San Francisco 49ers

**First record/8-track/cassette/CD you remember buying:**  
Green Day

**Favorite movie:** "Tommy Boy"

### Rodney Sykes

#### *Owner*

Collingswood, N.J.  
rsykes@lawnsquad.com  
609-980-6064



#### **Years in the industry:** 1

**Family:** Married to Nicole.

**Biggest business challenge:** Budgeting

**Business goals for 2026:** Surpass customer expectations, grow revenue and increase industry knowledge.

**Teams you root for:** Philadelphia Eagles, Philadelphia Phillies, NCAA Men's Basketball

**First record/8-track/cassette/CD you remember buying:**  
Sugarhill Gang "Apache"

**Favorite movie:** "A Bronx Tale"

# ATTENDEES

## LAWNS+ / TURF DOCTOR

### Bradley Brennan

#### *Owner*

Melvindale, Mich.  
bradleybrennan1@gmail.com  
313-928-5514

**Years in the industry:** 3

**Family:** One child.

**Biggest business challenge:** Managing expansion and adaptation.

**Business goals for 2026:** Expand aggressively while maintaining operational balance.

**Teams you root for:** Detroit Lions (reluctantly).

**First record/8-track/cassette/CD you remember buying:**  
The Doors

**Favorite movie:** "Dumb and Dumber"



## MORIN TURF

### Mike Morin

#### *President*

Sioux City, Iowa  
morinturf@gmail.com  
712-898-9866

**Years in the industry:** 45

**Family:** Married with two sons and a grandson.

**Biggest business challenge:** Labor shortages.

**Business goals for 2026:** Improve operational efficiency.

**First record/8-track/cassette/CD you remember buying:**  
Pink Floyd "Wish You Were Here"

**Favorite movie:** "Caddyshack"



### Sean Morin

#### *Vice President*

Sioux City, Iowa  
sean.m.morin@gmail.com  
712-301-9100

**Years in the industry:** 15

**Family:** Married with a newborn son.

**Biggest business challenge:** Labor

**Business goals for 2026:** Expand agronomic knowledge.

**Teams you root for:** Iowa Hawkeyes

**First record/8-track/cassette/CD you remember buying:**  
Stuff I pirated off LimeWire.

**Favorite movie:** "The Lord of the Rings"



## LOCAL LAWN PROS

### Jordan Almond

#### *Owner*

Magnolia, Texas  
jordan@llpros.com  
936-276-0099

**Years in the industry:** 13

**Family:** Married to Courtney for seven years, with three sons (ages 4, 2 and a newborn).

**Biggest business challenge:** Managing cash flow.

**Business goals for 2026:** Reach \$1 million in revenue while maintaining a 25-percent-plus profit margin.

**Teams you root for:** Houston Astros

**First record/8-track/cassette/CD you remember buying:**  
Alan Jackson CD

**Favorite movie:** "Gladiator"



## NATURE'S OWN LAWNS

### Kevin Morrison

#### *Owner's Husband*

Scotch Plains, N.J.  
kevin@naturesownlawns.com  
908-233-2969

**Years in the industry:** 43

**Family:** Married to Cheryl, with a son, Wesley, and two daughters, Ryann and Paige.

**Biggest business challenge:** Streamlining office procedures.

**Business goals for 2026:** Maintain an efficiently run office to support and facilitate company growth.

**First record/8-track/cassette/CD you remember buying:**  
Led Zeppelin "Coda"



## O'HARA PEST CONTROL

### Alex O'Hara

#### *President*

West Palm Beach, Fla.  
alex@oharapestcontrol.com  
561-655-9011

**Years in the industry:** 50-plus

**Family:** Family-owned business.

**Biggest business challenge:** Employee management.

**Business goals for 2026:** Adjust pricing and enhance employee training.

**Teams you root for:** Notre Dame

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

**Favorite movie:** "Batman"



## NEA LAWN PRO

### James Cap

#### *President*

Jonesboro, Ark.  
jcap@nealawnpro.com  
870-373-7332

**Years in the industry:** 12

**Family:** Married to Kalie, with three children — Logan (13), Hadlee (8) and Jameson (3).

**Biggest business challenge:** Managing estimates and client time.

**Business goals for 2026:** Switch software systems, train staff and delegate tasks to reduce stress.

**First record/8-track/cassette/CD you remember buying:**  
Toby Keith

**Favorite movie:** "American Made"



## PERFORMANCE LAWNS

### Bryson Phillips

#### *Operations Manager*

Gordonsville, Tenn.  
baphillips42@gmail.com  
615-708-5549

**Years in the industry:** 5

**Family:** Married with five children.

**Business goals for 2026:** Improve growth and efficiency.



### Josh Whitaker

#### *CEO*

Lebanon, Tenn.  
josh@performancelawnsinc.com  
615-708-5549

**Years in the industry:** 20

**Family:** Married for 25 years with seven children. My two oldest sons work with me in the business.

**Biggest business challenge:** Training future leaders.

**Business goals for 2026:** Continue developing and empowering future leaders.

**Favorite movie:** "Remember the Titans"



# ATTENDEES

## RAINBOW LAWN CARE

### Matt Ferguson

#### *General Manager*

Minnetonka, Minn.  
mferguson@rainbowpestexperts.com  
952-252-0535

**Years in the industry:** 21

**Family:** Married with two dogs.

**Biggest business challenge:** Sustaining growth amid Minnesota's seasonality.

**Business goals for 2026:** Develop future leaders within our team.

**Teams you root for:** Minnesota Vikings

**Favorite movie:** "The Matrix"



### John Maiers

#### *Field Operations Supervisor*

Minnetonka, Minn.  
jmaierson@rainbowlawncare.com  
612-750-0165

**Years in the industry:** 10



**Family:** Uncle to three nieces and one nephew.

**Biggest business challenge:** Maintaining consistent staffing.

**Business goals for 2026:** Expand my leadership role and empower others to take ownership.

**Teams you root for:** Iowa State and all Minnesota teams.

**First record/8-track/cassette/CD you remember buying:** Green Day "American Idiot"

**Favorite movie:** "Big Daddy"

### Jon Prochnow

#### *Operations Manager*

Eden Prairie, Minn.  
jprochnow@rainbowlawncare.com  
612-267-6714

**Years in the industry:** 25



**Family:** Married to Emily with three children — Owen (14), Nora (12) and Emmett (9).

**Biggest business challenge:** Maintaining production consistency while continuing to grow.

**Business goals for 2026:** Increase profitability, improve inside sales, and enhance production efficiency.

**Teams you root for:** Iowa Hawkeyes, Minnesota Vikings, Timberwolves, and Twins

**First record/8-track/cassette/CD you remember buying:** Nelly "Country Grammar"

**Favorite movie:** "The Shawshank Redemption"

## TRUGREEN OF LOUISIANA

### Kevin Vidrine

#### *Owner*

Scott, La.  
kevin@trugreensouth.com  
337-264-7336

**Years in the industry:** 18



**Family:** Married for 31 years with two daughters, Abby (23) and Camille (20).

**Biggest business challenge:** Becoming the leader needed to grow the business 5X.

**Business goals for 2026:** 20 percent growth, 83 percent retention, \$5M revenue, 15 percent net income.

**Teams you root for:** Texas A&M

**Favorite movie:** "Forrest Gump"

## TURF DOCTOR

### Armando Rodriguez

#### *Operations Manager*

Melvindale, Mich.  
info@turfdoctor.biz  
313-928-5514



**Years in the industry:** 3

**Family:** Married with no children, three corgis and two cats.

**Biggest business challenge:** Balancing growth with maintaining high-quality service and customer trust.

**Business goals for 2026:** Expand service coverage in southeast Michigan, strengthen team training and continue improving customer experience.

**Teams you root for:** Detroit Lions, Detroit Tigers

**First record/8-track/cassette/CD you remember buying:** Can't recall.

**Favorite movie:** "The Dark Knight"

## TURF DOCTOR

### Jim Johanson

#### *Sales*

Melvindale, Mich.  
svenskstorm18@gmail.com  
734-686-4118

**Years in the industry:** 2

**Family:** None.

**Biggest business challenge:** Improving phone etiquette.

**Business goals for 2026:** Attain greater independence.

**Teams you root for:** Hammarby IF.

**First record/8-track/cassette/CD you remember buying:**  
Sex Pistols "Did You No Wrong"

**Favorite movie:** "Romper Stomper"

## WEED AND FEED LAWN CARE

### Steven Van Noord

#### *Owner*

Byron Center, Mich.  
stvannoord@gmail.com  
616-698-8930

**Years in the industry:** 52

**Family:** Married to Nancy with four married children and 13 grandchildren.

**Biggest business challenge:** Keeping everything running smoothly.

**Business goals for 2026:** Staying healthy.

**Teams you root for:** Detroit Lions and Detroit Tigers



## TURF PRIDE LAWN CARE

### Dave Petti

#### *President*

Mentor, Ohio  
dave@turfpridelawncare.com  
440-516-8873

**Years in the industry:** 25

**Family:** Married for 27 years with two children — son (24) and daughter (22). My wife and son work with me at Turf Pride.

**Biggest business challenge:** Training and recruiting.

**Teams you root for:** Cleveland Browns :(

**First record/8-track/cassette/CD you remember buying:**  
Billy Joel "An Innocent Man" (a gift from my brother).

**Favorite movie:** "Carlito's Way"



## XQUISITE LAWN AND PEST LLC

### Steven Murray

#### *Owner / CEO*

Jacksonville, Fla.  
smurray@xquisitelawnandpest.com  
904-728-6822



**Years in the industry:** 26

**Family:** Two daughters and a German shepherd. Also mentor to 22 girls on my softball teams.

**Biggest business challenge:** Slowing growth while recruiting top-tier talent.

**Business goals for 2026:** Step out of field work and enhance technician training.

**Teams you root for:** 12U Lady Lazers, 12U Attitude, Jacksonville Jaguars, Florida Gators

**First record/8-track/cassette/CD you remember buying:**  
Jimmy Buffett "Margaritaville"

**Favorite movie:** No time for movies or TV.



**LM GROWTH SUMMIT**  
TURF+ORNAMENTAL CARE

## LM GROWTH SUMMIT TEAM

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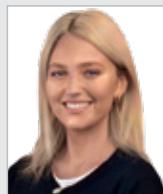
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